

Ideal Starter is Developed from Most Simple Idea

It is not strange that the ideal self-starter grew out of a simple thing. The layman may inquire as to whether the ideal self-starter has been discovered. For many years a \$16,000,000 corporation has been manufacturing generators to be attached to the axes of railroad cars for lighting dining cars, Pullman cars, and electric street cars. That was the birth of the idea.

\$15 TO \$40 PER WEEK PAID

Competent Auto Men—Chauffeurs—Repair Men

We Teach You How to Secure Good Positions and Salaries.

Our school has had 5 years of successes and our pupils are holding the best positions. Free information sent upon application, giving our practical instruction plans. Write for it today. Reference, Colorado St. and Sav. Bank, Denver.

Denver Automobile School
704 BROADWAY, DENVER, COLO.

In the Cross Country gasoline and electric motor, the commonly used electric motor generator has simply been combined with the forty-two-horsepower, four cylinder perfected cross country engine.

The usual cast iron fly wheel of the old engine if off. Parts forming the electric motor generator take the place of the fly wheel. The only wearing parts, other than those of all gasoline engines, are the motor generator brushes, which are six times the necessary size—ample for three years of car mileage.

With it there is no need for a separate starting device. To start, you merely need to press a button. Press another, the lamps are lighted, but the instant

you press the starting button the electric motor starts. As the gasoline engine is an integral part it also is turning at the rate of 200 revolutions per minute.

The regulator automatically makes uniform the rate of charging the battery at any engine speed. When the battery is fully charged this regulator limits the current flow to the battery to such amount as is being actually used.

This regulator controls the entire operation of the motor generator. If the battery is full, it automatically stops more current from passing to it. If the battery is full, but say nine amperes are being taken from it for lighting purposes, the regulator automatically adjusts the current which passes to the battery to nine amperes.

Goodyear Tires for Jintikishas.
The Goodyear company recently shipped to the far east a large quantity of spe-

cially built rubber tires for use on Jintikishas.

"The foreign sales of the Goodyear Tire and Rubber company are approaching immense proportions," says W. D. Shultz, manager of the salesmen's department of the Goodyear Tire and Rubber company, Akron, O. "In a short time I believe Goodyear tires will occupy the same position on other continents that they do in America."

Auto Plant an Educator.
"A two-hour trip through a big automobile factory is of more practical benefit to a high school student than a half a dozen class room lectures," declared Prof. J. L. Holtzclaw, a widely known preparatory school educator, of the Case Technical High school of Detroit, after he had piloted a class of twenty-five "high rank" students through the Chalmers plant one day last week.

E. A. PEGAU, Pres. L. C. KOHN, Sec'y and Treas.

Western Automobile Supply Co.

Everything for Motors and Motorists. The Only Authorized Remy Service Station in This Territory.

Complete Stock Courteous Treatment
PROMPT-DEPENDABLE SERVICE IN ALL LINES
RIGHT PRICES
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Along the Gossip Automobile Row

Ray Nye of the Nye-Schnelder-Fowler company of Fremont purchased a Packard touring car fully equipped from the Orr Motor company last week.

Salesmanager Cullen of the McIntyre Automobile company drove an Oakland car overland, to Northboro, Ia., last week.

E. Riggs of the Omaha Optical company bought a Packard from the Orr Motor company last week. The car is equipped with electric lights, self-starter and all the modern automobile appliances.

C. E. Smiley, sales manager for Superior tires, visited his western distributors, the Powell Supply company, last Thursday. He said his company had been obliged to cut off six jobbers during the last two months because of the demand for Superior stock.

The Drummond Motor company is swamped with repair work. The repair department is busy day and night taking care of the many orders.

Clarke G. Powell of the Powell Supply company says he lost most of his hair through working too hard to look after the large supply business he has worked up here. There is no dispute over the fact he is bald. Now that the golf season has arrived his top has turned from a shiny white to a deep tan color and is no longer mistaken for a billiard ball.

Sales Manager Tom Bromwell of the Carters company has been busy the last few weeks taking care of the country trade. He has made many deliveries in the territory and is daily sending in rush orders.

Milo Cass, general sales manager of the National Rubber company, visited Clarke G. Powell of the Powell Supply company last week, preparatory to a big sales campaign Powell now has under way.

Manager T. N. Graves of the Goodyear Tire and Rubber company has found it necessary to hire additional help to take care of the many orders his salesmen are getting in the territory.

George Reim is in a happy mood. The cause of his hilarity is due to the arrival of three carloads of Cadillac cars last week, which are being distributed by his sales force.

W. R. Bixby of the Powell Supply company made a flying automobile trip to Lake View, Ia., and return last Tuesday. He found the roads in fine condition and picked up a nice bunch of orders.

