

USELESS PLANTS TO BE ELIMINATED

War Industries Board to Issue a Priority List in Order of Importance.

Ever since the declaration of war with Germany and the beginning of the movement to conserve our wealth and eliminate waste, there has been a controversy as to what industries are essential to the prosecution of the war and what are nonessential.

Within a few weeks the war industries board at Washington will issue a priority list by which industries will be arranged in the order of their importance and those considered nonessential will be eliminated gradually.

Fred K. Parke, general manager of the Olympian Motors company of Pontiac, Mich., has pointed out several interesting facts about the automobile industry brought about by the controversy.

Farmer Adopts Auto.

"It is a significant fact that the American farmer, the shrewdest of all business men, has at last come to the automobile and adopted it for his purposes," says Mr. Parke. "He has come to regard it as an indispensable part of his farm machinery. During the last 12 months more than 60 per cent of the entire output of 1,500,000 vehicles were sold to farmers.

Thousands of automobiles used by doctors, real estate men and other professional men and tradesmen are anything but pleasure vehicles. They are used in the conduct of legitimate business and professional practices. Their elimination would affect most every man, woman and child.

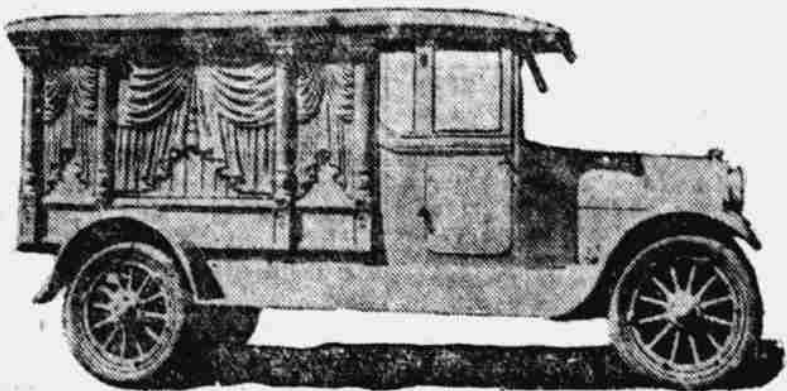
Employ Million Men.

"Last, but not least, must be considered the enormous damage that would be done to the American industrial machine were the manufacture of automobiles stopped. There are now 455 automobile plants in this country. They employ nearly 1,000,000 workmen. There are 26,700 dealers and 26,000 garages. In all there are about 5,000,000 persons dependent upon the automobile industry. The damage would be felt in every line of business in the country were these workmen, dealers and garage men forced to find other employment or business."

Immense War Plant to Be Completed in Record Time

There is no doubt in the minds of Detroit residents about the government's determination to respond promptly and energetically to Premier Lloyd George's plea for a "million men and a mountain of arms."

New Field Opens Up to Auto Men Who Can Deliver Truck Chassis



A new field is opening to truck salesmen, asserts J. M. Oppen of the Jones-Oppen company, which gives promise demanding some attention.

"During the last few months we have been able to interest a number of undertakers in the light truck chassis for the purpose of building on a hearse body. The accompanying picture represents a job recently delivered to J. E. Smith at York, Neb."

Although many industries have quietly taken over the manufacture of munitions since the war began, the new rush started only recently. Gigantic new structures are being put together with amazing speed to handle immense new contracts for the government. No shortage of materials handicaps these undertakings. Everything comes under government priority order.

Probably the most prominent example, both in magnitude and dispatch, is the immense new plant which will house the Dodge Brothers' munition industry. The day after a contract for millions of dollars' worth of special recoil mechanism had been allotted to Dodge Brothers by the government, a force of hundreds of men, teams and machines was on the ground, excavating and assembling materials. The work since then has been pushed with great rapidity, the force of workmen being enlarged as fast as laborers and mechanics are available. Over night acres of ground are transformed into broad, level floors of concrete. Great masses of material are piling up on all sides in readiness for a building which will measure 578x818 feet. It is intended to have the plant in operation next spring, with thousands of workmen employed. The entire work is in charge of Dodge Brothers' own construction superintendents.

Autoists Must Give Heed To Batteries in Winter

"Too many motorists," asserts R. C. Smith of the Delco Exide Service Station, "make the fatal mistake of concerning themselves with the cylinders, the bore, the stroke, the wheel base and other much talked of points when estimating the fitness of their car. There are many other vital points, and one in particular, which

New Invention to Help Cars Start in Winter

A new and very simple invention has recently made its appearance in Omaha which gives promise of being an effective solution to starting the motor during cold weather. This device is produced by the Thorwald Manufacturing company and consists of a small carburetor attachment in which is enclosed a spiral coil which can be heated red hot in an instant. The heat is furnished by electricity from the storage battery, and as the gasoline passes through this device into the carburetor it is brought to a boiling temperature. Thus as the vapor enters the manifold it is in condition for an explosion.

