

DURYEA SECURES SILENCE

Produces Noiseless Automobile After Years of Development.

ITS QUIET IS EXTRAORDINARY

After Spending Years in Experimenting, There Has Been Turned One of the Most Striking Cars Ever Built.

"Silence has been the consummation devoutly to be wished" the automobile builders ever since the first crude "horseless carriage" smoked, and puffed, and rattled its way along to the admiration of even the objectors. And now for the first time, after twenty-one years of steady development of the American motor car, silence has been attained, as nearly as it is possible to attain absolute noiselessness in anything that moves," said S. A. Houser, distributor of the Stevens-Duryea cars.

"That most motor cars have never before been more than comparatively silent," he added, "is because the builders went after only the big noises, which thrust themselves on the attention, like that of the engine. When these were more or less quieted, the myriad little noises, which go to make up the characteristic sound of the motor car—things which singly would hardly be noticed—made their chorus heard. And silence was still a long way off."

"The problem was solved in characteristic fashion by J. Frank Duryea. Though he is but a young man now, Duryea was the designer of the first successful American automobile, twenty-one years ago. He originated, and has developed, more of the fundamentals of the fine motor car of today than any other maker in this country, certainly—probably more than any other man in the world. His method has always been to make his mind up what was to be accomplished, and then study and adapt every part of the car to achieve the result."

"When he set about getting silence, Mr. Duryea began at the tread and worked up. Every bolt, rod, joint, bearing, hinge, frame—anything that had the possibility of the slightest squeak, or thump, or rattle—was studied, first by itself, and then in connection with everything it touched or affected. The result is that the six-cylinder Stevens-Duryea, as this new car of the Stevens-Duryea company is called, is as silent as if it were rubber heels. It's quiet is extraordinary—the most striking thing, perhaps, about what has been called the most striking car ever produced. It is the first thing everyone comments on. It's so 'well worth having' that it's a sure guess that every builder will get out and hustle to come as near to it as he can from now on."

State Organizing For Good Roads

O. C. Turner, secretary of the Nebraska State Automobile association, reports that a number of counties not yet organized are making inquiries and arranging for meetings in order to form new clubs and incorporate under the uniform system of organized efforts to improve road conditions. The draft of the State Highway commission bill, as finally adopted by the joint committee meeting of the good roads clubs, will undoubtedly prove very popular and acceptable to all classes throughout the state and will undoubtedly become law at the winter session of the state legislature.

The road map book for the state, showing the good roads in each county, together with strip maps to Denver, Kansas City, Chicago and Minneapolis, and containing a digest of the automobile laws and much other useful information, is now in the press and will be ready for delivery to all members of the Nebraska State Automobile association soon after January 1.

COLE MANAGER RETURNS FROM LONG SELLING TRIP

C. J. Corkhill, general agent for the Cole car west of the Mississippi river, arrived at the Omaha house, his headquarters, Thursday morning after an extensive trip through the southwestern states. Mr. Corkhill says that never before has he visited the south when business of all kinds was in such a healthy, active state as it is now. He said he did not hear a single complaint from any source during his travels, unless the cry for more first-class help might be considered as such. The automobile business is thriving in midsummer form in Oklahoma, where Corkhill was forced to spend for two Omaha salesmen to come down and help out a certain dealer. He left in the evening for Minneapolis, which completes his last journey until spring. The Cole people received their first six-cylinder car Thursday, two in number, both of which are sold.

The Marion Auto company has just installed its own lighting plant consisting of a gasoline electric generator which will operate ten big arc lights. The plant is to be used in recharging the batteries of electric machines.

E. Y. Abbott, sales manager of the Mighty Michigan, has been traveling through their territory this last week, returning Saturday. He says this weather is mighty Michigan weather and is praying that it may continue until the Auto show in February.