"Federal tires are on the run this season," says Arthur Store of the Stors Supply company. "And they never get tired, either," he stated, meaning they never suffered from too much wear.

Between hustling shipments of cars from the factory and looking after their distribution to the trade E. R. Wilson of the Wilson Automobile company, retail dealers in Studebaker cars, finds little time to eat or sleep.

Manager Beal of the Moline Automobile company visited the western territory last week and sold a few cars along the route.

A. K. Chalmers of the Powell Supply company made a special trip to Clarinda, Ia., last Thursday. He sold a big order to John H. Joy, who has just opened a garage and supply house there.

Marmon and Marlon cars are still favorites with the country trade, according to Manager McDonald of the local company. Several deliveries were made last week.

The demand for motorcycle supplies has grown much during the present season.

according to M. P. O'Connor of the Powell Supply company.

Manager Corkhill of the Cole Motor company drove a Cole car overland last week to Clarinda, Ia.

Guy L. Smith received a gray Hudson "34" torpedo last week and put it on his floor. This car attracted a great deal of attention and remained on the floor only about two hours, when it was purchased by a man who recognized its unusual beauty.

Guy L. Smith is showing a beautiful seven-passenger six-cylinder Franklin. His car is finished in a rich green color with all trimmings nickel plated.

John E. Peterson of Perisla, Ia., purchased a 1913 Hudson touring car from Guy L. Smith last week. Mr. Peterson drove this car home.

The Stewart-Tooser Motor company sold Chalmers "36" cars to Robert Scott of North Bend and S. P. Martin of Blair.

The Stewart-Tooser Motor company sold a Chalmers "36" to M. A. Gredler of Beatrice; a six-cylinder seven-passenger Chalmers to W. H. Wooster of Fremont, Neb.; a six-cylinder four-passenger to L. B. McClaran of North Bend, Neb.

The Stewart-Tooser Motor company has just received advice from the Pierce-Arrow Motor Car company of Buffalo that they will ship a "48-B" Pierce of the 1914 model, seven-passenger, in a day or two. This is the first of the 1914 models to arrive and will be noticeable by the headlights being on the front fenders instead of the side of the radiator. This car will be brewster green in color and from all reports will surpass any car in beauty that the Pierce people have ever produced.

The Stewart-Tooser Motor company has just sold G. W. Meegath a Pierce-Arrow vestibule car to be delivered October 1. This car will be a coach painted blue with nickel trimmings and the furnishings of the car will be of blue goatskin and whipcord. Pierce-Arrow "48-B" to E. A. Wickham of Council Bluffs, Ia. This car will be coach painter's blue and will arrive in Omaha about July 10.

ENGLISHMAN MARVELS AT THE CADILLAC PLANT

Recently when George Reim of the Cadillac company of Omaha was in Detroit the American Society of Automobile Engineers was holding a convention there, and during the course of his stay Mr. Reim met a prominent English automobile engineer who during the conversation said of the Cadillac plant: "It is truly a revelation. I have seen many interesting things in this great automobile city. I have seen quantity production that is a marvel to behold. I have also seen quality production, but the combination of quality, the wonderful automatic machines that are all but human, the marvelous accuracy in workmanship which is everywhere in evidence, down to the cutting of threads on bolts and screws, is an inspiration. I count this as one of the most enlightening experiences of my life."

GOODYEAR BUYS A COTTON FACTORY IN CONNECTICUT

"The latest step in the growth of the Goodyear Tire and Rubber company," says C. W. Seiberling, vice president of the company, "is the purchase of a large tract of ground in the heart of the cotton district known as Williamsville, in the township of Killingly, situated in the extreme northeast corner of the state of Connecticut.

"On the property is a large cotton mill, four stories high and 400 feet long, where will be made a large part of the tire fabrics, hose and belting ducks so extensively used by the company. There are also on the property houses to care for 30 employees, a church, a school house, a farm to be operated by the company for the benefit of the employees, a store, a large boarding house and an assembly hall, together with Lake Alexandria, the water supply for the country, and the Williamsville Water company.

"The cotton factory will be equipped

with the most modern machinery and will be run steadily at a uniform output on fabric for the exclusive use of the Goodyear Tire and Rubber company, thereby insuring maximum efficiency in production and entire elimination of selling expense."

MRS. BORDEN IS GIVEN CAR BY MEMBERS OF PARLIAMENT

In recognition of this fact, the conservative members of the Canadian Parliament decided a short time ago to present to Mrs. Borden some token of their esteem and appreciation. Knowing her enthusiasm for outdoor recreation, they decided that no more profitable gift could be made than an electric brougham.

