

AUTOMOBILES

BANKERS STUDY CARS AT GOTHAM

Saxon President Says Financial Men Now Regard Automobile Business as One of Nation's Soundest Industries.

MONEY IN ALL TRANSPORTATION

Writing from the New York Automobile show to the Saxon dealers throughout the country, H. W. Ford, president of the Saxon Motor Car company, makes many keen observations about the progress of the automobile industry. Among other interesting comments he says:

"The thing that impresses me most about this 1916 automobile show is the substantial interest which is being taken by the biggest and most influential banking interests in the show and in the progress of the industry, there illustrated. There was a time—not so very long ago—when the automobile show, although it attracted big crowds, although it brought out society folks in large numbers, although it drew to New York hundreds of dealers, did not create a ripple in the banking and financial world. In fact, the bankers looked askance at the automobile as a fad and an extravagance.

"Within the last year, however, and particularly in the last six months, there has been a change of attitude, which is very readily observed at the show itself.

Good Investment.
"The big banking interests have always been interested in transportation. From the early days in our country they have backed various agents of transportation, first the sailing vessels, then the steamships, then the railroads and then the electric trolley lines. In fact, the foundations of many of America's biggest fortunes were laid through wise investments in transportation companies.

"Transportation securities have always been prominent on the stock exchange. The securities of the strong, substantial transportation companies have almost without exception been for years considered good sound investments for family estates and trust funds.

"Now the bankers and financial people have learned that the automobile is really the highest form of transportation. It has been the one big advance in individual locomotion in centuries. Regarded at first as a rich man's toy, then as a middle-class luxury, it has finally become recognized as an absolute necessity in our modern business life. And as the economic importance of the automobile has increased the attitude of the financial world toward automobile companies has greatly changed.

"In the early days automobile companies had to make their improvements and expand their factories out of earnings. They had to pay for next year's enlarged production out of this year's profits. Imagine the effect of such a policy on railroad expansion. None of our big railroad systems could ever have been developed if the banking interests and the public had not financed them."

Heard At the Omaha Automobile Club

"O Come, All Ye Faithful!"

Fifteen club members dropped into the club room on the second day of the new year and paid up their 1916 dues. Most of them were business men with mighty little spare time on their hands, but the essence of their conversation was to the effect that, "I am glad to be a member of a club that is doing so much good for the man who motors." The choir will now sing: O Come, All Ye Faithful.

Come On and See.

The club room blackboard displays a cartoon on Douglas county's crying need of paved main highways. Drop in some time and have a look. We're not saying it is a work of art, but you've got to admit that there's a whole lot of truth in it.

The Other Side of the Question.

Whenever an automobile accident occurs, the fickle public is prone to criticize the man who owns the automobile. How about the pedestrians who use the streets—do they always observe the rules? How many people, before crossing a street, stop and look carefully up and down by way of precaution; how many, alighting from a street car, cross to the nearest curb; how many, when a driver sounds his horn, ignore it and try to cross the street ahead of him. The average motorist is a careful driver and a respecter of others' rights. It is the conspicuous exceptions you see on the street that create the impression that the average driver is a road hog. Atlanta, Ga., is conducting a publicity campaign to enlighten pedestrians as to their rights on the public streets. Atlanta is seeing both sides of the question.

Popularity of Bond Issue.

Thirty counties in Illinois are right now figuring on special elections to vote on bonds for permanent county highways.

Federal Registration Number.

Your Nebraska number will give you reciprocal privileges in any state in the country. If Congressman Adamson of Georgia, succeeds in having passed a law to that effect. Since Adamson is chairman of the Interstate Commerce committee, to which the bill has been referred, it is reasonable to expect its passage. Europe, before the war, was just about to adopt a similar international law.

Where They Make Men.

"Sixty per cent of all able-bodied prisoners in Colorado are employed out of doors," states Warden Tynan. Health is the first requisite to morality.

