

CLASSY CAR SEEN IN OMAHA

Dr. Fitzgibbon Secures His New French Model.

EVERYTHING OF LATEST TYPE

Three Others Have Been Sold Since Dr. Fitzgibbon Secured His—Are for Both Summer and Winter Use.

The new Cadillac landaulet coupe has made its appearance in Omaha and the first one is now the property of Dr. Henry Fitzgibbon. The car is strictly French design and while Dr. Fitzgibbon was visiting in Paris this summer he took a fancy to the car and upon his return to Omaha purchased one from George Reim.

Since Dr. Fitzgibbon secured his, three others have been sold. They have been purchased by Dr. Condon, Joseph Baldrige and H. B. Waldon of Waterloo.

The body of the car, with the exception of the back quarter and top, is made of aluminum. It is a four passenger car with a small drop seat facing rearward.

The windows in the doors and body are of heavy plate glass and are seal-less. A knurled adjustment regulates the opening of the door windows, and locks them at any opening desired.

The windshield is of the clear vision type. The upper half is double, providing protection and clear vision when raining.

The car is of the two-season type in one. The back can be lowered, thus making a summer car of it, or it can be entirely enclosed for winter use.

All the lights are controlled by electricity.

At the present stage in the development of the motor car more or less attention is being paid to refinements that make the driving of a car simpler and safer.

The 1914 Cadillac has several improvements that illustrate this point. One is its automatic spark advance.

Without this device the driver must manipulate his spark lever according to his own best judgment of the engine's requirements. It is not alone a question of speed. Some times heavy going puts a drag on the engine that necessitates manipulation of the spark lever.

With the device this is frequently nothing more than good guessing. The Cadillac's automatic spark advance takes this task from the driver and makes the action positive, automatic, according to the engine's needs.

This is accomplished by a ring governor which automatically advances and retards the spark according to the demands of various loads and various speeds. It thus automatically prevents the injuries which are possible by too much advance or too much retard.

Six or Seven Passengers? Recognizing the fact that many owners are buying cars to a certain definite passenger capacity, Studebaker dealers are now displaying "sixes" of both six and seven-passenger body arrangement.

The six-passenger car is on the same 121-inch wheel base as the larger type of body.

Manufacturers of Pierce Arrow Cars Strive for Silence

There are two things automobile engineering departments are striving for—silence and its resultant high mechanical efficiency. Silence with durability is obtained only by the most careful designing and fitting of every piece of material.

The Pierce-Arrow Motor Car company has even gone so far to obtain absolute silence in their transmission as to build a soundproof house of glass on their transmission assembly floor for testing out all their transmissions.

After the different parts that go to make up the transmission case are ready for the car they have to pass this last test for silence. The conditions of this test are made to conform as nearly as possible to the actual conditions of a car on the road.

An electric motor takes the place of the regular motor and a rear axle working against pressure produces resistance equal to that of a car actually running on the road. If noise is found by this inspector in the glass house the transmission goes back for correction and continues to go back until it receives his O. K. for absolute silence.

Henderson Kerosene Car Makes a Record

The Union Oil company of California recently challenged Harry Moore, manager of the Henderson distributing house in San Francisco, to furnish a car equipped with Harroun carburetor for their engineers to test, using sealed cans of kerosene and distillate to be supplied by their company.

Chief Engineer Carlyle of the Union Oil company, in reporting the results of the test, made the following statement: "Henderson automobile, five-passenger, forty-horsepower, four-cylinder engine, 43 1/2-inch stroke. Average speed on trial nineteen miles per hour, level roads. Engine was never out of gear. No coasting was allowed at any time during the test. Fuel used was engine distillate and kerosene of the commercial stock of the Union Oil company of California. The test was made in the following manner: The feed pipe from tank to Harroun carburetor was disconnected. A one-gallon can of Union engine distillate was held by the writer connected by rubber hose to the carburetor. The actual mileage on one gallon was 19.2 Union kerosene, under the same conditions, showed 20.4 miles."