The committee in charge studied carefully the leading makes of electric cars displayed in Ottawa, and after a thorough investigation selected the Ohio Electric as being in every respect the most suitable car for a lady in Mrs. Borden's high position.

The presentation speech was made by Clarence Jamieson, M. P., who remarked feelingly upon the high appreciation held by himself and his conferees for Mrs. Borden's qualities, both as a hostess and as a real helpmeet to her distinguished husband.

DOTY & HATHAWAY HAVE RECORD WEEK FOR SALES

L. E. Doty of Doty & Hathaway, report a very large increase in business on the Red, Little "W" and Little "T" for the first week of this month, having made a great many new contracts with dealers throughout their territory, especially in the western part of this state, where these cars have created a demand for themselves.

They report the following deliveries: Three Reos to E. S. Wily, Hemingford; one to V. C. Redding, Minatare; one to Lovini & Son, Sidney; one to F. H. Bahr, Broken Bow; one to John Nelson, Atkinson; one to Newman Grove Auto company, Newman Grove; one to F. J. Parker, Genoa; one to C. C. Stahl, West Point; two to John Monick, Fremont; one to F. H. Frabin, Fort Calhoun; two to H. A. Hirschberger, Seward; one to Wahoo Auto company, Wahoo; one to J. H. Mason, Clarinda, Ia.; one to Mrs. H. M. McClannahan, Omaha; one to G. W. Barber, Omaha; one Little "Six" to Dr. H. Elrod, Omaha; one Little "Six" to Dr. H. Peterson, Farwell; three Little "Fours" to B. S. Wells, Merna; one Little "Four" to L. Marshall, Cozad.

SELLS CUSTOMER CAR AFTER MAKING FIVE-MINUTE TALK

There have been many discussions of record sales of automobiles, salesmen from all over the country citing instances of how in a remarkably short time they have convinced prospective purchasers of the merits of the cars they represented. While some really high-speed action has been developed in the convincing process, Walter S. Levey, a salesman in the San Francisco headquarters of J. W. Leavitt & Co., Pacific Coast Overland distributors, seems to have carried off all honors so far recorded. Mr. Levey sold an Overland car not long ago in just five minutes from the time the customer entered the salesroom.

AUTOMOBILE IS SOLVING TRANSPORTATION PROBLEM

"When I drove into Coon Rapids last Friday night, I found eleven other salesmen putting up their machines," said Guy J. Hipwell of the Powell Supply company's sales force. "The incident goes to show the influence the automobile is having on the transportation problem. Some of the railroad companies are justifying the cutting down of their passenger train service by citing the great number of people who are now going from point to point in automobiles."



A Thousand Dollars Under Competing Cars

HUNDREDS of purchasers of the new "LIGHT SIX" declare it their opinion that there is no competing car sold at within a thousand dollars of the price. We believe they are right.

In fact the Lozier "LIGHT SIX" is the first car of very highest character ever put on the market at what reasonably may be called a medium price. It's a true Lozier, through and through, and this fact, meaning so much to those familiar with motor car values—coupled with the sensational price—has made its first season on the market a whirlwind success. Such a success as to tax the capacity of our great plant to its utmost. By constant increases in our facilities, however, we are taking good care of this demand and making deliveries to purchasers very promptly.

We said it means much that the "LIGHT SIX" is a true Lozier. Do you realize how much it means?

Well it means that for \$3250 here is a model of the only American-made car which for eight years has commanded and still commands a \$5000 price. And we could not have commanded a \$5000 price all these years if there had not been real \$5000 value in the Lozier.

It means that for \$3250 here is a car whose engineering could not be questioned. Engineering that guarantees the very limit of strength and endurance and finesse of workmanship.

It means a perfected six-cylinder 60 horse power car. For there are six years of Lozier six-cylinder success back of the "LIGHT SIX," and in this perfected six there is such a continuous flow of power, such freedom from vibration, such flexibility of control as you would not expect in any but a Lozier Six.

If you want to enjoy the touring season to its fullest, if you want all the satisfaction and all the pride of ownership that you would find in a Lozier "LIGHT SIX," let us have your order now.

Five beautiful body types: Touring car and roadster \$3250; Coupe \$3850; Limousines \$4450.

Demonstrations on request.

Mitchell Motor Co.
2050 Farnam St. Douglas 782

LOZIER MOTOR COMPANY,

DETROIT, MICHIGAN

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Empire Standard red tubes are recognized as the best manufactured at standard prices. Empire Peerless tubes are same material as the Standard tubes, but more of it. "Peerless" describes its position in the tire field. Our Non-Skid casings are the result of years of experimenting and are scientifically correct. Guaranteed the most efficient non-skid casing manufactured.

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