Horses, cattle, etc., sold through the "Want" Ads.

THE SUNDAY BEE: OMAHA, APRIL 8, 1923.

baker cars.

Warns of Matrimony.

"The young man who finds himself

Love Flourishes

on Bank Roll.

Warns Students Not to Marry

Until Prospective Hubby

Has Saved at Least

Berkeiev, Cal., April'7 .-- Advice to

the lovelorn was given the other day

by Baldwin Woods, connected with the

engineer department and a dean in

the University of California summer

mony until the prospective husband

had saved at least \$2,500.

his students to refrain from matri- his advice!

school

\$2,500.

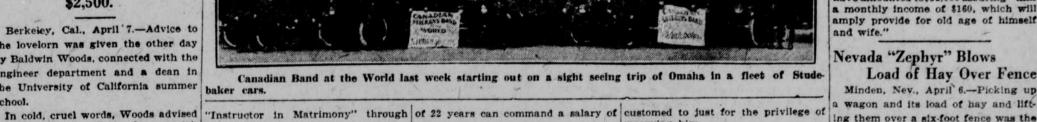
Professor Says



"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 66 it will have amounted to\$32,000 assuring him a monthly income of \$160, which will amply provide for old age of himself

Minden, Nev., April 6 .- Picking up wagon and its load of hay and lift ing them over a six-foot fence was the "A man earning \$150 a month can prank of a "Washoe zephyr" which

"If the girl is worth while and has and should save \$50. That is, of swept Carson valley recently. real interest in her prospective hus- course, if he continues his frugal col- Ed Millar, of Millar's dairy, left tic, but love's own sweet dream can with nothing more than a college band, she will not hesitate to wait for lege habits and does not have his fling the wagon standing in the feed low flourish more readily when the prop- diploma and a 'promise' of a job him. And if the man is worth while at expensive clothes and amusements. in the evening. In the morning he found the hay scattered over the "At 26 this same man should have adjacent corral. So was the wagon.



BARY

er financial goal is reached," declar- should not plunge headlong into mat- he will not want his bride to be deed the savant, who has won the title rimony," he said. . "The average man prived of anything she has been ac-

WORLD THEATRE

ANDEVILLE. - WHOTOPLAKS

marrying him

Should Save \$2,500.

HOST IN ENTERTAINMENT

\$150 a month

Ford ANNOUNCEMENT of Interest to MILLIONS of FAMILIES

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



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.

Ford Works Out Omahan Tells of New 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 multi-tudes." 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 endur ance 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 J. Marshall, city salesmanager, is the build a car which could be sold in result of months of research conductlarge numbers in order that correed by the Sprague company and con sponding profits might be made for tains qualities not yet introduced into the manufacturer, but rather to build the tire business. The sidewall of the tire, that has

a dependable car within the financial reach of every family, regardless of generally been the weak part of any tire has been strengthened by a seits station in life.

A plan has been worked out by the Ford Motor company whereby cording to Marshall. An extra "chafthose who always have wanted a ing strip" has also been added to pre car, but could see no way of obtain-ing it, now may attain their goal through the Ford weekly purchase "This new cord will do away with

Through the co-operation of banks, with sidewalls," says Marshall. "The interest at the regular rate paid by is subject to." the bank on savings accounts. These

deposits may be in any amount, even as low as \$5. Sales Increase Expected.

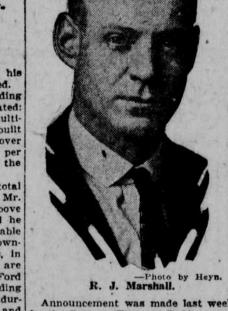
When a sufficient amount has been

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 plan was opened several weeks ago. a full million cars. They are, ac-cordingly, planning on building 2,500,-000 cars during 1924, as most of those Tire Firm Official who are now making their weekly desits will then be obtaining delivery of their cars.

In addition to the nine Ford dealrs in Omaha and Council Bluffs, each whom have been active in making ing their whole-hearted support: Merstock National, Bank of Benson, all Harvey Jones. He states that the of Omaha, and the City National and Lee Tire and Rubber company First National of Council Bluffs.

ings in 1922 over 1921. According to reports, a large numcurring l

tween the Japanese and Koreans.



Tire to Be Made Here

by the Sprague Tire and Rubber pany of a new ribbed Ford cord tire to be manufactured by its Omaha plant. The new tire, according to R.

ries of ribs on this new product, ac-

many troubles the motorist has had

the purchaser may make his weekly construction, with its ribbed sides, is of the committee on awards, states deposit in the bank, as he does his such that it will resist stone bruises that the contest evoked immense in-Christmas savings deposits, receiving and other damaging blows every tire terest and a uniformly high grade of responses. Many of the essays sub-The ribs will have a tendency to mitted gave the committee ideas en-

> rather than puncture the fabrics, it is Some of these ideas will, it is promissaid. The tires will be made in Ford ed, be put to practical use in the na-

in Form of Steeplechase Every Cadillac salesman in Omaha, country. Several carloads have aL Lincoln and Sioux City territories met ready been shipped to Dallas, Tex., with J. H. Hansen, president of the where the first station under the new Hansen Cadillac company, at the Fontenelle hotel Friday night and plans

Wills Sainte Claire

Man Is Essay Winner

For the pure logic and abundant

ommon sense of his argument re-

tional 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

The contest was inaugurated in De-

cember and so many essays were

submitted that it has taken more than

two months to analyze and judge their

As a lecturer Mr. Merrill has attend-

ed virtually all of the big national

His description of the Wills Sainte

Claire points of superiority has been

an attraction that has caused thou-

sands 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 na

tional shows at New York and Chi-

cago, who served as the chairman

E. Phil Merrill

shows.

espective merits.

shows for 14 years.

garding the many ways in which na-

Quotas were set for the three offices and for the different departments, Visits Local Branch retail, wholesale and used cars, and weekly and monthly prizes were an-

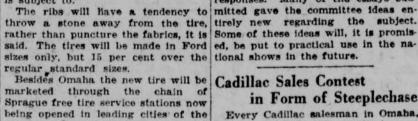
were laid for an aggressive sales cam-

nounced for offices, departments and Harry E. Field, vice president and individual salesmen. The contest is general sales director of the Lee to last five months and is laid out as Tire and Rubber company of New this plan possible, the following banks York visited the Omaha branch re- a steeplechase. The course and proghave arranged for special facilities cently on his way to the Pacific rest of salesmen participating in to assist the depositors and are lend- coast, for the purpose of sizing up race is outlined on a large map his race is outlined on a large map hung in the salesmanager's office. "Since April 1 we have sold and de the general business situation and to confer with the branch manager, livered 12 new Cadillac cars and taken

orders for many more. This is the greatest sales contest we ever held. showed a gain of 100 per cent earnand we are certain that with this additional incentive our salesmen in

the contest," Mr. Hansen says.

dividually w over their quotas



STRENGTH AND SAFETY IN THE BODY OF STEEL

srush the buns lightly

ated milk for glazing.

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 HArney 0123 Council Bluffs Salesroom --- 33-35 Fourth Street **Telephone Council Bluffs 691**

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.

ompany_

See Any of the Following Authorized Ford Dealers:

IN OMAHA

Adkins Motor Co. Galbreath Motor Co. Hannan-Odell-Van Brunt, Inc. McCaffrey Motor Co. C. E. Paulson Motor Co. Sample-Hart Motor Co.

Universal Motor Co. MOTIZ IN COUNCIL BLUFFS

Bowers Motor Co.

Hughes-Parmer Motor Co.

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

First National Bank

IN COUNCIL BLUFFS **City National Bank**