

STREAMLINE BODY FEATURES

Prediction of Lozier Motor Company Engineer is Fulfilled.

ORIGINATED IN RACING CARS

Foreign Engineers in Their Search for a Body Type Far Removed from Horse and Carriage Adopted This Style.

During the New York Automobile show last year several newspapers printed an interview with J. G. Perrin, chief engineer of the Lozier Motor company, in which Mr. Perrin predicted the adoption of the streamline body as the standard design for motor cars.

At that time only one other concern besides the Lozier company was turning out cars of the streamline type, and much doubt was expressed in some quarters as to whether the style would live. Just how close the Lozier engineer's forecast has been carried out can be determined by a glance at the various 1914 cars.

Almost without exception the makers of medium priced and high priced cars have announced streamline bodies for next season and the number includes some of the most conservative manufacturers in the country. Motor car manufacturers generally have sealed the fate of the old-style projecting dash, and the smart unbroken lines of the new models have met with instant favor.

In common with other advanced ideas of motor car construction the streamline body originated in Europe. Foreign engineers in their search for a body type far removed from the old horse-and-carriage idea, obtained the necessary inspiration from the specially built racing cars. The racing car was constructed with special reference to wind resistance and was the first streamline creation. Here, then, was a graceful, pleasing looking type which could be made over with a few slight changes so as to be suitable to the family touring car. The change was put into force by several French and British makers three years ago and since that time the big majority of foreign cars have been built along these lines.

Probably the biggest comfort to be derived by the motorist from the new body style is the fact that it bids fair to be permanent. Provided the purchaser of a 1914 car steers clear of the exaggerated and freakish style of streamline design, he can be fairly certain that his machine will be in style for some years to come.

Self-Lubricating Bolts Are Attached to Marion Motors

There is no doubt but what the aim of automobile manufacturers at the present time is to make the motor car as convenient and comfortable as possible, these features being considered second only to mechanical excellence. This fact was brought home to me most forcibly when, at the time we were designing the Marion cars for 1914, our engineers suggested self-lubricating spring bolts as a feature to be incorporated in the new cars," says J. L. Hadley, president of the Marion Motor Car company.

"The driver of the motor car at the present time expects to keep immaculately clean. This is different from the attitude of a few years ago, when a man who drove an automobile did not mind dirt and grease, but took it as part

of his pleasure and considered it something of an ornament denoting him a motorist.

"A great step toward promoting cleanliness was taken when self-starters were installed, but there are many others which are not fully appreciated by a man until he has had experience. To the ordinary man spring bolts would seem rather an unimportant consideration and one that would not require much consideration. He does not consider that many of the squeaks which motor cars develop are caused by spring bolts not properly lubricated."

Little Cadillac Makes Remarkable Record in England

Ten years ago a ten-horse power Cadillac, then a new stunning representative of the latest in automobile development, won the Royal Automobile Club of Great Britain 1,000-mile reliability run. The car emerged from the trial with a remarkable record, making 2,500 miles out of a possible 2,500.

Recently over the roads of southern England, under the auspices of the Royal Automobile club, the same little Cadillac two-seated machine has been making a remarkable showing by participating in the anniversary run of this famous trial and coming through with flying colors. What makes this performance even more remarkable is the fact that this little old car has been on the road continually since the trial of 1903, traveling many thousands of miles.

Large Motor Truck Equipped with Hard Base Firestone Tires

Shod with Firestone tires, what is believed to be the largest automobile truck in the world has gone into service in Troy, N. Y. With a wheel base of seventeen feet and a body seven by nine by eighteen feet it has a capacity of 6,750 loaves of bread-six tons.

Firestone hard base removable tires are used.

The truck is the first of several to be installed by the Charles Froehner Baking company of Troy, Albany and Schenectady.

Pathfinder Ends Southern Survey

The all-southern transcontinental highway, with its tortuous New Mexico and Arizona desert and canyon trails, its black Texas gumbo, its Arkansas clay canabrakes and river bottoms and its rough, stony grades in Tennessee and North Carolina, has been added to the long list of cross-continent routes surveyed, mapped and standardized by the American Automobile association, and the United States government office of public roads.

