

Overland Company Will Build Airplanes For U. S.

In keeping with the patriotic fervor sweeping over the country is the recent announcement by John N. Willys, president of the Willys-Overland Company, that he is prepared to "do his bit" for the government by increasing his facilities to construct airplane motors as fast as the United States and allied armies can find use for them.

Mr. Willys is now a director of the Curtiss Aeroplane Company. According to reports, he may soon become the head of this company. In addition to devoting his time and attention to the development of quantity production of airplanes, he intends to enlarge his present factories in Toledo and Elmira for the purpose of turning out the number of airplane motors required.

Overland Sales Force in Greatest Contest

The greatest retail sales contest ever waged in American industrial history is now taking place in Willys-Overland sales organizations throughout the United States.

CLEAN GARAGE IS IMPORTANT

Paige Service Man Says It Means Longer Life For Motorcar

"No prospective owner hesitates to ask about the proper way to take care of his car," says the superintendent of Paige service. "But he frequently overlooks the matter of providing himself with the facilities to make such care easy."

OLLIER BRIMFUL OF OPTIMISM

Studebaker Vice-President Reports Increasing Business Confidence Among Buyers

Upon his return to South Bend last week, L. J. Ollier, vice-president and director of sales of the Studebaker Corporation, was brimming over with enthusiasm in regard to the business conditions throughout the territory he visited.

Money paid for a car is put in circulation—helps keep "Business as Usual."

Buying Motor Cars Puts Money in Circulation

Patriotism calls upon the individual expecting to buy a motor car in the future to purchase it during the "Buy Your Car Now" week, July 7-14.

When you inspect a car in our salesrooms you can feel satisfied it is right, or it would not be there.

VALUES IN AMERICA

RELIABLE AUTOMOBILE COMPANY

ing the "Buy Your Car Now" week so they can take advantage of the summer months.

Nash Jeffery Motors advertisement featuring a car illustration and text: "Satisfied Owners Endorse The Jeffery Six. Jeffery Six combines dependability, power and comfort."

Franklin advertisement: "The efficiency car. More miles—Less gasoline—More comfort—Less weight—E. W. Shank 107 MARKET ST. POINTS. It requires skill to replat gold, silver and metal that will give lasting satisfaction."

work bench on which a vice can be used is invaluable if there is room for it. "One of the most useful things in a garage is a tool rack. This is easily made and costs but a few cents."

Country Club advertisement: "A Particularly Smart Car At A Popular Price. \$795. Overland. The attractiveness of this car is irresistible."

CHEVROLET advertisement: "Automobile manufacturing is no longer a question of making a dependable motor car. Economy to the owner in operating expense is the important thought. We have done valuable experimental and designing work..."

Overland advertisement: "A Particularly Smart Car At A Popular Price. The attractiveness of this car is irresistible. Its economy breaks all records for a Four of such style, comfort and convenience."