

### Gossip Along the Automobile Row

L. J. Ollier, new sales manager of the Studebaker corporation, was in Omaha, accompanied by M. R. Hodgkins, assistant sales manager. They are completing a visit to all the Studebaker branches throughout the United States and Canada. Both men are former Nebraskans and a luncheon was held at the Commercial club in their honor. W. H. Tannhill of the local Studebaker sales force has resigned to accept a position in Detroit and J. W. Rasmussen has been appointed in his place.

John F. Bressler at Wayne, Neb., purchased a Detroit electric from the W. L. Huffman Automobile company last week.

The McIntyre Automobile company reports sales to Thomas R. Kimball, one of Omaha pioneer motor car dealers; Dr. A. S. Pinto, George Navele, R. J. Saterlee, Henry Foster and John D. Elmberg.

As an example of a day's sales at the Studebaker branch, Manager Keller submits the following: W. M. Barnett, Deadwood, S. D.; William Barnett, Rapid City, S. D.; Farmers' Supply company, Anita, Neb.; M. E. Bollenfield, Nelson, Neb.; C. H. Kelschman, Mene, S. D.; H. C. Sadler, Norfolk, Neb.; W. E. Harvey, Newman Grove, Neb.; J. Thelgen, Harvina, Neb.; C. E. Anderson, Oakland, Neb.; W. R. Rolston, Alma, Neb.; Denison Auto company, Denison, Ia.; Osburn Auto company, Osburn, Neb.

An official list of 3,375 automobiles registered in California, as compiled by the United Electric Vehicle company of Oakland, Cal., shows that of 1,522 electric pleasure cars and ninety-three electric trucks, there are 43 Detroit Electric pleasure cars and twenty-eight trucks. The next three closest competitors in the line of quantity sales range on pleasure cars, 197, 120 and 125, respectively; and on electric trucks, twenty-four, thirteen and twelve, respectively. This, in a way, verifies the claim of the W. L. Huffman Automobile company, local agents, that one out of every three electric sold in a Detroit.

W. L. Huffman visited the Hupmobile factory at Detroit, and the Chandler factory at Cleveland, last week, and spent Saturday at Indianapolis viewing the Indianapolis Speedway races. Mr. Huffman has not missed this big national automobile event any year since the Indianapolis Speedway has opened.

Motor Car Sales company sold Carnation cars this week to Oscar Lilla of Newman Grove, Neb.; W. J. O'Callaghan of Silver Creek, Neb.; H. G. Wilkinson of Beaver Crossing, Neb., and H. C. Gallet, Aberdeen, S. D.

Recent correspondence between T. A. Campbell, general manager of the Imperial Automobile company, Jackson, Mich., and some of the first buyers of cars, has led to some startling revelations regarding service rendered by that concern's product.

The first Imperial made, according to Mr. Campbell, was shipped to its buyer in 1908. Since that time, according to its owner, it has been in constant service and has 120,000 miles to its credit. At no time has the factory had to supply vital

parts. The repairs needed have been of a minor character. The car has toured almost every state in the west and been caught in floods and snowstorms. The owner declares that from all present indications his Imperial is good for double the mileage already covered. Another Imperial car, according to the factory authorities, has seen service within the Arctic circle. It was one of the first shipped to Humboldt, Saskatchewan, Canada. The owner took the car on a far north tour and entered the land of stencils and snow. Another Imperial, has made five trips from the Canadian border to the Mexican line. The owner made one of the trips in the dead of winter and experienced some thrilling drives through the storms and snows that held the great northwest in their grip.

The warm weather the past week has stimulated business in the automobile supplies, tires and tubes. Country merchants have found themselves caught short in both accessories and tires, and orders have been coming in heavier each day. Mr. Watson of the Western Automobile Supply company, has opened up many new accounts for Pennsylvania tires the past week, besides selling three welding outfits. Mr. E. A. Pagan of the Western Automobile company, had intended to attend the Indianapolis races, but owing to the rush of business, found it impossible to attend. Mr. McDonald of the South Platte territory has found business exceptionally good, crops in fine condition, and all dealers jubilant over the prospects of 1914.

Arthur J. Grien of Schuyler has written the Omaha Paige company that he has averaged twenty-two and six-tenths miles on one gallon of gasoline. Manager Burbank considers this a record to be proud of.

