

WILLYS BUYS COTTON BALES

Presents Each Overland Dealer in South with One Bale.

TO CONTINUE HIS BUYING

For Every Overland Machine Purchased During Two Months Ending November 17 Willys Will Buy Bale of Cotton.

John N. Willys, president of the Willys-Overland company, believes that every motor car manufacturer should be interested in the national campaign recently started to stimulate business conditions in the cotton belt of the south. Last week Mr. Willys bought a bale of cotton for each of the dealers in that section of the country, and also declared his intention of buying an additional bale for each Overland car purchased during the two months ending November 17.

Although a number of concerns of national prominence have fallen in with the plan, the Willys-Overland company has taken the lead among motor car manufacturers in helping to alleviate conditions in the south.

"This is the opportune time for northern manufacturers to reciprocate for the great amount of business obtained in the south during times of prosperity among the southern growers," declared Mr. Willys. "Although this year's cotton crop has been enormous, the European war has cut off the transatlantic trade which formed a large part of the market. The call for army reserves has unmanned the looms and consequently the demand which would have consumed the crop under ordinary conditions has been suspended. The cotton growers are actually facing bankruptcy unless the rest of the country comes to their assistance.

"The south urges every American citizen who can afford it to buy a bale of cotton at 10 cents a pound. This makes a total of \$50 per bale, which gives the grower a small profit.

"I believe that such a plan ought to appeal especially to automobile manufacturers, who have always found a great market for their output in the south. We have done a great deal of talking about the chances for trade extension in South America and other countries untouched by war, but so far most of us have ignored this opportunity to stimulate trade in the southern part of our own country.

Trim Speculators.

"Those who buy cotton by the bale while the exchanges of the country are closed, will keep just so much of it out of the hands of the speculators and will assist materially in bringing the money derived from its final sale to the growers who are the logical ones to profit by their own efforts.

"If, on the other hand, the speculators were able to buy cotton at the extremely low prices prevailing today, they would get many millions of wealth which would go directly to the growers. If we curtail the operations of the stock gamblers by using cotton by the bale as suggested this money will be distributed over and contribute to the prosperity of a vast area of the south instead of going to a few individuals.

"The north and east and the west should help the south to hold its great crop until foreign trade resumes its normal footing. Then a tremendous market will be created. The looms will have to work night and day to supply the demand and the prices of cotton will soar.

"The south is making a straightforward business proposition in which it asks the hearty co-operation of the business men of the entire country. I believe that practically all of the automobile manufacturers of the country will eventually see the wisdom of the plan and will be glad to contribute to the prosperity of the country."

Record Breaking Sale of Cars in the Western Grain Belt

A record breaking sale of motor cars, following the harvesting of the biggest crops in years in the grain belt states, is reported by C. H. Hurst, district representative for Dodge Bros. at Omaha. Mr. Hurst has just completed an automobile trip of several thousand miles through the states of Iowa, Nebraska and South Dakota.

"The west has never seen conditions equal to the prosperity of the present season," says Mr. Hurst. "Since the war, wheat has advanced 15 to 20 cents per bushel. Corn and oats have shot up 10 and 11 cents per bushel, and this advance comes in the fact of the biggest crops in the last five years.

"Naturally the farmers are jubilant and are making the most of the opportunity. If the high prices asked for grain are not forthcoming, they hold their crops until the buyers from the big mills decide to meet them at their own figure. Over \$20,000,000 will be paid to Nebraska farmers alone this year for the bumper crops of this state.

"The prosperous conditions of the farmers' exchequer is reflected in the sale of motor cars in that section. Every dealer with whom I talked on my trip has sold his entire allotment of cars. Several dealers who have recently taken on Dodge Bros. line have received deposits on cars, although the purchasers, of course, know nothing of the car's appearance or price. It is freely predicted by western automobile men that a shortage in motor cars will result from the unprecedented demand."

"Though 73 years old and a veteran of the civil war, L. Miller of Myerstown, Pa., takes a spin almost every day on his motorcycle.

Winter Autoing is Becoming Popular

Announcement has recently been made by the Hupp Motor Car company of a removable sedan top for the touring car and a removable coupe top for the roadster model to be used for winter driving.

