



## CHEVROLET WEEK PROCLAIMED BY DISTRIBUTORS

Backers of Popular Automobile Join in Co-operative Plan of Advertising and Promoting Sales.

The week beginning May 5 will be a gala Chevrolet week in Nebraska and western Iowa. During this week distributors, dealers, salesmen and factory representatives will put forth a special effort to bring the sturdy little Chevrolet into still greater prominence.

This method of arousing added enthusiasm has been adopted successfully by numerous Chevrolet distributors and dealers in various sections of the country and now the organizations in Nebraska and western Iowa are having their fling.

### Exhibits Its Power.

As indicated by the little touring car in the picture, the car itself has exerted an extra effort in recognition of Chevrolet week by going over Omaha's steepest grade in high gear. The Pierce street hill is the so-called "lad one" among Omaha motor enthusiasts and has been the Waterloo for scores of cars much higher in price than the Chevrolet. The turn into this hill is a right angle turn, which eliminates the possibility of taking a runaway start. From a very slow start the little Chevrolet pulled over the crest in high gear three times and was ready for still more.

**Big Manufacturing Facilities.**  
 The Chevrolet manufacturers have in these sturdy little cars solved the quantity production problem and the product is strong evidence of success. The facilities for manufacturing Chevrolet models are said to be second to none. Their manufacturing units are located at various points in the United States, which greatly facilitates expedient handling of shipments and assembly. Among the larger units are the plants at Flint, Mich.; Tarrytown, N. Y.; St. Louis, Mo.; Atlanta, Ga.; Bay City, Mich.; Toledo, O.; Pontiac, Mich.; Oakland, Cal.; Fort Worth, Tex.; Kansas City, Mo.; Minneapolis, Minn., and Oshawa, Canada.

It is interesting to note, too, in connection with this large company there is no preferred stock issued and no bonded indebtedness. Both R. W. Hayward of the McIntyre-Hayward Motor company and Joe A. Elford, who were instrumental in promoting Chevrolet week in this section, are satisfied that it will create much enthusiasm.

## 3,500 POUNDS OF IRON CASTINGS BY PARCEL POST

Dealers in rare fineries, buying their wares from all quarters of the world, many times bring their purchases back with them in trunks and cases. This method seems entirely appropriate to the merchandizing of expensive and often fragile fancies, silks, etc., but it certainly is unusual to give such distinction to metal automobile parts.

However, such is the case at the automobile factory at least. The Franklin Automobile company, manufacturers of the Franklin air-cooled car, almost every day receives trunks and suit cases filled with parts which were made in places many miles from the Franklin factory at Syracuse, N. Y. Transportation difficulties due to the war, have been felt most keenly by the automobile industry, and every device is used in order to get raw materials and parts with a regularity that will maintain steady production of finished cars.

Shipments by special delivery parcel post are also much used and large quantities of heavy materials are received in that way. One manufacturer of parts was at first much surprised to receive from the Franklin company an order for 3,500 pounds or more of malleable iron castings by parcel post special delivery, and telegraphed quite promptly to find out whether some mistake had not been made. But this time, however, it has become rather a common occurrence; in fact, one spark plug manufacturer now sends 2,000 spark plugs every week in parcel post quantities.

### Conservation of Tires

#### Economic Necessity Now

"Due to the curtailment of the importation of crude rubber, which the government is going to put on the restricted list, there will, no doubt, be a shortage of automobile tires in the very near future," said Henry Nygaard of the Omaha Tire Repair company.

"The automobile owners should do all that they can to keep the tires, which they have at the present time, repaired when needed, and also keep from abusing their tires, such as running flat, under inflated and a dozen other things which shorten the life of the tire, in order that they might help preserve the present stocks of tires."

## Chevrolet Touring Car Going Over Pierce Street Knob in "High Gear"



### New Marmon Sedan Arrives; Coach Work Includes Changes

A brand new Marmon model put in its appearance last week and is heralded under the name of Marmon four-door sedan. It is a departure in many respects from the customary appearance of the sedan.

The most noticeable feature is the low hung body. The ceiling of the new model is considerably lower than is usual. However, the inside dimensions are just as large. The floor is built lower. The new body is design by the Willoughby company of Utica, N. Y., coach builders.

Among the feature of the interior are wide arm rests, a tasteful gray finish, frosted ceiling lights, winding window lifts and compartments for odds and ends. The metal parts on the interior are finished in dull gray French silver with etched figures. They harmonize very nicely with the gray cloth finish of the cushions. Divided bucket seats are used in front.

### Keep Distilled Water in Batteries, Says This Expert

No part of an automobile shows more quickly the effect of abuse than the storage battery, and each particular form of abuse has its definite sign, according to Elmer Rosengren, local Willard Service man. "A man comes into us with a battery which he says is practically new and which he thinks he has given the best of attention, but he says it will not hold the charge. He forthwith demands a new battery.

The battery has told us the whole story. The owner might have thought that he was treating it carefully when he did not use it to run the automobile or when he was practicing economy of current in starting and lighting. But he has never filled it with distilled water. The water in the battery has evaporated; only the lower half of the plates had been exposed to the action of the electrolyte. The capacity of the battery naturally has been cut in two and the upper half of the plates ruined. No wonder that it wouldn't hold the charge."



## Buy a Cadillac Now

☞ This is the time to buy a really dependable motor car—for the future.

