

MOORHEAD DOUBLES HIS BUSINESS

With a business which has doubled each month since starting last December, Paul G. Moorhead of the Moorhead Oil Co., finds it necessary to constantly add to his equipment to keep up with the almost incredible development.

Mr. Moorhead was formerly a building contractor of Hammond but he became acquainted with the qualities of Texaco oil products and when the opportunity presented he grabbed off the agency for the Calumet district. "My chief aim," he says "is to give the people genuine Texaco products without adulteration. They cost more than ordinary kinds but the people have shown that they are willing to pay for quality."

At the present time the company is delivering 110,000 gallons of gasoline per month which is more than five times the business of the first month. Mr. Moorhead took a census of gasoline users in his territory and says that three-fourth of the gasoline, the kerosene and lubricating oils used, are Texaco. In order to insure efficient service he insists on each one of his employees owning stock in the company.

The U. S. Navy, wherever possible, specified Texaco products during the war and now Mr. Moorhead always marks his orders "U. S. Navy specifications." He calls attention to the fact that the Texas Co. is the only one which has successfully competed on a large scale with the largest oil combinations of the world.

BLAME H. C. L. ON BAD ROADS

Here is the latest cause of inflated prices on foodstuffs—BAD ROADS! There may be many roads leading to the solution of abnormal living costs but the logical route leads over a comprehensive system of national highways, at least that is the claim made by sponsors of the Townsend bill which will come up for consideration in the United States Senate shortly and which provides for the construction of two trunk line highways in each state under the direction of a federal highway commission.

BLAME POOR TRANSPORTATION. Here is what the federal highway council at Washington had to say in the matter of poor roads and his plan, Mr. H. C. Living:

In all of the discussions, both in public and private, earnest seekers after the fundamental reasons which underlie the present causes of unrest find themselves coming out on the same old trail, the unimproved road. It is the producer's sole ambush, protecting it, does not bring him into communion in the form of unnecessary middle men who are aided in their work by the devious and unreliable routes to market.

Whatever the remedy proposed, there is always the matter of transportation. Regardless of how many marketing agencies may be brought into operation, or how many restrictions may be thrown around the middleman, no permanent solution can be reached until the road between the producer and consumer is shortened by a system of construction that will insure a steady and open thoroughfare to market under all weather conditions. These are facts that are becoming more deeply impressed upon the legislative mind as high cost investigations proceed.

It is admitted that road building has been given a tremendous boost during the past few years. But even with construction under way practically in every state, such construction is largely in patches and the process of working out from the neighborhood road to a comprehensive system must necessarily be slow, too slow in fact to meet the economic demands of the hour, which are now being so sharply expressed in the cry for lower prices on food.

CONNECT STATE ROADS. The national system is planned to provide an outlet or a logical and economical connection with the various systems. Thus, it is proposed to permanently solve the highway transportation problem in its relation to living costs by providing once and for all a complete system of logically connected and well-built highways in order to finally remove the producer's chances for covering up his nefarious practices in price juggling on food products as he is now able to do owing to inadequate lines of delivery from the producer to the consumer.

Advocates of a national highway system are presenting with much force the fact that stabilized living posts will come only with the construction of modern roads upon a co-ordinated country, state and national basis, and that this much-desired aim can be achieved best by the government beginning at once on the long lines, while the states built the short lines.

M'ELROY MOTOR CO. EXPANDING

The McElroy Motor Supply Company of 626 Holman street, Hammond, have expanded to an extent where they are rated among largest dealers and jobbers of automobile accessories in the Northern part of the State.

Since the company took over the interests of the old Champion Tire and Supply Company, their business has steadily increased and at the present time they are travelling two men and selling to over 400 dealers in the Northern part of the State.

In addition to carrying a large and complete stock at their retail store, 626 Holman street, they maintain a wholesale department and warehouse at Sibley and Oakley. In addition to their accessory business, they have inaugurated Tire Service for the motorists' benefit which consists of a motorcycle equipped with air for inflating tires, which is at the Motorist's disposal whenever he is in the trouble.

