

LOOK INTO THE FUTURE SHOWS NATION AWHEEL

Is This a Pipe Dream Which Publicity Manager of Kissel Hands Out?

By RALPH KAYE, Advertising and Publicity Manager Kissel Motor Car Co.

I predict that by 1924 we will have highways built exclusively for automobile passenger traffic—that every hotel, office building and public institution will have "parking floors" for the auto of guests and visitors—that to live in certain parts of a city or suburban district it will be necessary to own an automobile—that in making application for a responsible position as a salesman or any job that will take you out of doors a great deal, it will be necessary for you to have an automobile as part of your personal equipment as a good appearance or a good education—that a house-builder or contractor who builds a house without a garage as a part of it, would be just as bad as building it without a porch or cellar—that it will become a state law for every county to appoint a commissioner to erect and maintain efficient automobile garages at certain distances to give service to owners while enroute—that the railroads will eliminate the short passenger route in favor of specially constructed passenger-carrying automobiles.

I look for overhead motor trams in the large cities—for educational laws making it necessary for every student to have a general knowledge of the construction and driving of automobiles, along with chemistry and geometry, and that to be unable to drive an automobile will be as bad as an inability to write a legible hand. I look to see the time when an automobile will be as much a part of the household equipment as the kitchen range—that all marketing for fresh meat, vegetables, etc., will be done in the country, and that the housewife will think no more of driving 25 or 30 miles for her daily supplies of fresh food than she does now to walk around the corner to see a movie.

These ideas may sound visionary, but how about five years ago? If the many uses and utilities which the automobile is now put to would have been suggested at that time we would have thought them just as impossible. We may think that the automobile has reached its height of utility. It certainly has become indispensable enough to warrant this belief, but, as in the past, new conditions and new uses, new plans and ideas are bound to come up in the future.

Armored Cars in 1899.
The United States army made its first experiments with armored motor cars in the summer of 1899.

War Brings World Highest Ideals in Auto Industry

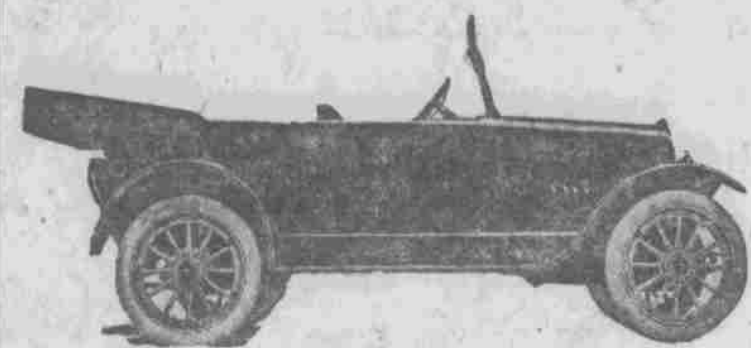
George C. Hubbs Predicts Gloom of Dealer Who Fails to Consider War's Effect on "Business Morals"; Prosperity a Phantom to Those Who Pursue Selfish Tactics.

The war has developed new and higher ideals of honor and justice and service in the automobile industry. The prosperity of peace, apparently looming within easy reach, will prove a mere phantom to those who fail to take into consideration this important moral phase of their business.

George C. Hubbs of Detroit, who has been prominently identified for

result of these testings there has evolved a character to the business which is certain to have an important bearing upon future manufacturing and sales methods.

Just as the war has uplifted our individual ideals of honor and justice and service, so all organized bodies discover that the self-acting of yesterday will not meet the higher standards which have universally



Briscoe

a number of years with big manufacturing interests, fathers the foregoing idea of the "automobile renaissance." He expounded it in a forcible and interesting address to a recent gathering of the Ohio Auto Trade association in Akron.

