

HENRY FORD SEES BUSINESS KEEP UP

Says All Factories Bound to Be Kept Going and Some More Than Before the War.

The following brief interview with Henry Ford, president of the Ford Motor company, Detroit, speaks the patriotic and optimistic vision of one of the world's most remarkable men: "Our country—your country and my country—is at war. All else must be forgotten. To end this terrible struggle we must win. We've got to win; there is no other answer. I am an American. I want to do everything I can for my country, to shorten the conflict and to win with the extreme minimum loss to the United States.

"I have offered our Highland Park plant to the government for any use to which it may desire to use it. We are now making 2,500 ambulances there and if President Wilson or congress can suggest anything else for us to do we will be only too willing to comply."

"What effect do you think the war will have on your business?" was asked Mr. Ford.

He was silent for a few minutes and then replied: "There is no reason for the country to be alarmed. While this war overshadows everything, it does not mean that the wheels of industry will stop or slow up. On the contrary, they will speed up. The factories will win for us just as surely as will the men on the firing line. When a nation is striving toward a single end there is bound to be plenty to do. It is not difficult to understand that."

And Henry Ford, patriot and optimist, is everlastingly right.

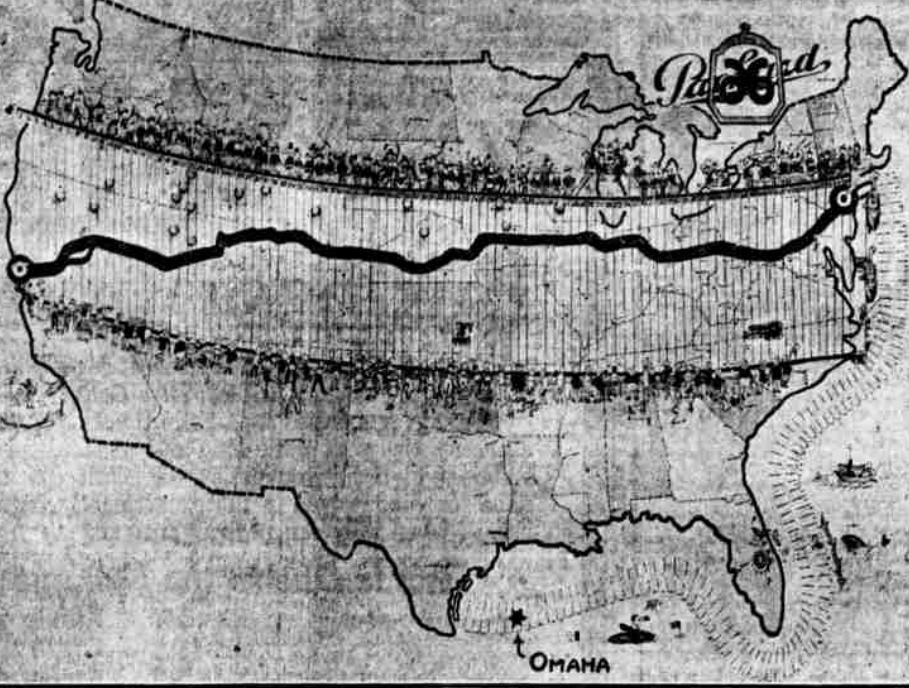
Some Merchants Throttle Growth of Their Business

"Almost all merchants want to see their business expand," says Mr. W. M. Locke of the Haarmann-Locke Motors company. "Yet some merchants are throttling such expansion by sticking to archaic horse and wagon delivery systems. Such a merchant is handicapped because his horses and wagons can only cover a territory radiating three or four miles from his store. When his customers move out of his small district he must give them up, for he cannot profitably make deliveries to them. As this loss amounts to many good customers in the course of a year he finds it difficult to secure enough new customers to replace those he lost and it is practically impossible for him to show any increase in his annual volume of business. But if he has a good motor truck delivery system he can profitably deliver within ten or fifteen miles in all directions from his store. He can then retain the trade of the old customers who move and the new trade he naturally secured is that much addition to his yearly volume of business. Besides that, the man who sticks to the out-of-date horse and wagon system is bound to see many of his customers taken from him by his more progressive competitor who uses a motor truck delivery system."

