

## Saving of Time Chief Argument For Farm Truck

Questions Answered by 753  
Farmers of 10 States De-  
clare So Almost Unani-  
mously.

The findings of the United States Department of Agriculture concern-  
ing the value of the motor truck on  
the farm are always intensely inter-  
esting, to say the least, declares a  
writer in the September issue of the  
Oldsmobile "Facemaker," just re-  
ceived here by J. R. O'Neal, Olds-  
mobile distributor.

Lately an investigation was made  
in which questions were sent out in  
ten eastern and one middle western  
state. After 753 farmers had an-  
swered, an analysis of the replies  
was made and it was discovered that  
they were almost unanimously en-  
thusiastic in declaring that the chief  
advantage of the truck was the sav-  
ing in time effected. In support of  
this, it was shown that this saving  
ranges from one-half to two-thirds  
over horse haul.

It was also shown that an aver-  
age of \$325 annually was saved in  
the expense of hired help. These  
two items, time and actual money,  
save the country at large an amaz-  
ing aggregate amount in the cost of  
producing and marketing foodstuffs.

It is a deplorable fact that three-  
quarters of the trucks reported upon  
(and this is in the east) are operated  
on all dirt or part dirt roads. Con-  
sequently they cannot be operated  
during two months of the year be-  
cause of mud and snow. Of course,  
this condition is being rapidly cor-  
rected but every citizen can help to  
hasten the day when adequate high-  
ways will facilitate transportation.

In New York contracts for build-  
ing 12 state highways were recently  
awarded at a cost of \$1,313,943.

## Joe Elfred Joins Power and Light Co.



Joe Elfred.

Joe Elfred, manager of the Han-  
son & Tyler Auto company, has ac-  
cepted the position of general man-  
ager of the Farm Power and Light  
company, distributors of the Phelps  
farm light and power plants  
throughout this territory.

### Aluminum Pistons.

Thousands of cars of today are  
fitted with aluminum pistons and  
in many of them the fitting of these  
parts is incorrect, causing the own-  
er to form the opinion that alumi-  
num is unsatisfactory as a piston  
material. This is an erroneous  
idea, as aluminum pistons when  
properly fitted give much better re-  
sults than iron ones. One of the  
common troubles with aluminum  
pistons is a slapping which occurs  
when the engine is first started and  
continues until it is warmed up. To  
cure this some owners employ a  
heavier oil, but the trouble with this  
plan is that the heavy lubricant is  
not of the body that gives satisfac-  
tory results after the engine has  
warmed up thoroughly.

## Chrysler Names Own Dealers to Handle New Cars

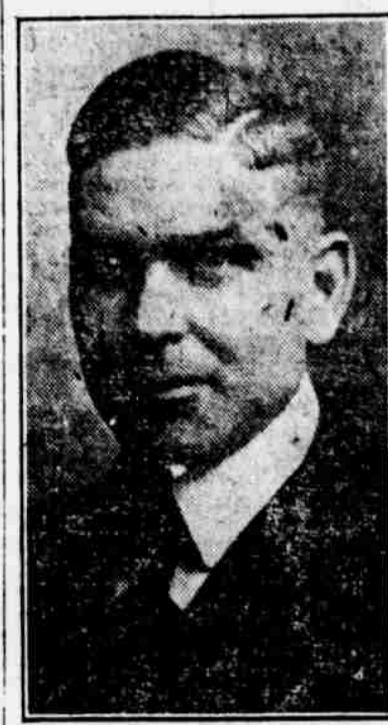
Sales of New Motor Product  
Will Be Made Through In-  
dependent Organization,  
Officials Say.

It has been generally assumed that  
the new Chrysler car, when manu-  
factured, would be sold through the  
Willys-Overland sales organization,  
Overland distributors handling the  
product. This assumption has been  
rudely shattered by the announce-  
ment of the incorporation of the  
Chrysler Motor company to take  
over the sale of the new car and to  
establish a distributor and dealer  
organization on an independent  
basis. General sales offices have been  
opened at the home plant in Eliza-  
beth, N. J., and the organization  
which will handle the distribution of  
the 500 to 600 cars per day produc-  
tion to be built by the Chrysler  
plant is rapidly assuming definite  
shape.

