

TO MAKE OVERLAND SIXES

J. N. Willys Announces a New Car for the Coming Year.

TO MAKE MORE FOURS TOO

New Auto is to Be a Seven-Passenger Affair Stylish and Impressive with 125-Inch Wheel Base.

An announcement of more than usual interest to the general automobile trade and the public, but more particularly to the many dealers who handle Overland cars, has just come from J. N. Willys, president of the Willys-Overland company.

So quietly that even the intimates have had no inkling of Mr. Willys' plans, Overland engineers have for the past season been developing and testing a new, seven-passenger Overland which in points of value, equipment and price bids fair to outclass anything that has been offered heretofore or will be offered in such surpassing measure for some time to come.

In spite of the production of 50,000 cars this year the demand for Overland cars, it is said, has been so great during the season just drawing to a close that the principal difficulty of the dealer has been to obtain a plentiful supply of Overlands.

As announced some time ago, Mr. Willys will materially increase his production of four-cylinder models for 1915, while the new six-cylinder Overland, whose preparation has been so carefully guarded, will, for one thing, serve the purpose of giving Overland dealers a line of cars so complete and inclusive as to enable them to satisfy the varying demands of their customers with the product of a single manufacturer.

After having been passed upon by Mr. Willys and his sales staff the production of the new six will progress with the usual Overland celerity, so that an adequate supply of them will be ready for the market in the late summer or early fall.

In appearance the Overland six is stylish and impressive, and, according to the manufacturers, a revelation in service. The wheelbase is 125 inches.

The long stroke motor is rated at forty-five-horsepower, the handsome streamline body seems to indicate fleetness and power. Tires are 36x4 on demountable rims, and every modern automobile convenience, such as self-starter, electric lights, etc., have been incorporated in the liberal specifications.

