

BUICK DEALERS HAVE GREAT TIME

Royally Entertained and Shown Through Various Huge Automobile and Tire Factories.

THREE FIFTY IN THE PARTY

The enormous Buick factory at Flint, Mich., was a marvel to the 350 dealers from Nebraska, Iowa and South Dakota, making up the party representing the Nebraska-Buick Auto company, which left Omaha June 19 by special train for Flint, Mich.

Many of the dealers from the western territory had never seen an automobile factory and the wonderful methods of present-day manufacture were almost beyond their comprehension.

The Buick factory, which spreads over 160 acres of Michigan soil, embracing a group of fifty factory buildings, housing twenty-two factories, is a sight which makes every American citizen, even the most blasé traveler, proud of the achievements and advances of his own country. Officials of the company assert that the Buick factory is the third largest factory in the world, taking off its hat only to the Krupp Gun works in Germany and the Baldwin Locomotive works in Philadelphia.

Every conceivable device of modern efficiency is employed in this factory to the end that it is a landmark in economy; a factory capable of turning out better than 275 automobiles per day.

The question of buying quality steel has been satisfactorily solved at the Buick factory by the installation of heat treating and tempering ovens. The very heavy demands upon the steel manufacturers during the present war has made it impossible at times to secure steel of the best quality. The best treating and tempering ovens installed at the Buick plant have made it possible for them to properly temper all of their own steel if it does not come up to specifications.

Sidles and Huff in High Esteem.

H. E. Sidles and Lee Huff, as well as the entire organization of the Nebraska-Buick Auto company, is held in high esteem at the factory. Buick officials assert that the Nebraska-Buick Auto company is the largest distributing organization in the United States under control of an independent distributor. The Nebraska-Buick Automobile company occupies third place in the number of cars distributed for the Buick Motor company. This figure does not exclude the branch houses of the Buick Motor company at various points throughout the United States.

Praises Western Organization.

R. H. Collins, who recently resigned as general sales manager of the Buick Motor company to accept a position which will closely identify him with W. C. Durant of the General Motors company, was very profuse in his praise of the Nebraska-Buick organization. Mr. Collins said: "I don't seem to find the exact words to express my feeling toward these men, but to me they are the all star selling organization for the Buick Motor company. Taken as a group, they are the most businesslike, clean-cut men of the entire Buick sales organization."

R. H. Collins was until 1909 manager of the Kansas City branch of the Buick Motor company. At that time he became associated as vice president with H. E. Sidles and Charles Stewart in the Nebraska-Buick Auto company, a corporation just then formed, which took over the Sidles Motor company of Lincoln.

In 1910 Mr. Collins accepted the position of general sales manager of the Buick Motor company, still retaining his holdings and remaining vice president of the Nebraska-Buick Auto company.

Mr. Collins as vice president of the company has always been closely identified with the Nebraska-Buick dealers and has made part of the recent trip with them.

Proud of Special Train.

Officials of both the Northwestern and the Peru Marquette railways assert that the special train carrying the automobile dealers from Omaha to Flint was the largest and most completely equipped train ever operated east from Omaha. The train consisted of twelve Pullmans, two diners, one combination office and observation car and one baggage car.

The entire delegation spent a day in Chicago, also a day in Detroit, viewing the various points of interest. In each city sight-seeing cars were chartered to carry the visitors.

Upon arrival at Detroit the 350 dealers marched from the Union station to the Cadillac hotel. Owing to the congestion it was necessary for the dealers to march two abreast, which made a line at least three blocks long and caused a great deal of comment.

The entire party went from the Cadillac hotel to the Cadillac theater, from the Cadillac theater back to the Cadillac hotel, where they were entertained in the Boulevard cafe of the hotel.

Friday morning the entire party was taken by boat to Belle Isle and Windsor, Canada. Upon this trip they were guests of the United States Tire company, which concern gave a luncheon later in the day.

PAIGE SENDS EXECUTIVES WHERE MOTORS ARE MADE

Inspection under the policy used by the Paige-Detroit Motor Car company is something more than a matter of perfunctory factory routine. Inspection of parts and supplies begins at the source and is not confined to work at the factory after the material arrives.

This policy necessitates frequent trips of Paige executives to the factories where parts not manufactured in the Paige plant are being made so that every precaution can be taken to keep these parts up to the Paige standard. President Harry M. Jewett has just completed one of these inspection tours, visiting all sources of supply, and John Quinlan, the Paige factory superintendent, has been devoting all his time recently to this work.

Motorists Should Be Sure Wheels of Machines Are True

"Whenever a motorist detects his tires undergoing unusual tread wear he should at once make certain that the wheels are true," is the declaration of Joe M. Dine, Omaha branch manager of the Goodyear Tire and Rubber company.

"Disalignment of wheels is the unsightly cause of the premature demise of many tires. When the wheels of a car are not parallel, the tire must undergo a diagonal grind as it passes over the road surface. Sometimes an axle becomes bent by a severe blow or the steering apparatus gets out of adjustment. Often demountable rims are not put on straight. Bearings sometimes become worn and permit the wheels to wobble. In any case, the tread soon grinds off and the fabric of the tire

is exposed to many destructive agencies.

"By close observation you can distinguish many cars being driven with wheels perceptibly out of true. In numerous instances the motorist is not aware that his tires are being subjected to abnormal wear until the announcement comes in form of a worn-off tread or a blowout.

"After your car has received a hard bump you should see at once that the axles have not been bent or the wheels knocked out of true. Your tire dealer or garageman will usually be pleased to examine them, or if his service does not cover this will suggest where it can be done."

