

FARMERS ARE THE BIGGEST USERS OF AUTO TRUCKS

All-American Head Says More Attention Must Be Directed to Farmer to Serve General Demand.

"Since farmers are shown by government statistics to be the greatest users of trucks compared with any one class," says Walter S. Johnson of the Mid City Motor & Supply Co., distributors of All-American trucks, "it is natural that we study the farmer's hauling problems and provide a solution for them. This we aimed to do when we designed and built the All-American one-ton super truck. It was because we sensed the rural demand, after close investiga-

tion, that we brought out the All-American one-ton truck. The farmer requires a light truck in order to handle his loads at all seasons of the year—sometimes when the roads are in such condition that a heavy truck would stall with a load. Then again, the lighter truck permits of higher speeds which is an advantage to the farmer in that it gives him, or his driver, more time on the farm. "The economy of operation and maintenance because of design and in-built service is winning friends for the All-American every day. This, coupled with our facilities for advising the truck user of the best means of solving his hauling problems through fitting time-saving bodies is giving a remarkable flexibility to hauling equipment among users of All-American trucks." Few persons associate diamonds with the manufacture of motor cars, yet thousands of dollars' worth of these precious stones are used each year in the big plant of Willys-Overland, Inc., at Toledo. The diamonds are used to "true up" emery wheels essential in grinding the more minute parts which go to make the Overland and Willys-Knight cars.

New Auto Company Home Speeds Output



Although in its new home in Columbus, O., less than a month, it would be difficult for the casual observer to be able to tell but that the Allen Motor company had been turning out automobiles in its present factory for years. With a few more installations of new machinery, production of the Allen car in Columbus will be full under way. With 250,000 feet of floor space, the new Allen plant is provided with ample room for the anticipated expansion of activities. There are two buildings, each four stories in height, connected by a passageway

on every floor. These buildings are of brick and concrete construction throughout. Remodeling of the second floor of the main building for the executive, sales and advertising offices is just being completed. Admirably located as to railroad connections, the new factory is within easy access to any of the dozen and a half railroads running in and out of Columbus. With railroad tracks to the doors of the plant on two sides, finished cars will soon be going out in a steady stream into waiting freight cars. With the big, complete factory at Columbus in operation, the Allen

officials have reached the goal of their efforts during several years of automobile manufacture. Heretofore somewhat hampered by production limitations, such restrictions are now entirely removed and big things are already under way at the new location. Barely four weeks in its new home, the Allen company has one of the busiest places in Columbus. There is no doubt of any business depression there. So far as the company is concerned, the war ended last November, and things have been looking better and better ever since.

YANKEE PUBLIC ENJOYS 500-MILE MOTOR CLASSIC

Record of Goodyear Tires One of the Features of Auto Race Replete With Thrilling Moments.

That the American public has lost none of its enthusiasm for automobile racing, after a lapse of several years on account of the war, was unmistakably demonstrated at the big two and one-half-mile Indianapolis speedway on May 31, when more than 100,000 persons packed the mammoth grandstands and swarmed over the vast oval to witness the first big 500-mile sweepstakes since 1915. The purse of \$50,000 was sufficiently large to attract the largest aggregation of the world's prominent racing drivers ever gotten together, among whom were several noted French drivers. After a terrific grind of five hours, 44 minutes, 21.75 seconds, Howard Wilcox, an Indianapolis boy, driving a Peugeot car belonging to the Indianapolis speedway management, crossed the line, a winner, amid the mighty cheers of the vast throng, with whom the local driver had been a favorite ever since assuming the lead at the 250th mile. His rate of speed for the race was 87.12 miles per hour. It was also a notable victory—in fact the greatest ever achieved upon a race track for Goodyear tires as well, for Wilcox drove on these tires and at the finish of the race still had two tires that had covered the entire 500 mile distance. Close behind the flying Wilcox, finished Eddie Hearne, the western millionaire driver, in a Durant Special. He also had two tires at the finish that had covered the entire course. In succession came Jules Gour-