OAKLAND MOTOR CAR CO. OFFERS A NEW MODEL

The first Oakland model 35 five-passenger touring car, the baby of the 1913 line manufactured by the Oakland Motor Car company of Pontiac, is finished, and deliveries will probably be made in January. Those who are responsible for the characteristics of this new car are exceedingly optimistic about its future. They have given it the same low chassis as the Oakland Greyhound 600 and the 42 because the front and rear springs are underlugs. The best type of enclosed motor is used with a three-bearing crank shaft. This motor has developed on the block 10-horsepower at 1,800 revolutions per minute. The chassis is very clean in appearance and the absence of truss rods and other unnecessary cross members is partly responsible for the effective style. The body is distinctive and in keeping with other Oakland cars. The radiator is "V" shaped. The upholstery is ten inches deep. The right hand front door opens. The new roll fender has a graceful sweep, and is an element in the stun-ning lines of the car. The tonneau is heavy and the rear axle is extremely hot. The car is finished in battleship gray and is fully equipped.

Gossip Along the Automobile Row

Manager Rheim of the local Cadillac company has secured probably one of the most instructive bits of mechanism to the man interested in automobiles which has ever been shown in this city. It is a stripped chassis of the Cadillac car in which all parts are shown performing their work. This made possible by the cutting out of sections of the solid parts and installing small electric lights over all interior parts of the machinery. It also shows completely the Cadillac's latest addition to their product, an automatic spark control, which advances the spark or retards it, as the engine requires, absolutely mechanically. This makes it possible for the ordinary man to get just the same good results from his car as the expert. The very height of power for the amount of gasoline consumed, and the utilization of all the power produced, enables the owner to save gasoline consumption.

The Storz Supply company has been taking an inventory of its business during the last week, and finds it to be far beyond its expectations. Mr. Storz is highly gratified by the way things have shaped themselves during the first year of the house's existence, and is fully expecting to make the coming year's work grow far beyond that of 1912. Mr. Storz is planning to attend the New York automobile show, where he will get a line on the supply exhibits, probably using some of their features for his own display in the local show.

J. M. Gaffney, manager of the local Rambler house, leaves for his home at Kanawha, Wis., also the home of the Rambler car, where he goes to spend the holidays and arrange with the factory for several large shipments of Cross Country. Mr. Gaffney will also get a good line on the show cars which he will use in Omaha for the February affair. The Rambler show cars have always been a feature of the Omaha show, and Mr. Gaffney is going to sustain this reputation.

A. C. Chase, with the United Motor Omaha company, severs his connection with the firm January 1. Mr. Chase is one of the oldest and best known salesmen connected with the trade, and has served the commercial interests of Omaha since 1882.

The Detroit roadster has just arrived at the T. G. Northwall company. It is a three-passenger car, mounted on the same chassis as the Detroit touring car, and sells for \$800 fully equipped. This model has a new deck arrangement behind the passenger seats, which is divided into two compartments, the lower one being large enough to accommodate two demountable rims, and the upper one a good sized suitcase and some small luggage.

S. C. McKee of the Inter-State Auto company has just returned from a trip through Iowa, up the Iowa side of the Missouri, through the central part of the state and then home on the Nebraska side. He reports the roads and prospects to be in the best possible condition.

One of the most ingenious machines yet developed by the automobile trade is at work in the trimming department of the Studebaker corporation. By an elaborate system of fingers this machine measures in square inches the area of the hides used in upholstery incidentally, it takes two large hides to furnish the leather work for each car.

Thirteen is Guy L. Smith's lucky number, and when the thirteenth falls on a Friday you had just as well hand him the order, for he surely gets it on that day. On Friday, December 13, Smith was on the job at 6:30 in the morning telling

his sales force what he expected for the day. Headed by Mr. Smith, the sales forces went into the fray on high speed and all records were shattered for a single day's business. The flying squadron turned in orders for one Hudson coupe, two six-cylinder Franklins, three six-cylinder Hudson touring cars and two Hudson 37 touring cars, total, seven cars.

