

ENGLAND PLANS CONTESTS FOR TRACTOR FANS

Food Production Department Arranges Sectional and National Contest to Increase Acreage.

London, England, March 22—A comprehensive schedule of tractor-plowing contests which are largely sporting competitive affairs has been started in England. This is the result of an experiment tried in several districts by the food production department to increase the acreage plowed by tractors to the maximum.

The scheme as now outlined for the entire country consists of a series of sectional and national contests as follows: First for units; second for counties; third for the whole of England and Wales.

Each contest will continue for one month. The first contest began February 9, the second on March 9, and the third will start on April 6.

This schedule means that there will be three monthly contests for each unit. There will be three for each county and three national ones. Additional men and machines will be admitted to the contest so that they may be added to the nation's agricultural tractor power during the spring plowing season.

The details of this threefold competition are:

1. For each unit—A distinctive flag to be carried on the tractor will be awarded to the tractor team in each unit which plows the greatest number of acres during each period of four weeks. This flag will be presented each month by the tractor representatives of the county.

2. For each county a championship flag will be awarded to the tractor team in each county which plows the greatest number of acres during each period of four weeks. A distance badge will also be won by each member of the winning team. The flag and badges will be presented each month by the chairman of the county executive committee.

3. For England and Wales—A championship shield to be carried on the tractor will be awarded to the tractor team which plows the greatest number of acres in England and Wales during each period of four weeks. A small silver replica of this shield will also be given to each member of the winning team. The shield and replicas will be presented personally by the director general to the winning team, which will be invited to London for the purpose of the presentation.

Each trophy will be held for four weeks only, unless it is won again by the same team.

The complete scheme of competition not only awards those doing the most plowing but gives a national significance to the movement which results in increased plowing at a time when a national stimulant is imperative.—The Automobile.

MAHNS BERRY JOINS THE UNIVERSAL FORCES



W. MAHNS BERRY.

Announcement has been made that W. Mahns Berry, who has been connected with the Ford branch for the last three years, has joined forces with the Universal Motor company, Ford dealers in Omaha.

Tapeline Test Proves Things to Motorists

"Bring your tapeline when you come in to inspect the new Harroun cars," is the unique invitation which Manager R. H. Schmittiel gives to Detroit motorists, and Mr. Schmittiel means what he says.

As a matter of fact, if a visitor has no measuring device in his pocket, he will always be presented with one by Mr. Schmittiel himself, or by the member of the branch staff with whom he is chatting.

"I have always maintained that feet and inches were important factors in the choice of a motor car," declares Mr. Schmittiel. "The mere fact that a car has so many inches of wheelbase is by no means an evidence of its possession of a corresponding amount of tonneau room.

"The best method for every automobile buyer to assure himself of a comfortable, roomy car is to apply the tapeline test.

"We never lose an opportunity to encourage a prospective buyer to delve into the intimate specifications of the cars he may have in mind for purchase."

Cole Dealer Delivers First of Aero-Eight Cars

The first delivery of the new Cole models was made in Omaha last week by the Traynor Auto company. Although numerous orders for the new models have been booked for some little time and, as a consequence, the new owners have been obliged to wait.

C. B. Morgenthaler was the first in Omaha to receive one of the new Aero-Eight models.

WHAT'S DOING

Recovering Cars Is Service to Members.

AT AUTO CLUB

What good is the club to me? Here's one little instance of club service: On Wednesday, last week, a member called up the secretary and said he just saw a man jump out of a Cadillac and run for a street car. We found that the Cadillac belonged to Gilbert E. Carpenter, a club member. It happened that the car was not stolen and everything was all right. "Just the same," says Mr. Carpenter, "I sincerely appreciate this service from the club, and I am going to show my appreciation by bringing in a new member."

Here's another club help: A couple of days ago a member called the secretary over the telephone and advised that he had found an abandoned Studebaker car. We found out the owner was A. J. Happe, and that the police were looking for the car. The police were notified of the car, and Happe now has it. It is just such cooperation from our 1,200 members that is giving service in one form or another every day. We hope Mr. Happe joins!

