

## SPRING IS COMING, AUTO DEALERS SAY

Sudden Activity in Sale of Used Machines—Better Sign Than Robins

Even more authentic than the first robin as a herald of coming spring, is the start of activity in the used car market. On used car lots and dealers' garages all over the country, prospective owners are inspecting thousands of cars which will be seen this summer on highways and boulevards.

Used car buying, however, is on a new basis. The old order of bargaining is gone, for buyers have learned that the concern whose reputation is staked upon the kind of service it renders the public, is the most reliable place to buy "unused mileage" represented in a used motor car.

Interesting in that connection is the first anniversary of the Ford guaranteed used car plan, which has not only raised to a new height public confidence in used Ford cars, but due to the fact that approximately half the cars in use are Fords, has gone a long way to stabilizing this phase of the automobile industry. The plan is made simple and positive in operation by the fact that each car is guaranteed individually by one who is in the best position to know its possibilities—the Ford dealer.

By virtue of the fact that every community has its authorized Ford service, the local dealer maintains personal contact with practically all the cars handled through this agency. Then the car is eventually turned in, he frequently knows just how far it has been driven and the kind of driving to which it has been subjected. If the car needs reconditioning when turned in, the dealer is in a position to give it the needed mechanical attention at the lowest possible cost and when ready for service, can definitely determine the amount of mileage it should deliver, the price depending entirely upon this unused transportation.

Public acceptance of the Ford used car plan is clearly indicated in reports made to the company general offices in Detroit.

Over two million Chevrolets have been built since 1913.

## American Better Homes Campaign Book Printed

Starting a few years ago, when a few hundred communities took part, Better Homes in America has spread its educational work throughout the nation to such an extent that in the 1925 campaign, which culminated in Better Homes Week in May, 2000 cities, towns and rural communities in America which has its national headquarters in Washington, D. C. Prof. James Ford of Harvard university is executive director and in active charge of the organization.

Already plans are well under way at national headquarters for the 1926 campaign, more than 1000 local committees having been formed at the beginning of this year. The new Guidebook, recently published, sets forth the reasons why every community should take part in this educational movement, as follows:

1. In your community there are families who wish to set up housekeeping, but who do not know how to go about the purchase or construction of a house. There are, also, families who are living in apartments or tenements who would like to have homes of their own. The Better Homes Campaign should provide them with help.

2. There may be premises which are unkept or poorly planned. Your campaign can encourage the cleaning up of such premises.

3. The new buildings in your community may be only for the well-to-do, or the houses constructed for other families may be needlessly unattractive or poorly planned. Through Better Homes Demonstrations you can show the best types of house plans.

4. There may be families in your community who believe that good taste and comfort in furnishings are possible only for the well-to-do.

5. In your community there are probably many home-makers who are suffering from needless drudgery due to lack of knowledge of labor-saving devices or of the best ways of arranging furniture and stencils to facilitate housework. In cooperation with the home economics specialists of local schools and nearby colleges, county Home Demonstration agents and with the extension department of the state colleges, it should be possible to demonstrate ways of reducing such.

6. There may be families within your community that are suffering from unsanitary housing conditions or unwholesome living conditions. It should be possible as a part of the campaign to show the ways in which housing conditions can most readily be improved.

7. There may be inadequate knowledge of household management, budgeting, and household operations on the part of the adult population. The Better Homes Campaign may provide special instruction in these subjects.

8. In your community, as in all others, attention is always needed upon the problem of character training in the home. Discussion of this fundamental problem may be needed as an essential part of your Better Homes program.

For the above reasons, Better Homes in America is organizing local committees in each of the cities, towns, villages, and rural communities and to develop programs which will meet the most urgent of local needs. The initiative and responsibility rests with the community, for the citizens of the community know best what their own problems are and how those problems can best be met.

### Importance of Jute Is Revealed by Short Crop

NEW YORK—It remained for a short crop from the jute fields of Bengal, India, to impress upon the commercial world the importance of that commodity to every-day life. A recent report that the jute crop of that district was considerably below normal increased prices at Calcutta nearly 50 per cent.

The shortage will affect every home to a small extent. The sacks in which sugar are shipped are made of the better grades of burlap and then there are carpets, the foundation of which are formed from good grades of burlap, and linoleum in which burlap is used as a base.

Jute is used largely in the upholstering industry and, because of its strength and durability in automobile tops.

Burlap has become a standard wrapper for many products that do not need the protection of wooden boxes, meats from Australia and wheat from the Argentine are exported in that material. The American potato farmer also uses gunny-sacks.

