

Gossip Along the Automobile Row

E. V. Abbott and B. East left early last week in the 1913 Michigan demonstrator for southwestern Iowa, where they will stay as long as the good weather continues, demonstrating the merits of the mighty Michigan 40. Already Mr. Abbott has received close on a hundred letters asking for territory for the coming year, and he is not worrying over placing all the cars which the factory will allow him.

Blake & Lindeman, agents at Central City for the Michigan, were in Omaha last week to catch a glimpse of the 1913 machine. This particular firm did as much if not more business with the 1912 car than any other agency in the state. They were more than pleased with what they saw and predicted to increase their business 50 per cent this season.

C. J. Corkhill, general sales manager of the Cole Motor company throughout the middle west, has been spending the last few days in Kansas City, where he has completed arrangements for the reception of several enormous shipments of 1913 cars. Kansas City is one of the Cole people's strongholds in the central part of the country, and indications are to the effect that there will be the greatest demand ever for the machine this year.

Mr. and Mrs. L. A. Keller, who started for St. Paul, Minn., in a Flanders car on October 4, returned Monday after a most successful journey. The entire trip was made without the slightest trouble, the Flanders car surmounting many difficulties with surprising ease. On the return trip the roads were very muddy, and in many places the car passed through mud which reached the axles of the machine. Mr. and Mrs. Carl Karst of Ladysmith, Wis., accompanied the Kellers back from St. Paul.

John Crosby, formerly connected with the Portland (Ore.) Studebaker branch, was in Omaha last Tuesday and called at the local house for a brief visit with Manager Keller.

Doty & Hathaway delivered four Reos and five "Little Fours" throughout the state last week. They also signed six new agencies for the "Little Four" car.

Dr. A. Bertschinger and wife of Portland, Ore., passed through Omaha Tuesday on the return leg of a trip which had already consumed over five months' time. The couple left Portland in May, and since then have visited a large number of the principal cities of this country, including Minneapolis, Chicago, Detroit, New York and Boston. They also made a short excursion into Canada. The trip was made in a Maxwell roadster and, considering the ground covered, has been a revelation in economy. While at Tarrytown, the spot where the car was made, Dr. Bertschinger had the roadster entirely gone over by experts, and at the close of the rehauling his bill was just \$99 even, which constitutes so far every cent spent for repair. Upon leaving Omaha the speedometer registered just 7,029 miles. The doctor expects to arrive in Portland Saturday.

The United Motor company delivered five 40 and five 30 Maxwells last week throughout the state. Agents are contracting rapidly and several new ones have been signed.

N. P. O'Conner, secretary of the Powell Supply company, spent last week enjoying the pleasures of a well-earned vacation. Mr. O'Conner is one of the most energetic and competent workers in local automobile circles, and sometimes has to be driven to take respite from his duties.

C. L. Greenwell, representing the United Manufacturers, was a visitor at the Powell Supply company last week. Mr. Greenwell was returning to the factory from the coast and expressed his belief that the supply business was never better than at the present time.

Manager Reim of the local Cadillac company left Thursday for the factory at Detroit, where he went to secure an additional allotment of 113 cars.

Clarke G. Powell leaves early this week for a trip through the east, partly business and partly pleasure. Mr. Powell intends taking in the Yale-Harvard contest before returning to Omaha.

August Castenor Kiron, Neb., purchased a Lexington 40 demi-tonneau of the E. R. Auto company last week.

Henry La Roche, for many years mechanic to Barney Oldfield, an aviator of considerable note, has been engaged by the Traynor Auto company to look after their mechanical work. La Roche comes highly recommended from many noteworthy of the trade and is considered to be one of the best mechanics on the continent. For several years he drove racing cars for the National factory, during which time he took a number of firsts in important races.

Percy Owen, general sales manager of the Chalmers Motor company, spent two days last week with H. E. Fredrickson. Mr. Owen increased Mr. Fredrickson's territory in both Nebraska and Iowa, and allotted him an additional number of machines for the year.

The Cole Auto company of Woodbine, Ia., drove home an Apperson 46 touring car last Thursday. In spite of the muddy roads the trip was made in record time, a good performance for a car receiving its first acquaintance with country roads.

C. E. Hayward of the Hayward Shoe company purchased an Apperson 46 of the local house last week. Mr. Hayward has taken advantage of the splendid weather of the last few days and already has made several trips into the country about Omaha.

Manager De Jong of the Apperson Sales company started on a 300-mile jaunt through Iowa Thursday afternoon for the purpose of closing 1913 contracts.

