

ENTERS PROTEST AGAINST TAXING MOTOR TRUCKS

President of Packard Company Contends They Are Out-and-Out Instruments of Commerce.

Alleged injustice of classing motor trucks among the luxuries scheduled for taxation in the war revenue bill, is set forth in a statement which Alvan Macauley, president of Packard Motor Car company, has submitted to Senator F. M. Simmons, chairman of the senate committee on finance.

Mr. Macauley contends that the truck is an out-and-out instrument of commerce, wholly economic in its uses and of great military value to the government. He asserts, however, that the making of trucks is a new industry, in which no one as yet has got rich.

"Truck manufacture is a very much newer business than the manufacture of motor cars," Mr. Macauley wrote to Senator Simmons. "Your committee never heard of a manufacturer of trucks that has gotten rich out of it. No one ever took a joy ride in a truck. It is designed to haul freight, and is as far removed from being a luxury as is a wheelbarrow.

Handle Nation's Business.

"Trucks are made to take care of the business of the nation," says Macauley. "They are regarded by the warring

governments as important a part of war equipment as are the cannon themselves, being used to bring provisions to soldiers, ammunition to the guns, and largely where railroads are not available, to move all the equipment of warfare.

"Some of the European governments, among them Germany, and we believe France and England, subsidize all trucks used industrially that are adapted to transportation uses in time of warfare. Every encouragement is given to their production in quantities and to their widespread distribution.

"The last two years have proven the inadequacy of the railroad equipment of the country to handle the freight traffic in peace times. This has given rise to a demand for trucks in every city, town and hamlet of the country. They are largely used to bring foodstuffs and produce to the markets, and then to take care of their retail distribution.

"As you doubtless know, our government is even now proposing to buy trucks in large numbers, in connection with the training of the large army we have been raising and are about to raise.

"Please consider what a tremendous factor trucks will be if this country is attacked by any foe that attempts to land troops for an invasion."

Paige Expert Says Owners Should Drain Motor Oftener

"Is the stuff in your crank case today real oil with lubricating power practically unimpaired, or is it just 'stuff' that was oil once upon a time long ago? If it is the latter you will be money in pocket if you drain it out immediately and put in fresh oil," says the Paige superintendent of service.

Tractors Rushed to England for Harvest



SPECIAL EXPRESS TRAIN WAITING AT STAUE MANUFACTURING CO.'S PLANT AT MIDWAY BETWEEN ST. PAUL AND MINNEAPOLIS, TO BE LOADED WITH MAK-A-TRACTORS FOR SHIPMENT TO ENGLAND, ON RUSH ORDER, WHILE A BIG STEAMSHIP WAS HELD AT NEW YORK A DAY AND A HALF TO RECEIVE THE CONSIGNMENT.

Five hundred tractors made in St. Paul soon will be at work in the fields of England to help in food production.

A rush order for the tractors came last Saturday to the E. G. Staudt Manufacturing company, 2678 University avenue. Arrangements were made at once for a delay of a day and a half in the leaving of an ocean liner so the tractors could reach New York and be sent on this ship.

One hundred and twenty men worked twenty-nine hours without stopping at the Staudt plant getting the tractors ready for shipment. Mr. Staudt, president of the company; D. W. Heitman, treasurer, and other officials donned overalls and jumpers and

worked as laborers with the other men in the rush to get the shipment away.

A special express train was engaged for a record run to New York with complete right-of-way from St. Paul. Herbert Foster, salesman for the company, volunteered to go to England with the shipment and take his chances on getting through the submarine zone.

Express charges on the tractors to New York amounted to \$9,000. The English government is to pay \$65,000 for the machines.

The tractor attachment is put on a Ford automobile by taking off the rear wheels. Plows, harrows, wagons, cannons or anything else that four horses can pull can then be drawn.

SAYS MOTOR CAR IS MAN MULTIPLIER

Briscoe Corporation Head Contends That Automobile Solves the Problem of Human Labor.

By L. E. WILSON, Vice President, Briscoe Motor Corporation.

A recent editorial treated the automobile as a luxury. It hardly seems possible that any one should have such a conception of the facts. If ever an industry was justified it is the automobile industry.

Started possibly as a luxury, it has developed unprecedented strides until the predominant thought in the casual mind is possibly the wonderful volume.

Volume, however, is not what should make us appreciate the automobile, but its entrance into every function of business. Without it, business could not exist in its present magnitude.

Crying Need Is Men.

The crying need of every business is men; the crying need of the countries at war is men. France was saved at the battle of the Marne by automobiles. Look about you everywhere and note how the automobile is multiplying men in every walk of life. The doctor makes three times the number of calls; the salesman makes three times the number of visits; the merchant widens his territory and makes the delivery wagon take the place of three men. The farmer no longer spends the entire day in his trip to town; entire regiments are shifted to the place needed and the tank—a magnified auto-

mobile—is deciding present land battles. With men under present conditions diverted to other sources, every business should make a careful study and let the automobile in its various forms solve its man problem. "Collier's" recently had an article on the "Man Famine;" the answer is the automobile.