W. O. L. Westgard, field representative, completed his long transcontinental grind at the national capital last week in the same old Pathfinder "48" that had already laid out four transcontinental routes for the American Automobile association and which was one of the entries in the Indiana automobile manufacturers' tour to the Pacific coast last June.

Crowds Seek Employment at the Ford Factory



SCENE AT THE FORD AUTOMOBILE PLANT AT DETROIT.

Omaha Automobile Club Members Go After Delinquents

At the meeting of the Omaha Automobile club held Wednesday, Member Jewell called attention to delinquent licenses in Douglas county. A report he presented from the county clerk showed that the delinquents were 988 for one year, for two years 309 and for three years 1,101. As the license money is returned to Douglas county to be used in good road work, it was urged that the club members, any of whom may be delinquent, pay the regular license fees.

On motion of Mr. George a committee will ask the county commissioners that proper officers be instructed to collect delinquent license fees.

An invitation to the club to send delegates to the United States Good Roads' association convention of St. Louis, November 10-12 was presented and the secretary instructed to write to the secretary of the association advising that if it were possible delegates would be sent to represent the club.

Rome Miller said that at Twentieth street and the boulevard, the switching of cars greatly interfered with the crossing of automobiles. He took upon himself the task of calling the attention of the Missouri Pacific railway officers to this and instructions were given to train crews to keep this crossing clear and since then there have been no reasons for complaint.

The president appointed the following delegates to attend the State Automobile association at Grand Island, November 15-19: Harry Lawrie, J. E. George, S. A. Scarie, B. W. Jewell, C. L. Gould, Gould Dietz, P. A. Wells, E. R. Wilson, R. Brown, W. D. Howford, Lee Huff, D. M. Carr, J. Yank, H. R. Roucek, W. B. Cheek and H. E. Fredrickson. Mr. Jewell was appointed publicity representative of the club and Mr. Gould, a special representative of the club, to

Latest Packard Six Much Superior Car

"A motor car of the highest type can be produced for considerably less than was possible two years ago, or even one year ago." This is the statement of H. H. Hills, sales manager of the Packard Motor Car company.

"After years of patient investigation, designing and testing we have developed

a type which promises to remain substantially unchanged for several years. With the greatest burden of development work behind us, with better manufacturing facilities and more complete standardization of parts, in conjunction with increased output, we are now able to produce a six-cylinder 38 at a lower cost than it was possible to make our four-cylinder 30. The latest model 38 is a more able car than the 30, as well as being smoother and having even better riding qualities. The design is more extensive, the quality of the material is better and there are many added refinements promoting comfort and convenience."

Franklin Climbs California Road to the Highest Point

Higher into the altitude of the Sierra Nevada mountains than an automobile has ever gone before, Ralph Hamlin of Los Angeles recently pushed the nose of his Franklin racing car 10,000 feet up into the air.

Mr. Hamlin, with a party of friends, went up in the Sierras on a camping trip. While there he inquired from the natives what was the highest point in the mountains a motor car had ever gone and learned that one machine had got as far as a certain mine. This point had marked the extreme limit. Mr. Hamlin's car was sent to beat this altitude record. He reached the mine without having encountered any difficulties and determined to go on farther.

But there appeared no way to go. The thick underbrush and immense jagged boulders blocked his way. Obtaining the services of a guide the boulders were rolled out of the way and a rough trail cut along which the car went. When the Franklin had reached 10,000 feet above sea level Mr. Hamlin was satisfied.

This altitude stunt of Mr. Hamlin is claimed to be the highest point a motor car ever reached in California. Engineer McClure of the California state highway staff says that the road Hamlin took is the highest in the state, but Hamlin went farther than the road and drove his car over loose rocks and snow to a point 100 feet higher than the end of the road, where no vehicle had ever been before.

AMONG AUTOMOBILE KINGS

Some Idea of the Crop of Melons the Country Hands to Detroit.

