

### CLOSED AUTOS ARE BOON TO ALL WOMEN DRIVERS

Sedan and Coupe Especially Notable for Greater Advantages They Offer in Winter.

"The sedan and coupe are especially notable for the wider range of advantages they offer to all women," says A. W. Cook, Omaha retail store manager for Chevrolet Motor company of Nebraska.

"With either of these two styles

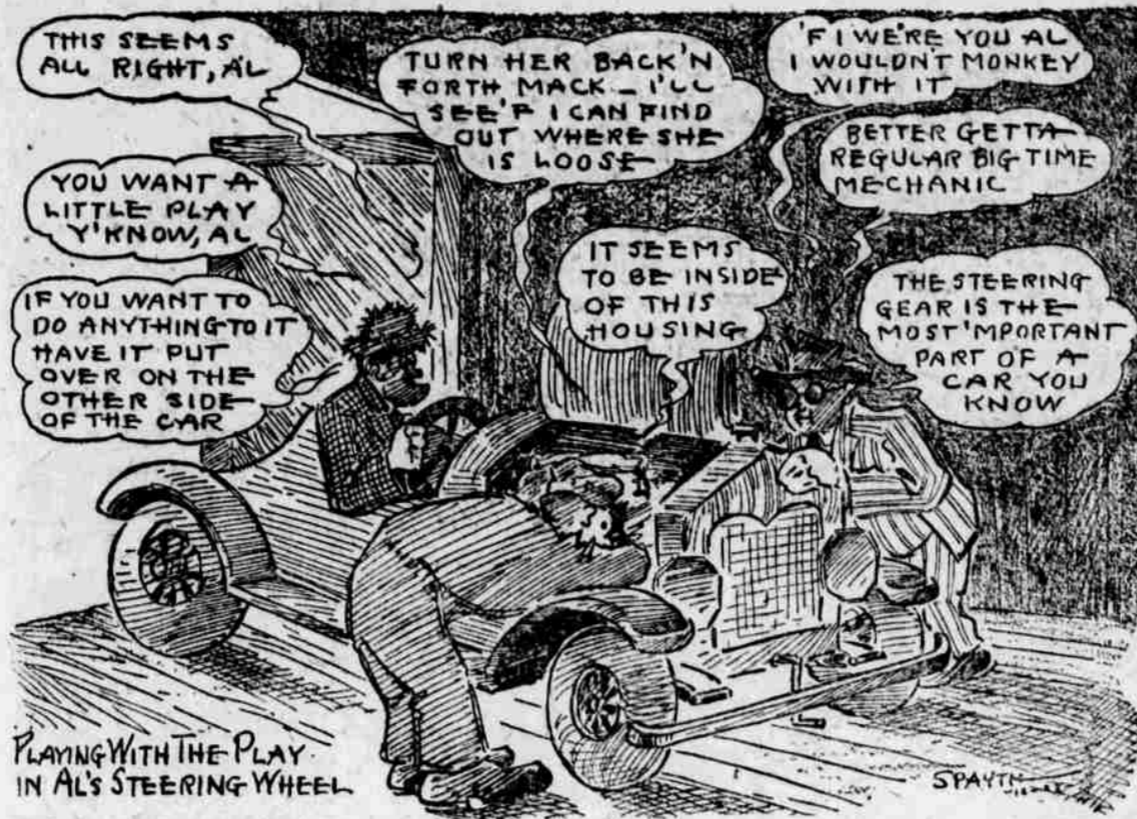
the woman who has many interests outside her home is able to increase the field of her activities—to get to more places in less time and with greater comfort. It conserves her mental and physical energy and helps her to accomplish more without sacrificing domestic responsibilities.

"For the same reasons closed cars do away with the most unpleasant phase of shopping—the getting to stores and back—especially in inclement weather.

"In such a car more shops can be visited and a wider selection made in every purchase. It enables the housewife to seek out the best values in all supplies and to get things home she really needs—just when she needs them."

Elmer Apperson of Apperson Brothers will winter in Los Angeles. Mr. Apperson has shipped one of the latest models of Apperson cars to southern California and will tour up and down the coast.

