Stevens-Duryea

Nearly a Quarter-Century of Leadership

Pride in Your Car

Model C-Six because of its beau-

its active power which covers more

miles a day and with greater ease

than any other car of any power.

can give your friends greater

motoring enjoyment than has

Houser @ Howes

Stevens-Duryea Company Chicopee Falls Mass

" Pioneer Builders of American Sixes"

2102 Farnam St.

ever before been possible.

You will be proud because you

tiful and distinctive lines.

You will be proud of your new

You will be proud because of

Gossip Along the Automobile Row

H. E. Fredrickson of the Fredrick son Automobile company has about completed arrangements for one of the itest window displays ever produced or the automobile business, it being an electric-lighted bas-reflet picture, measring seven feet high and twenty-four feet long, showing the Chalmers factory running on the night shift. Over fifty doctrie lights are used in the exhibition, which includes the three main buildings of the factory, the testing sheds, foundry and offices with a distant view of the

"The theatrical world has fallen into ine with the good roads march, not beanse it expects to be compelled to hike wer the roads," says Manager Corkhill the Cole Motor company, "but beause a majority of its members carry an automobile or two among their personal effects and proporties." Mr. Corkory a few days ago, which said that he Paul Gilmore company regularly devoted a certain part of its house receipts to good roads movements in the part of the country in which it was playing.

When we received our first shipment of type 72 Loxiers, at the beginning of the present season, much discussion pro and con arose as to the merits of the left-hand drive and center control hange speed levers," said Manager Dick Stewart of the local house.

"The Lozier Motor company was the first manufacturer of high-grade meter cars in the country to announce the installation of the left-hand drive and center control feature on all models, and while at fifet it came in contact with motorists who were a little skeptical, it has been able to prove beyond doubt that left-hand drive and center control on high-grade cars to meet American road and traffic conditions is a feature which has thoroughly asserted its ad-

The Lion Motor company is announced to have at last given up the ghost. I. B. 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, has finally decided that this is impossible owing to the position of former stockholders who would neither sell their soldings nor come forward with the песевалгу савь.

Fifty students, members of the senior class of engineering, together with memeers 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 1913 cross-country car is equipped. They examined the unit casoline and electric motor from every angle, seeing how in taking the place of the flywheel this equipment saves weight, hearings, chains, gears and complicated wiring and marveled at its silent opera-

Up an ascent of 4,600 feet, rising more than 500 feet to the mile, and completing eight-mile trip to the top in two hours, is the record of a hill-climbing excursion taken by Dr. A. H. Harriman of Laconia, 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. The trip, which was made without a hitch, could have been completed in less time had the party not made repeated stops to view the scenery. Dr. Harriman says that Ford runabouts frequently make the climb, but it is only occasionally that a loaded touring car tries it.

P. W. Wooley 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 early last week and was delighted with the automobile situation in the territory through which they traveled. D. H. Haselton, head of the Regal service department, has also been spending several days with the local house, checking up ideas as to improvement in car construction, and getting an idea of what the people in Omaha demand of an

G. D. McDonald, son of C. W. Mc-Donald, 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.

E. R. Wilson of the Wilson Automobile company is spending a few days in Arkansus 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 Velle Automobile company has been making a trip through the central part of the state, sizing up his contracts for 1913, and incidentally signing a few new ones. Manager Lindsey has also spent considerable time in explaining to mpatient dealers that the Velie factory working both night and day to fill countless orders it now has on hand. Work in moving into its new quarters has slightly shortened its amount of projuction, but, being thoroughly estabished at the present time, it is working wenty-four hours a day to catch up with the public's demand.

I. H. Smith of the Omaha Auto commany made a trip through southern lower 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 tor the Nyberg could not possibly be mproved upon.

L. A. Keller, manager of the local Studebaker branch, has gone to the facfory to arrange for the immediate shipment of a few million cars (or words to that effect). Leaving all hilarity on the shelf, however, Mr. Keller said before leaving that if they had 500 cars here, they could dispose of them sasily. Ever since the Studebaker people made their startling announcement for he 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. The 1915 season bids fair MURPHY TO ROAD BUILDERS front, if the factory can possibly sup-

The United Motor company delivered Maxwell 30s to M. R. Ford of Erling. Nab also received a 40. A full representative line of Maxwells is now on exhibition at the local house, including 30s, 32s and 40s.

Mr. Macken and Mr. Reilly of the Platt Center Auto company, Platt Center, Neb., paid a visit to Guy I. Smith last week

Guy L. Smith reports the delivery of Sloux City, Ia.

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

formation on the wonderful new electric address was liberally applauded. tarter that has been acquired by the Driving home each of his points as soon as the motor begins firing, the and the public starter is automatically disconnected. In event that the motor is accidentally stalled, the starter automatically takes up relations between contractors and enits work without any attention from the gineers in road construction and legisladriver. As long as the ignition switch is tion pertaining to it, the speaker offered urned on, the motor unset be firing. The a number of remedies, largely along pro-Butz is the genuine starter, as it is fessional lines, to better the situation 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 Sinner of Culbertson, Neb., closed a contract with the W. L. Huffman Automobile company for the sale of the famous Hupmobile "32" at Culbert-

The Valentine Auto company of Valentine, Neb., drove home a 1913 Hupmobile Thursday, and have taken the agency from the W. I. Huffman Automobile

Big Returns

Omaha Contractor One of Speakers at Cincinnati Convention.