Upward of \$12,000,000 every week pours into Detroit to fill the gasoline coffers of the crop of new automobile millionaire manufacturers in the "City of the Strait." That is to say, Michigan has over 90 per

cent of the "devil wagon" manufacturing trade of the United States, and Detroit has 65 per cent of the 80.

"As the total Michigan output is approximately \$80,000,000 per annum—and is likely to reach \$1,000,000,000 before 1915—Detroit's share runs into figures that make the mythical riches of swashbuckling Monte Cristo look trifling.

When comes this prodigious prosperity? What causes have combined to create a new Pittsburgh of the middle west? Surely there is some explanation.

It is an interesting story—rivals any of the tales of the "Thousand and One Nights." The curious part of this romance of magic money-conjuring is that, generally speaking, the supreme kings of this new industry are not financiers. They are, instead, blacksmiths.

This wondrous anomaly becomes intelligible when one stops only for a few moments to consider how the gasoline car has annually beaten its own marvelous record for growth. It has advanced in popularity with the speed of an aeroplane.

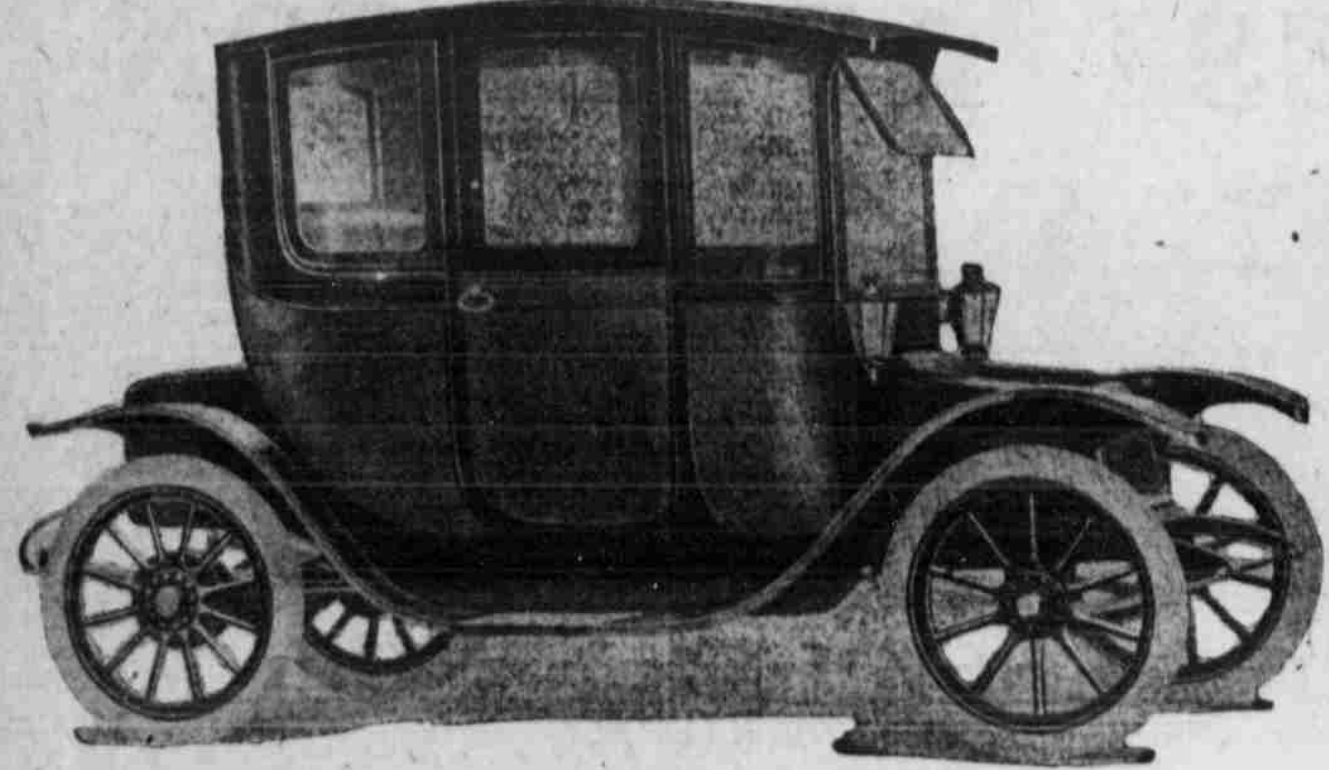
In ancient times—that is to say, about the year 1500—the men behind the various car models that have survived the tests of efficiency were mostly day laborers of one kind or another, but chiefly blacksmiths, leather workers, railroad yardmen and others less skilled.

