

AUTOMOBILES



Gossip Along the Automobile Row

The Interstate yesterday won third place with a stock car, Model B. The following cars were entered: Fatalef in a Fiat, Burman in a Stutz, Endicott in a Tuller, Cooper in a Stutz, Endicott in an Endicott Special, Welch in a Locomobile. The race was thirty miles long. The Interstate was thirty seconds behind Burman and will contest his place on account of irregularities.

Miss Elsie Rhodes of Randolph, Ia., accompanied by her father, E. T. Rhodes, and two sisters, visited the Stewart-Tooser Motor company last Wednesday on her return trip from Denver, Colo. Miss Rhodes drove her Chalmers '33' the entire distance of 2,077 miles without accident, visiting Estes park and Colorado Springs. Some bad roads were encountered on the way out because of rain, but the party was very enthusiastic over the accommodations offered by the Chalmers route, the roads being plainly marked all the way to Denver.

The Stewart-Tooser Motor company received a telegram from George E. Tooser, who is visiting the Chalmers and Pierce-Arrow factories this week, stating that he had succeeded in obtaining shipment of a few new Chalmers cars for immediate delivery.

For several months Guy L. Smith has been strengthening his organization as fast as the right men could be found. The newest link in this strong chain is A. E. Wheeler, who arrived in Omaha last week. Mr. Wheeler was for ten years connected with the Franklin factory in the engineering and mechanical departments. He is thoroughly familiar with every feature of automobile assembly, adjustment and repair. For four years he was road expert for the Franklin company, and during that time gained a knowledge of service that qualifies him to be of great value to car owners. He knows the motorists' wants and understands how to take care of them. Guy L. Smith closed his arrangements with Mr. Wheeler several months ago, but instead of coming direct to Omaha, Mr. Wheeler spent these months at the Peoria and Hudson factories. In those two factories he was systematically schooled in every department. The acquisition of Mr. Wheeler makes the Guy L. Smith service department the best in the entire west.

H. L. Story of Chicago and Pasadena passed through Omaha in a Packard '32' this week on his way to the Pacific coast. Mr. Story is an experienced tourist and has traveled the various cross country routes. According to Mr. Story the northern route across Iowa, by the way of Marshalltown and Dawson, is in excellent condition, for while the various counties deserve great credit.

The firm of Houser & Howes, distributors of Stevens-Duryea cars, has been dissolved. H. N. Howes will continue the business at the old location of the Gray Houser Tread company, 214 Farnam street. Fred Hill will have charge of the selling end of the business as formerly, and Robert C. Proberg, who has been the leading Stevens mechanic in Omaha for a good many years, will remain with the new company, which will be conducted under the firm name of H. N. Howes & Co.

Mr. R. Butler of Los Angeles, Cal., arrived in Omaha Friday on his overland trip to Boston. Mr. Butler will have his Ford car overhauled here and make his departure today or tomorrow.

Soulex, driving a Cadillac car, led the field in the first relay of the Los Angeles-Sacramento road race. He made the 18 miles in forty hours and twenty-one minutes. Barney Oldfield was second, his time being eleven minutes slower than the Cadillac-driver's.

C. H. Patterson and wife passed through Omaha early last week in their new National on an overland trip to Fremont, Mont. Mr. Patterson has equipped his machine with camping accessories and intends to make the trip in easy stages, stopping at various points of interest and pitching camp at night in place of staying at hotels.

John Gamble has purchased a Paige from the local representative and is contemplating a trip overland in the machine to Colorado.

E. R. Wilson has delivered a standard delivery car to the J. C. Woods company, near 57th street and to Dr. S. H. Vance, 2nd Street, Dr. Doward and Joe Johnson and six-cylinder to William Henry.

Wayne Burbank, who has been in Detroit the last few days pushing Paige cars to Omaha, succeeded in securing the delivery of three extra cars to the local dealer last week. As cars are being moved so fast as they arrive he intends remaining at the factory the remainder of the summer.

Mr. and Mrs. Lee H. Hill have gone to Colorado in their big National racer. Mr. and Mrs. Hill will spend the summer in Colorado and intend to make many trips in their car. They made the run from Omaha to Denver in three days.

