

CADILLAC MEN ARE LONG ASSOCIATED

Men in Big Motor Car Factory Have Specialized in Work for Long Time.

A recent checking-up of its shop organization by the Cadillac Motor Car company has revealed some facts which are of special interest at this time," asserts J. H. Hansen of the Jones-Hansen Cadillac company. "Perhaps the most impressive feature developed is that, in a very large measure, the men who do the fine machine work on the Cadillac car have been in the employ of the company and associated with each other 10 years.

In the Cadillac factory are 52 superintendents, department managers and foremen who have been continuously employed by the company for more than 10 years, many of them even 15 years or longer. There are 143 others whose service is between five and 10 years. Practically all of these men, of course, are above the age limit for military service, at least so far as the draft is concerned. "This list of 195 men contains the name of one who has been in Cadillac service 20 years, one with an 18-year record, and the average term of employment for all of them, including the five-year men, is well over seven years.

In commenting on these facts, the company observes that it would be possible to duplicate the mechanical equipment of Cadillac shops, but the 'know-how' factor—the man element—is beyond duplication.

"The man who has been engaged for five, 10 or 15 years in the specialized business of making tools or patterns, cutting gears, machining connecting rods or any of the multitudinous other functions required in the production of the car, has reached the point where the required processes, although highly specialized in themselves, have become second nature with him, and his interest is absorbed in the development of minute refinements."

LIBERTY LOAN HAS PREFERENCE IN U. S. TIRE AD

Among the first of the large national advertisers to take up the duplex plan of advertising advocated by the Liberty loan committee in connection with the third Liberty loan is the United States Tire company, whose copy for April will be a combination of Liberty loan and tire-selling appeal.

Under the duplex plan, the advertiser is asked to prepare and furnish his own copy and in it to advertise both the loan and his own product. In previous campaigns the advertiser was asked to donate space or funds with which to buy space in which Liberty loan copy emanating from loan advertising headquarters was to appear. But the duplex plan was believed by the committee to offer an excellent opportunity to demonstrate by means of linking up the business advertising with the loan advertising that the one big business today is the war and its successful prosecution.

For some time the United States Tire company has been injecting the "war idea" into its copy and such war problems as the transportation situation have been persistently featured. The company's copy for April will lay stress on the Liberty loan and will at the same time talk United States tires.

"What we purpose to show in our Liberty loan advertising," said J. N. Gunn, president of the United States Tire company, in discussing the plan, "is that as far as our company is concerned we are for the success of the war first and for the success of our business second. We intend to make it clear in this series of advertisements that our whole weight and every resource at our command is enlisted in America's fight."

Price Advance Bound to Come, Says Saxon Dealer

"The enormous supply of material bought by the Saxon Motor Car company under the old prices and stored away has at last been exhausted," asserts W. L. Killy of the Saxon Motor company, "and the price of Saxon models must advance, effective April 10."

"Harry Ford, head of the Saxon Motor Car company, fortified himself against this situation when it became evident that prices of raw material would continue on their upward flight for some time. At his direction every spare dollar which he could command was invested in raw material. Thus the Saxon manufacturers were able to maintain the low price until now."

In commenting upon the price advance Mr. Killy feels that the Saxon still maintains the same relative position even under the advanced prices owing to the increase effected by competitors. "The Saxon," asserts Killy, "is still the lowest priced six-cylinder car on the market."

Car-Finish Protected in Driveaway Delivery

Since freight congestion compels that many motor cars be delivered from factories to dealers under their own power over the road, the ingenuity of manufacturers and dealers has been at work to devise an effective way of protecting the finish from the effects of road splashing.

Many methods have been proposed, and the Cadillac Motor Car company believes the plan evolved by its dealer at Baltimore to be one of the most efficient.