Richard Bacon, western district sales manager for the Hudson Motor Car company, spent several days of last week with Guy L. Smith. Bacon says that he has nothing to do now but to visit with the Hudson distributors, as the entire territory was closed up on one trip and he has already sent specifications to the factory for all the Hudson cars that will be allotted to this territory for the 1913 season. Bacon says it breaks his heart to have to hang out the "nothing doing"

sign, as each dealer pleads to have his quality specifications increased. "I honestly believe we could get orders for twice as many Hudson cars as we will be able to build."

Charles Giltner, former manager of the Rambler Auto company and now sales manager of the Velle Motor company at Moline, Ill., spent two days with the John Deere Plow company last week. Mr. Giltner is returning from the west and reports conditions very favorable for a good Velle year. G. N. Peek, director of the Velle Motor company, also spent a day with the local branch.

Percy Owen, general sales manager of the Chalmers Motor company, has been spending the last few days with the Fredrickson Auto company. Mr. Owen has granted H. E. Fredrickson additional territory in both Nebraska and Iowa.

Sol Bergman, the jeweler, received his new six-cylinder Chalmers of the Fred-

rickson Auto company Friday, and already has had a number of joy rides in his purchase. Mr. Bergman can see nothing else in the auto line but the Chalmers, and expects to do considerable touring next summer with the car.

H. A. Drew of the Eskenay Sales company reports the best week of their establishment in Omaha. During the last week they have equipped a half dozen machines with their famous tire filler, and have taken twice the number of orders. Mr. Drew says that now the people are getting over their skepticism of anything that takes the place of air in a tire, the sales are increasing very rapidly.

The Nebraska Buick people are having their troubles along with a number of other firms in the fact that they cannot secure cars enough to care for their business. They are receiving on an average of fifty cars a week, but even with this number they expect to be 300 cars behind

their orders till cold weather sets in for good. Fifteen carloads direct from the factory were shipped by this firm into their territory during last week.

The Rambler Auto company sent cross country cars to Genoa and Fairfield last week. They also contracted with the Schuyler Motor company of Schuyler to handle their line for the coming year. Deliveries have been coming through in fairly good shape lately and a good business is being indulged in by this house.

Guy L. Smith delivered 1913 Hudson "37" cars last week to E. S. Westbrook of the Transmississippi Grain company, A. G. Magdanz and M. Inhelder of Pierce, Neb. He also delivered 1913 Hudsons to the following dealers: The J. C. Davis Auto company, North Platte; Platte Center Motor Car company, Platte Center; Cummings Auto Car company, Grand Island, Neb.; W. F. Lierman, Pierce, and Salyers & Kayton of Strahan, Ia.

Key to the Situation—Bee Advertising.

Time is Taken on Johnson's Fast Ball

Walter Johnson, star pitcher of the Washington Americans, and Nap Rucker, champion southpaw of the Brooklyn, recently established two new records. They succeeded in timing the speed of a pitched ball for the first time in the history of the world, and in order to do this made a record-breaking run in an automobile from New York to Bridgeport, Conn., and return.

The trip was taken one Saturday morning and both pitchers had to be in New York for games that afternoon. They left New York at an early hour in a big Franklin touring car, accompanied by the editor of the Base Ball magazine, one of the feature writers of the New York World and A. P. Lane, champion pistol shot of the world.

The distance traveled was fifty-five miles and in returning to New York the

distance had to be made in less than two hours. This was a record run considering the fact that most of the fifty-five miles was over city pavements. Johnson's best speed record in throwing a base ball, which was made in the test room of the Remington Arms U-M-C company at Bridgeport, was 122 feet per second. The best that Rucker could do was 115 feet per second.

SELF-STARTER WORKS EVERY TIME IN THOUSAND

One can now bid the old crank fare-well—for sure, this time. One thousand starts in 1,000 trials is the result of the trials of the self-starting system of the New Hudson 37, by Guy L. Smith. Public announcement of the tests was made yesterday.

The trial took place during the regular work of the demonstrating cars. They have been in progress at Guy L. Smith's place since the arrival of the first car

and the self-starting system has not failed to crank the car on a single occasion, echoing the infallibility of the device on the Hudson.

The system on the Hudson consists of an electric motor which operates a set of gears that mesh with notches on the fly wheel of the car and revolve the wheel, thereby performing the same function as that of muscularly twirling the crank at the front of the car. The gasoline motor, while running, revolves a shaft that in turn operates a generator of electricity. This current is stored in a battery and upon the pressure of a button performs the business of cranking the engine. The gasoline motor thus manufactures the electrical energy that cranks it. You press a button to crank the engine.