George F. Wolz, state consul of the Lincoln highway, in talking to the secretary, said that in the last 100 days just 101 truck loads of hogs have been brought to South Omaha from Fremont and a radius of 10 miles north, west and east. Four trucks are now making the trip regularly to South Omaha. The return load to Fremont and neighbor towns is made up of seed corn, groceries and other supplies from Omaha, which cuts the cost of transportation by truck. The trucking company in Fremont in making good money, and the same opportunity is open in Omaha.

Imagine this! Can you imagine counting 300 old-time hitch rings for horses along both sides of Farnam street, from Tenth to Twenty-fourth? That's about the number it would take to hitch the horses and teams if every automobile along Farnam street in the middle of the day were suddenly changed into horses.

Imagine a prominent Omaha doctor stepping out of the First National bank building, from his office, untying his skate, fastening the hitch rein to the—(Gosh, we've forgotten the name of the ring!)—and jumping into his Studebaker buggy. Doc pulls out his watch.

"Gee, it's half-past ten!" he exclaims, "and I've got to make three calls this morning before noon, and they're all out around Dundee."

"Now imagine the same doc jumping in his six-cylinder roadster.

"Huh half-past ten," humps Doc. "Well, I can easily make half a dozen calls before noon."

Imagine the horseflesh lined up at Hayden's or the Brandeis stores it would take to carry the packages delivered daily by fast auto trucks?

Imagine a salesman trying to make Elkhorn, Waterloo, Fremont, Elk

City and back to Omaha in a day with a horse and buggy. Imagine Tom Mickel, Harry J. Root, Ed George or Charlie Metz hitch up their team for a 200-mile hunting trip. Imagine the annual booster trip of the Chamber of Commerce a la nags and buggies. It would be some sight to see 50 or 60 teams starting out Farnam street loaded with business men, off on a "booster" trip.

Imagine this: (Newspaper Item)—Four horses and buggies were stolen last night from in front of the Orpheum theater. Two horses were found this morning (joy drivers!). One thief was shot.

Marmon Dealers Start Big Drive-Away to East

The Nordyke & Marmon company will start its first big drive-away east Saturday, March 16, when 42 Marmon 34s will leave the Indianapolis plant enroute for New York City. A portion of the cars will be delivered to distributors in Philadelphia and nearby points but the main part of the cavalcade will continue on to New York. In mere number of cars this is the largest drive-away that has ever left Indianapolis and when the value of the cars is taken into consideration it is one of the most important shipments ever made over the roads of the middle west and the Lincoln highway. The list price of the seven-passenger touring cars and the four-passenger roadsters which compose the drive-away is \$3,300 and the train will accordingly represent a value of \$150,000 when the spare tires and other extras are figured in.

The route to be followed from Indianapolis will be the National Old Trails route to Columbus, Ohio, and thence it is probable that a detour will be made to the north to reach the Lincoln highway which will be followed to Pittsburgh. From there on east the route continues on the Lincoln highway which is now used regularly by the Akron to Boston tire trucks of Goodyear and by the caravans or army trucks that are constantly going from middle west factories over the road to the seaboard.

Freight by Express Means Increased Prices

"The first few days of warm weather convinced every automobile man in the country that the demand for automobiles this year is going to be greatly in excess of the supply," said R. C. Rueschaw, vice president of the Mitchell Motors Company, Inc. "When demand exceeds supply, even under normal conditions, that means increased prices. But when demand exceeds supply under wartime conditions, it is pretty hard to predict just how much prices will advance.

"And the demand for automobiles can't help but exceed the supply. In the first place, the people of America need automobiles now, more than ever before. There is more work to be done, and there are fewer people to do the work. That means simply this, that each and every one of us must do more. We virtually need an extra pair of hands and an extra pair of feet; and an automobile supplies that want better than anything yet invented. So the demand will most certainly exceed the supply.