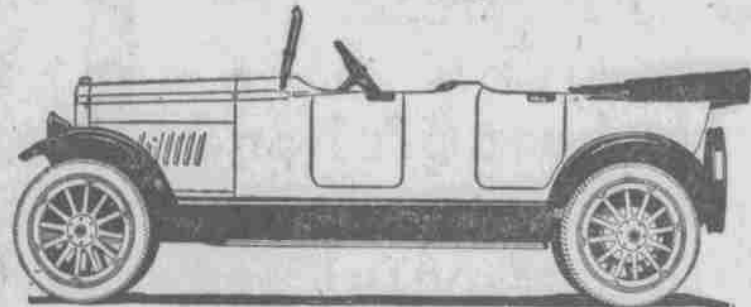
"It is my opinion that four years of war conditions have resulted in putting the motor car business in a healthier state than it has been at any time in its history," said Mr. Hubbs, who is assistant general sales manager of Dodge Brothers.

"These years of trial have been

set up by the close associations and mutual dependencies of war times.

"If these experiences have made us more certain that only that which is fundamentally right will stand a test, and that rightness is quite as much an industry concern as it is an individual or company concern, then the future of the motor car business has been made that much more secure and promising.

"The immediate future could hardly be more encouraging. Anyone who can think straight enough to



Pilot

highly beneficial in proving what was sound and what was unsound in both principle and practice. That which was not basically right, has been subjected to needed alteration. The predominating strength of the business has been finely emphasized.

New Character to Business.
"The industry as a whole has had an opportunity to express itself in new and splendid terms; and as a

add two and two can prophecy safely that the coming year is going to be one of the best years the motor car has had.

"Wages and crop prices have never been as high in this or any other country as they have been in the United States during the past two or three years. In spite of the high cost of living, tens of thousands of people to whom the purchase of

a car was formerly more of a wish than a hope, are now in a position to buy practically any car they choose."

"Incidentally I am proud of the fact that there are proportionately fewer people in this country than in any other country on earth who have 90 cents of the first dollar they ever earned. Americans are easy spenders and this national tendency is responsible for the staggering annual business turnover which makes the country the envy of the commercial world.

"But we must not make the mistake of believing that the future is without its problems or its big responsibilities merely because the prosperity stage is attractively set.

Effort Required.
"Nowhere in the motor car business, so far as I know, can a man attain even a fair measure of success without the most painstaking, intelligent, aggressive efforts. Every year the industry is getting more into the control of this type of business men and away from those whose chief interest in the business is for the purpose of exploiting it.

Thanks to the large majority of dealers and manufacturers who have given character and prestige to the business there is something bigger and finer and more substantial to the motor car industry than the mere selling of cars.

"The public estimate of motor car salesmen as 'hot-air, blue-sky artists,' is happily fast passing away—if, indeed, it has not entirely passed away. In its stead, there has developed another estimate which regards the methods employed in the motor business, the class of salesmen attached to it, and its general attitude toward the buyer, as being of a distinctly efficient and credible character.

To Determine the Future.
"And I want to say to you, gentlemen, that the influences that have brought about these inner changes in the business have been an expression of the ideals that are in the minds of the manufacturers and dealers who have wrought this transformation, and these ideals are precisely the forces that will be the determining factors for the future.

"For, after all, futures are shaped by men and not by machines nor by the market for them. Nothing can be more certain than that each dealer's business, regardless of his annual turnover or his physical equipment, will chiefly reflect his personal attitude toward honest dealing and his willingness to cooperate for the improvement of the industry as a whole.

"I want to say most emphatically that a principled dealer has no more right to adopt methods that reflect discreditably upon the motor car business in his community than that some dealer would have to publicly and persistently malign the personal character of other dealers.

Expensive to Misrepresent.
"If the splendid work done during the past few years in putting the selling methods of the industry upon a higher plane in the eyes of the public is to continue, then it may become necessary to adopt measures among representative dealers that will make it highly unpleasant for unscrupulous dealers to misrep-

resent, by their cheap methods, the real character of the motor car business.

"Public confidence is as big and vital an asset to the industry as a whole as it is to the individual dealer and any dealer who clearly shows that he has no regard for such confidence should not be permitted to profit by it.

There are three things—all of which have to do with common honesty—that will largely determine the future of this business:

"First, the manufacture of honest cars. No manufacturer has the right to mislead the public or to force the dealer to compromise himself by representing a car to be something which he secretly knows it is not. There can be no such thing as permanent success for either a car or a dealer that is not based on probable merit.