Mr. and Mrs. W. A. Pixey and their two daughters, Virginia and Rowena, have just completed an overland trip in their seven-passenger Lister to Lake Itasca, at the headwaters of the Mississippi. They left Omaha at 4 o'clock Thursday last and arrived Saturday evening.

Harshat F. Wurtz, until recently with the Studebaker company of Omaha, has taken charge of the house sales for the Powell supply company. Mr. Wurtz has had many years experience in every branch of the auto business.

Oscar Pippert, head of the Powell Supply company's tire repair shop, met in a strenuous week. He had his department going at full blast until about 11 o'clock several days.

Mr. McDonald of the Western Automobile Supply company of the South Platte territory, has been fortunate in placing two opening stocks the last week.

ONE OF THE OWNERS OF THE WESTERN AUTO SUPPLY CO.



L. C. KOHN.

Since the reorganization of the Western Automobile Supply company on January 1, their business has been advancing by leaps and bounds. This has been due to the fact that Mr. Pagan and Mr. Kohn are as well posted in both the buying and the marketing of the automobile accessories as anyone in this western territory.

They have made of this firm one of the most enterprising wholesale supply houses in this territory. They adopted a policy of service, courtesy and reliability. They have bought merchandise that is first-class in every respect, and they have been careful not to purchase anything in the line of junk or expensiveness, and they have stood behind everything they have sold.

Recognizing the fact that the trade needs goods on Monday as well as any day in the week, they have exerted themselves to such an extent that one or the other of them are always found at their place of business ready to rush any order which may come in over the phone or which are mailed to them, which should receive proper attention, and such orders are filled on Sunday, therefore saving the trade twenty-four hours in the delay of their goods. Service has been one of their principal slogans.

Their Remy service station has given instant service to all users of Remy motors. This has necessitated their service department working "hot" night and Sunday, in giving adjustments, replacements and repairs. They have continually had to increase their force, and have today six men on the road, calling on no one with exception of legitimate dealers in northern Kansas, western Iowa, southern South Dakota and Nebraska.

Mr. Lockwood, of the same company, in the North Platte territory, has been burning up the roads trying to make five and six towns a day with his new car, receiving nice orders in all the towns that he has called on the last week.

REO MOTOR TRUCK BRINGS GOLDEN GRIST TO MILLER

S. A. Guard of Allegan, Mich., is a flour miller and dealer in feed and grain. That is his exclusive business now. Six months ago he was also a Reo truck dealer, but his Reo demonstrator, which he also used as his mill, increased the milling business so fast and extended it so far that it became a choice of two good things—either to be a miller exclusively or a Reo dealer exclusively. Milling having been his father's occupation, Mr. Guard chose to keep the business in the family. And so there is a new Reo dealer in Allegan. His letter to the factory explaining the situation states: "Our business has increased so much that I have hardly any time at all away from the mill. We expected to use the Model H truck about two hours per day and instead it is on the go all the time. We now make half a dozen distant points that in my father's time were never dreamed of as possibilities."

HAYNES CAR FOR 1914 TO BE AN INNOVATION

The latest Haynes car will be a beauty and the 1914 model will mark an innovation in the automobile business. The new Haynes models will have the V-type, electric star shifter as regular equipment. The gear shifter operates the sliding gears of the dual selective transmission by means of solenoids. There is a button for each gear on the steering wheel, and in order to engage any one it is only necessary to push the proper button and depress the clutch pedal. When the clutch is out, a switch attached to the pedal makes contact, and sends current from the battery to the solenoid indicated by the button, the solenoid pulling the gear into engagement. As the switch between the solenoids and the battery can only be closed by depressing the clutch pedal, the danger of stripping the gears is absolutely eliminated.

REPUBLIC
STAGGARD TREAD
Original Effective Satisfying
IT WILL PAY YOU TO SEE
Powell Supply Co.
2119 Farnam St. Omaha

KEEP TIRES PUMPED FULL

Engineers Find it Fallacy that Air in Them Expands in Summer.