Business Conditions Were Never Better

"Having given considerable time and thought to business conditions as they exist in this locality, I am firmly convinced that people are wont to set up a hue and cry the minute a price advance is announced on some staple article, stating that hard times are upon us and that economizing and hoarding are the only means by which they can exist," said Mr. Scripps of the Omaha Chandler company.

"The future financial condition of this country in general never looked brighter than at the present time, our exports have outstripped the best year's showing we have ever made by over \$2,000,000,000. Our farmers are enjoying prosperity and are receiving higher prices for their stock and grains than ever before in the history of farming.

"The hard times idea is solely in

the minds of people only and not a reality if they will only stop to consider that every dollar the individual pays out will come back to him with interest in the general prosperity of the people."

Drive-Away-Day for Saxon Cars from Omaha

Thursday was Saxon Drive Away day for the dealers of the Noyes-Killy organization and the show room was crowded with dealers from all parts of the state.

W. L. Killy entertained the visiting dealers at the Empress Gardens, where a special cabaret entertainment was provided.

It was interesting to note the variety of models as the cars stretched out on their way up Farnam street. There were sedans, chummy roadsters, two-passenger roadsters and touring cars.

Each car was provided with a United States flag, pasted upon the wind shield.

One Saxon dealer couldn't confine his drive away activities to the Saxon line entirely and entered a King eight foursome as part of his share of the drive away.

See Want-Ads Produce Results.



As An Experienced Motorist, You Will Understand Why the Franklin Sedan is the Car for All-Year Use.

FRANKLIN owners themselves demonstrated to us the practicability of the Franklin Sedan for all-year and all-road use.

"An actual discovery in motoring comfort," we have been told many times about the Franklin Sedan.

Because, regardless of the time of the year, its lightness and resilience make it a pleasure to drive over any road, anywhere.

In summer, for instance, you control breeze as it suits you; the V-front and the adjustable windows make this possible. No sun-glare and over-strained eyes—nor sun-burn. Rain can come and go, without bothering you a bit. Special and costly motoring clothes are entirely unnecessary.

And a pleasure to maintain it. Records, (not talk—but actual proof) show that the average Franklin Sedan owner gets around 18 to 20 miles to the gallon of gasoline, while 10,000 miles to the set of tires is a common experience. That's the logical result of scientific light weight. The Franklin Sedan weighs 2610 lbs.—less than most touring cars—and costs less to maintain.

What we say about the Franklin Sedan is only what the Franklin owners themselves tell us. Your experience will permit you to see in the Franklin Sedan, the really practical all-year car.

The Franklin Sedan is now on display at our show rooms and ready for prompt delivery.

Franklin Motor Car Company
R-U-2-B-1-OF-60
2205 Farnam Street Phone Douglas 1712



Q. Is he afraid of a puncture?

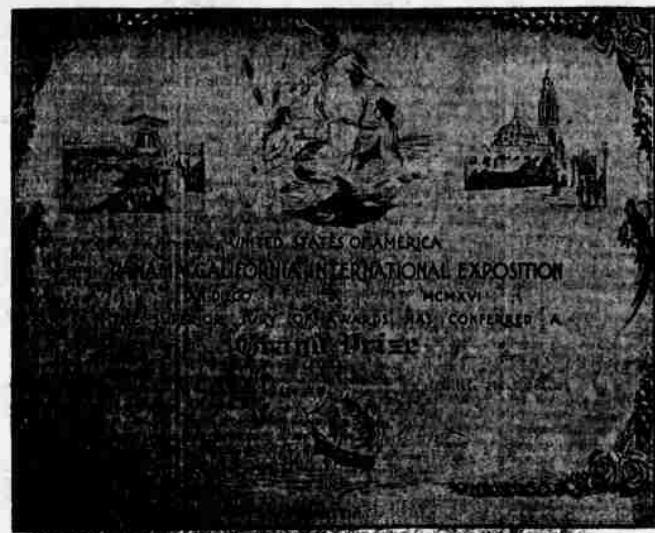
Another Puncture No. 22

A. Not in a hundred years.
Q. Why the confidence?
A. With all others failing he tried Lee Tires, and "Puncture Proof" is their middle name.
Q. You really mean to tell me that there is a pneumatic tire that cannot be punctured?
A. Surest thing you should know.
Q. What is the Lee secret?
A. Just a succession of armor discs laid in fabric and rubber back of the tread. While all chances of friction have been overcome, the steel protection turns away puncture material that ruins ordinary tires, like a duck's back sheds water. It's the real thing for safety and economy, and you can get prices from

