

HE FAVORS RAISE IN RATES

John N. Willys of the Willys-Overland Company Gives His Views.

HEAD OF SEVERAL FIRMS

All Are Heavy Shippers, but Still Mr. Willys Says It Would Be Better All Around to Have Them Raised.

Since it appears to be the open season for objections from automobile manufacturers to the proposed increase in freight rates authorized by the Interstate Commerce commission, and several have already entered strenuous objections to the ruling, its endorsement by a big business man is more or less of a novelty. However, there is at least one man prominent in the motor car industry who not only upholds the increased rate, but makes public acknowledgment to that effect. This man is John N. Willys, president of the Willys-Overland company of Toledo, O., head of half a dozen other big companies and the second largest manufacturer of automobiles in the world. Mr. Willys recently wrote to the federal commission in effect as follows:

"After considering from every angle the matter now before your honorable body pertaining to the general increase in rates I am constrained to write and express to you my belief in the advisability of such action. I am convinced that conditions warrant it and that carriers are entitled to a larger revenue for the service they perform.

"So I would respectfully ask to be placed on record as not only not objecting to the increase, but as strictly advocating it, notwithstanding the fact that it will mean a large increase in the expenses of my company.

"I might add that the Willys-Overland company and the several companies owned by it and myself, making parts for Overland cars, are, as you are doubtless aware, heavy shippers. The Willys-Overland company alone ships and receives approximately 15,000 carloads per annum and pays freight charges on inbound carload shipments, exclusive of coal oil and lumber, considerably over \$20,000 per annum."

Automobile Colors Must Be in Harmony and Stand the Wear

Too much importance cannot be attached to the proper choice of colors for automobiles. It is a wise salesman that realizes the value of this end of his business and gives it careful attention. There is nothing more distressing to people who are keenly sensitive to colors than inharmonious combinations, and nothing more puzzling or annoying to those unacquainted with colors than the task of attempting to choose a combination without the guidance and help of some one informed in such matters.

Colors are divided into three classes, known as neutral, warm and cold. Neutral embraces all grays; warm, all colors in which yellow or red predominate; cold, all colors in which blue predominates. Inasmuch as grays are produced by using red, yellow and blue, they in turn are warm or cold, according to which color predominates.

Neutrals can be used in combination with any of the colors providing care is exercised to choose a warm or cold gray according to the value of the other color used. That is to say, warm grays with warm colors and cold grays with cold colors.

In using a warm and cold color in combination, it is best to choose colors that have an affinity for each other. If blue and red are to be used, choose a blue that has a leaning toward the purple, if green and red, choose a red that leans toward the purple. Inattention to this detail is what causes colors to "fight." Black and any of the reds can always be used with safety.

Following a choice of colors, the next step is to see that they are properly applied. The entire success of any job of painting depends upon each coat being properly and thoroughly dried before the next is applied. In the ordinary air drying process, everything depends upon weather conditions. Today may be ideal for drying, whereas tomorrow the temperature and humidity may be extremely unfavorable, resulting in loss of time and quality of finish. In order to obviate this a battery of drying ovens has been installed by the Pierce-Arrow Motor Car company, wherein the temperature and percentage of humidity remains constant. These must not be confused with baking ovens. Paints and varnishes are dried, not baked. This drying process consists in oxidizing the vehicle in which the pigments and gums are held in solution. By means of these ovens, it is possible to tell exactly how long it will take to accomplish the result with absolute certainty that it will be right.

PACKARD MAKES A NEW RECORD OF SHIPMENTS

Shipments of Packard motor carriages and trucks during the first four months of 1914 exceed the total of any four corresponding months since the company entered in business. The total shipments of motor carriages to customers was 21 per cent greater than during the same period of 1913.

The entire output of "2-28" cars for spring and early summer has been sold and customers already are placing orders for cars for fall delivery. A number of "4-48" touring cars will be available for several weeks.

The company's record March was followed by a big April. The record week ended April 11 with 150 motor carriage sales. In one day specifications were received for eighty-three cars, the value of which exceeded \$300,000.

