

## FARMERS KEEPING AUTO PLANTS BUSY

No Longer Look On the Horseless Carriage with Disfavor, but Buy.

### GREAT HELP TO THE ROADS

The demand for automobiles that has kept many of the big motor car plants of this country working day and night is attributed largely to the prevailing prosperity of the American farmer. The men of the soil no longer look upon the horseless carriage with disfavor as was the case in the early days of the industry. On the contrary, they are buying cars in even greater numbers than their cousins in the cities.

"Farmers have not only come to realize that they are able to enjoy the better things of life just as well as the men of the city, but they demand them," says John N. Will, president of the Willys-Overland company, who is attending the automobile show at the Grand Central Palace. "Motor cars are considered indispensable by the prosperous class of farmers. They have become a rural necessity."

#### Half Go to Farmers.

"Of the thousands of cars built at the Overland plant each year, more than half the number is sold to people living in farming districts. Since July 1 our dealers in the northwest and middle west have practically doubled the number of sales made during the same period last season. Out there where distances are great and the nearest house is miles away, the automobile is worth its weight in gold."

"Even where the poorest roads prevail, the motor car is plowing through mud and sand puts every day of the year. It is safe to say that there is hardly a farm in the United States that has not been visited by a motor car at one time or another."

"Improved machinery, farming implements and household conveniences all have helped to make life on the farm more worth while, but I'll venture to say that the majority of farmers would sacrifice any of these rather than give up the pleasures and comforts of their automobiles."

### How Detroit Protects Autoists from Poor "Gas"

Following a series of investigations conducted by C. C. Hinkley, chief engineer of the Chalmers Motor company, and J. C. McCabe, Detroit city engineer, the city of Detroit has adopted a set of standards for gasoline which must be strictly observed by all dealers in the city.

Designated as "Detroit City Standard," the new type of gasoline is defined as a liquid hydro-carbon obtained by straight distillation or by the cracking process and having a boiling temperature not exceeding 430 degrees Fahrenheit. It must distill at least 20 per cent at 220 degrees Fahrenheit and 50 per cent under 300 degrees Fahrenheit when tested by the distillation test provided for in the ordinance.

Any mixture of gasoline and kerosene which does not measure up to this test must be labeled "Mixed G-K" and sold as a mixture of the

two oils. Signs designating the quality of the gasoline sold must be plainly displayed on the pump from which the liquid is drawn so that the customer knows which type he is paying for.

## Beauty is Required In Construction of The Modern Auto

In any line of artistic endeavor it has been said that everything is a compromise; the ideal or aim of the artist must be made to conform with other conditions, and this applies to the beautiful models of automobiles now being shown at the big show, as well as to painted masterpieces. The face of a Madonna would not appear to good advantage, no matter how well it were portrayed, were it not accompanied by a correct background. A low, rakish chassis equipped with a body of the Victoria type would be incongruous, in spite of any high ideals of its designer.

To become acquainted with the artistic work in connection with the building of a motor car of beauty and distinction one should make a trip through such a factory as that of the Peerless Motor Car company of Cleveland, O., long a leader in beautiful automobile offerings. There he would discover the almost countless items of labor and skill which go into the making of that type of car.

It is likely that he would first be attracted by the models built in clay. The average layman has very little use for intricate lines of a blue print—he wants to see something more substantial. After observing the clay models he will find similar models constructed on boards, but these are by no means the finished product. They are only samples of what may be expected when the body lines are finally determined upon. There is much tearing down and remodeling before the perfect car is produced.

### Hundred Million-Dollar Year for Goodyear Tires

With business running 70 per cent ahead of the figures for a year ago and every prospect for a \$100,000,000 year in gross business, the Goodyear Tire and Rubber company has arranged to obtain close to \$10,000,000 through the sale of stock. Last year the company put a large amount into plant extension to keep pace with growth and provide storage facilities for adequate quantities of raw material.

