

GLIDDEN TOUR MAPPED OUT

Three Thousand-Mile Trip by Dal Lewis Under Many Difficulties.

SEVENTEEN DAYS OF RUNNING

Route Includes Thirteen States—Many Cars to Compete—Omaha on the Route for an All Night Stop.

This year's Glidden tour is to be the greatest test ever given to any automobile on an endurance run, judging from the strenuous tour of the Chalmers-Detroit under the guidance of Dal H. Lewis.

Never has the work been done better than the routing which Lewis has completed. It will be possible to start the

out from Cincinnati to Dallas and as far north as Wichita covers more than 1,800 miles. The entire route, ending at Chicago, covers 2,900 miles. That is a greater distance than any previous tour of the Automobile Association of America.

When cutting steel or wrought iron on a lathe or milling machine, it is often necessary to leave a smooth surface. Oil, or various cutting compounds with oil, is used for this purpose, and also to keep the surface cool.

EFFECT OF AUTOMOBILES ON GENERAL PROSPERITY

J. J. Hill, Railroad Magnate, Sees Disaster Ahead, but There is Argument on the Other Side.

The vast development of the automobile industry and the now practically indispensable utility of the machine for a variety of purposes have doubtless seemed to many persons symptoms of increasing prosperity in this country, and the suggestion that automobiles or their rapidly increasing use may be a harbinger of panic and financial disaster may seem to them fantastic.

Mr. Hill is reported as estimating that 600,000 automobiles, costing \$400,000,000, will be purchased in this country this year, not 1 cent of that enormous sum being in-

vested in anything which will produce one bushel of grain. Another speaker invites us to consider the effect of the removal of so much capital from the field of business. The idea seems to be that the money invested in automobiles is wasted for non-productive luxuries.

The chief peril in what is—perhaps with dubious wisdom—called the automobile craze would seem to be in the purchase of machines beyond the prudent ability of the buyers and in the too rapid deterioration of the machines and consequent loss of value.

It is true also that automobiles often seem to lose value very quickly, either because they wear out or because the fashions in them change. This is indicated by the great number of second-hand machines which are on the market at a small fraction of their original cost.

To predict a national financial panic because of numerous purchases of automobiles appears extravagant. But there is perhaps reason for exhorting individuals not to be so swayed by their fascination as to invest in them imprudently.

How Alligators Kill Their Victims.

Late that afternoon, when the lagoon was aglow with the wonderful copper hues of a Papuan sunset, someone pointed out to me a long, dark streak moving swiftly across the water two or three hundred yards away, and in the streak just the slightest speck of black. It was an alligator at last.

are worse than sharks. They don't show themselves and give you a chance; they know about it. They don't eat you at once, only hold you under water until you are drowned, or half pulled to pieces, and then store you somewhere under a bank or in a hole until you are 'high' enough to be savory—just as you would do with a pheasant, you know. He's a knowing beggar, the alligator, the shark isn't in it with him for brains and savvy."—Wide World Magazine.



ROUTE OF THE GLIDDEN TOUR.

four without extra labor on the part of the committee, as Lewis will know every foot of the road over which the Gliddenites will tour.

Here is the complete route for the seventeen days of the run: First—Cincinnati to Louisville. Second—Louisville to Nashville. Third—Nashville to Sheffield. Fourth—Sheffield to Memphis. Fifth—Sunday in Memphis. Sixth—Memphis to Little Rock. Seventh—Little Rock to Texarkana. Eighth—Texarkana to Dallas. Ninth—Dallas to Lawton. Tenth—Lawton to Oklahoma City. Eleventh—Oklahoma to Wichita. Twelfth—Sunday in Wichita. Thirteenth—Wichita to Kansas City. Fourteenth—Kansas City to Omaha. Fifteenth—Omaha to Des Moines. Sixteenth—Des Moines to Davenport. Seventeenth—Davenport to Chicago, the finish.

When the rough estimate of the route was made a run from Dallas, Tex., to Oklahoma City was made a day spin. The pathfinding Chalmers reports that this must be a two day's run on account of the roads. This will make it impossible to reach Kansas City on the second Sunday of the tour.

Route Changed. From Dallas the run will be to Lawton, Okl., by way of Decatur, instead of Gainesville, Tex. On the ninth night out the night stop will be at Lawton. This will bring the tourists to Wichita, Kan., for the second Sunday, June 28, and the finish of the tour will be in Chicago July 1.