Albert Guyot, Tom Alley, Ralph De Palma, Louis Chevrolet, Ira Vail, Gaston Chevrolet and Rene Thomas. The Indianapolis course is the most exacting track in the country on tires, as it is of brick construction which does not permit the flexibility of movement accorded by the various board tracks. The tire performance was the most creditable that has ever been seen in a 500-mile race. Twenty-seven of the 33 contending speed demons drove on Goodyear tires and nine of the 10 cars that finished within the money wore them. Ira Vail, who finished eighth in a Hudson, completed the entire 500-mile course without a tire change. The four Ballot cars brought over from France for the express purpose of entering the race were expected to set the pace for the field, and showed the fastest time in the qualification trials. But after a sharp brush with these cars for some 15 laps, Ralph De Palma, driving a Packard, assumed the lead and held it against the field until the 250th mile, when a broken valve spring drove him to the pits. During De Palma's stop at the pits, Howard Wilcox, who had been moving a good second in a Peugeot, moved to the front and for the next 250 miles was never headed off. Wilcox drove a wonderfully steady race and his winning of the first prize of \$20,000 was a popular one with the 100,000 spectators.

Next Time—Buy FISK TIRES!

YOU don't want tires "built to a price" but you do want the best tires at the best price.

Price of 32 x 4		
FABRIC	CORD	TUBE
Non-Skid Casing	Non-Skid Casing	Fits all makes of Casings
\$30.55	\$46.85	\$4.80

Prices reduced proportionately on all sizes
For Sale by Dealers
The Fisk Rubber Company of N. Y.
OMAHA BRANCH
2403—FARNAM AND 24TH STREETS



What This Name Means On a Motor Car

When you see the name Columbia on a car, it signifies these characteristics: **History**—On the market four years. Never has had a "poor year." **Appearance**—Generally accepted as one of the best looking cars built today. **Mechanically**—The foundation of its success is the fact that every part is a recognized leader in its field. The specifications prove it. **Exclusive Features**—Two features exclusive with the Columbia are generally recognized as among the greatest.

- Specifications: Timken Axles—Continental Red Seal Motor—Harrison Radiator with Thermosatically Controlled Shutters—Spicer Universal Joints—Borg & Beck Clutch—Detroit Steel Products Company's Springs—Gammier Steering Gear—Auto Lite Starting and Lighting—Atwater-Kent Ignition—Stromberg Carburetor—Pratt-O-Lite Storage Battery—Painting and Trimming by The American Auto Trimming Co.—Pantastoop Top.
- Prices: Five-Passenger Touring Sedan..... \$2445.00
- Five-Passenger Touring Car..... 1800.00
- Four-Passenger Sport Model (6 wire wheels included)..... 1745.00
- Price F. O. B. Detroit.

Columbia Motor Company of Nebraska
2212 Farnam Street, Omaha, Neb.
Columbia Six
Gem of the Highway

AUTOS BOOM TO 'OWN YOUR HOME' CAMPAIGN IN U. S.

Head of Lexington Motor Co. Points Out How Cars Will Help Solve Housing Problems.

That the automobile is proving itself a decided factor in furthering the nation-wide "Own-Your-Home" campaign is the declaration of Frank B. Ansted, president of the Lexington Motor Co. The success of the campaign in many localities, particularly in the larger cities, says this manufacturer, has been contingent upon the sale of motor cars. "The solution to the housing problem which now confronts the country is largely dependent upon the motor car," says Mr. Ansted. Move to Suburbs. "From every city of consequence come reports of famine in homes. Real estate men report an unprecedented number of prospective buyers and renters, but no available property. This scarcity of homes in cities and the continued increase in rentals in driving hundreds of families into the suburban districts where many are building upon sites purchased at moderate prices. "With other transportation facilities lacking, they are buying motor cars to carry them back and forth to their daily work. Many have found that they can buy homes or build homes in the suburbs and purchase a motor car for less than a home in the more congested sections in the city would cost. "Wide-awake real estate men in many instances are suggesting motor cars in their selling-talks and are finding it helps them close their sales."

BRIGHT FUTURE FOR SIDECARS ON MOTORCYCLES

English Development of This Vehicle Proves It Practical Mode of Speedy Travel.