Carrying out the new plan, \$5,000,000 preferred has already been sold to bankers, and the common will be offered first to present stockholders, on the basis of a chance to buy 20 per cent of their present holdings at par. The price at which the new preferred is to be offered to the public is not announced.

### Light Weight Autos Attract at the Show

A point that has probably been raised in many people's minds, after seeing the exhibits at the automobile show, is why it is necessary for a vehicle, which, for instance, carries five passengers (equivalent to a load of 750 pounds), to weigh in a great many cases from 3,000 to 5,000 pounds.

It is significant that only a few months ago a widely known automobile engineer raised the same ques-

tion in a discussion of weight. "Motorcycles and buggies," he pointed out, "weigh very little more than their maximum loads. When will we get automobiles more closely approaching this ratio? Other vehicles went through this improvement from heavy to light with great gain. There is no reason why the same transformation is not applicable to automobiles."

Probably a great number of automobile show visitors recall statements on the part of salesmen that this or that car is lighter this year than last year. This would seem to point to the growing appreciation of the possibilities which are involved in the lightweight automobile.

### Water Department Buys Four More Motorcycles

The Metropolitan Water district has just purchased four more three-

speed, single cylinder motorcycles for use in the service department. The machines were purchased from Victor H. Roos, the local Harley-Davidson distributor.

### Friendship is Quality That Enters Mitchell Car

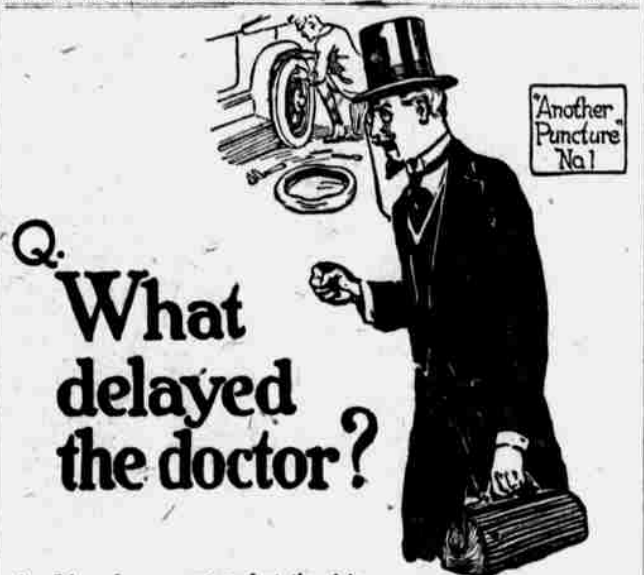
"Jack Bate" is a name to conjure with in the field of auto engineering. The vice president and chief engineer of the Mitchell Motors company of Racine, Wis., has so many patents to his name that most of the public fancies that he is always stuck over a crucible in a chemistry room or pouring over some problem to make an auto engine do things it never did before. The marvel of the thing is that

he seems never to be studying anything except human nature. The thousands in the Mitchell family of salesmen who visit the home plant always find "Jack Bate" is at home to them. It is the same with visitors who have no official connection

with the Mitchell company. They have heard of the chief engineer and they want to see him and talk to him. He seldom or never keeps them waiting.

It is one of Mr. Bate's ideas and about the only one he didn't protect

by patent to spread the gospel of good fellowship. It fairly radiates throughout the huge Mitchell plant from President O. C. Friend down to the shop's newest apprentice. "It pays," Bate says. And records of Mitchell sales prove it pays.



A. It's only a puncture but the delay may be serious for his patient.

Q. Doesn't he know about the Lee Puncture Proof Tire—the pneumatic tire with the metal disc enforcement that prevents the punctures of ordinary tires?

A. He certainly should know—he's depended upon Lee gloves and all manner of rubber sundries in his profession for many years. "Lee" to him means correct manufacture and if he would use Lee Tires he could not have his present dangerous delay.

