

APPERSON SEES NO CAUSE FOR WORRY

Says That Business Should Be Even Better Than Before U. S. Entered the War.

"Keep the prosperity a going—that is a statement I read or heard the other day," said Eimer Apperson, president of Apperson Bros. Automobile company, "and it is a good one. It really covers the crux of the business situation here in this country. There is absolutely no reason for prosperity to leave. If it does go the people themselves will drive it away. There is more money in the country now than there ever was before and there is rapidly going to be more as our allies can make the needed arrangements for the huge purchases of food, clothing and munitions they are going to need to prosecute the war to a successful ending.

No Reason For Fear.

"I have no patience with this emotional hysteria which causes certain people to make a frantic effort to hoard money. More than ever before in the history of this country are there now gilt-edge securities available in nearly every quantity wanted. We do not at such a time as this need an inertia that is cautious, but rather an efficiency that is aggressive. Useless extravagance must be done away with and an absolute elimination must be made of waste. But this does not mean that our standard of living should not be maintained. As Howard Coffin said, 'The declaration of war can have no evil effect on business. We need at such a time more business, not less.'

"So now I feel that every sound commercial activity should be encouraged, as the surest way to hand-icap our fighting forces would be to permit a disorganization of our commercial system through depression. The man out on the front in the trench or on the sea cannot win out unless he knows that he is being backed up by the men at home in the field and in the factory. Everyone must do a little toward the development of a greater efficiency in our daily life, but ever should we keep in mind the fact that employment will be plentiful, wages high and money abundant.

"So far as our company is concerned, we are going ahead just as we

have done every year in the past. We are building all the cars our factory can turn out and we are selling them—in fact, when I was at the plant last week the sales department told me that we were thirty days behind on our orders."

Gossip Along the Automobile Row

Jack Rowdy of the Omaha Horse and Mule market has forsaken the ponies and mules for a Rabbit—"Apperson Jack" (deep stuff.)

A new garage to be called the "Packard Garage" is being constructed at 2307 M street, South Omaha. The new garage will accommodate seventy cars.

Mort Zucker, manager of the Omaha and Des Moines branch of the Stewart Products Corporation, spent Wednesday at the Omaha office.

W. M. Clement is driving around on the streets day and night, almost with the new Model "G" Scripps-Booth roadster, the first car having arrived a couple of days ago and large shipments are now on the way. This is the car selling at \$935.

H. E. Sidles, president of the Nebraska Buick Auto company of Lincoln, was in Omaha for the weekend, a guest of Mr. and Mrs. Lee Huff of the Omaha branch. Mr. Sidles has just returned from the east and reports very favorable conditions around the Buick factory in regards to the supply of raw material and the daily output of cars. The Buick factories are turning out 550 cars per day in an effort to supply the heavy spring demand for the ever popular Valve-in-Head Buick.

The Model "G" Scripps-Booth roadster, which has been an optimistic promise of the manufacturers, has arrived and seems to fulfill all claims made for it. W. M. Clement, local distributor, has been assured of an immediate shipment of a considerable number.

Manager Wilson of the Omaha Savage Sales company hung up another record this week for signing dealers. The total was twenty-four new ones and \$24,000 in orders.

Cole Company Has New Real Service Policy

An editorial appearing in the current issue of the Cole Motor Car company's house organ, the Bulletin and attracting considerable attention and has been the object of no little comment among motor car owners receiving the publication.

The editorial conveys what is called the "Cole idea" of motor car service, and is especially interesting because the presentation is along rather new lines. In part, it explains:

If service is worth the price the consumer pays for it; the dealer cannot afford to offer it for less. If the service is not worth the price, the dealer is not doing his part to make the product the best that the consumer can buy for the money.

Service, above all else, is the tie that binds the owner to the factory manufacturing a product, and that tie is welded by the dealer.

Furthermore, good service is not necessarily free service, any more than free service is necessarily good service. Nor is free service as a rule what the owner expects. What he wants is fair treatment, courteous attention, prompt delivery and work well done. That being accomplished, he is willing to pay an equitable price for it.

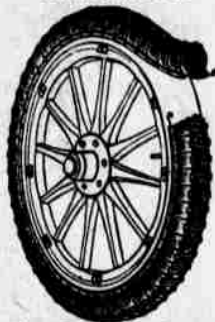
The foregoing bears out the statement so often repeated by A. P. Knobloch, general manager of the Cole, for the benefit and guidance of Cole distributors and dealers in their service relations with Cole owners.

"Only by serving the public well can we hope for large and permanent success" is a statement that has become axiomatic in the Cole organization.


Our obligation does not end with the sale of a Cole Eight, nor the passage of a year or ten years of use under its wheels. We have an obligation to the owner of a Cole Eight as long as the car lasts.

That the Cole product has benefited under the above policy is evident by reviewing the sale sheets.

Patent Applied For.



Puncture-Proof—Fully Guaranteed. Send for full information on this wonderful Tire Protector. Agents wanted in all localities. County rights plan, Nebraska just being opened up by company organizer. Some stock in company obtainable. Address C. L. BISHOP, Field Manager, FLEKO TIRE PROTECTOR CO., Hastings, Nebraska.



Where Right Made Might

Overland

Big Four
\$895
35-Horsepower

Light Fours
Touring . . . \$725
Roadster . . . \$650
Country Club . . \$725

Big Fours
Touring . . . \$825
Roadster . . . \$750
Coupe . . . \$725
Sedan . . . \$725

Light Sixes
Touring . . . \$1025
Roadster . . . \$950
Coupe . . . \$925
Sedan . . . \$925

Willys Six
Touring . . . \$825

Willys-Knights
Four Touring . . \$725
Four Coupe . . . \$725
Four Sedan . . . \$725
Four Limousine \$725
Eight Touring . . \$925

Overland success is so eclipsing one might take it as a matter of course. But make it have a personal application to you, —because the cost of any car is too much money to be carelessly spent.

