IS WONDERFUL AUTO MARKET

United States Annually Absorbs Two Hundred Thousand Cars.

BUILDING FOR THE FUTURE Dick Stewart Says Manufacturers Are Turning Out Product that Will Hold the Customers

They Once Get. average production of perhaps 200,000 cars a year for a great many years to come If I did not believe this, I should want to get out of the automobile business at orice," said Dick Stewart, of the

Stewart-Tooser company. "But, like every other industry, the automobile business must continue as mobiles is not a game. It is a serious hair minutes.

"I believe that if the American market is not crowded there will never come a time of serious slump or famine try. in the motor car industry. Gradually the overproducers and the underbuilders

transportation will always survive.

Bullders of the Future. The question of who will build the thrashed out today. The solution is being found in economic conditions. In my opinion the manufacturer who is power to the Ford factory hullding most surely for the future as well as for the present is building up a GOOD SERVICE IS THE big plant in which to manufacture most all of the parts of his car. He is making automobile building a manufacturing proposition, which means that he is saving in the manufacturing cost wherever possible and putting those savings into better materials, better workmanship, more conveniences and finer equipment, Also, he is taking a small margin of profit, only enough to give him a just possible price.

"He is striving for big productionhim to take every advantage of the markets in which he buys his raw materials. But he is carefully holding his production down to his own retail market. He is being careful not to over produce.

"Looking over the cars which stand well in the public estimation today, you will find that the same cars were well regarded three, four or five years ago. The care which are built today must be giving service five or more years from now if they are to continue in public favor. The time has passed when the entire production of a factory can be sold each year to a new class of people. Service counts. The automobile is no possessor is more inclined to use it just as long as it will give good service.

"Which brings up the point that the motor cars which are to continue high in the public favor for a period of five or more years must be built by a company of such sound financial standing as to insure uninterrupted service throughout the life of the car.

"There never will be built any piece of machinery that will not require service from the manufacturer. People will have accidents, and, even without accidents, any piece of machinery which is used steadily over a long period of time will need a certain amount of replacement of parts. Therefore, a man who regards an automobile as necessity and who expects to secure uninterrupted service from it, must buy the product of a company which is permanent. He wants to feel assured that sudden failure or change of hustness principles will not suddenly depreciate his investment.

Is to a Buyer's Interest. "The best assurance of permanency the automobile industry is a big factory, a sufficient investment, a clean business record and plenty of capital. Certainly those companies which have invested \$5,000,000 and \$6.000,000 in their plants are not risking such vast sums in any precarious enterprise. A man's investment in his business may be regarded in one sense as a wager. I do not like to suggest a spirit of chance in connection with business, but it is true that the money a man invests in his business is a bet which he makes that his product is good, that it will give service to buyers, and that he will continue in that busines indefinitely. And certainly no man or group of men will wager the \$5,000,000 or \$6,000,000 which represent their entire fortunes unless they intend to do all that is possible to win the wager; in other words, to stay in business permaneatly and manufacture a product which shall make good with the individual

"For the manufacturer who is building up his business along these lines of permanency and high dollar for dollar value in his product, I believe the future holds unlimited promise. It only wants a complete understanding of the auto-mobile buying public to assure that the worthy manufacturers shall succeed. It seems to me that an appreciation of honest principles in automobile building should not be a hard thing for the public to understand and to appreciate, for certainly it is to the best interests of the individual buyer to secure a car which is honestly built and honestly marketed and which shall have, throughout its life, the backing of sound and responsible manufacturer. I believe the individual buyer cannot give too much attention to these points. believe it is equite as essential, if he expects to get service and if he regards his purchase of a car as an investment. that he study the company which builds that car, as it is to study the features of construction in the car itself.

"After all, the average driver of car is not particularly interested in the kind of cluich, the type of lubrication system, or the method of cooling the motor, so long as all of these functions are performed in such a way as to courseles the satisfactory operation our. What the owner WESTER

amoothness, reliability, comfort convenomething every buyer can see. Conenience and comfort are qualities he can test out without unusual effort. Endurance, smoothness and reliability are largely matters of reputation. He must accept the experience of other owners TELLS OF IOWA ROAD WORK of the same make of car. He must know the company and learn whether its Out on a Trip in the Interest of cars have in actual service during the past several years proved that they possess these qualities.

"Knowing these things, one may buy a car with perfect confidence that it is The United States is the most won- a good investment and that it will be a derful automobile market in the world- source of satisfaction and pleasure, not Motor Car company, has just completed a market which will take care of an for one season, but for four or five or even more seasons of continuous use."

