

# Automobiles

## OVERLAND MAKES A RECORD

March Business the Best of Any Month in the History of the Factory.

## THREE HUNDRED CARS A DAY

The present volume and prosperity of the motor car business is the wonder of the entire business world. Reports from the Willys-Overland company, manufacturers of the Overland car show one previous high mark after another successively surpassed.

Although February was the biggest month ever experienced by the Willys-Overland company, up to that time, the volume of business at the Toledo factory from March 1 to 25 exceeded that of the entire month of February.

## March a Big Month.

Between March 1 and March 25 more shipments were made than during the entire previous month and the number of orders received for cars exceeded those of February by more than 1,500. During this time orders for Overland cars were received at the rate of 230 per week. The total number was double that received during the same period of March, 1914.

In spite of the fact that more cars are being shipped daily from the Overland factory than ever before, orders have been showing a steady gain on shipments. In an effort to make the supply meet the demand the Overland plant is working at full capacity, employing 8,000 men and keeping many of the departments on a continuous twenty-four-hour schedule.

## Biggest Month in History.

Monday, March 22, the first day following seven weeks, each of which was successively the largest in the history of the Overland company, 200 cars were shipped. The company first passed the 500 a day mark just five weeks before. From March 1 to March 22, during which time there were twenty-three working days, the report shows that a total of 2,676 railroad cars, incoming and outgoing, were handled at the plant.

This was an average of 112 cars per day, or one loaded car handled every five minutes and twenty seconds at a ten-hour day. Of this number, 718 cars were inbound, bringing raw material of a wide variety, and parts from affiliated Overland plants in other cities.

## Dodge Brothers Put In Complete Hospital

Muck-rakers on factory conditions will find little material to work on when visiting some of the big Detroit motor car plants. The fine twenty-acre factory of Dodge Brothers in the northern suburbs of the city is a striking case in point.

In addition to serve-self restaurants, rest rooms and other features provided for the comfort of the employees of the company, the visitor to Dodge Brothers factory will find a completely equipped hospital in one of the big 800-foot buildings which make up the plant. In charge of an experienced physician is a suite of

## Directory of Automobile Firms

Apperson Jack Rabbit-Apperson Jack Rabbit Co., 2417 Farnam St.  
 Auburn-Auburn Auto Co., 2559 Farnam street.  
 Briscoe-Lininger Implement Co., 2216 Farnam street.  
 Oakland-Lininger Implement Co., 2216 Farnam street.  
 Reichen-Bringer Implement Co., 2216 Farnam street.  
 Buick-Nebraska Buick Auto Co., 1912 Farnam street.  
 Baker Electric-Orr Motor Sales Co., 2816 Farnam street.  
 Packard-Orr Motor Sales Co., 2816 Farnam street.  
 Cadillac-Cadillac Co. of Omaha, 2064 Farnam street.  
 Cartecar-Cartecar Nebraska Co., 2115 Farnam street.  
 Metz-Cartecar Nebraska Co., 2115 Farnam street.  
 Packard-Orr Motor Sales Co., 2816 Farnam street.  
 Chevrolet-L. E. Doty, 2027 Farnam street.  
 L. E. Doty, 2027 Farnam street.  
 Chalmers-Stewart-Toomer Motor Co., 2044 Farnam street.  
 Ford-Stewart-Toomer Motor Co., 2044 Farnam street.  
 Detroit Electric-Fred C. Huffman Motor Car Sales Co., 2308 Farnam street.  
 Inter-State-Fred C. Huffman Motor Car Sales Co., 2308 Farnam street.  
 Packard-Orr Motor Sales Co., 2816 Farnam street.  
 Paige-Murphy-O'Brien Auto Co., 1824 Farnam street.  
 Davis-W. T. Wilson Auto Co., 1810 Farnam street.  
 Ford-W. T. Wilson Auto Co., 1810 Farnam street.  
 Empire-Jeffery Omaha Co., 2062 Farnam street.  
 Ford-Jeffery Omaha Co., 2062 Farnam street.  
 Ford-Ford Motor Co., 1916 Harney street.  
 Gilde-Traynor Automobile Co., 2512 Farnam street.  
 Cole-Traynor Automobile Co., 2512 Farnam street.  
 Dodge-Traynor Automobile Co., 2512 Farnam street.  
 Nebraska Haynes-Nebraska Haynes Auto Sales Co., 2022 Farnam street.  
 Hudson-Guy L. Smith, 2361 Farnam street.  
 Lincoln-W. L. Huffman Auto Co., 1811 Farnam street.  
 Detroit Electric-W. L. Huffman Auto Co., 1811 Farnam street.  
 Milburn Electric-W. L. Huffman Auto Co., 1811 Farnam street.  
 Jackson-Jackson Automobile Co., Council Bluffs.  
 Kissel Kar-Noyes Auto Co., 2206 Farnam street.

first-aid rooms which would do credit to many a small city. Finished in shining white enamel throughout, the Dodge hospital consists of an operating room, physicians' room, nurses' room and separate ward for men and women. Only in rare cases does the physician in charge deem it necessary to turn over any of his patients to city hospitals for further treatment, as he has the equipment and material necessary for all save exceptional cases.

## MILLIONAIRE IS HOOKED FOR JERSEY CITY CLUB

President Ed Harrow of the International League says can talk about millions behind him. He announces that one of the stockholders in the reorganized Jersey City club is Colonel Austen Colgate of the soap and perfume concern which Dun rates as worth something less than \$25,000,000. Practically all the stock will be held by Jersey City men and their total financial rating is near \$100,000,000. With a popular man like George Wilson as manager and a good ball team on the field, Harrow feels his work for Jersey City has been well done.

