

**AUTO PROSPECTS ARE BRIGHT**

**John N. Willys Says Conditions in Country Are Excellent.**

**NOTHING TO FEAR FROM WAR**

**Using the Business of His Company as a Criterion He Finds Month of September to Be Far Ahead of Last Year.**

American automobile manufacturers are facing the brightest prospects since the inception of the industry, in the opinion of John N. Willys, president of the Willys-Overland company and second largest manufacturer of automobiles in the world. Since his return from the war zone, Mr. Willys has made a careful study of business conditions in the United States and declares himself exceedingly well pleased with the outlook.

Mr. Willys says: "Automobile builders on this side of the Atlantic have nothing to fear because of the terrible conditions abroad. For a while, the lack of transportation facilities and abnormally high insurance rates hampered foreign business, but since the seas have become practically free and insurance is more reasonable, export shipments are being resumed on a large scale. With the exception of the warring countries, the business of the entire civilized world is America's for the taking."

"In drawing my conclusions I must, of necessity, use the business of my own company as a criterion, to some extent. Upon returning to this country after an absence of ten months, I find that never in the history of the Willys-Overland company has business been better. For the months of September and October our contract schedules call for approximately 75 per cent more cars than the schedules of a year ago. But a careful investigation of conditions indicates that if we build every car called for by the schedules we will still fall far short of the demand."

"Our factory men are working full force, full time and full pay. Yet we have on hand fully 1,000 more unfilled orders than we had at this time last year. We have orders for more than \$5,000,000 worth of cars for immediate shipment. And this is in spite of the fact that our shipments are averaging more than fifty more cars per day than during the corresponding period of 1913."

**Firestone Men to Meet in National Convention Soon**

The third week in October will bring with it another of the annual sales conventions of the Firestone Tire and Rubber company. Over 250 men will be called in from the firing line, which extends from coast to coast and into many foreign countries. It is expected that a number of the foreign representatives will be at the conventions.

Since the company completed their large, new factory in 1910 there has not been a time when additions were not under construction. The visiting representatives will be pleased to find that same is true this year, 35,000 square feet additional floor space having been added since last October. It will be gratifying to them to know that the expansion is due largely to their valiant work in the field.

The convention, last October, was a grand success, which is proven by the 75 per cent increase in output this year, but it is expected that this season's conference will be the greatest event of the kind ever held in the history of the organization. As a result the motoring public can expect better service than ever before from the Firestone company during the coming year.

**Henderson Finds Trade Conditions Good in the West**

Vice President Henderson of the Regal Motor Car company is very optimistic concerning trade conditions. After several weeks of investigation, during which time he covered the east and middle west, he had this to say:

"General trade conditions are good, particularly in the central west, where the record-breaking crops are bringing high prices. Even in the east, in spite of war extras and savings bank restrictions, the trade is better than usual at this season of the year."

"It is surprising to note the growing interest and demand for two and three-passenger cars. We attribute this partly to the general demand for economy and to the fact that more and more cars are being used for business purposes."

**Big Year Expected by Saxon Company**

Among the leading automobile manufacturers who find that the European war is having no deterrent effect on the motor car business in this country is M. W. Ford, president of the Saxon Motor company.

"We are still behind on orders despite the fact that our factory is working to capacity all the time," says Mr. Ford. "In the month of August, which is generally considered a 'dull' month, we shipped 900 cars. During the first half of September we shipped 600, and our output for the month will be 1,000 cars. For October our schedule calls for 1,000 cars or more."

"The main difficulty we are facing is to get the cars out fast enough. There can be only one answer, and that is that prosperity reigns in nearly all lines of business and industry. We have been blessed with great crops, which means that the farmers have money. It also means real prosperity for the rank and file everywhere."

**DODGE SALES RIGHTS ARE IN BIG DEMAND**

With the month of September well under way, the demand for sales rights for the new cars which Dodge Bros. are bringing out in October has increased with every mail at the big Detroit plant of the company.

"In the first nine days of September we received 335 separate requests for sales rights from dealers," says George C. Hubbs, assistant general sales manager of Dodge Bros. "This brings the total number received up to 7,652, representing a good proportion of the entire number of dealers in America."

"Careful tabulation kept of the dealers' requests show that Ohio leads with 554 letters; Michigan next, with 534 minivets,

and the following in order: Pennsylvania, 492; New York, 412; Illinois, 385; Indiana, 324; Texas, 241; California, 231. Over 200 dealers' requests from Canada and 175 foreign applications have been received.

**Scrap Across the Pond Bothers Not Packard Officers**

With reference to the effect of war on business, the following letter to dealers has been sent out by Alvan Macaulay, vice president and general manager of the Packard Motor Car company:

"Our car orders are considerably ahead of what I thought possible, and they continue to hold up in a surprising way, despite the fact that we have been passing through a dull period of the summer, when most of our patrons are away from home. If we didn't know that the war

conditions were serious, we would confidently expect a record-breaking fall business. Perhaps we are going to have it anyway, since more than a month has elapsed since the war started and our business has not suffered.