J. A. Rose, driving a Ford, won from seven contestants in a hill-climbing contest at Asheville, N. C. recently. The hill up which the course lay is a 13 per cent grade. All cars were stripped and as light as possible. Three Buicks, two E-M-F's, a Chalmers, Hupmobile and Flanders were entered.

That the prospective change in administration will not affect the automobile business to any noticeable extent is the opinion of C. D. Aldrich, president of the Michigan Automobile company of 117 Farnam street. "We have nearly all our territory contracted and expect by the first of the year to have a representative in practically every one of our counties. The four forward speed transmission of the Mighty Michigan for 1913 has undoubtedly been a great help to us in interesting some of the most conservative dealers, they readily appreciating its great advantage."

Two beautiful Hudson 37 coupes have been delivered by Guy L. Smith within the last few days. A. L. Root placed his order first and demanded immediate delivery of the coupe that had been ordered for show purposes. Smith graciously complied. Dr. J. P. Lord was next in line, and by telegraphic communication with the factory Mr. Smith secured another coupe, the exact duplicate of the first one. The Hudson coupes has met with tremendous enthusiasm among those discriminating motorists who demand comfort combined with refinement and elegance.

The Nebraska Buick company Omaha Branch delivered during the week models 21 to John Anderson of Cornish, Ia.; W. G. Sibert of Dennison, Ia.; Charles F. Lewis of Fairbury, Neb., and George Menking of Seward, Neb. Lee Huff, manager of the branch, and H. E. Sidles, general manager at Lincoln, will leave for the Buick factory next week to arrange for the trainload shipment of 250 Buick cars to Omaha.

Fred Brodegaard, the Jeweler, has decided to purchase an Apperson Special 55 seven-passenger, which will arrive here sometime around the first of the year. Mr. Brodegaard, who weighs over 100 pounds, has had the sad misfortune of breaking seven rear axles on the last machine he owned, so he has decided to invest in a car that will hold up, even under such terrific pressure. The Apperson People delivered four cars during the last week, among which was a five-passenger six-cylinder machine for Hans Nebbe.

Peter Langon of Fairacres purchased a Lexington 40 of the E. R. Wilson Auto company last week. Mr. Wilson returned early in the week from the south, where he has been for the last two weeks on a combined business and pleasure trip. He reports a favorable outlook in the territory which he visited.

C. W. McDonald of the Marion Auto company, together with his wife, son, George, and daughter, Mrs. R. W. Bixby, leave Tuesday morning for Sioux Falls, where they will spend the holidays with another son who resides at that place. George L. Pingham of the Marion Auto company has come in off the road and will remain at home until after the first of the year.

The United Motor company delivered machines to the following last week: J. S. Minton of Kearney, a 30 Maxwell touring car; F. P. Schmidt of Madison, a 22 roadster and a 30 touring car; Bert Phillip of Weeping Water, a \$3,500 55 Columbia-Cavalier; Hurl McNab of Carroll, Ia., a 40 Maxwell; the Seward Auto company of Seward, Neb., a 40; the Fletcher Auto company of Tecumseh, a 39, and Swanson Bros. of Clay Center and Hastings, a 30 touring car.

Overland
1913

COMPLETELY EQUIPPED
\$985

- | | | | |
|----------------------------|---------------------------|-----------------------------|--------------------------|
| Self-Starter | Center Control | Remy Magneto | Clear Vision Wind |
| 30-Horsepower | 110-in. Wheel Base | Warner Speedometer | Shield |
| 5-Passenger Touring | Timkin Bearings | Mohair Top and Boot | All Bright Parts |
| Car | Prestolite Tank | Tires 32x3 1/2 O. D. | Nickel Plated |

Automobile values must be looked at from several different angles. You must consider not only the price, but what that price buys you. You must take into consideration the power, the strength, the beauty, the construction, the size, the appearance and the equipment of the car. You must judge a car by the material in it; the workmanship on it; the method employed to produce it; and, last, but not least, the facilities behind the production methods. Couple these facts with the price tag and you get the value.

