

Big Achievements By R. H. Collins In Motor World

Former President of Cadillac Motor Company Made Amazing Strides in Business.

News that R. H. Collins, probably the oldest member of the General Motors corporation in point of service, resigned as president and general manager of the Cadillac Motor Car company on January 14, became known last Thursday, when his resignation was finally accepted by the General Motors corporation.

Mr. Collins began his career in the early days as general manager of the Kansas City branch of the Buick Motor company. Through a series of promotions he became, several years ago, the absolute dictator of the Cadillac Motor Car company policies, his activities resulting in several additions to his long list of achievements in the manufacturing, selling and financial departments of the automobile industry.

He doubled the company's yearly sales revenue; opened a ranch house in Chicago, whose business expanded so quickly that, within less than a year, it was necessary to more than double the already immense floor space of the buildings; planned and finished in Detroit a new sales and service building, described as the most beautiful and complete structure of its kind in the world, and designed and erected a new Cadillac factory that is said to be the world's most modern automobile plant.

Mr. Collins manufactured a Cadillac type that, after the most critical tests in the world war, was officially chosen as the standard seven-passenger car of the United States army, navy and marine corps. The current type Cadillac, designed and manufactured solely under the direction of Mr. Collins, has been declared by foreign automotive authorities to be without an equal in motor car dependability.

It is a significant fact that, during his entire service, there was never even a suggestion of a strike or labor disturbance in the Cadillac plant. This record resulted from his intimate personal friendships with his coworkers in all departments, which created a spirit of loyalty in the manufacturing and selling organizations.

While Mr. Collins' independent means would enable him to retire from active business at this time, he is still a young man and it is expected that the many friendships which he has engendered during his Cadillac connection and previous affiliations will prompt him to continue his activities as a prominent figure in the automobile industry.

Sales Manager of Car Firm Visits Omaha
William A. Morrow, general sales manager of the automotive department of the Standard Steel Car company, Pittsburgh, Pa., stopped in Omaha last week to visit the Omaha distributors, the Keystone Motor company.

Morrow is making a swing around the different distributing centers in the United States and has just completed quite an extensive survey of the south and middle west. Morrow thinks conditions are considerably improved in both the south and middle west, although he shares the opinion of numerous factory representatives that the south and middle west are most seriously affected.

Mr. Morrow intends to cover the Pacific coast territory before returning to Pittsburgh.

Old Platinum Contacts
In the old days platinum was not quite so expensive as it is now, and in the screws of old magnetos and contact coils there was often inserted a goodish sized piece of platinum. By using a file carefully it is possible to remove the brass and reclaim the platinum, when it can be soldered upon the end of a new screw.

Lexington Motor Co. Enters Two Autos in Pikes Peak Contest

That publicity received from having a car in the famous Pikes Peak hill climb races is of great value is evidenced by the greater interest in this contest being manifested by manufacturers this year.

The Lexington Motor company was the first entry, with two cars. Last year the two Lexington cars carried away the honors, winning both first and second and the Penrose trophy against a field of 13 other cars. While the time last year was not as fast as that made by Mulford in a Hudson in 1916, the road was much heavier, the last four miles being run in a light snowstorm.

LaFayette Car Off To Climb the Alps

The first export car of the LaFayette Motors company of Indianapolis was shipped last week to a prominent manufacturer of Zurich, Switzerland. The car was a seven-passenger touring model.

"It seems fitting that the first LaFayette to go abroad should go to a country famous for its fine craftsmanship and mountain trails," remarks R. W. Hayward of the LaFayette-Hayward company.

Speedwagon Makes Unique Road Trip

One of the most interesting of cross country trips was made last February by James Reid and Jack Shearer of Casey, Ia., in a Reo speedwagon, to Pendleton, Ore. The car, equipped with a comfortable house body, made the entire trip without adjustment or repair.

From Casey to Denver, the Reo averaged 22 miles per hour running time, the route being over the White Pole and O-L-D roads. From there over the Lincoln Highway the speed was kept up and an average of 16 miles to the gallon of gasoline maintained.

After reaching the Oregon route the roads were fair until reaching LaGrande. From there to Pendleton the worst roads were encountered. It had rained for four days and the road was covered with rocks and mud. Touring cars of all makes were passed, stranded, and frequently abandoned. The speed wagon pulled through safely.

**Chevrolet Prices Are
Reduced Over 21 Per Cent**
The Chevrolet Motor company announced yesterday price reductions of approximately 21 per cent. This they say will make their car the cheapest equipped car on the market.

Their 4-90 model will list at \$645, a reduction of \$175. The roadster was reduced \$160, making it \$635. The sedan is listed at \$1,195, a reduction of \$180, and the coupe at \$1,150, a reduction of \$170. The light delivery wagon was reduced \$175 to sell at \$645. The reduction will be effective May 7.

Many Merchants Here Consider Improved System of Delivery

A visit to the Briscoe showroom yesterday disclosed that scores of the city's merchants and business men have been seriously considering improved delivery systems.

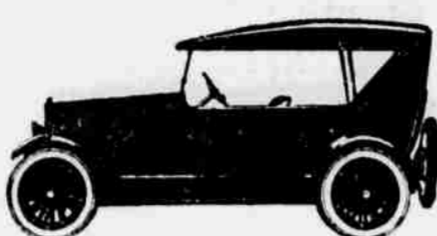
Almost every type of business has been represented—the department stores, various retail lines, package expressmen, contractors and builders and others.

F. A. Rivky, local Briscoe distributor, is attempting to do more than merely demonstrate the superior

points of the Briscoe motor delivery. He has prepared some very interesting charts showing the relative radius of territory served respectively by the horse, the heavy truck and the rapid motor delivery. Other charts show the relative working time, barn space and similar points of interest to the man with delivery problems.