Jeffery Company Appoints Dealers

Announcement was made last week in Kenosha by the Thomas B. Jeffery company of the appointment of Gilbert M. Stratton as representative in Greater New York and vicinity for the new Jeffery line of pleasure cars.

Mr. Stratton has for eight years successfully sold Pope-Hartfords in New York and Brooklyn and will operate under the name of the Stratton Motor Car company.

It is reported that within the last three weeks, since the announcement of the new Jeffery line, 120 new dealers have been added to its selling organization. These include new and important connections in cities where branches were formerly located.

Regal Underslung Remains Upright After Road Mishap

A double accident near Detroit last week furnished a most convincing proof of the safety from turning turtle afforded by underslung construction.

A party of Detroiters were taking a pleasure drive the other evening in a Regal underslung touring car. The party was some two or three miles from the city and were just overhauling a car ahead, when around a turn in the road came another car headed toward them with headlights blazing. The driver of the car ahead, which was of overhanging build, became confused by the glare of the approaching lights, and drove into a seven-foot ditch at the roadside. The car toppled and rolled over, throwing the passengers to the ground, but fortunately injuring no one seriously.

The Regal was right behind the ditched car, and the driver, hearing the screams of the passengers ahead and expecting a collision, swerved to the side and also plunged into the ditch.

The underslung, however, remained upright during the descent and though the passengers were given a good shaking up, no one was thrown out. The only injury the car sustained was a broken wheel, which smashed against the opposite bank.

Lessons in Driving to Apperson Buyers

"It's a wonder to me," said Mr. J. H. DeJong of the Apperson Jack Rabbit Auto company, 1107 Farnam street, the other day, that more accidents do not result from high-powered motor cars in the hands of the novice.

"We are doing all we can to keep down the usual Sunday morning fatality list, but as we don't sell all the automobiles in this territory we can only do our little best with our own customers. Our plan, while it is to the best interests of our clients, is after all really a selfish one."

"The first thing we do when we sell a man a 'Jack Rabbit,' whether he is an experienced motorist or not, is to convey to him as diplomatically as possible the fact that everybody has something to learn about a new car—and we urge every buyer to take advantage of our offer to give three two-hour lessons on successive days with every car sold."

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

Safety First Policy Will Be Introduced By Goodrich Tires

"Safety first" is a phrase which the traveler sees painted on switchmen's houses, depots, yardmasters' offices and other buildings connected with the great railway systems. It is also emblazoned on pillars and posts, culverts and bridges. The "Safety first" idea is also carried into factory management.

It remained for the H. P. Goodrich company to see the value of adding "Safety first" to its service to the tire user.

"Motoring plays as great a part in the traffic and transportation system of this country as do the railways," said Mr. Ward of the local Goodrich branch. "We studied this matter seriously and concluded that, as the Goodrich company has always been the pioneer in every movement tending to better tire service and improve motoring, it was our duty to incorporate the 'safety first' idea into our policy."

"The Goodrich safety tread tire is one of the most conspicuous successes of the tire industry. It is so much more than a simple 'non-skid' tire that we regard it as symbolizing the 'safety first' idea. The thick, tough rubber fingers of the safety tread stop the skid before it starts, by always cleaning and gripping the roadway. But even a greater feature than this—and here comes the 'safety first'—the construction of the tire is such that it absorbs shocks and strains, and responds to the demands put upon it by the steering gear and the brake, either in ordinary use or in an emergency. It is an all-the-time 'safety first' proposition."

Peerless Truck Used For Many Purposes

An exceptionally wide and interesting variety of service is secured by the city of Boston from a three-ton Peerless truck which it has been operating for some time. In the winter the truck is equipped with a screw power hoist dumping body and used in garbage collection. In the summer the truck is equipped with a 300-gallon steel tank fitted with a rotary pressure pump and used interchangeably for sprinkling streets with water and oiling macadam roads.