A framework of light wood is attached to the car and over this is placed an envelope, properly fitted. All parts of the car except the wheels and the front fenders are protected by water-proof material, which is held firm and taut by clips and cleats. The wooden frame prevents the envelope from rubbing the fine finish, or coming into contact with it at all. Even the interior of the car is protected, for the envelope extends upward to the lower edge of the top.

Utility of Mash. A well known banker in a downtown restaurant was eating mush and milk. "What's the matter?" inquired a friend. "Get yourself a mash. Don't you enjoy your mash?" "Enjoy my mash?" asserted the indignant diner. "My mash is marred by sideposts to take medicine before and after."—Knoxville Sentinel.

PARAGRAPHS Pertinent Wheetees in Omaha Motor Life. AT AUTO CLUB

"I understand the club is getting quite a bunch of help from the public in their cases," said a new member the other day. Just then the telephone rang and one of the club members called up to tell the secretary that a Mr. Moran, a farmer living three miles from Florence, had arrested an auto thief. The man arrested called Tuesday on Moran and asked the latter to take him to Florence, as his car was disabled. Moran learned later that the disabled car was a stolen car. Wednesday, while on a Twenty-fourth street car, Moran noticed the fellow on the back platform. He immediately pulled him off at Twenty-fourth and Cuming streets and turned him over to the police. The club attorneys are following up the case and expect to land a conviction for the one arrested and his pal also.

"What good is the theft law put through by your club?" asked a prospect of a club member. "My car has never been stolen? Why should I worry?" "What good is an undertaker to me?" replied the club member. "I've never been killed!"

A Melodrama in One Act. Scene: Automobile parking space anywhere.

Persons: Mr. A. and Mr. B.

Time: Any time any day.

Mr. A. drives up and parks his car correctly. Goes in store to make a few purchases. Mr. B. (parked alongside Mr. A.) comes out of office building and gets into his car. Backs out without much regard to where he is going. Succeeds in jimmieing Mr. A.'s front fender until it resembles a cauliflower car on a bunged-up pigtail. Swears a few times at Mr. A., not because he parked correctly, but just to have something to swear at and get the accident out of his system. Finally backs out and goes away.

Mr. A. comes out of the store, looks with a frown at his jimmied fender. "Well, what the—!" he starts. Then he nods to himself. "Another parking accident, and I'm the goat. I'll never know who the amiable motorist is either."

Parked accidents are happening every day. Jimmed fenders and smashed lights are common. Suppose it were your car? You would want to know the name of the guilty party.

Why not co-operate with the 1,200 club members and telephone the secretary the license number of both cars when you see such accidents. Let's right this wrong. Co-operate with your fellow motorists! The club has figured a number of such cases through members' co-operation.

The Capitol highway, a new road organization, is to mark a route from Wayne, through Wisner, Dodge, Snyder, North Bend, Morse Bluff, Cedar Bluffs and connecting with the Cornhusker highway, on south

through Colon to Lincoln. Marking will be done in a few weeks. Mr. Scott of North Bend is one of the officials of the new highway organization.

Alas, hard roads have a hard road to travel! Down at St. Joseph, Mo., where they carried a \$2,000,000 bond issue for concrete and brick roads, someone is trying to block the sale of the bonds on a technicality, claiming the vote was not by secret ballot in regularly equipped voting booths.

An extensive nonresident membership campaign will be put on in a few weeks by Chairman Brewer of the membership committee. "We expect to get 1,000 new members from motorists outside of Omaha," said Mr. Brewer. "The fee is half the cost of resident membership. We already have quite a few hundred members in Iowa and Nebraska."

S. W. Cashner, field secretary of the Omaha-Lincoln-Denver highway, has started out on his 1918 duties of covering the route from Omaha to Denver, boosting the road and obtaining activity from county officials in needed repairs and improvements.

The O.-L.-D. highway reports that Lancaster county is advertising for bids for the six miles of brick west of Lincoln on this highway.

