

# AUTO DEALERS START HARVEST SELLING PLAN

### Saxon Company Adopts Novel Sales Program to Sell Farmers Automobiles During Early Fall Season.

Turning the farmers' harvest season into a harvest season for the motor car dealer is the novel idea which the Saxon Motor Car corporation has started and which is now being carried out in all parts of the country by Saxon dealers with splendid results.

Under the title of the Saxon harvest campaign the parent organization has given its dealers the material with which to conduct a special sales campaign in the season which heretofore has been a quiet time for retail motor car sales. Early reports from the dealers indicate that in previous years the motor car industry generally has ignored a big selling time by taking it for granted that August was a quiet month in all kinds of business.

#### All Join In.

Practically every Saxon dealer and distributor in the country is a participant in the harvest campaign. There have been sales meetings in several sections of the country at which distributors and dealers have arranged for special sales efforts in their territory. Special newspaper advertising to aid in the campaign is now being used and a large number of dealers have introduced other novelties to carry out the idea of a harvest in automobile sales.

Window displays of various kinds are being used to carry out the idea of the idea and a surprising number of clever ideas have been carried out by the Saxon dealers. The ripened grain and other farm products have been utilized in making some most attractive windows.

#### Sales Made Early.

Other dealers have put on contests among their salesmen which are exciting a big local interest in their territories and which have resulted in a number of sales right at the start of the campaign. The Saxon Motor Car corporation in starting the campaign has issued a special publication, called the "Saxon Harvest Campaign Bulletin" to help the dealers in their sales plans and is sending them out from day to day. The whole spirit of the harvest campaign is based on a belief that the farmers' harvest season is naturally the harvest season for every business because of the fundamental connection between the production of the soil and all other lines of business.

#### Former Ball Player Hurt In Fighting in Flanders

Harlan Chalfant, who formerly played with Bloomington in the Three-I league and several months ago went to France with an ambulance detachment, is reported to have been seriously wounded while on duty. His home is in St. Louis.

### NEW HEAD OF LEXINGTON-HOWARD AUTO CO.



FRANK E. AMSTED

### Boston Man Thinks that Farnam Should Be Open

"In coming into your city from the west," remarked a Boston motorist who dropped into the club room on his way back home, "your Farnam street made a good impression on me until I hit Twenty-fourth street, and from there down I had to thread my way through the narrow aisle of safety left for traffic because of your parked cars at either curb. I am surprised to see this allowed on your main artery through the city."

"Your Farnam street carries the bulk of transportation and should be cleared, at least during your heavy business hours. This would naturally relieve congestion in other parts of the city because your Farnam traffic is made up of traffic from different parts of Omaha." The Boston motorist is right. The club has voiced this judgment for months. The city commissioners should metropolitanize Farnam street.

### Auto as Necessary as Any Other Farm Machinery

No longer does the farmer confine his buying to the lower-priced cars, asserts Carl Changstrom of the Standard Motor Car company. "A few years ago the farmers and residents of the smaller towns seemed to consider it gross extravagance to purchase a car priced above the \$1,000 mark, but the favor is changing. We find a ready market for Westcott models in all localities. The people in the rural districts no longer view a motor car as a luxury in any sense. It is now as necessary to their lives as farm machinery and they buy cars which suit their needs regardless of price."

### New Black Hills Trail Is to Start from Omaha

Omaha is to have a new highway. A Black Hills Trail association is being organized with Omaha as the eastern end. The route will be over the Military road through Benson, Irvington, Elk City to Fremont, then along the Northwestern railroad through Scribner, West Point, Pilger to Norfolk, and out over the old Blue Pole Highway through Stuart, Long Pine, Valentine, Chadron and up to the Black Hills.

## DEMOCRACY IS SEEN IN ALL AUTO CAMPS

### Cross-Country Tourists Tell of Friendliness of Motoring Hordes Met All Over the Country.

Nowhere is the democracy of the country shown so plainly as in the many automobile camps that have been opened up by the towns and cities along the main-traveled highways from coast to coast. The camps are usually located in parks close to town where shopping facilities are available, yet of sufficient distance away as to give the feeling of privacy so much desired by all those who follow this form of gypsy life.