"King Will Make No Mid-Year Announcement

Artemus Ward, Jr., president of the King Motor company, has issued a statement to King dealers that following the policy of the King Motor Car company of preceding years, this company will make no mid-year announcement of new models or prices.

"The prevailing practice of mid-season announcements for the stimulation of sales," Mr. Ward's statement declares, "has a demoralizing effect on the entire industry. It causes a quick depreciation on all cars purchased during the first half of the year and also retards the normal spring business, as buyers frequently wait for new models, which they know will be announced in the early summer. Dealers are also affected; in anticipation of early summer announcements they under-order for spring business to avoid the risk of unsold stock when the new models are made public."

CADILLAC FASTER THAN EXPRESS AND THE MAILED

Mails were beaten twice and fast express once by the Cadillac Eight in its record-breaking, seven-and-a-half day transcontinental dash in May.

Eight hours before they left Los Angeles for New York, Baker and Sturm, the driver and passenger in

the car, sent their suitcases on by express.

The grips reached New York half an hour after the roadster had arrived.

To test the speed of the mails in comparison with the time he expected to make, Baker addressed a letter to himself at Dodge City, Kan., 1,655.9 miles by road from Los Angeles, and mailed it six hours before he started from the coast city. The car and its crew reached Dodge City two hours ahead of the letter.

Dodge Brothers Car In "Stationary Run"

A Dodge Bros. car has just completed a "stationary run" of 8,000 miles at the show room of C. W. McCabe company, dealers at San Diego, Cal., on which it averaged thirty-five miles per gallon of gasoline used.

The car was set up in the show window and ran the 8,000 miles continuously. The time required was

457 hours and 35 minutes, and those who were in the show room during the day, and the watchman at night, say that the motor never missed once during the long grind.

The performance attracted a great deal of attention in San Diego and has helped to increase the popularity of Dodge Bros.' cars, already a strong bidder for complete leadership in California.

Another story of Dodge Bros.' performance comes from Los Angeles, where the Dodge club recently made a run into the mountains for a picnic. There were sixty-three cars in line and they carried 322 people. Not one of the cars had a particle of trouble, although part of the trip was over very rough going.

Dry Stamp.

Howard Caminiti, former Pirate and Fed pitcher, is going to stump Kentucky in support of prohibition. The Fed league has a lot to answer for.

Come to Life.

The way the Cubs have been slugging the ball of late would make it appear that the Tinkers have at last come to life.

Allen Company Has New Two-Passenger Roadster on Sale

The Allen Motor company, Fostoria, O., has just brought out a two-passenger roadster that is unusually attractive, not only in its pleasing outward appearance, but also in mechanical construction.

The body, which is of pure streamline design, is mounted on the standard Allen chassis, the same as is used for the popular five-passenger touring car.

The power plant used is the thirty-seven-horse power long stroke Allen motor of four cylinders $3\frac{1}{2}$ by 5-inch, cast en bloc. Westinghouse ignition, as well as electric starting and lighting system are used and the cooling system is of the thermosyphon type with tubular radiator of large capacity and belt-driven fan.

The World's Most Powerful Low Priced Car

31 $\frac{1}{2}$ H.P.

ANNOUNCING THE NEW SERIES

\$635 75 B Overland \$635

f.o.b. Toledo

TRADE MARK REG.

f.o.b. Toledo

This newest Overland is the world's most powerful low-priced car.

It has a 31 $\frac{1}{2}$ horsepower en bloc motor that is a perfect marvel for speed, power and endurance.

By increasing the bore of the motor from $3\frac{1}{8}$ to $3\frac{3}{8}$ " we are able to offer a power plant which at 1950 R.P.M. develops full 31 $\frac{1}{4}$ horsepower.

Tests under every condition in all parts of the country demonstrate that it easily develops better than fifty miles per hour on the road.

Speed of course varies under different conditions, but in practically every instance it has been getting fifty miles an hour and with ease.

We have scores of telegrams showing that eighteen to twenty-five miles per gallon of gasoline is not unusual.

The performance of this car is almost beyond belief.

Take any other low-priced car on the market. Pit it against this new Overland. Compare them for sheer speed, for abundance of power, for riding comfort

and economy, and you'll find this car will back anything else clean off the boards.

That's a strong statement, but a fact nevertheless.

Try it yourself and see.

Here are more important facts.

It has four-inch tires which are more than generous for a car of this size.

Not only has it a large and roomy body, but it has an attractive, up-to-date streamline body.

It has the latest and most improved system of ignition.

It has the cantilever springs—the easiest riding springs in the world.

What's more, it's complete. Not a thing to buy. You get the finest Auto-Lite

electric starting and lighting system, magnetic speedometer, one-man top, demountable rims and practically every accessory found on the highest priced cars.

From a driving standpoint, the new car is ideal. It's light, easy to handle and anyone can drive it.

Take one look and be convinced.

And mark these words—the car is destined to be regarded and referred to as one of the really great achievements of the great automobile industry.

Yet it only goes to prove how big production can cut cost and save you money.

First come, first served. Place your order now.

Overland-Omaha Company, Distributors

2043-45 Farnam Street.

The Willys-Overland Company, Toledo, Ohio.

4 cylinder en bloc motor $3\frac{1}{8}$ " bore x 5" stroke	Cantilever rear springs	Magnetic speedometer
104-inch wheelbase	Streamline body	Complete equipment
4-inch tires	Electric starter	5-passenger touring \$635
	Electric lights	Roadster \$620

