

NEW OVERLAND ANNOUNCED

Latest Six is to Sell for Less Than Fifteen Hundred Dollars.

SUMMER'S PROMISE IS KEPT

Handsome Finish and Complete Equipment of the Car is Surprise Even to the Members of the Trade.

After cautious experimenting covering a period of many months, the Willys-Overland company is making public the specifications of its most recent achievement, a six-cylinder Overland.

Since last summer's announcement that an Overland "six" would be ready some time this fall to sell for less than \$1,500, conjecture has been rife as to the probable mechanical details. But the big size, handsome finish and complete equipment of the car are surprising even to members of the trade.

The exterior appearance of the car is essentially plain and simple suggesting character and stability in proportion to the severity of the lines. It has a roomy stream-line body with long sweeping curves, leading in an unbroken line from the radiator to the full belted tonneau back.

Single Body Design.
As the model is offered only in the single body design, the company has an extraordinary opportunity for complete standardization. This fact and the tremendous production of the big Toledo factory explain the remarkable low prices at which the car is listed.

Electrically lighted and started, and completely equipped in every respect, the car sells for \$1,475. The list of equipments is usually long, including a two unit electric self-starter; electric front, side, rear and dash lights; built-in windshield of the rain valve, ventilating type; magnetic speedometer, electric horn, motor one man top and boot, robe rail, foot rest, tire carriers on rear, demountable rims with one extra, full set of tools; tire repair kit, jack and pump. Tires are 35x4 1/2 inches with non-skid on the rear wheels.

A long wheelbase of 125 inches has given the Overland engineers ample room for developing a large touring body, which, with its two extra seats, furnishes comfortable seating capacity for seven adults. The deep upholstery is of the finest grade of long grain hand-buffed leather, of a bright French finish, over resilient springs and soft curled hair.

Concealed door handles and hinges leave the exterior of the car perfectly smooth. There are large leather pockets on the inside of each of the doors, which are unusually wide. The body is painted an attractive royal blue accentuated by half-line stripes of ivory white.

Cadillac Eight Has Big Winter Advantage

A device on the new Cadillac Eight that will be particularly appreciated during cold weather is the thermostat that controls the temperature of the water in the cooling system. The object of the device is to maintain as nearly as possible a constant temperature of the water while the engine is running.

In connection with the thermostat is a valve that opens and closes as the liquid in the thermostat expands or contracts. When the water is cold this valve is closed, and the result is that the water in the radiator is cut off from that in the jackets surrounding the cylinders.

The main advantage of the thermostat in cold weather is that the quantity of water surrounding the cylinders being comparatively small, the motor is warmed and reaches running efficiency in a much shorter time than ordinarily. Without the thermostat all the water in the cooling system would have to be heated before the engine would run well, whereas, with the thermostat, only a small quantity has to be warmed at the outset, and the thermostat valve admits the water into the radiator slowly, as the temperature rises in the fluid surrounding the cylinders and opens the valve gradually.

In the Cadillac Eight a thermostat and valve are provided for each block of cylinders. The device is wholly automatic in its action.

HOOD OF CADILLAC EIGHT SHORT AS ORDINARY FOUR

Now that the Cadillac Eight is on display at many points throughout the country, the general idea regarding the appearance of the car has been revised.

When it was announced that the new Cadillac would be an eight-cylinder car many people gained the impression that the cylinders would be set in line, one after another, according to the usual practice, with a multiple cylinder motor. This, of course, would have necessitated a hood of abnormal length.

As a matter of fact, the Cadillac cylinders are arranged in "V" form—four on the right side and four on the left, at an angle of 90 degrees to each other. The result is that the total length of the motor is no greater than that of the average four-cylinder engine, and the hood of the new Cadillac Eight is no longer than that of last year's Cadillac. Thus perfect proportions are maintained between body and hood.

