

Service Is Real Reason Back of Auto Purchases

Contribution of Motor Car to Modern Living Standard Incalculable, Says Car Firm Head.

BY LEE HUFF, Vice President Nebraska-Buick Auto Company.

The advance of man has been marked by his inventions. Never has he created anything until he needed it. The earthenware was content to ford or swim the small streams and he encountered in his wanderings. But when the need of food and fear of his enemies made it necessary to cross broad rivers he took a log, hollowed it and invented the dugout canoe. Soon he had to launch out into the deep waters of the ocean. So he invented the sail and harnessed the wind.

While inventions such as the steamboat and the steam engine meant much to the progress of nations, they did not have such a profound effect on the individual. Man still found himself behind the demand of events. He needed better means of communication, so the telegraph was invented for him. Then the telephone came into being. Wireless met another need by flashing its messages across the oceans.

Market Awaiting. But nowhere was progress more essential than in the field of personal transportation. Horse-drawn vehicles proved inadequate to the demands of modern life. Railroads could not turn from their appointed course. Something more flexible, and yet fully as dependable and speedy, was required. The automobile came into existence as the answer. It found a market awaiting it that it never yet has been able to satisfy in spite of the fact that production records are daily reaching new levels.

The contribution of the automobile to modern living standards is incalculable. It meets the needs of the individual as nothing before has ever done. It furnishes instant, safe and economical transportation to its owner at any point that he desires to go. If none but doctors had been supplied with cars, the contribution of the automobile to the well being of the race would still be far from negligible. By its use, the scope of the country practitioner has been vastly increased. His services can be brought promptly to patients in the most distant places. Before the coming of the automobile his activities were limited to a narrow community. Much of his time was taken up by uncomfortable driving with a horse. Now he can devote the greater part of his time to the actual application of his medical skill.

Cuts Overhead Costs.

To other professional and business men the automobile has brought the same benefits. It enables them to keep appointments promptly. It has cut down the overhead cost of selling by enabling the salesman to make dozens of calls in the time formerly required for one or two. It enables contractor and engineer to supervise properly their construction work at widely distant points. It has contributed punctuality and dependability to every phase of business. The automobile has met much in domestic life as well. It has made it possible for families to dwell in pleasant, healthful country surroundings by giving them a reliable means of transportation to the city. For the city dweller it has removed many of the disadvantages of city life.

Pierce-Arrow Makes New Truck Record

"Truck business is decidedly on the up-grade, if Pierce-Arrow figures can be taken as a criterion," declared Myron E. Forbes, president of the Pierce-Arrow Motor Car company. "The first five months of 1923 show more than double the truck business of the same period in 1922, the exact increase being 107.12 per cent. "While truck business this year has been naturally influenced by the activity in the building and road making industries, the bulk of the increased business has been the result of a general rather than a specialized demand. The use of dump models has been advancing and the tractor-trailer combination is coming into increased prominence for inter-city freight movement. The ability of trucks to perform short haul work with economy as well as dispatch has been recognized to the point where the railroads themselves are buying trucks for terminal work in place of shuttle trains."

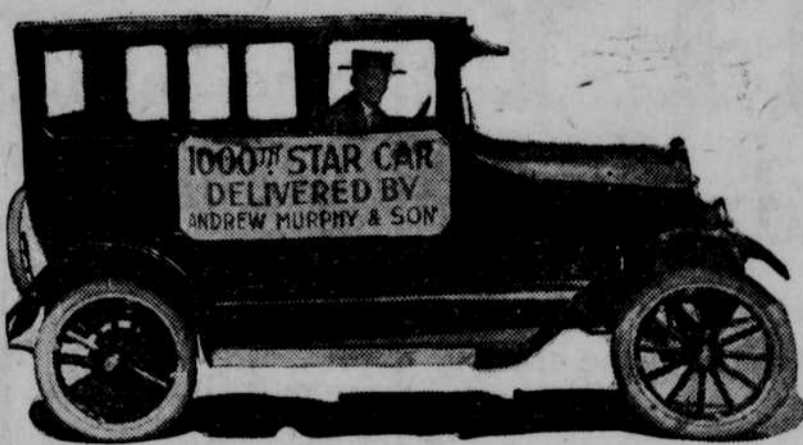
Watch Brake Condition. Dodge Distributor Urges

The manner in which police departments all over the country are checking up automobile brakes is evidence of the important part that brakes play in safety. In many cities motorists are being stopped on the streets and put through driving tests. If the test develops that the brakes do not grip evenly or quickly, the officer orders the driver to have them adjusted. If they function satisfactorily, the driver is given a windshield sticker certifying to the good condition of his brakes and thus saving him the annoyance of another halt and another inspection. "These inspections are an excellent thing," said Davis, the local Dodge Brothers dealer, "and should be made regularly and universally."