☞ When quality in most articles is mighty hard to obtain, Cadillac quality is higher than ever before.

☞ We have cars for immediate delivery—because we ordered them last winter. Order yours now, and spend your vacation in your dependable Cadillac this summer, thereby avoiding overcrowded trains.

☞ By owning a Cadillac you will enjoy individual transportation at a minimum cost, and relieve the railroads for highly important government service.

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**JONES-HANSEN-CADILLAC CO.**  
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## RUSSIANS STUDY AMERICAN ROADS

Will Follow Lincoln Highway on Transcontinental Inspection Trip; Travel in Autos.

Representatives of the highways department of the Russian ministry of ways of communication in this country are making an extensive study of American road conditions with the idea of starting much needed improvements of this character in their own country at the first available opportunity.

Headed by E. S. Zack, chief of the visiting highway engineers, a small party of Russian officials will undertake the complete transcontinental drive from New York to San Francisco during the coming year for the purpose of gaining a general impression of methods followed in the country on main highways both in road construction and maintenance and bridge work.

They will travel by automobile, leaving New York some time about the middle of May, and following the Lincoln highway from Indiana west to the Pacific coast, thence north into Oregon and returning as far as Chicago by a northern route, again striking the Lincoln highway and following it east to New York City.

Mr. Zack has been a visitor at the offices of the Lincoln Highway association in Detroit of late, obtaining the information necessary for the proper equipment of his car and party for their extended trip.

### Magneto Hint.

If the magneto is taken down for any purpose, the permanent magnet should never be left without an ample piece of iron or soft steel across its poles to maintain its strength.

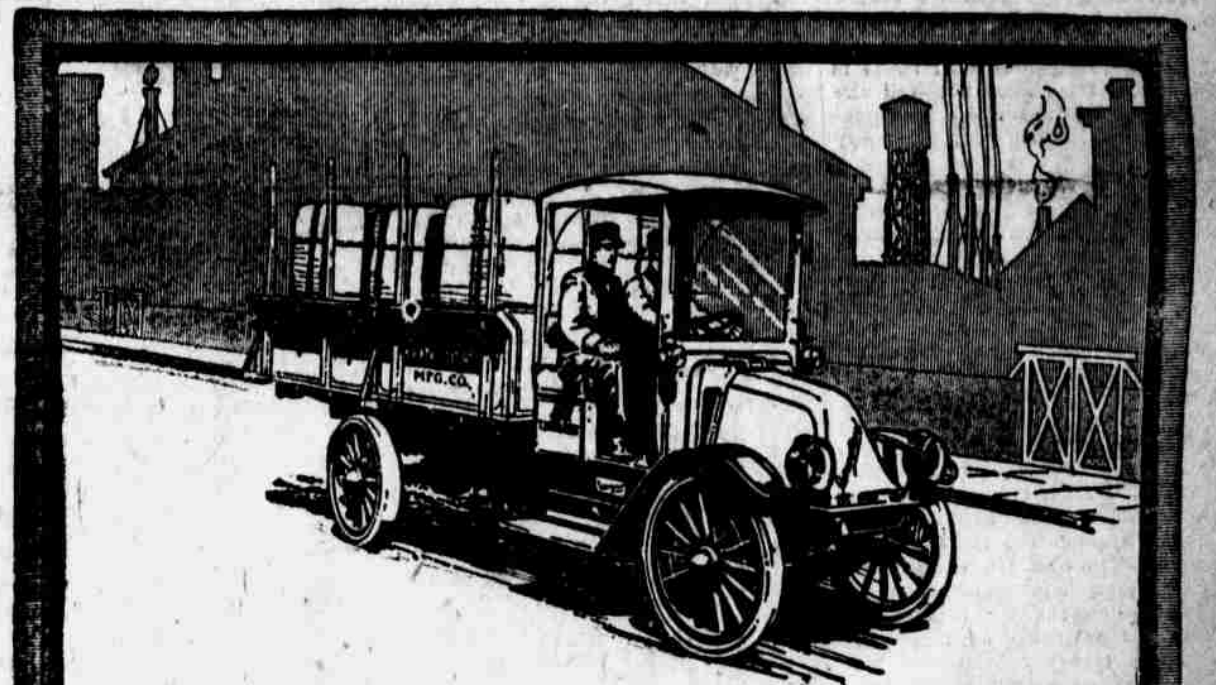
**P**EDALS adjustable to the legs, steering column adjustable to the reach, long brake and gearshift that can be grasped without stooping, and the placing of the recording instruments directly before the eyes of the driver instead of to one side—all these help to make driving a matter of pleasant, instinctive recreation instead of intensive, laborious concentration. Not one of these items is overlooked in the Westcott. It is unusually easy to drive.

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## The International Motor Truck

—Is backed by a \$70,000,000 Corporation, with 76 years of manufacturing experience, 90 Company branches, and thousands of local dealers.

—Is built to do its owner's work at the lowest cost

—Is built for steady service with full capacity loads.

—Is built in factories where there is centralized responsibility for the quality of all parts and of the complete truck.

—Is built to last. Every feature contributes to length of good service. Note particularly the engine and the rear axle, two distinctive International features.

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See the International at the showroom of our local dealer. Telephone or write to the nearest Company branch listed below for full information about International Motor Trucks and service. Do not put it off. This information, which costs you nothing, may save you a lot of money.

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