ASSEMBLE COMPLETE CAR IN TWO AND ONE-HALF MINUTES

The rapidity with which cars are made in the plant of the Ford Motor company an economic manufacturing proposition. was shown recently when a gang asan economic manufacturing proposition. Was shown recently when a gang as-A few years ago, they used to speak of sembled a car complete and ran it off un-City and Davenport, for example, is one the 'automobile game.' Building auto- der its own power in just two and one-

> benefit of a picture concern, and the picture will be shown throughout the coun-

Under the manufacturing schedule now

current at the Pord plant a car is propilication of the law of the survival of onds, but, of course, a number of cars dred miles of the roadway, making use the fittest. The public will only endorse are being assembled at the same time. those cars which are manufactured by For the motion picture machine, howsound, conservative companies. And ever, the entire operation was gone those companies which receive the pub- through singly. A place was cleared on lic enforsement have an assured future. the assembling floor and the camera fomanency of the motor car. There is no frame was set up, the axies placed, the forks and crossroads was apparent. In tory by a corps of guides and were encars in some form as long as there are transmission connected up, the body makes touring most difficult for the mopeople to use them. Some day we may boilted in place, all accessories, including torist who has never been over the the Packard band. fly through air, but the very nature of lamps, horn, etc., fastened on properly, ground. As an example of what may be our lives and of our culture will make tank filled and the crank given a turn accomplished, attention was called to it necessary for us to spend most of our which started the motor as a driver took what is known as the time on the ground, and certainly the his seat. The car moved out to the load route" across lows. This trail through-

the Ford plant and the operator was for- has constant assurance that he is on the automobiles of the future, is being tunate enough to catch Mr. Ford person-right road. ally testing the big 5,000 horsepower gas engine which will soon be supplying ard "45" chassis with a special body de-

WATCHWORD OF THIS FIRM

The new management of the Western Automobile Supply company hardly need an introduction to the trade in this section of the country. Edward Pegau, president, and Leonard Kohn, secretary and treasurer, having traveled this territory for many years. This firm has undergone a complete change in its policy return on his investment, because he wants to market his car at the lowest city of Omaha the only trade that they solicit is the legitimate dealers, and no that is, production big enough to enable goods are shipped to anyone who does not carry a stock for resale. Their watchword is service and they have for a starter the Remy service station and are the only authorized house in this territory which is in a position to make exchanges or replacements on the Remy line. They do not buy or sell junk merchandise of any description, experiments of any kind, just a first-class, up-to-theminute line of accessories for motors and motorists. As stated before service a their policy-quick, dependable and courteous, at right prices.

Guideless Wonder Outdone. The guideless wonder pacing borse of county fair fame was outdone during a necessity of our civilization; and the grange, Tex., by a Studebaker "B" which on hand at all times. mament a thing becomes a necessity, its for the greater part of a day circled the sod course about the Studebaker exhibit awerve.

tence and good tooks. Good looks is FROM DETROIT TO OMAHA Auto Truck Tires May Be Changed in President Joy of Packard Motor Car Half an Hour Now Company Pays Omaha a Visit.

the Proposed Ocean-to-Ocean of any special machinery. Trail for the Antomobile Men.

H. B. Joy, president of the Packard a motoring trip from Detroit to Omaha and return in the interest of the oceanto-ocean highway project, with which he is identified. The tour was made for the purpose of obtaining a preliminary surey of the northern and southern routes cross Illinois and Iowa.

Both routes were thoroughly covered on this trip, which developed points in of the finest stretches of improved high-The operation was performed for the way to be found in the country. The northern route, however, is less hilly and

towns. Mr. Joy was particularly impressed by the fact that within a few hours after are being eliminated. It is a direct ap- duced in the Ford plant every forty sec- several days of rain in Iowa the farmers

effective method of improving a dirt road.

Need for Signboards. The crying need for legible signs markmost highly developed form of land ing platform in just two and one-half out its entire length is marked by wide white bands on the telegraph and tele-A number of pictures were taken around phone poles. The result is the motorist

The trip was made in Mr. Joy's Packsigned by himself for use as a camp car. It is fitted with an alcohol stove, electric lights, sleeping bags and a complete equipment which makes camp life a lux-

Mr. Joy was so impressed by the interest shown through the middle west in the plans for a transcontinental highway that he will start shortly in his car and extend his observations to the Pacific const.

The ocean-to-ocean highway project was launched by Carl G. Fisher of Indianapolis, who is responsible for the Indianapolis speedway. Motor Car company has pledged \$150,000 to the project and a number of other automobile companies have promised sup-

EMPIRE TIRES ARE TO BE HANDLED BY H. PELTON

The T. G. Northwall company, distributers for the Empire line of tires, have found it necessary, owing to the fact that they are located in the jobbing district, to make arrangements for an uptown sales department for this line of tires. They announce that Mr. H. Pelton, 2024 Farnam street, who represents the White touring car and truck in this territory, will act as their retail agent for this line longer simply a luxurious toy. It is a recent open-air automobile show in La- of tires, and will carry complete stock

The Empire line contains two exclusive articles. The Peerless inner-tube, with nobody at the wheel. Just to show which has for a number of years reprethat it was a bona fide demonstration of sented the very best in inner-tube conirreversible steering gear and easy con- struction. They have recently added to trol the car was turned around and ran their line a red casing, which by comsimilarly in the opposite direction, with- parison with the ordinary casing goes out showing the least inclination to into the same class as the Peerless innertube.