It is the usual practice to use the truck for sprinkling and flushing the city streets on Sundays and on days when the macadam roads are not in fit condition for oiling. When it is in use as a sprinkler the truck travels twelve miles per hour and does the entire work on the routes formerly covered by three horse-drawn sprinkling carts.

DEMAND SIMPLE MACHINERY

Public Wants Cars with the Most Simplified Devices.

NOVEL DRIVES NOT WANTED

Packard Company Has Profited by Experience of Other Makers and is Putting Simple Car on the Market.

The public demand for simplified mechanical construction in automobiles is pointed out by Henry B. Joy, president of the Packard Motor Car company, in his annual report to the directors.

"Freak mechanical devices such as curious 'drives,' ingenious electrical 'controls,' unmechanical valve systems and abnormal devices to do everything, are less popular with the public," declared Mr. Joy. "The buyers of motor cars have been experimented with about as much as they will stand. Many manufacturers of prominence, who have expensively and recklessly tried novel devices in the hope of betterment, have begun to appreciate the very fair merit of the present day typical motor car. They begin to see that it is possibly a better service car as it is without added complications. The pressure from the public is strongly for simplification."

"Purchasers have become more discriminating. They no longer buy anything on wheels. Nearly every purchaser of a high class car today has had other motor vehicles and is seeking better ones due to past experience."

"By most extensive research and experimental work during past years the Packard company has learned many things not to do. We have also established many salient features which are incorporated as essentials in our present models. We believe that the Packard car, as it stands today, is as substantially as it will be produced five years hence or more."

Autos and Chauffeurs Multiply. The extreme to which automobiles have brought a new calling appears in the fact that there are approximately 6,000 chauffeurs in New York state. During the last eight months more than 120,000 automobiles have been registered in that state, a gain of 20,000 over the corresponding period in 1912. Receipts from registrations and from chauffeurs' licenses now reach a total of \$1,255,000, an amount equal to the aggregate receipts of 1910 and 1911. Turning to Pennsylvania, it appears that the number of licenses there has risen to 75,000, as against 55,000 issued in 1908. It is claimed that this makes that state rank fourth in the number of its automobile licenses, New York being first, California second, with over 50,000, and Ohio third, with 50,000.

See Want Ads Produce Results.



Specifications

- Electric head, side, tail and dash lights
- Storage battery
- 35 Horsepower motor
- 114-inch wheelbase
- Timken bearings
- Three-quarter floating rear axle
- 33 x 4 Q. D. tires
- Cowl dash
- Deeper upholstery

Specifications

- Brewster green body nickel and aluminum trimmings
- Mohair top, curtains and boot
- Clear-vision windshield
- Stewart speedometer
- Electric horns
- Flush U doors with concealed hinges

Completely Equipped f. o. b. Toledo
With electric starter and generator—\$1075

Awarded "First Position" at the World's Greatest Automobile Show

THE extraordinary supremacy of the 1914 Overland has been officially recognized by the American Motor Car Manufacturers' Association.

This organization has awarded the Willys-Overland Company the position of honor at the great National 1914 Automobile Show which opens in the Grand Central Palace, New York City on January 3d.

Do you know that the people of over 50 nations are wiring, writing and cabling to Toledo for Overlands?

Do you know that in response to their repeated requests and urgent demands we are shipping from 50 to 60 carloads a day—which means 200 automobiles every day in the week?

Do you know that the 1914 Overland is today the most sought after car of its type in the entire civilized world?

Even in Detroit, the automobile hub of the world, there are more Overlands being sold than any other car of this type.

The Overland has made, established and won for Toledo with its individual plants alone, the title of the second greatest automobile city in the world.

Detroit, alone, leads and yet the 1914 Overland is outselling, even in Detroit, every competing car.

