

WAR WILL NOT CUT DOWN AUTO SALES

Manager of Big Auto Manufacturing Company Gives Reasons for Making the Statement.

The following statement was issued recently in response to many inquiries from the trade:

"The majority of Americans cannot possibly, for a long time to come, actively participate in any of the phases directly relating to the war in which this country is now engaged. Even now that the conscription measure has been passed only a very small percentage of our entire population will be called to the colors as soldiers and sailors.

"The supplying of ammunition, guns, aeroplanes, sub-chasers, uniforms and all the long list that will be required, will be in addition to the general normal demand for manufactured products in this country. All of our people, regardless of whether they are participating in war preparations, are going to require food, clothing and every other necessity of life just as they have always required these things. Therefore, the workers and business men of this country must continue to supply these needs. At today's market, both for labor and commodities, this means plenty of money for every one.

"No one denies that the farmer is, and will continue to be, the busiest man in all the world, and at the top prices he is getting for his produce he will certainly have plenty of money.

"The banker tells us that the raising of seven billion dollars for a war fund does not withdraw too much from the general operating capital required to finance business and farming in this country. We now have much surplus cash and can spare this money. We are also told that most of this will be spent right in the United States, both by the United States and foreign countries.

"With everybody employed and making money, and with all the money we need to do business with available, people are going to keep right on buying, not only their staples, but also pianos and automobiles and all else they desire. To do otherwise would hurt business and would not help the government one iota. Howard Coffin, head of the National Defense council, tells us that too much retrenchment would be far more disastrous than undue waste."

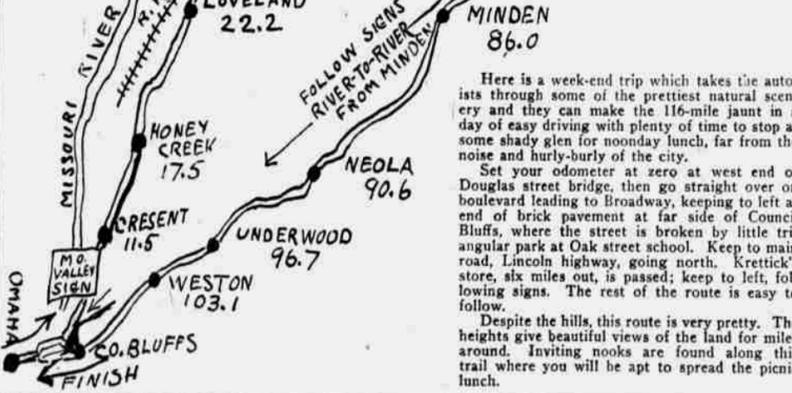
Over-size Tire Seems To Solve the Problem

Charlie Chaplin and his over-size shoes are well known to movie fans. Charlie shuffles them in his funny, awkward way and draws down a princely salary for so doing, and those shoes are the very essence of inefficiency.

How different are the new over-size "shoes" for Fords, "Henry" has been receiving considerable scientific thought and attention at the hands of the Goodrich experimental department at Akron, O. The result is a new over-size tire, a thirty-one by three and three-quarters, called the "375." This fits the regular thirty by three and one-half rim and provides just the right amount of over-size to give a better air cushion; it reduces the overloading, and adds quite a little bit in the way of robustness to "Henry's" appearance. Experience has shown that longer service and freedom from trouble result from the use of over-size tires. This more than makes up for the additional cost of the over-size, which in this case is about one-fourth of the usual cost of a thirty-one by four over-size tire.

Pleasant Day's Outing Through Iowa Woods and Glens

Get back to nature and take your bulging picnic basket along with you on this nice jog.



Here is a week-end trip which takes the autoists through some of the prettiest natural scenery and they can make the 116-mile jaunt in a day of easy driving with plenty of time to stop at some shady glen for noonday lunch, far from the noise and hurly-burly of the city.

Set your odometer at zero at west end of Douglas street bridge, then go straight over on boulevard leading to Broadway, keeping to left at end of brick pavement at far side of Council Bluffs, where the street is broken by little triangular park at Oak street school. Keep to main road, Lincoln highway, going north. Kretzsch's store, six miles out, is passed; keep to left, following signs. The rest of the route is easy to follow.

Despite the hills, this route is very pretty. The heights give beautiful views of the land for miles around. Inviting nooks are found along this trail where you will be apt to spread the picnic lunch.

Packard Company Organizes Board of Technical Service

The increasing importance of standardized service, specially on motor cars of the highest class, has prompted the forming by the Packard Motor Car company of a technical service board, composed of experts from the eight largest points in the Packard organization. The board has just held its first regular meeting.

The members of the service board will convene monthly at the factory under the chairmanship of C. R. Lester, technical service manager. The general condition of service will be discussed and particular problems brought up for analysis. Interchange of experiences will be encouraged. The board will make its recommendations through Mr. Lester's office to the management.

"All that the board plans to attempt will be directed toward the improvement and standardization of service on Packard cars and trucks," said Mr. Lester. "We discover in these conferences that one point, say New York or St. Louis, has a particularly effective method of treating a particular problem. We want the technical service managers of all Packard points to have the benefit of that method. The board offers unlimited opportunity for the interchange of ideas, looking toward uniformity in Packard service the country over.

"Policies, classification of workmanship, efficient equipment and operating method, these are other subjects within the expert capacity of the board. Moreover, the board can be of value to the truck and carriage

sales boards on the one hand and to the manufacturing division of the factory on the other."

Franklin Owners Like The Enclosed Car Idea

Just how thoroughly the use of enclosed cars for all seasons is taking hold, is indicated by the number of experienced motorists, among them men of racing fame, who have recently declared their preference for Sedan types.