The discussion of the advisability of securing for Nebraska a road law similar to Iowa's, which was agitated last Saturday night at a banquet at the Paxton, at which State Engineer Mc-

Donald was guest of honor and speaker, is an important topic and good roads enthusiasts should keep the subject alive and kicking.

"Last year a count was taken for seven-day periods over a stretch of four months of the vehicles on the roads and the following is the result of the count: Of the traffic 65 per cent was inter-town, 23 per cent was farm, 5 per cent was tourist and 7 per cent was town people. On one road leading to a fairly large town there was not a single steel-tire vehicle counted in a seven-day period, which shows how traffic has become motorized and rubberized."

Heavy grading of the Blue Grass road through Mills county, Iowa, necessitates a detour via Pioneer Trail east to Henderson short cut, south to Henderson and Emerson, connecting again with the Blue Grass for points east.

Brisk Demand for Light Delivery Trucks Evident

"There is a considerable demand," asserts S. Orloff of the Omaha Motor Sales company, "for trucks of the light delivery type among merchants who are doing a retail business."

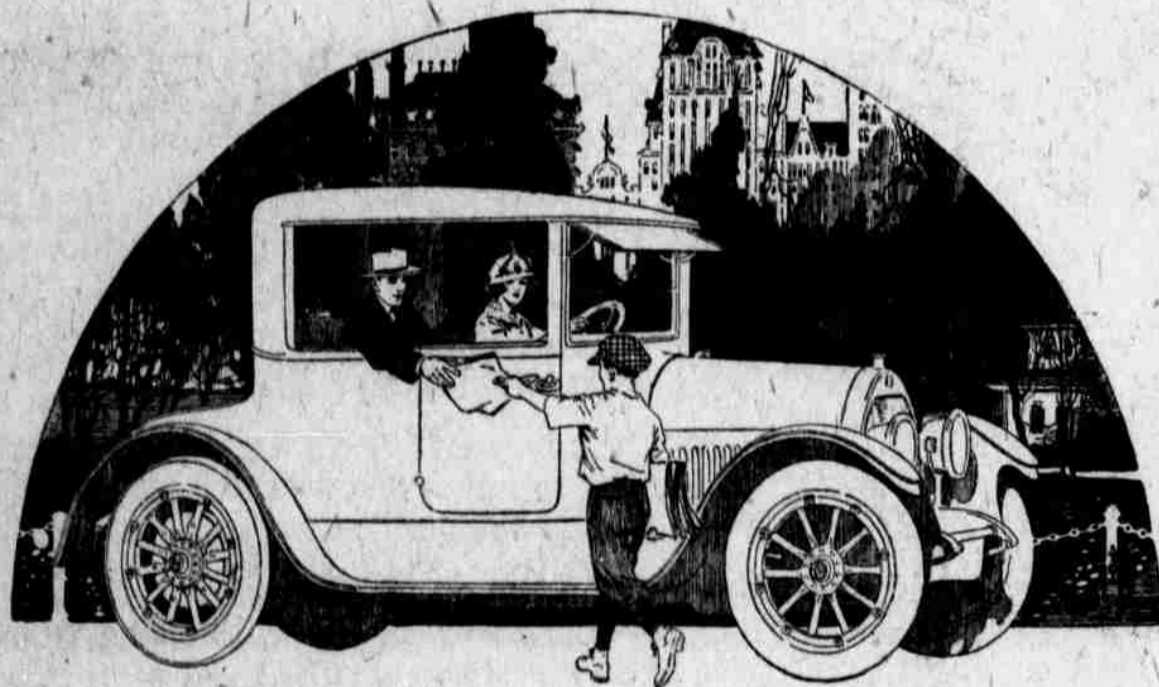
"We have sold a number of Corliss delivery trucks and are now disposing of several models used as demonstrators. These, of course, are in good shape, but, owing to the fact that they have been used, we must sell at a sacrifice."