"It is as we have maintained," stated Mr. Smith. "The trials which were watched by numerous motorists upon these different occasions were conclusive in showing that the moment for discarding the old crank has come."

\$985 *Overland* **\$985**

Completely equipped
F. O. B. Toledo

An unobstructed clean sweep

OVER two hundred telegraphic demands on this car shoot in and out of our plant every day. The telegraph companies tell us we are one of their largest individual customers in the world. It is certain we are, by far, the largest in the automobile business. Our daily volume of telegrams and cables is so enormous that it requires our own private staff of operators to handle it.

Since the announcement of this car it has become almost impossible to keep accurate account of our daily mail. To count the separate pieces of first class matter would be impractical. About all we can do is to check off the truck loads of U. S. mail bags and let it go at that.

Our annual production will be 40,000 cars. Our October production schedule called for 150 cars a day, which we are shipping right now. We could ship 500 a day if we had them. For the last 30 days we have been over 3000 cars behind our immediate shipping orders. This model has had an unobstructed clean sweep. It has gone before everything. Nothing can stop it, for nothing on earth can touch it.

Practically every important 1913 announcement has been made. A careful examination of these announcements will prove precisely what we have been claiming—that there is not a \$1200 car built that has any more practical value to offer than this one for \$985.

And here are the comparative facts which support this seemingly bold statement.

Automobile values must be looked at from several different angles. You must consider not only the price, but what that price buys you. You must take into consideration the power, the strength, the beauty, the construction, the size, the appearance and the equipment of the car. You must judge a car by the material in it; the workmanship on it; the methods employed to produce it; and last but not least, the facilities behind the production methods.

Examine each one of these fundamentals in this Overland at \$985 and you will find a car that is identical with any \$1,200 car in the world. Go further and you find high-grade construction and painstaking care in finish that equal the production methods employed in the making of any \$5,000 car you know of.

This car has the power of a \$1200 car; it has the strength of a \$1200 car; it has the size of a \$1200 car; it has the seating capacity of a \$1200 car; it has the wheel base of a \$1200 car; it has the chassis construction of a \$1200 car; it has the comfort of a \$1200 car; it has the beauty and finish of a \$1200 car.

Take the equipment item alone. It has a Warner speedometer—the best made; it has a fine mohair top and boot; it has a clear vision wind shield; it has a self-starter and Prestolite tank—every practical accessory made for an automobile. And all for the one price—\$985. There are no "extras."

Then there are those important construction features which are only found on the very high-priced cars. This model has a drop-forged I beam section front axle, fitted with the famous Timken bearings; a three-quarter floating rear axle fitted with Hyatt bearings; a selective transmission, with three speeds forward and reverse, fitted with annular bearings, and a cold rolled pressed steel frame. It has the center control. The brakes are unusually large for a car of this size and power, and are ample for cars of much greater weight. There are two powerful sets—internal expanding and external contracting. The great braking surface of these is indicated by their dimensions—13 inches by 2 1/4 inches each. These are the brake dimensions you find on \$1,500 cars. Pick up the catalogue of any \$1,500 car and see for yourself. The springs are semi-elliptic front, three-quarter elliptic rear. Each spring has six leaves. Tires are 32x3 1/2 Q. D.

This model is superbly finished. The striking body is in dark Overland blue. Battleship gray wheels

harmonize perfectly with the rich, dark body which is trimmed in black and nickel plate.

How can we market this car at this price? By making 40,000 cars a year. Increased production brings decreased selling prices. There is the answer in six small words.

France is famous for its automobiles, yet we turn out in one year as many cars as all the French factories combined. The United Kingdom is equally famous for motor cars, yet we almost double the combined output of all the English factories under the sun. The Overland factories alone, make nearly three times as many cars as the combined factories of Germany. And when you total the annual automobile production of such countries as Holland, Russia and Sweden, you find they do not make as many cars as some of our individual dealers handle in one single year.

We have more agents in some states than most American factories have in all the United States. We export more cars than the annual output of any automobile factory in Europe. Some of our American dealers alone, take more cars annually than most American factories turn out in a year. That is what 40,000 cars a year means. And that, and only that, is why we can make and market for \$985 what others are forced to get \$1200 for.