"Winter driving with the motorist is becoming more and more popular every season," said George Reim, local agent of the Hupp Motor Car company, "but the majority of motor car owners have not been able to bear the expense of two models, an enclosed car for winter and the open car for the summer months. For this reason we have hit upon the happy idea of building removable tops for both the touring and roadster model Hubmobiles.

"At a slight additional cost the touring car can be converted into an enclosed sedan car and the roadster can be made into a luxurious coupe."

"Now Hubmobile owners have the advantage of owning two cars at the price of one and we know this is going to take the eye of the buying public.

"The most remarkable feature of these new tops is the fact that the owner can apply same with the assistance of another person—no tools are needed but a screwdriver and a monkey wrench."

GOODYEAR TIRES LEAD IN MANY COUNTS THAT ARE MADE

"Times are changing, and a lot of conditions that we used to consider vastly important are no longer given their former consideration," says an official of the Goodyear Tire and Rubber company of Akron, O.

"The trade well remembers how keen was the annual struggle between the companies at the National Automobile shows, for the tire equipment on the cars

exhibited. The concern that could make the best showing, even under the somewhat artificial conditions surrounding auto shows, considered such an achievement a great triumph. Such contests were relics of the days when all tire companies were more or less obscure and all possible publicity was very desirable.

"Today desirable publicity has more value when based on actual use and service. For that reason we are deeply interested in the tire census taken by 'Hires and Driver' of the 3,159 cars gathered at the opening of the Belmont Park race track last spring. This was naturally a showing of 'big cars,' automobiles of the most expensive makes, and the tire equipment indicated in a way the preference of those who are more interested in tire service than in the cost of the tires themselves. Every tire was tabulated in the paper's count, spare included—a total of 16,000. It so happened that in this select aggregation Goodyear led its nearest competitor by 198 tires, and had approximately 14 per cent of the total equipment, divided among some thirty makes.

"This and hundreds of similar investigations supply the answer to any remaining claim that despite the fact that Goodyear is the largest tire manufacturer in the world, its product is not popular equipment on high priced cars."

Hupp Official is Strong for Omaha

"Business conditions in the west are on the average in a fair condition," said Sales and Advertising Manager F. J. Mooney, who has just returned to Detroit from a trip through the central states.

"In Nebraska, I was particularly impressed with the report from our dealer, the Cadillac Motor company of Omaha. Throughout that section of the country there does not seem to be a depression in any particular line of business and everything looks to be on the increase.

"I attended, while in Omaha, a convention of Huppmobile dealers in that territory and the enthusiasm that abounded at all the meetings was shared by everyone. Nearly every dealer there pledged himself to increase his business for 1915 and stated that the new Hubmobile was creating a sensation in motor car circles.

"I arrived in St. Louis in time for the Motor Car show. This is the first show I attended for the 1915 season and it afforded me an excellent opportunity to judge the attitude of the buying public. I must say I was agreeably surprised.

"Our dealer there reported six sales the first two days of the show and from the

reports I had handed me from other companies, everyone was doing business. "Taking the situation all in all, I am greatly pleased and cannot see why business will not be as good as last year, especially in the territory through which I passed."

Cedar Rapids Buys Auto Patrol Wagon

Cedar Rapids, Ia. is the latest progressive American municipality to start the elimination of the horse as a means of transportation in its police department. The city recently purchased a special Willys-Utility patrol wagon, similar in design to the large fleet of these vehicles now being operated by the metropolitan police in New York City.

Studebaker Leads Detroit.

According to figures recently given out by the Michigan Department of Labor, the Studebaker corporation employs the largest force of men among the Detroit automobile manufacturers, being excelled in this respect by but one in Michigan—this one outside the corporate limits of the automobile metropolis.

The police department of Seattle, Wash., has purchased twelve additional motorcycles.