### Goodrich Pamphlets Describe Tire Cure

Everything that can happen to an automobile tire is vividly depicted by photographs and words in a series of pamphlets put out by the B. F. Goodrich company, Akron, O.

These pamphlets show the tire user what will happen to his tires if he persists in some forms of usage which are shown to be ruinous to the "show." The bad effects of under-inflation, excessive speeding (especially on truck tires), skidding because of locked brakes, faulty alignment, overloading and many other abuses are set forth in these pamphlets.

These little aids to tire care include a full line of information on truck tires as well as pneumatics, so that they are of value to the business man who uses motor trucks as well as to the driver of pleasure cars. The pamphlets are sent to all motorists who ask the Goodrich company for them, and sets of them also are in the hands of J. M. Dine, local manager for the Goodrich company.

"Motorists tell me they have learned a lot from these pamphlets and that the information and illustrations in half-tones of what happens to abused tires is of wonderful help in adding life to tires of all kinds," says Mr. Dine. "The pamphlets form one of the most popular series ever published and I am only too glad to let motorists have all they want of them."

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

### Corset Engineers Decide on Lines of Moline-Knight Cars

Milady of fashion may throw up her hands in horror, but just the same the up-to-date automobile manufacturer knows more about what's what in corsets than she does.

"Corset engineers form an important part of our technical staff," D. M. Beal local dealer of Knight cars, has been advised by his company.

According to Mr. Beal, the Moline-Knight company explains that corsets are as vital to the success of a new automobile as expert engineering.

"The knowledge of what is doing in the corset world means thousands of dollars in sale and profit to the Moline-Knight company."

"It determines to a great extent, the style of upholstery," he says. "If milady today is encouraged to adopt a luxurious lolling position the upholstery must be vastly different than if the style compels her to maintain a rigid upright position."

Because of that the Moline-Knight company is continually in touch with "corset engineers" in European centers of fashion who apprise them one year in advance, what corset styles are to be so that upholstery of new cars may be built to conform, so far as possible, with the coming vogue of corsets.

### JOHN E. ROBERTSON MOVES FROM FORD TO CARTERCAR

John E. Robertson, one of the star salesmen of the Ford Motor company's Omaha branch, has resigned his position to accept an offer from W. E. Foshier of the Cartercar Company of Nebraska. Mr. Robertson will take up his new duties Monday morning.

### Wingo May Jump

According to a St. Louis dispatch, Ivy Wingo, catcher of the St. Louis Cardinals, said that he was willing to jump to the Kansas City Federals if he gets his price, but that as far as he knew negotiations with President Madison of the Kansas City club were ended. Madison and Wingo failed to come to terms. Wingo said he was offered \$6,000 a year for three years, but that he demanded \$7,000 a year and a \$2,000 bonus.

### You can't beat Diamond Quality—buy Diamond Tires at these Prices

Three dominant reasons why you should ask for

## Diamond Squeegee Tires

Diamond Squeegee no-skid grip—clean, firm, immovable—defense against short mileage and long skids.

Diamond additional mileage—Diamond lower-cost mileage—assured by Diamond Quality and Diamond Prices.

Size	Squeegee Tread Price
30 x 3	\$12.65
30 x 3 1/2	17.00
32 x 3 1/2	18.10
33 x 4	25.25
34 x 4	26.05
34 x 4 1/2	35.00
35 x 4 1/2	36.05
36 x 4 1/2	37.10
37 x 5	44.45
38 x 5 1/2	57.30



Demand Diamond Tires

# Next Week We Must Sell

A LARGE STOCK OF USED AUTOMOBILES.

We have accumulated over \$50,000 worth of cars, nearly all makes, some 1914 models.

## Now Is the Time

We have decided to sell all of these cars without delay and without much regard for what they cost us.

## You Never Saw Such Bargains

or as fine a class of cars at the price.

Next week you can actually get \$2 worth of automobile for every dollar you spend. In order to make the quickest turnover that was ever made in this section on a group of well built second-hand automobiles we are going to make the prices sell this entire lot.

### We Also Have Several Electric Coupes, Slightly Used

These we will offer at prices that are ridiculous. You never had a chance to buy a good used electric at such prices as we will make.

