

LYONS ATLAS TO BUILD CAR

Big Indianapolis Firm Will Place Small Car on Market.

LONG IN THE MOTOR BUSINESS

Has Built Motors for Hudson, Jackson, Mason and Stoddard-Dayton—Owns U. S. Rights for Knight Motor.

Fortified with one of the biggest and most complete manufacturing plants in the world, with ample capital at its command and with a car that is said to be the most sensational value thus far introduced in America, the Lyons Atlas company of Indianapolis came to the front today by increasing its capital stock into the millions.

J. W. Lyons, president of the Lyons Atlas company, refused to discuss the type of car that his company would build beyond the general statement that it would set a new standard in moderate priced motor car value.

President Lyons said:

"The new car will be, above all else, easy riding—a thing believed impossible in small cars."

"We continue the Lyons Knight, which has been a car de luxe."

"Further information the public will receive at an early date."

"That an institution with the known resources of the Lyons Atlas company, with its known engineering ability, with its plant of sixty-five acres, operating seven miles of its own railroad—that such an institution would in time concentrate on automobile building has been generally conceded. This plant has forty-five of its sixty-five acres under roof. The Lyons Atlas company has built its own machinery, its own locomotive engines—everything it its entire plant, even to the smoke stacks. For forty years this concern has been building engines and kindred products. During the last six years they have built motors for the Hudson, Stoddard-Dayton, Jackson, Mason and other well-known cars. So complete were their facilities for high-grade work that they were accorded the American factory rights on the Knight motor. President Lyons claims that his company will and can literally build all of the car under one roof."

"The success of the experiment was instantaneous. By placing a service station 'around the corner' from almost every Studebaker owner time was saved, skilled attention was more easily secured and cars were kept in perfect running order with far greater ease than under the old plan."

There are now more than fifty Studebaker service stations in Los Angeles. Chains have been established in Detroit, Pittsburgh, Portland and elsewhere. So successful has been the plan that a systematic extension is now going on with every prospect that in a few months not only the large cities, but also all main traveled highways will be plentifully dotted with Studebaker service stations, all displaying the handsome, uniform steel sign, in white letters on a background of blue."

ENCLOSED FORD CARS ARE PROVING POPULAR

The new enclosed cars recently announced by Ford are proving unusually popular and bid fair to secure considerable business in this field, which was formerly considered the exclusive property of the heavy car. The Coupelet has been on display about a month now, and during that time it has probably attracted the attention of more people than any other car in a similar period.

The Sedan will not arrive in Omaha until Tuesday or Wednesday of this week, but notwithstanding a large number have already been sold from photograph. This is a fitting testimony of the regard held for the automobile buying public for Ford integrity and Ford principles.

An annual feature of Ford business during the last few weeks is the large number of cars being purchased with the intention of making a Ford car the Christmas present for the whole family. The low first cost of the Ford car and its economy of operation, make it as inexpensive as many other gifts not nearly so useful and which do not give pleasure for so long or to so many. Due, no doubt, to their practicability for all the year around use, the Sedan and Coupelet seem to lead the other Ford models in popularity for this purpose.

Oldsmobile Finds Export Trade Brisk

The manufacturers of the Oldsmobile find that the production of their light four is opening the way to a larger share of export business. They declare that the foreign markets for their cars are expanding to a point where sales resemble those in foreign lands in 1904 and 1905, when a great number of the early type curved dash runabout were shipped to almost every civilized nation.

C. V. McGee, advertising manager, asserts that the slogan "Made in U. S. A.," quoted in Oldsmobile advertising, is indicative of the spirit of the Oldsmobile in its campaign for foreign trade.

Big Order for Autos.

The Kissel Motor Car company of Hartford, Wis., has received an order for twenty-five automobiles from the Los Angeles Transfer company of Los Angeles, Cal. Twenty of these are to be fitted with taxicab bodies, the others open touring tonneaus. All are to be mounted on the new KisselKar 26-four chassis, which was selected after careful consideration of the various late models.

No matter what you want it will save you time and money if you use Bee Want Ads.

Studebaker Opens Service Stations 'Round the Corner'

As the result of an interesting experiment, made by the Studebaker branch in Los Angeles, a new idea in automobile service is making its appearance in the large cities of the country.

