

EVERYBODY IS AFTER REOS

Sales Manager Rueschaw has a Trying Time as Dealers Make Pleas for More Cars.

FACTORY IS WORKING NIGHTS

"When a dealer says 'please' and other nice things to the sales manager of an automobile company, there is only one conclusion to be drawn, and that is that that dealer wants cars and wants them mighty badly," said, laughingly, Robert Rueschaw as he showed a telegram just received from the Minneapolis distributor of Reo cars.

"Please, dear Mr. Sales Manager, won't you ship Minneapolis six extra cars of Reos, any model Reos, just as long as they are Reos, and soon," Fawkes Auto company.

"That's a sample of 125, average, telegrams I receive every day—only they are not all so sweetly worded as that one. They run the gamut all the way from swear words to pet phrases—mostly swear word or other language that might as well be, since their meaning is clear.

"Factory is running to capacity and beyond, for we have had an extra night shift on for several weeks. So each dealer is getting his full quota, according to his original allotment. But the cry is for more—just a few extra cars. And they never are satisfied—why Minneapolis got a trainload only last week.

Gratifying, But Trying.

"It is most gratifying and at the same time most trying to the poor sales manager, it taxes his ingenuity and his integrity to the limit to keep all dealers satisfied and to keep them feeling that each is getting just the same treatment as all others. Some of them won't believe that and so quite a percentage of the telegrams are accusations of partiality, while others are in the nature of bribes to sentiment.

"We are going like a house afire though, and we hope to catch up soon. Material is piled up so high on the factory docks that it broke through in two places last week. That material is going through the machines just as fast as possible, considering always quality. More machinery has been installed, more men put to work and we are doing our level best to make enough Reos to go round.

"Nice telegram that from Fawkes—believe I will try to squeeze out three extra cars for him. That will ease Minneapolis up a bit even if it doesn't wholly satisfy its hunger for Reos."

Europeans Marvel at American Cars

Europeans are watching closely the performance of American cars in the great war, and upon the service they give depends the demand for the various American makes when the war is over, according to Jules Guinday, Detroit distributor in France.

"American cars have given extraordinarily good service, and have withstood the hard usage much better than the smaller European cars," writes Mr. Guinday from Nantes, France, at which point he is stationed as a member of the motor dispatch corps. "By an 'having' an old model A. Detroit which has been in service every day since the war broke out under conditions which have been too rough for even the larger French and English cars.

"It is an ill wind that blows no one good, and the splendid record of several American makes of moderate price cars will mean a big business for them when the war is over. It is certain that people who wish to purchase cars will prefer American cars, and even if it were otherwise it will be a long time before French manufacturers will be in shape to make and market cars. The prices of French cars and parts have advanced from 15 per cent to 30 per cent, which will prove a big factor also in favor of American cars."

See Want Ads Produce Results.

Large Shipment of Hupmobiles is on the Way to Omaha

W. L. Huffman has just returned from Detroit, where he has been "lobbying" for the last week, and as a result of his visit has secured an additional 100 model K Hupmobiles for immediate shipment, and the cars will arrive in Omaha the early part of this week. His success is quite remarkable in view of the recent announcement of the factory that they had all the orders they could possibly fill for the next two or three months, but Mr. Huffman's long association with the factory and splendid selling record established with them was of such sufficient importance to warrant them making him this extra concession.

1916 Davis Six Makes Its Debut

W. T. Wilson of the W. T. Wilson Automobile company received his first shipment of 1916 Davis cars last week. In the shipment was included the famous parlor car model which has the individual front seats, the driver's seat being adjustable and the companion seat of the swivel type which permits the occupant to face in any direction. The space between these seats makes them as accessible from the tonneau as from the front doors. There has been considerable local interest shown in this car since its construction embodies such standard units as the Continental motor, Warner transmission and Sheldon platform springs, and considering the price of \$1,495 it will no doubt command a generous portion of the local business during the present season. Mr. Wilson in an interview yesterday stated that it was not a question of how many he could sell, but rather how many he could get.

Harry T. Dunn Joins Overland Company

Harry T. Dunn, president of the Flak Rubber company since its inception, has acquired an interest and has become vice president and a director of the Willys-Overland company of Toledo, O., and in the future will devote the major portion of his time to that organization.

It was under Mr. Dunn's leadership that the Flak Rubber company attained its present prominence and prestige in the tire industry.

This connection culminates a long-time personal friendship that has existed between Mr. Willys and Mr. Dunn.