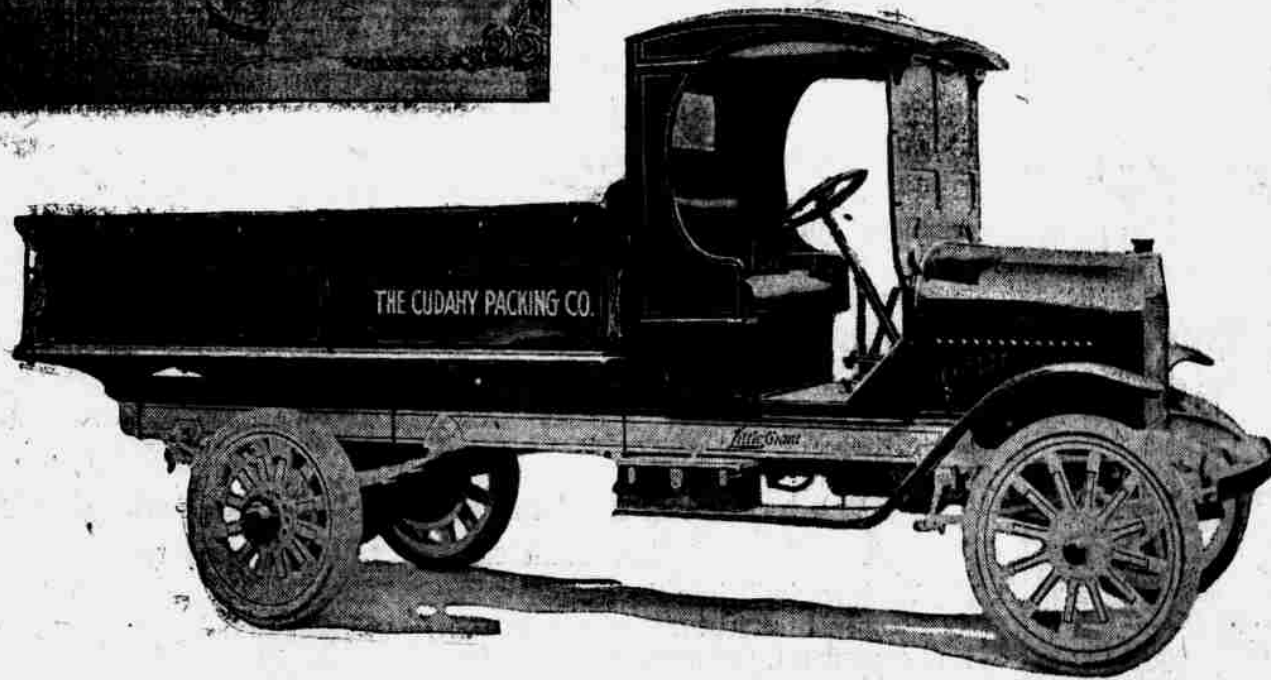
Lee Standard Tires
Give more tire comfort and mileage than ever before claimed for any standard make of tires.

Lee Tubes
Always stand up to extra thickness and ruggedness. They are extremely supple, tough, resilient and long wearing.

POWELL
2052 Farnam St. Phone Doug. 921.



Nearly 25 years of manufacturing are back of the Little Giant Truck.



Acknowledged the Peer of Them All

Never before have truck purchasers been so unanimous in their appreciation of truck values as in their reception of the Little Giant Truck. They are selling faster this year than ever before. That is because we are offering something unusual, and truck buyers know it.

Save 1/2 Your Fuel Cost

The Duntley Gas Generator—an exclusive Little Giant feature. It uses half-and-half mixture of kerosene and gasoline, plus steam and air, and gives MORE MILES, MORE POWER, better delivery for less. You can use kerosene only with amazing results.

For uphill work, Little Giant. A mighty truck of surprising strength. A truck with the pulling power of an unchained giant. No matter what the weather, it is always active. A delivery of any weight started in a Little Giant is a promise fulfilled. Its owners never are forced to uncomfortable apologies for delayed deliveries. Because Little Giant never fails. Gets there always. And on time. It is an above par truck that will make good in your business by paying its way. The power plant is simple, accessible. The truck is long-lived and thrifty of fuel. A type for every business—1-Ton, 2-Ton, 3 1/2-Ton, 5-Ton Trucks with the habit of heavy performance. Made that way by the \$14,000,000 Chicago Pneumatic Tool Company.

Tell us to prove Little Giant profits in your business, or write for new book that describes a truck type for every use and user

County Dealers—We have unusual profit-producing openings in territory we control, where the present big demand for Little Giant Trucks, both the complete and the Convert-A-Car, insures a permanent and profitable business. In July or February the demand for Trucks never lets up, which means an all-year-round business. We fill the dealers' orders immediately. Write, phone or wire us for territory. Do it at once. Be quick, for soon it will be too late. **DO IT TODAY.**

Haarmann-Locke Motors Co.

Nebraska and Western Iowa Distributors Little Giant Trucks

2429 Farnam Street.

OMAHA.

Phone Douglas 7940.