

PACKARD HEAD URGES EFFICIENCY

Alvan Macauley Appeals to All Co-Workers for Increase of Fifty Per Cent in Personal Efforts.

A vivid picture of the tremendous task laid upon the industry of America is given by Alvan Macauley, president of the Packard Motor Car company, in what he terms "an appeal to all Packard men and women."

The new appeal is headed, "Step Up and Speed Up to Win the War," and is as follows:

This war is a call to come out and fight for our national life. It demands all the capacity of every one of us—plus a 50 per cent increase in personal, working efficiency.

Two millions of men, it is said, already have gone out of American industry—the strong, active young men of the country. Another million stand on the threshold of the training camps. And there may be more millions called to follow.

And with that the situation in industry, we are confronted with a production order that is not only the heaviest ever written but also is marked rush.

Wealth for War.

The total wealth produced in this country this year is estimated at \$50,000,000,000. And in this, our first year of the war, \$20,000,000,000 of this wealth will be diverted to war purposes.

What we were last year—what we grew—what we made—is not enough. What we are doing now will not suffice.

How are we going to be able to back up our fighting men, equip them with the weapons of the war, supply them with provisions and clothing—and on top of that build 6,000,000 tons of ships, send Japan steel for more ships, furnish England, France, Belgium with the very bread of life?

There is only one way—and that is to work up and speed up to efficiency.

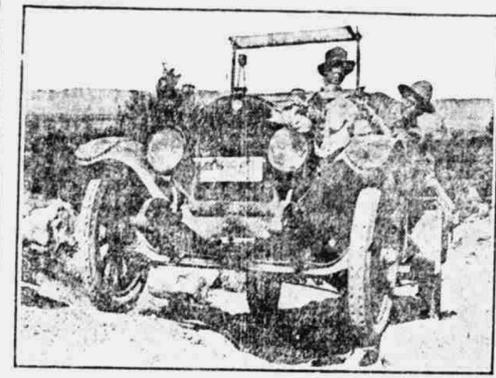
Every man and every woman who bears the name of American must be right, think straight, and do more than ever before. Be more—think more—do more.

We must have the will to win. And to have the will to win, we must think straight about the job before us.

The soldier who goes to the front is only one of the nation's fighting men. Fortunately for the military power of the United States, many of us who are better fitted for service in the army of production than in the army of the field are seeing the absolute necessity for continuing in our daily work—in the work to which experience and perhaps certain talents have fitted us—only in more of that work. So we are all enlisted—all drafted—all soldiers of America in the hour of her need.

How shall we of the home army serve best? First by holding to the

Savage Tires Stand Gruelling Test in West Mountain Climb



Seventy miles through virgin forests; a climb of 3,000 feet in five miles; over razor-edge boulders; through mountain washes; across saw-tooth ridges; on primitive roads covered with shale and small stones; with wheels spinning almost continuously for lack of traction from San Diego to the rim of Zion canyon, Utah, then back to Los Angeles—that is the record of the Dort globe trotter, equipped with four Savage grip tread tires. The tires were worn down to the fabric and the threads were cut to ribbons, but the Savages stood the gaff and reached Los Angeles on the return trip with the original air in them.

Remarkable Performance.

The performance of the Dort car in making this strenuous trip without serious trouble is remarkable, so remarkable in fact that after the car completed the trip it was placed on exhibition at the Los Angeles auto show and motion pictures made on the trip are now being shown in all of the principal California theaters.

The performance of the Savage grip tread tires is also remarkable. L. J. Burrud, who made the trip for the Dort people, to express his appreciation of the excellent satisfaction the tires gave wrote the letter, from which excerpts are given below, to Mr. Claus Spreckels, vice president of the Savage Tire corporation:

"Am sending, under separate cover, a set of still pictures on the Dort

right mental attitude. Discourage the rumor monger. Deal swiftly with the gloom dispenser. He is the most harmful man of all among us. Efficiency in your own thought and action is the complete answer to his lamentations.

Then we must do more. We must get more out of every process, every product and every day. We must work harder and longer and with more systematic, concentrated attention to the big problems before us.

We must plan very carefully our expenditure of time and energy, and give of both unstintingly to our country.

Efficiency—the effort for it and the results of it—is the only means we have, o fall our vast resources, that will support our army and navy, aid the armies and peoples of our allies, make the world safe for orderly freedom—and win the war.

climbing to the rim of Zion canyon, Utah, and wish to call your special attention to the performance of Savage tires on this trip. To the writer's certain knowledge there has never been a test as gruelling or strenuous on tires, where absolutely no tire trouble was encountered.

"Leaving Cedar City, Utah, we encountered a grade five miles long that climbs almost 3,000 feet in the five miles. The road has been used for years hauling coal and supplies and the Dort was the first motor car to reach the summit of this grade. The grade alone was sufficient test for any car or tire—razor edge boulders and point centers continually blocking the way, the wheels spinning continually for lack of traction in the shale and small stones. The entire day was consumed in reaching the top. We camped that night on a plateau nearly 9,000 feet above sea level.