Above-Board Dealing.
Second, an honest, helpful, absolutely uniform and businesslike relationship between the manufacturer and his dealers.

"Third, open and above-board dealing with motor car purchasers, with no fictitious allowances on used cars to cover up price concessions; no fictitious 'free' service that is charged for in advance in the price of the car; no fictitious claims for merit or performance that cannot be easily proved.

"The application of simple honesty at these vital points will provide the surest possible guarantee for a healthy future for those dealers and manufacturers who have vision enough and courage enough to follow a straight line.

"The real determining features for the future are in the ideals (or lack of them) of the man engaged in this business, rather than in certain promising financial or economic conditions."

Manager of Rubber Company Cautions Against Speed

A word of caution against running truck tires at excessive speed is given by the manager of a large company.

"There is no form of truck tire abuse which is more expensive than speeding," he says. "If a man set out to ruin a set of truck tires, he could not find a quicker way than to run the truck, heavily loaded, at excessive speed. This is a sure way to destroy tires, and yet it is constantly done.

"In the first place, there is the danger that the centrifugal force in a swift moving tire will wear the soft rubber from its base, and generate a heat that will cause the rubber to deteriorate. No matter how great the cushioning qualities of the rubber, the tire does not have time to accommodate itself to the irregularities of the road, and the destructive jolting caused will be very costly. An expensive truck can very soon be jarred out of commission by speeding.

"The effect is the same as running over rough roads for speeding magnifies every irregularity. The tires absorb the shocks when the truck is operated at the recommended rate of speed, but increasing the speed greatly increases the force of the shocks."



A Big Roomy Car At a Moderate Price

The W. A. Paterson Company have to offer for 1919 a long-lined, lithe, beauty of body and design such as you naturally associate in your mind with only the finest cars.

The finish, too, is such as is customarily found on only much higher priced cars, a lustrous body coating that will prove as lasting as it is rich. You must see this car to appreciate its true beauty.

This big, roomy Paterson Six drives as easily as it rides. We want you to drive it—ride in it—then pass judgment from your own experience.

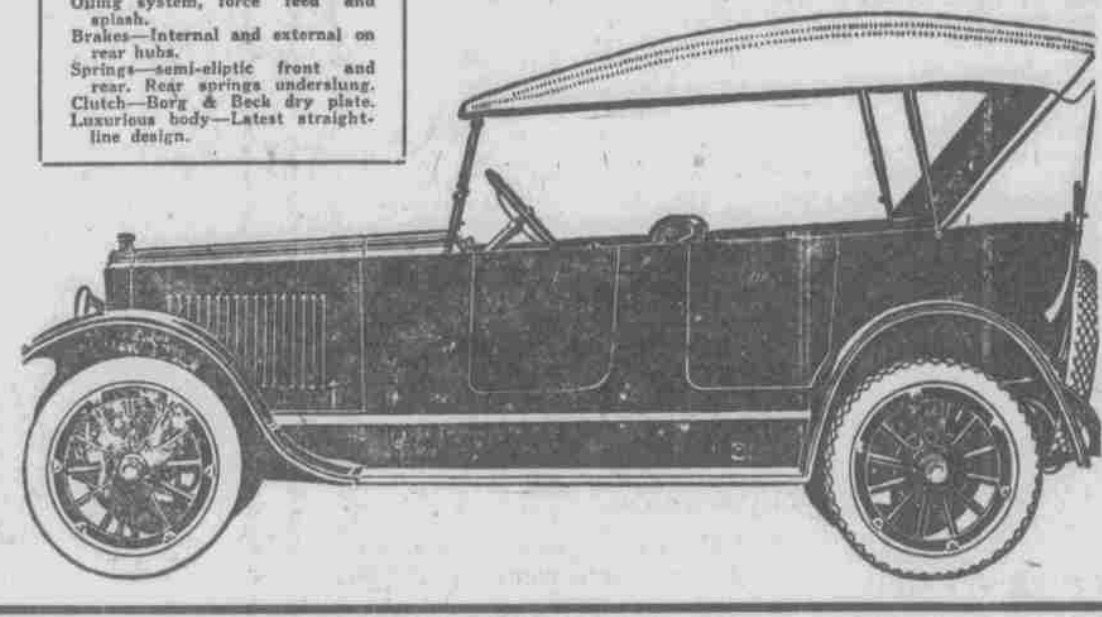
PRICES

- 4-Passenger Roadster.....\$1,595
- 5-Passenger Touring Car.....\$1,595
- 7-Passenger Touring Car.....\$1,625
- F. O. B. Flint

Nebraska Paterson Auto Co.