Q. Where can he find out all about the Lee line of pneumatic tires?

A. **POWELL SUPPLY COMPANY**  
OMAHA  
Phone, Douglas 921.

Look up "Lee Tires" in Phone Book

**LEE** **PUNCTURE PROOF** **Tires**

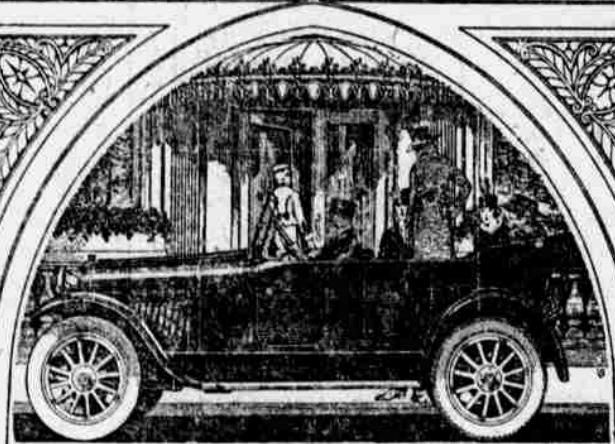
5,000 miles guaranteed

Lee Tire & Rubber Co., Consolidated, Inc.

### Lee Standard Tires

Give more tire comfort and mileage than ever before claimed for any standard make of tires.

**Lee Tubes**  
Always find Lee of extra thickness and ruggedness. They are extremely supple, tough, resilient and long wearing.



## PAIGE

The Most Beautiful Car in America

THIS CAR—the Paige Linwood "Six-39"—is in every respect a representative member of "The Most Beautiful Car in America" family.

The work of the same master artists who designed the seven-passenger Stratford, this Linwood has the added daintiness and smartness of the five-passenger capacity.

You will find all the luxury, stamina, power and distinction of "The Most Beautiful Car in America" in the Linwood.

Price - \$1175 f. o. b. Detroit

Stratford "Six-51" seven-passenger - \$1495 f. o. b. Detroit  
Fairfield "Six-46" seven-passenger - \$1375 f. o. b. Detroit  
Brooklands "Six-51" four-passenger - \$1695 f. o. b. Detroit  
Dartmoor "Six-39" 2 or 3-passenger - \$1175 f. o. b. Detroit  
Limousine "Six-51" seven-passenger - \$2750 f. o. b. Detroit  
Sedan "Six-51" seven-passenger - \$2300 f. o. b. Detroit  
Town Car "Six-51" seven-passenger - \$2750 f. o. b. Detroit

Paige-Detroit Motor Car Company, Detroit

MURPHY-O'BRIEN AUTO CO.

1814-18 Farnam St. Phone Tyler 123. Omaha, Neb.

## America's greatest "Light Six"

A car you're proud to own—a car with power and flexibility that no other car of its class can match—a car you can afford to drive because upkeep is so small—that's why the Haynes earned the name AMERICA'S GREATEST "LIGHT SIX."

There's individual beauty and refinement to the Haynes—riding comfort and luxury of appointments.

The engine develops more power than any other of equal bore and stroke—it yields any speed from a mile an hour to a mile a minute on high, with a get-away of 30 miles per hour within 7 1/2 seconds.

As to economy—it averages 8,000 miles to the set of tires, 16 to 22 miles to the gallon of gasoline, 400 miles to the quart of oil.

We are now showing the new series models of the Haynes "Light Six"—glad to demonstrate anytime you say.

### SPECIFICATIONS AND PRICES

"LIGHT SIX"  
Model 36  
5-passenger touring car, Weight 3000 lbs., Wheelbase 121".  
Price \$1895 Closed Car \$2260  
Model 37  
4-passenger roadster, Weight 3160 lbs., Wheelbase 121".  
Price \$1725  
Model 38  
7-passenger touring car, Weight 3180 lbs., Wheelbase 121".  
Price \$1725 Closed Car \$2390  
Demonstrable Sedan and Coupe Type for all models \$275  
Wire Wheels Extra F. O. B. Kokomo  
All models are completely equipped, including seat covers, motor, motor, and all accessories.



