

TRUCK STANDS UP WHEN HIT BY A MOVING TRAIN

Only Frame Is Bent by the Terrific Impact Making But a Small Expense.

Simplicity in the construction of a motor truck is of vital importance to the owner and may mean a good number of dollars in his pocket.

"The simpler the construction, the better, is my opinion," says Lee Huff of the Nebraska Buick company, local dealers for GMC trucks. "Provided, of course, that none of the essentials to good truck construction are neglected. Simplicity means less loss of time and less cost when replacements are necessary. It also eliminates possible chances for breakage and mishandling by inexperienced drivers."

GMC trucks are known for their simplicity and these points held good for them. There also is the matter of safety. Strange as it may seem, the simplicity of construction may mean safety in time of mishap. Just how true this is was demonstrated when a GMC chassis was struck by a train down in New York.

Only Frame Bent.

"Instead of smashing the entire rear end of the truck, tearing off the springs and tires and possibly overturning the GMC and injuring its driver, the chassis only bent the frame. And the construction of the truck alone was responsible."

"The frame of GMC trucks is not bolted or riveted onto the spring shackles, but is held in place by two brackets, through which the shaft runs. The shaft in turn is not bolted to the spring shackles, but fits into them and is held there because the shackles are bored out for the shaft with a blind end to the outside. The springs are bolted to the rear axle and they are held solid along with the rest of the frame suspension."

Avoids Sharp Resistance.

"When the engine bumped the rear end of the truck, the frame bent and the brackets slipped along the shaft. This showed the frame to one side and avoided a sharp resistance to the force of the blow."

"The truck remained upright and when the damage was investigated, it was found that all that was needed was to straighten the frame. A new frame was put in, however, to make certain that the truck would be as strong as ever."

"The expense of the new frame was a trifle, however, compared to the cost of tires and springs and of the rear axle, had the construction not saved them."

Bringing out the Moonshine after the thirsty first of June.



COURTESY DIAMOND RUBBER COMPANY INC.

AUTO BUILDERS HOLD SESSION WITH GAS MEN

Make Definite Attempt at Co-Operation for the Benefit of Both Industries.

New York, June 14.—Never since the organization of the automobile industry has there been until within the last few days any definite attempt at co-operation between the manufacturers of automobiles and the producers of gasoline. The recent formation of the American Petroleum institute furnished the first opportunity. Discussions between representatives of that organization and the National Automobile chamber of commerce led to a meeting at the Manhattan hotel on Wednesday evening at which there were present, representing the gasoline interests, A. O'Donnell, president of the American Petroleum institute; R. A. Welch, secretary, and C. C. Smith, assistant secretary; H. L. Doherty of the City Service company; Dr. W. M. Barton, president

of the Standard Oil company of Indiana; W. H. Isen, vice president of the Sinclair Oil company, W. C. Teagle, president of the Standard Oil company of New Jersey and M. A. Robinson of the Riverside Oil company.

Representatives in the automobile industry present, were Colonel Charles Clifton, president of the N. A. C. C. and president of the Pierce-Arrow Motor Car company; H. H. Rice, treasurer of the association and of the General Motors corporation; J. Walter Drake, president of the Hupp Motor Car company; David Fenner, general manager of the International Motors company; Alfred Reeves, general manager of the N. A. C. C.; H. L. Horning, president of the Waukesha Motors works, representing the Society of Automotive Engineers, and the Motor and Accessory Manufacturers association, and S. A. Miles.

The immediate object of the meeting was merely the formation of an acquaintance between the two groups, in the expectation that more formal results would follow. Mutual problems were discussed, however, and it was decided to form a conference committee of five members from each side, each with power to appoint such subcommittees as may later be found desirable. The opinion was freely expressed that as a result of this meeting, understandings will be reached which will have a definitely beneficial effect on each of the industries.

ALL SEVEN NEW HUDSON TYPES OF MUCH BEAUTY

Enclosed Body Styles Set Higher Standard Than Ever Before for Luxury.

"The new Hudson Super-Six will come in seven body types more notable for their beauty than ever before," said Guy L. Smith.

"And just as the chassis represents the perfected development of a decade of achievement, so do these models represent the highest ideal of the coach builder's art. The development of beauty, artistry and utility in the Hudson has kept pace with the perfection of mechanical detail."

"Hudson designers were among the first to recognize and satisfy the craving of the public for refinement and distinction in motor cars. Skilled Hudson artisans were pioneers in investing the automobile with that air of dignified quality which marked the fine old family coach of a generation ago."