New Location
2046 Farnam St. Omaha, Phone Douglas 7582
235 No. 10th St., Lincoln.

Brief Specifications
MOTOR—6-cylinder, Paterson-Continental. This is so well known that no elaborate description is necessary.
DELCO—Electric system is used for starting, lighting and ignition.
WILLARD STORAGE BATTERIES.
Rear gasoline tank—STEWART vacuum feed.
HOTCHKISS Drive—two Hartford universal joints.
Full-floating, demountable rear axle, spiral gears. Drive members easily removable.
Front axle, I-beam section. Roller bearings for front wheels.
Full ventilating rain vision windshield.
STEWART-WARNER Speedometer. Electric horn.
New STROMBERG carburetor. Full tool equipment, of course within instant and easy reach, in a special case built into the left hand door next to the driver's seat.
Goodyear tires, 33x4, front, rear. Safety tread, raw, demountable rims.
Extra rim conveniently located in rear to carry spare tire.
Transmission of selective type, three speeds forward and reverse.
Upholstering is of high quality leather throughout. Soft, roomy, comfortable seats. Marshall springs used in cushions.
120-inch wheelbase.
Oiling system, force feed and splash.
Brakes—Internal and external on rear hubs.
Springs—semi-elliptic front and rear. Rear springs underslung.
Clutch—Burg & Beck dry plate.
Luxurious body—Latest straight-line design.



Lexington
MINUTE MAN SIX
Immediate Delivery of NEW Models

Five-passenger Touring Car with two auxiliary seats \$2795, o. b. factory

New Models for Those Who Want Dignity and Efficiency

WHY buy a "left over" car when you can get a brand new Lexington? Let us tell you how it is possible for us to now make immediate delivery of these new models. Better built cars, greater margins of safety, power, and endurance; greater comfort; more conveniences and refinements at less money, result from Lexington's manufacturing advantages. Ten large factories specializing in automobile parts are affiliated with and contribute to Lexington. Come and see for yourself at the Show the improvements that are exclusive advantages of Lexington.

Noyes-Killy Motor Co.

Space No. 6 Omaha Auto Show
2066-68 Farnam St. Distributors Omaha, Neb.
Lexington Motor Company, Connorsville, Ind., U. S. A.
Space No. 6 Omaha Auto Show

300,000 Builders of Good Will

In four years Dodge Brothers have supplied to the American people, and to American soldiers, more than three hundred thousand of their cars.

The demand for the car is just as fresh, and just as vigorous, today, as in the first year of its existence.

The simple truth is, indeed, that the war has given a new interest and a new impetus to that demand.

To the natural and normal preference which the American people always accord a product which wins their good will, has been added a strong sentimental attraction.

The car is inseparably linked, in the thought of thousands of homes, with its fine and faithful performance in the service of the nation.

The written and spoken word of American army men, at home and abroad, has given the very name of Dodge Brothers Motor Car a new and a stirring significance.

It stands, in their minds and hearts, as a synonym for pluck, and endurance, and ability to 'carry on' under the stress of desperately discouraging conditions.

So the war that curtailed production of the car, has now conferred upon it a stronger and more spontaneous admiration than ever.

More than ever is it apparent, now that the American people think of it as a stable and an established value, to be bought on its merits, and without a moment's hesitation.

Thus that national good will which has become almost a trade mark in Dodge Brothers business, after four years, is at the highest point in their history.

Dodge Brothers enter upon the fifth year with a full sense of the confidence reposed in them and the determination to continue to deserve it.

It will pay you to examine this car at the show

O'BRIEN-DAVIS-COARD AUTO CO
1814-16-18 FARNAM ST., OMAHA, NEBR.
Space No. 1, Auditorium, Main Floor