# HAYNES

Nebraska  
Haynes Auto  
Sales Co.

2032 Farnam St.  
Omaha, Neb.

THE HAYNES AUTOMOBILE CO.  
KOKOMO, IND.

## America's greatest "Light Twelve"

With only a hundred pounds greater weight than America's Greatest "Light Six," the new but proved "Light Twelve" is indeed a triumph of automobile engineering.

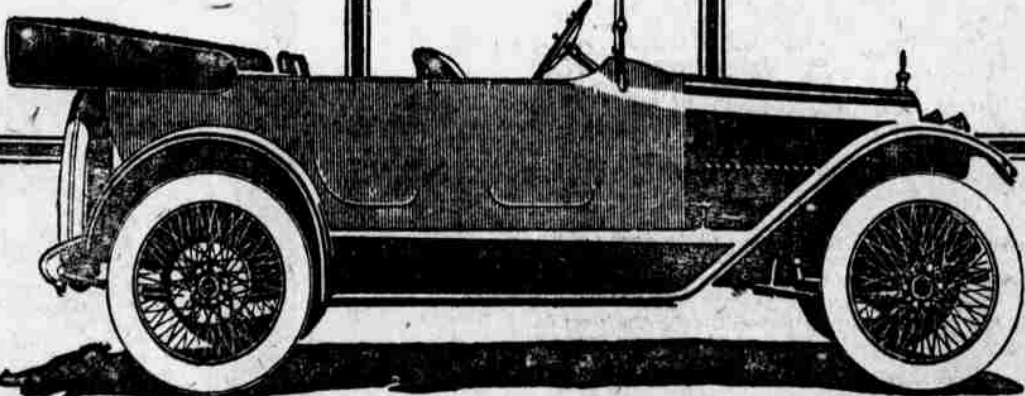
It has valve-in-head motor, aluminum pistons, and all the latest developments. Equipment includes wire wheels, cord tires, seat covers and many other refinements.

Snuggled in the comfortably cushioned, roomy seats of the Haynes, and behind the twelve purring cylinders of this wonderful car—swept along almost without sense of vibration—not even hesitating on the hills or in the sand—you really know what perfect driving and perfect riding means.

The economy of this wonderful car gives it a distinct standing. It's the only twelve you will consider when you know exactly what it will do for you.

### SPECIFICATIONS AND PRICES

"LIGHT TWELVE"  
Model 40  
5-passenger touring car, Weight 3100 lbs., Wheelbase 121".  
Price \$2095 Closed Car \$2760  
Model 41  
4-passenger roadster, Weight 3160 lbs., Wheelbase 121".  
Price \$2225  
Model 42  
7-passenger touring car, Weight 3280 lbs., Wheelbase 127".  
Price \$2225 Closed Car \$2890  
Demonstrable Sedan and Coupe Type for all models \$275  
Wire Wheels Included F. O. B. Kokomo  
All models are completely equipped, including seat covers, motor, motor, and all accessories.



PHONE  
TYLER 1000

And you will receive the same courteous service as though you were delivering your Want-Ad to THE BEE in person.

## Reflections! It's the character of the motor carriage that ever mirrors the personality, standards and taste of the owner

What a man demands of his environment is the measure of what he is—and what he has accomplished.

Like calls to like.

And because a surpassing product is a creation—not a made-to-order thing—the discriminating buyer chooses the work of that artist—or motor-car builder—whose prestige is the symbol of consistent achievement.

The new Twin-six is the ripe product of seventeen years of experience in the creation of quality cars.

Truly a great achievement!

Reflect—

If you would secure the utmost of distinction, grace and luxury in a motor carriage that will express you, select your Packard now before the spring quota of types most in demand is exhausted.

Ask the man who owns one

Choice of twenty body styles. Prices, open cars, \$3050 and \$3500, at Detroit  
See THE ORR MOTOR SALES COMPANY  
40th and Farnam Sts., Omaha. Branch at Sioux City, Iowa.

**Packard**  
TWIN-6