

### Automobile Notes

Secretary of State William J. Bryan purchased his second Studebaker car last week from the local branch and the machine will be delivered by Manager L. A. Keller to Secretary Bryan at his home in Lincoln this week. The car is a "35" six-passenger and the latest product of the Studebaker company. Secretary Bryan was so pleased with the first car he mailed his order to Mr. Keller for another of this year's model.

Charles Seviok purchased a Studebaker "25" roadster from the E. R. Wilson company last week. Dr. R. W. Bliss and William Zeltman each bought a touring car, and D. C. Jennings has placed his order with the company for one.

R. E. Northway, formerly owner of the Northway Motor company, has taken over the Ohio factory and is looking after the manufacture of these cars. P. B. Day, member of the firm of Grisinger & Day, local dealers in Ohio cars, has just returned from the factory, where he visited Mr. Northway. The latter is working on a new type of motor, which he expects to have perfected in the near future and is confident it will make a decided impression in automobile circles.

The McIntyre Automobile company received a carload shipment of Dart trucks last week. Orders have been placed with Manager McIntyre for this shipment and he has wired the factory to rush another carload. The trucks made their first appearance on the market this season and are taking well with the trade.

L. A. Keller, manager of the local branch of the Studebaker corporation, has received word of the appointment of his brother, E. E. Keller, to the position of manager of the vehicle branch of the company at Minneapolis.

Studebaker delivery wagons were delivered to the following: Sandin Automobile company, Marquette, Neb.; L. E. Ryan, Dunsmuir, Neb.; Holmes-Adkins company, South Omaha.

Models of the Ohio Speedster, which Johnnie Rainey, the racer, has made many records with and one time beat Bob Burnham in his mighty racing car, have been received by the local company handling the Ohio cars.

O. M. Norby of the Republic Rubber company made a brief call at the Powell Supply company last Wednesday. He has been making the round of the central western distributors and reports sales as most satisfactory.

Le Roy Wilson, credit manager of the Powell Supply company, made a weekend visit to his former home in Creston, Ia. He made the round trip by automobile.

J. H. Tamm of the Denison Auto company, Denison, Ia., called at the Powell Supply company's store last Thursday.

E. U. Graff, superintendent of schools, has been making quite a record for economy of upkeep on his car. While calling at the Powell Supply company last Wednesday he showed a Republic tire, which has gone 5,000 miles, and which, he said, he was confident would double that distance. Mr. Graff says he finds the machine indispensable in his work.

The "Blue Bird" Franklin that Guy L. Smith drives around town is attracting much attention. Aside from the beautiful blue color of the body and the gray kid upholstery, the hood has glass panels so that the working of the motor is constantly exposed to view.

Guy L. Smith has sold three of the new 1914 six-cylinder, Peerless touring cars. One of these was delivered last week, and the other two will be shipped from the factory within the next sixty days.

J. E. Barry, formerly with the Powell Supply company, has accepted a position with the Linsinger Implement company.

W. F. Reynolds, general sales manager of the Lippard-Stewart Motor Car company, spent last Wednesday in Omaha going over local truck conditions with Guy L. Smith. Guy L. Smith is distributor of the Lippard-Stewart commercial cars, and is planning a big campaign on this line.

Last week Guy L. Smith delivered three Hudson cars to the Platte Center Automobile company.

Frank Dahlstrom of Grand Island visited Omaha last Wednesday and drove home in a 1913 Hudson, torpedo phaeton, which was delivered to him by Guy L. Smith.

B. Jetter of the Jetter Brewing company, South Omaha, purchased a Hudson touring car from Guy L. Smith last week.

Last Sunday the Nebraska Buick Auto company of Lincoln transferred ten model "25" cars from their stock at Lincoln to the branch house at Omaha, overland. At 1 p. m. the procession of five white and five gray "25s" left the sales rooms at Lincoln, headed by H. E. Sidles, general manager. C. H. Shores, sales manager of the company, drove the second car in the procession, and the third car was in charge of Lee Huff, manager of the Omaha branch.

A carload of Studebaker "25" cars was received by the local company last week and delivered the same day.

Denise Barkalow has not only reopened his automobile sales room, electric garage, destroyed in the recent tornado, but has added tires, oils and supplies to his other lines. It is Mr. Barkalow's plan to carry only the highest grade products. He has arranged to put in Panhard oils and Republic tires, as well as a comprehensive stock of general accessories.

Lee Huff of the Nebraska Buick Auto company made a drive to Silver Creek, Genoa and Grand Island last week and delivered three cars.

H. E. Sidles and Charles Stuart of the

### HIS COMPANY SELLS THE MIDLAND CAR HERE.



J. A. FREMLAND.

Sound construction, durability and power, of course, come first in choosing a motor car. These factors settled the appearance, style and lines of the car come next. Then the intending buyer asks: "What do you give in the equipment?" The upholstery is scrutinized, the make of speedometer judged, all the points considered. Among the cars which are meeting with approval among discriminating buyers is the new 1913 Midland, not only because of its splendid construction and power, but because it is equipped with such standard features as every motorist of experience knows have been stamped with the mark of favor by motorists everywhere.

Lincoln branch of the Nebraska Buick Auto company went to the races at Indianapolis last week, and then to the Buick factory at Flint, Mich. Mr. Sidles is making arrangements to have a trainload of fifty freight cars of Buick automobiles shipped to Omaha, Lincoln and Sioux City. This makes the fourth trainload that this company has shipped into their territory within the last four months, and makes a total of 1,783 Buick cars that they have delivered this year.