Last month was also the most prosperous April ever experienced by the Packard truck organization. The sales of heavy duty vehicles showed an increase of 50 per cent over the same period of 1913. One of the quantity orders came from the New York State Highway commission which purchased a battery of dump trucks for use in reconstructing the state roads.

MOTOR TRUCK MUST NOT BE RUN WITHOUT JUDGMENT

"Any utility may be unsatisfactory if used without method or judgment," says G. C. Frey of the Kissel Kar.

"Wherever you find that motor trucks do not pay, you will usually find that it is because the owner does not know how to operate them. Often he fails to realize that he must not apply haulage standards, and that the motor is quite a different proposition, and thus to be studied on its own distinctive merits and possibilities."

Gossip Along the Automobile Row

L. J. Olier, the new sales manager of the Studebaker corporation, was in Omaha last week visiting Mr. Keller, the local branch manager.

Manager Deal of the Moline-Knight announces sales to F. L. Sanders of Stanton, Neb., H. W. Hahn of Humbolt, S. D., and M. R. Reinholdt of Manning, Ia.

Mr. Keller, local manager for the Studebaker corporation, will make a trip to the most important Studebaker points in the Omaha territory during the next two or three weeks.

Hupmobiles were delivered by the W. L. Huffman Automobile company to the following purchasers last week: H. W. Kerr, Little Sioux, Ia.; G. W. Coffman, Mondamin, Ia.; O. T. Glass, Corad, Neb.; N. B. O'Connell, Sioux City, two cars; Jim Mejstric, Howells, Neb.; George Meyer, Winner, Neb.; E. L. Jonson, Osmond, Neb.; C. A. Campbell, Huron, S. D.

Frank Hansen, who is now service superintendent at the Studebaker branch agency here, was formerly the welterweight wrestling champion of the northwest.

W. L. Huffman and T. M. Brownwell returned last week from an extended visit to the principal automobile manufacturing points of the east. They report that Hupmobiles have reached a production in excess of 2,000 cars ahead of last year's business up to the same date, and that their present shipments are now exceeding 100 cars a day. It was impossible, however, for Mr. Huffman to increase the amount of Chandler cars beyond the high point which he reached in April, the demand for this light six being very heavy throughout the country.

Studebaker automobiles which are the property of the branch agency here are carrying "Safety First" signs on their windshields.

Thomas J. Hay, Chandler dealer in Chicago, wires under date of April 30 to the Huffman Automobile company as follows: "Official tests under auspices of F. E. Edwards, chairman technical board, Chicago Automobile club, 24.4 miles on gallon gasoline—four passengers. Time, 1 hour, 15 minutes." This is a considerable increase of miles over the claim of the manufacturers that the Chandler car can actually be driven on the average of sixteen miles to the gallon of gasoline.

M. J. Wise of the Lexington-Howard company is in Omaha after a tour through the west. Mr. Howard declares that the Howard 6 and the Lexington 4 are bound to prove popular in this part of the country.

The W. L. Huffman Automobile company received 267 Hupmobiles during the month of April and expects seven heavier shipments during May and June. This company is going to be fortunately situated on deliveries, considering the possible shortage of automobiles this year.

William Pfeiffer, 255 Leavenworth, has taken the agency for the Modern truck. It is three-quarters, one and one-half tons. The Speedwell line, already carried, is two, three and four tons. The firm also carries touring cars.

Sales Manager Hitchcock of the Moline-Knight agency drove to Sioux Falls in a Moline-Knight to deliver several cars.

During the last week Mr. Kohn of the Western Automobile Supply company took a little trip over into western Iowa, where he found the automobile dealers throughout this section to be very jubilant over the prospects of 1914. Cars seem to be selling good, collections are good and orders are coming in good and strong. As the month advances we can only see bright prospects for this season.

VINCENT ASTOR BUYS SAXON CAR TO TAKE HONEYMOON

Vincent Astor, who until his marriage to Helen Dinamore Huntington, was the world's richest bachelor, has just placed an order for a \$395 Saxon automobile, thereby joining the ranks of New York's multimillionaires who have purchased these cars.