Concord Club Will Use Haynes Car to Picnic

"It has been definitely decided," asserts C. J. Corkhill, local Haynes distributor, "that Haynes cars will be used exclusively to convey the members of the Concord club to and from their annual picnic at Valley, Neb., June 26. Mr. Corkhill has recently made a trip through several sections of Nebraska and reports an excellent crop outlook. With the exception of a little extremely low land in valleys not properly drained, crops look as if a record was in sight. None of the farmers seem to have any fear regarding the outcome. They are all optimistic."

THE LINCOLN HIGHWAY SWEEPSTAKES



Map showing the route of the Lincoln Highway Sweepstakes race from San Francisco to New York and side trip to Galveston. This race was a sales race and the contestants advanced according to the number of sales made. New York, the original goal, was termed 100 or full quota. After reaching the original goal the last ones continued on their way to Galveston, which was termed 200. St. Louis, Omaha, Youngstown, Ohio, and Phoenix, Ariz., won the "Lincoln Highway Sweepstakes", the national carriage sales contest of the Packard Motor Car Company, according to announcement made by Henry Lansdale, carriage sales manager.

The contest was started February 22, and was an unqualified success. The cities of the United States having Packard dealerships or branches were divided into four sections. Division "A" comprised the largest cities. St. Louis won with 115 per cent of her quota sold. The St. Louis territory is controlled by the Packard-Missouri Motor Company. Kansas City is included in this territory. Detroit was second with 103 per cent of quota; Cleveland was third with 102 per cent. Philadelphia was fourth with 100 per cent.

Stauder-Make-a-Tractor Gives Good Demonstration

A practical demonstration of the Stauder-Make-a-Tractor was made by the Bliss Auto Sales company, local agents, which proves quite conclusively that the Ford and the Stauder attachment make a winning combination. A 5,000-pound capacity coal wagon was loaded with 6,675 pounds of coal and two men were preched upon the load for good measure. The Ford with the Stauder attachment then pulled the load up a steep hill and backed it up to a coal chute for dumping. Many of the spectators expressed doubt when the start was made, but the evidence could not be disputed. The Stauder attachment makes the Ford a practical motive power for countless farm operations, such as grading, dragging, hauling grain to market. The state distributors, Rutherford and Harding, report a growing enthusiasm regarding the new product.

Sunshine Brings Buyers Out Along Auto Row

"If you could have observed the activities on the Automobile row last week," asserts Carl Changstrom of the Standard Motor Car company, "it would dispell all doubt from your mind regarding the war cloud and thoroughly convince you that the temporary lull along the row was due to excessive rain and an abundance of work which had been forced upon the farmers as a result. The few days of sunshine brought farmers in like it brings flowers from buds. Not only did we sell an astonishing number of Allens, but other dealers along the row report a great business."

Built for Discriminating Buyers

More fully than ever before does the 1917 Paterson meet the desires of the critical motorist.

The grace of its design—sweeping streamline with double cow—its roomy body, its soft, deep cushions, its many other marks of taste and embodiments of comfort—all have been provided because discriminating motorists appreciate these features.