Oldsmobile
Every Inch An Oldsmobile
NEW LIGHT FOUR \$1285

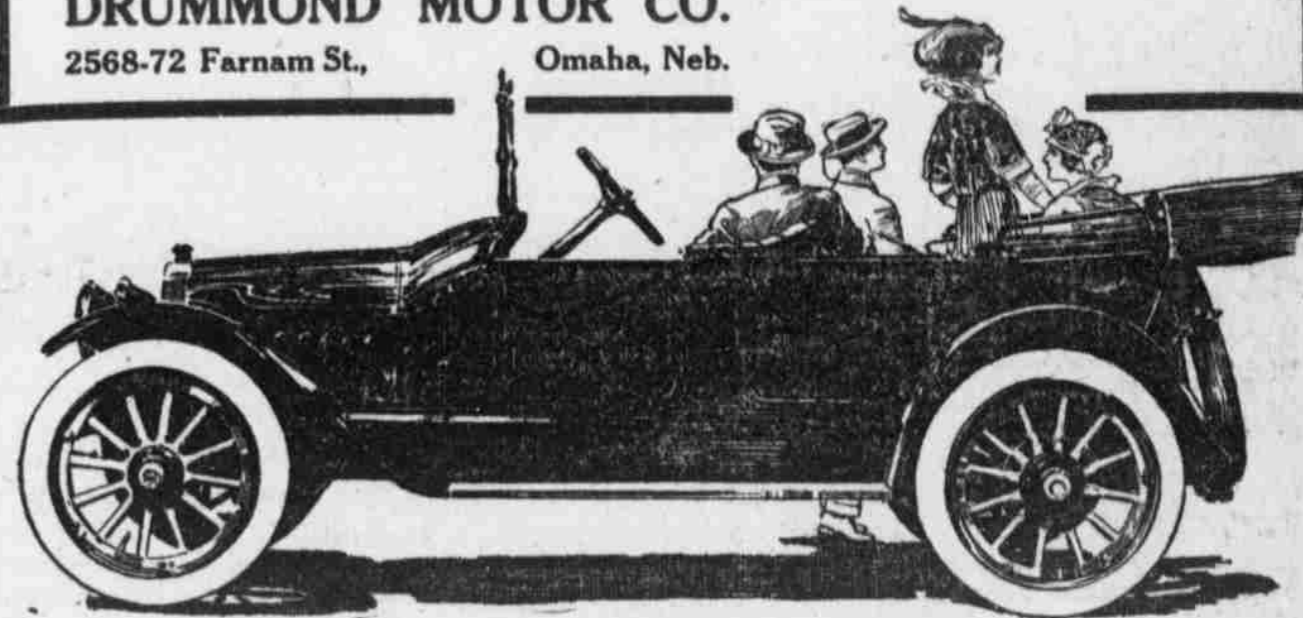
This new car is designed for the special purpose of satisfying the man who wants everything offered by a \$3,000 car except extreme size. Two years ago, the Olds Motor Works set out to perfect such a machine. It is ready—it is here in our salesroom, awaiting your inspection.

You will find it a true replica of the "greatest six-cylinder car in America." Its wheelbase is 112 inches, and it has every refinement that you could ask for in a car, regardless of price.

Delco starting and lighting system; 35-horsepower overhead valve motor, with aluminum silencer; Circassian walnut woodwork; luxurious upholstery—these are only a few of the features that crave your inspection.

Will you drop in and look at this new car?

DRUMMOND MOTOR CO.
2568-72 Farnam St., Omaha, Neb.



This Sturdy Tire Protects Hundreds of Thousands Now

Bear that in mind when you suffer avoidable troubles. Some 400,000 men—or more—find their protection in Goodyear tires.

Men have tried out more than four million Goodyears, under all conditions. And these tires—by their proved supremacy—by their matchless quality, forever maintained—have come to outsell any other.

Needless Troubles

Rim-cuts are utterly needless. No-Rim-Cut tires prohibit them by a method which we control.

Blow-outs—those countless blow-outs due to wrinkled fabric—are avoided by our exclusive "On-Air" cure. It costs us \$1500 daily.

Loose treads are combated—reduced 60 per cent—by the large rubber rivets we alone create.

Punctures and

skidding are best met by our double-thick All-Weather tread.

Men Must Yield

Men who want safety, sturdiness, freedom from troubles must yield to these inducements.

Goodyears are more than mere quality tires. We directly combat—in exclusive ways—the four chief causes of tire ruin. In the four ways cited we save millions of needless stops.

Facts known to so many will sometime be proved to you. Sometime you will test these superlative tires, then adopt them.

Now—when winter is coming—get them with All-Weather treads. You never saw an anti-skid so sharp, so tough, so enduring, so resistless.



Any dealer can supply you Goodyear tires. If the wanted size is not in stock he will telephone our local branch.