—for low gasoline consumption the new Studebaker 19 Series cars are without a peer. By actual test records kept of a trip of 800 miles the light FOUR averaged 22 miles to the gallon, the light SIX 20 miles to the gallon.

*Beautiful in design
Thoroughly modern
Mechanically right*

STUDEBAKER WILSON, INC.

Farnam St. at 25th Ave.



Cadillac—Best on Earth

The air is a different roadbed from solid earth. An airplane type of motor is as unsuited to an automobile as frail wings or wire-braced frames. A few bumps—and that's the end.

The unbroken four-year success of the Cadillac V-type Eight-Cylinder motor has established the dependability of such a motor under severest conditions. This success did much to standardize the V-type for airplane use.

But "V-type" does not mean "airplane type." And the Cadillac would be as quick to resent the imputation of using an "airplane type" motor as some car makers seem anxious to claim "airplane type" for their motors.

The Cadillac Eight was not built to fly. It is best on earth—the best, say 62,000 owners.

Add your name to the remarkable Cadillac clientele while we are still able to make deliveries. The government is now purchasing hundreds of khaki-colored Cadillacs and the government comes first. At present we can supply both the government and the individual.

Jones-Hansen-Cadillac Co.

Harney 710

Farnam at 26th.

MOST EMPLOYEES ANSWER CALL AND ARE VACCINATED

Omaha's business center will soon be well vaccinated if the present rate is kept up much longer, according to Health Commissioner Connell. Employees in a majority of the big houses were vaccinated during the last week.

At the M. E. Smith & Co. plant 400 were vaccinated during the week, including A. C. Smith, Joe Kelly and

the entire office force. All employees of the Iten Biscuit company have been inoculated, as well as all at the David Cole plant. All employees of the Burgess-Nash store, Brandeis Stores and Hayden Bros. have answered the call of the health commissioner in his efforts to stamp out smallpox in response to the request of the federal government that an effort be made to wipe out all traces of smallpox in cities where soldiers are quartered.

Dr. Connell said he got 15 letters Friday from heads of firms, assuring him their loyalty and their desire to respond to his request.

Yeggmen Blow Safe in Branch Office of Morris & Co.

Yeggmen entered the offices of the Omaha branch of Morris & Co., 1504 Cuming street, and blew a safe Friday night. They gained entrance to the building by breaking a heavy screen door in the rear. Old aprons, sweaters and caps, found lying about the offices, were used by the yeggs to muffle the sounds of the explosion.

You can secure a maid, stenographer or bookkeeper by using a Bet Want Ad.



What manner of car is this?

It's the kind of a car that owners swear by. They delight in its dependable service. They are proud of its outward charm and its niceties in fittings and finish. They take keen satisfaction in its low running cost. They return from every trip refreshed by its riding ease. No car of moderate size and moderate price gives such year-in and year-out service and practical utility.

When you buy an Allen you get a car that will always be a pleasure to own.

Its goodness repays you in a dozen different ways.

Its staunchness and dependability helps you get through a bigger day's work, if reliable motor car transportation is a factor.

Its rugged power takes you up the grades and thru the tough going with an ease that is most welcome.

You are not inconvenienced by breakdowns or slovenly performance, for the Allen is so good mechanically that it lives long to delight its owners.

All of which sets a high standard of service.

But not too high, for Allen cars are delivering just this kind of service every day in the year.

And we are ready to prove by demonstration, and by the testimony of owners that the Allen is all we say—the finest type of moderate sized car you can buy.

\$1095

Lab. Fostoria, Ohio

STANDARD MOTOR CAR CO.