Spain Studying American Traffic Safety Program

Enrique Martinez, chief of public works, Province of Cadiz, Spain, has written to the highway education board, Washington, D. C., seeking information on the National Safety Council test for school children and teachers, prizes for which are given by the National Automobile Chamber of Commerce. Cadiz is now conducting a traffic safety campaign.

1,000 Star Cars Delivered



Andrew Murphy & Son, distributors for Durant and Star cars, delivered the one-thousandth Star car in this territory on June 10, according to information given out by O. A. Wilson, sales manager for Andrew Murphy & Son.

This is considered a very large volume considering the fact that Andrew

None of 155,000 Cadillac V-Type Motors Worn Out

Reports Received of Engines Which Have Piled Up Mileage of 300,000 or 400,000.

"Although we have produced more than 155,000 90-degree, V-type, eight-cylinder engines, and are now in the 10th year of their production, we have been unable to discover a single V-type Cadillac engine which has ever worn out," states Lynn McNaughton, vice president and general sales manager of the Cadillac Motor Car company.

The Cadillac company, which is 20 years old and pioneered in 1914 in the introduction of the V-type eight-cylinder principle of engine design, has just completed a research into the performance of its cars produced since that time. "Before our recent investigation," said Mr. McNaughton, "our factory records already had shown us that need had never arisen for the factory to replace a V-type engine for any reason whatever. Our method of individual engine assembly, combined with the Cadillac principle of engine design and our exacting quality requirements in manufacture, had precluded that possibility. But we decided to carry our inquiry one step further. "We frequently receive reports of V-type eight-cylinder Cadillacs which have piled up a mileage running into 300,000 and 400,000 miles, and of others which have seen exceptionally hard usage; and these reports prompted our latest investigation. "Two thousand of our V-type engines were with the American expeditionary forces in France. With all the hard usage of war service, not one of these was worn out."

Pifer Made District Manager of Tire Firm



W. R. Pifer, formerly general sales manager of the Ardmore-Akron Tire company, has been appointed district manager of the Sprague Tire and Rubber company for the Kansas-Missouri-Oklahoma district, according to an announcement by William Turnes, sales manager. Pifer has been in the automobile tire business since it was established.

New York Leads in Trucks.

New York state leads all others in ownership of motor trucks, the total being 186,858. Ohio is second with 117,832, and Illinois third with 99,724. Michigan, Massachusetts and Texas are next in line.

Olds Makes Record Run.

A record run of five hours and 42 minutes from Indianapolis to Lansing, Mich., a distance of 272 miles, has just been made by a light eight-cylinder Oldsmobile. This stunt was

arranged by the Lansing branch of the Olds Motor Works of that city and a stock model was used. An official observer, E. H. Beam, was carried on the trip and the time was checked officially by the Western Union. During this run the car aver-

aged 19.1 miles to the gallon of gas and made an average speed of close to 50 miles an hour. On this trip 174 hills were encountered and 220 dangerous turns. One hour of the run was made in a dense fog.



Economical to buy, to drive and to keep

Reports on 20,000 Stephens motor cars now in the hands of owners supply a striking history of brilliant performance, faultless road comfort, long life and low costs. 50,000-mile records are common. Many Stephens owners have clocked 75,000 to 100,000 miles and still find their cars economical to keep. All the fine qualities Stephens Six owners prize are raised to higher levels in the seven distinguished motor cars in the new Stephens line. Delcoignition, 124-inch wheel base and 40 other detail refinements make the 7-passenger Touring Car an extraordinary value. Come in or phone for a demonstration today.

