

TRUCK REDUCES H. C. OF L. BY ITS CHEAPER HAUL

Pixley Shows Fast Transportation to Market Is Having Its Effect On Prices.

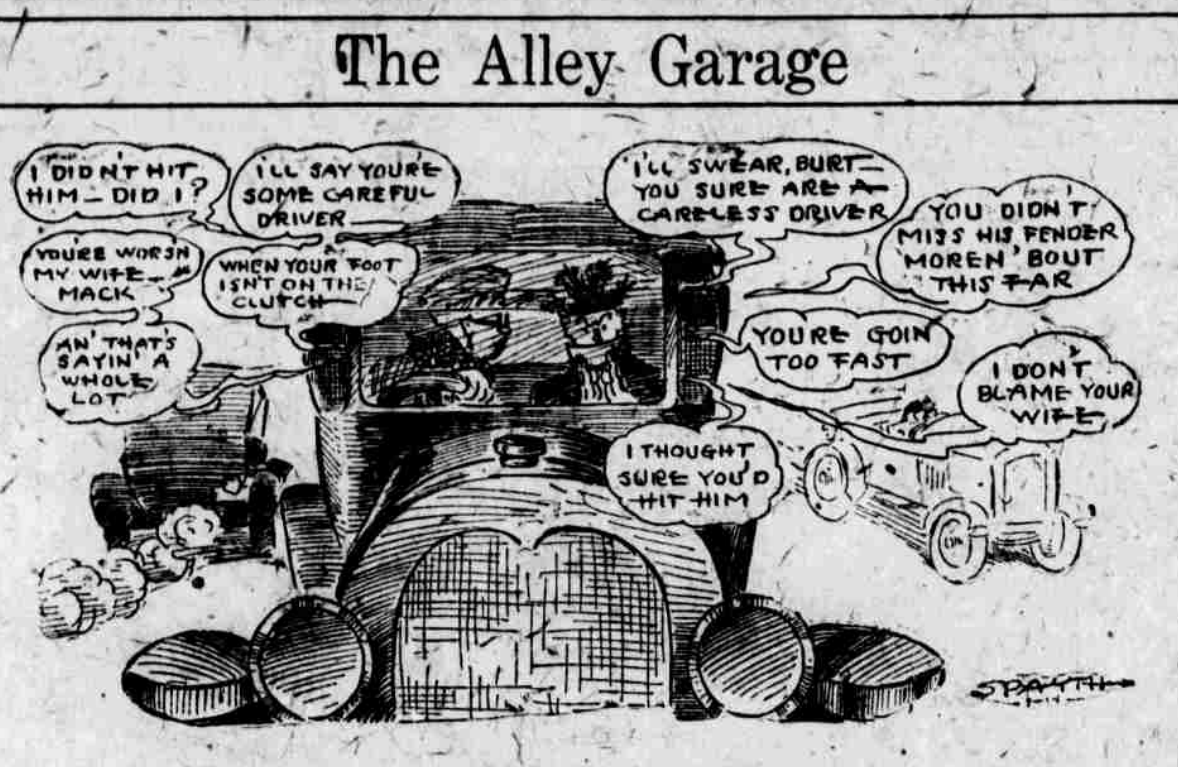
"Production is valueless without consumption," declares W. A. Pixley of the Truck and Tractor corporation, Commerce truck distributors, "and consumption is impossible without transportation. Transportation is useless without production or consumption. Production and transportation are not proportional to consumption nowadays, that is why wonderful opportunities exist for one entering into the motorized truck transportation business.

"Inasmuch as the production of commodities and merchandise is dependent upon the cost of production and transportation of food stuffs, it is essential that every possible facility be provided and every practical encouragement be afforded the food-producer.

"Without food we cannot live. High-priced food results in higher prices for labor engaged in its production as well as for commodities and merchandise essentials necessary to the production of food.

"The supply of food must be increased or there will be no real reduction in the cost of living, nor a definite stop put to legitimate higher prices not only for food, but for all commodities and merchandise as well.