Mr. Astor will take his Saxon car on his yacht with him on his honeymoon trip. He and his wife plan to take a cruise while Mr. Astor convalesces from his recent illness, and then go on a long motoring tour.

The purchase by Mr. Astor is an echo of a visit he made to the automobile show in the Grand Central Palace. At that time he looked over all the latest styles and sizes in cars. He told L. A. Van Patten, the New York distributor for the Saxon, that this Detroit-built car impressed him.

Among others of New York's millionaire colony who have bought Saxon cars are Stuyvesant Fish, Jr.; G. Trowbridge Hollister, Dr. J. P. Black and F. L. Richards of J. S. Bache & Co., bankers.

OVER THIRD OF PASSING CARS SUNDAY ARE FORDS

By actual count, J. F. Beard, an enthusiastic Ford owner, claims that 197 Fords passed his home, 1428 Florence boulevard, in one hour, last Sunday afternoon.

Fords made up slightly more than one-third the total number of cars, as only 226 of all makes passed during this time.

This would seem to indicate that the Ford estimate for the United States of one Ford in every three cars, is exceeded somewhat in Omaha.

Perfect Compression
LEAK PROOF
Piston Rings
Minimum Carbonization

Perfect bearing seal
Sealed Opening
All Supply Houses, Carriers and Repair Shops

PLUGS UP HAND-CRANK SHAFT

Seals Up Hole for Device So as to Hang License Number.

SELF-STARTER ALWAYS WORKS

Studebaker Never Fails to Start on Self-Starter Plunger and Owner Never Learns that Hand-Crank is Occasionally Necessary.

The story of the man who inspected his new automobile, compared it with the catalogue specification and wrote the factory that it had come complete with the exception of the wheelbase, is almost tied by an incident which came to light at a middle-western garage the other day.

Well along in the afternoon a party of five tourists in a Studebaker "Four" pulled up and decided to store the car for the night. The car was driven inside and backed into a stall, the owner and family leaving for the hotel across the street, leaving the conventional order for a wash and polish.

An attendant went promptly to work, whistling merrily as he progressed in his task of excavating the real estate and exposing the pretentious finish. Eventually he worked around to the front end of the car, where a peculiar attachment caught his eye. The attachment was a wooden plug, tightly driven into a hole near the base of the radiator. From the plug was suspended a Virginia license number.

"Hey! Look here!" he called to the proprietor, who was up at the front of the garage. "Blessed if this fellow hasn't sealed up the hole they left for hand-cranking his Studebaker!"

The proprietor gazed and marveled. He was thoroughly familiar with electric self-starting devices, but had never yet seen such an instance of calm confidence on the part of an owner.

When the tourists came the next morning to resume their trip, the owner was questioned about the plug.

"What do you do when you have to crank this car by hand?" asked the garage man.

"Crank it by hand? Why this car has a self-starter!" explained the uncomprehending tourist. "When I want to spin the motor, I push down on this plunger!"

"Sure, but don't you ever have to help it? Isn't there a hand crank comes with the car?"

A gleam of new truth came to the motorist.

"Well, now that you speak of it, I guess that must be the hand crank that I found in my tool kit," he answered. "I don't know whether I've got it with me or not. But I do know that I've never used it, either on this trip or before it, and I've some more than 1,000 miles over the mountains. I'll bet I've started that motor 3,000 times, easy. That hole looked like a handy place to use for the license, so I've always used it that way."

So saying the gentleman climbed in,

pressed down on the plunger, started the motor and rolled on his way.

"Well, I yum," remarked the garage man.

Moline-Knight Men Ordered to Speed Up on Production

"Speed up," is the order issued by President W. H. Van Dervoort of the Moline Automobile company, maker of the Moline-Knight, to each foreman throughout the plant.

On May 1 the Moline-Knight force started working twelve hours a day, with automatic machinery running day and night.

Every possible effort is being made by officials to meet the demand for Moline-Knights, and President Van Dervoort is authority for the statement that there will be no over-production this year, at least so far as the Moline-Knight is concerned.

Ford People Smash All Records Again

Take out your watch. Follow the second hand around the minute cycle. Every time it ticks off twenty-four seconds a new Ford car comes into being.