A. W. Miller, a St. Louis business man, upon completing a nation-wide trip in his Vellie Six, said: "On the trip we were especially impressed with the friendliness of the tourists stopping at the camps. We often counted as many as sixty or seventy machines in a reservation."

**Introductions Not Necessary.** "Nobody needs an introduction. You just stroll along and start conversation. There are so many topics of common interest that all are pleased to meet and talk things over. Many a lifetime friendship has had its beginning in a tourist camp."

"These camps are surely a great education in the democracy of the automobile. People from big cities, small towns and the open country mingle together in such a way that the casual observer cannot tell which is the richer or the poorer."

Mr. Miller completed his round trip of many thousand miles in his Vellie Six without mechanical trouble of any nature and with the sole expense of but gasoline, oil and food for his family.

### Packard Man Says German Prisoners Like to Work

"Of all the willing workers, commend me to a German war prisoner," says John Brady of the Packard Technical Service department, who has just returned from France. "The harder the German prisoner works, and the more he makes himself useful, the less likelihood there is that he will be turned back to the German army in an exchange of prisoners. To see them working on the quays at Havre, you are convinced that they are not anxious to return to the trenches."

The traditional politeness of the Frenchman is not lacking in his treatment of his guests from the German army, Brady says. He saw a group of them uncrating and handling shipments of goods from America. The Germans work in squads under their own officers. When any piece of work is required, a French officer explains what is wanted to the German officer and requests him to give it done. The German officer then gives instructions to the men.

### Tractor Show Stimulates Interest in the Truck

Mr. Haarmann, jr., of the Haarmann-Locke Motor company, has recently returned from a swing round the western part of the state in the interest of the Little Giant truck. Haarmann asserts that the Fremont Tractor show was largely attended by western farmers and that the demonstrations made there had a decided effect upon the attitude of the farmers toward the truck and tractor. Indications are that there will be a brisk trade in trucks and that the farmers will be among the chief buyers.

### What's in a Name?

Speaking about names, combinations of names, unusual names and what they indicate—glance over this one.

Down in Paris, Tex., Willys-Overland, Inc., of Toledo, has a salesman by the name of B. D. Chandler. In his communications with the factory, Chandler always signs his name with the two initials "B. D." The fact that his last name is that of a competing car excites very little, if any, comment at the factory because that is not unusual.

There are Fords, Mitchells, Abbots, Allens, Andersons, Haynes, Franklins, and many others, with the names of motor cars, who sell Overlands.

But, the surprise at the factory came when they chanced to learn the full name of Chandler. It was revealed in a letter from a friend of his in Paris.

"Say," wrote the friend, "did you know that one of your salesmen here is named Briscoe Dodge Chandler?" Yes, Briscoe Dodge Chandler sells Willys-Knights and Overlands. It took only the names of five makes of cars to tell that sentence of nine words.

### Southerner Heads Board of Smith Motor Truck

Announcement has just been made in a circular letter sent to the stockholders of the Smith Motor Truck corporation advising them that on August 7 Messrs. J. and W. Seligman and Van Emburgh and Atterbury of New York acquired the control in the company of the interests formerly represented by E. I. Rosenfeld and that Mr. Rosenfeld and associates have resigned as directors of the company, thereby severing their connection with the Smith Motor Truck corporations.

Messrs. J. and W. Seligman in connection with Messrs. Van Emburgh and Atterbury have purchased a note issue of \$750,000 which will provide the necessary additional capital to handle the rapidly expanding business of the company.

Jasper A. Campbell, president of the Coe-Stapley Manufacturing company of Bridgeport, Conn., largest manufacturer of automobile accessories, has been elected chairman of the board of directors to fill the vacancy created by Mr. Rosenfeld's resignation.

Charles E. Danforth of the firm of Van Emburgh & Atterbury has also been elected to the board of directors.

