

Willys-Overland Gigantic War Program Completed

Contributed to Victory Curtiss Airplanes, Liberty and Sunbeam Motors, Gun Carriages, Eight-Inch Shells, Adapters and Lifting Plugs

Almost since the very inception of the automobile industry John N. Willys, the directing head of Willys-Overland, Inc., has been looked upon as one of its great leaders. The same business determination and foresight he displayed in the early days were again shown when the United States decided to intercede in the interest of right and justice.

Back in 1909 Mr. Willys was so confident of the coming possibilities of the automobile as a necessary unit of rapid personal transportation that, in spite of efforts of his friends to dissuade him, he purchased the property of the Pope-Toledo plants, and on that foundation has built up the great Willys-Overland organization, with its factories, branches and distributing representatives comprising the second largest automobile concern in the world.

When the war clouds began to loom Willys soon justified the reputation for courage he had won in the automobile industry by adding the duties as controlling head of the Curtiss Aeroplane Company. Immediately upon our entrance into the war he began developing the great Curtiss plant in co-ordination with the Willys-Overland plants to be ready for the heavy requirements which he believed the war would impose.

At this time Willys had not a single order from the United States Government. But when orders did come he was prepared to deliver materials in a remarkably short time. To do this required new buildings and equipment representing an enormous expenditure, which at the time was based on no tangible equipment or order. But in the light of future developments the correctness of Willys's foresight has again been proved.

At the signing of the armistice, nineteen months and five days after the declaration of war, Willys-Overland were engaged in rapidly completing contracts amounting to \$50,000,000, requiring almost 100 per cent. of their production capacity.

The contracts for the United States and allied governments included Curtiss training plane motors, French 75 millimeter gun carriages, 8-inch shells, Liberty 8 and 12 cylinder motors, adapters lifting plugs, Sunbeam airplane motors.

Willys-Overland's first contract for training plane motors was received September 19, 1917. Advance preparations enabled them to get in production so quickly that in spite of changes necessitated by the Government's requirements they were able by March to deliver \$35 motors, and from that time on deliveries were made in amounts only limited by the Government's instructions.

By the middle of December, 1917, Willys-Overland was centering its energies on war supplies on a huge scale.

The accomplishments of the Willys-Overland Company in the war program are the more interesting in

consideration of the fact that more than 5,500 men, comprising a high per cent. of skilled mechanics had been called into the army. The only way this could be overcome was by the great number of patriotic women, many of whom had members of their families at the front, who offered their services to make up the depleted supply.

Willys-Overland official quota of cars for 1918 was completed on November 1. And besides, in spite of the many obstacles encountered in erecting new building, changing over old equipment, involving preliminary expenditure of more than \$12,000,000 in spite of the problems of getting into new production requiring entirely different processes, in the short period of the war, the Willys-Overland had completed approximately 42 per cent. of its war contracts when the armistice was signed.

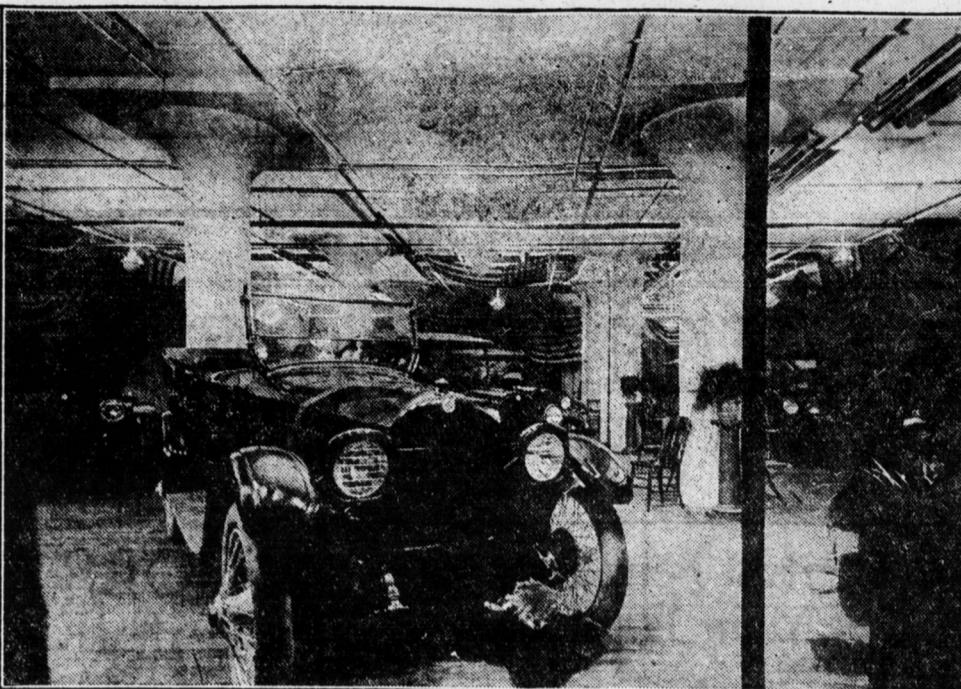
This ability to quickly take on new production and as quickly supply materials in great quantities has been characteristic of American industry during the war period. Mr. Willys predicts a return to a huge production of automobiles as rapidly as factories and material conditions will permit. Even now, barely two months after the armistice was signed, the company is turning out the Model 90 series at a rate which soon will reach 300 cars a day.