"The next day we began a day of 'torment' to reach the rim of Zion canyon, driving for 70 miles through virgin forests, cutting our way, and over miles of lava beds, through mountain washes and over the crests of saw-tooth ridges. The tires cut to ribbons, with the fabric showing through the gashes, we reached the rim of Zion with the original air, placed in the tires at San Diego."

To Show Autoists How To Keep Their Hands Warm

The Interstate Electric company of New Orleans has arranged for a demonstration week to show winter motor car enthusiasts how to keep their hands warm while driving.

"They have invented an electrical device which can be attached to the battery and will furnish heat for the hands on the steering wheel. The demonstration will be made at the Brandeis stores during the next week.

E. W. Wilson Visits the Savage Plant at San Diego

E. W. Wilson, manager of the Omaha Savage Sales company, left Friday noon for San Diego, Cal., where he will visit the Savage Tire and Rubber company.

Wilson is planning big things for the Omaha branch during the coming season and says the financial condition of the farmers in this section fully justifies his optimism.

PLAN TO CONSERVE BOX CAR SHIPMENT

Franklin Company Sends Automobiles Out to Dealers, Going Under Their Own Power.

Conversion of freight car shipments through the medium of factory drive-aways to points throughout the eastern and central states, wherever and whenever possible, is the war-time policy adopted by the Franklin Automobile company. This manufacturer, in fact, is refusing to ship cars by freight, unless delivery cannot be made in any other way.

By this over-highway method of automobile movement, whereby the dealer or the new owner calls for his car at the factory and drives it away under its own power, some 530 automobiles have been sent away from the Franklin factory in the last seven months without demanding the services of freight cars.

Figures compiled by the Franklin company show that as many as 15.7 per cent of the local shipments of Franklin cars during the last four-month period were factory drive-aways. During August the best percentage was shown, when 21.8 per cent of the total automobile shipments were made by the over-road method.

The September figures was 14.2; October, 12.1; November, 10 per cent.

IN CHARGE HERE OF IOWA MOTOR TRUCK CO.



H. H. CANNON

Announcement was made last week of the establishment of an Omaha branch of the Iowa Motor Truck company, of Ottumwa, Ia., manufacturer of a universal truck attachment.

This branch will be in charge of H. H. Cannon, representative of the Dorris Motor Truck company of St. Louis. The Omaha branch will control virtually all the middle west territory which is considered an exceptional field for truck sales.

In speaking of the new connection Mr. Cannon asserts that the management of this branch will be in addition to the connection with the Dorris Motor Truck company.

Persistent Advertising Is the Road to Success.

West Farnam Garage Open And Ready for Business

Announcement of the opening of the West Farnam garage at 3527 Farnam street, was made last week. This garage will be operated by the Chas. W. Walker Garage company, owners of the Fontenelle and Auditorium garages. Repair work will be in charge of Charles De Lay and Harry Beal, both well known to Nebraska motorists.

Looking for work? Turn to the Help Wanted Columns now. You will find hundreds of positions listed there.

Lexington

MINUTE MAN SIX.

The New Lexington Touring Model Is Now on Display

At Our Show Room

Come and See It

HAARMANN-LOCKE MOTORS CO.

2429 Farnam St. Phone Doug. 7940. OMAHA.

Attention, Ford Owners!

Kelsey Streamline Body

FOR THE

Ford Chassis

Beautiful in Appearance Designed for Comfort Moderate in Price 50% Easier Riding

Four Doors—One-Man Top—Option of Four Colors

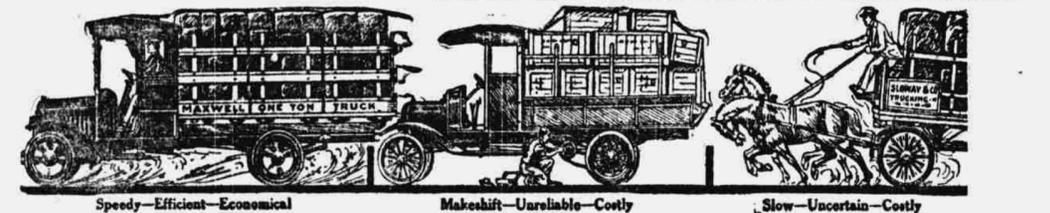
Linoleum Running Board, Jiffy Curtains, Ventilating Windshield and Many Other Advantages Which Add to Appearance and Comfort—Your Old Ford Made New.

Immediate Deliveries—We make installation and allow credit on Used Ford Bodies. Also new and used chassis equipped with new Kelsey Streamline Bodies. Price Right. Agents Wanted.

Sol. S. Goldstrom Co.

2010-12-14-16 HARNEY STREET. PHONE TYLER 555.

Used Fords Bought and Sold at Genuine Market Value.