## AERIAL GUIDE POST HELPS PLANE PILOT

Ford Companies in All Cities to Paint Roof to Guide Air Travelers

DETROIT, Mich., Feb. 20.—Edsel B. Ford, president of the Ford Motor company has suggested to authorized Ford dealers all over the United States that they paint on the roofs of their places of business the name of their city as guide posts for airplane pilots. Inasmuch as there are Ford dealers in more than 10,000 cities and villages throughout the United States, compliance with this request will constitute an important advancement in the development of facilities for commercial aviation.

Possibilities of such aerial guide posts were demonstrated at the time of the Commercial Airplane Reliability tour last fall when the Ford dealers along the route identified their cities. Reports by pilots of the seventeen planes in the tour of the practical value of this identification are believed to have prompted Mr. Ford to make this service available to aviators all over the country in the general interest of commercial flying.

"We feel that it is our duty to help develop this new mode of transportation," Mr. Ford stated in his communication to dealers, "and are using as many of our facilities as are necessary to this end."

It seems that one of the very great difficulties of cross country flying is in trying to distinguish over what town or city the pilot is traveling. The motorist is usually advised when approaching a town by appropriate sign boards, but so far the air pilot is not so fortunate.

According to Mr. Ford's suggested plan, the letters of the name will be printed in white of a size which will be visible from ordinary flying height. The name will extend due east and west with the tops of the letters toward the north with an arrow pointing due north at the end of the word. In this way the lettering and arrow serve as a compass to the pilot.

In California 20 years ago there were but 72 women automobile owners. Only 42 of these had the daring to drive their vehicles.

## Postgraduate Courses in English Cooks and Waiters

LONDON.—To keep up with the times, English cafe waiters and cooks are going to school again to learn the fine points of their jobs.

Several technical schools for cooks and waiters have been started by the London City Council, with the backing of all the larger hotels and restaurants.

British subjects only are admissible, and one of the ideas of the enterprise is to improve the art of waiting so that foreigners will not be able to flock to the English cities and select all the first class positions because of their cleverness and polite manners.

## Educated Nose Required of Dallas Night Guard

DALLAS.—The nose of the night watchman knows its business. Guardians of the night in Dallas have become such proficient "sniffers" that an educated nose is a prerequisite for their job.

In a brief period, they "smelled out" and prevented numerous fires from gas stoves left burning by careless cooks, crossed wires, burning cigar stubs and smouldering rubbish.

A woman has been responsible for much of this training. Mrs. George A. Smith, who aids her husband in the management of an extensive night watchman service, imbued the hundred nocturnal guardians employed by the com-

## English Cooks and Waiters

These men go forth into the night, passing like shadows through the dark alleys, peering into hidden nooks, "nosing" about where thief or fire may be lying in wait.

## property. Walking into a build-

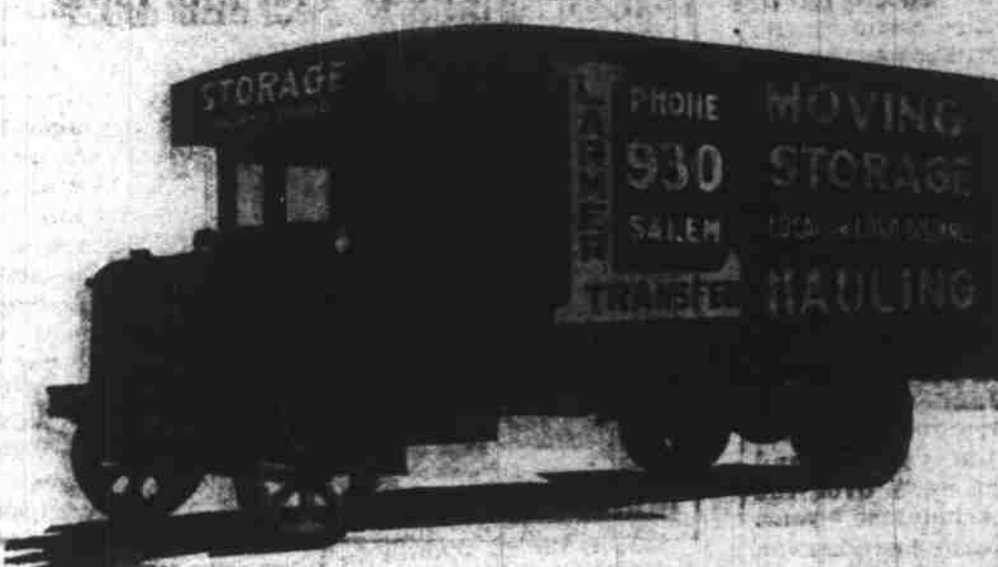
ing from the fresh air, they are quick to detect smoke. The watchmen keep alert; especially for restaurant gas stoves left unattended by thoughtless cooks.