London, June 7.—Those who took an active part in the beginnings of the motorcycling movement 16 or so years ago will remember with what scorn and derision the first idea of the sidecar, as a passenger carrying attachment, proposed to be superior in every way to the trailer, was received by the experts. It is "unmechanical," imposed all sorts of impossible stresses and strains upon the machine; it was difficult to steer and dangerous round corners; it took far more power than a trailer (this, we believe, is undoubtedly true), and it possessed, in addition, all sorts of incidental disadvantages, which must inevitably prevent its having any future, and infallibly point to its originator as being a complete lunatic, and so on. American Development. It is to be noted that the sidecar is not now, as it once was, exclusively confined to the British Isles. In this country it took a considerable time to "catch on," and for years there were only two makers of any importance in place of the dozens in existence today. In America it took even longer, but once the idea had taken root there it quickly established itself, and most of the transatlantic motorcycles are now definitely designed for sidecar work. Lighter Materials Wanted. The only pity is that in the vast majority of cases the cyclist gets so much weight. A full-blown side car combination will frequently scale

7 cwt., including its passengers. This is coming perilously near light car weight and it is high time that designers paid immediate attention to its reduction. It is quite a fallacy to think that any virtue attaches to weight per se, and there is no reason why motorcyclists, in common with more ambitious motor users, should not receive the benefits of the lighter and stronger materials which recent metallurgical progress has placed within our reach. Commercial Work. The employment of sidecars for commercial work in connection with light loads in which speedy delivery is important seems to offer a considerable future for motorcycle development. With loads limited to about 4 cwt. remarkably light running costs can be achieved, and in point of reliability this type of vehicle leaves very little to be desired.

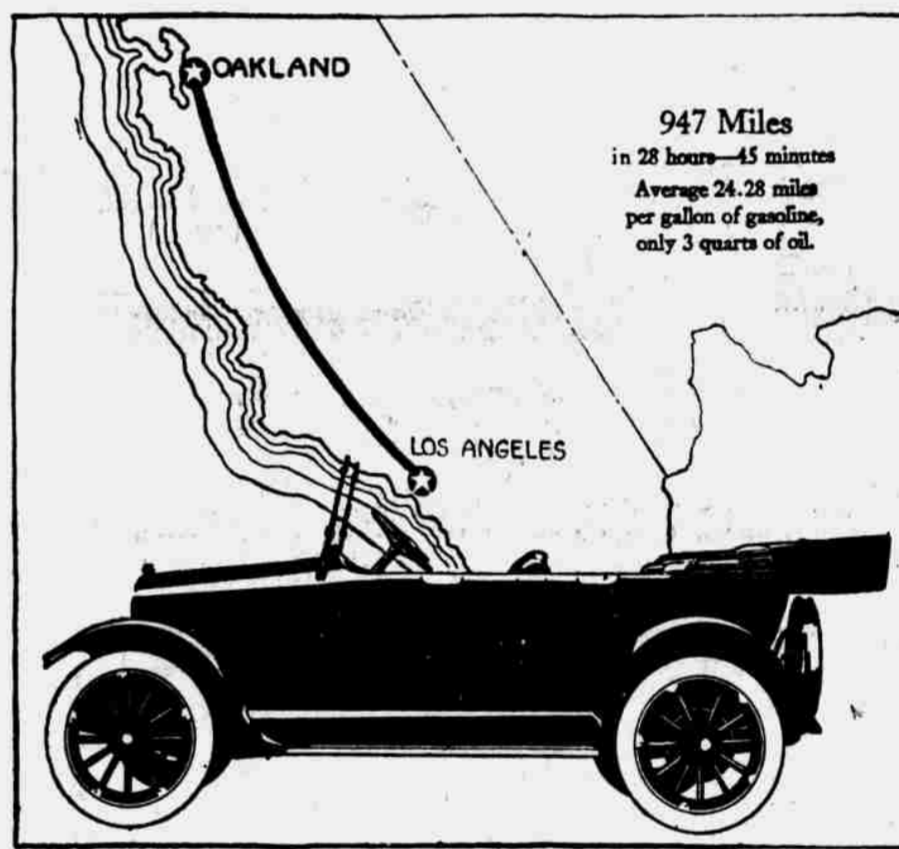
Motor Trucks Will Be Installed to Aid in Delivering Mail in Rural Areas.

