

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.

The United States is the most wonderful automobile market in the world—a market which will take care of an average production of perhaps 200,000 cars a year for a great many years to come.

But, like every other industry, the automobile business must continue as an economic manufacturing proposition. A few years ago, they used to speak of the 'automobile game'.

Builders of the Future. The question of who will build the automobiles of the future, is being thrashed out today.

He is striving for big production—that is, production big enough to enable him to take every advantage of the markets in which he buys his raw materials.

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.

Is to a Buyer's Interest. The best assurance of permanency in the automobile industry is a big factory, a sufficient investment, a clean business record and plenty of capital.

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.

smoothness, reliability, comfort, convenience and good looks. Good looks is something every buyer can see.

ASSEMBLE COMPLETE CAR IN TWO AND ONE-HALF MINUTES

The rapidity with which cars are made in the plant of the Ford Motor company was shown recently when a gang assembled a car complete and ran it off under its own power in just two and one-half minutes.

Under the manufacturing schedule now current at the Ford plant a car is produced in two and one-half minutes.

GOOD SERVICE IS THE WATCHWORD OF THIS FIRM

The new management of the Western Automobile Supply company has just had an introduction to the trade in this section of the country.

Guidesless Wonder Outdone. The guidesless wonder pacing horse of country fair fame, was outdone during a recent open-air automobile show in Laguna, Tex.

FROM DETROIT TO OMAHA

President Joy of Packard Motor Car Company Pays Omaha a Visit.

TELLS OF IOWA ROAD WORK

Out on a Trip in the Interest of the Proposed Ocean-to-Ocean Trail for the Automobile Men.

H. B. Joy, president of the Packard Motor Car company, has just completed a motoring trip from Detroit to Omaha and return in the interest of the ocean-to-ocean highway project.

Both routes were thoroughly covered on this trip, which developed points in favor of each. The road between Iowa City and Davenport, for example, is one of the finest stretches of improved highway to be found in the country.

EMPIRE TIRES ARE TO BE HANDLED BY H. PELTON

The T. G. Northwell company, distributors 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.

Auto Truck Tires

May Be Changed in Half an Hour Now

Any truck owner can now change his own tires in half an hour, often in even shorter time, and do it without the use of any special machinery.

The Firestone Tire and Rubber company is offering a quick removable rim, which makes this big economy possible.

Working hand in hand with this rim is the excellent work of the Society of Automobile Engineers, which has established a standard for wheel and felloe band.

To illustrate the almost revolutionary effect and value of the Firestone removable rim, it is necessary to recall the disadvantages and losses of the old time methods.

Visit Packard Factory. Members of the Society of Automobile Engineers, in session at Detroit, on Tuesday visited the plant of the Packard Motor Car company.

American Tires

Take First Place in the Big Race

INDIANAPOLIS, Ind., June 7.—One of the biggest coups pulled off by one man, demonstrating American strategy in automobile racing, is accredited to "Firestone Bill" Esterly, the Firestone factory representative in Indianapolis, who was able to convince Jules Goux, pilot of the winning Peugeot in the 500 mile race of the superiority of American made tires over foreign tires and thus secured from Goux a great deal of credit for the winning of his race.

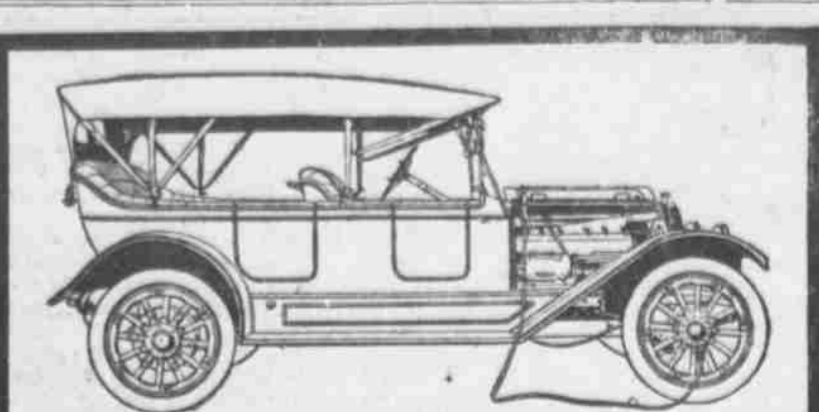
The placing of American made tires on the French car takes from the foreign built machine the exclusive glory of a foreign car winning the race and gives to American brains and labor a big share of the credit, for tires were a real important factor in the big international event.

Goux tried many tires during practice; but he hit on Firestone. He looked them over thoroughly and his judgment was of the kind that helped him to 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 is reported here in Indianapolis that the Society of Automobile Engineers is going to make this little scoop of Firestone Bill's the subject of a long discussion at a coming meeting.

Esterly was one-two in the race with his tires as Spencer Wishart in his Mercer also rode the race on Firestones.

