

AUTOMOBILES

OVERLAND CAR IS MOST ADVERTISED

John N. Willys Says that is One of Reasons Why It May Be Sold So Cheaply.

NEWSPAPERS BEST MEDIUMS

The Overland is frequently referred to as the most advertised of all motor cars. And this extensive publicity is declared by John N. Willys, president of the Willys-Overland company, to be the principal reason why the Overland can be sold at a price which would mean a loss on every car to the majority of manufacturers.

Mr. Willys points out how the widespread advertising done by his company has made it possible to market the new Overland Model 83 for so low a price as \$750.

"I recently overheard a remark during a conversation in the smoker of a Pullman, indicating that the talker believed Overland advertising must cost about \$50 per car. This, of course, is preposterous. Last year our advertising cost per car was a little less than 2 1/2 per cent, this year it will be a trifle less; next year materially less—due to greatly increased production.

"The quantity of our production spreads all overhead so that the item per car is so small that the buyer pays for but little more than the actual material and labor plus a reasonable profit, which, also because of quantity, is small per car."

All Read Newspapers. Mr. Willys states that the advertising done by his company in the newspapers has brought big results.

"I have all the faith in the world in newspapers," he says. "The daily newspaper is the university of the masses. People who read no other publication read newspapers. They get their news of the world and form their opinions of people and things from what they read in the dailies.

"And the influence of the newspaper is by no means local. It extends for a radius of many miles around the center of publication. The great body of newspaper readers is composed of millions of city residents and hundreds of thousands of people who live in neighboring cities and towns and in the country. The vast army of travelers which every city draws read the newspapers.

"Consequently we bring the Overland message to the attention of the public through the medium of these papers. We find that our efforts in this direction have met with much success. Our newspaper advertising, together with advertising in other fields, is, in a way, a measure of our success."

Remness Is Fined. The Salt Lake club of the Pacific Coast league has given an unconditional release to Pitcher Remness, who was obtained from the St. Louis Americans.

New Office of the Firestone Tire and Rubber Company



Occupying a three-story fireproof building, together with a high basement, giving it four floors, each 37x110 feet, the Firestone Tire and Rubber company has made Omaha one of its largest distributing plants. The business is in charge of F. C. Rudisell, manager, who has charge of the sales in Nebraska, Colorado, Wyoming, western Iowa and the southern part of South Dakota.

The Firestone company has been in Omaha for a long time and has succeeded in building up an enormous business, a business so great that it has been compelled to move into the new structure at 2325 Farnam street, where the formal opening was held last Monday and attended by more than 400 persons interested in tires for automobiles, trucks and all other wheel vehicles.

At the opening of the new plant was visited by a large number of the Commercial club members, automobile dealers and others. During the day, Barney Oldfield, who happened to be in the city, was one of the callers, his wife accompanying him. Then, too, Lloyd Thompson dropped in to look over the plant. The office was beautifully decorated with huge bouquets of American Beauty roses, carnations and palms. Visitors were presented with souvenir little Firestone tires made into paper weights, tube caps and gasoline rolls.

At noon of opening day, luncheon was served at the Henshaw, where a large number of dealers and salesmen were the guests. Speaking of the business of the Firestone company, Manager Rudisell said: "I didn't realize how crowded we were. Even now in the new building every inch

of space is taken by the force and the amount of stock we must carry. But it feels mighty comfortable to know that I have a real service backed up by a stock room and a shop that can produce."

Mr. Rudisell asserted that Firestone sales, both for pneumatic and truck tires, have been growing at such a rapid rate that he had not been able to figure out increases until lately. "But," said he, "if sales keep up the way they have been going we will run 200 or 300 per cent ahead of last year."

The volume of sales the last twelve or fifteen months convinced the Firestone company that Omaha was deserving of newer and better quarters, a place where sufficient stock might be stored to overcome all delivery delays and the most competent tire service given.

The result is a new Firestone building in Omaha, commodious, convenient and housing all departments. The service room is large enough to accommodate all cars and trucks needing quick repair. The machine shop is equipped with electrically operated hydraulic press, 200-ton pressure. In fact, the new Firestone headquarters are equipped with complete tire-applying and repairing machinery. Stock rooms on the second and third floors are adequate to carry sufficient Firestone equipment of all sizes to fill all immediate needs.

The lighting is good everywhere. Two large skylights, throwing rays of light direct on the work in hand, are used to light the shop and stock room. Front windows light the office with indirect electric lighting at night.