"Then in the second place the shortage of railroad equipment means not

only that it will be increasingly difficult to get cars out to the ultimate owners, but also that it is increasingly difficult to get raw material into the factories. Material that factories received by freight a few months ago, must now come in by express. That increased cost in raw material must be carried through up to the selling price of the finished product.

"Out at the Mitchell factory we are

doing everything possible to hold prices down. In fact we are proud to show that Mitchell prices have not increased since last July. That doesn't mean, however, that prices are not likely to increase any moment. And that's why we are urging early and prompt purchases.

"But, with all of these apparent difficulties, automobile manufacturers are entering upon their production

plans with a 'win the war' spirit. At the very worst all of us back home are infinitely better off than the boys in the trenches. We are pinched now and then, to be sure, but our principal business now is to win the war; and regardless of how it may hurt any of us individually or as groups we're always going to remember how much more fortunate we are than the boys 'over there.'"



Midnight, April 9th Mark This Date

Here's the situation. Every kind of material and skilled labor costs more nowadays. You know that. So all cars have been forced to advance prices.

Saxon "Six" must, too. But we will give you a chance to buy at today's price first.

You can have until 12 p. m. April 9th. After that Saxon "Six" will command a higher price.

Get these dates clear—from now till April 10. Then a higher price.

There's no need to talk about the car now. You know its reputation. It is regarded as the best car built at less than \$1400.

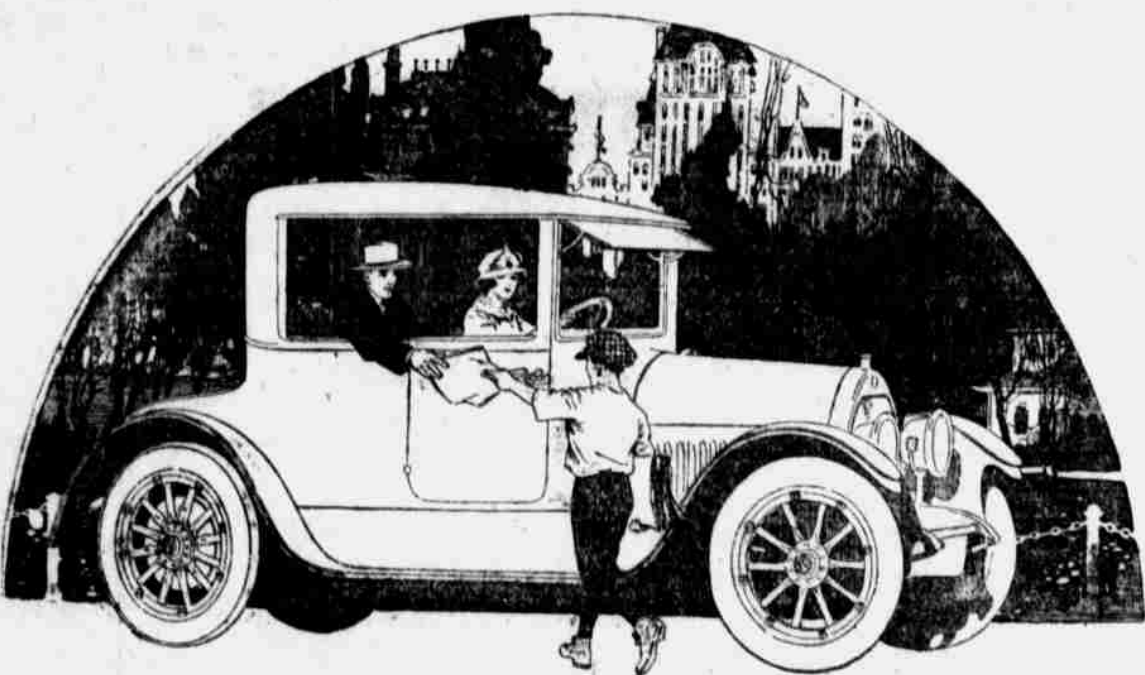
It is a big, beautiful car that is a wonder on the road.

There isn't a car within \$300 of its price that can match it in value.