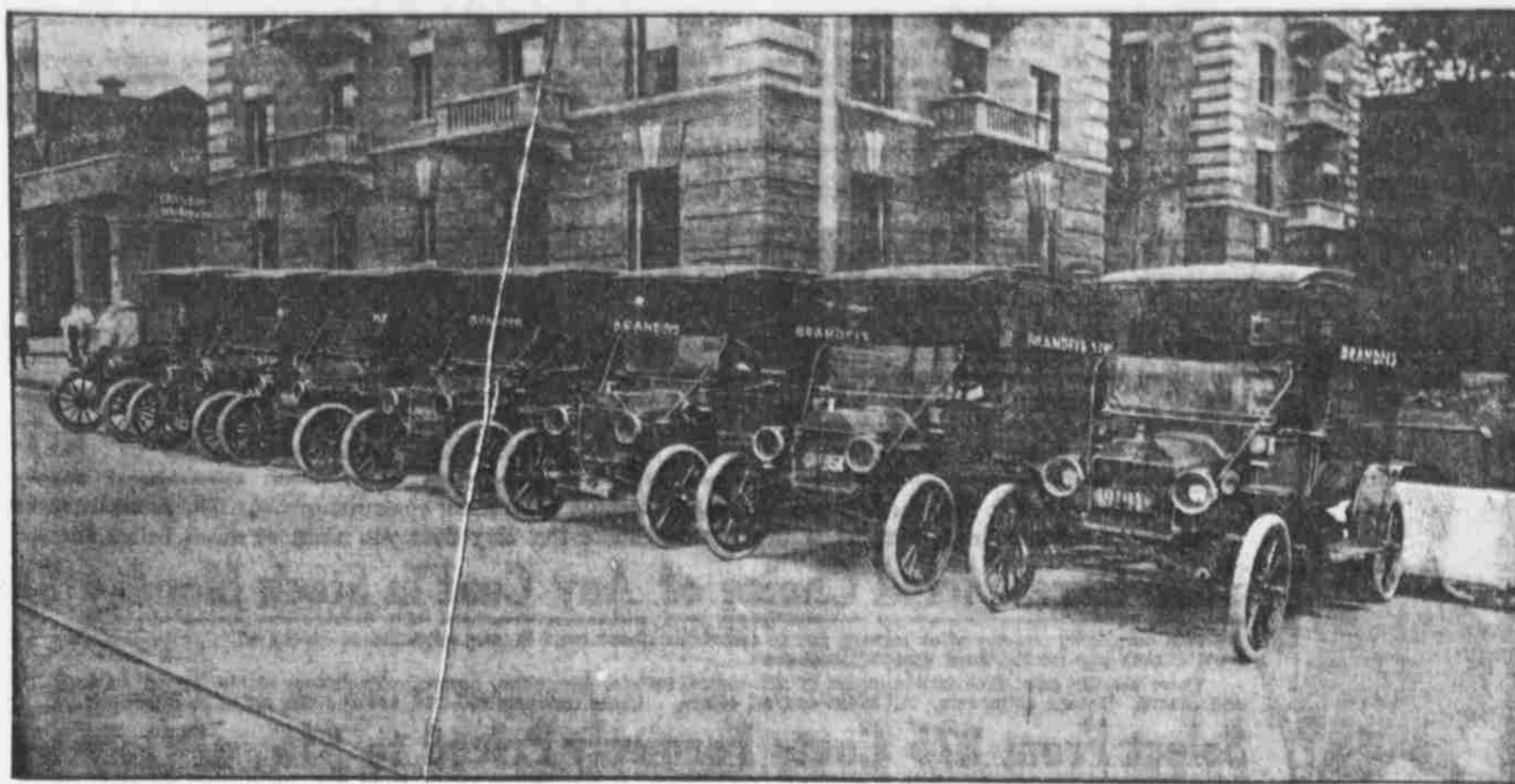
Radford Completes Final Western Trip

Harry R. Radford, vice president and general manager of the Cartecarc company, has just returned from a trip through the western states. He traversed Texas, Kansas, Nebraska, Missouri, Iowa and the Dakotas and brought home with him orders for 175 Cartecarc for immediate delivery. They will be made within the next ten days. Mr. Radford's trip was the last swing around the circle before the company's fiscal year closes and its results show that Cartecarc business is good.

"The cars will be shipped as rapidly as possible because the people are anxious for them," said Mr. Radford. "We have had the best year in our history and by its close—the last of July—every car manufactured will have been sold and delivered. This will be true at all the branches as well as at the factory. An idea of the way the cars have been going of late may be gained from the fact that a salesman at one of the branches alone disposed of nineteen cars during the month just past."

The annual convention of the State Federation of American Motorcyclists of Ohio will be held at Dayton, June 26 to 28. A number of events are being arranged for the entertainment of the motorcyclists, including a hill-climbing contest at Ft. Ancient.

Ford Cars Used by the Brandeis Stores for City Delivery



Warner Predicts Big Business Year in Motor Industry

That the recent financial depression has been completely dissipated and that the 1915 season will see wonderful results attained in the automobile industry is the assertion of Fred W. Warner, general sales manager of the Oakland Motor Car company.

Warner is in a position to speak authoritatively on the subject, for, having just returned from a tour of the southwest, he has completed the last of a series of trips covering the entire United States. In addition to the southwest, he has visited the eastern states, the central and middle west and the Pacific coast. His purpose was to learn, first hand, conditions throughout the country and to become personally acquainted with the members of his organization.

"Our own records proved to us that there was no truth in the reports that the automobile industry was about to 'break,'" said Warner, "and we were convinced that the condition was only temporary. Our 1914 sales record shows that we were not mistaken and, moreover, there are also many other automobile manufacturers who have met with success. This is true not only of the motor car industry, for I have found that business throughout the entire country is on a safe and sound basis."

"In the southwest the farmers, who as a class have a greater influence upon the financial condition of the country than any other body of men, are all prosperous, and this one fact is indicative of general prosperity."

Motorcycle Notes.

There are now 2,657 riders affiliated with the Federation of American Motorcyclists.

The Danville (Kan.) Motorcycle club is planning a 100-mile race meet to be held June 13 at the State Fair Grounds track at Hutchinson.

The first annual picnic of the Quincy (Ill.) Motorcycle club was attended by about thirty-five riders. Many girl riders took part in the run to the picnic grounds.

Road Superintendent Jones, of Fountain City, Ind., has asked the county commissioners for a motorcycle on which to make trips about the county in the interest of the road work.

MOTOR CARRIER FOR EGGS

"Constant Delight" Joy Rides Over Rough Road.

FINDS ALL THE EGGS INTACT

Despite Speed and Long and Rough Drive Eggs, Which Were in a Studebaker Tonneau, Fail to Break as Expected.

In picturesque Riverside and throughout the populous orange growing region of southern California, A. J. Stalder has become known as the "Constable's Delight."

Mr. Stalder and his seven-passenger Studebaker "six" have broken more speed laws than anybody in southern California and the driver has cheerfully paid the penalty for being always in a hurry. In the long run, he maintains, the time he saves between his home in Riverside and his ranches along the river and in the Ferris valley, is worth the price.