The rapid growth of the Willys-Overland company and the plans which Mr. Willys has formulated for its future development brought about the present arrangement.

The personnel of the Flak Rubber company and the Willys-Overland company will remain unchanged.

PIERCE-ARROW TO MAKE NOTHING BUT SIXES

A great many rumors have been afloat regarding what the Pierce-Arrow Motor Car company is making or going to make. These rumors have brought from the company a reiteration of their previously announced policy for the calendar year of 1915, and an additional statement, which should have the effect of stilling all rumors predicting radical changes in Pierce-Arrow cars.

The company's complete statement is as follows: "Series Three' Pierce-Arrow models will be continued, as previously announced, throughout the calendar year of 1915.

"If by the end of that period, our engineers have been able to perfect any refinements, we will incorporate them in a new series of six cylinder models.

"When we have found and developed something really better than our present 'six', our friends shall have the benefit of that development."

Gossip Along the Automobile Row

It is a rather unusual condition for an automobile concern to have two customers for every car in stock, but that was the case at the Huffman salesroom during the week, but all orders were cared for, although it was necessary to call upon some of the branch houses to make quick trips to Omaha with Hupmobiles. Friday afternoon at 4 o'clock the Lincoln branch was communicated with over the telephone to bring up a model K Hup, and at 4:30 the car arrived and a waiting customer climbed in and went on to his destination in Iowa without even putting in a drop of water or any gasoline, as the engine was as quiet and cool as if it had only been driven around the block. This car was taken by J. E. Terwilliger of Defiance, Ia.

Some indication of the amount of business being done at the Chandler factory is furnished by the report of the Western Union Telegraph company on number of wires sent over the private Chandler line. According to this report the volume of telegrams over the Chandler private wires during the last two weeks exceeded that of any other organization in the city of Cleveland.

The Traynor Automobile company delivered during the last week a Cole eight touring car to N. P. Swanson, a roadster of the same type to W. G. Preston and a four cylinder touring car to John Halpin.

The Oakland Motor Car company has just announced a new four cylinder car to sell for \$1,650. Three styles of bodies are offered including a speedster, roadster and touring car.

C. J. Corkhill of the local Haynes branch is anxiously awaiting the arrival of the first 1916 Haynes car which left the factory Thursday.

Sales Manager Hood of the Briggs-Detroit company has been spending the last few days with the Fred Huffman company who handle the Detroit in this territory.

"Three years ago," says President F. A. Seiberling of the Goodyear Tire and Rubber Co., "bankers were wondering where the people of the United States would get the money to pay for the 150,000 automobiles then manufactured. There are now 150,000 machines in use and next year the number will pass the 200,000 mark. This great expansion of the automobile business will require millions of additional trees."

During the fifth international 500-mile sweepstakes race May 23 a "thousand" dollar Interstate will act as official photographers car for Coburn Brothers of Indianapolis, who will register the thrills of this big classic on the "movie film." The car will be furnished by George M. Kanouse of the Kanouse Automobile company, Indiana distributors of the Interstate.

Saxon Firm Breaks All Sales Records

The close of the month of April marked the finish of the biggest month so far as shipments were concerned that the Saxon Motor company ever has had. This month showed an increase of 300 per cent over the same period of last year.

Coincident with the announcement of this record it is made known that the production for the month of May will be still larger than April, the schedule output calling for at least 3,000 cars.

This unprecedented output is due to the flood of orders that have come into the big Detroit factory of the Saxon company. On one day 269 orders for earliest possible delivery were received.

Judging from the demand in all parts of the country the six-cylinder Saxon, first marketed several weeks ago, is prob-

ably be a 100-mile circuit, and at least fifty entries are expected for the event.

The opening of National Motorcycle week on May 22 will be observed in Milwaukee by a tour of the Milwaukee Motorcycle club to Okonkosh lake.

A local motorcycle race will be staged at Madison, Wis., on May 23. On May 23 at Toledo, O., the Interstate

Racing association will hold the first of its series of motorcycle meets.

The official hotel selected for the Federation of American Motorcyclists National convention at Sacramento is the Traveler.

George Cassborn of Vancouver, B. C., is riding his motorcycle to New York City.

Another motorcyclist who is making a transcontinental trip to the Panama exhibition is Lester G. Stryker of Elizabeth, N. J.

Frederick W. Cordes and Miss Marjorie K. Dummel, who were recently married, are spending their honeymoon on a motorcycle trip through the east.