AMBULANCES FROM PONTIAC IN THE WAR

Production Reaches Eighty Daily, Wonderful Efficiency G. M. C. Plant Helps Out Uncle Sam.

While the rest of the country is manufacturing munitions, high-power guns and explosives and swift vehicles and caterpillars to yank them hither and yon that they may destroy, there is one big plant that is doing its utmost to save the pieces.

Much has been said of the prodigious speed with which things are being turned out to put this country on a war footing—to put the real punch into preparedness—but little has filtered to the public of the enormous activities in the nature of giving first aid to the cannon fodder. Pontiac enjoys the honor of being the scene of the greatest production of war ambulances in the world, and a glimpse into the making of these vehicles which bear the red cross of hope may not be amiss at this time.

Wherever the British troops have been fighting, these Pontiac built ambulances have been on the job.

Perform Big Tasks.

In Mesopotamia, in Saloniki and in Egypt their numbers have been small but their work has been big. In Flanders they have carried thousands, along the French lines they have been doing their bit to alleviate suffering, and even in Italy they are operating between the hospital units and the firing line.

More than 2,000 of them have been crated at the factory, hurried east on the railroads and then landed overseas, when the ships escaped the most ruthless of destroyers—the submarine.

Ambulances for the Allies.

Something like three years ago the truck department of the General Motor company began the building of war ambulances. England was the first buyer, and 2,000 were made,

boxed and shipped there without more than passing comment. Recently England asked for 1,500 more, but was told that 650 is the limit, now that Uncle Sam is buying ambulances.

Then when United States troops were being given a touch of high life on the Mexican border a fleet of the GMC ambulances, were with them. So well did they perform that soon after the declaration of war by this country an order was placed with the Pontiac concern for 2,000 ambulances. The company now is on the tail end of this, ready to build the last 700 but having no place to send them.

On top of this came the order for 1,700 trucks for the signal corps, these to be used as aeroplane tenders, and one day last week an inquiry was received asking if another 1,200 ambulances could be built.

All of this has revolutionized the business of a company that was a pioneer in the commercial vehicle field. Production had to be speeded up, this requiring more machinery and more buildings, and how well it has been met is told in the fact that the plant is running slack now waiting for Uncle Sam to catch his breath and tell where to send the chassis. Two big buildings have gone up within a year, and another one is under way, so that it is up to the government to take care of its end—the ambulances will be delivered at the rate of 80 a day if necessary.

Taylor Sales Manager Of the Prince Auto Co.

Announcement was recently made of the appointment of A. A. Taylor as sales manager of the Prince Auto company of Omaha.

Taylor is well known to people of this section and has been a resident of Nebraska for a number of years.

During the last five years Taylor has been interested in the automobile business. During this time he has been with the Noyes-Killy Motor company of Omaha and the Buckstaff Auto company of Lincoln, Neb.

The Prince Auto company has recently added the Davis to its line and now handles the Davis, Case and Globe trucks.

That extra room will pay your coal bill. Rent it through a Bee Want Ad.

SAXON "SIX"

