



540,000 AUTOS TO BE DELIVERED UNDER OWN POWER

Head of "National" Factory
Estimates Dealers Will Drive
More Than Half Million
Cars Overland.

When girlish spring gets tired of wading in the mud with her rubber boots, automobile driveaways will be as common and frequent as new crises in Russia, which are now accepted as the apotheosis of an all too recurrent redundancy.

At least 540,000 cars will be delivered to distributors and dealers throughout the United States under their own power this year, according to George M. Dickson, president of the National Motor Car and Vehicle corporation of Indianapolis, or an average of approximately 3,000 daily in the six months of spring and summer.

This estimate is based on the output of 1917, when a total of 1,800,000 automobiles were built in the United States, and the production and shipping schedules of the present year, which call for a uniform cut of 40 per cent in last season's output to comply with the government request and the delivery of half this product by means of driveways in order to relieve the railroads of added burdens.

Cannot Depend on Railroads.
"The automobile driveway is the logical method of delivering cars this year, for the very simple and obvious reason that when there is only one way to accomplish an end, that way is the logical one," said the head of the National company. "The motor car makers cannot depend upon the

Plow Man 30 Taking a Grade at High Speed



According to Mr. Rose of the Van Brunt Auto company, the tractor is fast reaching the state of perfection. The accompanying picture was taken on the Herman Dittmer farm west of Avoca, Ia. The tractor, a Plowman "30," is credited with pulling a three-bottom plow over a 25 per cent grade in high gear. The plow shares are set for a furrow seven inches deep.

railroads, especially those lines running east to the Atlantic seaboard. Their first duty is to move the food supplies and military materials and to do this efficiently they must use all the rolling stock on which automobiles were shipped in previous years.

"Automobiles, nevertheless, are an essential factor in American business, an indispensable ally of the production that will help win the war, and for that reason they must reach their millions of users. If the railroads cannot transport motor cars, a substitute means of delivery must

be employed. The one and only substitute is the driveway.

Expert Driver Employed.

"With an expert driver in charge of a car, the automobile should reach the owner's garage in better condition than had it been shipped by freight. All new cars are stiff when they leave the factory, but on the road will receive the initial work-out that should make them more efficient when the owner gets behind the steering wheel for the first time. "In fact, expert handling of a car during the first 100 or 200 miles of

its career will lengthen the life of an automobile materially. In many instances, new owners, being novices, do not exercise this caution at the outset and their cars do not give them the service that they should."

For the Tool Box.

A convenient addition to the tool box is a small packet of wire nails of different sizes. These nails may be used to replace lost cotter pins and for many other purposes.

UNIQUE SCHEME BOOSTS SALE OF THRIFT STAMPS

"A rather novel plan adopted by a Kissel owner to get his full quota of thrift stamps is that of charging himself up with a 5-cent fare for every trip he makes in his automobile," says W. E. Foshier, Kissel-Kar distributor. "Imagine the number of thrift stamps that would be sold if this plan was adopted by every one of the 4,365,000 passenger car owners in the United States! At an average of five trips a day, \$34,237,500 worth of thrift stamps would be sold per month, or over \$450,000,000 a year.

"And in the same cause, if the owners of each one of the 435,000 trucks in this country, would charge themselves up with a 5 cents per ton freight charge for every ton their trucks carried, they would be able to buy \$543,750 worth each day, figuring 25 tons to each truck. In one year the thrift stamp sale from this source would be nearly \$200,000,000. And if we combine a full year's totals of these "5-cent fares" and "freight charges" from both passenger cars and trucks, Uncle Sam would be selling an additional \$600,000,000 worth of thrift stamps."

Rubber Hose.

This is the time of year to renew the rubber hose connections of the

cooling system. These connections deteriorate after a season's use and sometimes the inside layer of fabric separates from the rest and impedes circulation, without the defect being apparent from the outside. No kinks should be allowed in such connections

and the clamp fasteners should be properly secured. Where rubber hose has bends in it a good plan is to reinforce it by a brass coil spring, which is a good fit inside. This prevents any flattening at the bend and cracking, resulting eventually in a leak.