GETS TIGHTER IN WINTER

On Contrary the Pressure Exerted is Far Greater in Cold Weather Than at Any Other Time of the Year.

"Quite often you read in your morning paper some new and wonderful discovery made by science. You are not startled, because man has grown accustomed to the rapid advance of science. You take the new discovery as a matter of course. You adjust your ways of living to fit the new discovery and pass it by as you would a holiday—something that time is sure to bring," says F. I. Reynolds, tire sales manager for the B. F. Goodrich company and the Diamond Rubber company.

"It will be no surprise to motorists to learn that science has again come to the rescue—this time discarding one of the long-cherished theories regarding tires.

"Since the time the first pneumatic automobile tire was built in America sixteen years ago by the Diamond Rubber company, it has been the popular belief among motorists that the air pressure in an automobile tire greatly increases on a hot day. Acting upon this misapprehension many motorists are accustomed to running their tires at low pressure, at times even deflating them during the hot summer season. Experiments conducted by the engineering staff of the Diamond Rubber company recently proved conclusively that increased pressure in an automobile tire, due to the heating of the tire, is less on a hot day than on a cold day.

"Two experiments were worked out on the basis of the proven theory that the absolute air pressure in any container such as a tire, the volume of which remains constant, is in direct proportion to the absolute temperature."

"The absolute pressure is obtained by adding the atmospheric pressure of 14.7 pounds per square inch to the gauge pressure. In order to obtain the absolute temperature add 49 degrees to the temperature Fahrenheit, 49 degrees being what is known as the absolute zero. Applying this rule, a formula can be worked out which will give the final pressure due to increase in temperature in the tire when running.

"Actual tests show that a 34x tire inflated to a pressure of seventy-two pounds per square inch and run twenty-five miles in an hour under average conditions on a day when the thermometer stands at freezing (32 degrees Fahrenheit), the temperature will increase 36 degrees. But on a day when the thermometer is at the mean temperature (63 degrees Fahrenheit), and the same 34x tire is given the above test of twenty-

GREATEST MOTOR IN WORLD

Is the Heart Under the Ribs of the Human Body.

WILL STAND UP FOR YEARS

When Not Abused Too Much This Little Engine Will Carry a Man Through the Thick and Thin of Endurance.

NEW YORK, July 12.—Though motor world is thrilled every now and then by the development of some new wrinkle to perfect the driving power of the automobile, the fact remains that the greatest little motor in existence lies under the ribs on the left side of the human body.

Where is the motor other than the human heart that will "stand up" for seventy or even eighty years without a repair? Where is the pumping entity that will stand the absolute abuse that is heaped upon the heart by even the average person? This great little motor will stand heat, cold, lack of fuel and a hundred kinds of acceleration in the shape of as many stimulants and still go on doing its work day in and day out without once "misfiring."

All of which brings us down to the subject of the hearts of prominent performers in the world of sport. It was Oscar Mathew Batting Nelson who first sprung the theory that a slow heart-beat always spells tremendous power of endurance. The durable Dane was never felled as a boxer. He took a licking every time he went into the ring for a big fight, but his seemingly supernatural power of endurance enabled him to take the licking and then knocked out his opponent after the latter had punched himself into a state of exhaustion.

LIEUTENANT GOVERNOR BUYS MARION AUTOMOBILE

Lieutenant Governor S. R. McKelvie of Nebraska, is one of the recent distinguished purchasers of Marion cars. He has just taken delivery of a Marion 48-A from the Marion Automobile company of Omaha. Lieutenant Governor McKelvie made an interesting statement to C. W. McDonald, manager of the Marion distributors:

"My selection of the Marion car has afforded me a great deal of pleasure. I have ridden in a great many of them owned by friends here in the state, and it is largely because of the satisfaction and service which they are giving that I am purchasing a Marion, model 48-A, from you. I look forward with a great deal of pleasurable anticipation to the enjoyment which I know that I and my family will receive from it."

