

U. S. IN WAR WILL BE HELP TO BUSINESS

Will Set All the Factories to Humming and Leave No Men Out of Work.

BILLIONS BACK TO PEOPLE

Increased instead of restricted purchasing power, an extraordinary boom in general business and consequent country-wide prosperity are the optimistic prophecies of business men who are analyzing the situation brought about by the entrance of the United States into the war.

One of these prophets of optimism is Harry M. Jewett, president of the Faig-Detroit Motor Car Company. His comment was the result of certain pertinent questions that had been put up to him to answer. He was asked, for example, what effect the war would have on business in general. He was also asked if there would be a hold-up in the production of automobiles and other commercial products, whether the equipment by the United States of an army of two million men and the financing of five billions of dollars would not seriously affect the financial condition of the country. Finally, he was asked the significant question whether the purchasing power of the people would be contracted to a certain degree. His answers were not only a flat denial of any harmful results, but an enthusiastic and confident declaration of optimism based on convincing facts and logic.

"The financing of five billions of dollars by the government is something that should have been started years ago," said Mr. Jewett. "The government should have continued to spend for our army, navy and coast defense until this country was in a position of absolute impregnability."

"The spending of two billions for our own defense, which seems to be the present plan, is not a matter of a day or a month. It takes time to equip an army of two million men, but our factories are equal to the emergency. The money used is only released for circulation, as it comes back to the people in wages and through the purchase of raw and finished products. As for the proposed loan of three billions of dollars to the Allies, the financing of this operation will not be felt in the United States."

"The United States government can raise five billion dollars and keep on with several billion more without contracting the purchasing power of the people to the extent that general business will feel the sting, for it takes time to spend these billions and in the meantime the people of the United States will be getting that much more economic wealth. Instead of contracting business, the war is going to increase business. It will give the people of the United States that much more purchasing power."

"What is making good times? Every factory in the country running to full capacity, every laboring man getting top-notch wages, and every factory selling its product at a fair profit; every farmer getting top-notch prices for his grain and cattle. Why should anyone think under these conditions, that there is going to be any contracting in the purchasing power of the people? The people have the money and they want manufactured materials of all kinds."

Omaha to Be Distribution Center For the Luxurious Dorris Auto

Arrangements have recently been made by the Dorris Motor Car Co. to make its distribution headquarters for the major portion of four states in Omaha under the direction of H. H. Cannon, who for several years has been connected with the automobile industry in Omaha and recently connected with the Chalmers factory as a representative of the sales division.

Cannon's experience in automobile circles dates back six years to the day of the 2-cylinder cars and his first sale was a 2-cylinder Mason to Art Rogers of the Union Stock Yards. At that time Cannon was with Freeland Bros., who later put their energy behind the 4-cylinder Mason.

Cannon asserts that he has been investigating the Dorris for several months and is thoroughly convinced that the car will be an easy favorite in this territory. The truck end of the business holds forth equally good promise in his judgment.

The headquarters of the Dorris Motor Car Co. will be at 245-6-7 Omaha National Bank building.

Concurrent with an increase of capital of \$1,000,000, the Dorris Motor Car Co. of St. Louis has come under new and very aggressive management, and it is clearly apparent that much will be heard of the "Luxurious Dorris" this season.

The incoming president, W. B. Colcord, founder of the Colcord-Wright Machinery Co. and director of the Franklin Bank, states that the capital increase is for the purpose of enlarging the Dorris plant to provide for a greatly increased output. He also states that a new sales and advertising policy has been adopted.

This new policy will mean a great



H. H. CANNON

deal to Dorris agents. The average automobile agent has to beg his factory to give him all the help he thinks he ought to have. The new Dorris plan will put each agent right up on his toes to earn the maximum of factory help instead of begging for the minimum, for he realizes he is backed to the limit.

Nebraska Storage Battery Company Has New Branch

The Nebraska Storage Battery company have taken over the stock and equipment of the Fremont Storage Battery company of Fremont, which will be conducted in the future as a branch of the Omaha concern. David Ohlmutz, formerly service manager, and commonly known along the row as "Dave," will act as manager of the new branch.

