

FORD POPULAR IN NEBRASKA

One Ford for Every One Hundred Persons in This State.

PER CAPITA AVERAGE HIGH

More Fords Sold in Nebraska in Proportion to Population Than Any Other State in the Union.

Of the 500,000 and more Ford cars which have been produced, over one-half of them are in operation in this country.

"Neglecting these two states and taking the minimum figures in the other states mentioned there were 28,770 Ford cars registered on April 1 for the 1914 season in the United States.

"To get an idea of what this number means, a glance at the total registration of all makes of cars will be of assistance. On this same date, April 1, the 1914 registration of all the cars in the United States was 1,295,523.

That New York, which leads in the total number of cars, also takes first place as a Ford state. In this state there are 23,000 Fords in actual service.

which comes fourth in the list of car owners, is fifth as a Ford state, with Massachusetts sixth, and Nebraska seventh.

"If we consider the number of Ford cars in proportion to the population of the various states we find that these cars are more popular in Nebraska than they are anywhere else. The Department of Commerce at Washington has issued an estimate of the population of each state July 1, 1914, as based on the census bureau's figures of 1910.

Nebraska Leads All

"Nevertheless, based on these two dates, Nebraska has one Ford for every 100 people in the state; Iowa, which is second in the total number of Fords owned, also is second in the per capita Fordage, with one for every 108 people.

"When it is considered that there is an average of five people in each family the ratio shows up even better. For instance, in Nebraska every twentieth farm house would have a Ford in front of it if it were not for the fact that the latter probably is on the road taking the butter and eggs to town.

Autoists to See Horse Races and Autos on the Trip

It is now estimated that over 100 automobiles will be used to convey the lovers of auto racing to Sioux City for the races there on July 4 and for the stop for the horse races at Tekamah on July 3.

The secretary of the club, P. H. Dearmont, should be notified not later than Saturday noon by motorists who care to have rooms reserved. The Omaha party will occupy a full section of one of the grandstands, and a sign running from one end of the stand to the other will tell that it is occupied by Omaha people.

From every town in Nebraska between Omaha and Sioux City, letters have been received from officials stating that pilots will be supplied to direct the motorists in and out of town; also that the roads will be dragged and put in splendid condition for the run.

At Tekamah there will be horse racing on July 3, and the Omaha people have been invited to attend. With a view of giving the motorists a chance to view the "doins" at Tekamah, the original schedule for the run has been changed to the following, leaving Omaha 11 a. m., July 3:

Table with 2 columns: Location, Time. Lyons 4:40, Rosalie 5:20, Walthill 6:00, Wamsbago 6:30, Homer 7:00, Dakota City 7:40, Sioux City (arrive) 8:10.

Tire Sizes Decide Auto Prices, Says Lozier President

J. M. Gilbert, president of the Lozier Motor company and former general manager of the U. S. Tire company, is authority for the statement that in the last analysis, tire sizes determine the selling price of automobiles.

In explanation Mr. Gilbert, who ought to be an authority on both sides of the subject, says that, contrary to the general supposition, automobiles are designed from the ground up rather than from the motor down.

"The two most expensive units in a motor car are the motor and tires," affirms Mr. Gilbert. "And in the consideration of what the new car shall be, the maker cannot separate these two items—motor and tires.

"For the tires must sustain the maximum effort of the motor—so the strength of the tires must be equal to the maximum horse power of the motor.

"Then, too, the tires must support the maximum load of which the car is capable. "Now if you consider that, tires of larger diameter call for different gear ratios, and this in turn calls for larger motors, it is clear that the first thing a maker must decide on is the size of wheels and tires his new car shall have.

MULE VACATES FOR TRUCK

Army Mule is Sidetracked in Favor of Motor Vehicle.

TIRES STAND UP ON HARD TEST

Firestone Solid Tires Used on Trip from Los Angeles to San Diego and from There to Mexican Border Without Mishap.

The army mule, dear to the hearts of civil war veterans is no more. In place of the blatant protest of the long-eared equine comes the chug, chug of the motor truck.

necessary for Uncle Sam to send men and war supplies to the border, motor trucks were the means employed.

Out of Los Angeles, headed southward, was soon observed a five-ton motor truck, loaded to its capacity, and traveling under orders to make the trip in the best possible time.