"While the motor truck that will eventually replace the freight car



The Alley Garage

and the street car has not been designed, the motor truck to haul merchandise and foodstuffs has arrived. Those engaged in this business are deriving a good revenue as well as performing a public service, for goods are being transported better and cheaper by motor truck.

"The motor truck will play the biggest part in bringing down the high cost of living. The farmer assured of fast transportation, at the ration, Commerce truck distributors, right price, will produce."

Enclosed Cars Are Growing in Greater Demand Each Year

"The enclosed car, which a few years ago was in an experimental stage, and not in demand, as sales records show, is such a close rival in popularity of the open models, predict that before long the production of closed cars will exceed that of the open type," says Carl Changstrom of the Standard Motor Car Co., distributors of the Westcott.

Tracy Now With Globe.

After more than 15 years' association with the Michelin Tire Co. and with a total of more than 20 years in the tire industry, R. B. (Dick) Tracy, has started upon his new work as western manager of the Globe Rubber Tire Co. Up to now Tracy was Chicago district manager for Michelin. Seasoned executives seem to be the policy of the Globe company for the signing up of Tracy makes the third man of his type to associate with Globe during the past few months.

'Truck Locomotive' at Work



Having proved its ability to effectively supplant the horse for commercial work, the motor truck is now proving its ability to do the work of the steam locomotive. The Northwest Pacific railroad has converted a three-ton FWD truck into a "truck locomotive" in its work on the construction of a tunnel at San Rafael, Cal. The truck, which was purchased primarily for this

Robbins Hears Good Things About Maibohm At Automobile Show

"In order to secure an unbiased opinion of what others thought of the Maibohm," said John M. Robbins, "I left our exhibit at the show several times to mingle with the crowd and hear its comments. 'One of the best values in the show,' was heard so frequently that before the end of the week our entire sales organization was unconsciously using this slogan as a part of its sales talk.

"We had planned originally to exhibit special jobs which, however, failed to arrive in time. Therefore, our exhibit was composed of strictly stock cars from our warehouse—identically like the cars which are being delivered to buyers. The praise received for the Maibohm stock cars was so generous that we have not felt disappointed in not having received the special 'dolled-up' show jobs.

"The business we did at the show was up to our fullest expectations and while we still have some territory left to contract, we feel that we would have a profitable season on the business already negotiated."

Fair Dealing With Prospective Auto Buyers Is Advised

The Dort Motor Car Co., of Flint, Mich., recently asked its dealers the following pertinent question, says J. C. Gerspacher, secretary and general manager of the Leazer Gerspacher Motor Co., distributors of Dort automobiles:

"Do you fully value energy, punctuality, honesty, courtesy, method and fair dealing and do you practice them?"

In explaining the object of this question, the company wrote the following interpretation: "Energy properly applied leads to quick thinking, good judgment, prompt action and results.

Punctuality saves time and patience and insures a valuable handicap over the average competitor who unfortunately under-estimates his worth.

Honesty wins the esteem of others and self-esteem as well—not only creating admiration, confidence and support, but most important of all—faith in your own destiny.

Courtesy is the veneer of commercial friendship, the finishing touch that gives energy, punctuality and honesty their full effect and charm.

Method is a short cut to efficiency—it gets things done when they should be done.

Fair dealing is the fruit of a clean business conscience—the offering of scrupulous adherence to the principle of 'live and let live.'

Douglas Trucks Making Good on Bad Texas Roads

The Douglas trucks which have been shipped to Texas have met with great favor in the south on account of their performance. One of the two and one-half ton models was driven from Dallas to Amarillo, Texas, a distance of 425 miles in 36 hours. This truck carried, in addition to its own weight, a large Cleveland tractor, and the roads over which the truck had to go were typical Texas "bad roads."

