

IMPETUS IS GIVEN BUSINESS BY WAR

Agricultural Communities Will
Thrive and Make Increased
Hauling.

"NO MAN CAN BE A BEAR"

"The impetus which the great war crisis has given to intensive farming will promote the prosperity of America far more than any adverse influences of the struggle can depress that prosperity," said R. E. Chamberlain, truck sales manager of the Packard Motor Car company, in a review of the business situation with reference to truck production and distribution.

"This means more grain, more of every kind of farm products. Agricultural communities will thrive, and there will be increased hauling between the large cities and the farming communities."

"For this increased traffic, for border defense, and for other purposes, there will be much road building done this season. City dwellers, who suddenly have had it impressed on them that agriculture is the basic industry, are also learning rapidly that this industry cannot be raised to anything like efficiency without an improvement in the roads. So on road building as well as on farming we shall see close co-operation between city and country. Even without road building for military purposes, here is a field of contracting that will be full of activity this summer."

Increase Ship Building.
"Shipyards that have been idle for years are reviving under the energetic action of General G. W. Goethals, as he sets about his program of a thousand 3,000-ton wooden ships a year to carry food to England and France. This means not only revival of business in all other phases of ship building, but a big stimulus to all lumbering operations."

"Then there is all the transportation for a million armed men to be taken care of. Everything they use will have to be hauled, by rail, by boat, and over longer or shorter hauls, by motor trucks. As we think of the job this will be, we can thank the Mexican border situation for having brought out some good results, chief among them, perhaps, the reliability of our motor truck manufacture."

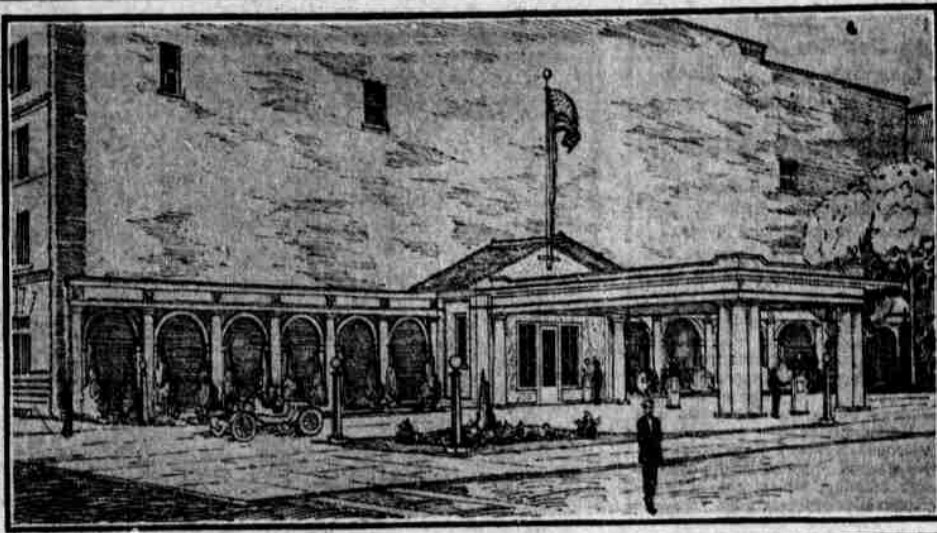
All Feel Increase.
"All these activities are interlocking. Everyone, in every line of productive endeavor, is touched by them in some way. Big business cannot take a contract for a million pounds of bacon or a half million tents without little business having its part to do in the supplying of the order."

"No doubt it is natural that the first feeling on the outbreak of a great war is one of uncertainty. But when we have had time to survey the strength that is in our prosperity, that uncertainty gives way to a returning confidence that is stronger than ever. The famous quotation from the wisdom of the late J. Pierpont Morgan carries even more force today—'Nobody can afford to be a bear on America!'"

**Mitchell Car First Up
High Mountains This Year**

Bucking snowdrifts and fighting its way through a veritable sea of slush and snow, a Mitchell "Six," owned and driven by E. V. Ballert of Los Angeles, climbed to the crest of the high San Bernardino mountains to the famous Pine Knot Lodge, February 11 and brought in the first mail, as well as the first automobile of the

OIL STATION LOCATED ON VALUABLE PROPERTY AT TWELFTH AND HARNEY—
Said to be best in the United States. Owned by L. V. Nicholas Oil company.