C. C. High Now Selling Stephens Salient Six

A familiar face amongst automobile circles, but offering a different product than heretofore, will be found at the Auto Show in the person of C. C. High who has just recently accepted a position on the selling force of J. S. Sible, Jr., who is the local distributor for the Stephens Salient Six.

Mr. High is well known in this vicinity having been connected with automobile firms for a number of years. Mr. High's experience is by no means limited. He has served apprenticeship in both cars and accessories and is fully capable of selling as high class proposition as the Stephens.

THE NEW STUDEBAKER SALESROOMS AT THIRD AND REILY STS.



PEERLESS WINS RECOGNITION

Is Cited Abroad as Example of American Genius

That the Peerless Eight to-day is held in the same high regard in foreign fields that certain superior makes of foreign cars are held in number of inquiries received by the manufacturers from abroad since the signing of the armistice.

Officials of the Peerless Motor Car Company attribute this new recognition of Peerless merit to the make's

remarkable war achievements. Throughout the great conflict the Peerless trucks in particular demonstrated their capabilities by actual performances under unprecedented conditions.

So efficient was their work that it naturally came to the attention of thousands connected with the allied forces. Ten thousand trucks in the service of the British armies were credited in numerous indorsements with having outworked and outlived all other like vehicles of war in use.

As a result of these facts the Peerless has gained such foreign recognition as has never before been accorded by any American-built car. It has come to be regarded as an example of superior American manufacturing genius.

What recently has become recognized universally abroad has been known in America for many years. Since its inception, the Peerless Motor Car Company has occupied a place of distinction in the automobile industry. In the early days its engineers were responsible for many innovations in engineering construction, and as the industry had progressed they have contributed from time to time certain features which have tended to revolutionize the building of cars.

Resales of this car recorded from year to year testify to the esteem in which it is held by the public. Motorists who purchased some of the first models produced have followed the Peerless in its great forward strides, showing their faith in Peerless engineering by buying as they were marketed new models in which were embodied new ideas.

This faith gradually has been engendered, through satisfied owners and by demonstrations of service, into the public-at-large.

WAR RECORD OF NASH AN HONOR

Company Made Trucks For Army; President in Charge of Aircraft

The war taught the American people many things they did not know about themselves. It taught them how much they loved their country way down inside. It taught them how much they could do and how readily they could get along without some of the things they considered necessities when their flag was in danger.

American business may well be proud of the part it played in winning the war, and among the industries at the very top of the list of those which helped is the automobile business. Unquestionably all manufacturers of motor cars did their best—as did every other manufacturer with hardly an exception. The part played by the Nash Motors Company, of Kenosha, added no small quota to the stupendous amount of war work done by this third largest industry in America.

The huge Nash plant at Kenosha turned out many trucks during the period of the war for military purposes, not to mention the Nash passenger cars supplied the navy and Marine Corps.

