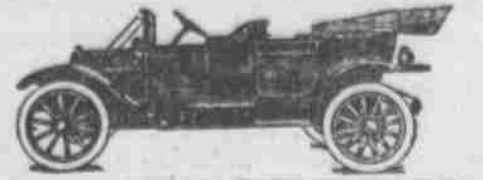




# AUTOMOBILES



## GOOD ROADS BENEFIT NATION

Improved Highways Are Needed to Make it Bigger and Better.

### LAURENS ENOS TELLS WHY

President of American Automobile Association Gives Some Enlightening Views Upon the Country's Needs.

"The national road is one thing needed to make this country a bigger and better and greater nation," is the assertion put forward by Laurens Enos, president of the American Automobile Association, and head of the largest organized body of road users in the world.

"A vast amount of misinformation seems to exist regarding the usefulness of a national highway system. Primarily, it must be understood that every road entering into a system of national roads would be the main thoroughfare between centers of population and interest, and on that basis alone would be subject to a heavy traffic. Further, it is a well known fact that the principal road between important centers runs through the most thoroughly developed section of country within that region, with the most populous and progressive smaller cities and villages and the most thoroughly cultivated farming sections.

Nature has fixed the locations of most large cities; and almost invariably, in this country at least, it will be found that the richest and most prosperous communities lie along the path of the most direct communication between them. The construction of a national road system, therefore, would, in its through traffic features, accommodate a public from a wide belt of country through which the roads would run.

#### Would Serve Every Purpose.

"In its local traffic features the national road would serve all the purposes of a local road. Passing as it would through the most populous sections, it would carry a larger amount of local traffic than roads located where there existed less prosperity and less advantages. The interurban travel would reach its highest development, both between the smaller cities and the termini, and among the smaller cities themselves. With such a system, crossing every state in the union and reaching all important cities, it is not extravagant to assume that at least half the people of the country would be directly served, with benefits to the other half, while indirect, none the less pronounced.

"There are still some people who assume to believe that national roads are sought for the sole benefit of a few automobile tourists. Such have not kept track of the commercial development of the age. It is true that long-distance traffic on through routes is motor driven. With heavy traffic traveled to forty or fifty miles a day, travelers for business or pleasure naturally utilize the conveyance which will take them 300 or 400 miles. The motor car is often used instead of the railroad train for two reasons: It is not confined to time schedules; and it takes one where he wants to go. Traffic originates off as well as on the main road, many getting to the through road by the nearest route. Furthermore, the commercial aspect of the traffic of through routes is rapidly assuming greater proportions.

#### Developing Influences.

"National roads would open up to greater settlement and greater productivity large areas of our western country, where there are now no means of transportation, where the states are too poor to build roads, and where local communities have no means of marketing products. With greater population and production, markets would be created for the output of the factories of the manufacturing centers. The development and increase in production creates a general increase in commerce, in intelligence and in civilization.

## Craig Sees Big Year Ahead for the Autos

R. W. Craig, general manager of the Guy L. Smith business, in discussing the automobile development in Nebraska and Iowa, said: "All of the prominent automobile manufacturers today recognize Nebraska and Iowa as the best selling field in America. This opinion is based on actual statistics which, when analyzed, are wonderful. There are 100,000 automobiles under license in the two states. Figure this from a per capita basis and Nebraska and Iowa will be found right at the head of the list of states. To me the most pleasing condition in this great development is the tendency toward better cars. The farmer, as well as the man in the city is awake to the fact that the quality car is the cheapest in the end. I confidently believe the year 1914 will exceed even our anticipations."