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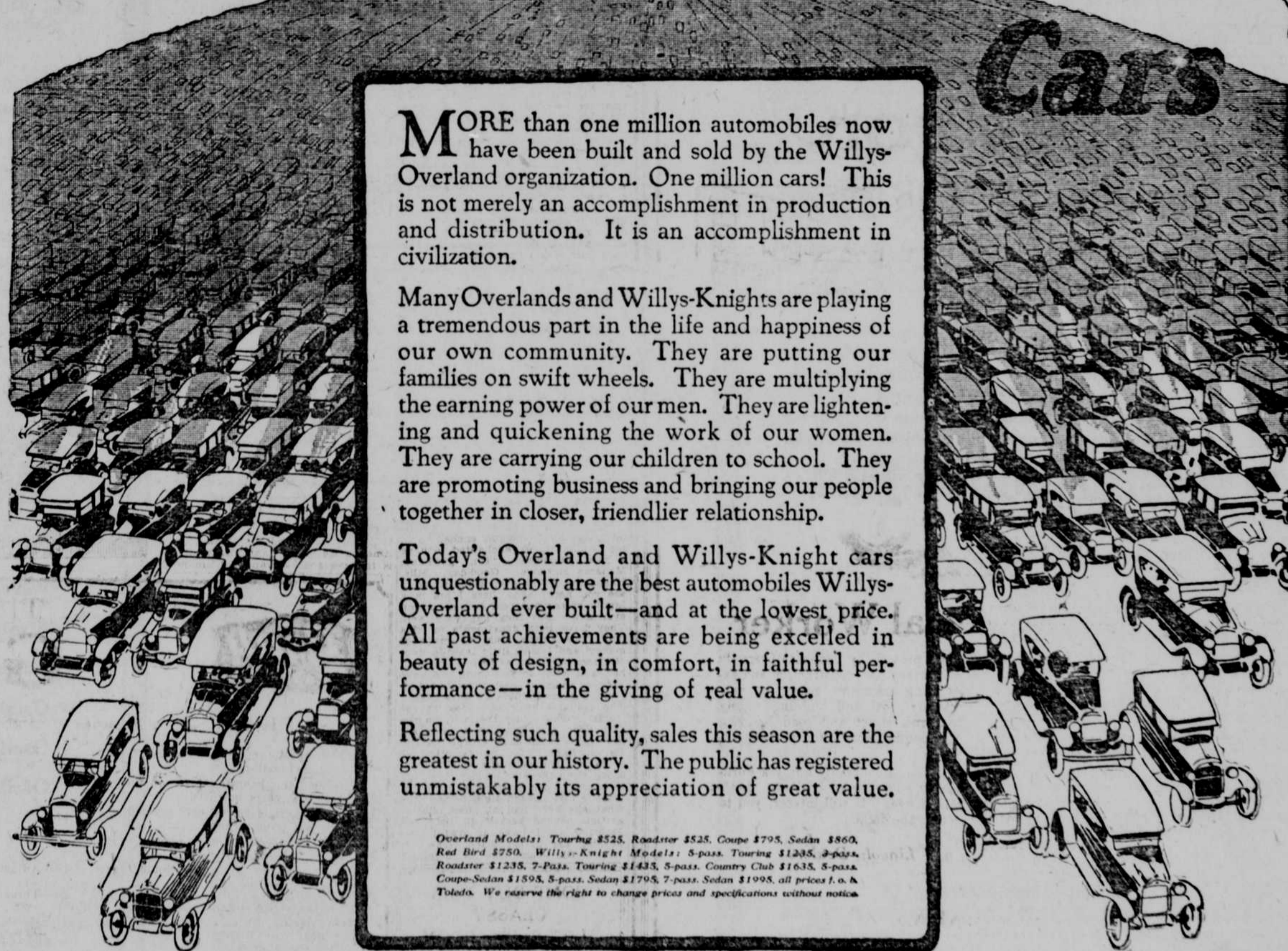
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One MILLION



MORE than one million automobiles now have been built and sold by the Willys-Overland organization. One million cars! This is not merely an accomplishment in production and distribution. It is an accomplishment in civilization.

Many Overlands and Willys-Knights are playing a tremendous part in the life and happiness of our own community. They are putting our families on swift wheels. They are multiplying the earning power of our men. They are lightening and quickening the work of our women. They are carrying our children to school. They are promoting business and bringing our people together in closer, friendlier relationship.