In fact, long before the United States entered the war, the Nash Quads were carrying on up and down the western front in use by the different armies of the Allies. In all kinds of weather, over the poorest of muddy roads, across trackless miles of shell-torn fields, loaded with everything from soldiers and "how" to heavy munitions, or pulling behind them huge guns, these Quads were doing their part.

Finally, when Uncle Sam lost his patience, rolled up his sleeves and waded in, the Nash Quad waded in with him. Immediately the entire plant was placed at the disposal of the War Department—more than 100 acres, over 4,000 trained motor car builders, the engineering staff, the entire force was at the service, in whole or in part, of the government to use as it saw fit.

Huge contracts were placed with the Nash Motors Company by the government and the Nash Motors Company made good on each contract, delivering Quads on the schedule time called for by the government.

Nash Quads made good wherever they were put under most difficult conditions. So much so in fact that no less than three other plants were engaged to build them.

Next, and most important, C. W. Nash, president of the Nash Motors Company, one of the leaders in quantity production in the United States, at the urgent request of the government, closed his desk in Kenosha at the time of the reorganization of the aircraft board, and took charge of engineering and production of aircraft from them until the signing of the armistice on November 11.

Although the armistice prevented an actual demonstration of the winning the war added much to the success of our victorious armies, although it is merely an example of the way the entire automobile industry, when the call came, dropped immediately all peace time plans and strained every effort to help the cause.

"Proud as we are of the help our organization was able to give to the government," says Mr. Nash, "I wish to emphasize the fact that only by the conscientious and able efforts of the loyal workmen in our factory could we have succeeded in making good in the work we were called upon to do. To these belongs the greater credit, and we are proudest of all of the boys from our plant who joined the colors."

The Comp and Owens Auto Repair Shop which has been practically ideal for the past several months has recently been reopened and is now working on the same basis as here-to-fore.

Last August John F. Owen one of the partners enlisted in the Fire Department of the United States Army and shortly afterward, N. V. Comp the other partner got the "flu" and has been in a critical condition until just recently. Owens secured his discharge a few days ago so that now both gentlemen are back on the job and going ahead with the spirit and vim to make up for the seven months of illness.

PRICE SITUATION BENEFITS MAKERS

Waiting For Lower Prices Relieves Critical Situation

"Our sales manager tells me that a lot of people are waiting for automobile prices to come down before placing their orders," said Richard H. Scott, general manager of the Reo Motor Car Company, "and if that is true, it is a good thing from our standpoint."

"It relieves a condition that would otherwise be critical."

"If a lot of people were not willing to wait for some reason or other, we would be at our wit's ends to handle the situation because, while we of the Reo Motor Car Company have long been accustomed to a chronic over-demand for our product, I have never known a time when the demand was so greatly in excess of the possible output as right now."

"Why, in former years, we have always counted on a letup in buying during November, December and January to enable us to get a few thousand cars ahead of the sales department against the big spring demand."

"But this year orders have kept coming in hopelessly in advance of output so that we have now no reserve at all and the time has already elapsed when we can hope to accumulate one."

"Of course, like everything else, we can put the blame on the war and in this case the war really is guilty."

"While we have not considered it truly patriotic to flaunt our patriotism by boasting to the public of our war activities, nevertheless during the past year it is a fact that, like most other large manufacturers, our plants were devoted 100 per cent. to Uncle Sam's work."

"For that reason we not only were

unable to manufacture automobiles but, like everyone else, we figured that the war might last for several years yet and consequently had made no plans whatsoever for the near future.

"When we suddenly found ourselves back on a peace basis, we were unable to plan for anything like former production for the coming year because, while some kinds of materials were obtainable, others were not and, while those that are unobtainable may constitute only one per cent. of the automobile, nevertheless we have to have 100 per cent. of parts before we can turn out a car."

"That, by the way, is a phase of the problem that the average person does not seem to understand. I might even accuse some supposedly intelligent writers of the same shortsightedness."

"We constantly hear it said that 'steel will now be available' as if that were the only thing necessary. "These writers never even think of the fraction of an ounce of platinum that is necessary to complete an automobile, but to mention the fact that not merely steel, but certain special alloys of steel are necessary if we would maintain the quality on which our reputation in the past has been based."

