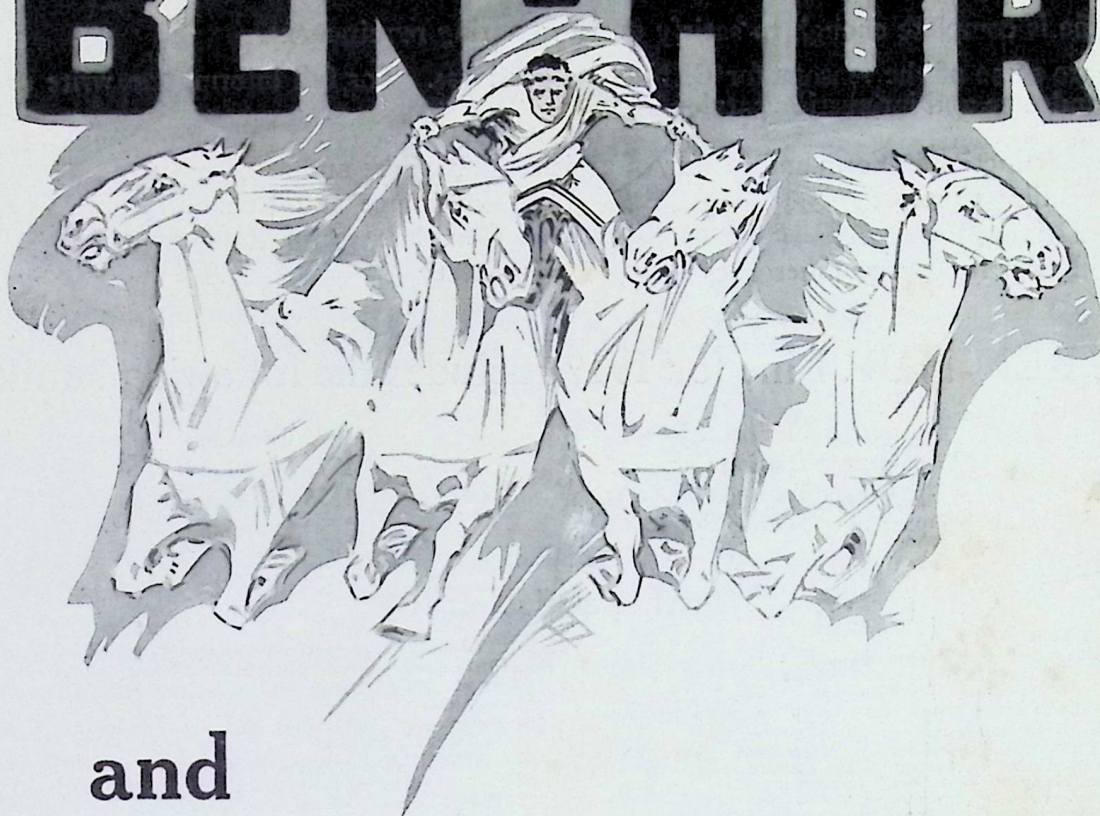


BEN-HUR



and

The Automobile Merchant

EVERY year there are one or two automobiles or automobile organizations which stand out from the crowd for one reason or another—it may be distinguished appearance; it may be advertising; it may be men; it may be mechanical features; it may be SERVICE.

This year it is BEN-HUR.

BEN-HUR Motor Cars deserve the critical inspection and thoughtful consideration of substantial, prosperous business men, whether they are now automobile merchants or are desirous of becoming automobile merchants.

The BEN-HUR policy is such that only business men who are sound financially and who are merchandisers in the broadest sense of the word can be considered as BEN-HUR dealers.

BEN-HUR Motor Cars

WE BELIEVE that BEN-HUR Motor cars for 1917 offer the maximum that anyone can desire in a Motor Car.

The line is complete enough to satisfy every motoring requirement.

Here are some of the reasons for BEN-HUR goodness. For full information write us for our handsome and interesting catalog.

| | |
|--|---------------------------|
| Distinction in Form and Beauty of Finish | Flexibility and Get-Away |
| Riding Comfort | Endurance and Reliability |
| Driving Ease | Completeness of Equipment |
| Power for Every Emergency | Safety |

The BEN-HUR Line for 1917 includes the following Models

| | |
|---------------------------------------|------------------|
| 4-passenger Cloverleaf Roadster | \$1875 Cleveland |
| 5-passenger Touring Car | 1875 Cleveland |
| 7-passenger Touring Car | 1875 Cleveland |
| 7-passenger Touring Sedan | 2750 Cleveland |

Brief Specifications:

AXLES—Timken.