President George Christophers of the Douglas Motors corporation has received the following letter from L. G. Kibbe of the Kibbe Tractor and Implement company, Dallas, Texas:

"In conveying to you my thanks for all that you did to make our Omaha trip such a pronounced success, I want to express even a deeper appreciation for your interest in our organization. For, in addition to the pleasure afforded all of us on the trip, our dealers will reap a handsome profit from the increased sale of Douglas trucks due to the stimulation created by close contact with you and your organization. The favorable impression of the truck which all of us received, is the greatest pleasure came from the unqualified endorsement of the truck made by every member of the party, which served to confirm my judgment in selecting the Douglas as the one truck that meets the requirements of our Texas conditions—whether on the farm, in the city, or in the oil fields.

"When I first signed a contract for 375 Douglas trucks, I was gambling wholly on my own judgment. In doing so, I am acting on the sure conviction of the best bunch of truck dealers ever assembled."

Has Novel Device for the Protection of Road Signs

L. E. Spaulding, manager of Stronghold tire sales of the Victor H. Roos Co., has originated a novel stunt to protect road signs from being destroyed by shotguns. A tire on a road sign makes a very good target, but to shift the attention of the average hunter on all road signs, erected by the Roos organization, a neat target will be placed in the upper right-hand corner, with the simple instructions "Shoot Here."

Having been in the tire game less than a year, the Roos organization has already taken on the appearance of a busy factory branch.

Swimmers to Compete

Philadelphia, March 6.—The National junior indoor 50-yard swimming championship will be held here tonight at the Turngemeinde. Many of the best young swimmers of the country are entered. The event will be held under A. A. U. auspices.

The national guard of Wisconsin has been apportioned a complete regiment of motor-drawn artillery. The equipment of a battery will be four 155 mm. guns, caissons, and four tractors. In addition, the regiment will also have a number of staff, observation and reconnaissance cars and supply trucks.

The MOTOR DIGEST

One-tenth of the motor cars in America are in California.

The state of Kansas has a total of 8,689 motor farm tractors.

License plates for automobiles are changed every six months in Peru.

There are 4,617 privately owned passenger automobiles in Calcutta, India.

Automobiles in Japan are frequently disposed of through a club-raffing scheme.

In Spain the standard size automobiles sell for prices ranging from \$3,860 to \$7,334.

Motor trucks are to replace the horse-drawn mail wagons in the business section of Columbus, S. C.

In certain parts of Siberia butter is so plentiful, that it is being used to lubricate motor vehicles.

The 48 states in the union pay nearly \$100,000,000 annually for motor license fees and taxes.

Long Island, N. Y., was one of the first sections of the country to foster the racing of high-speed motor cars.

Through their progressiveness in the oil and cattle business, Indians in the central west are buying motor cars.

One automobile factory in Barcelona, Spain, imports chassis from the United States and builds bodies to suit the local taste.

Extensive alterations have recently been made in England to relieve the congested state of the London omnibus traffic.

Women motor drivers have greatly increased since the close of the world war as the result of Red Cross and other welfare activities.

Embracing over 3,000 miles, the Old Spanish Trail, now being transformed into a model highway, will run from California to Florida.

Belgium is preparing extensive highway improvements and it is intended to make the new roads the finest, if possible, in the world.

The automobile industry in this country employs more than 1,000,000 men and women. This does not include accessory manufacturers.

Business men and city officials of Cincinnati, O., are studying traffic conditions in the east, preparatory to framing a set of ordinances.

Of the 200,000 applications for chauffeurs' licenses in New York state last year, 1,600 persons were rejected because of some mental defect.

A motor law in Pennsylvania is enforced against overloading and compels the painting on the side of a motor truck or trailer the maximum load limit.

An average of 28 cars a minute, or a total of 15,977 motor vehicles, is the daily traffic record at Forty-second street and Fifth avenue, New York City.

Paris is the latest European city to adopt motorcycles and side cars for police use. If the experiment proves successful the city is promised special automobile brigades to guard the streets.

During the recent gold rush near

Topo, Ariz., several thousand men went mining into the mountains in all kinds of automobiles and staked claims that promise to yield rich gold ore.

Public schools of Minneapolis, Minn., are teaching motor tractor operation.

With a length of 3,323 miles, the Lincoln highway connects 12 states and is laid out between New York and San Francisco, as directly as possible, consistent with the topography of the country.