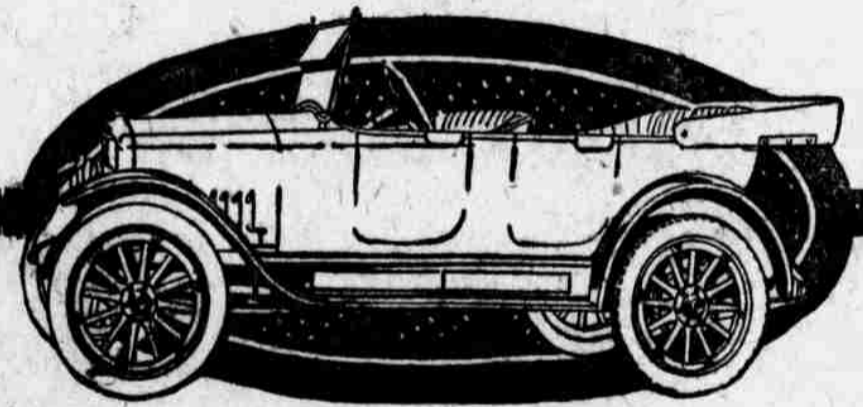
CARL CHANGSTROM, President
Western Distributor
Omaha, Neb.

2020-2022 Farnam St.

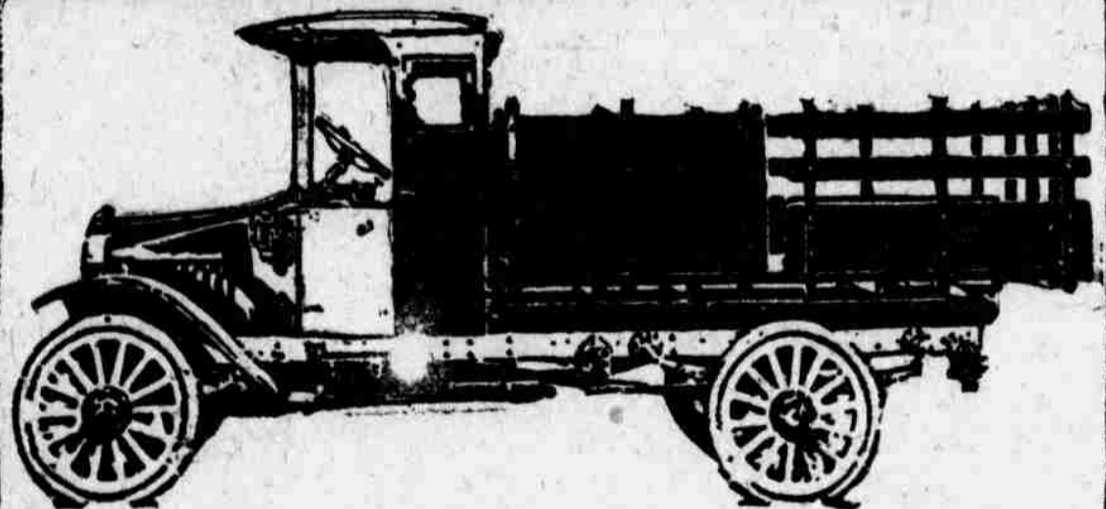
Phone Douglas 1705.

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

Factory Address: The Allen Motor Company, Fostoria, Ohio



BETHLEHEM MOTOR TRUCKS



MAKE IT SURE! BETHLEHEM MOTOR TRUCKS Dependable Delivery

That important load of yours, yesterday, that was not delivered—and that equally important one that you are worrying about today could be taken off your mind very efficiently by a Bethlehem Motor Truck.

The famous Bethlehem "Dependable Delivery" is based on a plus quality that applies to everything in the Truck, from the radiator to the tail lamp.

"Bethlehem" is your answer to your hauling problems. Ask us about it.

\$1245

1 1/2 Ton Chassis

F. O. B. ALLENTOWN, PA.

\$1775

2 1/2 Ton Chassis

BETHLEHEM DUMP TRUCKS

Write for Catalogue

BETHLEHEM TRACTORS

J. T. STEWART MOTOR CO.

2048 Farnam St., Omaha, Neb.
Distributors Nebraska, Western Iowa, South Dakota.