

Gossip Along the Automobile Row

H. E. Fredrickson of the Fredrickson Automobile company has about completed arrangements for one of the best window displays ever produced for the automobile business...

"The theatrical world has fallen into line with the good roads march, not because it expects to be compelled to hike over the roads..."

"When we received our first shipment of type 73 Lozlers, at the beginning of the present season, much discussion and discussion arose as to the merits of the left-hand drive and center control..."

"The Lozier Motor company was the first manufacturer of high-grade motor cars in the country to announce the installation of the left-hand drive and center control feature on all models..."

"The Lion Motor company is announced to have at last given up the ghost. L. R. Saunders, general sales manager of the company, who has been making every effort to recoup, since the fire of a year ago, which destroyed models, tools and blue prints of the car..."

Fifty students, members of the senior class of engineering, together with members of the faculty, journeyed from the University of Wisconsin to the Rambler factory last week and made a close inspection of the unit gasoline and electric motor, with which the 1912 cross-country car is equipped...

Up an ascent of 4,000 feet, rising more than 500 feet to the mile, and completing the eight-mile trip to the top in two hours, is the record of a hill-climbing excursion taken by Dr. A. H. Harriman of Tacoma, N. H., who recently drove his Ford touring car, containing besides himself his wife and two children, to the summit of Mount Washington in the White mountains...

F. W. Woolley of the sales department of the Regal factory is spending the week with the T. G. Northwall company. He made the trip through the state with one of the Northwall salesmen in a model C Regal...

G. D. McDonald, son of C. W. McDonald, manager of the Marion Automobile company, arrived in Omaha Wednesday of last week from Seattle, where he has been engaged in business. Mr. McDonald will join his father in looking after the interests of the Marion car in Omaha and between the two they should make the trade hustle during the coming year...

W. R. Wilson of the Wilson Automobile company is spending a few days in Arkansas on a combined business and pleasure trip. He left early last week and is not expected to return before a week from Monday. It is rumored that Mr. Wilson will have a piece of interesting news for the automobile trade when he gets back home...

During the last week Manager Lindsey of the Veile Automobile company has been making a trip through the central part of the state, signing his contracts for 1913, and incidentally signing a few new ones. Manager Lindsey has also spent considerable time in explaining to impatient dealers that the Veile factory is working both night and day to fill the countless orders which are on hand...

I. H. Smith of the Omaha Auto company made a trip through southern Iowa early in the week placing agencies for the Nyberg line. He has so far met with excellent success, and declares in a letter to the home office that prospects for the Nyberg could not possibly be improved upon...

L. A. Keller, manager of the local Studebaker branch, has gone to the factory to arrange for the immediate shipment of a few million cars (or words to that effect). Leaving all hastily on the shelf, however, Mr. Keller said before leaving that if they had 500 cars here, they could dispose of them easily. Ever since the Studebaker people made their startling announcement for the 1913 line, the house has been literally flooded with letters begging for territory and cars, many contracts actually being signed on the strength of the announcement...

announcement. The 1913 season bids fair to see the Studebaker line well to the front, if the factory can possibly supply the demand.

The United Motor company delivered Maxwell 36 to M. R. Ford of Erling, Ia., and Burt McNab of Carroll, Ia. McNab also received a 40. A full representative line of Maxwells is now on exhibition at the local house, including 36, 38 and 40.

Mr. Macken and Mr. Reilly of the Platt Center Auto company, Platt Center, Neb., paid a visit to Guy L. Smith last week and drove home in new 1912 Hudson touring cars.

Guy L. Smith reports the delivery of a six-cylinder sixty-horse power Peerless touring car to Dr. Van Buren Knott of Sioux City, Ia.

During the last ten days Guy L. Smith has demonstrated his new Hudson coupe to scores of enthusiastic prospects. Smith has looked several orders and was forced to deliver his show car, as one purchaser was so enthusiastic he would not wait.

Guy L. Smith gives some advance information on the wonderful new electric starter that has been acquired by the Franklin Automobile company. It is known as the Ehtis starter and has been developed to greater efficiency than any other starter heretofore offered the public. The Ehtis starter is operated by the regular ignition switch, thereby doing away with auxiliary levers or buttons. By throwing on the switch the starter becomes operative and turns the motor over until an explosion takes place. Just as soon as the motor begins firing, the starter is automatically disconnected. In event the motor is accidentally stalled, the starter automatically takes up its work without any attention from the driver. As long as the ignition switch is turned on, the motor must be firing. The Ehtis is the genuine starter, as it is purely automatic in operation.

The McCook Machinery and Iron Works of McCook, Neb., closed a contract with the W. L. Huffman Automobile company for twenty-five Hupmobiles last Thursday.

August Stinner of Culbertson, Neb., closed a contract with the W. L. Huffman Automobile company for the sale of the famous Hupmobile "32" at Culbertson.

The Valentine Auto company of Valentine, Neb., drove home a 1912 Hupmobile Thursday, and have taken the agency from the W. L. Huffman Automobile company.

Persistent Advertising is the Road to Big Returns.

MURPHY TO ROAD BUILDERS

Omaha Contractor One of Speakers at Cincinnati Convention.

PERFECT ORGANIZATION URGED

Man Who Does Not Eat from Hand of the Interests Stands Little Chance to Get In on Contracts.