They expect very shortly to occupy their new building which will be erected just south of the Straube building and if their present plans are perfected they will have the most UP-TO-DATE Accessory store in the middle West outside of Chicago.

The first test of the trucks' ability to perform farm work came at Freeport, Ill. The Selden, Atterbury, Republic and Service trucks were driven out into the fields and put to work hauling sheep oats. Conditions are ideal for creating difficulties, but the trucks pulled through without a hitch. The roads were extremely soft and the fields

LIVE CONCERN COVERS WELL THIS TERRITORY

One of the live concerns in East Chicago that believes in the word "service" is the East Chicago Auto Paint and Trimming Company.

This company is meeting a popular demand in view of the fact that the field is sparsely covered in that territory. Their shop is located in the rear of the East Chicago Auto Sales company, a large roomy building only recently built, the front of which is occupied by the latter concern.

The men employed by the East Chicago Auto Paint and Trimming company are experienced in the business and are establishing a splendid reputation.

The location is at 524 Chicago avenue.

HERE'S TIRE SELLERS ARE PROUD OF

Truck users of the Calumet region are saved many dollars in expense and delay every day due to the foresightedness of Brown & Voehrle, Hammond agents for the Kelly-Springfield tires.

At great expense this firm has installed a mammoth hydraulic press in their showroom on Fayette st., by which the heavy tires can be placed upon automobile wheels.

Changing a set of solid tires is no simple trick if the tire is expected to remain on long. This press, capable of exerting a force of thousands of pounds, quickly forces the old tire off and slips the new one in its place. Just last week a truck was equipped with heavy fourteen inch caterpillar tires, while many ten and twelve inch tires are put on each week for the manufacturing

plants. Without the Hammond agency's equipment it would be necessary to take truck wheels to the Kelley-Springfield branch at Chicago for this work.

making deliveries. Cars are coming through, but not in large enough numbers to suit us. We could use a whole lot more than the factory is shipping us.

The new model is built on the famous Maxwell chassis, which is the foundation for more than 300,000 successful automobiles which are now in the hands of owners all over the country. The radiator has been altered and made larger and more symmetrical. There is a ram's horn and a hot spot, which insure economical operation and large mileage on a gallon of gasoline.

The Maxwell officials have not spared effort or expense in making this year's car the best they have ever built. The lines are the same as the last year's model, but more refined and graceful. The emergency brake is on the transmission and acts quickly and efficiently.

The starting motor is more powerful and responds immediately.

BUICK MOTOR CO. REDUCING PRICES UPON REPAIR PARTS

The Buick Motor Company of Flint, Mich., have just sprung a big surprise to the local branch looking over the new product. The only trouble now is in

the price of Buick repair parts. This is an unusual announcement at this time, when nearly all manufacturers are making price advances in nearly all of their products.

Due to improved manufacturing facilities, the establishing of repair stocks among their dealers (this means hundreds of individual stocks) and the purchasing of raw materials in the largest quantities has made it possible to reduce the prices upon a large portion of Buick repair parts. The price reduction upon some of the essential parts ranges from 15% to 35%, thereby giving to each owner an advantage that will be extremely beneficial to all.