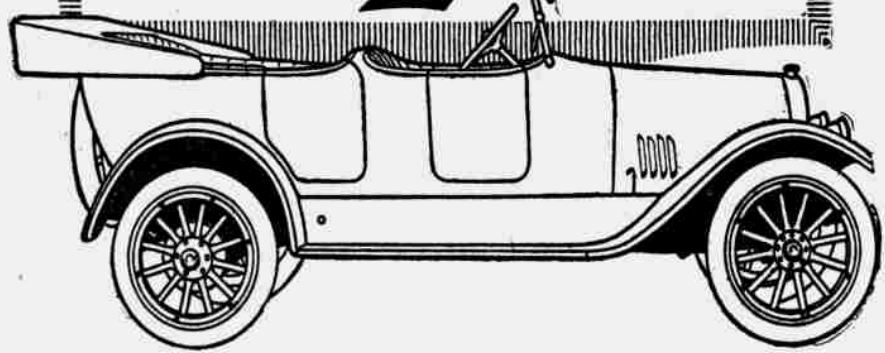
Six-cylinder Continental Motor of forty-five horsepower, Delco Starting and Lighting, Stewart Vacuum Feed, Hotchkiss Drive, with two universal joints—these standard units, well known to judicious automobilists, are typical of the Paterson's quality construction.

So if you are an exacting motorist—one who knows and appreciates true motor worth—we invite your critical inspection. We will value your opinion whether you purchase a Paterson or not.

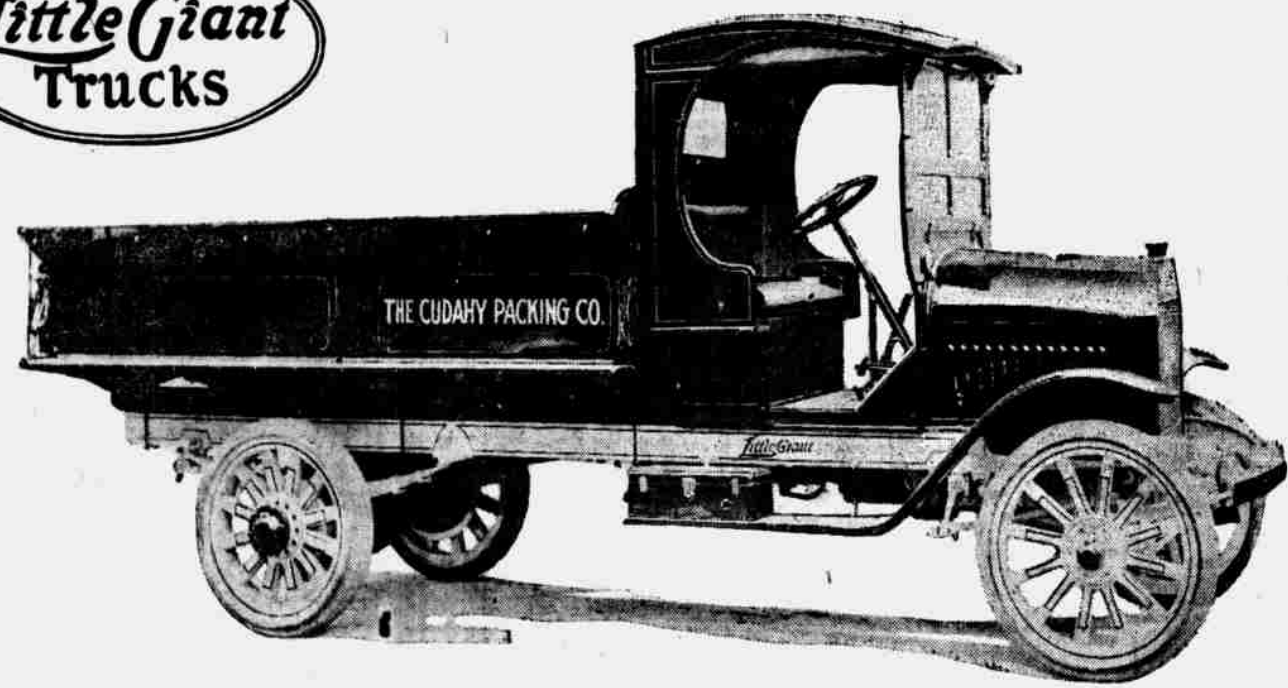
NEBRASKA PATERSON AUTO CO. Omaha Distributors. 2010 Farnam St.—Phone Red 2422 Dealers Wanted for Nebraska and Iowa.