The latest convert is Ralph Hamlin of Los Angeles, the man who won the Los Angeles-Phoenix Desert race in 1912 with a Franklin car. In making his conclusions Mr. Hamlin wrote to the Franklin company: "I believe that the enclosed type of car is going to be the most sought model in a few years, although the touring car will never entirely lose its popularity."

"Franklin owners have been among the pioneers of the enclosed-car idea," according to H. Pelton, local Franklin dealer. "Very few of these owners originally bought Franklin sedans purposely for summer use. They just seemed to grow into the way of using the car day after day, until they soon found themselves in the midst of warm weather and enjoying themselves better than ever before. They discovered, through experience, how cool and comfortable the car can be made, and how enjoyable it is to drive, without any thought of adjusting-top or side curtains."

Studebaker Men Vie For Patriotic Honor

Patriotism is being shown from one end of the great South Bend Studebaker factories to the other. Each room is being elaborately decorated by the workmen with American flags and keen rivalry is existing among the men to see who can prepare the

most artistic display. Already over 250 flags are to be found in the factory, with each individual prominently displaying the colors on his coat lapel. The houses of hundreds of employes are flying the Stars and Stripes in some conspicuous spot.

Never Add Any Acid to Your Storage Battery

Elmer Rogengren of the Nebraska Storage Battery company asserts that occasionally a car owner will come in and assert that his battery is dead, claiming he has given it the best of attention, has never abused it, but it won't work. He demands a new battery or that this one be put in good condition.

"Hydrometer tests show a high specific gravity so we open the battery for inspection, and find that it is short-circuited, that the wooden insulations has been corroded and eaten away and there is practically nothing left of them.

Military Authorities Buy 126 More Harley-Davidsons

Last week the Harley-Davidson Motorcycle company received a message from Quartermaster General Henry G. Sharpe to the effect that the Harley-Davidson motorcycles now in

use in the government service are rendering most satisfactory service and an order for sixty-four Harley-Davidson motorcycles and sixty-two sides cars to be delivered at once and prospects are good for considerable more business from the United States government in the near future.

Persistent Advertising Is the Road To Success.

Many Business Men Reserve Places for Calvin Banquet

Reservations are being made by business men for the banquet at the Commercial club in honor of E. E. Calvin, president of the Union Pacific; B. L. Winchell, director of traffic for the railroad, and Judge R. S. Lovett.

The banquet will be held Wednesday evening. It had been planned originally to make it an elaborate affair, but this plan was abandoned at the request of Mr. Calvin, who thought that because of present conditions such affairs should be dispensed with for common good.

Persistent Advertising Is the Road To Success.

PAIGE

The Most Beautiful Car in America

MOST people are frankly astonished when they learn that such a large, ultra luxurious motor car as the Paige Stratford "Six-51" can be purchased for \$1495.

In fact, it seems to be generally recognized that no car on the American market offers so much actual dollar-for-dollar value. If you have investigated the "Stratford," you probably feel the same way about it.

But don't delay too long, please, in placing your order. At least make a reservation while we can continue to promise early delivery.

Stratford "Six-51" seven-passenger	\$1495 f. o. b. Detroit
Forded "Six-51" seven-passenger	\$1375 f. o. b. Detroit
Lowood "Six-39" five-passenger	\$1175 f. o. b. Detroit
Brook "Six-31" four-passenger	\$1095 f. o. b. Detroit
Dartmoor "Six-39" 2 or 3-passenger	\$1175 f. o. b. Detroit
Limousine "Six-51" seven-passenger	\$2750 f. o. b. Detroit
Sedan "Six-51" seven-passenger	\$2360 f. o. b. Detroit
Sedan "Six-39" five-passenger	\$1775 f. o. b. Detroit
Town Car "Six-31" seven-passenger	\$2750 f. o. b. Detroit

Paige-Detroit Motor Car Company, Detroit, Mich.

MURPHY - O'BRIEN AUTO CO.,
1814-18 Farnam Street. OMAHA, NEB. Phone Tyler 123
Some Good Territory Available to Dealers

APPERSON ROADPLANE EIGHT

THE CAR THAT HAS CUT DOWN THE HIGH COST OF MOTORING

The Roadplane represents clever designing, proper balance, light weight, luxurious appointments, ample power.

These are the factors that make it the easiest riding as well as the most economical big car ever offered.

Let us submit some proofs—"from the men who pay the bills." Eight Cylinder, 130-inch wheelbase, 3100 pounds, seven and four passenger "Chummy Roadster" bodies.

Six Cylinder models, seven, five and four passenger "Chummy Roadster" bodies.

APPERSON MOTOR CO.
J. H. DE JONG, Manager.
OMAHA.
2060-62 Farnam St. Phone Douglas 3811.

APPERSON ROADPLANE

Akron's Masterpiece

Whatever is produced that fulfills its purpose faultlessly and gives the utmost in service is truly a masterpiece, and the world accepts it as such. Here is Akron's Masterpiece—the final expression of the world's master tire builders. Bigger, better, stronger, perfect in design, material and construction. It carries the STAR—the mark of the Master, and it truly is

"The Star of Them All"

The "All-Star—a wonderful tire—service insurance guaranteed according to weight and load carried.

An "Extra Ply" tire—plenty of tough tread stock—extra heavy cover, of a construction that must assure you a sense of safety and security and deliver you heretofore unknown

STAR HAND-MADE TIRES

The All Star tread and its kindred styles, as well as the Red Star and Silver Star inner tubes, have become the sensation of tireodom. If you have not had the pleasing experience of a Star Hand-Made Tire equipment, let us tell you more about the advantages.

We want you to try a STAR TIRE upon our judgment as a tire seller. We anticipate this product bringing us more and more into the confidence of the motorists who like to possess good things and get a dollar's worth for a dollar.

We have a good proposition for live dealers.

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