

TIRE MANAGER IS IN OMAHA

Charles H. Smith, Control Manager of Diamond Tires, Here.

LOOKING FOR BIG TIRE BUSINESS

Says Conditions Over the Country Are in Very Best Way and All Financial Depressions Are Merely of Local Origin.

Charles H. Smith, control manager for Diamond tires for this territory with headquarters in Chicago, is in the city today on a trip through the west investigating business conditions.

"Business is good all over the country, and the outlook for a big, prosperous season was never better than at this time," said Mr. Smith. "Throughout the west, things are moving lively again. There are no signs of the recent business depression and one never hears anything but talk of general prosperity and renewed business activity."

"The automobile business is good over the whole country, and wherever there is a demand for automobiles there is a demand for tires. This will be the biggest year Diamond tires have ever had."

"Whenever I find a man that has any doubts about the general prosperity over the country I wish I could show him the orders that are pouring into our factory for Diamond tires. It looks as though every one on the country has made up his mind that he is going to have new tires this spring and that the only kind that will satisfy him are Diamond tires."

"The big idea in automobile tires is more mileage. Every motorist wants to know that the tires he equips with are going to give him the mileage he pays for and is entitled to. That is just where Diamond tires have won out. We never make any fabulous claims for Diamond tires—we are willing to leave that up to the motorist. And I want to say that you can go from coast to coast and from the Gulf of northern Canada and you will soon learn why so many motorists are equipping with Diamond tires."

Plans to Tax Motor Cars by Weight as Well as Horsepower

It has taken several years for public officials to get the proper angle on the question of automobile taxation, but the present year is likely to see much legislation along rational lines. And more will certainly follow.

A bill is pending in the New Jersey legislature, which takes into consideration not only the horse power, but the weight of an automobile. In fixing the amount of taxation, it also provides that the money derived from motor car taxation shall be applied to road work after the amount necessary for the upkeep of the motor vehicle department has been deducted.

The bill now pending before the legislature, together with the bill exempting automobiles from personal taxation, has the support of the administration," says

the state commissioner. "It has been a well known fact for some time that the grading of fees in accordance with horsepower did not bring about the result desired, and the element of weight was equally important with the horsepower of the engine."

"I confidently believe that other states will follow the lead of New Jersey in this particular, and that all funds derived from automobiles will be assessed upon a more scientific basis, and applied to the purposes of road repair and construction."

This legislation is entirely in line with the many public statements of P. C. Chandler, president of the Chandler Motor Car company, that heavy automobiles are a greater expense to the state, just as they are to their owners, and that within a few years the automobile weighing more than 3,000 pounds will be practically obsolete.

"Safety First" is Title of Leaflet for the Children

Through the courtesy of The Motorist, 2309 leaflets containing the following "safety-first" suggestions have been distributed among the school children of the Omaha and South Omaha public schools.

Q—Before crossing the street what should you do?
A—Look both ways to see whether street cars, automobiles or wagons are coming, and avoid them, then cross the street quickly.

Q—Where is the proper place to cross a street?
A—At the regular street crossings, or intersections, where the danger is the least.

Q—If while crossing a street, you should see automobiles or wagons coming from both directions, what should you do?
A—Stand perfectly still, and let the drivers pass; for they will then try to avoid striking you.

Q—What should you do if you see some other child trying to cross the street when there is danger?
A—Warn him, and tell him of the danger.

Q—Why should you not play on streets where automobiles pass frequently?
A—Because there is always danger of being injured.

Q—What should you do before stepping from a curb?
A—Wait until the car stops—then look to see that there are no automobiles or vehicles about to pass.

Q—What should you do before walking around the rear end of a street car?
A—Look to see whether any street cars, automobiles or vehicles are about to pass the car in the opposite direction and avoid them.

Q—Is it wrong to "catch on behind" an automobile?
A—It is because I might be injured by falling off, or by being struck by another car when I let go.

Q—What should you do when you see an automobile standing on the street and unattended?
A—I should not touch it, or tamper with it in any way, because it is wrong, and also dangerous.

Q—On what streets is it best to play?
A—Where there are no street cars, and where there are the fewest automobiles or other vehicles.

Q—While playing on the streets what should you keep in mind?
A—That streets are dangerous places to play, and that I must always watch out for automobiles and other vehicles.

Q—While playing on the street should you see an automobile or other vehicle approaching, what should you do?
A—Immediately get to the safest place.

Q—Should you see a playmate, or any person, injured what should you do?
A—Call for help as quickly as possible.

Q—Why is it wrong to throw glass or other sharp-cutting things on the streets?
A—Because they may get into some automobile tire, and cause some one to be injured by causing an accident.