Examine each one of these fundamentals in this Overland at \$985 and you find a car that is identical with the average \$1,200 car. Go further and you find high-grade construction and painstaking care in finish that equal the production methods employed in the making of any \$5,000 car you know of.

This car has the power of a \$1,200 car; it has the strength of a \$1,200 car; it has the size of a \$1,200 car; it has the seating capacity of a \$1,200 car; it has the wheel base of a \$1,200 car; it has the chassis construction of a \$1,200 car; it has the comfort of a \$1,200 car; it has the beauty and finish of a \$1,200 car.

Take the equipment item alone. It has a Warner speedometer—the best made; it has a fine mohair top and boot; it has a clear vision wind shield; it has a self-starter and a Prestolite tank—every practical accessory made for an automobile. And all for the one price—\$985. There are no "extras."

We want to put it up to you squarely. We want to submit to your own judgment the following simple inquiry: Why pay more than our price, for a car of this size, strength and power? When cars that are selling for \$1,200 give you no more practical value; give you no more power; no more comfort; no more ease; no more strength; no better looking car, why in the name of reason and economy should you pay the additional money?



Overland Model 69 T

Van Brunt Automobile Co.

DISTRIBUTORS
Council Bluffs, Iowa

OMAHA BRANCH
203 South 19th Street

In Buying a Pleasure Electric

The All-Important Thing Is Getting Good Tires

A few years ago, the selection of an electric pleasure car was extremely difficult. There were many things to consider.

Today it is an easy matter. For any electric is now a good investment. The all-important thing is to get the right kind of tires.

Remember this: the best pneumatic tires in the world are liable to puncture or blow out at any moment—demand constant repairs and seldom give over 3,000 miles' service.

On the other hand, solid rubber tires allow an electric to jolt and quickly ruin its mechanical parts. They also lessen greatly the occupant's comfort.

But there is a tire which combines the good points of pneumatic and solid tires, yet has no disadvantages. It's the **Motz Cushion Tire**.

A tire that after 4 years' test is used by most owners of electric and adopted by every leading maker of pleasure electric.

No user of Motz Cushion Tire was ever annoyed by punctures or blow-outs, or by damaging bumps or jolts.

These tires have no air in them, yet they ride as if air-inflated, except under excessive speed.

Pneumatic resiliency and easy-riding qualities have been duplicated by means of a great mechanical invention—by the creation of ingenious **double treads, slantwise bridges and undercut sides**.

Look at the picture. Note the double, notched treads (A in picture), which prevent skidding and distribute the weight to the sides. The sides are undercut (see B), which allows free action of slantwise bridges (see C). These bridges are elastic. They

The End of Burdensome Tire Expense

Motz Cushion Tires cost a little more than some tires, but note their economy. Practically no expense for tire repairs. No extra, emergency tire needed.

And instead of giving the average 3,000 miles' service, they give at least 10,000 miles. Each set, on pleasure electric cars, is **GUARANTEED** for 10,000 miles—two years.

