

### Ford Works Out Novel Plan to Aid Auto Buyer

#### Purchaser May Make Weekly Deposit in Bank, Receiving Interest at Regular Rate.

Henry Ford is about to see his prophecy of 20 years ago fulfilled. In 1903, when he started building light cars at a low price, he stated: "I will build a car for the multitudes." Since that time he has built and placed in the hands of users over 7,000,000 Ford cars, more than 50 per cent of all cars in operation in the United States.

But this large share of the total sales does not fulfill the ideal Mr. Ford had in mind when the above statement was made, which ideal he still has in mind. It is questionable whether there would be as many owners of automobiles, of all makes, in the world today as there now are Ford owners alone had Henry Ford never conceived the idea of building a car so high in quality and endurance and so low in original cost and upkeep that the average man could afford to own and operate it.

**New Plan.** Mr. Ford's idea was not merely to build a car which could be sold in large numbers in order that corresponding profits might be made for the manufacturer, but rather to build a dependable car within the financial reach of every family, regardless of its station in life.

A plan has been worked out by the Ford Motor company whereby those who always have wanted a car, but could see no way of obtaining it, now may attain their goal through the Ford weekly purchase plan.

Through the co-operation of banks, the purchaser may make his weekly deposit in the bank, as he does his Christmas savings deposits, receiving interest at the regular rate paid by the bank on savings accounts. These deposits may be in any amount, even as low as \$5.

**Sales Increase Expected.** When a sufficient amount has been deposited the purchaser has the option of obtaining his car and paying the remainder as he rides, or continuing with his regular deposits until the full amount is in the bank before he takes delivery of his car.

Ford Motor company officials say that this plan undoubtedly will increase their sales for next year by a full million cars. They are, accordingly, planning on building 2,500,000 cars during 1924, as most of those who are now making their weekly deposits will then be obtaining delivery of their cars.

In addition to the nine Ford dealers in Omaha and Council Bluffs, each of whom have been active in making this plan possible, the following banks have arranged for special facilities to assist the depositors and are lending their wholehearted support: Merchants National, First National, Live Stock National, Bank of Benson, all of Omaha, and the City National and First National of Council Bluffs.

According to reports, a large number of marriages are occurring between the Japanese and Koreans.

### Omahan Tells of New Tire to Be Made Here



Photo by Heyn. R. J. Marshall.

Announcement was made last week by the Sprague Tire and Rubber company of a new ribbed Ford cord tire to be manufactured by its Omaha plant. The new tire, according to R. J. Marshall, city salesman, is the result of months of research conducted by the Sprague company and contains qualities not yet introduced into the tire business.

The sidewall of the tire, that has generally been the weak part of any tire has been strengthened by a series of ribs on this new product, according to Marshall. An extra "chafing strip" has also been added to prevent strain at the point the tire fits on the rim.

"This new cord will do away with many troubles the motorist has had with sidewalls," says Marshall. "The construction, with its ribbed sides, is such that it will resist stone bruises and other damaging blows every tire is subject to."

The ribs will have a tendency to throw a stone away from the tire, rather than puncture the fabric, it is said. The tires will be made in Ford sizes only, but 15 per cent over the regular standard sizes.

Besides Omaha the new tire will be marketed through the chain of Sprague free tire service stations now being opened in leading cities of the country. Several carloads have already been shipped to Dallas, Tex., where the first station under the new plan was opened several weeks ago.

### Tire Firm Official Visits Local Branch

Harry E. Field, vice president and general sales director of the Lee Tire and Rubber company of New York visited the Omaha branch recently on his way to the Pacific coast, for the purpose of sizing up the general business situation and to confer with the branch manager, Harvey Jones. He states that the Lee Tire and Rubber company showed a gain of 100 per cent earnings in 1922 over 1921.

Brush the buns lightly with evaporated milk for glazing.

### Wills Sainte Claire Man Is Essay Winner

For the pure logic and abundant common sense of his argument regarding the many ways in which national automobile shows benefit the industry, the trade and the public, E. Phil Merrill of the Wills Sainte Claire factory sales force has been awarded the Tiffany watch offered as first prize by the National Automobile Chamber of Commerce for the best essay on the real value of the big shows.

The contest was inaugurated in December and so many essays were submitted that it has taken more than two months to analyze and judge their respective merits.

As a lecturer Mr. Merrill has attended virtually all of the big national shows for 14 years.

His description of the Wills Sainte Claire points of superiority has been so convincing that it has caused thousands to pause in front of the Gray Goose exhibits, and has given them an understanding knowledge of motor car construction that they could not otherwise have acquired.

S. H. Miles, manager of the national shows at New York and Chicago, who served as the chairman



E. Phil Merrill.

of the committee on awards, states that the contest evoked immense interest and a uniformly high grade of responses. Many of the essays submitted gave the committee ideas entirely new regarding the subject. Some of these ideas will, it is promised, be put to practical use in the national shows in the future.

### Cadillac Sales Contest in Form of Steeplechase

Every Cadillac salesman in Omaha, Lincoln and Sioux City territories met with J. H. Hansen, president of the Hansen Cadillac company, at the Fontenelle hotel Friday night and plans were laid for an aggressive sales campaign.

Quotas were set for the three offices and for the different departments, retail, wholesale and used cars, and weekly and monthly prizes were announced for offices, departments and individual salesmen. The contest is to last five months and is laid out as a steeplechase. The course and progress of salesmen participating in the race is outlined on a large map hung in the salesmanager's office.