Speedy—Efficient—Economical Makeshift—Unreliable—Costly Slow—Uncertain—Costly

Today,—8 out of 10 merchants need motor trucks and don't realize it,—that's why their business 8 times out of 10 is falling behind their competitors,—for want of motor trucks.

When you realize what a motor truck will do for your business, don't make the mistake of taking on the burden of too big a truck; don't buy a makeshift, and don't wait too long to buy.

To-day you can get a Maxwell One-Ton, Worm-Drive Truck for several hundred dollars less than you can buy any other one-ton truck of equal specifications. How long this low price will last, no one can tell. We expect to sell Maxwell trucks at a premium in a few months.

—is just as strong and enduring as the heaviest one-ton truck made.

Maxwell Truck Immediately Lowers Delivery Costs

Maxwell Truck Costs Less To Operate

Besides this lowest first cost, a Maxwell Truck has the lowest upkeep cost of any real truck, even lower than horses.

- it uses very much less gasoline per mile, with or without load,
- it weighs hundreds of pounds less than any other one-ton truck,
- it is therefore easier on tires than any other one-ton truck,

The Maxwell One-Ton, Worm-Drive Truck has power enough and the chassis strength enough for a bigger, heavier truck.

Its rugged, sturdy chassis, from its reserve-powered motor to its unbreakable rear axle, is built for endurance and dependability.

It has the speed and ability to get there and back, that is not possible in a heavier truck, or with horses.

Its spare parts cost very little. —and it will increase your delivery efficiency and immediately lower your delivery costs at least fifty per cent.

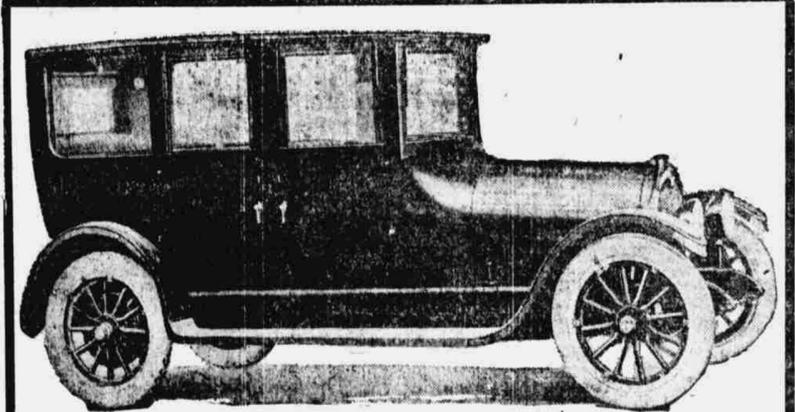
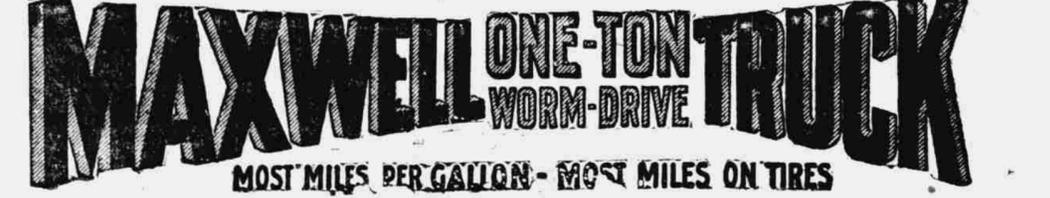
The MAXWELL ONE-TON, WORM-DRIVE TRUCK is the only truck for you to buy—its efficiency, endurance, low first-cost, and low operating cost break all previous truck records.

Come in quick and see for yourself the figures on Maxwell trucking and operating costs that are the wonder of the transportation world. Cash or easy terms while our allotment lasts.

One Ton Chassis, \$985; Chassis with Cab and Windshield, \$1025; Combination Box Body, \$1035; Combination Box Stake Body with Cab and Windshield, \$1075; Stake Gate Body with Cab and Windshield, \$1080; Express Canopy Body, \$1095. F. O. B. Detroit

MIDWEST MOTOR AND SUPPLY CO.

Distributors 2216-18 Farnam St. Omaha, Neb. Phone Tyler 2462.



NEW APPERSON "8" SEDAN IS HERE

THE New Apperson Sedan is in every sense a handsome car. It has the correct lines. Likewise it has every little nicety in finish. There is just enough "snap" in the design to make a lasting appeal to the eye—yet there is nothing extreme.

It has four doors, a design new and convenient, but not found in many cars of this type.

The body is of the Springfield type. Permanent top with glass side windows so constructed that they drop into the sides of the body. The windows and side pillars can be removed entirely when desired and stored in a compartment under the seat.

The finish is exquisite, and the sense of comfort is definite. The same famous Road-plane Chassis insures easy riding.

APPERSON MOTOR CO.
J. H. DE JONG, Mgr.
2060-62 Farnam St. Omaha, Neb.
APPERSON ROADPLANE