Manager Deal of the Moline Automobile company made several deliveries in the territory last week.

Elmer Apperson, father of the first American gasoline automobile, will drive an Apperson "Jack Rabbit" touring car in the Pacific coast tour of the Indiana Manufacturers' association this summer. This announcement, made during the last week from the main offices of the Apperson Bros. Automobile company at Kokomo, Ind., was greeted with a great deal of enthusiasm, not only by motorists throughout Indiana, but also in all of the different centers where interest is being taken in this now famous tour of the Hoosier automobile builders.

Glenn W. Barden has been appointed secretary and treasurer of the Kelly-Springfield Motor Truck company, Springfield, O. Mr. Barden was formerly auditor of the Warren Motor Car company, Detroit.

F. E. Geary, special motor tire representative of the Firestone Tire and Rubber company, is spending a few days with the Omaha branch and is very much pleased to note that Firestone truck tires are giving the usual good service in this territory and that users are appreciating the benefit of the removable rim.

H. E. Fredrickson has purchased a six-cylinder four-passenger Chalmers car from the Stewart-Tooser Motor company. This car will be used for good roads work, and Mr. Fredrickson expects to leave in the next few days for the good roads convention in Wyoming and will spend the rest of the summer at his ranch near Florence, Wyo.

The Stewart-Tooser Motor company has delivered a Chalmers "30" roadster to Fred Mithuka of Columbus and a six-cylinder car to W. C. Wilson of Red Oak, Ia.

The McIntyre Automobile company made these sales last week: Oakland cars—H. G. Jackson, R. L. Reynolds, commission merchants, South Omaha; H. J. Scott, E. W. O'Banion, commission merchant, South Omaha; E. W. Barnes, Gerald Wharton of the Grove-Wharton Commission company. A Dart truck was purchased by the Omaha Mirror and Art Glass company.

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**Smashingly Popular**  
**Because of Their**  
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There are forty-three years of experience in rubber manufacturing in every Goodrich Tire.

Crude rubber has little resistance. It takes men of long, successful experience to know which of the best crude rubbers will grow rugged, tough and resistant when compounded.

It takes men of long, successful experience and of deep knowledge of their craft to know how to compound that rubber. Colloquially put, this is "putting the rub in rubber."

Rubber is the life of your tire.

The strips of fine, stout fabric—Sea Island cotton so wonderfully woven that it is as costly as silk—help form the backbone, but without the rubber the tire could not be made.

This fabric, rubber-impregnated, is built up with layers of pure rubber, into the backbone of the tire. The sides are reinforced with strips of rubber, making the body strong where the strain will come—eliminating the chance of rim trouble. The tire is finished with the thick, tough, Goodrich tread.

This is the specially compounded rubber which must meet the grinding, wearing, bumping, bruising contact with the road. And it does it.

All of this—backbone and tread, side-strips and bead—is converted into a one-piece tire in the Goodrich unit molding.

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In our unit molding the tread and body become one—a unit.

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If you were to study a cross section of a Goodrich Tire you could not detect a layer line or separation. It isn't there. Our unit molding has unified the whole tire.

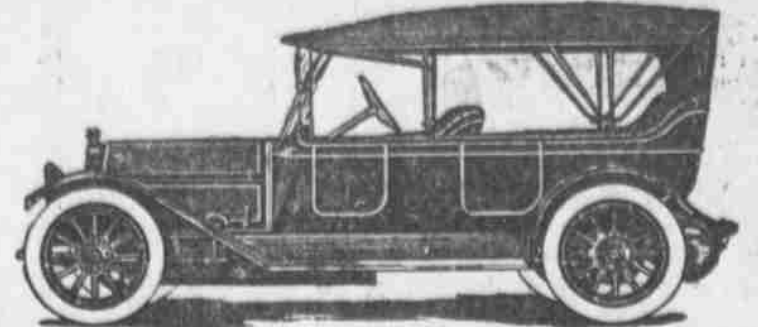
Your tire dealer will supply you with whatever style of Goodrich Tire is best for your needs—but they are all one kind and quality.

Write for our free folders which tell you how to get the most and best service from your tires by avoiding the common causes of injury.

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### Extra Mileage Without Extra Cost

A tire that can't rim-cut is worth to you more than a tire that does.

An oversize tire, with added air capacity, is worth more than a tire without it.

Yet No-Rim-Cut tires offer both these features without any extra price.

**Lower Prices**  
No-Rim-Cut tires used to cost one-fifth more than clinchers. Yet they became, at an extra price, the most popular tires in the world. Little by little, as our output increased, the price of these tires has been cut. Our last reduction was about 11 per cent. Now no standard tire of any type costs less than No-Rim-Cut tires.

partly deflated. This is the costliest tire trouble one has to contend with. No-Rim-Cut tires were never known to rim-cut. And these tires, as compared with clinchers, have one-tenth greater air capacity. That extra capacity, under average conditions, adds 25 per cent to the tire mileage. Now at no extra price you get tires that can't rim-cut, tires with this overcapacity. You get the tires which, in the best of times, have come to outsell any other. Is it not worth while to insist on them? Ask for the Good-year Tire Book—14th year edition. It tells all known ways to economize on tires.

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Compare these tires with hooked-base clincher tires. The clincher tire will rim-cut when wholly or



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Quality remains unchanged—features of safety, durability and economy unquestioned. Made in all types for standard rims by the Federal Rubber Manufacturing Co., Milwaukee.

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