## near fire. The watchman's nose

is particularly trained to catch the odor of burning insulation from crossed wires. Electric motors left running in factories are another menace.

## Fireproof Storage : Fuel : Transfer

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# The Greatest January in History!

Announcement of tremendous price reductions and vital improvements was followed by the greatest January in Dodge Brothers history.

Retail sales for the four weeks ending January 31st were 14,943, an increase of 67.4 per cent over the same period of 1925.

### Mid-summer business in January!

When the drastic reductions went into effect, Dodge Brothers, Inc. said frankly that they were offering the greatest values in their history.

How well the public realizes that these really ARE the greatest values is proved in a definite and emphatic way by the remarkable record for January.

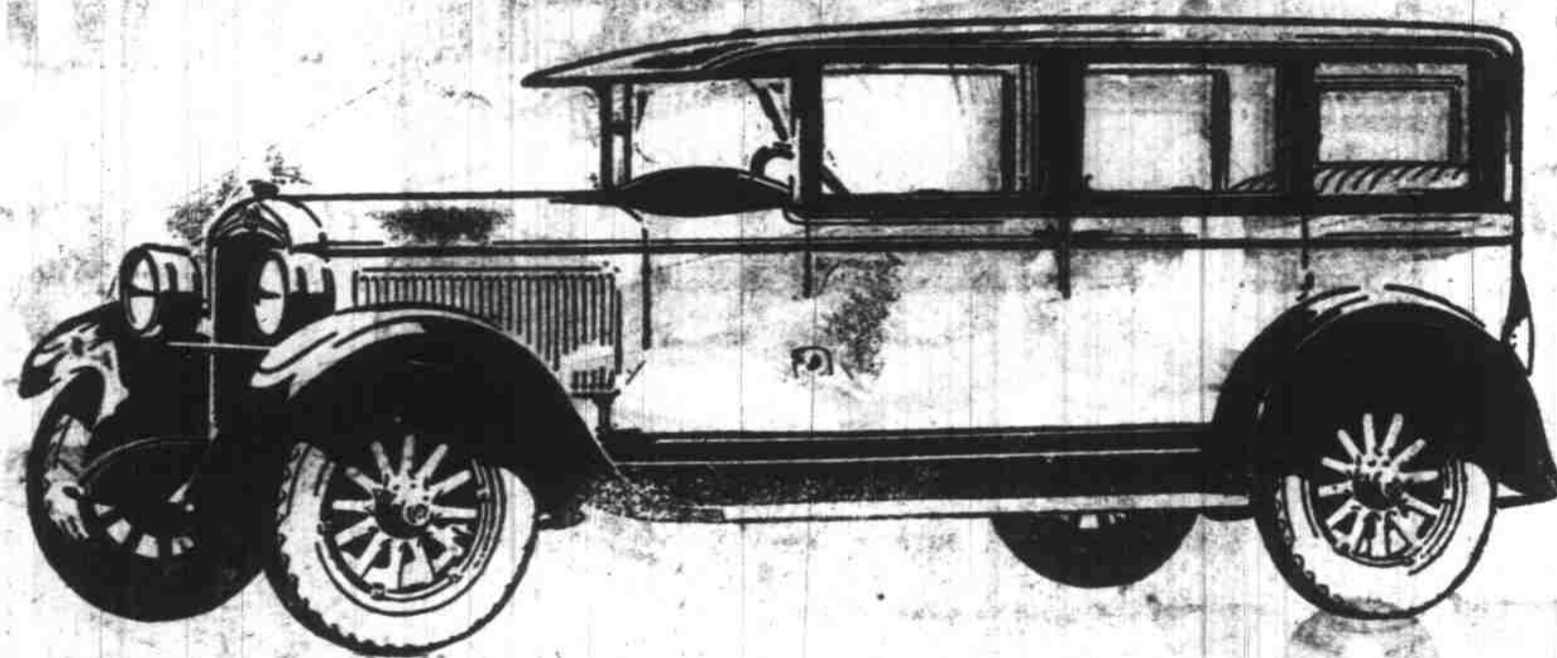
- Touring Car - - \$ 967
- Roadster - - - \$ 962
- Coupe - - - - \$1019
- Sedan - - - - \$1083

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One of the most comfortable cars to ride in—and to drive—that even Hupmobile has ever built.

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You will find Hupmobile Six smoothness at all speeds; acceleration, reliability, stand-up-ability, and long life, equalled only in the higher priced field.

The public is eagerly demanding more and more Hupmobile Six cars. The reasons are found in this car's genuine, great value, and in performance which has heretofore been available only at far higher cost.