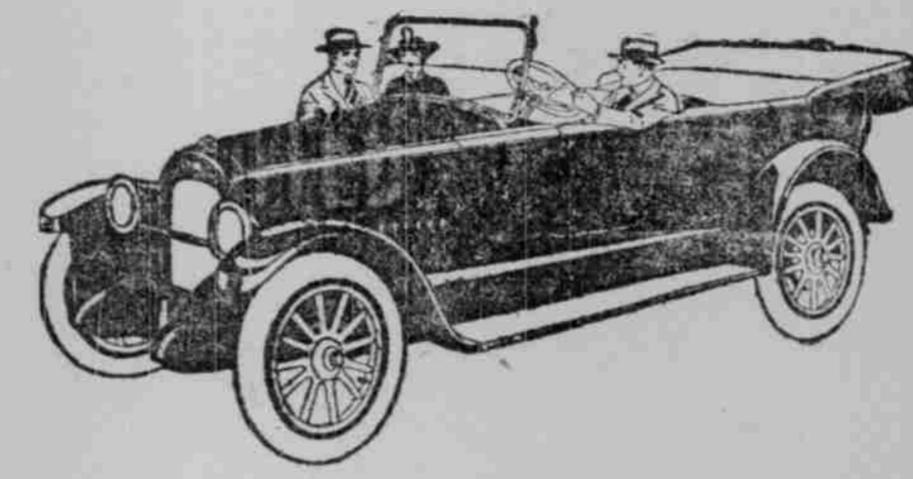
FLOURISHING AUTO INSURANCE BUSINESS.

This time it is W. A. Young. Mr. Young (by the way you may have met him) is the representative of the Illinois Automobile Insurance Company and is of course telling auto owners that they should not see America first but also see him first.

His company issues policies covering fire, theft, collision, personal injury, property damage and wind storm.

Mr. Young is located at 615 State Line street, phone Hammond 307.

NASH PASSENGER CARS



THE
NASH
SIX
ROADSTER
\$1490

THE
NASH
SEVEN
PASSENGER CAR
\$1640

THE
NASH
SIX
FOUR
PAS. SPORT MODEL
\$1595

THE
NASH
SIX
FIVE
PAS. TOURING CAR
\$1490

Stephens Salient Six, Eighty Series

Custom Fashioned Bodies—Wheelbase of 112 Inches
Stephens Perfected Overhead-Valve Engine of 57 H. P.

MODEL 84-A AND B SPORT	\$1975.00
MODEL 82 ROADSTER	\$1975.00
MODEL 86 SIX-PASSENGER	\$2050.00

The owner of a Stephens Salient Six realizes to the fullest degree, the advantages which a motor car can yield.

Beauty

Stephens Bros., who operate the Auto Electric Equipment Co. on South Holman st., Hammond, are specialists on ignition problems. They push the Bosch magneto and insist that battery systems can never supplant the magneto satisfactorily. They are always willing to lend their services and here are some pointers which they offer to help motorists in locating trouble quickly:

Loss of power—Poor compression or ignition timing late.

Motor misses—Broker or disconnected wiring; dirty points or spark gap too far apart.

No light—Open circuit or bulbs burned out.

When bulbs burn out—Loose generator connection.

All lights burning except tail light on grounded system—Poor ground connection.

Their arguments in favor of magneto ignition they show first that a magneto is a mechanical means for producing electricity. It is an entirely complete system—self-contained in one rugged unit and supplies current for ignition only. It does not depend upon batteries or require a separate coil or timer. It does not require constant expert attention and unlike a battery system, it is not subject to damage or weakening by continuous operation, short circuits or electrical leakage.

The Limit of Reliability

Reliability in the Stephens Salient Six is its magnificent power, 57 H. P.—that takes

you over the hills on high with ease—speed that bends the speedometer—that can creep at the crossings—leap across with the signal—quick on the throttle and fast on its wheels.

Performance from Perfection

Stephens owners enjoy the fullest measure of service and satisfaction in having the first passenger engine to burn all the gasoline and the lowest grades of gasoline without lessened performance.

This is due chiefly to the Stephens perfected overhead valve engine—the most powerful per cubic inch of piston displacement the world has ever known, also the most economical.

A Chassis of Mechanical Excellence.

And this perfected engine is mounted in a chassis of finished mechanical excellence—scientifically constructed—with low hinging weight perfectly balanced and a wheelbase of 112 inches. A chassis that runs so true and travels so swift and smooth each ride you take you come to call a "road-flight."