James Gurnon, who has been with the local company for the last two years, will succeed Mr. Ohlmutz as service manager. Mr. Gurnon is a Willard trained service man, who appreciates the importance of good battery service, and has the ability of rendering same to the car owner.

Saxon Boundary Trail Blazer in Florida

Three weeks of the Saxon roadster's trail-blazing trip for the national boundary highway have demonstrated not only the power and endurance of the car, but also the beauties of a highway along the edges of the country.

From Washington, where the start was made, to the west coast of Florida, now the location of the little car, the trail blazer has passed through several of the most historic places in the country and along some of the most beautiful highways in America. The south, with its romance and quaint ring of the days before the war, affords an ideal motoring spot,

say the pathfinders. Only one thing is needed and that is a highway, suitably marked, so that the motorists can follow it.

The spring rains have followed the route of the little car since it left the capital.

Along the coast the trailblazers report the states are filled with activity, due to the present war cloud, and everywhere there is a spirit of patriotism. It is expected that the trail blazer will be out of Florida inside of a week and will be traveling westward along the Mexican border.

Something New in Ford Size Tires from Goodrich

An innovation in the way of tire equipment for Fords has been put on the market by the Goodrich company. It consists of a tire 31-3/4 inches made to fit the regular thirty-inch rim. The trade name for this product is "The 375."

This results in just sufficient oversize to greatly increase the carrying capacity and reduces the liability of premature wearing out on account of overloading. The Ford car is usually subjected to harder wear than its larger brothers and the tires are called upon to bear the brunt of demands for extra service.

For this reason the Goodrich idea of getting out an extra husky tire of super six and super strength will result in more satisfactory tire service, especially to the Ford owner who subjects his car to unusually hard service.

LEWIS GUN COOLS LIKE A FRANKLIN

Wonderful Success of This Rapid Fire Machine Due to This Principle.

IT WAS ONCE REJECTED

The international success achieved by the Lewis machine gun promises to have influence far wider than the expectations of its inventor and backers.

In the automobile field its counterpart is found in the motor of Franklin cars, and the Franklin company has been quick to take advantage of the opening. The automobile concern points to the results attained by this gun in the tough campaigns along the western battle line in France as another practical demonstration of the efficiency of air-cooling.

"Observers with the French and English army report that this light, air-cooled machine gun, which can be carried and operated by one man, has enabled the allies to hold positions where it would have been difficult to carry more cumbersome water-cooled machine guns. Furthermore, they have been equally effective in offense," wires a Washington correspondent to a Cleveland newspaper.

Was Once Rejected.

The Lewis gun was rejected by the United States before the war in Europe, but its success in actual operation against Germany and her allies has led the United States government to take up new tests and, according to present indications, it will be adopted here in both the army and navy.

"Looking at the cooling system of the Lewis machine gun, it can be seen that the Franklin principle has been followed almost identically," states a recent bulletin of the automobile company.

The bulletin adds that an idea of the terrific heat generated by the use of this gun can be obtained when it is said that it can deliver from 350 to 750 shots a minute, and yet "so successful is this cooling device that 47,000 successive shots were fired without the gun becoming hot. In fact, under the most rigid tests the gun has never become overheated."

Marmon Courts Expert Opinion on Its Worth

"We have courted investigation of the Marmon 34 by experts in judging automobiles," said H. Pelton, local Marmon distributor, "and as a result believe we have a formidable array of expert opinion backing the principles of construction employed in this light-weight luxury car."

"We think this is of wide interest to motorists because the Marmon actually does present many important departures from conventional practice in automobile construction. Marmon engineers many years ago developed a system of engine lubrication that remains the most efficient in use, and after that time perfected many advancements until all the lessons

