

SAVING OF TIME GREAT FEATURE FAVORING CARS

Willys Tells How Useful Motor Vehicles Have Become in Conduct of All Business Lines.

The title, "The Thrift Car," as applied to the Overland automobile has been the topic for widespread discussion since the automobile shows.

"The fact is," said John N. Willys, president of Willys-Overland, incorporated, recently, commenting upon the aptness of the term, "that time and money are just about one and the same thing." To save time is to make more money. To waste it is to lose both money and opportunity.

"The automobile is helping to turn spare moments into money, shorten miles and conserve time. For to be thrifty with time is an absolute essential to success.

"Thrift implies not merely saving, but investing your savings in hours or dollars, with wisdom. The automobile has been the greatest aid we have ever had in capitalizing time and coining this common possession into cash.

Of Great Utility.
"Naturally the man who can accomplish more in a given time with the aid of an automobile reaps the greatest reward. This is equally true of the farmer, the salesman, the doctor, the plumber, the contractor and people of all trades and professions whose number is legion.

"In the early days of the automobile industry, we scarcely realized ourselves what a great utility the automobile was destined to become. But since the demand for greater accomplishment in less time, with the decrease in manpower occasioned by the boys in training camps and in France, we have been doubly impressed.

"Tremendous business activities, heretofore unrecognized in their scope and magnitude, have come to depend to an extraordinary degree upon the passenger car as a means of heedful transportation.

Of Many Uses.
"All manner of construction work, such as contracting and building, the erection of public works, extension of highways, expansion of rail and other shipping facilities, and so on, have come to require a vast number of automobiles for the convenience of executives, inspectors, engineers, estimators, paymasters and others. Fire chiefs, captains of police, superintendents, public executives, physicians, clergymen, lawyers and members of all other professions find their cars a needful element in their daily work.

"We are forced to the conclusion that the passenger car is a public utility of the very first order and necessity. Therefore, if our great nation is to continue its program and carry the present war to a successful end, the manufacture of passenger automobiles must continue to such a degree as will not interfere with the efficiency of those whose efforts are vital to our national efficiency."

NEW WESTERN MOTOR CAR CO. SALES MANAGER



F. O. Clough

Announcement was recently made regarding the appointment of F. O. Clough as sales manager of the Western Motor Car company, distributors of Chalmers and Harroun automobiles and Redden Truck attachments. Prior to being appointed sales manager Mr. Clough was a traveling representative for the Western Motor Car company in Nebraska and Iowa. During the last few years Mr. Clough has built up a wide acquaintance with automobile dealers in this section, having been connected with both the Buick and Studebaker organizations.

Aeroplane Motors Built In Stearns-Knight Plant

About the highest compliment that could be paid an American automobile plant was the recent closing of a contract between the Rolls-Royce company of England and the F. B. Stearns company of Cleveland, whereby the latter concern will make Rolls-Royce aeroplane motors in Cleveland.

The excellence of the mechanical construction, particularly the motor, of the Rolls-Royce automobile, has long been recognized both abroad and in this country.

Shortly after Great Britain entered the war, the big plant of the Rolls-Royce company was commandeered and its engineers and highly trained mechanics turned to making aeroplane engines.

These are the motors which have since furnished the power to the fighting British planes, which have won such wonderful victories.

Last year the demand became greater than the English plants, under the control of the Rolls-Royce company, could supply and, with the sanction of the United States government, Rolls-Royce engineers came to this country in an endeavor to secure help from plants in this country.

They made a careful canvass of American motor car factories, and finally decided on the Stearns-Knight factory.

Negotiations were then opened which led to the F. B. Stearns company undertaking the manufacture of Rolls-Royce aeroplane engines, costing more than \$11,000,000.

Goodyear Plant Keeps In Touch With Soldiers

A practical method of keeping in touch with its men who are now in their country's service, either in France or in the various army cantonments throughout the country, is the one that has been adopted by the Goodyear Tire and Rubber company of Akron, O. Nearly 2,500 men have gone out from this great organization in response to the call of the nation.

The plan which the company is carrying out is that of having each department manager send a letter once a month to all former members of his department now in the ranks.

Recognizing that all soldiers appreciate letters from home and friends, this company is endeavoring to keep in touch with them by furnishing the important news of their city and the activities of the particular department of the company in which they were employed.