Any truck owner can now change his

truck service. company, said: "The quick removable the winning of his race.

truck tire was evolved. lished a standard for wheel and felloe national event.

band "To illustrate the almost revolutionary effect and value of the Firestone removtouches a greater number of good-sized able rim, it is necessary to recall the was of the kind that helped him to disadvantages and losses of the old time methods."

Visit Packard Factory.

Members of the Society of Automobile Engineers, in session at Detroit, on Tuesof the King drag. This is a simple and day visited the plant of the Packard Mo- going to make this little scoop of Firetor Car company. They were accompanied by the members of the British sion at a coming meeting. Society of Engineers, who are their e endorsement have an assured fattle. The eight men went to work. The ing the transcontinental highways at gineers were escorted through the fac- Mercer also rode the race on Firestones guests during the convention. The en- his tires as Spencer Wishart in his question but what we shall have motor motor installed, the wheel's attached, the many localities the scarcity of signs tertained at a juncheon in the factory dining room. A concert was given by Newspaper Advertising is the Road to

American Tires Take First Place in the Big Race

INDIANAPOLIS, Ind., June L-One of own tires in half an hour, often in even the biggest coups pulled off by one man, shorter time, and do it without the use demonstrating American strategy in automobile racing, is accredited to "Fire-The Firestone Tire and Rubber company stone Bill" Esterly, the Firestone facis offering a quick removable rim, which tory representative in Indianapolis, who makes this big economy possible. This was able to convince Jules Goux, pilot rim unquestionably removes the final of the winning Peugeot in the 500 mile obstacle to continuous and profitable race of the superiority of American made tires over foreign tires and thus secured R. L. Harpham, local manager of that from Goux a great deal of credit for

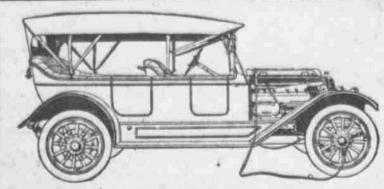
rim, as now proved practical, will do The placing of American made tires more to increase the use of motor-driven on the French car takes from the foreign rucks than anything since the practical built machine the exclusive glory of a foreign car winning the race and gives Working hand in hand with this rim is to American brains and labor a big the excellent work of the Society of Au- share of the credit, for tires were a tomobile Engineers, which has estab- real important factor in the big inter-

> Goux tried many tires during practice; but he hit on Fiestone. He looked them over thoroughly and his judgment get 37,000 American dollars.

> The question has now arisen as to whether or not American tires are really superior to foreign made tires and it to reported here in Indianapolis that the Society of Automobile Engineers is stone Bill's the subject of a long discus

Esterly was one-two in the race with

The Persistent and Judicious Use of Business Success.



The Motor Driven Tire Pump Is an Added Convenience of the Inter-State Six

As yet it is impossible for us to include on the Inter-State a pneumatic tire that will not

What we do is to use the best tires we can buy -fitted on demountable rims-

Then for your further convenience, we include an efficient, automatic, motor driven tire pump which sends clean air into your tires without worry and annoyance to you -

6 Cylinder—45 H.P.—132-Inch Wheel \$2750 Base—Electrically Started and Lighted

INTER-STATE AUTOMOBILE CO.,

Built by THE INTER-STATE AUTOMOBILE COMPANY, Muncle, Ind.

Pierce Arrow

Quality Cars

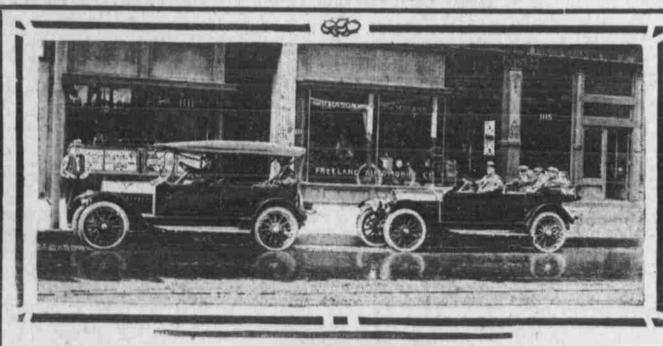
Chalmers

Stewart-Toozer Motor Co.