There need be no confusion in selecting the sound value at the same price—make comparisons and see if Willys-Overland does not spell the answer with mathematical correctness.

Do not miss the significance of the overwhelming production that makes it possible for The Willys-Overland Company to give better cars at lower prices.

More than 400,000 owners have been guided to Willys-Overland by their desire for beauty, comfort and luxury in addition to utility.

Due to its gigantic facilities The Willys-Overland Company effects millions in economies; has never found it necessary to skimp or rob a car of value in order to compete; but is able to give surplus value throughout the entire car for far less money.

Might may not make right, but right has made Overland might.


The experience of building over 300,000 similar four-cylinder cars has directly contributed to the development and perfection of the Overland Big Four. Think what concentrated value this has enabled us to put into this car.

Come in and see the Willys-Overland Motor Cars—the Big Four and the most comprehensive line of cars ever built by any one producer.


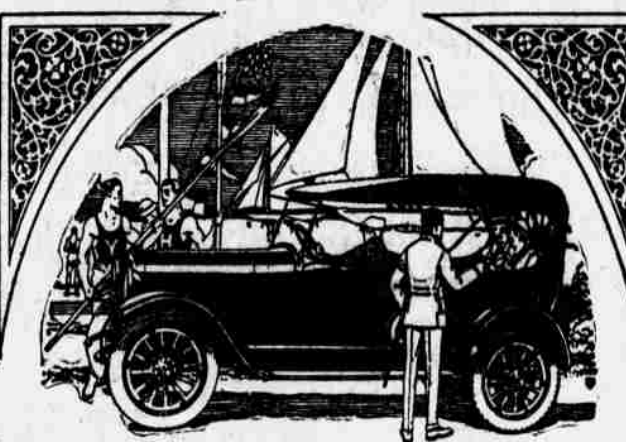
WILLYS-OVERLAND, INC., OMAHA BRANCH

SALESROOMS
2047-49 Farnam Street
Phone Douglas 3292

SERVICE STATION
20th and Harnay Streets
Phone Douglas 3290



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

PAIGE

The Most Beautiful Car in America

YOU may be one of the thousands of people who have planned to buy a Paige Linwood "Six-39" this spring. If so, let us suggest that you place your order immediately.

There is a tremendous demand for these beautiful five-passenger models. Orders are pouring into the factory from all sections of the country, and it is a foregone conclusion that our "Linwood" production will fall far short of the demand.

Then, also, remember that the cost of manufacturing materials is steadily advancing. Each day it becomes more difficult—and consequently more expensive—to secure the steel, aluminum, copper and brass that are found in a car like the "Linwood."


Right now, you can buy one of these cars for \$1775. If you delay the matter too long, you may have to pay considerably more. Or, as we said in the beginning, it may be impossible to secure early delivery on a Linwood at any price.

Strafrod	"Six-51" seven-passenger,	\$1495 f. o. b. Detroit
Fairfield	"Six-46" seven-passenger,	\$1375 f. o. b. Detroit
Linwood	"Six-39" five-passenger,	\$1775 f. o. b. Detroit
Brooklands	"Six-51" four-passenger,	\$1695 f. o. b. Detroit
Dartmoor	"Six-39" 2 or 3-passenger,	\$1275 f. o. b. Detroit
Limousine	"Six-51" seven-passenger,	\$2750 f. o. b. Detroit
Sedan	"Six-51" seven-passenger,	\$2300 f. o. b. Detroit
Sedan	"Six-39" five-passenger,	\$1775 f. o. b. Detroit
Town Car	"Six-51" seven-passenger,	\$2750 f. o. b. Detroit

Paige-Detroit Motor Car Company, Detroit, Mich.

Murphy-O'Brien Auto Co.

1914-18 Farnam St. OMAHA, NEB. Phone Tyler 123.
Some Good Territory Available to Dealers





A Market That Steadily Renews Itself

It does not look as though the market for this car could ever be entirely satisfied. That sounds like a strange statement, but there is a sound reason for making it.

A shortage has continued, now, for two years and a half, in the face of a large and steady increase in output.

The shortage may not be local, or sectional, or seasonal, but it is national, universal and continuous.

Unlimited production is not consistent with Dodge Brothers scrupulous methods of manufacture.

They must always give to their car that over-care which the public expects from them.

It is the root, and the source, and the reason for that very steadiness of demand we are describing.

They will never go beyond a production point which might place their reputation in jeopardy.

A more remarkable recognition of merit on the part of the public it would be difficult to conceive.

Every increase in production is comfortably absorbed in an increased market.

The works in which the car is produced have grown till they are almost a city in themselves. But when the satisfaction of the market seems to be in sight, the horizon of that market widens and draws itself still farther away.

The reason for it all is so simple that it sounds almost absurd.

That simple reason is that the goodness of the car is seldom called into question.

The thoughts about it are the same thoughts in thousands of minds. The market grows by what it feeds on—and what it feeds on is the performance of the car.

Deep and abounding satisfaction surrounds the sale and the use of practically every car that leaves the works. Dodge Brothers are among the largest producers in the world.

But they will never imperil their production by sacrificing quality to mere quantity.

For that reason we believe the condition will always be what it is now.

We believe the goodness of the car will always produce a demand it will be impossible to entirely supply.

It will pay you to visit us and examine this car

MURPHY-O'BRIEN AUTO CO.

1814-18 Farnam Street. Phone Tyler 123
Omaha, Neb.

Touring Car or Roadster, \$225
Sedan or Coupe, \$1265
All prices f. o. b. Detroit

The gasoline consumption is unusually low
The tire mileage is unusually high