

Automobile Notes

As a result of the activities of the automobile thieves all over the country the Cole Motor company of Indianapolis has added to its national selling organization a department to be known as a bureau of information to assist in the recovery of stolen Cole automobiles. It is the purpose of the Cole new department, as soon as an owner reports a car lost, to immediately notify their big army of representatives and have them scour the country and garages if clues lead in that direction.

J. F. Zimmerman of the dealers service bureau of the Goodyear Tire and Rubber company has spent the last week in Omaha outlining the system.

William M. Freeland of the Freeland Automobile company has gone to the factory in an effort to secure for immediate shipment a large number of cars, in order that he might take care of the great demand for these cars.

The Mighty Michigan is taking a firm hold on the Omaha motorist. Manager Aldrich reports that he is selling more cars this season than he sold in any year previous. The sales for this month exceed those of any corresponding month since the Michigan was introduced to Omaha.

John Wilkoff of Thurman, Ia., dealer in Cole cars in his home town, was in Omaha Thursday and left with two six-cylinder Coles. Dr. T. C. Cole of the same place drove home a Cole roadster Wednesday.

L. T. Martin has been added to the selling force of the Goodyear Tire and Rubber company. F. C. Moyer, assistant district manager for the same concern, was in Omaha Thursday and Friday of this week.

All dealers along Auto Row express themselves favorably impressed with the automobile business thus far this season. They are unanimous in saying that this is the greatest year in a decade for the sale of automobiles. The majority of the dealers say the prospect of bumper crops is causing the farmer to purchase this spring instead of in the fall.

Guy L. Smith reports that his stock of Franklin cars is fast diminishing and he has sent a rush order to the factory for twenty-five for immediate shipment.

The Arthur Stors Auto Supply company are exhibiting the Federal tire in their windows which has been run over 2,000 miles on the Omaha police patrol. Out of four tires put on this patrol two of them were run over 7,500 miles, one 8,000 and another is still in service, and up to the present time has been run over 12,500 miles. Mr. Stors states that this is a fair average of what Federal tires are giving all over the country.

The Stewart-Tooser Motor company has just received a 1914 "48-B" Pierce Arrow car. This car is one of exceptional beauty, with headlights on the fenders which throw the light down the road the full length of 1,000 feet. This car is on exhibition at their salesrooms, 2044-46-48 Farnam street.

G. E. Tooser of the Stewart-Tooser Motor company drove a Chalmers six, four-passenger car to North Platte last Thursday, which was delivered to Dr. McClaran. They also delivered a six, five-passenger car to Mat Kern of North Bend, Neb.

G. L. Dingman, who for some years past has been associated with the Marion people, is now looking after the sale of Chalmers cars with the Stewart-Tooser Motor company.

Joseph Samuels of Samuels & Morgan, Elverson, Ia., went through Omaha in his car last Wednesday. Mr. Samuels is making a trip to Los Angeles, Cal., in his machine and stopped at the Powell Supply company's to equip his machine and load up with the necessary supplies.

Omaha is one of the few cities in the central west possessing a speedometer service station. The Powell Supply company takes care of all Stewart and Warner instruments, having complete stocks of parts and full equipment for testing and even rebuilding these instruments. This service station is patronized by motorists throughout this section.

Mr. Taylor, who represents the Western Automobile Supply company in Kansas, was very fortunate in selling two opening accounts this week in new garages. Mr. Pegau of the same company made a flying automobile trip over into

MEMBER OF GROWING AUTO SUPPLY HOUSE.



Ed Pegau
President Western Auto Supply Co.

lowa and came back with some very nice orders.

The Powell Supply company has just made arrangements with the Hauwinkler & Davis Auto company of Council Bluffs, Ia., to handle Republic tires in that city.

Mr. Kohn of the Western Automobile Supply company spent the last half of last week in Lincoln, Neb., bringing back orders representing all the firms in Lincoln. This company has installed an all-day Sunday service to take care of their out-of-town trade, making shipment of all telephones and telegraph orders.

Pioneer Autoist to Tour Europe

The man who built the first automobile that ever appeared on the streets of Denver, Colo., is about to tour Europe in a specially-built car, with his wife and nine children.

The car will be a forty-five horsepower, eight-passenger coupe, built by the Jeffery company for Robert Temple, proprietor of the Temple Engineering works, Denver. Temple is a mechanical engineer of national fame.

JOY STARTS ON ANOTHER GOOD ROADS EXPEDITION

President Joy of the Packard Motor Car company passed through Omaha last Tuesday in his good roads car on a survey for the Ocean-to-Ocean road. On a recent trip he covered the ground from Detroit to Omaha, and his intention now is to learn the condition of the roads from Omaha to San Francisco.

Mr. Joy stated that there were over fifty Packards passed over the old Santa Fe trail through Arizona last summer on the way to the Pacific coast. This traffic should naturally come by the way of Iowa and Nebraska, but the majority of tourists avoid the northern route on account of the poor road conditions. According to Mr. Joy the Iowa roads have been dragged wonderfully well since his trip of over a week ago, and if this good work continues the route through Omaha should be chosen by a great number of coast tourists this summer.

Mr. Joy is closely identified with the good roads project, and for the reason that so many Packard owners cross the continent and constantly inquire of the factory at Detroit for the best route his recommendation of the Omaha road is locally desired.

A Bloody Affair is lung hemorrhage. Stop it, cure weak lungs, coughs and colds, with Dr. King's New Discovery. 50c and \$1.00. For sale by Beaton Drug Co.—Advertisement.

There is nothing in Goodrich Advertising that isn't in Goodrich Goods

Goodrich Tires

Best in the long run

When we tell you that Goodrich Tires are best in the long run we mean that for day-in-and-day-out service they are so made and molded as to give you long, consistent, uniform, satisfactory wear and continued, comfortable pleasant riding.