Then tomorrow, Monday morning, the receiver for the Omaha Motor Car Company will turn over to us all the new Omaha "30" cars that have been in controversy since the Omaha Motor Car Company closed their business.

These cars are catalogued to sell at \$1,385 but on account of delay in getting them turned over to us we must move them quickly and bargain prices will be in order. Come early and pick up one of the best bargains you ever saw. This is a bona fide clean-up sale that will go on record as the biggest single movement of used cars and new bargains that Omaha has ever experienced.

## W. L. Huffman Automobile Co.,

1814 Farnam Street, Omaha, Neb.

MITCHELL, S. D. 124 South Main Street

SIoux FALLS, S. D. 222 S. Phillips Ave.

LINCOLN, NEB. 1128 "P" St.

SIoux CITY, IOWA 317-19 Fifth Ave.

# Moline 40 \$1550

Never before has a responsible maker ever offered a "Forty" at such a price

Owing to the great demand for the Moline-Knight we must utilize every square foot of our factory floor space immediately for our increased production.

For this reason we are compelled to offer the latest model five-passenger Moline M-40's which have always sold at \$1950 (electrically lighted, electrically started, 124-inch wheelbase) at the unheard-of price of \$1550—completely equipped.

You cannot afford to miss this wonderful value because it has never been equalled in the history of the automobile industry.

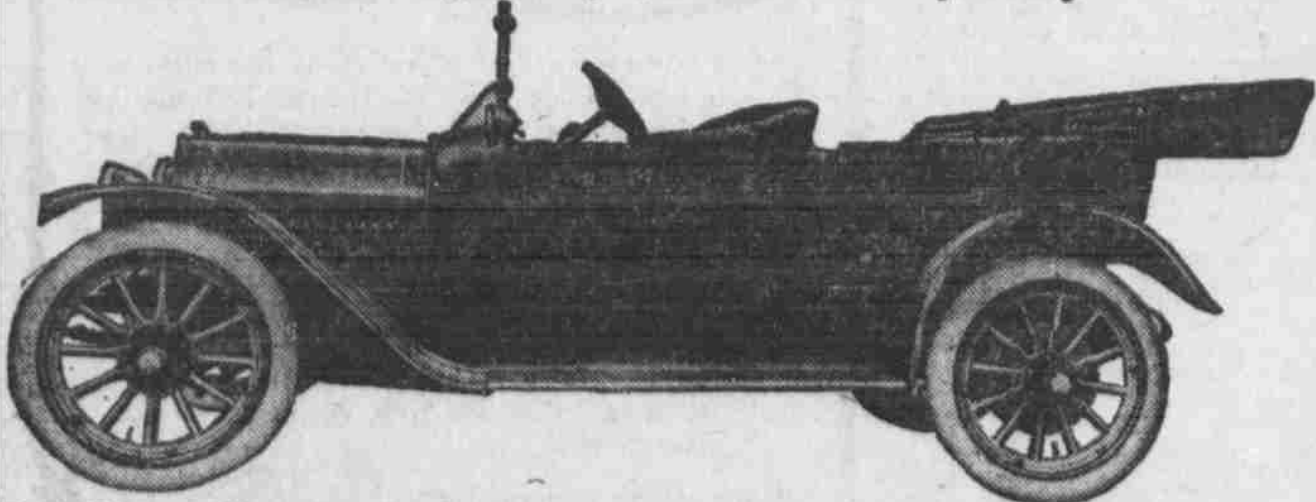
Here is what you get for your \$1550—a car that for three successive years won the Chicago Motor Club Trophy; perfect scores in grinding Glidden Tours, and innumerable other endurance contests from the

Atlantic to the Pacific. Few other cars have such an enviable endurance contest record.

In addition, this car is backed by the guarantee of a maker with eleven years successful motor car manufacturing experience, financially responsible, whose permanency is assured.

This luxurious, comfortable car is finished in a classy blue-black, hand-buffed leather upholstery with easy riding springs, long-stroke motor 4 1-8 x 6, 40 H. P. Cone leather-faced clutch with cork inserts, full floating rear axle, 36 x 4 inch Goodrich or Firestone tires, mohair top, rain vision windshield, gasoline gauge on dash, Stewart 60-mile speedometer, electrical indicator, Firestone demountable rims, with one rim extra and other standard equipment.