It requires a self-trained mechanic to take interest in the intricacies of the gasoline engine. Such a man was Henry Ford, who today has an income of \$1,000,000 a month. Ford was an itinerant threshing machine boss; before that he was a farmer's lad; later an employe in an electric light factory. He possessed Yankee adaptability for mechanics. He worked nights on his "new-fangled motor," as he described it. The results were slow and crude, but he kept on the job.

Other men who are now at the front of the gigantic industry came up with factory soot upon their faces and foundry grime upon their overalls.

It was, you understand, a problem for a dreamer—a man willing to idle away his time.

The era of the capitalist in the gasoline field came much later. The blacksmiths were the founders of the new dynasty.—Brooklyn Eagle.



The Standard Electric \$2100--Car--\$2100

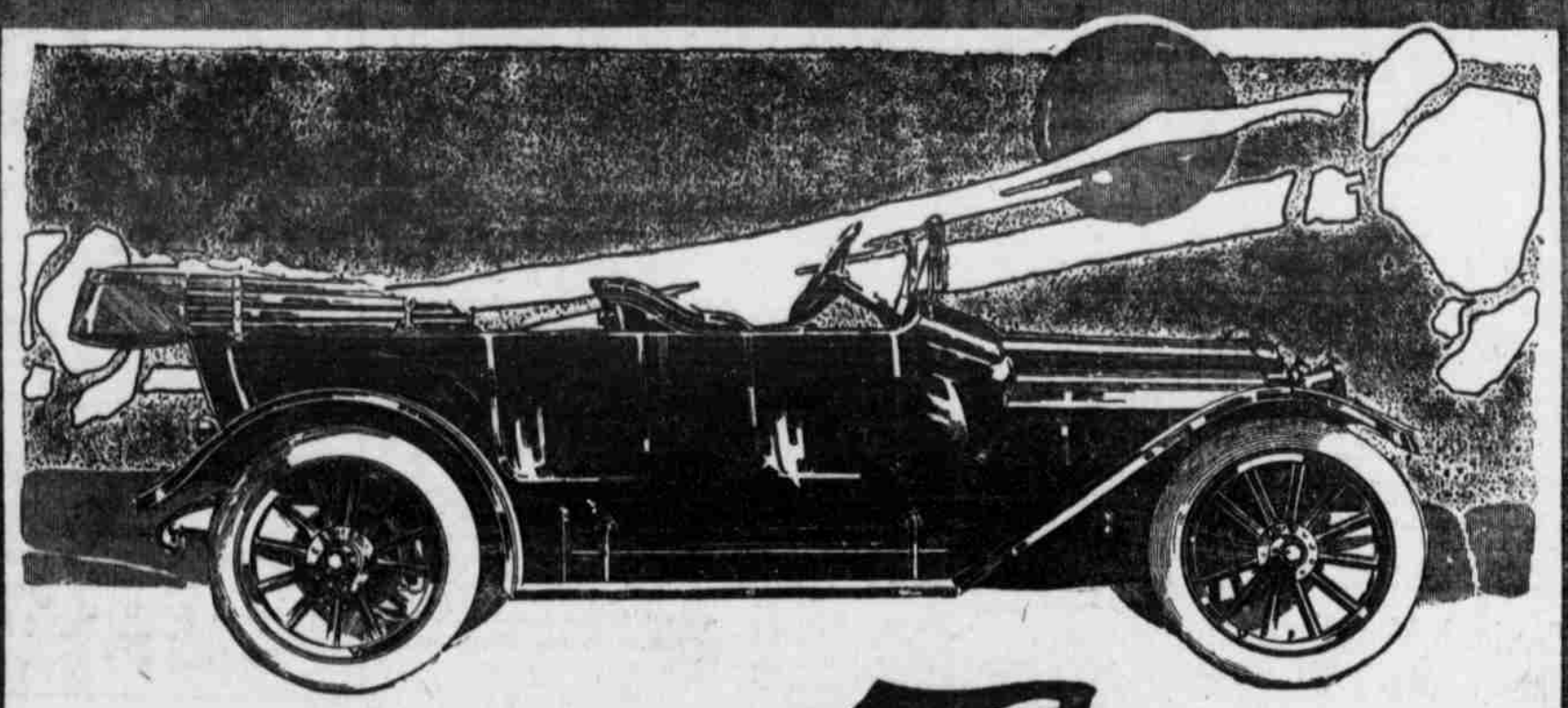
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- No Better Batteries (Exide) in any car.
- No Better Axle in any car.
- No Better Wheels in any car.
- No Better Tires (Motz) in any car.
- No Better Body (Aluminum) in any car.
- No Better Control in any car.
- No Better Design (French) in any car.
- No Better Upholstering in any car.
- No Car handsomer or neater in design, but it is 1,000 pounds lighter in weight, and \$1,000 less in price than those we compare with.