"There is business in considerable quantity to be had. We are getting it right along; getting more of it than we thought it was possible to secure. Business men seem willing to deny themselves almost anything, rather than go without their cars. Perhaps that's the explanation of the situation. If so, dealers should avail themselves of the fact."

**KISSEL KAR SIX NOT TO HAVE PRICE RAISED**

"The Kissel Kar, 6, 'six,' is the only one of the leading medium weight 'sixes' first introduced last year that has not been increased in price for the 1915 season," says Frank J. Edwards.

"Yet the latest series of this car has

many more expensive features, including a wonderful new 4-cylinder built motor, a new and original body design, a new type of spring guaranteed against center breakage, a new vacuum fuel feed system, a new automatic spark advance installation and a lot of other refinements."

**NEW RUBBER SUPPLY HOUSE LOCATES ON AUTO ROW**

A new addition to Automobile row has sprung up in the establishment of a rubber supply house at 232 Farnam street to be known as the Akron Rubber and Supply company. The members of the new firm are H. H. Replato, formerly of Akron, O., and Montreal, Canada, and F. L. Stone, formerly of Oklahoma City, Okl. They are to conduct a general jobbing and distributing business and are the exclusive agents and distributors for the famous Marathon tires in Nebraska and Iowa. They will also handle the B. F. Goodrich company's

mechanical goods and druggists sundries. They will carry a full line of supplies and their motto will be "Everything in Rubber." They will have a force of ten traveling salesmen on the road working out of Omaha.

**PHILOSOPHERS RESUME SUNDAY MEETINGS SOON**

Beginning Sunday, October 1 the Omaha Philosophical society will resume its regular Sunday meetings. For the following thirteen assemblies, starting with the first Sunday next month, when Thomas H. Tibbles will speak, the feature lectures will be respectively by L. J. Quinby, H. W. Morrow, Mrs. D. G. Craighoad, W. P. Baxter, J. W. Woodrough, Juno O. Yeiser, P. G. Odell, Dr. L. A. Merriam, Dr. F. W. Miller, J. J. Pointa, J. E. Snider and Dr. C. B. Atten.

**Lincoln Highway Feeders Posted**

Henry B. Joy personally selected a paint brush last Saturday and helped put Lincoln Highway feeder road signs on telegraph poles all the way from Detroit to Toledo.

Accompanied by Earle Weiborn, his secretary, the Packard president jumped into the extraordinary task on the day of his return from his summer home at Watch Hill, R. I., in celebration of the first anniversary of the famous highway. The two reached their destination Sunday in complete disguise, so covered were they with paint and dust. They obtained food at dairy lunches and country groceries.

Among the events to be staged by the Pittsburgh Motorcycle club at Schenley park on September 25 is a twenty-five-mile motorcycle race for the championship of western Pennsylvania.

**McINTYRE REPORTS NEW OAKLAND SIXES ENROUTE**

Mr. McIntyre, of the McIntyre Auto company, reports that a carload of Oakland sixes will be received the first of this week and will be on display at the company's show rooms all week. He reports good sales for both the Bricoco and Saxon cars, for which the company has the agency. Models of both these cars are on the floor of their show room.

**Hibernating in Wisconsin**  
"Send me immediately 100 posters, showing the different models," wrote a Wisconsin automobile dealer to the Studebaker corporation. "I want to post them in the saloons and country stores, so all the people will be looking at them all winter."

**All-Winter Automobiles**  
Though the Studebaker line includes no closed models, dealers are being furnished with coupe bodies, which can be mounted on almost any chassis, thus providing an opportunity for a year-round outfit for any owner desiring it.

# Overland

## \$850

(Model 81)

### Electrically Lighted and Started

**The unexpected!**  
An Overland—electrically started, electrically lighted, stream-line body, powerful, large five-passenger touring car—priced at only \$850.

This is the first car of its size, capacity, power and electrical equipment to sell below \$1000!

Certainly never before has such big and exceptional value, at such an unusually low price, been offered.

Though the price is lower than ever, the quality is maintained throughout. All materials, metals and workmanship are of the very best.

We could not purchase nor produce with more precaution and precision. This new car is as fine and as finished internally as it is externally.

This newest Overland has the genuine fashionable stream-line body design. Its snappy, superb and stylish lines are the work of our master designers.

The body color is Brewster green—always so rich and attractive. It is neatly trimmed with fine hair-line striping of pure ivory white.

The electric starting and electric lighting equipment is one of the most reliable and best established on the market.

There is also a high tension magneto which is independent of the starting and lighting system and requires no dry cells.