These men are engaged in practically every kind of military service that the war has developed. Some of them are serving under the flags of our allies, having entered the Canadian, British and French armies be-

fore the United States entered the war. Goodyear men are serving in every part of the world. Letters are constantly being received from them from all allied fronts, including the far eastern and the African fields of operation. All of these letters breathe a cheery spirit and show that the allied soldier, the world over, is confident of ultimate victory for the cause of democracy.

Another method which this company uses to keep its soldier boys in touch with the scenes of their former endeavors, is the practice of mailing its two house organs to them at the front or to the cantonments. These two periodicals are full of newsy items that are of great interest to them. They contain many letters written by soldiers on the different fronts and permit a world-wide exchange of experiences.

Motor Cars Must Solve Transportation Problem

As the war goes on, and as the passenger carrying capacity of the national railroad lines decreases because of the preference accorded freight

transportation, the traveling public is predicting that passenger automobiles must be depended upon to meet the situation.

Statistics compiled by a leading automobile engineer show that as much as 70 per cent of a car's mileage is consumed in service which

would require the use of some other vehicle. The figures holding before the United States entered hostilities, it is logical to assume that the percentage at the present day is perceptibly higher. Many business concerns have already provided their salesmen with cars for covering various territories, and have thereby increased the

efficiency of their contact with the trade by nearly 50 per cent, as represented by the additional calls made possible during a single day. Nowadays commercial men are commenting on their inability to get around satisfactorily by train, and are looking to automobile service as soon as the roads open up.



Admirably Adapted to War-Time Economy

A car whose beauty is a fitting exterior for its unusual mechanical values.

From its appearance you feel instinctively that it is a well built car.

Its performance amply establishes this fact.

Every improvement, every refinement, has been subjected to tremendously severe workouts under all touring conditions.

Through the mountains of Colorado, over the sands of Texas, up and down the gruelling hills of Pennsylvania—these trials confirm its great fund of power, rugged stamina and exceptional economy.

All the vital parts are built in Allen factories.

This Allen is a reflection of the integrity of the Allen brothers.

They have but one thought—to build so well and so enduringly that Allen owners will continue to prefer their car.

There are now over nineteen thousand owners who have a firm confidence in Allen worth.

STANDARD MOTOR CAR CO.

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Western Distributor
Omaha, Neb.

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Phone Douglas 1705.

DEALERS

If you can handle a big territory our proposition is of unusual interest to you.



The successful adaptation of the Knight sleeve-valve principle to the multiple-cylinder type motor has produced in the

Stearns-Knight Eight

a car of unsurpassed smoothness, power and economy.

Demonstrations at your convenience

Price \$2575, F. O. B. Cleveland.

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**High Grade, Late Model Cars
at Economy Prices**

General curtailment in manufacture account of Government restrictions and war orders result in shortage of cars and sharp increase in prices.

We have only a few cars available for this sale. They are brand new, but a little storage worn or slightly marred in shipment. Two or three have been used for demonstrating purposes.

We contracted for them at before the war prices which enables us to sell them now at reductions of from

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This is your opportunity to save from

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in the purchase of a Studebaker Car.

THE SALE BEGINS MONDAY, MARCH 11TH

Make your selection at once

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Ford

THE UNIVERSAL CAR

The very practical usefulness of the Ford car has made it a real part in the lives of the people. The problem is to make them fast enough to meet the constantly increasing demand. Ford dealers are now able to fill orders with reasonable promptness. Under existing conditions it will be judicious to buy now when delivery is sure. A word to the wise should be sufficient. In addition to the almost unlimited service given by Ford cars, at the minimum of expense, is the dependable care and efficient attention given to Ford cars by Ford dealers. There is nothing half way about this important matter. Ford dealers make it a part of their business to see that Ford cars keep running. To this end they have up-to-date mechanical equipment with experienced workmen who know Ford cars "like a book." So here is a service with a service that means satisfaction with profit.

Buy a Ford car NOW. Any of the authorized Ford dealers listed below are at your command, for both cars and service.

Sample-Hart Motor Co.	18th and Burt Sts.
McCaffrey Motor Co.	15th and Jackson Sts.
Nichols-Rice Motor Co.	Ames Ave. and Florence Blvd.
Holmes-Adkins Motor Co.	4911 South 24th St.
Universal Motor Co.	2562 Leavenworth St.

Make the acquaintance of the Ford dealer near you