At one of his places, about ten miles from Riverside, Mr. Stalder instructed the women at the ranch house to load into the tonneau of his car whatever fruit and produce she had handy. She did so. Part of the load consisted of four dozen eggs in an open-mouthed paper sack, which the woman placed on the rear seat and covered with a robe.

Mr. Stalder was absent while the car was being loaded, supervising some ranch work. The woman forgot to tell him about the eggs. He pressed the electric starting plunger, went through his gears and disappeared in a cloud of dust.

His next stop was fully twenty miles away, over a rather rough road and at a rate which brought him to his destination in less than forty minutes. Here he reviewed some irrigation work, but eventually set sail for his return trip to Riverside. Once more he lost no time enroute.

Mrs. Stalder was on hand to help unload the tonneau when he reached home.

"I only hope you brought some eggs from the river ranch," she remarked.

"Eggs?" ejaculated Stalder. "If there are any in this load they're an omelette now."

Visions of smeared upholstery were in the minds of both as they hurriedly inspected the exhibit.

Mrs. Stalder was the first to lift the

robe which covered the sack on the rear seat.

"Here they are, and they're all right. Why not one of them is even cracked," she wonderingly declared.

Stalder and an irrigation engineer, who had been his companion on the ride, joined in the inspection. After more than fifty miles of rough driving across country, each egg proved intact.

"I owe the Studebaker Corporation a letter on springs and upholstery," concluded Mr. Stalder.

And he went in and wrote it.

M'INTYRE AUTO COMPANY MOVES INTO NEW QUARTERS

The McIntyre Auto company moved into its new quarters just across the street from the old location Saturday. The new garage is complete and up-to-date in every regard, containing a large showroom as well as ample repair quarters.

In Yale, Wis., motorcycles are very popular with the farmers for delivering milk to the creameries.

LOZIER MEN HOLD MEETING

District Managers and Salesmen Assemble in Detroit Convention.

FALL SEASON TO OPEN EARLIER

Sales Manager Smith Predicts Early Business This Fall and Makes Attractive Proposition to Dealers Who Handle the Lozier.

District managers and salesmen of the Lozier Motor company have just left Detroit for their various headquarters after a two days "Ginger convention" in the automobile city. From now until well into mid-summer every man who attended the meeting will be working at top speed on the annual task of signing up Lozier dealers for the 1915 selling season.

"Although our manufacturing department has been working to capacity a full month longer than usual, I believe the fall season is going to open up earlier than ever," said Sales Manager Paul Smith in a parting talk to the salesmen.

"The Lozier proposition to dealers is the most attractive ever offered in the history of this company, and there is no reason why we should not expect the best dealer representation to be had in the country."

Optimism of the most cheerful kind prevailed at the banquet given the salesmen at the Hotel Griswold. President Gilbert's statement that 1,200 Lozier Fours had been marketed since the first of March proved one of the sensations of the evening, offering an interesting contrast to the claim that the Six had surpassed the popular priced market. Mr. Gilbert recalled his prediction made early in the present year, that the four-cylinder car would hold its own in the \$2,000 class and expressed himself as more than satisfied with the fulfillment.

Most of the salesmen in attendance at the convention had their first view of the new 1915 Lozier Six. This car, reported to be the finest Six ever turned out by Lozier, has a 12-inch wheel base, increased power and a new streamline body of five or seven passenger capacity. The Lozier

TWO-DOOR BODY CAR IS PROVING ITS POPULARITY

Four having been announced in March of the present year, is, of course, a 1915 car, and Lozier engineers are planning no changes in this model for the coming season.

Perfect Compression LEAK PROOF Piston Rings Minimum Carbonization

"Public confidence in the practicability of the Kisselkar two-door body on the new forty-eight 'six' chassis is best indicated by the large number of direct orders from localities where we have no representatives," says Frank J. Edwards of the Kisselkar.

"Usually in the case of something as new and revolutionary in construction the buyer wants to see the finished product before he makes an investment, but in this case the verdict of approval has been passed along with uncommon rapidity, and a surprising percentage of sales is to persons who have seen only photographs of the car. Still we have yet to receive a single word from a buyer that is not highly laudatory of the two-door idea. They all say it is a surpassingly handsome car, as well as a comfortable, convenient and capable one."



A Higher Price Does Not Insure a Higher Value

ONE of the most misleading and most misunderstood things about automobiles is their prices. Because one car is priced at from 30% to 40% higher than another car it does not follow that the former car is worth more money. A higher price is no sign or explanation of superiority. In fact the unfortunate experience of thousands has proved that in most cases just the reverse is true.