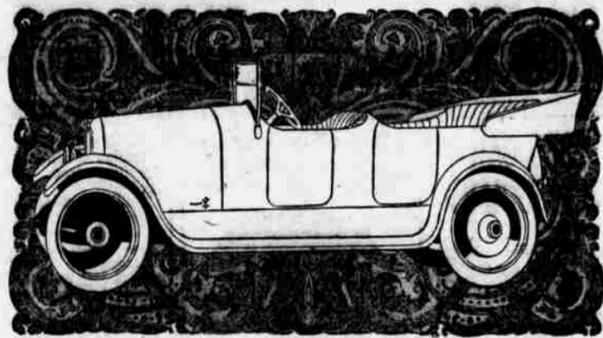
learned were utilized in producing the Marmon 34, which appeared in 1916. "With the Marmon 34 made 1,000 pounds lighter than any car of similar size, power and speed; with a motor built largely of aluminum, and having great efficiency; with the balance of

weight so properly worked out that the Marmon, despite its lightness, rides with splendid ease at all speeds, even up to sixty-five and seventy miles an hour, we believe the Marmon presents many advancements. We often have invited the most rigid

tests of the car this scientific construction has produced, and we think our confidence in its correctness always has been upheld."

Persistent Advertising Is the Road To Success.

MARMON 34



Comfort At ANY Speed

The Marmon 34 is 1100 pounds lighter than other cars of its class. Yet it rides easier than the heaviest cars. Prove this by an hour's ride over any highway. Sit at the wheel or in the tonneau at 50 miles an hour on a country road and experience the ease and luxury of boulevard driving.

Racing experience paved the way for this car. Like racing cars, the Marmon 34 is light and perfectly balanced.

The Marmon designers secured roadability by distributing weight properly — by securing the proper relation between sprung and unsprung weight.

You tour all day on any highway without fatigue in a Marmon 34—the result of scientific construction.

We're glad to prove these statements now—on any road you may choose.

One chassis—136-inch wheelbase. Many body styles—open and closed.

Early Deliveries Can Be Made

H. Pelton

Phone Douglas 1712

Testing Prevents Trouble



The satisfactory performance of your battery depends upon it being kept fully charged.

The hydrometer test is the only way to find out when it needs charging.

We'll be glad to do the testing for you, if you don't want to be bothered with it.

And if you need expert battery service of any kind, here's where you'll find it.

We have a rental battery for your use if yours ever needs repair.

See card at left which tells you how to come to the testing of his battery.

WILLARD STORAGE BATTERY SERVICE STATION

Nebraska Storage Battery Co.

2203 Farnam Street

Phone Douglas 5102

Balanced Greatness



Big Four \$850

Light Six \$985

Prices Effective April 1st, 1917

Light Four
Touring . . . \$841
Roadster . . . \$845
Country Club . . . \$773

Big Four
Touring . . . \$846
Roadster . . . \$851
Coupe . . . \$740
Sedan . . . \$740

Light Six
Touring . . . \$841
Roadster . . . \$845
Coupe . . . \$740
Sedan . . . \$740

Willys-Six
Touring . . . \$1223

Willys-Knights
Four Touring \$1,558
Four Coupe \$1,658
Four Sedan \$1,658
Four Limousine \$1,818
Eight Touring \$1,858

Advance in price, Big Four and Light Six models, May 1st next—deferred until that date account for late in correct shipments appearing in magazines circulating throughout the month of April.

All prices f. o. b. Toledo Subject to change without notice "Made in U. S. A."

The Overland Big Four—again improved and refined—is the car that built Overland.

This car for nine years has undergone steady development and refinement with the help and advice of an army of owners which now totals over three hundred thousand.

It should be, and we believe is, especially notable for its balanced greatness.

The unprecedented accumulated experience in building this type of car has taught us true balance as nothing else could—the value of right weight—the right ratio of power to weight—the true tire, gasoline and oil economy—the utmost attainable riding comfort—the lines that truly express refinement and beauty.

It is produced under conditions which permit remarkable economies of administration, manufacture and distribution.

It should be, and we believe is, better value than any car of similar specifications.

The price is \$850 until May 1st—thereafter \$895.

The Light Six is the same model with changes conforming to approved six-cylinder construction and is likewise an excess value car at the price, \$985 until May 1st—thereafter \$1025.

These cars represent a safe purchase at a very considerable saving on a basis of comparative values.

Our April deliveries are limited.

WILLYS-OVERLAND, INC., OMAHA BRANCH

Salesrooms 2047-49 Farnam Street Phone Douglas 3292

Service Station 20th and Harney Streets Phone Douglas 3290.



The Willys-Overland Company, Toledo, Ohio
Manufacturers of Willys-Knight and Overland Automobiles and Light Commercial Cars