Come in and let us show you this car personally. Do it today so you can benefit by this saving.

Noyes-Killy Motor Co.

Factory Distributors
2066-68 Farnam St. Omaha Phone Douglas 7461.



Get a Cadillac---While You May

The first fifteen days in March we sold 70 per cent of the number of cars allotted to us for the month at prices one-third higher than last year.

A few months hence you will realize what insiders know today. There simply will not be enough new cars produced to replace those worn out in service.

In your business you feel the restricted supply of material and transportation. The same conditions are affecting the motor car maker. Plus the fact that the government is using a large part of his equipment.

The wisest buyers are today changing to the new Cadillac, knowing that it may be years before its equal will be obtained at present prices. Several have bought an extra Cadillac to make doubly sure.

If dependable transportation is your daily need, now is the time to provide for it. The best cars will be gone first. So get your Cadillac while you may. Order now and be protected at present prices.

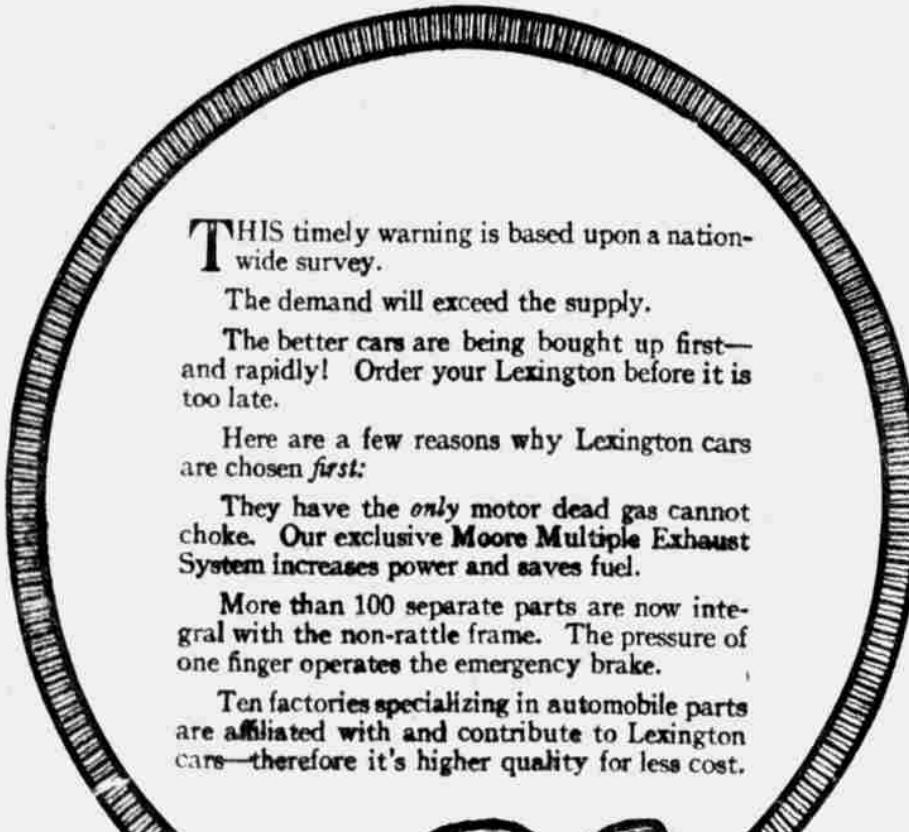
Jones-Hansen-Cadillac Co.

Harney 710.

Farnam and 26th

"Protect Your Customers— Advise Immediate Purchase"

Wm. C. Harrison
President
Lexington Motor Company
Connersville, Ind.



THIS timely warning is based upon a nationwide survey.

The demand will exceed the supply.