We mean that Goodrich Tires are an advantage to whatever car they are used upon.

We mean that, as the makers of practically half the 1913 output of 1913 cars signify by buying Goodrich Tires for equipment, they buy up and benefit your automobile, thereby increasing its service value to you.

Whatever car you own or buy you can have it equipped with Goodrich Tires if you specify them.

Frequently our attention is called to instances where Goodrich Tires have given unusual mileage and shown unusually long life under the most severe strains and in the most trying conditions.

We do not feature these unsolicited testimonials in our advertising—although they are so remarkably numerous as to be most gratifying to us.

We ask you to buy and use Goodrich Tires upon our straightforward, conservative promise of their quality and durability.

Forty-three years of active, successful rubber manufacturing is, we believe you will agree, valuable experience. And it goes into every Goodrich Tire.

This knowledge of how to compound the purest rubber so that it not only retains every bit of its life and resiliency but is imbued with surprising resistance and toughness—wearing quality—is one reason for Goodrich Tires being best in the long run.

We believe Goodrich Tires on the average give longer wear than any other you can find. They must do this because our principle—unit molding—unchanged in all the time we have been making tires—gives the constructional perfection which insures against the greatest variety of road and weather conditions.

When the car driver is careful in giving proper attention to his tires, keeps them properly inflated, sensibly avoids unnecessary shocks and strains, he gets astonishingly long mileage—but these records do not justify our making claims that would establish a wrong impression, and that is why they are not used in our advertising.

Goodrich Unit Molding makes one integral piece of both thick, tough tread and strong, resilient body. The tread, being of the tire and not put on it, naturally does not strip or peel. The extra reinforcement of the sides with strips of pure rubber does away with the chance for rim troubles. Unit Molding has unified the whole tire, so there are no layers or separation lines in it—it is all one; and therefore insures long uniform wear.

Write for our free folders telling you how to get the best service from your tires and how to avoid the common tire injuries.

The B. F. Goodrich Rubber Co.
OMAHA BRANCH
2034 Farnam St.
Akron, Ohio.

Branches and Service Stations in all Principal Cities—Dealers Everywhere.

Write for Goodrich Route Book, covering the auto tour you select. These books are sent free on request.



No-Rim-Cut Tires 10% Oversize

We Control Them

Fortunes have been lost by makers in attempts to imitate these tires.

Faults developed—tires fell down—countless tires came back.

It is not from choice that any maker offers tires that rim-cut now.

Our Secret Their Record

The only way known to make a faultless tire of this type is by using braided wire bands in the base.

We use six of these bands—126 wires. We set them at certain angles. Thus we make a tire which nothing can force off, yet a tire which doesn't hook to the rim.

These bands are made by a secret machine, under lock and key. And no way has been found to make anything else which equally serves the purpose.

That is why the demand for this new type centers on No-Rim-Cut tires.

No-Rim-Cut tires have been used for seven years—used on hundreds of thousands of cars. Not a fault has developed. Not a tire of this kind has ever been known to rim-cut. In addition, these tires have 10 per cent greater air capacity than the same rated size in clinchers. And that, on the average, adds 25 per cent to the tire mileage.

All these advantages, yet 50 extra price. That is why these tires outsell all others—why the demand grows like a flood. These are now the world's favorite tires.

Write for the Goodyear Tire Book—14th-year edition. It tells all known ways to economize on tires.

GOODYEAR
AKRON, OHIO

No-Rim-Cut Tires
With or Without Non-Skid Treads

THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio

Omaha Branch, 2212 Farnam Street.
Phone Douglas 4190.

GREATEST mileage is a Firestone Non-Skid advantage, proved by the tire records of thousands. But there are other big values and economies possible only with

Firestone NON-SKID TIRES

The "give" and road-grip of the deep, buoyant, Non-Skid tread, prevent skid or loss of traction; economize on gasoline; reduce car repairs and increase car efficiency.

Ask for the book, "What's What in Tires," by H. S. Firestone.

The Firestone Tire & Rubber Company

"America's Largest Exclusive Tire and Rim Makers."

2220 Farnam St., Omaha, Neb.

Home Office and Factory: Akron, Ohio.

Branches in all Large Cities.



FEDERAL TIRES

Increase Tire Mileage

Decrease Tire Expense

The Arthur Stors Auto Supply Co., Distributors, 2020-22 Farnam Street, Omaha

REPUBLIC

STAGGARD TREAD
Original Effective Satisfying

IT WILL PAY YOU TO SEE
Powell Supply Co. 2119 Farnam St. Omaha

Pictures Tell the Story. Another fine photo portfolio that shows Omaha rising from its tornado wreckage. Send copies to your friends. At the box office 15 cents; by mail 12 cents.

Tires! Tires! Tires! Tires! FIRE SALE Automobile Tires at Bargain Prices

SALE OF STOCK RECOVERED FROM THE FIRE AT THE TWIN CITY EXPRESS COMPANY BARN. SLIGHTLY BLEMISHED TIRES AT BIG REDUCTION IN PRICES.

WE HAD ABOUT FIFTEEN BALES OF TIRES ON THE WAGONS IN THE TWIN CITY BARN AT THE TIME OF THE FIRE MONDAY NIGHT. PART OF THIS STOCK WAS ONLY DAMAGED IN APPEARANCE. ALL TO BE SOLD FOR CASH AT LESS THAN COST. PART SOLD GUARANTEED AS TO MILEAGE. PART SOLD UNGUARANTEED.

SALE STARTS MONDAY, JUNE 16TH. TERMS CASH.

GIANT TIRE CO.

1206 FARNAM STREET.