### The Alley Garage



### TRUCK BRINGS UP HEAVY LOAD FROM LINCOLN

Proves That Autos Can Buck the Snow Where Horses Dare Not Undertake the Trip.

Last week Geiger & Co., who operate the Globe Van and Storage company at Lincoln, Neb., made a trip from Lincoln to Omaha carrying three and one-half tons of household goods, including a piano.

Many of the experienced travelers of the road between Lincoln and Omaha were absolutely and morally certain that this truck would be part of a landscape between Lincoln and Omaha until the snow had melted, but the man who drove the truck, a Four-Wheel Drive special job had a different view of the situation and proved that he was right.

Another thing worthy of mention in connection with this trip is that no chains were used on the trip. The 40x8 Pneumatic tires made this trip possible and demonstrated quite clearly that the modern motor truck can get through where the horse can not.

This truck carried a return load from Omaha to Lincoln. The return load consisted of Firestone tires.

California Motor Car corporation has been formed and capitalized at Los Angeles. A. L. Tull, former sales manager of the Elgin Motor Car corporation, Chicago, is the leading spirit in the new company.

### Bonus for United States Rubber Company Employees

As a holiday remembrance, the United States Rubber company gave to all salaried officers and employees 10 per cent on their yearly salaries.

This news came to the Omaha branch of this company in the form of a telegram from New York on December 23. The necessary preparations were made and by noon of the 24th everything was ready for the distribution of the bonus.

As the employees were leaving for lunch, they were told to go through the office of T. J. Needham, the manager, who presented the checks to each individual with a personal word of thanks for their co-operation during the past year and good wishes for the year to come. As each employee left the office of the manager, they were met at the door by A. A. McClur, assistant manager, who presented each lady with a handsome box of candy and each man with cigars.

### Essex Continues to Win Honors On Track and Road

"The Essex continues to hang up new endurance records, according to word just received from Detroit," said Guy L. Smith.

"After holding first place through the entire latter part of the race an Essex flashed home a winner ahead of seven other starters in the 40-mile road contest that featured the Ladd, Ill., welcome home to its service men. The Essex completed the distance in 56 minutes flat.

"At Enid, Okl., in a recent series of dirt track races the Essex and Hudson made a clean sweep, capturing five first places. An Essex won four out of five races and finished second to the Hudson in a 20-mile event. The Essex averaged 1:12 1/4 to a mile, while the Hudson finished the 20-mile race in 26 minutes flat."

### Marjorie Is Not Care Free; Has Ideals In Real Life; Also a Cure for Socialism

(Continued From Page Nine.)

vorite arguments at their finger tips. They bring them to school, and endeavor thereby to impress them upon all with whom they come in contact. It so happened that Miss Bentley's friend had a class full of the socialistically precocious children. Any argument she used to show them they were wrong was upset by their answers or questions. It got to the stage where the teacher was beaten on every tack she took and her position in that school was becoming unbearable. She was about to apply for a transfer to a school in another section of the city when a letter from Miss Bentley advised her of the "poison cures poison" method. Her advice was to fight the children, not by word of mouth, but by action, using the equalization argument against itself.

Miss Bentley had heard her friend tell of the eagerness with which these children strove for high marks in their monthly tests. That was their goal and any means and methods were used by them to attain the coveted 100 per cent. The test questions were given. On correcting the papers the teacher found that four of the children had received 100 per cent, ten 90 per cent, eight had 75 per cent, sixteen 60 per cent, ten had 50 per cent, and using Miss Bentley's method of marking their papers, she equalized the marks. All the children, irrespective of their mental attainments and the results of their work received 70 per cent. The effect was electric. Twenty-two children who were bright and who had always led the arguments of social equalization now led in the wildest squawk ever heard; and the parents joined them.

"It is wrong! It is wrong!" they yelled.

The teacher advised them she was simply following the teachings of socialism, pointing to the fact that only 22 were suffering while 26 were benefited. The poor in mind were the equal to the bright ones. It stung them hard and the yelps of socialism have died a peaceful death in that room.

Miss Bentley argues that methods of that kind, discreetly applied to socialism, bolshevism, etc., will do more good than laws or guns.