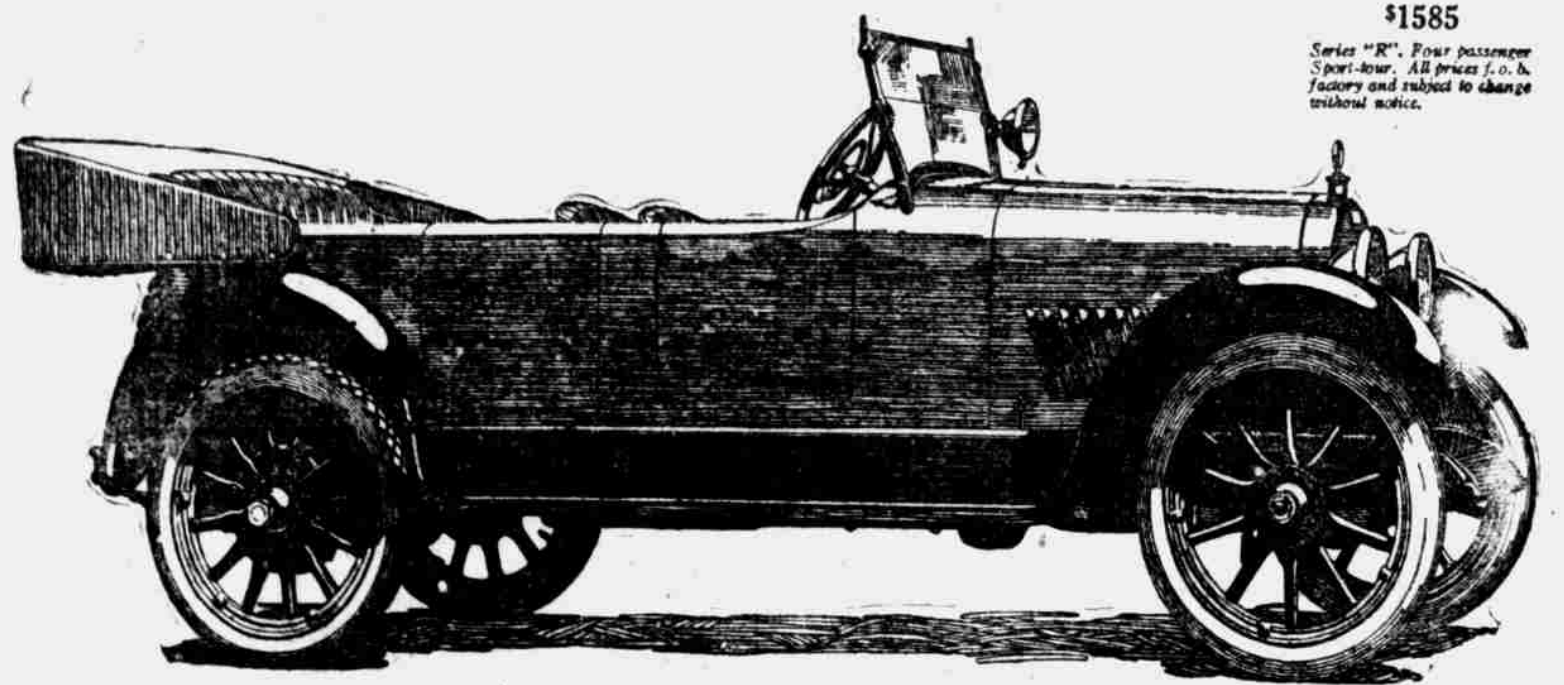
The better cars are being bought up first—and rapidly! Order your Lexington before it is too late.

Here are a few reasons why Lexington cars are chosen first:

They have the *only* motor dead gas cannot choke. Our exclusive Moore Multiple Exhaust System increases power and saves fuel.

More than 100 separate parts are now integral with the non-rattle frame. The pressure of one finger operates the emergency brake.

Ten factories specializing in automobile parts are affiliated with and contribute to Lexington cars—therefore it's higher quality for less cost.



\$1585

Series "R", Four passenger Sport-tour. All prices f.o.b. factory and subject to change without notice.

HAARMANN - LOCKE MOTORS CO.

2429 Farnam St.

Omaha, Neb.

Phone Douglas 7940.