2044-46-48 Farnam Street



WE wish to announce to the motoring public that we now have on the way from Buffalo a 1914 7-passenger 48-B. Pierce-Arrow Car. Our new model cars have headlights on the fenders, thereby assuring a more compact light. All instruments on the dash are set in and long wind shield brace rods are done away with, and one must see this wonderful car, which will arrive June. 14th, in order to realize its beauty and refinement, as well as to know of its durability and satisfaction. This car will be on exhibition at our salesroom on the above date.

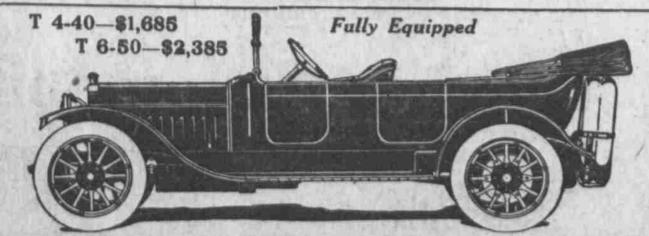


The Place

The Man



The Car



Features You're Told to Look For

There are things your motor-owning friends have pointed out to you as most essential in a car. Through their experience you know the facts. See if you don't find the most desirable features in the 1913 Midland.

The Midland is, first of all, a comfortable car. Perhaps your friends have told you how cramped their own cars were. You get an extra-wide, capacious rear seat in the Midland. There is more room than in any car of its class. So

even stout people can ride in comfort.

There is ample space in front for the driver.

The long 50-inch, three-quarter elliptic springs make smooth, easy riding. You know how bumpy short-springed cars are. The doors are wider than you usually find them. The upholstering is 11 inches deep. The center of gravity is low. So you sit in the car.

Left-Drive, Center Control

Your friends will tell you these are as imwith left-hand drive, passenegers riding in front descend on the curb. The driver is better able to meet and pass other cars. Center contral is now found on all high-grade cars. Besides its convenience, it keeps the running board clear of unsightly levers. Mark the striking beauty of the low, rakish Midland body.

Electric Starter and Lighting Simply anapping a button starts the car. An-

other button lights it. You've been told to demand this convenience. We use the Gray & Davis Sys-tem on the Midland. The tires are large size, economical—34x4 inches in the "40;" 36x4 1/2 inches in the "50."

Staunch Construction

We could tell you about the extremes we go to in building the Midland, about the care with which we choose our materials, about the tests

But all motor car builders make such claims. And we would be foolish if we did not put into this superb car the very best material and work-

manship that eight years of successful car build-ing have taught us must be used in a lasting car. So this you can depend upon. It is simply good business on our part to build the Midland as honestly, dependably, enduringly, as it can be

Now See the Car

We will be glad to have you try it out. Drive it up the steepest hills, through the heaviest sand, on rough roads or smooth. And we believe you'll say, "This is the car for me." There will be nothing but friendship between us if you don't.

Specifications Medel T 4-40-Five-Passenger

122-inch Wheel Base; T-Head Motor, Stroke 4½x 5 inches; Bosch Magneto; Gray & Davis Electric Starter and Lighting: Three-Point Suspension: Rayfield Carburetor; Circulation Splash Self-Contained Lubrication. Left-Hand Drive, Center Control; Selective Type Transmission, Three-Forward-Speeds and Reverse; Rear Axle Fuli Floating: Front Axle 1-Beam Drop Forged; Demountable Plims; Tires 34x4 inches; Springs, Front, Semi-Biliptic; Springs, Rear, 3-4 Elliptic, 50 inches; Metallie Body, Hand-Buffed Leather; Silk Mohair Top; Insert Electric Dash Lamps; Warner Auto-Meter, Fully aguipped.

Model T 6-50—Five-Passenger

Left-Hand Drive, Center Control; Bosch Magneto; 135½-Inch Wheel Base; T-Head Motor, 4x5-inch Stroke; Electric Starter and Lighting; Rayfield Carburetor; Circulation Splash Lubrication; Three-Forward-Speeds and Reverse; Full Floating Rear Axie; 2-4 Elliptic, 52-inch Rear Springs; Tires, 36x4½-inches; Body, Metallit, Hand-Buffed Leather; 11-inch Upholstering; 17 Coats; Silk Mohair Top; Insert Dash Lamps; Clear Vision Windshield; Warner Auto-Meter; Rear Double Tire-Irons; Full Set Tools.

Midland Instantaneous Service

National service stations are scattered throughout the country to aid Midland owners in case of necessity. New parts, adjustments, etc., obtainable in 12 hours time. Let us explain.

Dealers We offer a remarkable proposition. Lib-factory co-operation. And a wonderful car for the money. Write us today for agency arrangements.

T 6-50 \$2,385

FREELAND AUTOMOBILE CO.

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