Intending buyers, we invite you to call and make your own comparisons. We offer perfect service

MARION AUTOMOBILE CO.,

2101-3 Farnam Street, Omaha, Neb. C. W. McDonald, Manager.



Overland \$950

Completely Equipped With Gray & Davis electric starter and generator—12011. Price f. o. b. Toledo

A Revision of Prices Downward

FOUR years ago we marketed a much smaller car, than our 1914 model, for \$1250. And this was a bare car—with no equipment.

Today we offer you a much larger car in every respect, refined right-up-to-date and completely equipped for only \$950—25% less than our price four years ago.

Four years ago the wheel base was shorter, the tires smaller, the motor smaller, in fact every essential part of the car represented less value. In addition to that you had to pay extra for all of the equipment.

Today the Overland has a longer wheel base, a larger and more powerful motor, larger tires and complete equipment. In fact every individual unit is larger than heretofore. Yet the price is 25% under the market of four years ago; is 30% under the present market and has fully 200% greater value.

All of which is accounted for by our gigantic production which has been increased each succeeding season. For 1914 we will build 50,000 cars. And a production of this size is the sole explanation, for it makes possible the numerous economies which increase values and decrease prices.

Still, you argue, other manufacturers must have reduced costs and increased values just as we have.

But they haven't.

Look around you. Think a minute of the cars you know of that have not reduced prices.

Think of the cars that are about the same in specifications and price as they were several seasons ago. Then go further and think of the manufacturers who have raised their prices.

That's probably an angle you failed to consider. That's probably a point you overlooked. But it's important.

Check our price reductions and car enlargements and refinements during the last four years. The facts will astonish you!

Then call on the nearest Overland dealer and minutely examine the 1914 Overland. It has a powerful 35 horsepower motor; it has ample five passenger capacity for family comfort; it has handsome and brilliant electric lights throughout—even under the graceful cowl dash; it has larger tires; it has a wheelbase of 114 inches.

There is a spacious body; luxurious upholstery; the finish is rich, beautiful and simple; the brakes are larger and stronger.

There are Timken bearings; the high grade Schebler carburetor; the magneto is a Splitdorf and the speedometer is a jeweled Stewart. Everything is standard—the world's best.

But the price is lower than ever.

And, most advantageous of all, it is the most economical car on tires, gasoline and oil.

There is an Overland dealer near you. Phone him for a demonstration today.

Phone Black 551 19-23 Fourth St., Council Bluffs, Ia. Van Brunt Automobile Co., Distributors 2910 Farnam St., Omaha, Neb. Phone Doug. 8207.

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Manufacturers of the famous Garford and Willys-Utility Trucks. Full information on request.