Incidentally she asks what all the followers of Emma Goldman and Alexander Berkman think of both personages arriving at Ellis island attired in the latest style clothes and some 40 odd trunks of wearing apenough possessions to put in two trunks?

Think it over.

### Bench Light

A very convenient bench light may be made from an old piston by using the piston as a base and the connecting rod as an upright arm. Another arm of brass stock is attached to the end of the connecting rod by means of a wing nut, so that the light may be manipulated in any desired direction.

### Auto News From All Over The Entire World

Charles P. Root, general manager of the national motor truck reliability contest to be staged out of Omaha in June and July, 1920, has completed the rules for the contest and prepared the copy for the entry blanks, submitting these to the contest board, A. A. A., for their approval. Mr. Root announces that, in addition to The Omaha Bee trophy, the main trophy for the event, there will be trophies for each class from the three-quarter to the three and one-half-ton models and that it is probable there will be a trophy for the ton-mile showing on fuel. Many manufacturers have written asking for complete information and entry blanks, stating their intention to make one or more entries for the contest.

H. T. Porter, for many years in charge of distribution for the Detroit-Cadillac company, New York City distributor for Cadillac cars, has been awarded the New York City distribution for the Lafayette car.

J. C. Flowers, former president and general manager of the Premier Motor corporation of Indianapolis, who disposed of his interests in that company to Dr. R. A. Skelton, will, it is said, reorganize and refinance one of the prominent firms in the east.

More than 200 entry blanks have been mailed for the Indianapolis 500-mile race to be run May 31 at the Indianapolis speedway and for which a purse of \$50,000 will be offered with \$20,000 for the winner. American La France Fire Engine

company has selected a site near Newark, N. J., and will produce a new motor truck.

R. C. Curtis, former manager of the Splittorf Electrical company of Newark, N. J., has purchased land on Warren near High street, Newark, where a plant to cost \$1,000,000 will be erected with 150,000 square feet of floor space and eight stories to manufacture automobile accessories.

United States has imported, according to reports from England, 220,000 tons of crude rubber this year. The production of rubber in the world was about 320,000 tons, according to an English estimate, with 40,000 tons of wild rubber. Production in 1920 will probably reach 360,000 to 370,000 tons.

Michigan capital has been combined in the formation of the Muncie Malleable company which has taken over the Whitney Malleable Castings Foundry company of Muncie.

Deliveries which are impossible until spring bring deposits of enormous size in England, according to news from that country. It is not unusual to pay \$5,000 down on a \$15,000 car for delivery many months in the future.

Moline-Knights' cars will be known in the future as the "R and V Knight." The Root and Vandervoort interests, which make the car, decided on this change a short time ago.

Parenti Motors corporation, Buffalo, with general offices at 121 Franklin street, is starting to manufacture the Parenti car at Buffalo with a production for 1920 of 5,000 cars planned.

Samuel Regar, treasurer of the Chandler Motor company and chairman of the finance committee of the Cleveland Automobile company, is

on the Pacific coast on a pleasure tour.

Officials of the Wilson Foundry company at Pontiac, of which John N. Willys is the backer, announced recently that the payroll of the company for 1920 would be \$4,000,000. Arrangements are being made to build 1,200 houses for workmen and Mr. Willys is backing the company in the housing project to the limit.

Canada is to have a highway much on the plan of the Lincoln highway and extending from coast to coast.

Motor and Accessory Manufacturers' association has issued formal sanction to its members who will now be able to exhibit at the Kansas City Tractor club show February 16-21. Sanction has also been issued for the Minneapolis automotive and industrial exposition which opens January 31.

Robert Lansing has been appointed manager of the Roamer Motor Car company, Chicago.

O. H. McCormack, sales manager of the Hudson Motor Car company, has been given the added duties of the supervision of advertising department under the title of director of sales and advertising.

Fifty-three carloads of crude rubber, 3,180,000 pounds, in 5,900 cases, reached Akron for the Goodyear Tire and Rubber company last week, the largest shipment of crude rubber to ever reach the rubber city. The shipment is sufficient to make 350,000 tires and represents the production of 900,000 rubber trees.