Although it will be well along in  
the spring before the big factory  
will be producing cars, territorial  
applications are being received, and  
it is expected that by January the  
new sales plans will take form and  
distributor appointments be arranged  
in some of the larger cities, where  
the first of the Chrysler product will  
be shown.

The plan, which is being formu-  
lated by E. B. Wilson, general sales  
manager of the Chrysler motor di-  
vision, Willys corporation, contem-  
plates the establishment of distribu-  
tion points to keep pace with pro-  
duction rather than a general dis-  
tribution of sample cars over a wide  
area of territory with a resultant  
wait for the delivery of cars in ap-  
preciable quantities. With large pro-  
duction the whole country will soon  
be covered.

## Salesmanship Course Starts Here Tuesday



Paul W. Ivey.

The first of a series of lectures on  
"Salesmanship to be given by the  
University of Nebraska in its ex-  
tension course will be on "Develop-  
ments in Modern Industry" at the  
Chamber of Commerce rooms next  
Tuesday evening. Paul W. Ivey is  
the instructor. There will be 16 lec-  
tures, Tuesday evenings at 7:30  
from November 16 to March 1.

The purpose of the course is to  
teach scientific methods of selling  
goods and to inspire students to  
study these methods. A registration  
fee of \$1 is the only expense in-  
volved for students.

A motor truck designed with spe-  
cial equipment has brought a new  
era in which ice cream is delivered  
and frozen at the same time. The  
five-ton trucks are operated by a  
sanitary milk company in New York  
City.

## Cole Aero Eight Climbs Lookout, Towing Ford Car

Feat of Mountain Pull Wins  
Wager of \$5,000—No Signs  
Of Overheating Are  
Shown.

Winning a wager of \$5,000, a  
stock Cole Aero-Eight touring car  
recently performed the unprece-  
dented feat of climbing Lookout  
Mountain, near Denver, Colo., its  
transmission sealed in high gear,  
and towing a five-passenger Ford.

Starting at the South Golden road,  
at an altitude of one mile above sea-  
level, the climb covered seven miles  
to the top of Lookout mountain.  
The road makes several hairpin  
turns up the mountain side, with the  
final stretch a 7 per cent grade.

The test was conducted by Jack  
Payment, the well known automo-  
bile official and hill-climbing ex-  
pert, with R. H. Kinney of the Den-  
ver Post and A. V. Echtenach of the  
Denver News-Times as judges.

Severe Test Hill.  
Lookout mountain is known all  
over the country as an extremely  
severe test hill. This was the first  
time that any automobile attempted  
to climb it in high gear while tow-  
ing another car.

An unusual factor in connection  
with the feat, and one that gives  
significant evidence of the everyday  
capabilities of the Aero-Eight, is  
that the car used was chosen at  
random from the used car sales-  
room of the Denver Cole distribu-  
tor. Its speedometer showed that it  
had already traveled 22,000 miles.

On the first climb to the top of  
Lookout, winning the \$5,000 wager,  
the Cole carried three passengers  
besides the driver, and the Ford had  
a man at the wheel.

No Overheating.  
To further test the power of the  
Aero-Eight, the two cars then re-

turned to a point below the last  
hairpin turn, beyond which lay the  
steepest part of the grade. Two  
additional passengers boarded the  
Ford, the Cole was started in high  
gear and sped around the turn and  
up to the peak without the slightest  
difficulty, despite the added weight.  
In the affidavits, which all the  
newspaper men who witnessed the  
performance signed, it is stated that  
at no time was there any sign of  
the engine of the Aero-Eight over-  
heating.

An extra touch, which shows the  
amazing power developed by the  
Aero-Eight, was the impromptu  
speed trial made while the party  
was on the way home over the con-  
crete Golden road. Still towing the  
Ford, the driver of the Cole stepped  
on the accelerator, and within a few  
hundred yards, the speedometer  
needle was pointing to the 65 M. P.  
H. mark, which was sustained a  
greater part of the way back.

The average stay of the 10,000 mo-  
tor cars which visited Yellowstone  
National park this season was from  
six to seven days.