STREAM LINE IS TAKEN FROM MARINE DESIGNS

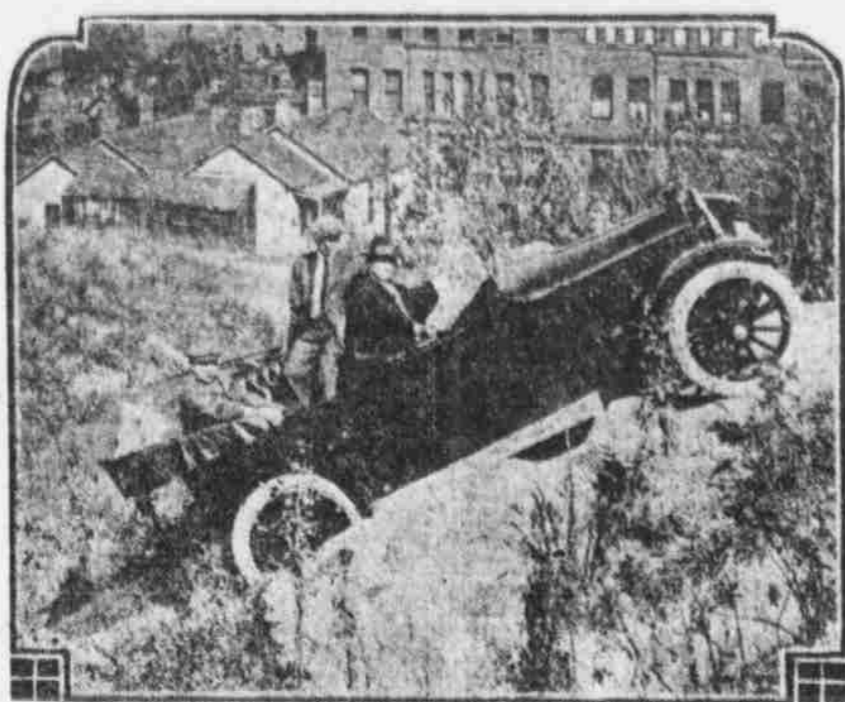
"The term 'stream line' as applied to automobile bodies has been taken from marine designs," declares C. J. Corbitt of the Nebraska Haynes Auto Sales company. "This, of course, is the territory for the Haynes, America's first car. 'A boat must have 'stream lines' to offer as little resistance to the motion of the boat as possible. In order to reduce the friction between the water and the surface of the boat hull such curves and lines must be embodied in the boat as would be continuous from the bow to the stern. If there is the slightest curve outward in the reverse direction from the general curvature, there is the tendency to set up little whirlpools and eddies."

AUTO MANUFACTURERS GET ALL NEEDED SUPPLIES

The Packard Motor Car company reports that it is able to buy all its necessary materials in America, and that the European war has not interfered in the slightest degree with its access to supplies.

Alvan Macauley, vice president and general manager, attributes this favorable condition to the effect of the protective tariff, which enabled American industries allied with motor car manufacture to grow from infancy to healthy maturity in the face of European competition.

Hup Makes Steep Incline Easily



George Reim demonstrates with his Hupmobile how easy it is to climb hills when the car is right. Reim does not pick out smooth roads when he is showing this car to would-be purchasers, but has several tough spots which cannot help but impress the prospect that the car is right.

New Hudson Light Six Exhibited at Guy Smith Garage

The new 1915 Hudson Six-Forty limousine has arrived in Omaha and is now on exhibition in the show room of the Guy L. Smith garage at Twenty-sixth and Farnam. It is a car of beauty and luxury. Nothing that skill, taste or experience can suggest has been overlooked. It is a car of beautiful lines and fine finish. The upholstery of the seats and inside of the body is of a beautiful, soft shade of light blue. Seamless windows are used throughout. The auxiliary seats are collapsible, folding entirely out of the way. An electric phone communicates with the driver, and the car is very roomy and will easily accommodate five passengers on the inside. It is a car that contains every known convenience that can be utilized.

NEW APPERSON LINE SHOWS TWO SIXES AND A FOUR

Three new Apperson models are ready for the 1915 market. These consist of two sixes and a four. Types and prices as follows: A seven-passenger, six-cylinder car at \$1,885; a five-passenger, six-cylinder car at \$1,485; and a five-passenger, four-cylinder car at \$1,350.

Paint Expert Promoted.
William Rauchenberger, paint and varnish expert of the Studebaker automobile plants in Detroit, has been assigned charge of similar operations in the corporation's South Bend works as well.

New Ford Coupelet Has Arrived



Studebaker

"When You Buy a Studebaker From Wilson"

When you buy a Studebaker from Wilson the car becomes your personal property—BUT WE INSIST UPON SHARING THE RESPONSIBILITY OF YOUR INVESTMENT.

At 2429 Farnam Street we maintain one of the most complete service departments in the country for the sole purpose of making your investment a sound one.

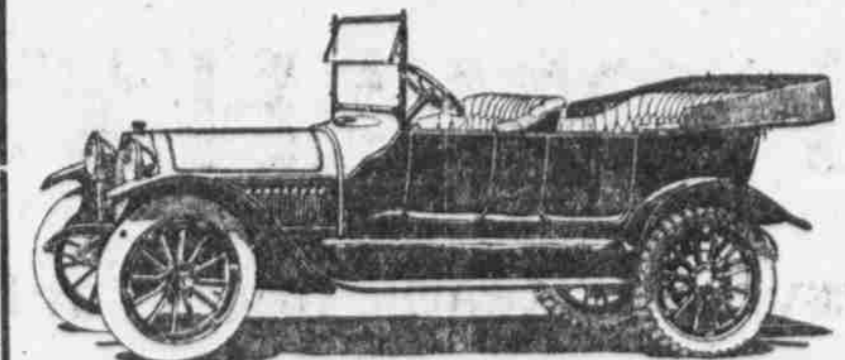
There we will gladly inspect your Studebaker at frequent intervals—make minor adjustments—fill your gas tank—inflate your tires—and see that the car is in the pink of condition—EVERY DAY IN THE YEAR.

