

## AUTOMOBILES EXTEND SCOPE OF SCHOOLS

"The automobile is proving its value as a part of the school equipment of both country and city schools," says Lou Arens, White Pelican garage, local dealer in Chevrolet passenger and commercial cars.

"It has extended the scope of rural education. In the past the little red schoolhouse attracted to its classes only such pupils as could make their way to it afoot or by a slow 'hitch.' Now rural schools as a class are larger and more modern structures equipped for the study of higher subjects than were the country schools of a few years ago, and classes are made up of pupils who live in a wide range of territory.

"Many pupils of country schools today who do not travel to school daily in the family car are carried from their homes directly to the schools by automobile buses operated as a part of the school equipment under the direction of school authorities. In some districts men teachers are employed to drive the school buses. This serves to discourage truancy.

"Attendance records in schools served by auto buses are better the year round. Storms do not keep the children away, because they can ride safely and snugly to their classes.

"The city of Seattle, for example, employs attendance officers who use passenger automobiles to travel about the streets during school hours and question any child of school age encountered.

"In Detroit the automobile itself is a subject of study in kindergarten classes. Pupils are taught the laws of traffic regulation. This helps them to take better care of themselves on the streets and highways and lays the ground work for intelligent operation of cars later in life."

### RIM WILL NOT FIT

When a rim with tire is mounted on the wheel it often happens that the rim cannot be moved into place, remaining partly on and partly off. Slight springing of the rim is all that

## BUILT FOR SPEED AND FOR POWER

A four-passenger Cole-Aero 8 will have a place at the auto show. This exhibit will be a sport model, priced \$3800, here, and its chief assets, like all Coles, are its speed and power. An aluminum body assists a wonderful engine in the speed this car can attain. It is the same old reliable car with which discriminating auto people are so familiar, and is sure to make a tremendous hit with all show attendants, is what Mr. McWilliams, local agent, says about it.

## COLUMBIA WILL GRACE A BOOTH

A Columbia sport model will grace one of the two booths to be occupied by J. H. Garrett & Son at the auto show. The Columbia is a six-cylinder, medium price car, and in the city of Detroit last year ranked next to the Ford in the number of sales. Mr. Garrett passed the buck to The Herald by saying that the Columbia has too many substantial features and too many things to recommend it to permit him to dwell upon them just at this time, as he was very busy installing it in its booth at the Acme garage, where the auto show will be held. Nevertheless, when the show opens up, there will be someone right on deck to tell all about the Columbia, and all the company wishes to say at this time is: Meet us at the auto show."

Advertising pays. Try it and see. is needed and this may be done by placing the head of a jack against the hub of the wheel and the base of the jack on the protruding portion of the rim. Thus sprung a little, a hammer blow will slide the rim over the edge of the wheel. In most cases of this kind the mere operation of the jack will force the rim over the wheel.

## SATISFIED USERS RECOMMEND THE WATERLOO

The Waterloo Boy, the tractor the Baldwin Hardware company has taken under its wing, will be shown at the auto show in the Baldwin Hardware company booth. Speaking of this reliable tractor, Mr. Baldwin observed that the best recommendation for any farm machine is the reputation that it has established for satisfactory work in the hands of users who have invested their money in them. The user is the court of last resort. His verdict determines the success or failure of the machine as a marketable product. The Waterloo Boy has been in the hands of the users for more than five years, and has been put through a real test. The Baldwin Hardware company will have a representative on hand to tell you all about this tractor but as a foreword presents the following facts:

Ignition—Simple, reliable, high tension magneto with impulse starter.

Two speeds forward—High, 3 miles per hour; low 2 1/4 miles per hour.

Transmission—Spur gear transmission enclose in dust proof case hardened.

and running in oil. Gears case Hyatt roller bearings—Eleven in all, giving reduced bearing-friction loss and increased drawing power.

Pulley—Driven direct from engine crank shaft. No gears in mesh; every ounce of power used.

Drive wheel in furrow—Prevents side draft on both plow and tractor. No steering device necessary.

Designed and built entirely in one factory; no assembling.

Repairs—Low repair costs; prompt John Deere repair service.

### HOME MADE COLD CHISEL

By taking an old Ford driveshaft and flattening the rear end to form a chisel edge an ingenious car owner made an extremely effective cold chisel for cutting off the head of rivets located in inaccessible places.