Does Not Ent from Han of the Interests Stands Little Chance to Get In on Contracts.

Graft and corruption, politics and the and drove home in new 1912 Hudson tour- work of a certain class of men in putting into legislation authorizing roadway construction provisions which designate patented payements and specific brands of six-cylinder sixty-horse power Peerless material to the exclusion of other macouring car to Dr. Van Buren Knott of terials equally as good and sometimes better-these are some of the things the road contractors of America have

contending with for many years." This declaration embodied the substance of an address by Hugh Murphy, public are doing business. works contractor of Omaha, on Contractors' Point of View," at the fourth session Thursday afternoon of the ninth annual convention of the American Road Guy L. Smith gives some advance in- Builders' association at Cincinnati. His

ranklin Automobile company. It is emphatic manner, Mr. Murphy made it known as the Ents starter and has been clear that the convention should disdeveloped to greater efficiency than any seminate information so that funds raised starter heretofore offered the for road construction shall be wisely and public. The Entz starter is operated by honestly managed. He indicated his bethe regular ignition switch, thereby doing lief that the good reads movement, for away with auxiliary levers or buttons, the benefit of the public rather than for By throwing on the switch the starter a chosen few, has come to say, and that becomes operative and turns the motor it can be permanent only through coover until an explosion takes place. Just operation of engineers and contractors

> Urged to Unite After having dealt in detail with the 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 associa-

hand of the interest that controls certain in 1932. imate contractor of an opportunity to bid three previous years. upon public works and deprives the publie of the benefit of competition in the Persistent Advertising is the Road to 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 Auto Show Greatly pavement that are exclusively specified? Worse Than Monte.

Mr. Murphy then dwelt at length upon certain provisions and stipulations which, said, can be found in most of the Is., and Burt McNab of Carroll, Is. Mc- PERFECT ORGANIZATION URGED specifications for work in the different ities clauses which, he asserted, are made under the rules of political bosses. "In a game of three-card monte," he added, "you put up your money and can

> turn the cards, or even to have a look in." In closing Mr. Murphy made a strong plea for a national organization of independent paving contractors. "If you do not get together very soon," he said, those interests that are active will inrease until such a thing as an independent contractor is a thing of the past. and license under which the saloonkeepers hand

"If you do not wish to be in the same boat you must remedy the existing conditions, otherwise you should not complain because others do not do for you what you failed to do for yourselves

AUTO INDUSTRY NEED NOT FEAR NEW ADMINISTRATION

George E. Daniels, vice president and general manager of the Oakland Motor for understrung constructont. Car company, Pontiac, Mich., who is a of the automobile business, is not con- a special framework built so as to equal cerned over the effect of any possible a fifty-degree angle. Both the Regal

the national government, had planned and this explanation can be easily seen early this year to produce nearly twice from outside the show room as many motor cars for 1913 as his company manufactured for 1912.

OUTPUT OF 1913 CARS IS TO BE ENORMOUS

The output of America's motor car industry for 1913, according to figures compiled recently by a leading automo-Continuing, he said: "A contractor of bile trade paper, will exceed 600,000 cars, paving work who does not eat from the more than twice as many as were built

specific brands of materials or who is It is a marvelous growth in production. not licensed by the owners of certain And there is also a very marked improvepatented pavements, is not permitted to ment in the cars themselves. More adbid upon roadways specifying those ma- vanced features have been added to cars terials exclusively. This deprives a legit- for 1913 than have been added in the

> The Persistent and Junctions Use of Newspaper Advertising is the Road to

function of the auto show is its educational value to the dealers is the opinion of H. R. Hadford, general manager of the Carterear company of Pontiac, Mich. sold," said Mr. Radford, "but these sales turn the cards; but in this game you put are valuable only as a help toward payup your money and are not permitted to ing 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 h cal territory

UNDERSLUNG CAR MAKES

A unique suggestion for garagemen has been announced by a salesman in Chicage. It takes the form of a novel window display, which shows an autome bile tilted fifty degrees and is said to constitute a 'perpetual demonstration

The curtosity in question is a car of student of political affairs, as well as the roadster type and is supported by tariff revision legislation by the next car and the frame face the window, congress upon the automobile industry in "end on," and across the car's radiator at approximately the level of the on-Mr. Daniels, in the face of a probable looker's eye are hung cards which read reversal of the political domination of "Safety of the Underslung." The car

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 Jackse 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.

Benefits Dealers

"Of course, a large number of cars are

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 You have heard, I presume, of those it is better. At no other time has he breweries that own the building, stock such an opportunity for getting first-

A MOST NOVEL DISPLAY

Chinamen on Long Janut. Sing Woo, a wealthy merchant of Shanghai. China, recently purchased of Stoddard-Dayton 45 and started on a thirty days' tour of the Pacific coast after which he will ship the car to the

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

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,

Winter Treads

Now these tires, if wanted, come with the ideal non-skid tread. A double-thick tread, made of very tough rubber. Not a mere single tread. Deep-cut blocks which present

to the road surface countless edges and angles. Enduring treads with a buildog grip.

And blocks that meet at the base

so the strain is distributed-not centered, as usual, on a part of

These things mean a long-lived tire, a grip that's sure and a last-ing protection. Come see it. Write for the Goodyear Tire Book—fourteenth year edition. It deals with tire economy.



(JOOD YEAR No-Rim-Cut Tires

With or Without Non-Skid Tread

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio This Company has no connection whatever with any othe rubber concern which uses the Goodyear name.

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