BODIES—Five and Seven-Passenger Touring Cars.
Four-passenger "CloverLeaf" Roadster.
Seven-passenger Touring Sedan.

BRAKES—Large and powerful. Two sets on rear wheel drums.

COOLING—Water cooling, with centrifugal pump.

EQUIPMENT—Warner speedometer. Motor-driven electric horn. Six-months Warner electric clock. Oil pressure gauge, ammeter, instrument lamp on cowl board, transmission-driven tire pump. Motometer. Robe rail, foot rail, floor mats. Extra wheel. Special ignition and lighting switch. Switch provided with lock. Jack and tire repair outfit. Full set of tools. Tool pocket equipped with Yale lock. Special light.

FRAME—Extra heavy channel section pressed steel; 5 in. deep and 1 7/8 in. flange, 3/16 in. material.

GASOLINE SYSTEM—Gasoline tank mounted in rear. Capacity 19 gallons, with two gallons reserve tank.

IGNITION SYSTEM—Bosch high tension magneto.

LIGHTING SYSTEM—Westinghouse separate generator.

LUBRICATION—Combination splash and forced feed system.

MOTOR—BEN-HUR-Buda, six-cylinder, 60 H. P., 3 1/2 in. bore, 5 1/4 in. stroke.

SPRINGS—Semi-elliptic. Front, 38 1/2 in. long, 2 in. wide. Rear, 54 1/2 in. long, 2 1/2 in. wide.

STARTING DEVICE—Westinghouse separate motor.

STEERING GEAR—Semi-reversible. Worm and Nut type.

TIRES—35 in. x 4 1/2 in., Safety tread on rear.

TOP—Genuine Pantasote, "one-man" top with dust hood.

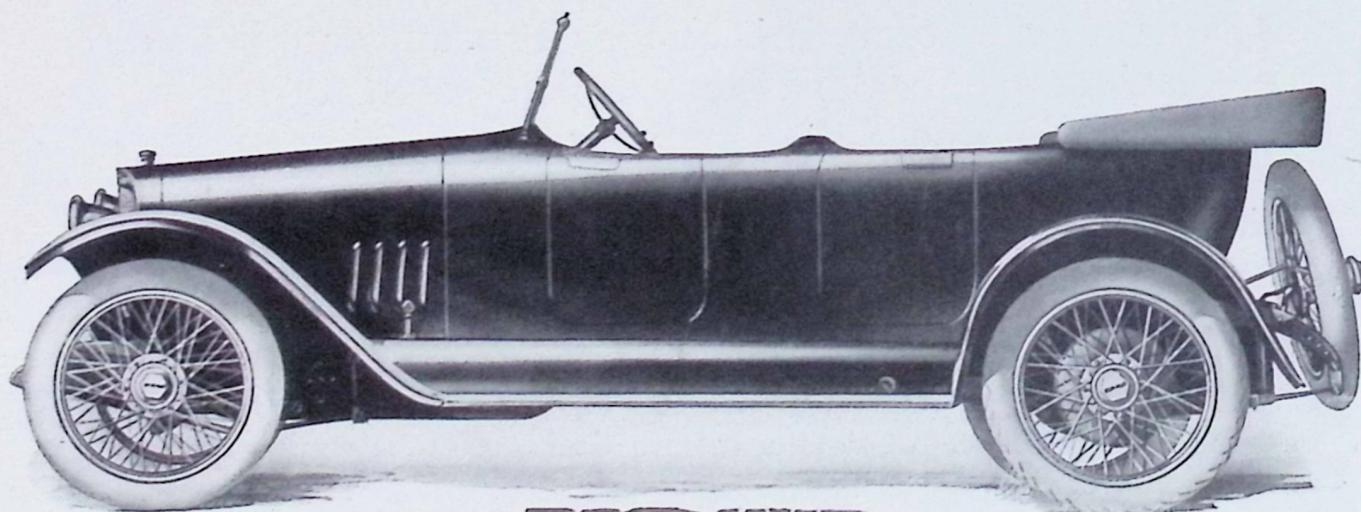
TRANSMISSION—Selective sliding gear. Three speeds forward and reverse.