Scripps-Booth 6-Cylinder Models A FINISHED PRODUCT

When selecting a garment it is just as important to have a perfect fit and fine appearing costume when viewed from the rear as when from the side or front.

While many manufacturers have presumably overlooked this item it has been worked out to perfection in the Scripps-Booth car.

The low effect of the body, the pleasing lines of the top, the plate glass rear windows and the general scheme of design, form a combination that makes a beautiful object.

Model Six-39 Touring Car
The Scripps-Booth Touring Car marks a distinct advance in the development

of a motor car suitable for the average family, as it plainly shows that a car does not have to be large and expensive in order to be beautiful, and give perfect riding comfort.

The Model, as well as the roadster, has the new straight stream-line body, upholstered in genuine leather, top genuine Pantone, with curtains that open with the doors, walnut steering wheel and instrument board, and tools carried in the left door within easy reach of the driver.

These details show with what care the design, which is quite apart from every day custom, has been successfully and carefully followed.

Prices F. O. B. Detroit

Five-Passenger Touring Car, Model Six-39 - - \$1295

Three-Passenger Roadster, Model Six-40 - - \$1295

Five-Passenger Sedan, Model Six-41 - - - \$1985

Four-Passenger Coupe, Model Six-42 - - - \$1985

Wire Wheels Extra On All Models

This is the Post-War Maxwell of Which You Have Heard So Much



Engineering development that will astonish you.

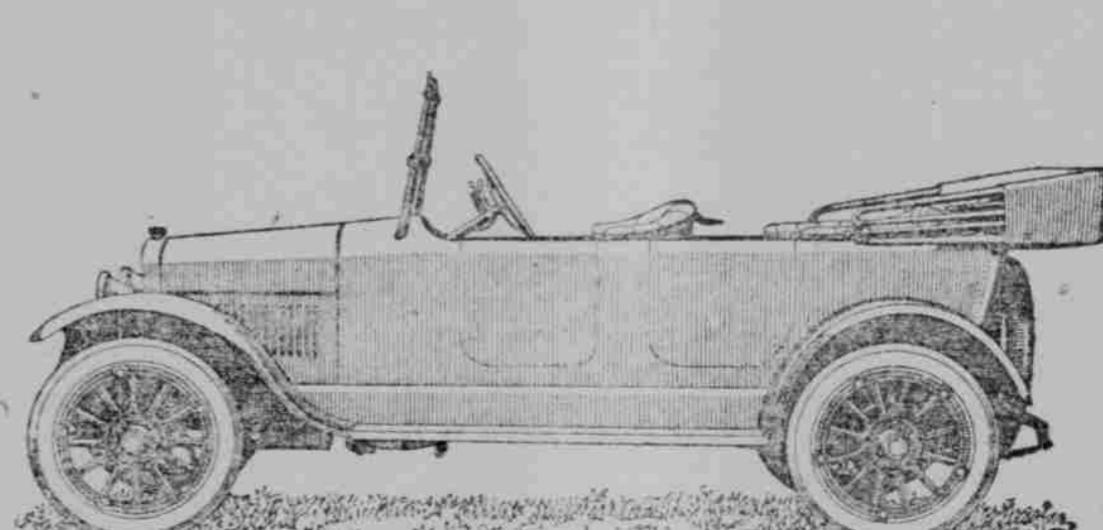
You can locate them in radiator, brakes, electric system, transmission, frame, bonnet, body and even top.

Yet, there is nothing that long road tests have not proved out, that ripe experience and level heads have not O. K'd.

Also equipped with Hot Spot and Ram's-horn.

You pay \$985 f.o.b. Detroit. You might easily pay \$200 more and feel that you had a decided bargain.

Be among the first to drive a Post-War Maxwell. Get the most recent thing in a car.



HAMMOND NASH SALES CO. 50 West State St. : Phone 375 : Hammond, Ind.