### Closed Cars Are More in Demand All the Time

Several months ago when H. Pelton of the Franklin Motor Car company signed his contract with the Franklin manufacturers he was allotted sixty cars for the 1917 season. Immediately he put this question up to the people in his territory: "R-U-2-B-1 of 60?" and up to date he has received fifty-six affirmative replies and enough more are on the verge of consent to assure an easy delivery of the sixty models before September 1. The last of the allotment has been moving at the rate of about one car each day.

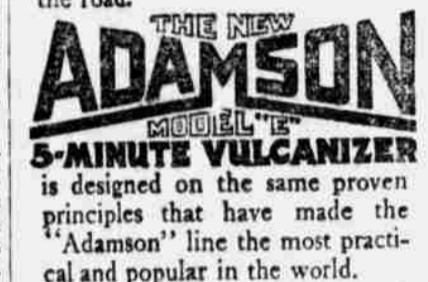
It is interesting to note the number of closed cars sold in the city of Omaha. Twenty-four of the cars have been sold in Omaha and out of that number one-third were closed cars. This simply substantiates the hope of the dealers and manufacturers that closed cars will be the dominant choice in the near future.



### Repair Tube Punctures in 5 Minutes

Just pour a little gasoline into the cup, touch a match, and your tube patch is vulcanized on its stay in 5 minutes.

Use anywhere—at home or on the road.



**ADAMSON** 5-MINUTE VULCANIZER is designed on the same proven principles that have made the "Adamson" line the most practical and popular in the world. \$1.00—for complete outfit with a dozen "Adamson" 5-Minute Repair Gum Patches; extra box of 12 patches only 25c.

NOTE—Always use "Adamson" Repair Gum for best results with any Vulcanizer. Sold by all Dealers. Manufactured by ADAMSON MANUFACTURING CO., East Palestine, Ohio.



## "Little Giant" Trucks

Manufactured by the Chicago Pneumatic Tool Company—backed by an experience of 23 years, having assets of 12 million dollars back of their truck guarantee.

Manufacturers of  
**"Little Giant" Convert-a-Car**

Also  
"Little Giant" 1, 2, 3½ and 5-Ton Complete Trucks

The Duntley Hydro-Pneumatic Gas Generator, an exclusive Little Giant feature, guarantees a saving to you of more than 50% in fuel costs.

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Bee Want-Ads Bring Quick and Sure Results



## Does any Car at any Price Give More?

- Chassis perfectly lubricated by Oil Cups instead of Grease Cups.
- Westcott "Self-Acting" Top of genuine Pantasote.
- The most highly perfected Six Cylinder Motor ever built by the Continental Motors Co.
- Gemmer Semi-Irreversible Steering Gear; Adjustable Steering Column.
- Timken Oversize Axles, Bearings and Brakes; Foot Pedals Adjustable.
- Rayfield Carburetor with Integral Priming Device operated from Seat.
- Thermostatic Control of Engine Temperature; Fedders Radiator.
- Dry Plate, Multiple Disc Clutch.
- Spicer Universal Joints. Tor-us Arm.
- Extra Heavy Transmission.
- Willard Storage Battery.
- Delco Starting, Lighting and Ignition, Wiring in Metal Armor.
- Chrome Vanadium Springs; Semi-elliptic front; Cantilever rear.
- Oversize 35"x4½" Tires; non skid rear; ribbed front.
- Motor Driven Tire Pump.
- Divided Front Seats; 9" Aisle-way.
- Large Size Stewart Vacuum System.
- Jiffy Curtains; Door Curtains open with Doors.
- Every Car Road tested before shipment.

**D**EMAND the car that gives the utmost in service, power, comfort, beauty, endurance, dependability and low upkeep,—the utmost that any car can give you.

Then buy that car, regardless of first cost. In the long run it will be the least costly and the most satisfactory.

Let this be your attitude when you investigate the Westcott Six.

If the Westcott does not out-rival all rivals in road performance, if it does not give you a higher average of power, speed, acceleration, low throttling, hill climbing, ease of control, comfort for driver and for passengers, roominess, completeness of equipment and elegance of appointment,—do not buy it!

If you can secure equal value for lower price, buy the lower priced car. If more money can purchase greater value, buy the higher priced car.

But be sure to satisfy your own intelligence by thorough investigation.