Manufactured by W. A. Paterson Company, FLINT, MICHIGAN.

\$1,165 6-45



Little Giant Trucks



Motor Trucks Are Not Bought on Sentiment

Suppose it were up to you to buy a motor truck! Suppose it were up to you to show increased delivery efficiency and reduced costs with that truck after it was bought!

You certainly would not be moved by romantic fiction. You, as a good business executive, would want cold facts. You would make your decision on such a certain set of facts, that your judgment would be unquestioned.

Two Truck Essentials

Now, there is only one reason for buying a truck. Note that word reason. For trucks are bought on logic, not sentiment. A motor truck must perform better than some previous transportation agency. It must deliver better.

Without question the two qualities most desirable—and absolutely essential—to the successful operation of any hauling service are: **Certainty and Economy.**

The Little Giant line of heavy duty trucks are a supreme expression of both these qualities.

You Be the Judge

Regard this question of "which truck" in a serious, judicial way. Consider that there is a size and type of Little Giant to exactly fit every business, and every condition of any particular business.

Remember, that the 1-ton, 2-ton and 3½-ton sizes were deliberately and skillfully made over-size and super-strong, that they were engineered to deliver better for less.

Then recall that Little Giant is a truck backed by a world-spanning organization, that has 23 years' experience in the building of heavy engineering tools and machinery, backed by a \$14,000,000 corporation that never has, and never will, fail to perform where it promises.

—that thousands of their trucks have made good in over 175 kinds of business endeavor.

—that most of these trucks have now given nine years' proof of service.

—that the specifications of these trucks set so high an efficiency standard, that they represent the most desirable hauling-equipment purchase that can be made by men who have things to move.

This Ought to Close the Sale

And, remember, that the Chicago Pneumatic Tool Co. is the only actual truck manufacturer that is producing a truck unit for Fords, the Convert-a-Car.

It adds Little Giant strength to the Ford's best qualities, and fits into the delivery holes of big business, as well as making speedy delivery for the small business. Its tremendous ability to deliver a ton or under—rush—and with minimum cost, makes it a valuable transportation unit, and no parts of the Ford are mutilated in any way when applying the Convert-a-Car attachment.

Lastly, remember that an extra exclusive feature of these Little Giant trucks is the Duntley Hydro-Pneumatic Gas Generator. It saves over half the fuel cost. Using a half-and-half mixture of kerosene and gasoline, plus steam and air, it gives more miles, more power—better delivery for less.

Now See These Trucks, Without Delay

Don't put off investigating the opportunity for cutting costs that these trucks present you. See them at our display room—2429 Farnam street. Then tell us to match our time against yours and we will prove how Little Giant means more profit in your business.

COUNTY DEALERS—Increasing demand for Little Giant trucks and rosy future prospects make necessary a readjustment of the territory under our control. To the right men, we offer a more than usual opportunity to build prestige and profit. The demand for trucks never lets up. In July or February it is just the same. It's an all-year-round business. Write TODAY, or better yet, telegraph your belief that you are the progressive, capable man we want; that you can ably represent the Little Giant truck in your community. Don't dodge this opportunity. ACT NOW!

Haarmann-Locke Motors Co.

Nebraska and Western Iowa Distributors Little Giant Trucks

2429 Farnam Street.

OMAHA.

Phone Douglas 7940.

Look up "Lee Tires" in Phone Book

5,000 miles guaranteed

LEE Tires

Lee Tire & Rubber Co., Cambridge, Pa. Manufacturers of Rubber Goods since 1898

Why is the man happy?

Another Puncture No. 24

Lee Standard Tires Give more the comfort and mileage than ever before claimed for any standard make of tires.

Lee Tubes Always stand up under the most severe conditions of use. They are extremely supple, tough, resilient and long wearing.

POWELL SUPPLY COMPANY OMAHA

2052 Farnam St. Phone Doug. 921