For years the Los Angeles service activities enjoyed the personal attention of L. J. Olier, now Studebaker sales manager. He came finally to the conclusion that the ideal plan was impossible so long as it remained necessary for all adjustments and repairs to be made at but one shop. The experiment followed.

First in the suburbs and later in the various resident parts of the city the branch began establishing auxiliary service stations, which enabled owners of Studebaker cars to secure attention without making the trip to the main station in the central part of the city. These service stations were located in the many garages and repair shops with which Los Angeles abounds. In each case formal relations were established only in the cases of garages having experienced Studebaker men in their employ. Definite supervision under a man selected for this purpose was also a detail of the plan. The auxiliary stations were equipped with supplies of parts equal to any ordinary emergency and provided with a uniform sign.

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Barney Oldfield in Maxwell & Stranger in the Repair Pits

One of the biggest crowds in the history of racing witnessed the big race at Corona, and the shattering of all the world's records for road racing.

One of the most remarkable feats of the day was that of the world's master driver, Barney Oldfield, in a Maxwell racer. He covered the entire course of 301 miles and without a single visit to the pits and without stopping for either gas, oil or water.

Oldfield in his Maxwell was easily the sensation of the day. He had driven his Maxwell but twice prior to the race and made an average of 55.3 miles per hour for 301 miles, finishing in a time of three hours, twenty-nine minutes and fifty-eight seconds, just a few seconds ahead of Eddie O'Donnell, and one minute and fifty-five seconds ahead of De Palma.

The race was in doubt until the last lap and Pullen, O'Donnell and Oldfield finishing all together, made one of the most exciting endings to the great race.

Barney Oldfield, driving his Maxwell over the hard, grueling stretch of 301 miles without a stop, was a feat that has never before been equaled. Billy Carlson driving a second Maxwell, finished sixth.

MOTOR CAR IS A TIME SAVER

Writer Asserts Doctor Saves Ten Dollars Per Day.

BIG RETURNS ON INVESTMENT

Estimate is that One-Half Million Dollars Thus Saved to Car Owners During the Present Year by Autos.

"A notably conservative and accurate metropolitan newspaper recently made the editorial statement that the average physician with a scattered practice saves time worth \$10 each day he uses his automobile," writes George A. Kissel, president of the Kissel Motor Car company.

"The writer goes on to prove that motorists having great financial interests will show an average saving far higher than the professional man, but, for the sake of argument, credits an average saving of \$1 a day in time to the 1,500,000 American cars now in use. This means that more than \$500,000,000 will thus be saved to Americans in 1914.

"Astounding figures, but who will venture to dispute them? What car owner will deny that his time is worth so little that his car doesn't save a dollar's worth of it a day, no matter how little he rides?"

"In carrying this line of thought to its logical conclusion, the writer points out that on the estimated investment in American automobiles of \$1,500,000,000, a return of 25 per cent is shown. And he asks: 'What other investment of this magnitude gives such a return?'"

"The Kissel Motor Car company recently made careful inquiry to learn what percentage of KisselKars were used to a material extent in the owner's business. It was learned that 81 per cent were thus employed, and most of the remaining 19 per cent were admittedly used to carry their owners to and from business."

MOTORCYCLE NOTES.

Fort Wayne, Ind., has joined the ranks of cities using motorcycles in their police department.

A new motorcycle club has just been formed at Charleston, S. D., with a membership of twenty-four.

Frank J. Patrick, a rural mail carrier of Utica, S. D., says that he averages 12,000 miles a year on his motorcycle.

One of the most consistent girl motorcyclists of the country is Miss Della Willis of Bowen, Ill.

Waste Products in Overland Factory Utilized for Fuel

The degree to which what were formerly waste products are utilized in large manufacturing establishments is surprising to anyone familiar with all of these present-day methods. Many a large plant is able because of the extent of its operations to thus reduce manufacturing costs as compared with operations performed on smaller scale.

In the Toledo plant of the Willys-Overland company utilization of sawdust and scrap from the woodworking departments alone saves \$40,000 per year in the coal bill. Not only is the fact of this large saving by utilizing an otherwise waste product of interest, but the mechanism by which it is accomplished is an excellent example of the usefulness to which automatic processes have been developed.