This car rides just like it looks—beautifully. The new, long, improved underslung rear springs give maximum riding comfort. No jolting or jarring on the road—just absolute ease and smoothness at all times.

Tires are 33 inch x 4 inch all around. Never before has a car at this price come equipped with such large tires.

It seats five adults comfortably, without crowding. It is a big, spacious five-passenger touring car.

It has the famous Overland 30 h. p. motor of remarkable strength, speed, durability and economy, developing more power than you will ever require.

With left-hand drive, center control, 33" x 4" tires, demountable rims (with one extra) electric head, side, dash and tail lights, electric horn, top, top cover, robe rail, speedometer and ventilating, rain-vision type windshield, this car at this price is destined to be known as the greatest motor car achievement of the season.

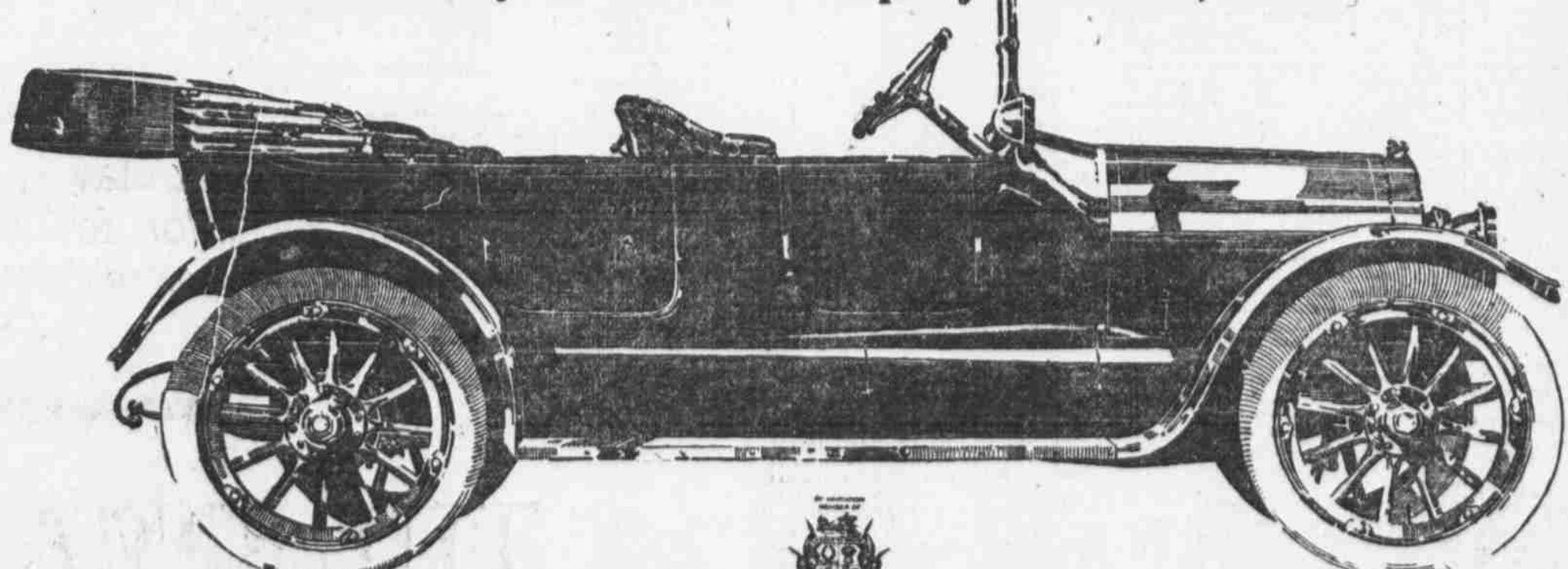
Orders are now being taken for immediate delivery.

Following are a few of the many high grade features—features that are usually found on cars costing considerably more money.

- 30 H. P. motor
- Stream-line body
- Ample room for five passengers
- Electrically started
- Electrically lighted
- Electric horn
- High-tension magneto
- All electric switches on instrument board of cowl dash
- Ventilating, rain-vision type windshield
- High-grade upholstery
- Thermo-syphon cooling
- Five bearing crankshaft
- Rear axle; floating type
- Rear springs; extra long, underslung, 3-4 elliptic
- 106 inch wheelbase
- 33 inch x 4 inch tires
- Demountable rims
- One extra rim
- Left-hand drive
- Center Control
- Body color: Brewster green with ivory white striping
- Complete equipment, including speedometer, robe rail, tools, etc.

Overland-Omaha Co., Distributors, 2101-3 Farnam St.

The Willys-Overland Company Toledo, Ohio



Two-passenger Roadster, \$795  
Delivery Wagon with closed body, \$895

35 H. P. four-passenger Coupe, \$1600

Delivery Wagon with open body, \$850  
The larger four-cylinder Overland Touring Car, \$1075

All prices f. o. b. Toledo, Ohio