Federal Tax on Autos.

The great necessity and importance of the automobile, and what it means to the sum total of business, is cited by

high authorities as a reason why the tax on cars and gasoline will not be imposed. The automobile is an integral part of the machinery of modern business. To hamper its national usage would mean stagnation of business, which would defeat the very purpose of the tax. The proposed tax is part of the revenue raising preparedness program, but automobile owners everywhere point to the vast network of good roads all over the coun-

try, which their fees have in large part helped to build, as a splendid contribution to this very preparedness program. Good roads, as Europe is testifying to now, are very essential for quick mobilization of troops.

Autos, Autos Everywhere.

In 1909 there were only 3,700 automobiles. Today your Uncle Samuel's domain contains 2,500,000. Another million

will be added this year. The average price of the cars now in use is \$523. Iowa, that wonder state of no large cities, but a world of rattling good medium sized towns, has a machine for every fit and proper person, or a total of 158,000 cars, with a road upkeep revenue of \$1,375,000 coming from the licenses. Kansas is rapidly converting its blacksmith shops and livery stables into garages with its total of 76,000 cars. California, with 160,000 cars,

every county, from the Oregon line clear to Mexico, could mobilize every able-bodied man in the state in two days.

Why Doesn't Nebraska Follow Suit?

"We find prison labor in road building so satisfactory that it has come to stay in this state," said A. D. Williams, chairman of the state road bureau of West Virginia. "In McDowell county roads were impassable when convict labor was

begun. Now every part of the county has good roads, nearly all built by prisoners."

Roads Biggest Economic Question.

"The good roads question is the biggest economic question before the people today," declares Joe L. Long, the famous good roads expert and editor of the Road Maker. "The loss to this country from lack of good roads means more in a year

than all the saving by all the rate regulation, and all the difference between a high tariff and a low tariff. The most important half of the transportation problem is the haul from the farms to the nearest railroad station."

Los Angeles' Big "Report."

In 1915 over \$2,500,000 was spent in Los Angeles for gasoline.

Overland

TRADE MARK REG.

You Can Now Get the Big Comfortable 35 Horsepower Overland for \$695

En bloc 35 horsepower motor
Electric starting and lighting system
Electric control buttons on steering column
Four inch tires

Roadster \$675
i. o. b. Toledo

Demountable rims; with one extra
106-inch wheelbase
Deep divan upholstery
One-man top; top cover

Model 83 B

With unerring judgment of value—
With a rush that swallowed up a record production in jig time—

The public took more than 50,000 of the \$750 Overlands in six months.

In six months we've absorbed all the overhead; absorbed all the development expense; realized on all the experimental cost that is usually spread over a year.

We covered our material requirements at before-the-war prices—saved three and a half million dollars on aluminum and another million on steel.

We have increased our production capacity of 300 cars per day last June to 1000 cars per day.

So again we have broken *all* records. Again we have planned and bought material for a bigger production program.

And again we are setting a new and supreme standard of value—

You can now buy the big, roomy, comfortable, thirty-five horsepower Overland for \$695.

Here is the value which has clearly dominated the automobile market for the last six months—now made even more clearly dominant.

Here is the car with a performance record never even approached by any car of its size ever built—fifty thousand in every day service.

And though the price is reduced the car is improved.

It has an up-to-the-minute power plant, en bloc type, developing full thirty-five horsepower. It has abundant power and speed and an exceptionally quick get-away.

The value is pre-eminent—unapproached.

We guarantee that the price for this model will never be lower.

But this price reduction is made in the face of a rising material market—we cannot guarantee that it will not be higher.

See the Overland dealer now—anticipate your requirement if need be—but make sure of your delivery *now*.

OVERLAND OMAHA CO., DISTRIBUTORS, 2047 Farnam St.

J. R. JAMISON, Pres.

The Willys-Overland Company, Toledo, Ohio

Phone Douglas 2643.

"Made in U.S.A."