Chairman S. M. Butler, on his way home from Los Angeles, remained in Omaha long enough to change the route to take in this city. This necessitated the changing of the run after Lewis left St. Joseph, Mo. The pathfinding Chalmers reports that this must be a two day's run on account of the roads. This will make it impossible to reach Kansas City on the second Sunday of the tour.

Entry List. Entries for the Glidden tour close at midnight tonight. The time was extended by Chairman Butler from May 1 to May 15. The list promises to exceed that of any other year. Following is a list of the first cars to enter: First, Premier; second, Premier; third, Chalmers; fourth, Chalmers; fifth, Chalmers; sixth, Cole; seventh, Maxwell; eighth, Maxwell; and ninth, Pary. Chicago trophy—101, Moline; 102, Moline; 103, Moline; 104, Lexington; 105, Cole; and 106, Pary; noncontestants, two Cadillac run carriages.

Entry fee is \$500, and is to be increased to \$500 from today for post entries. While the arrangements for the tour are being completed in the offices of the American Automobile Association in New York, the Chalmers pathfinding party is having a strenuous time mapping out the route. Texas, Oklahoma and Kansas and Missouri have been thoroughly explored. Most of this run has been over good roads. On the trip across the Texas plains the heat was almost unbearable. At Martin's ranch, a short distance from Decatur, Driver Gardham was prostrated.

Gardham was compelled to rest for a day and was under the care of a physician for twenty-four hours. The 129 miles from Decatur to Lawton were covered in good time. The highways were excellent. Many motorists from Lawton met the party. A delegation of motorists from Chickasha journeyed 16 miles to greet the party. The day's run was through a picturesque section, the route taking the tourists through the Wichita mountains.

The Canadian river was crossed and the Chalmers passed through the Still military reservation. Representatives of the Oklahoma State Automobile Association accompanied the Chalmers party during the entire day and escorted them as far as the Kansas line. The pathfinders had traveled 1,700 miles since leaving Cincinnati on April 12. On the completion of a 100-mile run the travelers reached Enid.

The route was laid out by way of Guthrie and the roads passed were in fairly good shape. Again the state autoists guided the Chalmers. On May 3, Oklahoma was left and the pathfinder entered Kansas and completed a 120-mile run from Enid to Wichita.

The run across Oklahoma was made in less than three days. The tour as mapped

A Wonderful Business Story

"I entertained Mr. John N. Willys, president of the Overland company, last week in Council Bluffs. His career makes one of the most interesting stories ever told. It is a story of how he stepped in two years to the topmost place in motordom. Of how OVERLAND automobiles rose in twenty-four months to this year's sale of \$24,000,000. How a factory has grown like magic to a payroll of 4,000 men—to a daily output of 30 carloads of automobiles. And how a large part of the demand of the country has been centered around one remarkable car."

Henry H. Van Brunt

The Discovery

Here is an outline of the story—just enough to make you want it all.

Two years ago, Mr. John N. Willys was a dealer in automobiles. There came to him one day a remarkable car—evidently the creation of a mechanical genius. The simplest, sturdiest, smoothest-running car that anyone around there had seen.

The name of the car was the Overland. And the price—then, \$1,250—was amazing as the car itself.

The sale of the car spread like wildfire. Each car sold brought a call for twenty others like it. Old and new motor car owners came by the score to deposit advance money—drawn by the Overland's matchless simplicity.

But the cars did not come. And when Mr. Willys went to the makers he found them on the verge of receivership.

The genius which had created this marvelous car could not finance the making in the face of the 1907 panic.

The New Start

Mr. Willys in some way met the overdue payroll—look over the plant—and contrived to fill his customer's orders.

Then the cry came for more cars from every place where an Overland had been sold. As the new cars went out the demand became overwhelming. The factory

capacity was outgrown in short order. Then tents were erected.

Another factory was acquired, then another; but the demand soon outgrew all three.

During the next fiscal year these factories sent out 4,075 Overland cars. Yet the demand was not half supplied.

Dealers fairly fought for preference. Buyers paid premiums. None could be content with a lesser car when he once saw the Overland.

All this without advertising. About the only advertising the car ever had was what users told others.

The Pope-Toledo Plant

Mr. Willys's next step was to buy the Pope-Toledo factory—one of the greatest automobile plants in the country. This gave him four well-equipped factories—just 16 months from his start.

But the Toledo plant wasn't sufficient. So he gave his builders just 40 days to complete an addition larger than the original factory.

Then he equipped these buildings with the most modern machinery—with every conceivable help and convenience—so that cars could be built here for less than anywhere else.

Now 4,000 men work on Overland cars. The output is valued at \$140,000 per day.