Prefers Trip to the Panama Expo to Ocean Voyage

"Safety first," said Robert W. Simms of Jacksonville, Fla., when he provisioned his big six Stearns-Knight for a voyage over the Lincoln Highway from Baltimore to San Francisco and return. Simms has been accustomed to a European trip every three years and was scheduled for another this year.

"But after careful deliberation," said Simms, "carefully considering both arguments, whether it was to chance a blow-out on the highway or a blow-up on the

sea, I decided that while a blow-out in a neutral country was a nuisance, it was much to be preferred to a blow-up on the sea."

Airman Drives Kissel-Kar. "Art" Smith, the latest sensation in aviation, drives a Kissel-Kar when on terra firma. Smith's "stunt" at the Panama-Pacific exposition have made him the most talked about of the younger aviators. Among the daring feats accomplished by Smith is shooting off fireworks while "looping the loop" over the exposition grounds at night.

Somers to Sell Club. It is said that before next year C. W. Somers will sell the Cleveland club to William Smith and J. C. McGill, the present owners of the Indianapolis American association club.

HUPMOBILE PRICE LOWERED

W. L. Huffman Announces Price of New 1916 Model is \$115 Less Than that of 1915 Car.

SEVEN DIFFERENT DESIGNS

Two chief points of interest in connection with the 1916 Hupmobile are the price, which is \$115 lower than last year, and the number of body designs which make up the line, there being seven. The principal ones, of course, are the touring cars, of which there are two, the five-passenger, on the standard wheelbase of 119 inches, and the seven-passenger, with 121-inch wheelbase. The others include roadster, all-year touring car, all-year coupe, five-passenger sedan and seven-passenger limousine.

Though numerous improvements and refinements have been made in construction and finish throughout the car, it is practically the same in its general appearance as the previous model.

The design of the motor remains the same, though the engine is about 20 per cent more powerful than that of last year. The additional power is obtained by increasing the cylinder bore from three and three-eighths to three and three-fourths inches and by increasing the clear diameter of the valves to one and three-fourths inches. In spite of the added power, which results in better pickup and even greater flexibility,

the experimental cars have shown that this model will be fully as economical of fuel and oil as its predecessor.

A new starting and lighting system of two units replaces the single-unit system used last year, while the same ignition system, employing current from the storage battery, is continued.

A new feature is an enclosed silent chain instead of an exposed belt for driving the fan. As heretofore, the clutch and transmission are assembled as a unit with the motor. Four additional steel plates have been added to the clutch, which now has seventeen discs, running in oil. Additional springs facilitate the smooth action of the clutch. The rear axle remains the same, with silent spiral bevel driving gears, and the rear spring suspension is unchanged.

from the long, underslung, semi-elliptic type used last year.

It is in the body, upholstery and equipment that the most interesting changes have been made. The general design of the body is not altered. Upholstery is of the flush type and is of genuine leather and curled hair. The seat cushions are thicker and the general comfort of the car much enhanced.

In the forward compartment of the touring cars the control levers have been moved forward to afford more room for the driver to use the right-hand door for entrance and exit. The open bodies are completely lined with leather, presenting no polished surface to be scratched or marred.

Rent rooms quick with a Bee Want Ad.

Ream & Bros.

STORAGE

First Class Auto Repairing and Machine Work.

209-11 North 15th St. Douglas 4401.

Put it on your new Ford car

WILL you get delivery of a new Ford this Spring? If so, here is a suggestion:

For your first spin bring the car to us. See the Gray & Davis Starting-Lighting System for Ford Cars. In a few hours time, if you desire, we can add to your car the services of electric starting and lighting from a battery.

The fine-looking 1915 Ford deserves this equipment—Gray & Davis equipment.

For, since 1908, when Gray & Davis produced the first successful electric lighting dynamo, their name has stood for the top-notch of simplicity and efficiency.

Owners of Used Fords:

You are not barred from this equipment. The System is made a part of any Model T with equal ease and certainty of results.

Drive around and find out full details.

Sold and Installed by **INDUSTRIAL GARAGE**

Twentieth and Harney Streets, Omaha

HERRING MOTOR COMPANY OF DES MOINES, Distributors for This Territory.

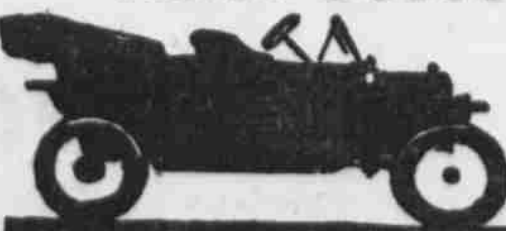
PRICE COMPLETE

\$75.