Other cars cost more, because other manufacturers do not build 50,000 cars in a single season and therefore cannot produce as economically as we can.

For that reason we urge you to be guided not alone by the bare price of a car, but rather by its reputation, performance and specifications.

In no other car but the Overland do you get all of these costly features—unless you pay a much higher price

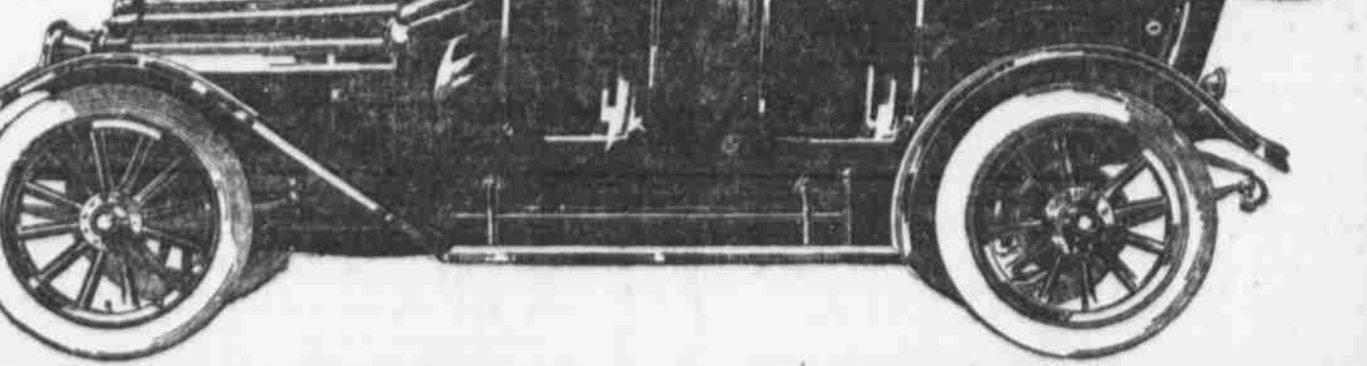
- a powerful and economical 35 horsepower motor.
- a long wheelbase of 114 inches.
- 33 inch x 4 inch tires.
- large, positive and powerful brakes.
- a big, roomy and comfortable tonneau.
- genuine hand-buffed leather and tufted upholstery.
- complete equipment of the very highest grade.
- a gracefully fashioned and magnificently finished Brewster green body—snappy and modish lines.
- a chassis, the parts of which are made of the finest special formulae steels, and are as accurate, precise and as lasting, both in measurement and performance, as the corresponding parts of the highest priced cars.
- Yet this represents but a very meagre portion of the greater Overland value. But it is such value that has enabled us to sell more cars of this type than any other manufacturer in the world.

Why should you pay a higher price for some other car when the other car gives you no more, and in a great many respects, not as much value as you get in the Overland?

Why should you?

Phone Black 551 18-222 Fourth St., Council Bluffs, Ia. **Van Brunt Automobile Co. Distributors** 2040 Farnam St., Omaha, Neb. Phone Doug. 8207.

The Willys-Overland Company, Toledo, Ohio



Manufacturers of the famous Overland Delivery Wagons, Garford and Willys Utility Trucks. Full information on request.

The Extra Millions Spent on Goodyear Tires Let No Man Charge You Higher Prices For Tires Not Made Like These

For many years we have had scores of experts working to better No-Rim-Cut tires. They are in our Department of Research and Experiment. Their efforts have cost us, in your behalf, \$100,000 yearly.

Every No-Rim-Cut tire gets our extra "On-Air" cure. This is done to save the countless blow-outs due to wrinkled fabric. It is done by no other tire maker.

This single extra process costs us \$450,000 per year.

We create in each tire, during vulcanization, hundreds of large rubber rivets. This is done to combat tread separation—to reduce the risk 60 per cent.

The simple rights to this method cost us \$50,000.

Another costly, exclusive feature makes rim-cutting impossible. No other satisfactory way is known.

And these tires alone have our All-Weather tread. That's a tough, double-thick anti-skid. It rides as smooth as a plain tread, yet it grasps wet roads with countless deep and sharp-edged grips.

These efforts and features have cost us millions of dollars. They have saved tire users tens of millions, perhaps. And not one of these four—the greatest features in tire making—is found in any other tire.



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This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

Any Dealer can supply you Goodyear Tires. If the wanted size is not in stock he will telephone our Local Branch.