The above picture marks the erection of what is said to be the finest oil filling station in the United States, both from a capacity and an architectural standpoint.

This station is to occupy a front

of sixty-six feet on Harney and 132 feet on Twelfth street. The arrangement at the filling faucets will accommodate four cars abreast. Large flood lights from the building nearby will play on the location at night.

Two Men, Four Machines Increase Push Rod Production by \$300,000

Just two men now produce more than \$300,000 in additional yearly output in the Willys-Overland factory with the help of four magnetic grinders, used to machine and polish push rods for Overland Big Four motors, says J. R. Jamison, Willys-Overland branch manager. This is a typical example of the vast economies made possible through enormous production in the automobile industry.

At the present time these men can grind 242 push rods simultaneously on their magnetic grinders—so-called, because the push rods are held in place on steel plates by magnetic force.

One man operates two machines. The daily output of the two men year. At first, the proprietor, F. C. Skinner, could not believe his eyes when he saw a real automobile approaching. The only mail he had received so far this year had been brought in by men on snowshoes.

Many tales have been related of how it was utterly impossible for an automobile to reach the summit of the San Bernardino mountains, towering 11,600 feet above sea level and with its steep grades, this winter. Numerous stories of automobiles being snowed in, stalled or stranded on the road to Pine Knot Lodge have been told. So this is a record run for the Mitchell, attested and signed by a statement mailed by Proprietor Skinner and exhibited by the Mitchell representatives at Los Angeles.

**More Cole Improvements
To Help in Operation**

To reduce the number of parts and the weight of the parts to an absolute minimum and at the same time maintain satisfactory operation in the constant aim of the motor designer. In this work Cole engineers have taken some interesting steps in advance.

For example, in the Cole Eight motor one finds that the two chain sprockets and the chain, formerly used to drive the fan and generator,

have been eliminated from inside the motor and in their place we find two V-type fan pulleys and a continuous V-type belt on the outside of the motor performing the same work. By making this change, several improvements in operation were effected. First, all noise was eliminated. Then, too, the weight of the parts concerned was reduced considerably. Last, but not least, by transferring this driving mechanism from the inside to the outside of the Cole Eight engine, quite a contribution was made to the accessibility of the motor.

**Rules of the Road Book
Now Ready for Motorists**

The 1917 edition of "Rules of the Road," which treats exhaustively of the commonly accepted highway rules for motor car drivers, has been put into circulation by The B. F. Goodrich Rubber company. It is dedicated to the interest of the American motorist in the prevention of accidents and to the cause of greater tire mileage.

The booklet declares that 75 per cent of the automobile accidents are due to carelessness or failure to observe the simple rules of the road. "If everybody observed city ordinances, accident liabilities would be reduced," it says among other things.

Wedemeyer Has Driven A Dorris 100,000 Miles

H. F. Wedemeyer, a former St. Louisan, now on the Pacific coast, visited St. Louis last week and reported to the Dorris Motor car company his experience with a 1907 Dorris, he owns:

"In the seven years I have been in southern California," he said, "I drove the 1907 Dorris over 100,000 miles, mostly in Los Angeles, Riverside and Orange counties. Two hundred or more miles in one day is about the average mileage for a family outing. All of this traveling was on a set of tires a year. One left front tire lasted me three years. The last day I drove the car I got forty-seven miles an hour out of it, same as your Mr. Joseph Rumble did when he demonstrated the car to us. I did not touch the engine in four years, except to clean the spark plugs."

"The only new parts on this motor are a water pump, a new Stromberg carburetor and the two main bearings. The last few years I have used distillate, one-half the price of gasoline. My ignition is a Seeley system, on the order of an Atwater-Kent, and for juice I use dry cells. The roller bearings are perfect, so is the body, and the top has not even a break in it. I bought the car ten years ago this week."

Gives Ground Around Plant for Vegetables

The Pennsylvania Rubber company, in response to the appeal of President Wilson for an increased production of foodstuffs, has turned over to its employees the extensive acreage surrounding its large plant at Jeanette, Pa.

This land will be allotted to employees, on application, in sections for planting. The company will plow and cultivate the entire acreage. Each employee will look after the crop on his section during the season and receive the profit when it is marketed.