The Overland factories average 50 shipments to the average maker's one. The Overland factories will build 50,000 cars for 1914. This is more cars than all the factories of France; three times as many as all the factories of Germany and far

more than the combined factories of Italy, Holland, Russia and Sweden.

Has it ever occurred to you that there must be some substantial reason for such unparalleled success? There is, and here it is.

No other factory in the world can build a car the equal of the 1914 Overland for less than \$1200.

Our price—\$950.

That's the reason and the answer.

Now here are the facts.

The 1914 value is increased but the 1914 price is decreased!

The motor is larger—but the price is lower.

The wheelbase is longer—but the price is shorter.

The tires are larger—but the price is lower.

The new car has electric lights throughout—even under the dash—but the price is lower.

It is magnificently finished in dark Brewster green, with running boards and wheels to match, trimmed in polished nickel and aluminum—but the price is lower.

Then there is a larger tonneau, a jeweled Stewart Speedometer—a larger steering wheel, and deeper upholstery—but the price is lower.

Here you have the world's record automobile value—at a record breaking price.

There is an Overland dealer near you. See him today.

Phone Black 351
18-22 Fourth St.,
Council Bluffs, Ia.

Van Brunt Automobile Co. DISTRIBUTORS

2010 Farnam St.,
Omaha, Neb.
Phone Doug. 8207.

The Willys-Overland Company, Toledo, Ohio



Manufacturers of the famous Garford and Willys-Utility Trucks. Full information on request.



Five Minutes Will Win You to All-Weather Treads

The treads are double-thick—
The rubber is extra tough—
The grips are deep and enduring—
The edges stay sharp—
They face the skidding direction—
The blocks meet at the base—
The surface is flat and smooth.

Here is a tread which runs as smoothly as plain treads. It is just as economical.

It gets rid of all features which made anti-skids costly, or made them cause vibration.

On dry roads it runs like a plain tread. To wet roads it gives an irresistible grip.

It is the tread for all wheels and all seasons. On Goodyear tires—the largest-selling tires in the world—it is outselling plain treads with users. In winter it is an essential.

Five minutes will show you that no other anti-skid begins to so meet the requirements.

Some are shallow, some soft, some irregular. Some have rounded grips.

Some have separate projections which center the strains at one point in the fabric. Some cause much vibration.

Here is a flat tread, broad, smooth and regular. Here are deep grips which last for thousands of miles. Here is rubber toughened by a secret process.

Here are sharp edges which stay sharp. And the edges face the skidding direction.

Here are blocks that widen out and meet at the base, so the strains are spread as with plain treads.

This is the latest of Goodyear inventions. It solves anti-skid problems as never before. It combines plain-tread economy with the safety of a most tenacious grip.

You are bound to adopt it. A five-minute comparison will make you a convert. Don't buy a tire for winter use without coming to see this tread.

Plus These Savings

All-Weather treads, if wanted, now come on No-Rim-Cut tires. And you get these features too:

- Tires that can't rim-cut—
- Tires that save blow-outs—
- Tires that save loose treads.

We control the No-Rim-Cut feature. The saving of blow-outs adds to our tire cost \$1,500 daily. No other maker adds this extra cost. Our way of preventing tread separation is patented, and we control the patent.

You get all these savings in No-Rim-Cut tires, and in no other tires in the world. As a result, these tires today are the largest-selling tires in the world. You are courting tire trouble, you are wasting tire money, so long as you go without them. Let us prove this to you.



GOOD YEAR

AKRON, OHIO

No-Rim-Cut Tires

With All-Weather Treads

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO
This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

Toronto, Canada London, England Mexico City, Mexico
Branches and Agencies in 103 Principal Cities DEALERS EVERYWHERE Write Us on Anything You Want in Rubber

OMAHA BRANCH 2212 FARNAM STREET
Phone Local Douglas 4190. Phone Long Distance Douglas 4191.

"The New 2-38"

\$3350 PACKARD \$3850