More Honors for the



FOR the second consecutive year the Overland has proven the most popular high grade car. On October 8th the Overland was again awarded first choice of space at the National Automobile Shows in New York and Chicago by the National Automobile Chamber of Commerce. These awards are made according to the quantity of production and sales by the respective manufacturers in the association.

This proved beyond a doubt that the Overland not only built more cars in 1914 than any American manufacturer of high grade automobiles, but that Overland cars again proved to be the most popular.

The Willys Overland Company is by invitation the only manufacturer of gasoline motor cars to have membership in the Rice Leaders of the World Association.

This association is an organization of America's leading manufacturers with the combined manufacturing output of over \$500,000,000 every year.

From fifty to one hundred model 80 Overlands will be given as prizes to the leading salesmen representing the members of this organization. This ought to prove to automobile buyers the standing of Overland cars among America's greatest manufacturers.

Here are some of the big features

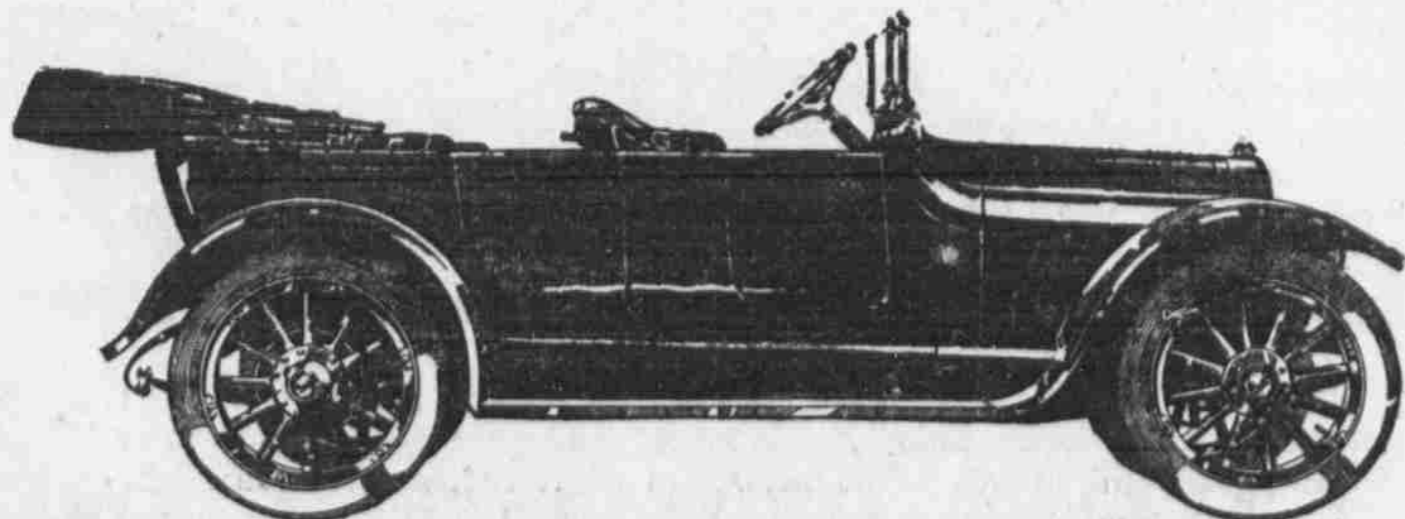
- Motor 35 h. p.
- New full stream-line body
- Instrument board in cowl dash
- Individual front seats, high backs.
- Tonneau, longer and wider
- Upholstery, deeper and softer
- Windshield, rain-vision, ventilating type, built-in
- Crowned fenders
- Electric starter
- Electric lights
- High-tension magneto
- Thermo-siphon cooling
- Five-bearing crankshaft
- Rear axle, floating type
- Rear springs, extra long, underslung, 3-4 elliptic
- Wheelbase, 114 inches
- Larger tires, 34 inch x4 inch
- Demountable rims—1 extra
- Left-hand drive
- Center control
- Body: beautiful new Brewster green finish

Overland Omaha Company

J. R. JAMISON, Pres.

2101-3 Farnam Street.

Tel. Doug. 2643



1915 MODEL 80—\$1075

Model 80, 2-passenger Roadster... \$1050
Model 80, 4-passenger Coupe... \$1600

All prices f. o. b. Toledo, Ohio.

Model 81, 5-passenger Touring Car \$850
Model 81, 2-passenger Roadster... \$705