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Gossip Along the Automobile Row

The Motor Car Sales company has delivered to J. T. Strangi of Dedham, Ia., an Abbott-Detroit 40 on his contract of last Monday, and has just received word from him that he will be in for two more of them next Monday.

Thomas J. Craig, credit manager for the Powell Supply company, made a short trip out in the state last week looking over conditions. He found all the dealers he called upon enthusiastic over prospects for the coming season and already putting in big stocks.

W. H. Miles, sales manager of the Motor Car Sales company, says he will not have any trouble in selling the thousand Car-Nation cars contracted for with the American Vitorette company of Detroit, Mich.

The Motor Car Sales company contracted Washington county with Procon Bros. of Fort Calhoun, Neb., for twenty Car-Nation cars.

The Motor Car Sales company just received a blue print from the Abbott Motor Car company of the new plant now being constructed in Detroit, Mich., three-story building 75 feet long and 60 feet wide. The company has recently added three departments and is now doing its own body trimming, top work and painting.

The Powell Supply company has just added Charles M. Crane to its city sales force.

The Motor Car Sales company has made contracts with Ray A. Conover of Curtis, Neb., Frontier county; W. H. Callaghan of Silver Creek, Neb., and Edward E. Moray of Chadron, Neb., for three carsloads of Car-Nation cars, also A. R. McMullen of Reliance for one carload.

The following sales are reported by the Paige company of Omaha: Frank Vreck and Rev. Taves of Dodge, Neb.; Snyder Auto company, Woodbine, Ia.; Council Bluffs Auto company, Council Bluffs; Twin City Artificial Limb company, Council Bluffs; Sol Goldstrom, South Omaha; F. S. Nappier, Norfolk; N. B. Odell, Omaha.

C. L. Bigsby, president and general manager of the Bigsby Manufacturing company, Cleveland, O., was a caller at the Powell Supply company last Thursday.

The Nebraska-Buick Auto company sold a Buick coupe to Dr. H. D. Jones of Schleswig, Ia., and one of the same model to Dr. Burke of Atlantic, Ia. Mr. Huff also reports the sale of a six-cylinder Buick touring car to J. E. Goodrich of the Goodrich Drug company and a Buick roadster to Howard Goodrich.

E. A. Pagan of the Western Auto Supply company is driving a new Buick touring car.

Jerome Fitzpatrick has taken charge of the Powell Supply company's sales in southern Iowa.

Mr. Huff reports the following deliveries of Buick cars for the week from the Omaha branch: Five cars to Tunberg & Reetz of Hooper; two to Steele & Griswell of Malvern, Ia.; one each to Mason & Seabury of Missouri Valley; Seabury-Carson company, Logan, Ia.; Seabury-Carson company, Mondamin, Ia.; R. H. Brodhagen, Pierce, Neb.; Joe McGuire of Benson; Engle Motor company, Glenwood, Ia.; Seabury-Carson, Mondamin, Ia.; L. Johnson, Sumner, Neb.; Loyd Bemish, Pilger; Seabury-

Carson, Mondamin, Ia.; Young & Kibler, Woodbine, Ia.; L. Groteluschen, Gray, Ia.; W. J. Anderson, Ida Grove, Ia.; W. L. Wilson, Merna, Neb.

The Buick Motor company has gotten out a map of the Lincoln highway which will be built from New York to San Francisco, showing that along or near this highway are located eighteen of the Buick branches or distributors. Besides, directly on the highway in cities and towns through which it passes are ninety-seven well organized and fully equipped Buick dealers and garages.

Pierce Arrow Cars Make High Mileage Over Montana Roads

In a letter recently received from the William H. Brown company of Hobson, Mont., an account was given of some rather unusual service by Pierce-Arrow cars. This company is in the real estate business and has large tracts of wheat and alfalfa lands for sale. In showing prospective buyers over the property it is necessary to cover a good deal of territory. There are all kinds of roads but the often days are spent looking over lands where there are no roads at all. Part of the letter is reproduced below.

"Our work is very hard on automobiles as it is necessary for us to drive over rough prairie and very often over stubble fields or plowed fields, and sometimes we will be running for an entire day without being on a beaten track or road."

"We usually have our cars loaded to the limit and sometimes have to overload them. I do not know of any other make of car that will stand the hard work we give them. We have had a number of other makes but have never been able to get the mileage out of them, that we do out of our Pierce-Arrows."

"In the fall of 1912, we sold the old 1908 car to a man using a livery, who has had it in the livery service now over a year. I do not know what mileage he has made this season, but up to the time we sold it, it was driven over 170,000 miles and was in active service every day. We

do not know of any other car on the market that will do the same amount of work over all conditions of roads as the Pierce-Arrow with the same amount of upkeep."