Rigid tests have been given the 1920 models of the Jackson Automobile company. Schedules of the factory, idle since the outbreak of the war, call for the production of 3,000,000 passenger cars by next July.

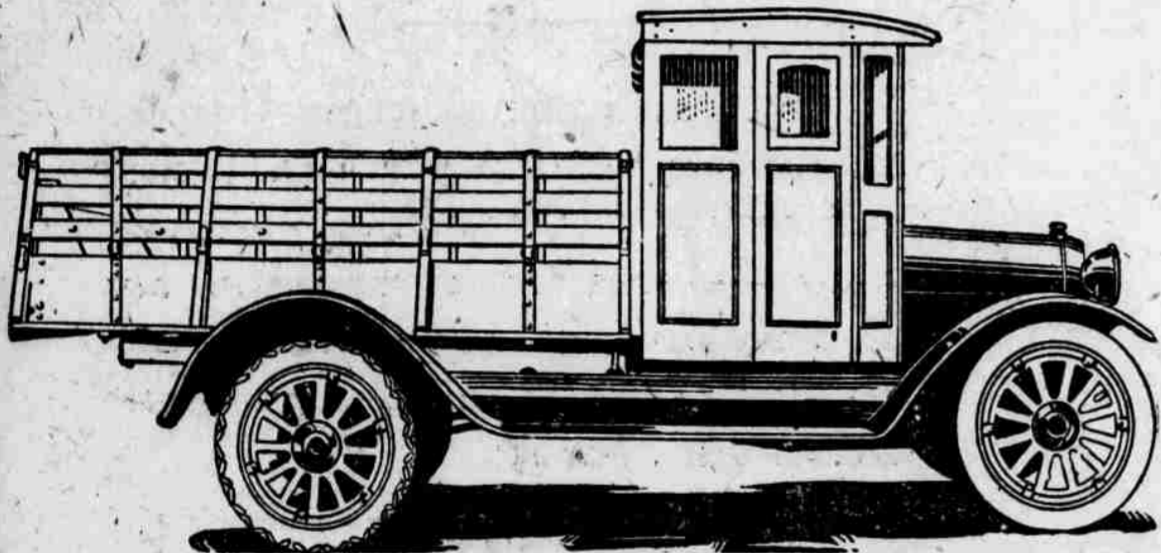
### Willard STORAGE BATTERY

### Can You Answer These?

- Is your generator working properly?
- Are your starting motor brushes O. K?
- Are your spark plugs clean?
- Is solution at the proper level?
- Is the charge too low?
- Are the terminals tight or loose?
- Is the battery firmly wedged or clamped into place?
- Drop in and see us and we'll give you the answers in a few minutes. It may save you a repair bill.

### Nebraska Storage Battery Co.

20th and Harney Phone Tyler 2920



### It's Simply a Matter of the Reo and Imitations

No matter what you may read or be told, the fact remains that the Reo Speed Wagon was the first of its kind to be produced and is today the largest seller of any similar type of truck.

—And REO supremacy has been maintained despite the fact that many imitations have since been offered the public. Mounted on pneumatic tires and equipped with electric lights and starter, it has established low delivery cost records that have never been equaled.

These statements, which we are prepared to support with indisputable evidence, should be sufficient to convince the most logical reasoner to choose the Reo Speed Wagon in preference to any other vehicle of like capacity.

**A. A. Jones Co.** Hastings, Nebraska. Distributors for Southern and Western Nebraska.

**Jones-Opper Co.** Omaha, Nebraska. Distributors for Eastern and Northern Nebraska and Western Iowa.

# Maibohm

## Let's Go—that's the

urge you feel when you sit behind the wheel. The whizzing getaway—the snap of the engine with its smooth pick-up and the restful ease of the driving position all combine to make you realize that at last you are driving a real automobile.

The thirty years of Maibohm coach work are reflected in the attention to detail and niceties of finish that you have hitherto associated with only the big expensive cars.

Sink into the real tan Spanish leather cushions and get the "feel" of the Maibohm—let us prove these claims to you.

Touring Car \$1395  
F. O. B. Factory

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Sioux City Distributors

Maibohm Motors Co.,  
Sandusky, Ohio