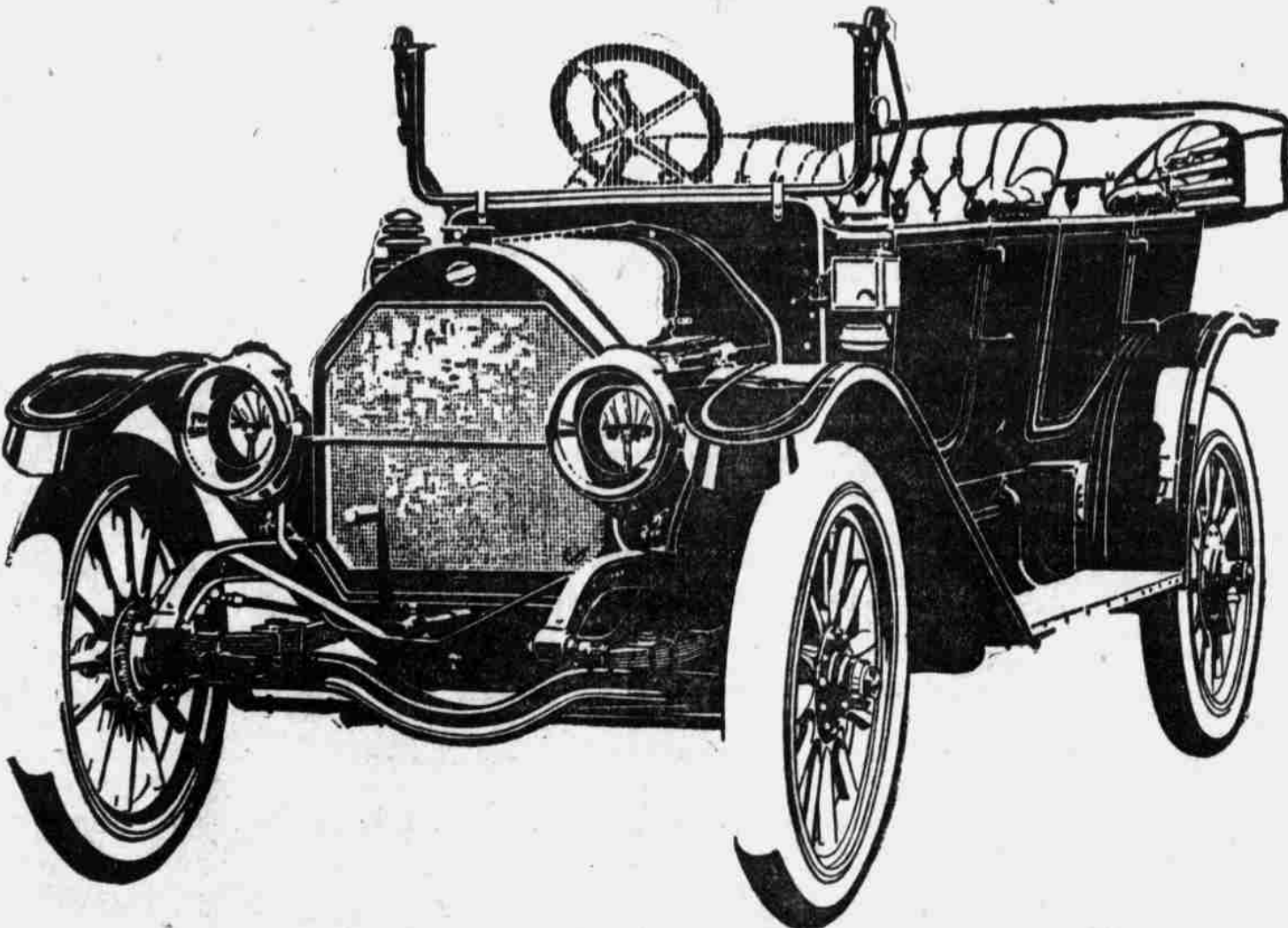
We want to place the utmost importance on the fact that the big value of this car is found in the vital things that really establish "big value." That is, such things as the long wheel base, the big motor, the splendid rear axle unit, the large and roomy five passenger body—the springs, the brakes, the high grade bearings, the pressed steel frame, the complete equipment, etc.

Any man who pays over \$985 for a completely equipped, 30 horsepower, five passenger touring car of this type and size is just wasting money.

See this Model "69" at our salesroom in your city at once. Order early if you want it early.

The Willys-Overland Company, Toledo, Ohio
The Van Brunt Auto Co., 2101 Farnam St., Omaha, Neb.
and Council Bluffs, Iowa

- Self Starter
- 30 Horsepower
- 5 Passenger Touring
- 110-inch Wheel Base
- Center Control
- Remy Magneto



- Warner Speedometer
- Mohair Top and Boot
- Clear Vision Wind Shield
- Prestolite Tank
- Tires, 32 x 3 1/2 Q. D.
- Bright Parts Nickel-Plated