TREAD—Standard 56 inches.

WHEELBASE—126 inches.

WHEELS—Wood artillery type, or wire wheels, 34 in. in diameter.

WEIGHT—3100 pounds, equipped.



BEN-HUR Touring Car (5 or 7 Passenger),
\$1875, Cleveland.

The double cowl and a stream-line body, together with the tilted windshield, wire wheels, etc., will please the most fastidious motorist.



A Merchandising Plan That Will Build Business

BUT AFTER ALL, a car alone, good as it may be, is not enough to interest the kind of merchants BEN-HUR dealers must be.

They are interested in what is back of the car—they want to know what are the plans for helping them build business.

The BEN-HUR merchandising plan is simple—it is elemental. It is based on proved successful methods.

It consists of the same simple rules on which John Wanamaker and Marshall Field have built their businesses—persistent advertising backed up with a merchandising policy which says "The customer is always right."

"It can't be done in the automobile business," we were told. But we are proving that it can be done.

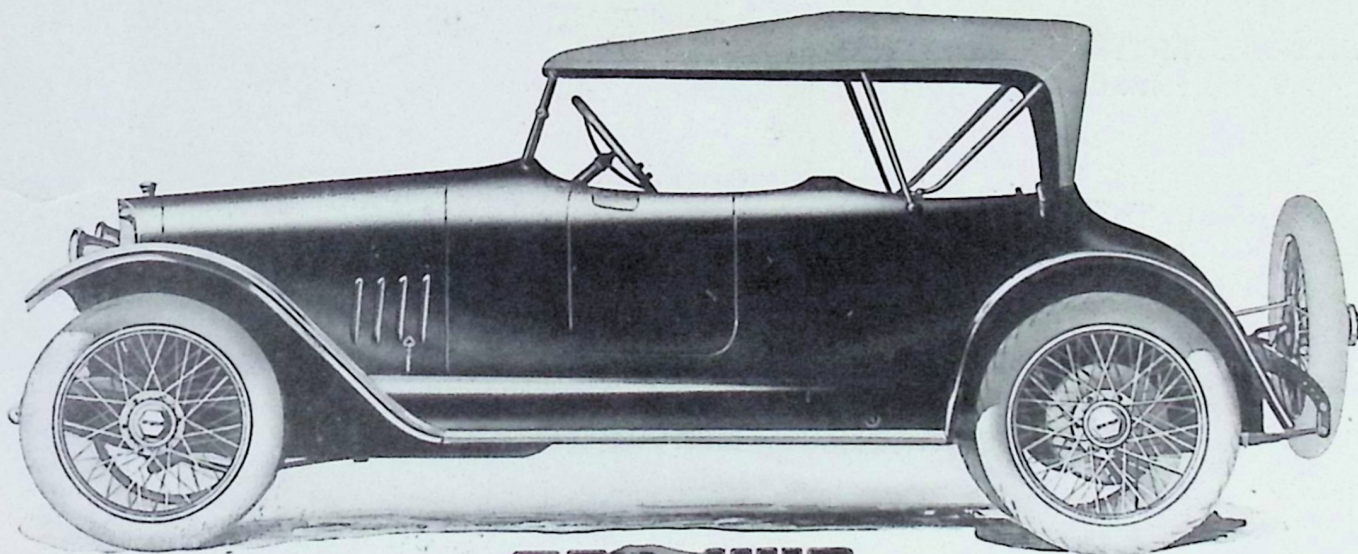
THE ADVERTISING CAMPAIGN

All that we need say about this campaign is that it is adequate and consistent. It is based on a study of the dealers' needs and contains co-operative elements that are new to the automobile business.

BEN-HUR advertising plans call for big space in leading national publications, with the kind of copy that builds prestige.

But the biggest feature of BEN-HUR advertising is the way the dealer is backed up—by advertising in his local newspapers, by attractive sales literature, by literature mailed to his prospects, by constructive sales suggestions.

All this means bigger sales and profits for BEN-HUR dealers.



BEN-HUR Four-Passenger Clover-
leaf Roadster
\$1875, Cleveland.

Note the attractive body lines of this car.



The Biggest Dealer Asset

BEN-HUR Service Policy

THE MOST ABUSED WORD in the automobile business today is "service."

Every manufacturer and every dealer has a different conception of what constitutes service.