The Persistent and Judicious Use of Newspaper Advertising is the Road to 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 puncture—

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 Base—Electrically Started and Lighted \$2750

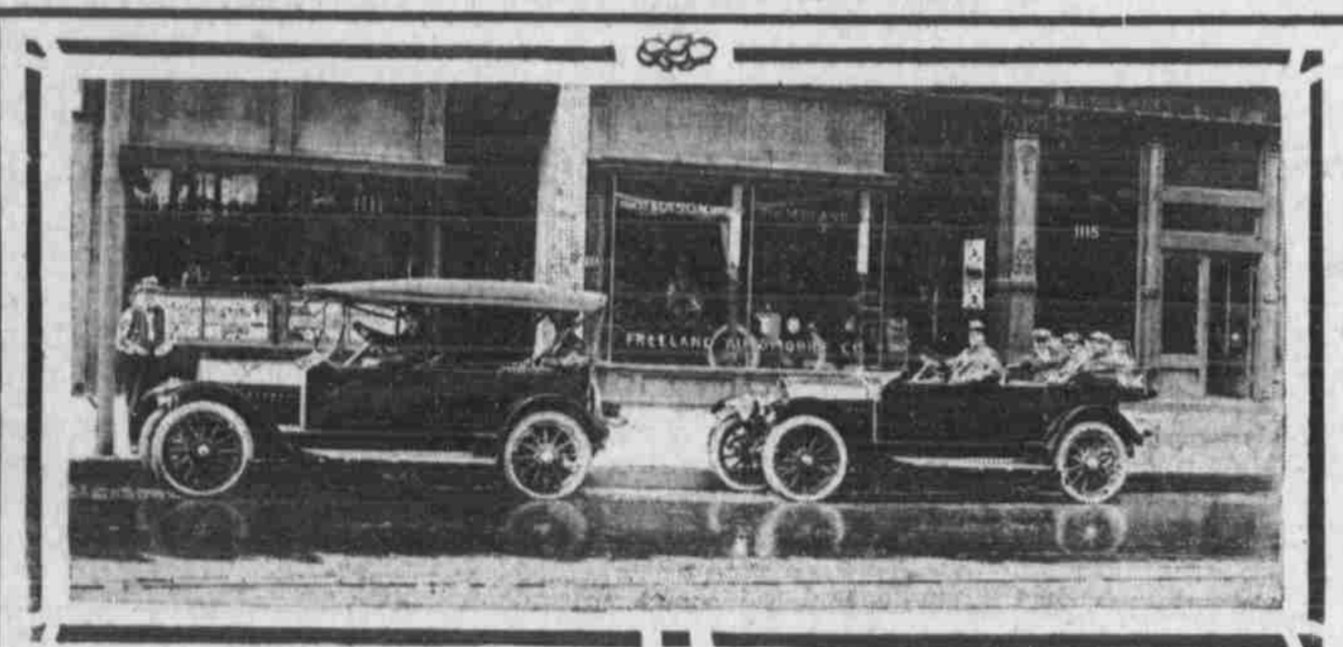
INTER-STATE AUTOMOBILE CO. 312 South 18th Street, Omaha, Nebraska. Built by THE INTER-STATE AUTOMOBILE COMPANY, Muncie, Ind.

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.



The Place The Man The Car J.A. FREELAND

T 4-40—\$1,685 Fully Equipped T 6-50—\$2,385

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.

The Midland is, first of all, a comfortable car. Perhaps your friends have told you how cramped their own cars were.

Left-Drive, Center Control Your friends will tell you these are as important now as fore-doors were two years ago.

Electric Starter and Lighting Simply snapping a button starts the car. Another button lights it.

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 we make.

T 4-40 \$1,685 MIDLAND T 6-50 \$2,385 FREELAND AUTOMOBILE CO. Phone Douglas 2252 1113 FARNAM ST.

manship that eight years of successful car building have taught us must be used in a lasting car.

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."

Specifications

Model T 4-40—Five-Passenger 122-inch Wheel Base; T-Head Motor, Stroke 4 1/2 x 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 Full Floating; Front Axle I-Beam Drop Forged; Demountable Rims; Tires 34x4 inches; Springs, Front Semi-Elliptic; Springs, Rear 3-4 Elliptic, 50 inches; Metallic Body, Hand-Buffered Leather; Silk Mohair Top; Insert Electric Dash Lamps; Warner Auto-Meter, Fully Equipped.

Model T 6-50—Five-Passenger Left-Hand Drive, Center Control; Bosch Magneto; 132 1/2-inch Wheel Base; T-Head Motor, 4 1/2-inch Stroke, Electric Starter and Lighting; Rayfield Carburetor; Circulation Splash Lubrication; Three-Forward-Speeds and Reverse; Full Floating Rear Axle; 3-4 Elliptic, 52-inch Rear Springs; Tires, 36x4 1/2 inches; Body, Metallic; Hand-Buffered 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 all Midland owners in case of necessity. New parts, adjustments, etc., obtainable in 12 hours' time. Let us explain. We offer a remarkable proposition. Liberal advertising campaign. Splendid factory co-operation. And a wonderful car for the money. Write us today for agency arrangements.