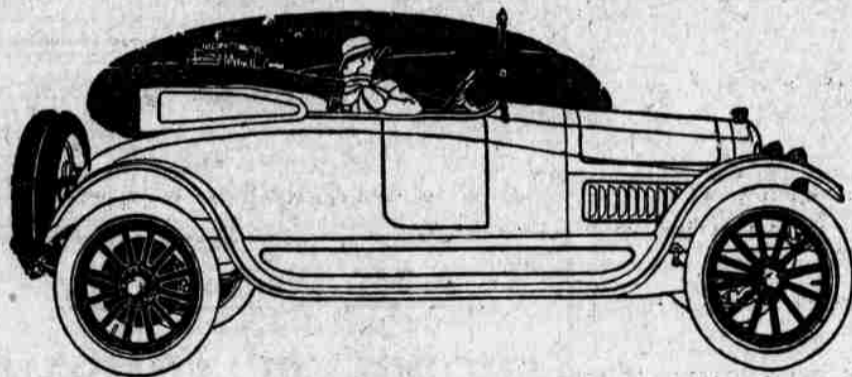
Sunshine! Out of the dirt of the city streets—free to follow fancy's prompting—for a day or a month—the Twin-six will carry you with the greatest of comfort and the least of worries. And a just pride of ownership—as well as the certainty that you pace the easy miles at reasonable cost—will enhance your pleasure in these sunshine hours. There are twenty and more Packard body styles to choose from. Prices, open cars, three thousand fifty dollars and thirty-five hundred dollars, at Detroit. See the Orr Motor Sales Co., Fortieth and Farnum Sts., Omaha—also Lincoln and Sioux City.

Ask the man who owns one

Packard
TWIN-6

For Best Results, Try a Bee Want-Ad.

APPERSON ROADAPLANE EIGHT



The Car That Possesses All the Virtues

The Roadplane combines beauty of design, perfect balance, minimum friction, light weight, ample power, and modest price. We have made a big powerful car with 130-inch wheel base that only weighs 3000 pounds.

The economy of the Roadplane in its upkeep costs is astonishing and very gratifying to the man who has to pay the tire and fuel bills. The basic cause for this economy is due to clever designing. Roadplanes have introduced a new element of luxury in riding—and so are doubly blessed by their owners—"Handsome is that handsome does."

Let us take you for a "flight."

Sixes and Eights, Sevens, Five and "Chummy Roadster" (four passenger) bodies, \$1815 to \$2150.

APPERSON MOTOR CO.

J. H. DE JONG, Manager.

OMAHA.

2060-62 Farnam St.

Phone Douglas 3811.

APPERSON ROADAPLANE

Experience

Overland

Big Four \$850
Light Six \$985

Prices Effective April 1st, 1917

Light Four

Touring . . . \$845
Roadster . . . \$845
Country Club . . . \$795

Big Four

Touring . . . \$850
Roadster . . . \$850
Coupe . . . \$1125
Sedan . . . \$1450

Light Six

Touring . . . \$985
Roadster . . . \$985
Coupe . . . \$1250
Sedan . . . \$1575

Willys Six

Touring . . . \$1485

Willys-Knights

Four Touring . . . \$1395
Four Coupe . . . \$1650
Four Sedan . . . \$1950
Four Limousine . . . \$2250
Eight Touring . . . \$1950

Advanced in price Big Four and Light Six models, they are now—delivered with full accessories—ready to go to work. Actual too late to correct advertisement appearing in magazine circulating throughout the month of April.

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

Back of this season's new Overland Big Fours and Light Sixes are a direct line of nine preceding models from which they were developed.

They directly continue the line of models that made the Overland name stand in the public mind for integrity of value.

Overland policy has steadfastly sustained that integrity of value in the car throughout its entire service in the hands of owners.

Over three hundred thousand of these cars are now in use and the helpful suggestions of their owners and of the more than four thousand dealer and factory-branch organizations that sold and served them, are largely responsible for the balanced greatness of this season's Big Fours and Light Sixes.

Their new beauty, their perfected easy riding qualities, their proven sturdiness and mechanical excellence, their admitted tire, fuel and oil economy make them worthy of the confidence we enjoy, that they will still further enhance Overland prestige.

They embody the wisdom of the unmatched Overland experience in building cars of this type.

They are dominant values, cars of proven dependability and sterling worth.

As long as we have them for delivery before May 1st, the prices are \$850 for the Big Four, \$985 for the Light Six—thereafter \$895 and \$1025.

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.