This truck was detailed for duty between San Diego and Techate. The trip from Los Angeles to San Diego was anything but a pleasure drive, through the deep sand of the low places and across the stretches of rocky coast where the roads were little more than rough trails hewed out of the rocky surface.

found a grip somehow. In spite of all handicaps, the trip from Los Angeles to San Diego, a stretch of 188 miles, was made in thirteen hours. Some differences between this and the tedious, drawn-out overland trips in the days of the army mule.

Stopping for a short time only at San Diego, they proceeded eastward along the Mexican border. During the first three days of service, the truck covered over 400 miles.

KELLER RETURNS FROM STUDEBAKER FACTORY

Mr. Keller, Studebaker branch manager, returned this week from a trip to the factory. He states that the Studebaker factory is rushed to its full capacity in order to meet the orders that are pouring in.

PAIGE

One Year Ahead of Its Field

Each forward step in the automobile industry must logically mean more car for the money.

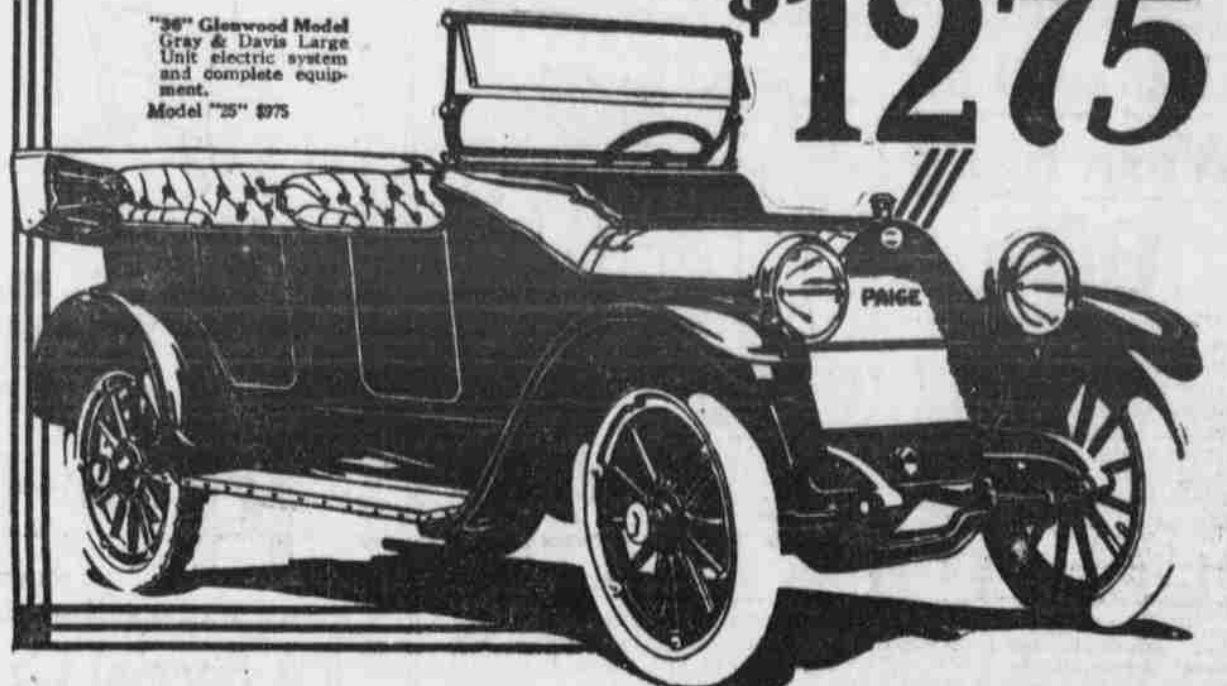
Compare the Paige today with any car in its "price class" and you will be convinced that it is a full twelve months ahead of its field.

Without hesitation, we claim that the Paige offers more for \$1275 than any other car in the world. This is a bold, sweeping statement. But the facts are at hand. The proof is yours for the asking.

Personal investigation and a demonstration will convince you. The Paige-Detroit Motor Car Company, Detroit, Mich.

Paige Co., 2417 Farnam St. Tel. Douglas 8058.

"36" Glenwood Model Gray & Davis Large Unit electric system and complete equipment. Model "35" \$975



\$1275

Overland \$950 Completely equipped

\$1075 With electric starter and generator Price, f. o. b. Toledo, Ohio.