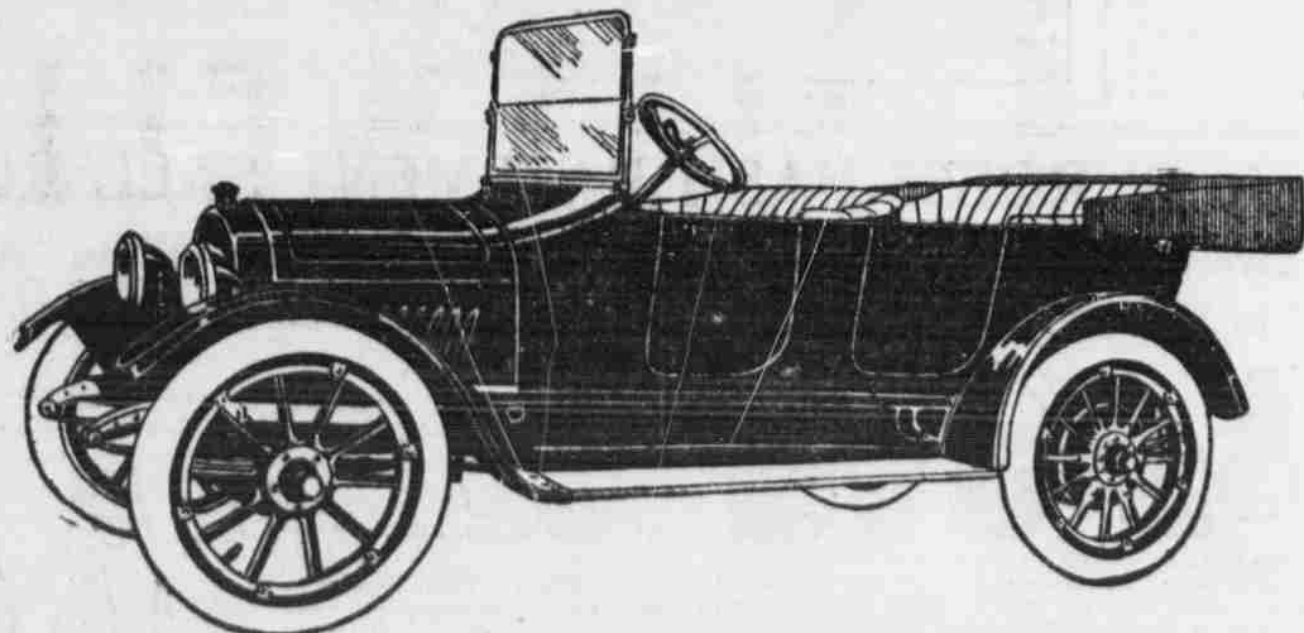
F. O. B. BOSTON

System as supplied includes motor generator, 6-volt battery, enameled steel battery box, starting and lighting switches, regulator-cutout, all necessary wiring, chains and sprockets.

AUTO SUPPLIES



Monitor 1916 \$750



Choice of Color—Steel Blue, Brewster Green or Black

Unit Power Plant; Genuine Leather Upholstering; One-Man Top; Rear Seat 54 Inches Wide, Which Makes It Roomy; Weight 2,200 Pounds, Which Makes It Easy on Tires; 32 by 3 1/2-Inch Wheels; Demountable Rims, One Extra; Stewart Speedometer; 10-Gallon Gasoline Tank; 2-Gallon Reserve Tank Located in Cowl

When \$750 was announced as the price of a good automobile with real specifications, it became an assured fact that it was not a toy automobile, manufacturers took their pencils and began to figure. **HERE'S OUR ANSWER:**

AGENTS AND DISTRIBUTORS WANTED for Iowa, South Dakota and Nebraska.

If you have not already taken a BIG car at \$750, get on the train, come to Omaha, and let's talk it over.

If some one in your town has a car at \$750, your

chances of doing a big business are very slim unless you can compete.

Factories are working to turn out more cars for this fall's business than has ever been planned on before in the history of the automobile industry.

If you want to get your share of this business before it is all promised, you should give the matter your immediate attention.

We have a car that will make it possible for you to do the big end of the business in your territory.

SOUTH DAKOTA, WESTERN IOWA AND NEBRASKA.

E. M. REYNOLDS & CO., 2105 Farnam, Omaha, Distributors