Yet from the buyer's standpoint, there is only one meaning—that is—year-round, day-in-and-day-out use of the car he buys. The motor owner buys the car he thinks will run the farthest without trouble and on which the manufacturer and the dealer will make good both in spirit and in deed.

The BEN-HUR standardized service policy is the first plan that considers the owner first, last and always, and at the same time protects the dealer. Many manufacturers make extravagant claims about service, then leave it to the dealer to make good on them at his own expense. As a result they are not lived up to because the dealer can not afford to do so.

BEN-HUR Motor Company is responsible for BEN-HUR Service and pays the bills. The dealer doesn't pay one cent for service, yet the customer secures a greater amount of service than is offered the purchaser of any other car.

BEN-HUR Service says that the "owner is always right." It is the intent and purpose of BEN-HUR Motor Company to see that owners of BEN-HUR cars have the use of their cars day-in-and-day-out regardless of adjustments, replacements, etc.

What does this mean to the BEN-HUR dealer? It means sales and profits because such a policy builds business. The dealer makes more money because he doesn't pay out of his own pocket for repairs and replacements.

It is impossible here to explain this service policy. It is the biggest reason BEN-HUR dealers can build up a profitable business that will endure. Write us for a full explanation. It is a revelation in motor car merchandising.

Now as to Yourself

We are rapidly building up the BEN-HUR dealer organization—but not too rapidly. We are taking time to be sure we secure the best dealer in each territory—measured by the BEN-HUR standard.

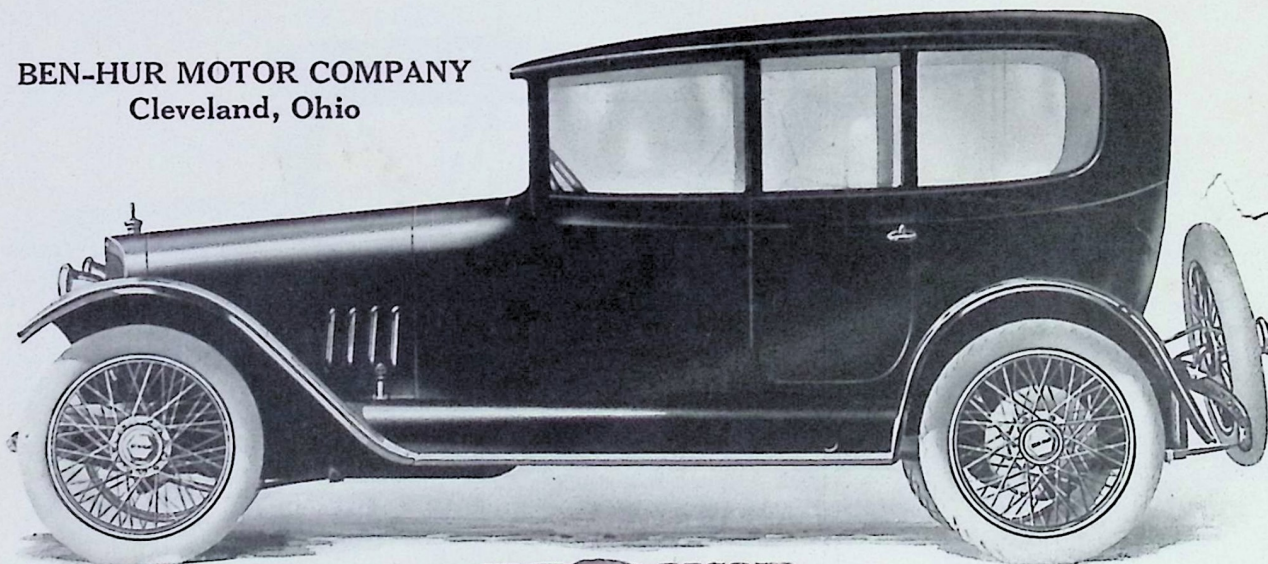
You may be in one of the localities where no dealer has yet been appointed. If you are, and be-

lieve that you are the right man, tell us about it.

You may or may not be an automobile dealer. The BEN-HUR dealer proposition is for substantial merchants, regardless of what they have sold or are selling.

Write today for our new catalog.

BEN-HUR MOTOR COMPANY
Cleveland, Ohio



BEN-HUR Touring Sedan, Seven-Passenger

\$2750, Cleveland

This is an ideal car for all-year use. It is an equipage of distinction and refinement.