Concerning the Intrinsic Price of the Overland and the Inflated Price of Some Other Cars

PROBABLY the most confusing problem every automobile buyer faces is the wholesale manner in which many automobile dealers seem to willingly cut prices.

In fact this evil has grown so bad of late that some explanation is necessary.

In the automobile business, the fault does not lay entirely with the dealer. It can be traced, directly, to the manufacturer. And here is how it is worked out:

Many manufacturers place a price on their car which is anywhere from 20% to 30% above its intrinsic value. Thus they figure they can give the dealer a high theoretical discount (which he cannot earn) as well as a high price (which he cannot get) so that he (the dealer) can juggle the price around to his heart's content, and, by offering his product at an apparently cut price can deceive the public into believing they are saving money.

This is a notorious snare and one of the oldest deceptions known to business.

For the advertised price was inflated from the start.

Right down in his heart the manufacturer knows that in order to meet competition the dealer must cut the advertised price. Thus the manufacturer thinks

that because the dealer can slightly cut this inflated price it will act as a great inducement to the buyer. The trick being, that because the dealer cuts the swollen price the buyer is supposed to be duped into believing he is getting a bargain—whereas exactly the opposite is true.

For instead of getting more for the money the buyer still gets less for more money.

The car—the price of which fluctuates at the will or whim of the dealer on the pretense or subterfuge of effecting a saving—is a good car NOT to buy.

Beware of the dealer who has a fluctuating scale of prices. He is a good man to stay away from. By necessity any car that he handles must have a fluctuating value and must have back of it a fluctuating service.

Can you go into John Wansmaker's in New York and attempt to strike a bargain?

Can you go into Marshall Field's in Chicago and start to haggle over the price of anything?

If you want a Big Ben clock, a Victrola, a Howard Watch, a Steinway Piano, a Gillette Safety Razor, or any one of a hundred other staple articles—haven't you got to pay the advertised price which is fixed at its source of manufacture?

So it is with the Overland car. The price is fixed at the factory. The price is made as low as it can be made. Value considered—none are lower.

The fact that the Overland price is maintained in spite of pretty keen competition is pretty good evidence of the stability of our dealers and the faith the public have in the Overland car itself.

Even the cut prices of other manufacturers are usually above our staple prices.

We have but one logical inducement to offer—the car itself at the advertised price—no more—no less.

The fact that we are shipping over 5000 cars a month—the fact that we are doing more business than any of those offering inflated car values—the fact that we do more business in one month than some manufacturers do in twelve months—proves that our policy must be fundamentally correct, and that the policy of some of the others must be fundamentally incorrect.

Careful comparison with other cars will show that a car of the Overland quality and mechanical efficiency offers much greater intrinsic value for less money than any other similar car in the world.

We say again—beware of the dealer who approaches you with a cut from his price. He is endeavoring to deceive you into thinking you are saving money.

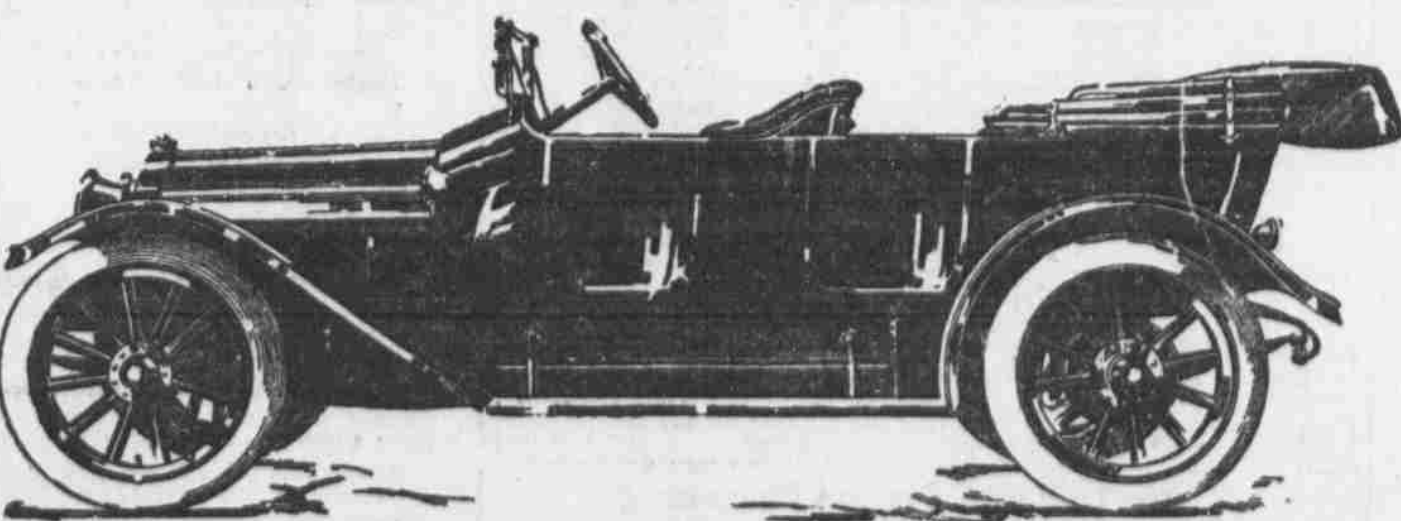
We want you to become acquainted with the Overland. Come in and see us. Thorough demonstration—any time—any place.