Today's Overland and Willys-Knight cars unquestionably are the best automobiles Willys-Overland ever built—and at the lowest price. All past achievements are being excelled in beauty of design, in comfort, in faithful performance—in the giving of real value.

Reflecting such quality, sales this season are the greatest in our history. The public has registered unmistakably its appreciation of great value.

Overland Models: Touring \$525, Roadster \$525, Coupe \$795, Sedan \$860, Red Bird \$250. Willys-Knight Models: 5-pass. Touring \$1285, 4-pass. Roadster \$1235, 7-Pass. Touring \$1425, 5-pass. Country Club \$1335, 5-pass. Coupe-Sedan \$1595, 5-pass. Sedan \$1795, 7-pass. Sedan \$1995, all prices f.o.b. Toledo. We reserve the right to change prices and specifications without notice.

Stephens Car Wins California Test

From Los Angeles to Yosemite Valley on 16 1-2 Gallons Gasoline.

Three hundred and sixty miles of winding mountainous roads leading through snow and slush as well as dust greeted the 14 contestants that finished in the seventh annual economy run from Los Angeles to Yosemite valley late in May. Over mountains more than a mile above the sea, around the twists and turns of the "Grapevine" trail and through the canopy of watchful constables, the drivers guided their entries.

Tennis Champion Drives Buick Auto

To the list of athletes who own Buick cars, has been added the name of "Bill" Johnson, California golfer, who recently captured the tennis title of France to supplement his long string of achievements. "Little Bill," as he is affectionately known by devotees of the net and racket, drives a Buick touring sedan, presented to him by friends in appreciation of the wonderful work he did in his last invasion of the east. With Gene Sarazen of the golf links, Jimmy Murphy of the race track, 26 leading major league baseball players, and "Bill" Johnson, Buick can boast of something akin to monopoly in the preference of athletic stars.

Resale Value of Car Important Question

"The average purchaser of today's motor car is more or less well posted on the good and bad points of the various makes of automobiles," says O. A. Wilson, sales manager for Andrew Murphy & Son, dealers in Durant and Star cars. "He knows how many miles he can make on a gallon of gasoline; knows the upkeep cost of tires, gasoline, oil and repairs. Many purchasers apparently do not take into consideration an important point. "The point in view is: What will be the probable resale value of this car in one year from the time I buy it? What may I expect for it if I wish to turn it towards getting a new car? "The buyer must consider whether or not the car leaves the factory with the quality and workmanship of painting the best, so that after a year of hard use the automobile will still look presentable. "Will the upholstery endure the wear it will receive? "Is the body staunchly built, so that it will not develop body squeaks and rattles after a few months of use? "Is it easy to repair any part of the chassis, should that become necessary? "For this reason it is important to the car owners to assure themselves that in choosing from many makes of motor cars their choice represents not only the best present value, the utmost in power, comfort, economy of operation, but the utmost in potential resale value."

Tires With 500 Nail Holes Leak No Air

Mr. P. F. Milburn of Chicago has invented a new puncture-proof inner tube, which, in actual test, was punctured 50 times without the loss of any air. Increases your mileage from 10,000 to 12,000 miles without removing this wonderful tube from the wheel, and the beauty of it all is that this new puncture-proof tube costs no more than the ordinary tube, and makes riding a real pleasure. You can write Mr. P. F. Milburn at 350 West 12th Street, Chicago, as he wants them introduced everywhere. Wonderful opportunity for agents. If interested write him today.

Ford Runs 57 Miles On Gallon of Gasoline

A new automatic and self-regulating device has been invented by John A. Stransky, 11 Fourth St. Pukwana, South Dakota, with which automobiles have made from 40 to 57 miles on a gallon of gasoline. It removes all carbon and prevents spark plug trouble and overheating. It can be installed by anyone in five minutes. Mr. Stransky wants agents and is willing to send a sample at his own risk. Write him today.

REMARKABLE COINCIDENT

Isn't remarkable how so many Ford owners in this country have discovered all at once they need a Speedwell Oil. Our system of perfect lubrication keeps the motor from over-heating, distributes the oil evenly on any grade. No burnt-out bearings, scored cylinders and pistons. Increases motor power, saves repair bills. Only cost \$6.00. Will last for years. Can be installed in 20 minutes at any garage. Speedwell Oil Co. 1918 Douglas St. Omaha, Neb.

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