Study the units that enter into the Westcott Six. Contrast them with similar parts in any and all other cars. Find out how the car is put together. Get right down to the fundamentals.

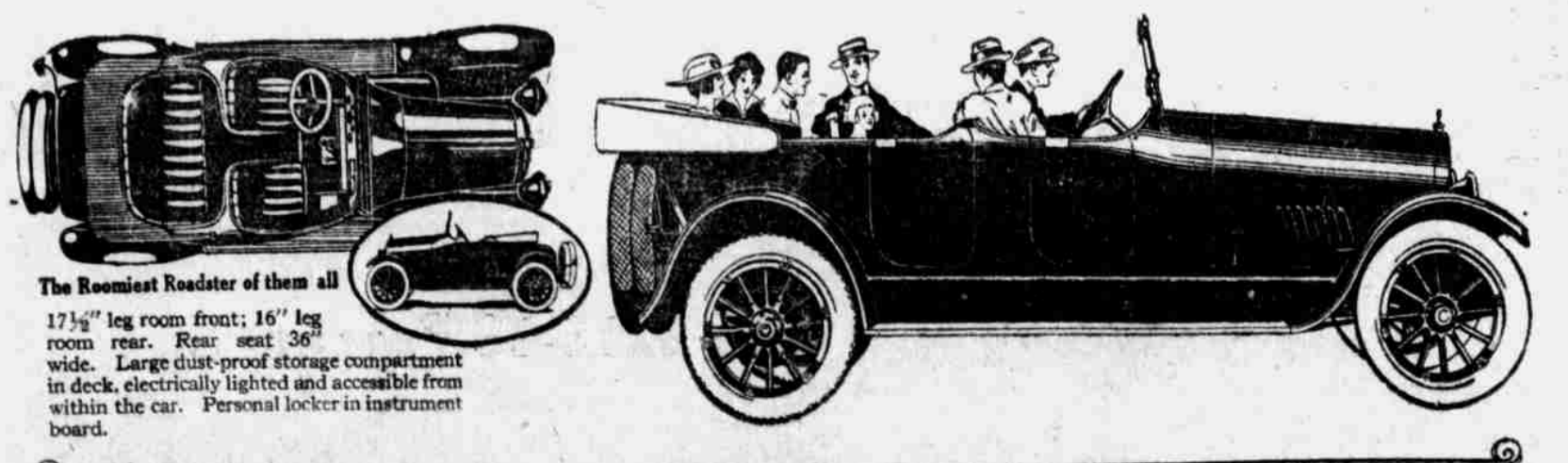
And make your own road tests confirm the road tests made by the builders before the car was shipped from the factory.

See Our Exhibit at the Lincoln State Fair

PRICES F. O. B. SPRINGFIELD, OHIO

Seven or Five-Passenger Touring Cars	\$1790
Four-Passenger Touring Roadster	1790
Seven or Five-Passenger Convertible Sedans	2690
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The Roomiest Roadster of them all 17½" leg room front; 16" leg room rear. Rear seat 36" wide. Large dust-proof storage compartment in deck, electrically lighted and accessible from within the car. Personal locker in instrument board.



## After Sept. 1st—\$200 More

Due to the increased cost of materials the price of all Cole Eight models will be advanced \$200 September 1st.

No changes in models will accompany this increase, it being the firm belief of the company that the Cole Eight represents the greatest value that can be offered at the price.

All Cole Eights purchased for delivery prior to September 1st will be sold at present prices. All cars delivered after that date will cost \$200 more.

Present Prices

Seven Passenger Cole Eight Touring Car	\$1795
Four Passenger Cole Eight Roadster	\$1795
Four Passenger Cole-Springfield Tourcoupe	\$2295
Cole-Springfield Four-Door Tourcoupe	\$2495

Prices f. o. b. factory

**DE BROWN AUTO SALES CO. TRAYNOR AUTOMOBILE CO.**  
Wholesale Distributors for Iowa and Northern Nebraska.  
Some Good Territory Open for Live Dealers.  
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2210 Farnam Street. Phone Douglas 5268.

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