The month of April was another record breaker at the Ford factory in Detroit. Thirty thousand four hundred and two complete cars were built and shipped during the month, which had twenty-six working days.

A little mental arithmetic shows that this means a daily production of about 1,170 cars. It shows that approximately 147 Fords were built each hour. It shows that almost twenty-four seconds elapsed between the time one complete car left the factory doors until another followed it.

The first seven months of the company's fiscal year have seen the production of more than 145,000 complete model T's. Every succeeding month since the first of the calendar year has seen the Ford factory hand up a new production record.

In January 2,238 Fords were built and shipped. This was the first record smashing month of the year. February passed January with a production of 24,000 cars. Then came March with its output of more than 1,100 cars a day. Twenty-eight thousand, seven hundred and fourteen cars were built and shipped in March. And then the April production topped March by 2,000.

A Difference.

Mme. Pavlova, the Russian dancer, said to a Philadelphia reporter: "We can learn much from the dancing of animals, but why did we go, of all things, to the turkey?"

"There is something a little too vulgar in the turkey's dancing, and those who imitate it get talked about."

Mme. Pavlova shrugged her slender shoulders.

"That won't do for women," she resumed. "To say, 'Everybody is talking about him'—that is a eulogy. But to say, 'Everybody is talking about her'—that's an eulogy."—New York Tribune.

You can't beat Diamond quality—why pay more than Diamond Prices?

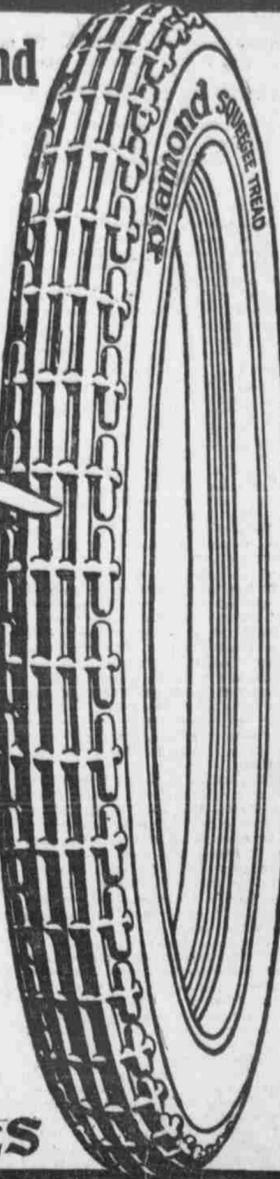
Size	Squeegee Tread Prices	Size	Squeegee Tread Prices
30 x 3	\$12.65	34 x 4 1/2	\$35.00
30 x 3 1/2	17.00	35 x 4 1/2	36.05
32 x 3 1/2	18.10	36 x 4 1/2	37.10
33 x 4	25.25	37 x 5	44.45
34 x 4	26.05	38 x 5 1/2	57.30

All good dealers sell Diamond Tires

Diamond Squeegee Tread Tires

defend you against short mileage and long skids—And the tough rubber squeegee gives you more mileage for less actual outlay—as well as complete control of your car.

Demand Diamond Tires



A Shipment of Brand-New Overlands

\$950 Completely Equipped f. o. b. Toledo, O.

\$1075 With electric starter and generator f. o. b. Toledo, O.

Just arrived. Yours is here. Act today.

WE want to publicly apologize to the thousands of patient people who have been unable to get their Overland on the specified delivery date.

The situation has simply been beyond our control. Never before, during the entire history of our ever-expanding business, have orders exceeded our production program to such an astonishing extent as they have this season.

Shipping orders have poured into the factory on

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Van Brunt Automobile Co. DISTRIBUTORS

The Willys-Overland Company, Toledo, Ohio

Manufacturers of the famous Overland Delivery Wagons, Garford and Willys Utility Trucks. Full information on request.

Perfect Compression
LEAK PROOF
Piston Rings
Minimum Carbonization

Perfect bearing seal
Sealed Opening
All Supply Houses, Carriers and Repair Shops