"The century-old of fine coach building was revived by Hudson in the belief that the particular men and women of today are just as proud of the appearance of their cars as the old aristocracy was proud of the exclusive features of the family coach."

"As a result, new standards of beauty have been created each year until Hudson cars have become as famous for their distinction of appearance as for their power and endurance. The constant aim, however, has been to combine utility with beauty. No Hudson body has ever been built merely for the purpose of having something different. Every model has filled a real transportation need."

"This is true in a supreme degree of the seven new body types—the four and seven-passenger Phaetons, Sedan, Coupe, Cabriolet, Touring, Limousine and Limousine. There is greater economy and practicality with the utmost in luxury and comfort in every one of these new models."

Hal-Trap Joins Force of Campbell-Ewald Company

Announcement was recently made that Al G. Trump for the past four years manager of the Chicago office of Green, Fulton, Cunningham has joined the staff of the Campbell-Ewald company of Detroit, Chicago and New York. Trump will make his headquarters at the Detroit office. His experience in training has been principally along automotive and farm implement lines. He was at one time advertising and assistant sales manager of the Van Dyke Motor company and later accepted the position as advertising manager of the American Boy.

Old Oil for Springs.

Most car owners drain the oil out of the crankcase about three times a year, and as a general rule this used oil is simply thrown away. By adding 50 per cent of kerosene to this waste oil an excellent spring lubricant is obtained. The method of using the mixture is to spray it over the springs once a week. The oil furnishes the lubricating means while the kerosene keeps the springs free from rust.

OMAHA HAS BIG OPPORTUNITY IN PROPOSED DRIVE

Now Possible to Acquire Entire River Front by Expenditure of Comparatively Small Sum.

In the proposed river-front, Omaha has an opportunity unsurpassed by any other American and even most European cities. By the expenditure of a comparatively small sum of money, it will now be possible to acquire the entire river-front from Fontenelle forest (Childs Point) on the south to Ponca creek on the north, exceptions of dollars for an opportunity such as is now presented to Omaha. Chicago has spent millions of dollars in acquiring and improving its lake-front. Minneapolis and St. Paul have acquired much of the property on either side of the Mississippi river. In these two cities, as in many others, the advantage of acquiring river-front and lake-front properties has never been realized sufficiently soon to permit of their full acquisition before the property had been occupied and spoiled for its most natural use. Omaha can acquire its river-front, build the river drive and make an improvement of unsurpassed value for less money than many cities have already spent or would now be willing to spend for improvements of a much smaller proportion.

Omaha is a young city which has yet to experience its greatest growth. The extension and development of the park and boulevard systems during the next few years are absolutely necessary before this is made impossible through the improvements of residence and industry. This does not mean that the park and boulevard system can be developed only at the expense of the residential and industrial development. On the contrary, the best park and boulevard development consists of making use of land which by reason of irregularity or poor location is unsuitable either for residential or industrial development. In the case of the river drive, we have an excellent example of this. South of Thirteenth street great ravines extend backward from the river. These could never be used for industrial purpose and could be used for nothing except the shabby type of residential development, because of the excessive cost for grading and street construction that would be necessary. On the other hand, this territory has exceeding natural beauty, in fact, is ideally suited for park property. If left to private development, this property will become nothing more than dumping grounds for refuse and development of shacks, examples of which can be seen in the district. This improper use of the property will be a detriment to the city inasmuch as it depreciates the value of the surrounding territory, and reduces tax returns to the city over a large area.

Omaha has made a splendid start on a park and boulevard system. It possesses many small parks and over 35 miles of boulevard. There are only four cities in the country which have a greater boulevard mileage.

Omaha should have as much boulevard mileage as any American city, since it should profit by the mistakes and lack of foresight of the other large cities. The best park systems in the United States have been developed by park boards which were not influenced by political considerations and have had the citizenship has recently failed to appreciate the necessity for continuous attention to Omaha's park and boulevard system, particularly at this time when the city is growing at a fast rate. We must also admit that the roads, the planting and the general treatment of Omaha's park and boulevards, to say the least, are shabby. I know of no other large city where the parks and particularly the boulevards are so poorly cared for.

Danger

Is there a broken leaf in the springs on your car?

Broken springs are dangerous. They very often are the causes of serious accidents. Examine your springs today. If you find a broken leaf, bring your car to our Service Station at 1310 Jackson.