Send for This Book

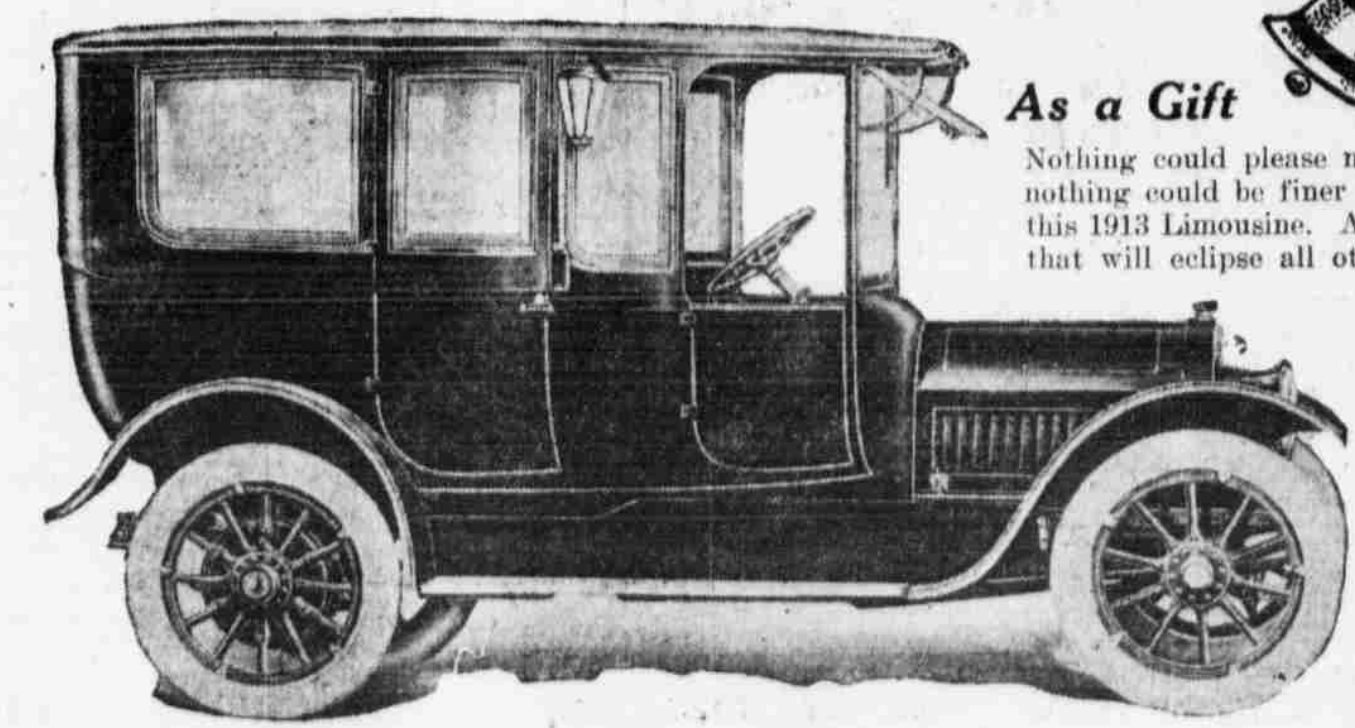
Motz Cushion Tires are easily applied to any standard clincher, universal quick-detachable or demountable rim.

If you are in the market for a new electric or for tires for your present electric, don't fail to read our latest **Tire Book**. It's ready for mailing and you may have a copy sent to your home or office simply by sending your name and address on a post card. Send specifications—name of car, model, size of rims, etc.

MOTZ Cushion Tires



The Motz Tire and Rubber Co. Factory and Executive Office AKRON, OHIO
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PHONE HARNEY 304 40TH AND FARNAM STS.



1913 CADILLAC LIMOUSINE

The World's Standard Enclosed Car

Compare the 1913 Cadillac Limousine with any other Limousine, no matter what price, and you will say, like others before you, "It is the finest car on four wheels." A perfect operating electric cranking device, thoroughly dependable at all times; electric lights and a Cadillac motor of fifty horsepower. Upholstered in the finest light gray wicker; the best French plate glass, not beveled; two comfortable revolving seats, neatly put aside without the aid of straps. The only car in the world that combines luxury, comfort, practicability and price.

We were fortunate in obtaining one of these cars. Because of the great demand for the 1913 Limousine in the east we have only been able to secure this one. It is now on display in our showrooms.

The Cadillac Company of Omaha
2054-56 FARNAM GEO. F. REIM, President PHONE DOUG. 4226



As a Gift
Nothing could please more; nothing could be finer than this 1913 Limousine. A gift that will eclipse all others.