"Since April 1 we have sold and delivered 12 new Cadillac cars and taken orders for many more. This is the greatest sales contest we ever held, and we are certain that with this additional incentive our salesmen individually will go over their quotas in the contest," Mr. Hansen says.

### Love Flourishes on Bank Roll, Professor Says

#### Warns Students Not to Marry Until Prospective Hubby Has Saved at Least \$2,500.

Berkeley, Cal., April 7.—Advice to the lovers was given the other day by Baldwin Woods, connected with the engineering department and a dean in the University of California summer school.

In cold, cruel words, Woods advised his students to refrain from matrimony until the prospective husband had saved at least \$2,500.

"This advice may sound unromantic, but love's own sweet dream can flourish more readily when the proper financial goal is reached," declared the savant, who has won the title

### Canadian Heroes Tour City in Studebaker



Canadian Band at the World last week starting out on a sight seeing trip of Omaha in a fleet of Studebaker cars.

"Instructor in Matrimony" through his advice:

**Warns of Matrimony.**

"The young man who finds himself with nothing more than a college diploma and a 'promise' of a job should not plunge headlong into matrimony," he said. "The average man

of 22 years can command a salary of \$150 a month.

"If the girl is worth while and has real interest in her prospective husband, she will not hesitate to wait for him. And if the man is worth while he will not want his bride to be deprived of anything she has been ac-

customed to just for the privilege of marrying him.

"A man earning \$150 a month can and should save \$50. That is, of course, if he continues his frugal college habits and does not have his fling at expensive clothes and amusements. **Should Save \$2,500.**"

"At 25 this same man should have

saved \$2,500. Then he marries. His wife is in accord with his ambitions—and I think one of the blessings of education is that it leads to marriage between people of the same training—they will go on saving. Of course their savings will most likely be cut in half. But at 30 the couple should have \$4,000 in hand, including interest on the previous savings.

"If he is the right kind of man he will take his \$4,000 to a banker, who will show him a good investment at 6 per cent. And if he leaves the \$4,000 untouched, by the time he is 65 it will have amounted to \$32,000 assuring him a monthly income of \$160, which will amply provide for old age of himself and wife."

### Nevada "Zephyr" Blows Load of Hay Over Fence

Minden, Nev., April 6.—Picking up a wagon and its load of hay and lifting them over a six-foot fence was the prank of a "Washoe zephyr" which swept Carson valley recently.

Ed Millar, of Millar's dairy, left the wagon standing in the feed lot in the evening. In the morning he found the hay scattered over the adjacent corral. So was the wagon.

# Ford

## ANNOUNCEMENT

of Interest to

### MILLIONS of FAMILIES

*"I will build a car for the multitude"*  
Said Henry Ford in 1903—Read how the fulfillment of that prophecy is now made possible through the

## Ford Weekly Purchase Plan

For many years it has been Henry Ford's personal ambition to make the Ford the universal family car — to put it within the reach of the millions of people who have never been privileged to enjoy the benefits of motor car ownership.

During the past fifteen years over 7,500,000 Ford cars have been placed in the hands of retail customers—more than a million and a half of them within the past twelve months—and yet there are still millions of families who are hopefully looking forward to the day when they can own a Ford.

And now the way is open.

Under the terms of this plan you can select your Ford Car, set aside a small amount each week and you will be surprised how soon you will own it. In the meantime your money will be safely deposited to your credit in one of the local banks where it will draw interest.

Think it over. Five dollars will start an account. The whole family can participate in it — father, mother, brothers and sisters each doing a little.

Why not start today. Stop in and talk it over with your local Ford dealer. He will be glad to fully explain the details of the plan and help you to get started toward the ownership of a Ford car.

*Ford Motor Company*  
Detroit, Michigan

See Any of the Following Authorized Ford Dealers:

- IN OMAHA
- Adkins Motor Co.
  - Galbreath Motor Co.
  - Hannan-Odell-Van Brunt, Inc.
  - Universal Motor Co.
  - Bowers Motor Co.
  - McCaffrey Motor Co.
  - C. E. Paulson Motor Co.
  - Sample-Hart Motor Co.
  - Hughes-Parmer Motor Co.
- IN COUNCIL BLUFFS

Any of the Following Banks Will Receive Deposits Under the Above Plan:

- IN OMAHA
- First National Bank
  - Live Stock National Bank
  - Merchants National Bank
  - Bank of Benson
- IN COUNCIL BLUFFS
- First National Bank
  - City National Bank

### STRENGTH AND SAFETY IN THE BODY OF STEEL

If you could see the main body structure of Dodge Brothers Business Coupe before the enamel is baked on, and before the interior is furnished, you would be profoundly impressed by its strength.

You would see that every panel, every pillar, and every rib is steel—that even the door sills and window mouldings are steel.

You would see that all of these parts and sections are electrically welded together into one staunch steel body, with no bolts or rivets to work loose, nothing to rattle or squeak or warp.

And you would realize that, like the all-steel Pullman coach, this unique construction—originated by Dodge Brothers for this car—represents the last word in protection to passengers—the ultimate achievement in closed car sturdiness.

The Price of the Business Coupe is \$1100 delivered.

O'BRIEN-DAVIS-COAD AUTO CO.  
28th and Harney Streets  
Telephone HA rney 0123  
Council Bluffs Salesroom—33-35 Fourth Street  
Telephone Council Bluffs 691