Westcott

A "SELF-ACTING" TOP—instead of the so-called "one man" type—is a tremendous saver of time, temper and energy. The frame is designed so that it works automatically. To take down the top it simply is necessary to fold back the front extension and the top itself does the rest. To put up the top, one merely gives it an upward lift and it swings into position. *This top is a regular part of the Westcott.*

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Mechanical Supremacy Crowned With Master Coach Work

First; the Marmon passed the limits found in old forms of construction by introducing epochal advancements.

Such desired combinations as long wheelbase yet short turning radius; light weight yet riding ease and unmatched roadability; low center of gravity and perfect balance.

And such remarkable simplicity as the elimination of over 1200 parts.

Then Marmon completed its mechanical triumphs with bodies of rare beauty and comfort.

The newer Marmon attractions include the roomy

Family Sedans and Chauffeur Driven Closed Cars with bodies by distinguished coach builders, among them Rubay of Cleveland. There is nothing more luxurious and serviceable.

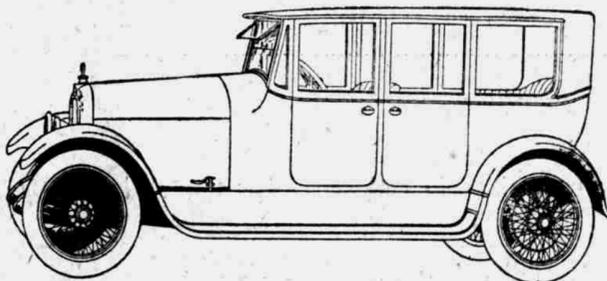
The Marmon chassis supplies the coach builder with a basis that insures splendid proportions and low, simple lines—thereby meeting the demands of those who appreciate the best in motor coach work.

Only by seeing and riding in Marmon cars can you fully appreciate what new qualities master builders have produced in these modern motor cars.

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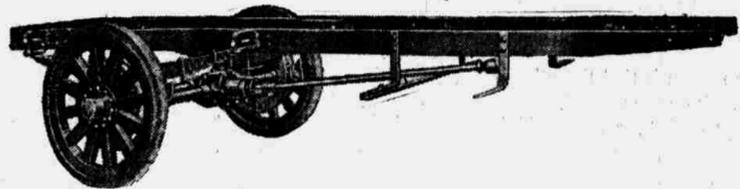
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If you turn it into a truck. It has plenty of power for a sturdy and powerful truck of one or two-ton capacity.

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The IOWA Chassis offers dealers an almost unlimited field for sales, because, unlike other units, IOWA Models will fit all makes of cars except those with transmission on the rear axle. Don't tie yourself down to a single-model unit that is only for Fords. Branch out into BIG BUSINESS. SELL IOWA CHASSIS to everybody.



For the convenience and service of our dealers and owners alike, our branch office in Omaha, under the name of The Iowa Motor Truck Co., Mr. H. H. Cannon, branch manager, Mr. C. E. Seeley, director of sales, 606 First National Bank Bldg., will furnish all information desired.

Dealers and Users write for complete details. Remember IOWA Chassis is for other cars as well as Fords—and it sells for Service.

Prices for Iowa Universal Units.	Prices for Ford Cars
Fitting all makes of cars except cars with transmission on the rear axle.	1-Ton Model E, 116-inch wheel base, 32x3 1/2-inch tires\$420
1-Ton Model E, 130 to 140-inch wheel base, 32x3 1/2-inch tires\$435	1-Ton Model E, 144-inch wheel base, 32x3 1/2-inch tires\$445
2-Ton Model O, 130 to 140-inch wheel base, 32x3 1/2-inch tires\$535	2-Ton Model O, 116-inch wheel base, 32x3 1/2-inch tires\$520
34x3 1/2-inch regular tires and 34x3 1/2-inch dual tires can be furnished at small extra cost.	2-Ton Model O, 144-inch wheel base, 32x3 1/2-inch tires\$545

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