**\$15 TO \$40 PER**

**WEEK PAID**

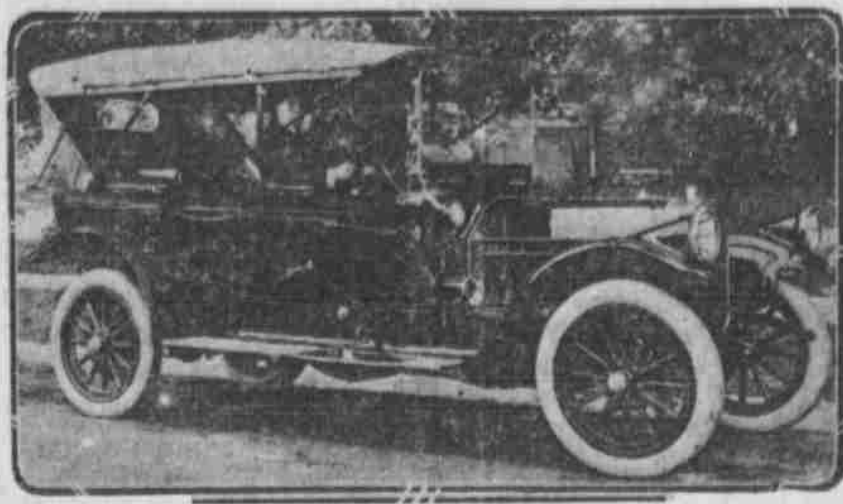
Competent Auto Men—  
Chauffeurs—Repair Men

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 applica-  
tion, giving our practical in-  
struction plans. Write for it  
today. Reference, Colorado  
St. and Sav. Bank, Denver.

Denver Automobile School  
306 BROADWAY, DENVER, COLO.

## First 1914 Car Shown in Omaha



MERCEZ ARROW WITH THE HEADLIGHTS PLACED ON THE FENDERS.

## Turkish Seats Are Used in Making the Peerless Automobile

It is a curious fact that the Turks, notorious for their laziness, past masters of the art of sitting down, have learned to build the most comfortable seat cushions.

Searching the world for anything that might add to the comfort or satisfaction of purchasers of a high grade motor car the Peerless Motor Car company has experimented with these Turkish cushion designs and found them more satisfactory than anything previously used.

This year Turkish upholstery will be used very extensively in Peerless cars. One of the important materials for these cushions is hair clipped from the old cow's tail. This hair from the tails of cattle is mixed with hair from horses' tails, bleached out perfectly white and used for the padding.

The cattle hair gives the cushion its softness and the horse hair its spring and life. White hair is insolated upon because in lower grades in which black is mixed with a vegetable fiber, is often used instead of horse hair. If perfectly white hair is used this fiber can be instantly detected. Tampico is quite stiff and often works its way through a cloth covering, causing the passenger much discomfort.

## HORN AUTO SUPPLY FIRM TO HAVE LARGER QUARTERS

The Horn Auto Supply company has outgrown its present quarters. The excavating for the new home has about been completed and the construction work will be started at once for a two-story building 2x134 feet for the exclusive use of this company.

W. H. Horn has been in the auto supply business for eight years. He was formerly with the Motor Car Supply company of Chicago and the Auto Supply company of the same place. In 1908 he organized the Standard Auto Supply company of Chicago. Coming to Omaha in 1909 he started in business under the company name of Western Auto Supply company.

On April 1, 1914, the present business was established under the name of Horn Auto Supply company. The long experience of Mr. Horn is largely responsible for his fast-growing business. Mr. Horn's aim has always been to give his customers service by making prompt shipments of all orders.

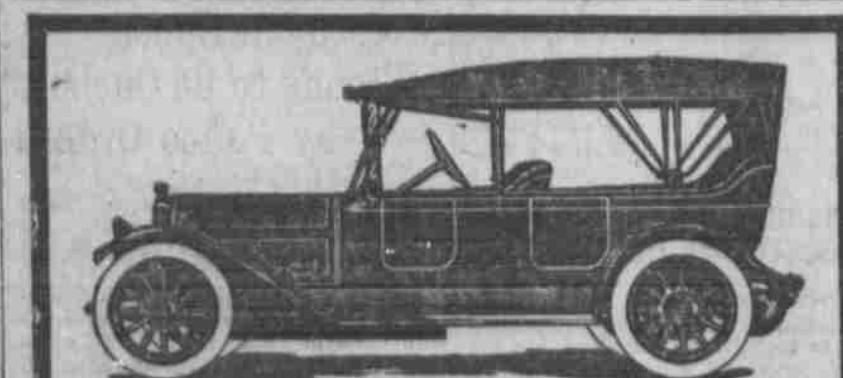
## K-R-I-T MAKES TOUGH TOUR SUCCESSFULLY IN NORTH

One of the toughest trips made in an automobile this season was recently completed by three citizens of St. Cloud, Minn. Matt Krier, ex-sheriff Ben Morris and George Kinney, who drove from St. Cloud to Glasgow, Mont., and return in a K-R-I-T car, negotiating safely and successfully some of the worst stretches of roads imaginable, although their car was loaded with 700 pounds of baggage.