If you should fail to come in for one of the monthly inspections, we will jog your memory with a phone call.

Not that we want to be dictatorial, understand. But YOUR Studebaker is OUR reputation running around on four wheels. Furthermore, it is STUDEBAKER reputation—quite the best thing that you could bank on.

So, we insist upon sharing the responsibility.

E. R. WILSON AUTOMOBILE COMPANY
2429 Farnam Street. OMAHA, NEBRASKA.



Five-Passenger—FOUR \$985.
Electric Starting and Lighting.
Full Floating Rear Axle—Extra Size Tires.

Girls in Goodyear Tire Office Have a Regular Banquet

Girls of the office force of the Goodyear Tire and Rubber company emulating the men of the sales force, who concluded a remarkable three days' sales conference with a banquet last Friday night, themselves held a banquet Monday evening. Over 40 were present, and the toastmaster was Miss Clara Bingsham, who has been with Goodyear fifteen years and is now at the head of the purchasing department.

The men at their banquet had had stunts—a cabaret made up of acts by Goodyear talent—so the girls had stunts, too, in every way the equal of those the men had exploited. There were also toasts—in grape juice—to the various officials and to a record year for 1914.

On Monday Goodyear directors met and declared the regular annual dividend of 12 per cent on common stock. The stockholders' annual meeting comes a little later. The sales conference marked a point where in its existence Goodyear had completed the manufacture of 4,000,000 tires. Many of those present had never met before. Pacific coast men became acquainted with those of Boston and New Orleans and statements were made by officials showing that the company in every way now occupies the strongest position in its history.

FIRESTONE TIRE COMPANY PROTECTS EMPLOYEES

The ramshackle, poorly ventilated and dimly lighted factory is becoming more and more a thing of the past. Manufacturers are realizing, as never before, that men can do their best only when conditions are conducive to health and surroundings agreeable. This is especially true of the automobile and tire factories, due, no doubt, to the fact that the automobile industry is strictly a modern one.

Take for an example, the Firestone

Tire and Rubber company. When their present factory, the largest in America devoted to the exclusive manufacture of tires, was erected, the greatest care was exercised to build it as nearly ideal as possible from the standpoint of safety, comfort and health of the employees. In the first place, fully 80 per cent of the wall space was devoted to windows, and all buildings were erected so that

sky feet in the uniform white, with windows on all sides, allowing the greatest possible amount of light and ventilation. In addition, forced ventilation is also provided where necessary.

Forsaken Rickshaw.
Just to show that he has not forgotten his American training, his excellency Tsai Ching Min Yui, has forsaken the rickshaw and is now seen daily driving

in the streets of Shanghai in his Studebaker roadster. His excellency, who was graduated from Yale in 1882, is now director-general of the Shanghai-Nanking railway.

Intimate Journalism.
John Packham went to Salina, Monday, and returned with a fine new Studebaker. It is a three-passenger 1915 model roadster, complete with electric equipment. All John needs now is a wife and she shouldn't be hard to find.—Enterprise (San) Post.

WHY WAIT?

Of course you will use your car ALL winter—Get ready for cold weather NOW

Look over your car and equipment and call on us at once

- | | | |
|---------------------------|-------------------------|---------------------|
| Columbia Batteries | Spark Plugs | Foot Warmers |
| Clark's Coal | Carburetors | Mazda Bulbs |
| Weed Chains | Thermite | Heavy Robes |
| Tire Saving Jacks | Clero Hand Horns | Flash Lights |

Our Line is Complete

Your magneto should be taken care of

Remy Service Station

Western Automobile Supply Company

E. A. PEGAU, Pres. L. C. KOHN, Secy. and Treas.
1920-1922 Farnam Street OMAHA Douglas 5041



Overland
DELIVERY CARS

The Modern Business Builder

- Overland Delivery Cars are economical business builders.
- They increase your radius of operations, and, in consequence, increase your trade and profits.
- They are dependable and rapid.
- One of these cars will do the work of three or four teams with drivers.

Overland Delivery Cars are strong and durable. They are substantially built of the very best materials.

They are very economical to operate, costing but one cent a mile for gasoline and oil.

The tires are unusually large for a car of this size.

This car is equipped with a high tension magneto. Ordinarily, cars of this price have no magneto. But a magneto is the most dependable ignition.

A circulating pump keeps all moving parts of the motor thoroughly flooded with oil; wear is reduced to a minimum.

Being light, these cars get around with surprising ease and the expense of both long and short haul work is cut to bed rock.

There is large loading space.

Our nearest dealer will give you complete details. It will pay you to see him at once.

Deliveries can be made right away.

\$850 Prices include Electric Starter and Electric Lighting System **\$895**

With open body **OVERLAND-OMAHA COMPANY, Distributors**
2101-3 Farnam Street, J. E. JAMISON, Pres. Tel. Douglas 2842.

The Willys-Overland Company, Toledo, Ohio
Manufacturers of the Overland Pleasure Cars and Willys Utility Trucks.