Regular demonstration—immediate delivery—while they last, \$1550—act quickly



Moline Automobile Company, East Moline, Ill.

Moline Automobile Company

Telephone Douglas 2935.

2421 Farnam Street

When in doubt as to matters pertaining to Automobiles consult the advertising and news columns of The Bee



## The Paige—and Public Demand

In Three Years, Paige Sales Have Increased From \$44,000 to more than \$1,250,000 a Month

These astounding figures are indisputable evidence of Paige supremacy in the medium price field.

They indicate an increasing demand for Paige cars that is without parallel in the middle division of the Automobile Industry. They affirm plainly and clearly that the Paige is a "preferred" investment with the motor buying public—the "first choice" of men who weigh motor car values.

As you turn these figures over in your mind, remember that increased sales can only come as a result of increased demand. The public does the buying—the public alone determines whether automobile sales shall increase or decrease.

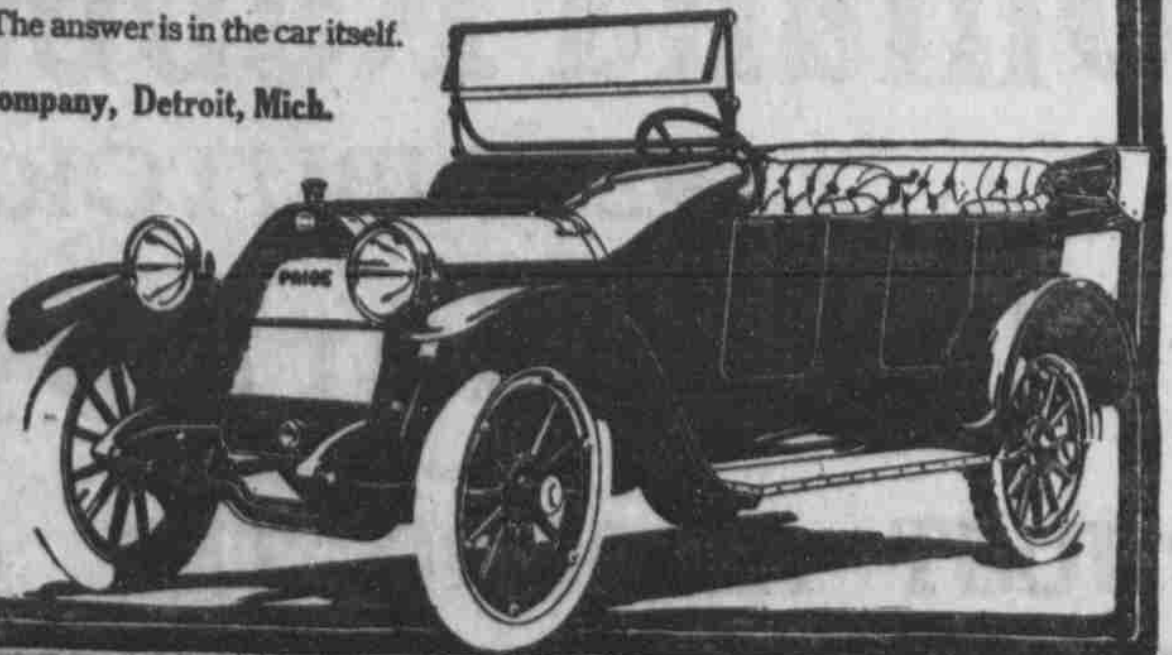
So—above all—these figures mean that the motor public has rendered an overwhelming verdict in favor of the Paige. In the most substantially convincing way—by an investment of over \$1,250,000 a month—Motor Car buyers have selected the Paige as the best value of the medium priced field.

With the facts before you—in the face of such sweeping evidence—can you afford to purchase any car until you have carefully investigated the Paige? Isn't it logical to assume that there is a tangible, practical reason back of this marked preference for one car.

See the Paige today. The answer is in the car itself.

Paige-Detroit Motor Car Company, Detroit, Mich.

Paige Co. of Nebraska 2417 Farnam St.



"36" Glenwood Model \$1275

Geny & Davis Large Unit electric system and complete equipment.

Model "25" 8075.