Big Packard Trucks Make Long Journey Into Inland Empire

Central Oregon boasts of a sage country known to the westerners as the inland empire. At Bend the railroad terminates and you may take the stage to Burns, a distance of 150 miles. There you are in the heart of the high desert and the sage plains, 4,000 feet above sea level. To go farther is a matter of individual taste. There are no roads, no trails ahead, just a wilderness of sagebrush.

An event of importance in this region was the announcement that the motor truck had reached Burns. The stage line from Bend to Burns has an equipment composed of three Packard trucks which make the journey eight months out of every twelve, completing about forty trips in this period.

Before the advent of the motor stage line, Burns' folks had to carry a supply of provisions to last six months. The only means of getting freight there was by horse-drawn freighters that took fifteen days under good conditions. The motor truck makes it possible to put freight into Burns four days after the receipt of the order, one day being consumed by the journey from Portland to Bend over the railroad.

A tourist expresses the thrills of the Bend to Burns journey in one sentence: "I doubt if you could experience the risk of death in any part of the world more times for 120 than by stage from Bend to Burns."

Chance Refuses to Waive
Manager Chance announced last week that he has refused to waive on John Hummel, the Brooklyn infielder, and McCarty, another infielder, of the Pittsburgh club. Chance would like to use Roy Hartsell as his utility man, as he thinks Hartsell is one of the best in the business. He would no doubt place McCarty at second base, and is of the opinion that Hummel would be a handy man to have around the New Yorks' yard.



THIS IS THE PISTON RING

of which automobile, motor cycle and motor boat owners are all talking. The ring you've read about—that your repair man or garage man has told you you ought to install

To Increase Your Power

Now—this minute—make a note on paper (don't trust to memory) that before your car gets out of the garage or the shop it is going to be equipped with Leak-Proof Piston Rings. You'll think you've got a new engine—perfect compression and all the power there is in the motor.

This is a two-piece ring. The two sections are interlocking, concentric and with opposing points of expansion. Tension is thus equally created and equally applied, giving perfect bearing on cylinder wall. The opening in each section is sealed by the closely fitting flange of the other (see cut)—gas leakage is a mechanical impossibility—oil can't work up and cause carbonization. Constructed on the angle-iron principle—this means strength. Made of Processed Gray Iron—smooth, tough and elastic.

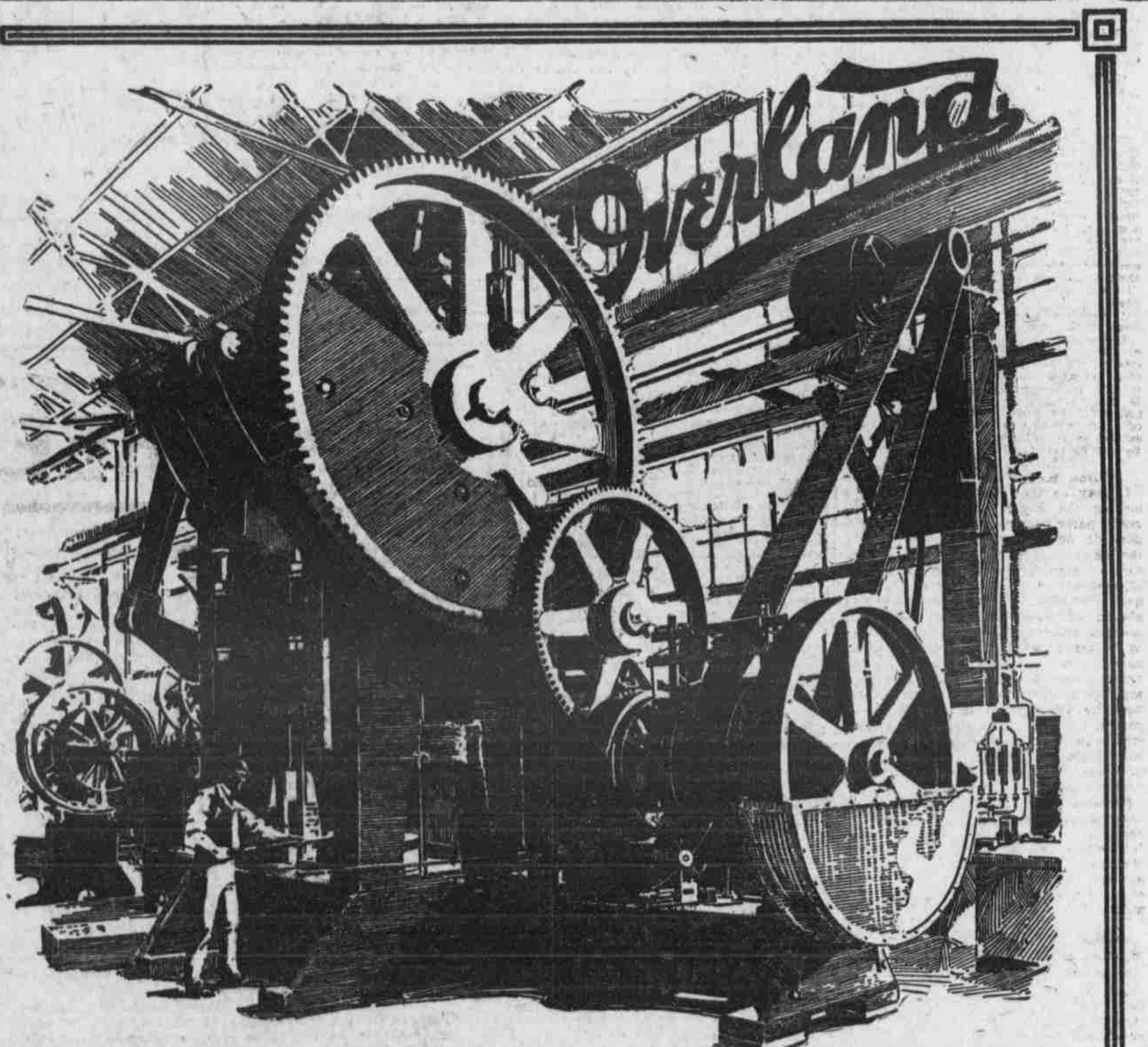
There never was a one-piece ring that was gas-tight, this one is—there never was any ring of one or more pieces that was so simple, sure, strong and efficient as the "Leak-Proof" ring. Any size—easily adjustable.