The travelers had no trouble whatever with their car, in spite of the severity of the task set for it. The average per gallon of gasoline was about sixteen miles and about 60 miles per gallon of oil.

#### Truck for Explosives.

For hauling nitroglycerin in Oklahoma where they "shoot" the oil wells about the same as a subway contractor blasts his way through a wall of rock, a White truck with a special body has been built for the Eastern Torpedo company of Bartlesville.



If It's an **Inter-State Six** You've Bought the Best

The honest worth of the Inter-State Six meets and defeats the best values of competition—The Inter-State Six is a final achievement in motor car building—

If you are going to buy a car you must in justice select the Inter-State because of the dollar-for-dollar value it offers you—

No car of higher cost can offer you the same sterling worth, and

Only in the Inter-State will you find a car that includes every consideration for service, comfort and convenience.

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

INTER-STATE AUTOMOBILE CO.  
2 South 17th Street, Omaha, Nebraska

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

## Farnam Street is Now Known to All as Automobile Row

West Farnam street is fast becoming the scene of the automobile industry. From a scattering of automobile houses Farnam street has been built up until there are in the neighborhood of 100 concerns located west of Eighteenth street and Farnam street is now styled "automobile row."

The automobile business has grown to great proportions during the last few years. Formerly the concerns dealing in cars were scattered about the business section of the city, some being located in the wholesale district. But a few of these houses are still in their old locations, nearly all having moved up along the row. Just recently property owners west of Twenty-fourth street have realized the necessity of erecting garages for the firms entering the automobile business monthly and building after building has been erected and all are now occupied. The row is gradually extending west of Twenty-fourth street.

## OAKLAND PLANT WORKING AT FULL CAPACITY

"This is an Oakland year," said George E. Daniels, vice president and general manager of the Oakland, recently in discussing the motor car situation.

"We are running our plant at capacity to fill orders and more than 1,100 men are employed. During May our daily shipments averaged fifty cars. Oakland is now being sold by over 1,200 dealers. The total business for the season will be approximately \$15,000,000.

"What is true of Detroit is true of the other large cities where men who formerly bought the higher priced American cars and European importations have enthusiastically received the Oakland Six and bought it for their use. We have also invaded the foreign field with marked success and taken all in all, we are about as proud as a manufacturer can be of the way its products have been received this year."

## DEMOUNTABLE RIMS ARE GOOD INSURANCE FOR TIRES

"Time and labor-saving were the original purposes of the demountable rim, and these features have long been acknowledged as accomplished with the rims made by the Firestone Tire and Rubber company. But one point of enormous value has escaped the general notice. That is the tire insurance, afforded by the tire protection given with the Firestone quick detachable, demountable rim," said R. L. Harpham, local manager.

"There is no question that dirt, grit and most particularly moisture have a great deal to do with the decay of tires on the wheel. And the rim which protects against these decaying elements is unquestionably the really efficient one."

## Up-to-Date Car Must Be Convenient for a Woman to Manipulate

Said Percy Owen, sales manager, Chalmers Motor company: "A clever man has said that the strictly up-to-date gasoline car with all of its conveniences is 'a man's car that his wife can drive.'"

"Looking over the 1914 cars one is impressed with the many things that have been done to make them easy to handle. It seems to me that perhaps the greatest development in the new cars is along the line of conveniences and comforts which appeal particularly to women. It wasn't so long ago that it was the very rare exception to see a woman driving a gasoline car. In fact, the woman who could handle a gasoline car was regarded as somewhat exceptional. Some four or five women even won considerable fame only a few years ago because they attempted long distance tours without male assistance.

"Now, however, the strictly up-to-date gasoline car is quite as convenient and easy to handle as an electric vehicle.