Now this man has acquired 23 acres The contracts from dealers for this season's delivery call for 20,000 cars.

around his Toledo plant. And his purpose is to see—from this time on—that those who want Overlands can get them.

Marvelous Sales

Dealers had ordered 16,000 of the 1910 Overland models before the first car was delivered. That means that each Overland sold the previous year had sold four others like it.

And without any advertising. This year's Overland sales will exceed \$24,000,000. Yet the Overland is but two years old.

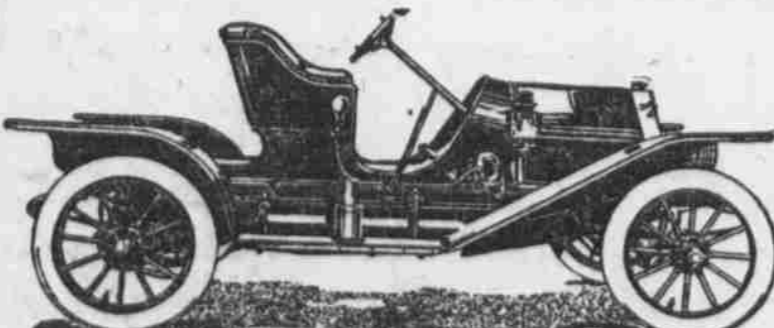
The \$1,000 Overland

This year an Overland—better than last year's \$1,250 car—is being sold for \$1,000. That is because the tremendous production has cut the cost 20 per cent.

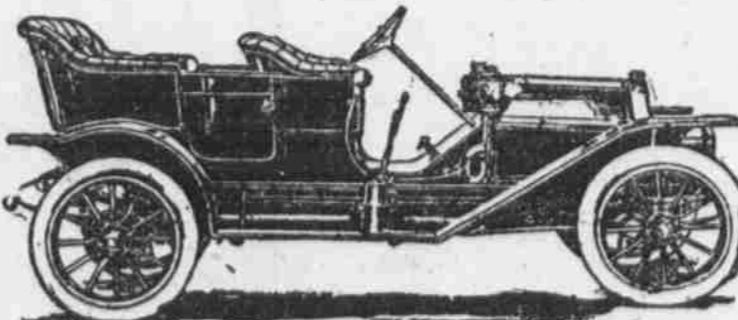
A 25 horsepower car, capable of 50 miles an hour, for \$1,000, complete with lamps and magneto. Never did a maker give nearly so much for the money.

There are higher powered Overlands for \$1,250—\$1,400—\$1,500. They are just as cheap in comparison as the \$1,000 model. The Overlands are unique in simplicity. They operate by pedal control. A ten-year-old child can master the car in a moment.

They are made in the same factory, and by the same men as made the Pope-Toledo, a \$4,250 car. The reason for the price lies in the production of 125 cars per day.



Overland Model 35—Price \$1,000. 25 h. p.—100-inch wheel base. Made also with single rumble seat, double rumble seat and Toy Tonnau at slightly additional cost.



Overland Model 41—Price \$1,400. 40-h. p.—100-inch wheel base—3 passenger. Five lamps and magneto included.

Van Brunt Automobile Co.

Omaha Council Bluffs Sioux Falls

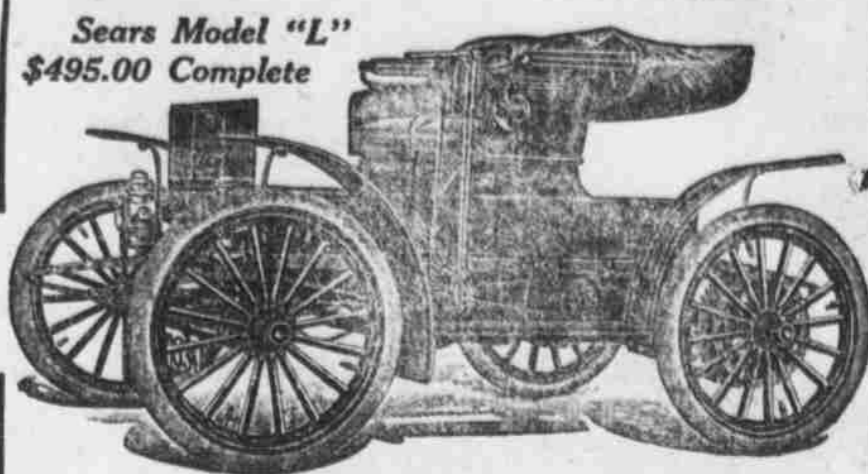
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