"Ask The User" In Use on Over 200,000 Automobiles and Motor Boats

Installed by all garages and repair shops

The following Supply Houses are Distributors: The Baum Iron Co., 13th & Harney Sts., Omaha; Powell Supply Co., 2119 Farnam St., St. Louis, Mo.; Western Auto Supply Co., 1920 Farnam St., St. Louis, Mo. Manufactured by McQuay-Norris Mfg. Co., St. Louis, Mo.

There is no leak proof ring but the LEAK-PROOF RING—insist



Two Radiator Shells Per Minute

THE above machine is another one of the numerous Overland cost reducers. This machine turns out 120 whole outside radiator shells per hour.

Small manufacturers, who must by necessity use small equipment, can only turn out two per hour.

We make two per minute! There you have the difference—which is one of the many reasons why the Overland costs less than any other similar car in the world.

This machine costs \$12,500.00. It is 18 feet high, weighs 185,000 pounds, and has a capacity of 100 tons or 200,000 pounds pressure.

It is called the "double toggle press" and is one of the most remarkable economizers used in the automobile business.

Thus you see why the Overland costs 30% less than any other similar car made.

Phone our dealer today for a demonstration.

Phone Black 551 18-25 Fourth St., Council Bluffs, Ia. Van Brunt Automobile Co. DISTRIBUTORS

The Willys-Overland Company, Toledo, Ohio

Manufacturers of the famous Garford and Willys-Utility Trucks and Overland Delivery Wagons. Full information on request.

\$950 Fully equipped f. o. b. Toledo Electric head, side, tail and dash lights 14-inch wheels 25 horsepower motor Three-quarter seating rear axle Tires and Hyatt bearings 4 1/2 x 4 D. Tire Reverse gear body nickel and aluminum trimmings Storage battery Deep subsidiary motor top, contains and heat Clear vision, rain-proof windshield Conv. dash Stewart condenser Electric horn Flush U doors with concealed hinges \$1075 With electric starter and generator, f. o. b. Toledo

Mr. Tire User What Does Extra Price Buy? What More Than Men Get in No-Rim-Cut Tires—the Most Popular Tires in the World. Many tires—particularly anti-skids—are sold at advances up to 50 per cent over Good-year prices. Lower prices are easily explained. One can always skimp quality. But how do makers justify those vastly higher prices? What Do They Say? Do they claim that they have an anti-skid better than our double-thick All-Weather tread? If so, won't you make a comparison? Do they claim greater mileage? If so, how have Goodyears, in the test of time, become the most popular tires in the world? Do they claim better features? Note that the four greatest features used in tires today are found in Goodyears only. The Costliest Tire The fact is that Goodyears are the costliest tires built, save for what we gain by output and efficiency. They are the only tires final-cured on air bags, to save the blow-outs due to wrinkled fabric. That extra process costs us \$1,500 daily. THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio If You Find Any Trouble in Getting Goodyear Tires from Dealers Telephone Our Local Branch