Gasoline Record.
A Franklin "Little Six" touring car, making twenty-eight and nine-tenths miles on one gallon of gasoline, won first prize in the economy test held by the Springfield Automobile club at the club's annual outing at Springfield, Mass. The car carried four passengers whose weight was 700 pounds, bringing the total weight of the car and its occupants up to 3,750 pounds. There were forty-five cars that took part in the run.

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Every Goodrich Tire is a "first"

You always know when you buy Goodrich Tires that you are getting all the "best" that can be put into tires, and that you will get that "best" from them.

Forty-three years of buying crude rubber, compounding it and manufacturing tires of it means a lot. It means that the rubber, which is the life of your tire, is compounded so that every bit of the buoyancy, resilience, resistance and tough, mileage-giving wear is retained.

It is the Goodrich principle of Unit Molding which makes each Goodrich Tire—tread, body and all—a single, layerless structure full of life and durability.

Goodrich Unit Molded Tires "make good" for themselves.

The thick tough tread, the layers of pure rubber, the side strips, the bead, the layers of fine stout fabric—all are unified inseparably in the Goodrich single vulcanization.

That is the reason why you are free from the dangers caused by weak spots or dead places which come from over vulcanizing which cooks the life out of the rubber.

The usual guarantee goes with each Goodrich Tire, but remember that the tire itself makes good. Unit Molding puts the guarantee in the tire—gives it the liveliness and road-resisting quality which insure you long, continuously-uniform wear and service.

Goodrich dealers, Goodrich branches and Goodrich service stations are alertly ready to satisfy the wants of the tire user immediately. You can get any size or style in Goodrich Tires—but only use quality. Write for our free folders telling you how to get the best service from any tire.

Any car you own or buy will be equipped with Goodrich Tires if you simply specify them.

The B. F. GOODRICH RUBBER CO.
Branch Houses and Service Stations in Cities Dealers Everywhere
Omaha Branch, 3034 Farnam St. Factories: Akron, Ohio.

Write for Goodrich Road Book, covering the state over your territory. These books are sent free on request.

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All of which brings us down to the subject of the hearts of prominent performers in the world of sport. It was Oscar Mathew Batting Nelson who first sprung the theory that a slow heart-beat always spells tremendous power of endurance. The durable Dane was never felled as a boxer. He took a licking every time he went into the ring for a big fight, but his seemingly supernatural power of endurance enabled him to take the licking and then knocked out his opponent after the latter had punched himself into a state of exhaustion.

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Tire Values

30x3 — \$ 9.25
30x3 1/2 — \$12.55

In Heavy Wrapped Tread Firsts, Regular Clincher Type for FORD CARS.

32x3 1/2 — \$13.25

In Heavy Wrapped Tread Firsts, Regular Clincher, and Q. D. Clincher Type.

32x3 1/2 — \$15.55

In Heavy Wrapped Tread Firsts, Q. D. Clincher and Straight-Side Types, Guaranteed Stock.

Bargains in other sizes in Regular Firsts, and in all sizes in New Factory Seconds, at

30% TO 40% SAVING IN PRICE

GIANT TIRE CO.
1205 Farnam St. OMAHA

FEDERAL TIRES
Rugged Tread Round Tread
Mean extra service—more mileage—less tire expense.
Federal Rugged Tread Tires sold heretofore at a higher price, now cost the user no more than ordinary non-skid tires. They cost more to produce than other good tires owing to the exceptionally heavy double tread and unusually thorough construction.
Federal "Extra Service" Tires are made in all types for standard rims by the Federal Rubber Manufacturing Co., Milwaukee.
The Arthur Storz Auto Supply Co., Distributors. 2020-23 Farnam Street, Omaha.

Publicity Pointers
Your printed matter is absolutely without value if it is not read.
If it is well illustrated, you will be sure people will read it. Furthermore, a picture often tells the story at a glance.
If you have your cuts and illustrations made in a newspaper engraving plant, you may be certain that they will print well. The requirements of making cuts for newspaper illustration are so severe that it requires the very best ability and machinery.
Our artists, our plant, consisting of the finest, newest and latest equipment, and our skilled workmen are at your command at the very lowest rates for all kinds of art and engraving work.
Bee Engraving Department
BEE ENGRAVING OMAHA