"Before we can start on quantity production at all it is necessary for the steel mills to completely rehabilitate many departments—and in a good many cases your Uncle Sam has not yet canceled the orders he gave the steel mills."

"Rubber, aluminum, copper, cotton and many other necessary ingredients constitute serious problems for us with the result that, much as we would like to do so, we cannot hope to supply more than a fraction of the demand of the coming year at any price."

"All talk of price reductions, therefore, is futile save in a few isolated cases such as where a manufacturer had either set a devious value on his product or where, for some other reason, the price in any event would have had to come down."

"However, as I said before, it is a good thing that some buyers have found a reason for withholding their orders, else the automobile business would be swamped with orders we could not fill, and while that may sound like a pleasant condition, I can assure you from past experience, that it is anything but an enviable one to occupy."

WAR'S INFLUENCE ON ACCESSORIES

New Devices Result of Experience at the Front

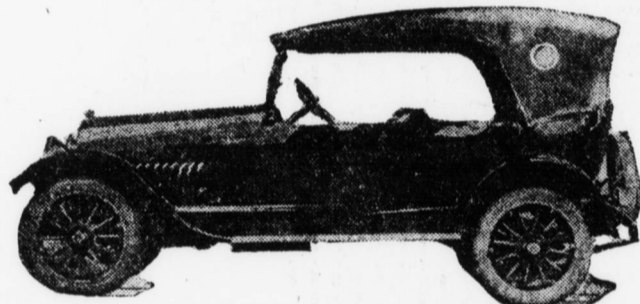
It will be noted in the cases of many standard accessories at the show that they reveal the influence of use in warfare at the front. Many features and forms of construction which are sufficiently sturdy for civil uses were found too light and not strong enough for the rigors of life in the war zone. It meant redesigning in many factories to meet army and navy specifications. In other cases war necessity was the mother of invention and there are some real "war babies" offered—not the least to mention the wonderful Liberty airplane motor which will be displayed at the show.

As the popularity of the closed passenger car for all year round use continues to grow, many refinements and accessories will be noted that are applicable to the limousine and coupe. Bodies are being constructed with larger windows than ever before, so that they become practically glass walled affairs. Various anti-rattling devices will be found to keep the windows from rattling and to eliminate body squeaks.

Heaters of greatly improved design, using hot exhaust gases as a means for keeping the car comfortable, are seen in high priced cars and even in some of the more moderate priced.

Hundreds of accessories will be found that are designed to overcome the effects of cold weather. There are many more priming devices to facilitate starting at low temperatures, most of these being controlled from the dash. Devices of this nature have been on the market for years, but a number of the 1919 models work on new principles or have had their design considerably modified.

THE NEW STEPHENS SALIENT-SIX



The Apperson Anniversary Eight

THE EIGHT WITH EIGHTY LESS PARTS

See the Apperson At the Show

Each year there appears a car that stands out in bold relief because of some distinct innovation in construction or design.

This year all eyes are focused on the new Apperson Anniversary Eight. It is unapproached in mechanical excellence and artistic elegance.

KEYSTONE SALES CO. Central Pennsylvania Distributors

108 Market St.



In the Front Rank of Motor Excellence!

A car that, because of its superb finish and artistic lines, appeals to the lover of the beautiful in motor car construction.

A car that, by reason of its performance and mechanical excellence, its durability and dependability, has convinced the mechanic of its excellence.

Velie Features

A few features of the "Biltwel" Six that make it rank in the forefront of motordom are: Velie-Continental motor; Timken axles, front and rear; Hotchkiss drive; dry plate, multiple disc clutch, and wonderful riding qualities due to the long, three-quarter elliptic springs.

There are nine body designs, covering every phase of the motor car that means for beauty and comfort.

Velie Prices

Five-passenger Touring \$1465	Four-passenger Coupe 2025
Two-passenger Roadster 1465	Four-passenger Town Car 2560
Five-passenger Sedan 2025	Four-passenger Sport Car 1975
Three-passenger Cabriolet 1925	

F. O. B. FACTORY

Rex Garage & Supply Co.

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