"There is no question but what most of the women who drive cars like to have the added power and speed which are possible in a gasoline car. They like the greater possibilities for touring. They like the added roominess.

"Now these qualities can be had by the woman who drives her own car without the necessity for her becoming a mechanic or a professional strong woman.

"Just consider the conveniences which are offered in the more advanced of the 1914 cars. The woman takes her place behind the wheel. The spark and throttle levers are adjusted. A touch turns on the ignition spark. A press on a button sends charges of compressed air into the motor, which starts with no other effort. If the weather changes suddenly, a simple movement of a thumb lever adjusts the carburetor. The motor is of the long stroke type and pulls steadily at either high or low speed. The gear shift easily by means of a lever which is conveniently located. The brakes are large and powerful and do not require great exertion in stopping the car."

## FEW REALIZE THE COST OF BUILDING AUTOS

Whether or not the cost of motor cars will be lowered depends on securing new methods of applying labor, more efficient manufacturing methods, according to Harry R. Radford, vice president and general manager of the Cartercar company, Pontiac, Mich.

"The average person intending to buy a car has absolutely no idea of the real cost of building a motor car," says Mr. Radford. "He thinks that the castings and other parts are quickly made and that materials are inexpensive. Tell the average person that a certain casting, of aluminum, would cost about \$25 or \$30 to the manufacturer and he would be astonished. One who is not familiar with the construction of an automobile does not begin to realize the immense amount of work necessary in getting every part absolutely right. He does not understand that every part must be fitted exact or the car cannot give such good service."

#### Has Service Stations.

A chain of truck service stations has recently been established by the Good-year Tire and Rubber company of Akron, O. Truck garages and wheel shops have been established in all of the larger cities of the country, and many more are to be added from time to time.

## GENERAL MANAGER OF LEADING AUTOMOBILE FIRM.



R. W. CRAIG, With Guy L. Smith.

## NON-SKID TIRES STEADILY GROW IN FAVOR WITH OWNERS

The tremendous strides made in the automobile industry during the last five years has naturally developed similar activity, improvement and progress in accessory lines. This is especially true of pneumatic tires, and of these the non-skid stands out prominently as having reached a remarkable state of high grade construction, durability and safety. Notwithstanding, therefore, the new devices brought out from time to time and offered as efficient substitutes, the dependable non-skid tire is steadily growing in favor and the demand and output rapidly increasing from year to year. Conspicuous among these is the Federal rugged tread, which, since its advent, and on account of its extra heavy studs, exceptional thickness of tread, and distinctive sturdy appearance, has obtained a strong hold on the preferences of motorists everywhere.

In this connection it is interesting to note that the Federal Rubber Manufacturing company of Milwaukee, makers of Federal tires, have just announced a substantial reduction in prices—made possible by the exceptionally heavy demand and consequent increased production facilities during the last year. This reduction will enable car owners to make a material saving on Federal tires, which are widely and popularly known as tires of "extra service."

Federal tires are handled in Omaha by the Arthur Stora Auto Supply company at 2028-22 Farnam street.

A Pierce Attack of malaria, liver derangement and Kidney trouble, is easily cured by Electric Bitters, the guaranteed remedy. 50c. For sale by Beston Drug Co.—Advertisement.

## Large Firms Buying Automobile Trucks

What is undoubtedly the largest motor truck sale of the year was announced by the White company, of Cleveland, when the firm of Kaufman Bros., one of the prominent department stores of Pittsburgh, purchased twenty-three White trucks of one and one-half tons and fifteen hundred pounds capacity. Of the numerous sales of large White fleets, this is the largest initial order.

## MOTOR FADS AND FANCIES.

Flat brush cases hold the military pair, coat and hat brush and the comb. These are only pocket conveniences and are good for the overnight bag.

Folding rubber bathtubs and washbaths are proving very popular with travelers, as they take little space and are a great comfort when needed.

Toilet bags of tan suede, made in the round bottom and gathered top style, are fitted with gold articles. They have a place in the center for a rubber sponge. Shepherd's plaid robes are the latest fad. They come in several sized checks, which clean nicely and are quite swaggy with the black leather borders and initials.