Phone Black 551 18-22 Fourth St., Council Bluffs, Ia. Van Brunt Automobile Co., Distributors

2040 Farnam St., Omaha, Neb. Phone Doug. 8207.

The Willys-Overland Company, Toledo, Ohio

Manufacturers of the famous Garford and Willys Utility Trucks and Overland Delivery Wagons. Full information on request.



Specifications:

Electric head, side, tail and dash lights Storage battery

35-horsepower motor 33 x 4 1/2 D. tires 114-inch wheelbase

Mahair top, curtains and boot High-grade speedometer

Clear-vision, rain vision, windshield Electric horn

"We Build Better Tires Than Goodyears"

That—in effect—is what makers say when they charge you higher prices. And 16 makers do that. They are asking for tires up to one-half more than present Goodyear prices. The inference is wrong. Those extra prices are all unjust. The verdict of users—as shown by sales—is that No-Rim-Cut tires are the best in the world. And in four ways they certainly are.



That Is Impossible

It is utterly impossible, so far as men know, to build a better tire than Goodyears, measured by cost per mile.

For years and years we've employed scores of experts to find out ways to better them. Their efforts have cost us \$100,000 per year. No-Rim-Cut tires mark the present-day limit, to the best of their belief.

How They Excel

No-Rim-Cut tires, in at least four ways, excel every other tire.

Our No-Rim-Cut feature—which we control—is found in these tires alone.

Our "On-Air" cure is employed by no other maker. This extra process costs us \$450,000 yearly, but it saves many times that in blow-outs.

Our rubber rivets—formed to combat tread separation—are a patent feature found in no other tire. Our All-Weather tread

—the greatest anti-skid—is an exclusive Goodyear feature. It is tough, double-thick and enduring. It is flat and smooth, yet it grasps wet roads in a resistless way with countless deep, sharp-edged grips.

What We Save

Our matchless output and modern equipment have immensely cut cost of production. They have cut our overhead cost 24 per cent, our labor cost 25 per cent. We have also cut our profits, until last year they averaged 6 1/2 per cent.

No-Rim-Cut tire prices dropped 28 per cent last year. They are half what they used to be. But never before was the quality so high as it is today.

Smaller makers can't compete on any high-grade tire. That's another reason for getting Goodyear tires. Almost any dealer will supply them.



THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

This Company has no connection whatever with any other rubber concern which uses the Goodyear name. Any Dealer can supply you Goodyear Tires. If the wanted size is not in stock he will telephone our Local Branch.

GOODYEAR Service Stations

Gasoline Company of Omaha, 2054 Farnam St. Carter Co. of Neb., 812 Farnam St. Down Town Garage, Howard St. Ford Supply Co., Farnam St. McIntyre Auto Co., 2303 Farnam St. Omaha Tire Repair, 2301 Farnam St. Paxton Garage, 2019-21 Farnam St.

G. F. Showalter, 2509 Leavenworth St. Skipton Motor Company, Council Bluffs, Iowa. Ed. Sorenson, Benson, Iowa. Spencer Auto Supply Co., Council Bluffs, Iowa. John Stubea, 2814 Leavenworth St. SOUTH OMAHA, NEB. Holmes & Atkins Co., 325-7-9 N. 24th St.