More liberal financial co-operation by the federal government in road building in western states where large areas of public lands are located was advocated recently by Secretary Meredith of the Department of Agriculture. The appropriation of \$100,000,000 annually for four years was suggested.

An international exhibition of automobiles will be held at Antwerp, Belgium, this summer in connection with the Olympic games. The exhibition will include all classes of motor cars and accessories, commercial and agricultural tractors.



JOHN B. SCHMIDT

Nebraska Coleman Tractor Distributor

TO NEBRASKA FARMERS AND TRACTOR DEALERS:

I have been serving you for the last twenty years in the tractor business here in Nebraska. During this time I have watched the tractor grow from infancy to its present standing. There have been good tractor years and hard years, but I have cheerfully shared all with you, and together we have seen the tractor develop through the experimental stage to its present efficient types.

For the past five years I have watched for the tractor which would exactly fit Nebraska requirements as I knew them after 15 years' study and observation.

I have found it in the Coleman worm drive, and have not hesitated in throwing my lot with it. In doing so I haven't been hasty about severing my bread and butter connections, but waited and investigated until I was sure that I had found the tractor into which I could put everything I had.

When I tell you the Coleman is a tractor you can bet on I MEAN IT. The Coleman is built around the worm drive principle—a well-known proven principle. This is simply the jack screw idea developed for tractor use.

Every load-carrying part is fully enclosed and operates in a bath of oil. The worm and worm gear is guaranteed against breakage and wear for the full life of the tractor.

This is the machine I am now back of and offer for the careful consideration of my friends. I value your friendship. I would not wish anything on you that had not been well proven, and which I did not know was right.

Investigate the COLEMAN. It's the best for Nebraska.

JOHN B. SCHMIDT
Nebraska State Distributor Coleman Tractor
5614 Corby St., Omaha, Neb.

CADILLAC 8
Recognized everywhere for its PERMANENCY of VALUE
J. H. Hansen
Cadillac Co.
Omaha Lincoln

An Exclusive Distributors' Contract Arc-O Ribbon Fire Spark Plug

The Arc-O Mfg. Co., Inc. of Chicago offers through a representative now in Omaha an opportunity to secure the exclusive selling rights for Arc-O Ribbon Fire Spark Plugs in this territory. This is a real opportunity for a distributor with a good organization and sufficient capital.

Address Bee, Box A66

Stearns

WHITE LINE RADIATOR

Wonderful smoothness, rare power, absolute quiet, constant economy, mechanical perfection and long life are Stearns sleeve-valve characteristics.

And the body lines are most pleasing.

"When you sit at the wheel you'll know."

Three-Passenger Roadster
Four-Passenger Militaire
Five-Passenger Touring
Seven-Passenger Touring
Four-Passenger Coupe
Seven-Passenger Sedan

NEBRASKA STEARNS COMPANY
Harney at Twenty-sixth Street Omaha, Nebraska

PAIGE

The Most Beautiful Car in America

The Ideal Five-Passenger Car

Those who know the lofty purpose which inspired the building of our new Paige Glenbrook do not wonder that this Light Six model so quickly gained the distinction of being the ideal five-passenger car.

Our one great aim was to make the Glenbrook so obviously superior to any other car of its class that it would be recognized at once as such.

In building it, therefore, we made no compromises. Beauty, comfort and mechanical excellence all had to meet the high standard of perfection which we had established as the ideal toward which we were striving.

The best evidence of the success of our efforts is the Glenbrook itself.

Powered with a six-cylinder motor—of original Paige design and built in the Paige shops—and equally well equipped in body and chassis, this latest member of the Paige family has brought to American motorists new standards of dependability and economy in five passenger motor cars.

See the Glenbrook—and ride in it. You will then have first-hand knowledge of the qualities which have justly entitled this new Paige model to be called "the ideal five-passenger motor car"

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, Michigan

Nebraska Paige Company
19th and Douglas Streets OMAHA, NEB. Phone Douglas 3660