There is a small suit case which car-

ried with no other fittings. It is light and handy for short trips where a simple luncheon is all that is needed.

One of the most popular coats of the season is known as the "sport" coat. It is in a three-quarter model and shows rather a box effect. It is of vicuna cloth in all of the staple colors.

Rubber lined linen toilet cases are shown as usual for summer trips. Some improvements have been made in them this season and they certainly do not take up as much room in the bag as the leather ones do.

New writing cases are made flat to hold just a pad and envelope on one side and post cards, stamps and a fountain pen on the other. They may be had in all of the colored leathers, though the French gray is most used.

Women's mohair dusters made in manish models, with the belt at the back of waist line, patch pockets and strapped sleeves, are quite stunning and are used in gray or nut brown colorings. The stitched hats to match are well liked for long trips.

Walsh Becomes Motor Fan.  
Ed Walsh, the "Giant" twirler, plans to tour from city to city in the car presented to him by the fans in the Windy City. This car is a large six-cylinder, equipped with Goodyear Overize tires which he selected especially for heavy touring.

**McIntyre says:**

Do not limit your business by clinging to the old method of hauling your merchandise.

Profits are increased by reducing expense and business can be increased by giving better service. No business is so large but what it can be increased and no business is so small but what a truck can be used to advantage.

McIntyre is the man that can solve your hauling problem. Let him explain to you the many advantages of owning a motor driven commercial wagon.

**J. A. MCINTYRE.**

**McIntyre Automobile Co.**  
2203 Farnam Street, Omaha.  
Western Distributors for the

**TRUCKS**

**The World's Largest Builders of Six-Cylinder Automobiles**

**"54" Phaeton**  
Electrically Self-Cranking and Electrically Lighted

## Why It Should Be a HUDSON

Generally speaking, all good cars are best known because of one distinctive feature. One is spoken of as being well built. Another has a reputation for the beauty of its finish. One maker has gained confidence because of the manner of treating customers. Large volume is advanced by another as an explanation of quality at low price. All these are sound reasons for consideration. Each and all are essential in the policy of any company that succeeds.

But, if you look closely, you will find that while one lays greater emphasis upon one of these claims than upon others, all successful makers are in common in their position in such essentials. All, to succeed, must build their cars well. All must assure service to the owner. All must combine luxurious finish with mechanical excellence. Large volume is essential to any success, for without volume the value is not in keeping with the price that must be charged.

### How 48 Engineers Made HUDSON Distinctive

And as every successful car is referred to with reference to the one feature for which it is best known, the HUDSON is famous because of its advanced design.

## Why a Six—Especially a HUDSON

It is electric self-cranking, electrically lighted and all any automobile can be in comfort, convenience, luxury, service, equipment and value

The "54" HUDSON supplies every demand made of any automobile, in speed, get-away, safety, power, luxurious equipment, distinctive appearance and comfort.

It is not merely a "Six" made so by the addition of two cylinders to a good four-cylinder car. It is capable of a speed far greater than you will ever care to call upon it to give. It will jump to a speed of 58 miles an hour in 30 seconds from a standing start. No grade is too steep for it. Its equipment, complete in every detail, includes the most famous system of electric self-cranking, electric lighting—dynamo type—and ignition device to be had known as the DeLoe, patented. There is also an illuminated dash and extension lamp, mohair top, curtain, rain-visor windshield, speedometer, clock, demountable rims, 36 x 4 1/4-inch tires, 127-inch wheel base, etc.

The seat cushions are 12 inches deep. The finest materials are used throughout. No detail of finish or equipment is skimmed or overlooked.

"54" HUDSON Models: Five-passenger Touring Car and Phaetons and Two-passenger Roadster, \$2650 each, f. o. b. Detroit. Seven-passenger Touring Car, \$3500 additional. Six-cylinder, Seven-passenger, \$3750. Coupe, Three-passenger, \$2950. Open bodies furnished with Limestone and Coupe at an extra charge.

The four-cylinder HUDSON—the "37"—is a masterpiece of its type. The price is \$1675 complete. Same body types as the Six.

*See the Triangle on the Radiator*

**GUY L. SMITH, 2205-2207 Farnam Street.**