To operate the Willys-Overland drop forge plant, in which there are sixty steam hammers, and to heat the twenty-five acres of new buildings just completed requires ten huge boilers of a total of 3,800 horse-power capacity. These boilers would consume 200 tons of coal for every winter day if it were necessary to use coal. The use of the waste from the woodworking shops saves almost one-third of this and practically eliminates need for coal in summer, reaching in the course of a year the enormous total saving mentioned above.

Read THE BEE for Automobile News

Goodyear Company Builds Homes for Workmen at Cost

After a year in the making, the plan of the Goodyear Tire and Rubber company to provide modern homes for its workmen at actual cost, has made such progress that it is regarded as one of the most interesting sights of the city of Akron, O., where the Goodyear factory is located.

Nearly 200 homes have already been completed and occupied by Goodyear families, and many more applications for homes will be acted upon as soon as the return of spring makes building operations possible.

President F. A. Seiberling, whose idea it was, bought several farms at the edge of town, not far from the works. A design for the community was arranged by a famous eastern landscape gardener. Streets were laid out in graceful curves—pavements and sidewalks, sewers and gas and water pipes, etc., put in, all on large contracts, and the total cost of the land plus the improvements were divided into actual lot prices, without profit. Then contracts for houses were let in large numbers insuring lowest costs, and the completed properties turned over to workmen and paid for as rent. No down deposits are required.

One of the strongest features of the plan is that every house has individuality. It in no way resembles the usual "company house." Brick, brick and stucco, and frame are included in the designs, which there are dozens—and each has its proportions and style in harmony with the whole plan.

THIS DELIGHTFUL COUPE

RARELY has there been produced by any maker a car so fascinating as this delightful Hudson Six-40 Coupe. It seats four people in perfect comfort. The car while compact and snug is yet amply large. The design and finish are superb. Very many motor-car owners who find a four- or five-seated car all they need are attracted to this snappy closed car for all-the-year-round use. With the windows dropped it is as airy and cool as an open car. Yet in an instant the car can be closed tightly against rain, snow, cold or dust. Physicians like it. For social uses, afternoons and evenings, nothing can excel this attractive Hudson model.

These are many other desirable features—about which we would like to tell you

GUY L. SMITH, "Service Fleet," Omaha, Nebraska.

2563-65-67 Farnam St.

The 1915 Hudson Six-40 Coupe Price \$1600—F. O. B. Toledo

325

Federal Tires Are Reduced in Price

The Federal Rubber Manufacturing company of Milwaukee has just announced a marked reduction in the price of its "Rugged Tread" castings.

The popularity of this non-skid tire has grown so rapidly in the last two years that former production methods could not keep pace with the demand. The Federal company worked many months on new production processes which would increase the output and at the same time continue to produce tires of the high quality which has given Federal tires their reputation for extra service.

These new methods are now perfected and in full operation. Automatic machinery has displaced ordinary equipment, mechanical devices have supplanted hand and new processes have been introduced.

These radical improvements in manufacturing "Rugged Tread" castings have led to material reductions in the cost of production. This saving has been turned to the advantage of the motoring public in the lower prices which go into effect on December 1.

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Overland Coupe \$1600 F. O. B. Toledo

A Seasonable and Sensible Gift

What gift could be more appropriate and more appreciated than a beautiful brand new Overland Coupe?

It is just as convenient as any electric; just as handsomely finished and appointed; just as easy to drive yet it costs you considerably less money.

Give one of these handsome cars to your wife or daughter and you'll make it the happiest Christmas of her life.

It comfortably seats four people.

Your wife can drive you to business; use it herself all day; then pick you up when the day is done. A chauffeur is unnecessary for the convenient electric controls make driving simple. The clutch pedal is easy to operate; the levers are within natural reach and work freely.

Any woman can drive this car.

In winter it is as cozy, comfortable and warm as a costly limousine; in summer, with all windows down, it is as cool as a touring car.

In any season, it is the ideal car for shopping; for theatre parties and for calling.

If orders are placed immediately, deliveries can be made any day or hour you stipulate.

Overland-Omaha Company, Distributors
J. R. JAMISON, President
2101-2103 Farnam Street Tel. Douglas 2643 Omaha, Nebraska

The Willys-Overland Company, Toledo, Ohio
Manufacturers of Overland Pleasure Cars, Delivery Wagons and Willys Utility Trucks