## Local Dealer Arranges For More Closed Cars

J. H. Hansen of the J. H. Hansen  
Cadillac company returned Friday  
from the Cadillac factory at Detroit,  
where he spent the first three days  
of the week endeavoring to secure  
additional shipments of closed cars.  
Mr. Hansen says that the Cadillac  
factory is working overtime trying  
to keep up with the orders for en-  
closed cars, but it is certain now that  
the demand will exceed the supply.  
Owing to the fact that Hansen was  
able to show bona fide orders for  
more closed cars that he had been  
allotted, he succeeded in getting the  
factory to arrange for additional  
shipments, which will arrive in  
Omaha for Christmas delivery.

Because of inadequate rail trans-  
portation in France, return of the  
American dead is being facilitated by  
the use of a large fleet of army  
motor equipment, to transport the  
bodies to the seaports.

**Cadillac Aero-Eight**

15,000 MILES ON TIRES  
50% Greater Fuel Efficiency  
Zero-Balance Roadability  
Low Annual Depreciation  
Traynor Auto Co.  
2200 Farnam Street  
Phone Douglas 8268

See want ads are best business  
getters.



# Buy Your Closed Cadillac Now

Avoid Disappointment

The best reason in the world for buying a Cadillac is what  
everyone thinks and says and **knows** about the Cadillac.

But there is another, immediate reason why you should  
buy your closed Cadillac **now**. There is a serious shortage  
of closed Cadillacs and the factory will not catch up with or-  
ders until Spring.

Cadillac is a standard value. Its value does not fluctuate  
with the hopes and fears of the financial world. It remains a  
definite transportation unit with a definite market value.

Permanence of value is the result of that Cadillac **over  
care** which is proverbial in the motor car industry—the result  
of an organization imbued from top to bottom with the one  
thought of producing a superior car—the result of an organi-  
zation whose least important member is still a specialist in the  
thing he is called upon to do.

These **known** facts keep the supply of Cadillacs below  
the demand at all times.

Order a Cadillac Closed Car **NOW**  
for Christmas Morning Delivery.

## J. H. Hansen Cadillac Co.

"A Safe Place to Buy"

OMAHA

LINCOLN

# ANNOUNCEMENT TIRE PRICE REDUCTION

Substantial reduction, effective  
November 15, has been made in  
the prices of Miller Geared-to-  
the-Road Cord and Fabric Cas-  
ings, Red and Grey Tubes.

Our new price lists are now avail-  
able at all Miller branches and  
dealers.

THE MILLER RUBBER COMPANY  
OF NEW YORK  
AKRON, OHIO

THE MILLER RUBBER COMPANY  
LOCAL BRANCH ROBT. C. BURLAN, Mgr.  
2220 Farnam, Omaha. Phone Douglas 8924



# Announcement

Commencing immediately, the good  
Maxwell car will be sold in this terri-  
tory by the Omaha Auto Sales Co.

In announcing this new dealership, we  
wish to direct the attention of the  
public to an outstanding fact in the  
present motor car situation.

This fact is the fulfillment of the re-  
cently announced determination of the  
new and powerful organization now  
manufacturing the Maxwell car, "to  
give motor car values so unmistakable  
that they cannot remain for a moment  
in question."

This determination has been realized  
in the new prices of the good Maxwell  
—Touring Car, \$995; Sedan, \$1695;  
Roadster, \$995; Coupe, \$1595; truck,  
\$1332 to \$1785.50. Prices f. o. b.  
Detroit, war tax to be added.

As men whose business implies inti-  
mate knowledge of motor cars and  
motor car values, we have been fam-  
iliar with the Maxwell car for many  
years.

We have long admired the Maxwell as  
a mechanism. In low cost of repair,  
in durability, and in operating econ-  
omy, we are convinced that there can  
be no doubt of Maxwell's superiority  
in its class.

And we have long known the Maxwell  
to be a car of honest investment value.

With such knowledge of Maxwell's  
worth, we could not fail to recognize  
that the present Maxwell prices make  
the good Maxwell one of the two or  
three outstanding motor car values—  
and by far the greatest buy at any-  
where near its price.

In becoming representatives of the  
good Maxwell car under such circum-  
stances, we are happy in the knowl-  
edge that we can stand behind this car  
with all the force of our business sin-  
cerity—not only because it is so very  
good in itself, but also because we  
know, and can overwhelmingly prove,  
that it represents a motor car value un-  
equalled in its class.

## Omaha Auto Sales Co.

2060 Farnam Street

Telephone Tyler 0627

# MAXWELL