

AUTOMOBILE NEWS FOR THE DEALER AND THE CAR OWNER

EDITED BY BURTON S. BROWN.

WHEN CAN A BUSINESS MAN BUY A TRUCK TO ADVANTAGE

The First of a Series of Articles on Motor Truck Cost and Performance, Written for Business Men by an Expert.

By GEORGE W. GARLAND. "When should I buy a motor truck?" is what every wise business man is asking himself...

When should I buy a motor truck? To give the reader an idea as to what has actually been saved by using motor trucks...

Table with 2 columns: ITEM and HOOPER MOTOR TRUCKS. Lists various items and their costs.

Table with 2 columns: ITEM and ESTIMATES OF COST OF OPERATING A THREE AND A HALF TON DRAFT BEER DELIVERY TRUCK. Lists operating costs.

When should I buy a motor truck? To give the reader an idea as to what has actually been saved by using motor trucks...

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How J. J. Cole Evolved the Famous Aero-Eight.



Mr. Cole conceived the idea of installing one of the Cole motors in the plane to replace the original power unit. This was done, and after several weeks the airplane was put in readiness for the flight...

Reo Express Train—Lansing to Atlanta.



With all the "pep" and enthusiasm of the young lady entering upon her first year at the training school...

NEW ACCESSORY DEMANDS.

That the war has caused a tremendous increase in the automobile industry and accessory business is the observation of Jesse Froehlich...

BE IN PARTNERSHIP WITH YOUR COUNTRY

Veteran Automobile Man Devotes Services of His Men to Bond Sales.

"I am in the war, you are in the war; my boy is in the war, perhaps yours is also. Every man, woman and child in the country is in the war..."

TRAFFIC TIPS TO TYROS.

Being suggestions from C. W. Larson, President of the Motor Club, for the benefit of all concerned.

1. Stay clear of the car tracks whenever you can. You'll save time as well as the tempers of many in the trolley behind...

KING 8 HAS RECORD MONTH.

Local Organization Sells Many Cars This Month. An interesting angle on the attitude of the public toward the purchase of automobiles is furnished by C. B. Rice...

BIG SALES PREDICTED.

Saxon Dealer Says Only Curtailment Prevents Record. "If it were not for the necessary curtailment of production, more motor cars would be sold this year than ever before in the history of the country..."

Overland

The Thrift Car "Runabout Week" April 29th to May 4th

HERE IS A RARE opportunity for you to review the most diversified line of roadsters and runabouts made by any manufacturer.

Five Distinct Roadster Styles From Which to Choose

Advertisement for Overland cars, listing various models like the Two-Passenger Roadster, Model 85 Roadster, Country Club, Willys Club Six, and Varsity Eight, with their features and prices.

SELLS ATLAS TRUCKS. Garland Takes on Three-quarter Ton Vehicle. George W. Garland, Jr., president and general manager of the Garland Automobile Company...