A feature of the exhibition which is attracting a great deal of attention is the theft-proof steel screen entirely around the open body, making the small thefts so frequent from the ordinary type of delivery wagon.

There were 47 highways of national importance under construction throughout the United States last year.



MITCHELL

IT isn't a matter of mere curiosity, but good business and a safeguard for the future to become acquainted with the Mitchell before you buy your car. It will satisfy you completely as to style, performance, construction and easy-riding qualities. It shows unusual value for the money. To fail to include it in making your decision may bring regret.

- PRICES**
- 5-Passenger Touring Car, \$1150
 - 5-Passenger Roadster, \$1150
 - 4-Passenger Special with Collapsible Top, \$1150
 - 7-Passenger Touring Car, \$1200
 - 4-Passenger Coupe, \$1200
 - 5-Passenger Sedan, \$1200
- Prices F. O. B. factory; Federal tax to be added.

Noyes-Killy Motor Co.
DISTRIBUTORS
2066 Farnam St., OMAHA, NEB.



CLEVELAND SIX

The Lowest Priced Cord Tire Equipped Six

\$1465

No Other Car Equals It
At Such a Low Price

IF you will compare other light cars, sixes or fours, with the Cleveland as to engineering design, quality of material in the car, details of equipment, simplicity of control and ease of riding, you will know there is no other to match it at such a price.

The Cleveland Six is built by men of long experience in the building of fine cars. It is built in one of the most modern factories, with all the equipment for the assurance of accuracy in construction. In a car of smaller size it has the qualities of big high-priced cars.

Its Owners Tell of Its Unusual Performance

Twenty thousand owners know how good the Cleveland is. They tell us of its unusual performance, its power, its flexibility, its wonderful riding qualities, its long hill climbs, its work on bad roads, its endurance.

Owners tell us of the Cleveland's economy, of twelve to fifteen thousand miles

on its big four-inch cord tires, of gasoline mileage that they have never experienced before, and of extraordinary economy of up-keep.

They Have Named It "The Better Car"

The Cleveland is, without the slightest exaggeration, a most unusual car, "the better car" as its owners have called it. It is a mechanical achievement.

Beautiful types of body, roomy and of graceful lines of design, the highest quality of upholstery, most comfortable cushioning and lustrous, lasting finish, feature the Cleveland Six.

Let Us Show You the Cleveland

Touring Car (Five Passengers)	\$1465	Roadster (Three Passengers)	\$1465
Sedan (Five Passengers)	\$2475	Coupe (Four Passengers)	\$2375

Prices F. O. B. Cleveland

Four Inch Cord Tires Standard Equipment

CARD-ADAMS COMPANY

(INCORPORATED)
LINCOLN 1732-38 O Street
Ralph W. Jones, Mgr.
OMAHA 2421-23 Farnam Street
CLEVELAND AUTOMOBILE COMPANY, CLEVELAND, OHIO

For Sale— A Reputation

Look away from the car for a moment and imagine that you are buying an interest in an establishment that deals in automobiles. Then decide about the car.

The Good Cars Come from Good Dealers

Whenever you buy a car, you buy the ability of the dealer to see that you are constantly satisfied with the car's performance.

We regard every investment in the Hudson and the Essex as an investment in us. We are here to deliver satisfaction every day you own the car.

HUDSON or ESSEX

GUY L. SMITH

"SERVICE FIRST"
OMAHA, U.S.A.

2063-5-7 FARNAM ST. OMAHA, U.S.A. PHONE DOUGLAS 1970

DODGE BROTHERS SEDAN

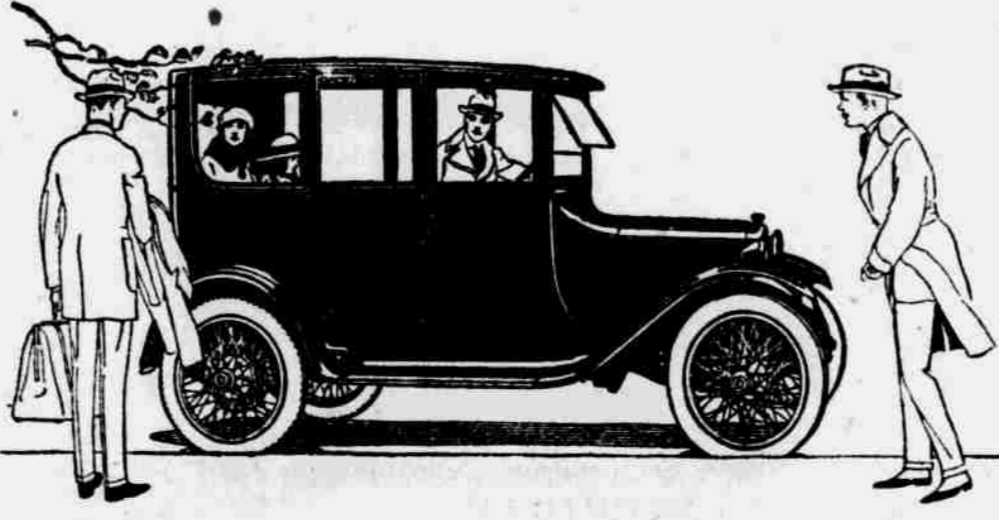
In the average home the Sedan has become so indispensable that the very thought of trying to do without it is viewed a hardship.

The gasoline consumption is unusually low
The tire mileage is unusually high

O'BRIEN-DAVIS-COAD AUTO CO.

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Oldsmobile
4

Tests in hands of critical owners have served to further establish the remarkable leadership gained by the Oldsmobile Four, because of its phenomenal power.

And the price—It's Right!

Touring Cars and Roadsters	Sedans and Coupes
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