We carry in stock Temme Triple-Action Springs for all makes and models of automobiles. New leaves can be fitted or complete new springs applied by our expert spring fitters while you wait!

The leaves may not be broken, but the entire spring may be flat, due to loss of tempering. If so, it needs retempering and rearching. We have special appliances for this kind of spring work. The leaves are heated to 1,700 degrees and then retempered in an oil bath.

Your spring should be regraphited at least once each year. This will prevent their breaking and will make your car ride easier. We are equipped to do all of this work on short notice.

We are distributors in this territory for Temme Triple-Action Springs. Also Master and Commerce Trucks.

Truck and Tractor Corporation

1310 JACKSON STREET.

W. J. FOYE, President. W. A. PIXLEY, Vice President and General Manager. THOS. McSHANE, Sales Manager.

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Orders shipped same day received. In ordering, state whether S. S. Clincher, plain or non-skid required. Send \$2.00 deposit for each tire, balance C. O. D., subject to examination, 5% special discount if full amount accompanies order.

UNIVERSAL TIRE & RUBBER CO., 1018 West 21st Street Chicago, Ill.



The Columbia Motor has a windshield

Drivers today insist on being protected by windshield and crash. But the motor in most cars are still left unprotected. And motor don't like to be cold any more than drivers do. As every motor expert knows, they only do their best work when warm.

The motor in the Columbia Six has a windshield—an automatic windshield—composed of shutters placed over the radiator which are opened and closed by a thermostat allowing a greater or less amount of air to rush in thru the radiator, dependent upon the temperature.

The shutters remain closed when the motor is warming up on a cold, frosty morning. So the motor comes immediately up to its most efficient temperature. None of the misling and spluttering for a mile or two which most drivers are familiar with. When the motor is warm the shutters open automatically. And besides they save a lot of gasoline.

The Columbia motor always operates at summer temperature.

The standard parts—the ultra-modern lines, beautiful finish—all combine to make the Columbia Six one of the most popular cars in America.

Special Features: Thermo-Air, Continental Rad Seal, Improved Radiator with Thermodynamically Controlled Shutters—Spur Universal Joints—Buy a Book—Detroit Road, Pontiac, Company's Superior Gummer Steering Gear—Auto Lite Starting and Lighting—Aluminum-Knee Ignition—Stromberg Carburetor—Vestibule-Doorway Battery—Folding and Cranked by The American Auto Trimming Co.—Patented Top.

Price—Five-Passenger Touring Sedan.....\$2445.00
Five-Passenger Touring Car.....1905.00
Four-Passenger Sport Model (6 wire wheels).....1745.00
Price F. O. B.

Columbia Motor Company of Nebraska
2212 Farnam Street, Omaha, Neb.

Columbia Six
Gem of the Highway

Willard STORAGE BATTERY SERVICE STATION

Not "Next Week" —but "Today"

One of the very first things to do, when you get your new car is to come around to battery headquarters.

Drive right in. Have your battery registered and get the benefit of Willard 90-day Battery Insurance. It only takes a few minutes and may mean months of added life to your battery.

At the same time ask us to post you on the few simple rules of battery care that must be followed to get most service and longest life out of your battery. Be sure to ask for a copy of the booklet "Willard Service and You."



Nebraska Storage Battery Co.
WITH AND HARNEY STREETS.

Ford

THE UNIVERSAL CAR

There can be no thrift more practical these days than that which comes through giving careful attention to the mechanical needs of your Ford car. Keep it running smoothly and so get most possible value out of it. Just as soon as anything gets out of order bring your Ford to any one of the dealers listed below and you may rest assured that your car will be taken care of properly and promptly. Genuine Ford materials will be used by experienced and reliable workmen, who know the construction of the car and how to keep it in smooth, serviceable order. The cost will be the standard Ford prices. Better make an arrangement with one of us to look after your car regularly. Come in and talk it over.

If you are thinking of buying a Ford car, best do it without delay. No telling what's going to happen.

- McCAFFREY MOTOR CO., 15th and Jackson Sts.
- SAMPLE-HART MOTOR CO., 18th and Burt Sts.
- UNIVERSAL MOTOR CO., 2562 Leavenworth St.
- C. E. PAULSON MOTOR CO., 20th and Ames Ave.
- HOLMES-ADKINS CO., 2911 South 24th St.

Make the acquaintance of the Ford dealer near you.