"Graft and corruption, politics and the work of a certain class of men in putting into legislation authorizing roadway construction provisions which designate patented pavements and specific brands of material to the exclusion of other materials equally as good and sometimes better—these are some of the things the road contractors of America have been contending with for many years."

This declaration embodied the substance of an address by Hugh Murphy, public works contractor of Omaha, on "The Contractors' Point of View," at the fourth session Thursday afternoon of the ninth annual convention of the American Road Builders' association at Cincinnati. His address was liberally applauded. Erving home each of his points in an emphatic manner, Mr. Murphy made it clear that the convention should disseminate information so that funds raised for road construction shall be wisely and honestly managed. He indicated his belief that the good roads movement, for the benefit of the public rather than for a chosen few, has come to stay, and that it can be permanent only through cooperation of engineers and contractors and the public.

Urged to unite. After having dealt in detail with the relations between contractors and engineers in road construction and legislation pertaining to it, the speaker offered a number of remedies, largely along professional lines, to better the situation. The advice of "co-operation" sounded throughout his address. As the main step toward protection against what he termed "tainted clauses" and other evils, Mr. Murphy advised the independent contractors of the United States to unite and form a protective national association.

Continuing, he said: "A contractor of paving work who does not eat from the hand of the interest that controls certain specific brands of materials or who is not licensed by the owners of certain patented pavements, is not permitted to bid upon roadways specifying those materials exclusively. This deprives a legitimate contractor of an opportunity to bid upon public works and deprives the public of the benefit of competition in the bidding. Who shares in the extra money between the legitimate cost of paving when it is open to competition and the price paid for the materials and patented pavement that are exclusively specified?"

Auto Show Greatly Benefits Dealers

That undoubtedly the most important function of the auto show is its educational value to the dealers is the opinion of H. H. Radford, general manager of the Cartercar company of Pontiac, Mich. "Of course, a large number of cars are sold," said Mr. Radford, "but these sales are valuable only as a help toward paying the expense of the exhibit. The big thing that we must accomplish with our exhibit is to give the dealer enthusiasm and selling points for his work in the local territory."

"The dealer comes to the show and there sees all the cars side by side. He sees his car where he has a chance to compare it with the cars with which he must compete and he learns just where it is better. At no other time has he such an opportunity for getting first-hand information on the whole situation."

UNDERSLUNG CAR MAKES A MOST NOVEL DISPLAY

A unique suggestion for arrangement has been announced by a salesman in Chicago. It takes the form of a novel window display, which shows an automobile tilted fifty degrees and is said to constitute a "perpetual demonstration" for understanding construction. The curiosity in question is a car of the roadster type and is supported by a special framework built so as to equal a fifty-degree angle. Both the Regal car and the frame face the window, "end on," and across the car's radiator at approximately the level of the on-looker's eye are hung cards which read "Safety of the Underslung." The car and this explanation can be easily seen from outside the show room.

MOTOR RACING LOSES ANOTHER STAR DRIVER

Motor racing may or may not be losing favor; but the fact remains that many of the one-time stars are abandoning the breakneck speed of track and road contests for safer—if not more remunerative—commercial pursuits.

Word has just come from the Jackson Automobile company to its representative here that Harry Grant, famous as the winner of the Vanderbilt cup two years in succession, has joined the staff of the Jackson Boston branch.

Chinamen on Long Journey. Sing Woo, a wealthy merchant of Shanghai, China, recently purchased a Stoddard-Dayton 48 and started on a thirty days' tour of the Pacific coast, after which he will ship the car to the orient.

The Perseverant and Juculous Use of Newspaper Advertising is the Road to Business Success.

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Stevens-Duryea. Nearly a Quarter-Century of Leadership. Pride in Your Car. You will be proud of your new Model C-Six because of its beautiful and distinctive lines. You will be proud because of its active power which covers more miles a day and with greater ease than any other car of any power. You will be proud because you can give your friends greater motoring enjoyment than has ever before been possible. Houser & Howes, 2102 Farnam St. Stevens-Duryea Company, Chicopee Falls, Mass. "Pioneer Builders of American Sixes"

No-Rim-Cut Tires 10% Oversize

Face the Facts. Don't buy tires by guesswork. Keep records—make your mileage tests. Men who do this buy No-Rim-Cut tires. And tens of thousands find the average saving 48 per cent. So many know this that these tires far outsell all others. And the sale today is ten times larger than three years ago.

Think of This. Winter Treads. Men have tested out in service 1,700,000 Goodyear tires. Last year they bought, because of the records, 918,687 tires. And our factory shortage lost us sales of some 400,000 more. 250,000 Know. Now some 250,000 motorists have adopted Goodyear tires. They know that our patent tires can't rim-cut. They know that the oversize, on the average, adds 25 per cent to the tire mileage. You ought to know, as they do, what these savings mean.

GOOD YEAR No-Rim-Cut Tires With or Without Non-Skid Tread. THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio. OMAHA BRANCH 2212 FARNAM ST. Phone Douglas 4190

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Nebraska Buick Auto. Company Buick and Walsh Cars... Lincoln Branch, 13th and P Sts.—H. E. HEDDES, Gen'l Mgr. Omaha Branch, 1912-14-16 Farnam St.—LEE KUFF, Mgr.

VanBrunt Automobile Co. Overland and Poppe Hartford Council Bluffs Ia. Omaha, Neb.

JOHN DEERE PLOW COMPANY Salesroom—Cor. Tenth and Howard Sts. Omaha, Nebraska.

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