## GOOD ROADS CAMPAIGN

Michigan, Where Highways Are of the Worst Type, Takes Up Movement.

## REO COMPANY PUTS IN CASH

It is a strange fact that the state of Michigan, in which more than 75 per cent of the world's automobiles are manufactured, has some of the poorest roads in the country. The fact that a large portion of the state is low lying and that another large portion of it is sandy accounts for this to a large extent.

One of the most interesting moves, and one which promises to be far reaching in its effects, is that made by the Reo Motor Car company, the first automobile concern to offer any liberal support to road building.

Recently the Reo company offered to subscribe \$200 per mile for a road from Lansing to Farmington, Mich. In order to understand the offer, it might be said that there is now a splendid concrete road of the most modern type running from the center of Detroit out to Farmington and with the Reo highway built from Lansing to Farmington would connect the two automobile centers. The road will run through the counties of Ingham, Livingston and Oakland and connecting with Wayne county, in which Detroit is located.

The only conditions are that the road be built up to a certain standard and that it be called the Reo highway. This

last suggestion came not from the Reo company, but from the road commissioner, who thought it would have a big advertising value for good roads everywhere.

If the taxpayers vote to accept this proposition, as there is little doubt they

will, the movement is liable to spread. The Reo Motor Car company states that it would be willing to go considerably farther if the plan works out well, as it considers it not only a patriotic thing to do, but good business.

The Reo highway, when built, will

hour under its own power, with the German silver radiator thrust some eight feet into the air.

Crowds in Michigan avenue and the loop in Chicago were amazed last week at the unusual sight of an Oakland car speeding along at twelve to fifteen miles an

## Car Runs Through Loop on Hind Legs

prove an important connection to the great Lincoln highway trunk road, especially when a good road from Detroit to Toledo has been completed, which road will connect the good roads that are in Michigan with those in Ohio and Indiana.

With good roads, Michigan would be one of the most delightful and picturesque states in the entire union for summer tours. That it has not heretofore been popular, safe in certain sections, is due to the very bad condition of the roads. This \$200 per mile Reo appropriation will undoubtedly bring that about.

The Reo highway will be a model in every way, in that permanent signs will be located at certain definite points in the direction of tourists, similar to those in use in France and other European countries, and sharply contrasting with the unstable, unsightly signs we now find posted haphazard along American roads where there are any signs at all, will render touring pleasant from every viewpoint.

## ISSUE ENTRY BLANKS FOR AMATEUR WRESTLING MEET

NEW YORK, April 2.—Entry blanks have been issued for the national wrestling championships of the Amateur Athletic union at the Panama-Pacific International exposition at San Francisco on April 18 and 17.

The program will comprise competition in the 108, 115, 126, 135, 145, 155, 175 and heavyweight classes. Entries will close April 6 with the department of athletic on the coast.

Commercial Trucks.

Avery-Avery Co., 1077 Leavenworth street.

Buick-Nebraska Buick Auto Co., 1912 Farnam street.

Hull Tractor-Bullock Machine and Supply Co., 2309 Farnam street.

G. M. C.-Andrew Murphy & Son, 1402 Jackson street.

Kelly-Andrew Murphy & Son, 1402 Jackson street.

Stewart-Andrew Murphy & Son, 1402 Farnam street.

International-International Harvester Co., 801 Capitol avenue.

Overland-Overland Omaha Co., 2101 Farnam street.

Willys Utility-Overland Motor Co., 2501 Farnam street.

Republic-Johnson Danforth, 1323 North Sixteenth street.

Sigant-W. L. Huffman Auto Co., 1814 Farnam street.

Studebaker-E. R. Wilson Auto Co., 2428 Farnam street.

White-H. Pelton, 2205 Farnam street.

Packard-Orr Motor Sales Co., 2816 Farnam street.

Motorcycles.

Indian-Omaha Bicycle Co., 323 North Sixteenth street.

Harley Davidson-Victor Roos, 2705 Leavenworth street.

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Every Inch a Car

## An Enduring Car

AFTER all, the big thing about an automobile is its ability to stand up under the stress and strain of grilling service. In a good car like the KesselKar, you see fine lines, a great engine, exceptional riding comfort—but what is it that is responsible for the KesselKar's lasting qualities?

It is a manufactured car. All the vital parts are built in one factory. Its leading mechanical features are exclusive. It has a powerful Kessel-built motor—strong, special Kessel-built axles—staunch frame—big springs—sturdy brakes—weights what it should, heavy enough to be safe, light enough to be economical.

## KISSELKAR

Detachable Sedan Top

### ALL-YEAR Car

All-Year motoring is now within reach at small cost. Buy the KesselKar now with the Detachable Sedan Top—remove it a little later—replace it in the fall—at little or no expense.

See the New Models Before You Buy

Don't miss seeing the new KesselKar models and get all the facts. The time is now opportune—later it may be harder to secure prompt deliveries. Won't you call today?

Noyes Auto Co., 2066-68 Farnam St., Omaha, Neb.

# Overland SIX

## \$1475

### Why Pay More?

THE Overland Six has 125-inch wheel base; 45 horsepower en bloc motor; 35 x 4 1/2-inch tires, and the finest high tension magneto ignition.

Most other Sixes that cost more have a smaller motor, a shorter wheel base, smaller tires and have not high tension magneto ignition.

Why pay more and get less?  
Buy an Overland.

It costs you less and is a larger car.

OVERLAND OMAHA CO., Distributors  
2043-45 Farnam Street. Phone, Douglas 2643

"Made in U. S. A."

The Willys-Overland Company, Toledo, Ohio

Other models \$795 to \$1600. All prices f. o. b. Toledo.