Motor Trucks Will Be Installed to Aid in Delivering Mail

Rural Americans—more than a million of them—are coming into the city. They are going to live with us each day and enjoy our habits, thoughts and pleasures—not in body but in mind. This is the cause for their burst of joy at the news of the Postoffice department that motor trucks are to be put on all rural routes. The benefit to be derived from this big development, suggests almost an endless chain of things at first thought. But the big benefit to be derived is this: it will give our country a more unified thought on all the large problems, and, with so many of them coming up these days, in which the help, the interest and the attention of all is demanded, it is the biggest achievement since the birth of the printing press. Thanks to the motor truck for bringing about this progress, for it fulfills a much needed contribution to the education of the rural America. Discussing the effect to the motor truck to this field, one of the Postoffice department officials stated that from 3,000 to 4,000 pounds of newspapers are being shipped out of a certain city each day by postoffice trucks, and that these papers reach their destination two hours earlier than they could if delivered by any other means. Each day finds more proof that our education in adapting the motor truck to greater use in the uplifting of our national life, is still in the lower grades. It is interesting to watch the new needs spring up and the satisfactory manner with which the motor truck meets each one, and to know that Paige trucks are among those bearing the brunt of our reconstruction problems.

Motorcycles Complete 24-Hour Endurance Run
The fifth annual 24-hour endurance run of the Crotona Motorcycle club of New York City, just held over a route of 535 miles, passing through Suffern, Middletown, Albany, Pittsfield, Springfield, Hartford, New Haven and Bridgeport, back to New York, was participated in by 87 drivers. In spite of an all-night battle with muddy roads, 25 drivers finished the exacting grind, L. D. Richards winning the run on an Indian machine equipped with Goodyear tires.

Cleaning.
Car owners should not forget that one part of the battery system which needs attention is the distributor head. When soot forms on this part it often enables the current to pass across from one terminal to another, with preignition as a result. The track of the distributor head should be kept clean and be touched up from time to time with a kerosene soaked rag. This will prevent its becoming dirty and will keep the rotor button from sticking and cutting.



947 Miles in 28 hours—45 minutes
Average 24.28 miles per gallon of gasoline, only 3 quarts of oil.

An Owner Test The Kind That Counts

It is the day-in-and-day-out record of stock cars in the hands of owners that has built up the public appreciation of Overland.

A recent demonstration of Model 90 power, endurance and dependability was an impromptu round trip between Oakland and Los Angeles.

It was a most severe test, over mountain roads, through a blinding storm, with mud hub deep in places. The Model 90 never faltered, never failed!

The performance of the car and the time made is the more remarkable because it is what more than 150,000 Model 90 owners know their cars are capable of.

This run, on the heels of the Oklahoma victory—where Model 90 stock car set the world's Non-Stop High Gear record, 4370 miles in 7 days, readily shows why owners are proud of their cars—and why you will be proud of a Model 90.

Let us show you a duplicate of the cars that made these records.

VAN BRUNT AUTOMOBILE CO.

Distributors
OMAHA, NEBRASKA COUNCIL BLUFFS, IOWA

PAIGE

The Most Beautiful Car in America



Where the Air is Pure

There is no need for an expensive "vacation" when you own a sturdy, dependable motor car. For every road and lane is your playground and you find that recreation has become a daily habit. Between dinner and sunset you can cover more territory and see more of nature than a dozen vacations could afford.

Try it this summer with a Paige, five passenger, "Linwood." You will travel in luxurious comfort, but the cost of operation will be surprisingly low. A little gasoline and oil—that is all you need. With the Paige, first cost and last cost are one.

- New Series Linwood "Six-39"—five-passenger—\$1555
- New Series Essex "Six-55"—seven-passenger—\$2060
- Prices f. o. b. Detroit.

PAIGE-DETROIT MOTOR CAR CO., DETROIT, MICHIGAN

NEBRASKA PAIGE CO.

R. M. AUSTIN, Mgr.
Masonic Building, 19th & Douglas Sts., Omaha, Neb.