A BIG TOURING CAR FOR 5 PEOPLE



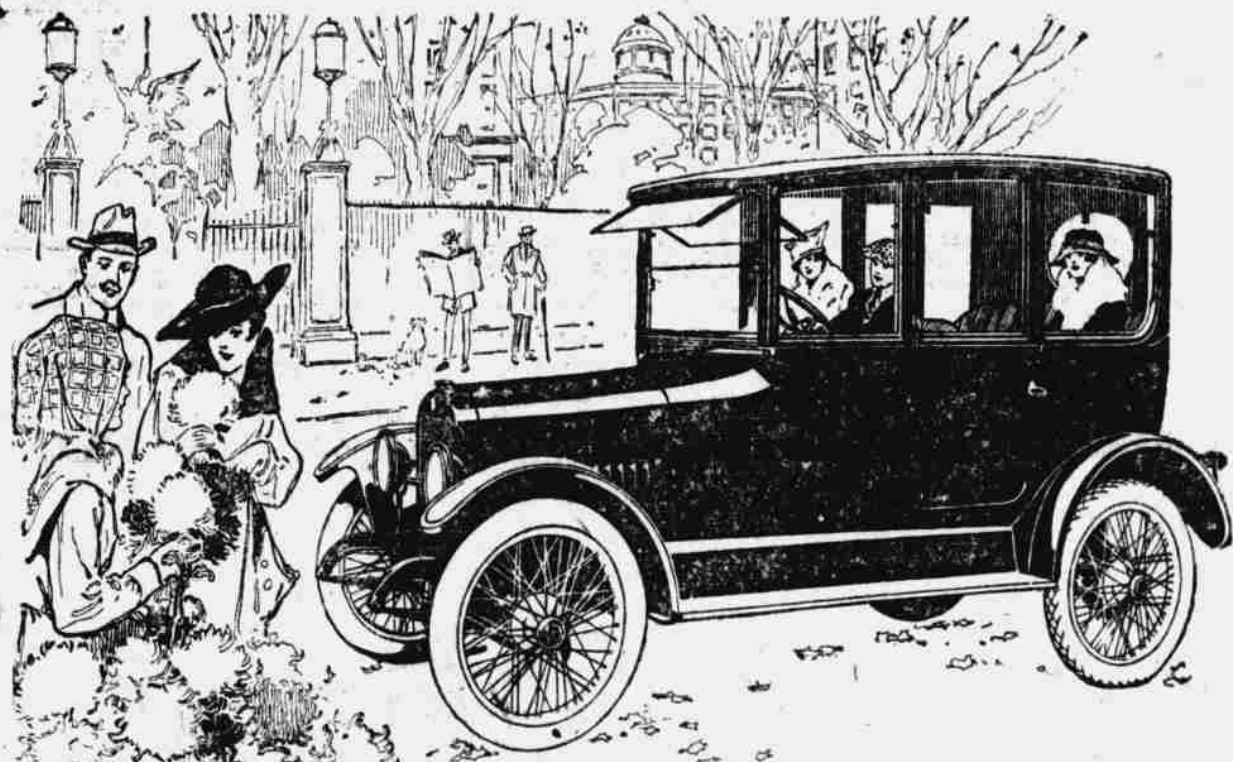
The Smoothest Running Car

It can be fairly said that Saxon "Six" is the smoothest, quietest, most flexible car in the field. To dispute this would be to question facts. With a 2-inch crankshaft and a score of detailed refinements in the motor, vibration and friction have been practically dispelled. And with these gone the life of the motor is largely lengthened. In fact, now, running with full load, Saxon "Six" has the stamina to stand up twice as long as the best known "four" in its class also running under full load. In other phases of performance, too, this absence of vibration helps. It makes gear shifting a thing of the past save in rare cases.

Saxon "Six" is \$935 f. o. b. Detroit. Let us give a demonstration to show how supple and able a performer this new series Saxon is.

NOYES-KILLY MOTOR CO.

FACTORY DISTRIBUTORS
Omaha, Neb.



DORT

The Quality Goes Clear Through

Fourseason Cars For Autumn Driving

Autumn is the season when summer blends into winter—but the blending isn't always gradual. Oftentimes cold days alternate with warm ones, or warm days are followed by cool nights.

With a Dort Fourseason no prank of Nature will find you unprepared—and so it is the ideal car for Autumn.

Winter and early Spring of course demand just such a car and it has proved itself possessed of Summer advantages as well—keeping out heat and dust while affording ample ventilation.

The Dort Sedan body is distinctive. Note its unusually graceful and well-balanced lines—the whole car a harmonious unit of motor car architecture.

Sedan
\$1095

Sedanet
\$ 845

(With completely removable windows and panels)

Touring \$725

Roadster \$725

(Wire wheels and spare tire extra)

TOOZER-GERSPACHER MOTOR CO.

OMAHA, NEB.

2211-13 FARNAM ST.

PHONE DOUG. 6082.



Spend Your Money Wisely This Christmas

EQUIP your family for efficient living.

Give them this all-weather utility car so that they can measure up to the demands of the times.

The benefit of this car as a Christmas gift is lasting.

That it is beautiful and fashionable is secondary to its value as the means for better living.

There is spacious room for five adult passengers.

The two doors are staggered. There are two individual front seats, with aisle-way between. The top and the window pillars remain up permanently.

The windows drop into the sides of the body and doors, and can be quickly opened or closed, as desired.

There is a dome light in ceiling, three silk roller curtains, parcel pockets at both sides of rear seat, foot rail, windshield wiper, and nickel handles to close doors from the inside.

The entire top and sides are decorated with gray and black striped cloth. Every inch of the floor is covered with thick carpet to match the walls and ceiling.

The body is Brewster Green with black top.

It has 4-inch tires, non-skid rear; 106-inch wheelbase; Auto-Lite electric starting and lighting, and vacuum fuel system.

Make your Christmas money live longer, do more good and equip you for efficient living during the bad weather ahead.

Willys-Overland Inc., Omaha Branch

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