Mrs. J. F. Hildebrand and her daughter, Fay, they have already covered about one-half of the distance.



Don't you think that of all the new 1915 Models you have seen the Reos Four and Six— are by far the most beautiful—the most distinctive in design—the most graceful in contour and altogether the most impressive and pleasing.

Of course you know a Reo by sight—it's a part of motoring education to be able to distinguish the more famous makes of cars by sight.

All automobiles look alike only to the inexperienced and the unobserving.

So, if you don't know a Reo by sight you should avail yourself of the first opportunity to study and familiarize yourself with the points of design as well as of construction and finish of the two latest Reos.

You will soon learn to recognize the Reo front—the radiator with the curve at front and the famous Reo name plate.

Note at the same time how the sloping lines of the bonnet blend into the carefully moulded cowl and the latter in turn into the true stream-line body.

Once these have been fixed in your mind you will recognize every Reo as it glides silently, smoothly, swiftly past you.

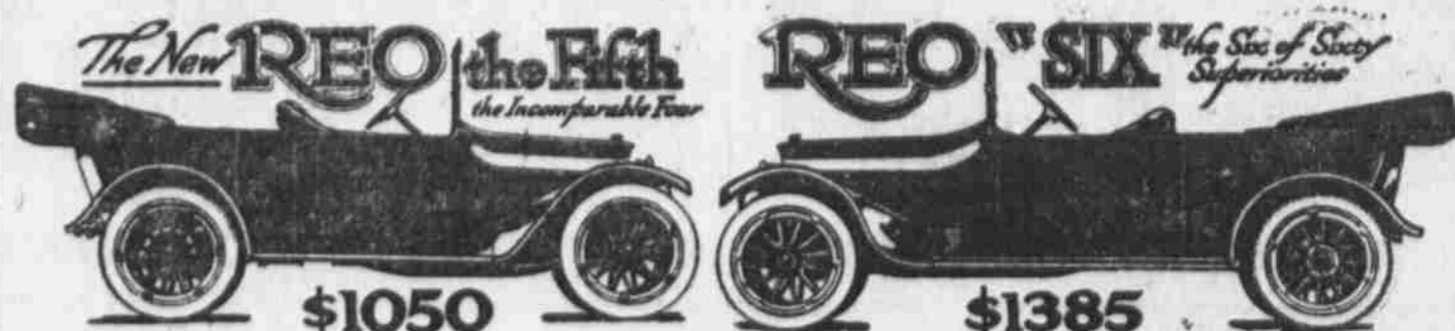
You'll be surprised to find how many Reos there are on the roads hereabout.

And the more Reos you see the more will you learn to admire them—the more will you covet a Reo.

Both are Great Big Beautiful Cars—the Six just a little bigger than the Four when you see them standing side by side.

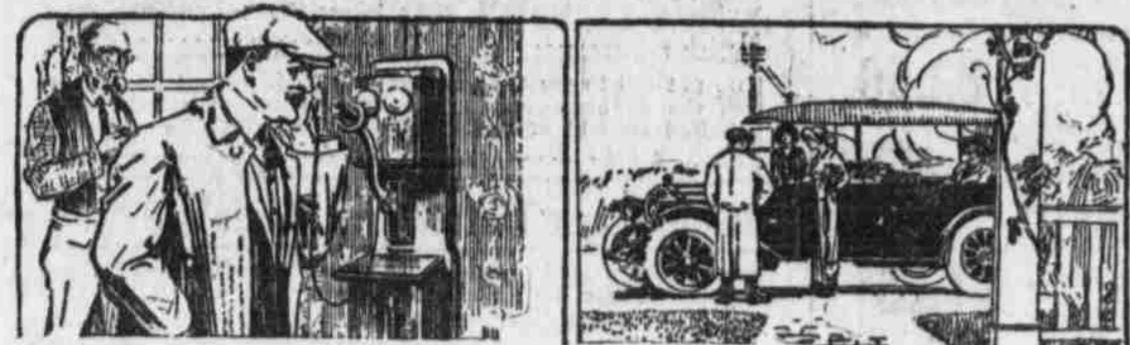
And when you are studying the lines and the curves that make Reos beautiful and distinctive—take advantage of the occasion, to test also the riding qualities and the engineering excellence that make Reos famous.

Need we repeat the warning that if you want a Reo of either Model your order must be in our hands at once—else we may have to disappoint you. Demand is tremendous—Reo year, this.



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