# REO

It remained for the Reo engineers to, as usual, show the way. In this new "Six" motor, the gas passes through corridors that measure 24 inches from carburetor to valves—first heated to facilitate mixing, then tempered to just the right degree by the heat in cylinder heads, modified by the flowing water. The Reo owner will profit by this great improvement in fuel economy at the same time that he will feel it in the increased power of the motor.

Another improvement: By means of a new attachment, the air may be controlled to compensate for varying climatic conditions. Whether at the Equator or at the Poles, you need never touch your carburetor. You'll have to see this to fully appreciate this Reo system. The use of graphite bronze bushings in the valve guides is another Reo innovation that will be generally copied. This solves one lubricating problem that has hitherto been baffling.

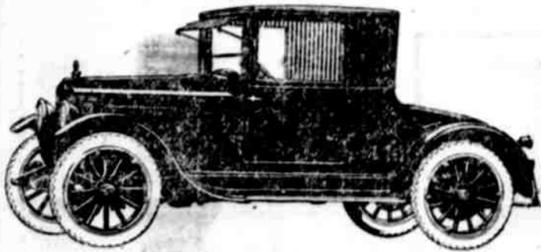
We pioneered also when we adopted Lynite pistons two years ago. Imitators have tried to get by with a less percentage of aluminum—and failed. Reo never sets a price before hand and then builds to come within that price. So we never need to skimp either on workmanship or materials. If we attempt anything we do it thoroughly—we make it right or not at all. Lynite pistons cost a lot more, but are worth all they cost as insurance against scored cylinders.

\$2,195.00 HERE

THE GOLD STANDARD VALUE

## Acme Motor Co.

## Why Essex Set a World Sales Record



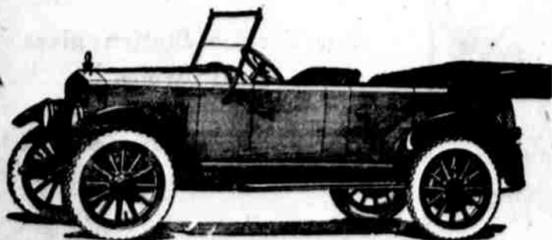
There is no secret back of the Essex triumph. It made the issue on finest car quality, without useless size or weight. That issue is uppermost today. For fine performance, durability and economy of upkeep and operation are more important now than ever.

And with the Essex you sacrifice no pleasure, comfort or performance ability that the large, high-priced car can give. Judge it by trial. Match its speed, hill-climbing ability and riding ease with any.

Your own experience will confirm the endurance and performance by which Essex accomplished its unrivalled records of traveling 3,037 miles in fifty hours and in four times breaking the transcontinental record between San Francisco and New York, its fastest trip being 4 days, 14 hours and 43 minutes.

The Essex has won its position because it fills a want that can be supplied nowhere else. It has met no competition because it fills a field to itself. Everyone who has ever ridden in an Essex knows why no rival challenges its leadership.

\$1,895.00 HERE



# HAYNES

AMERICA'S FIRST CAR

ONE OF THE BEST

The Haynes Car needs no introduction. It stands today in the highest ranks of the Automobile Industry.

## HUDSON SUPER-SIX



TODAY'S MARKET EMPHASIZES  
ITS PRICE ADVANTAGE

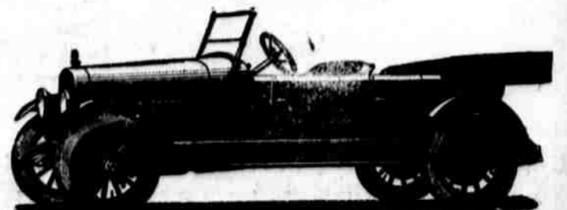
Price comparisons are the first inquiry of judicious buyers today.

We feel no need to call attention to Super-Six quality. That you know well. Its leadership is an old, accustomed position—now in its sixth year as the world's largest selling fine car.

But we do not urge specific attention to its price. We urge you to compare it with the price of cars to which you have always compared it in quality, performance and distinction.

We know such examination can only enhance appreciation of its value. You will acknowledge a price advantage in Hudson not found in any car of its quality.

\$2,775.00 HERE



# ACME MOTOR CO.