

AUTOS SAFER THAN HORSES

Cartier Manager Backs Up His Statement with Figures.

LEAST DANGEROUS OF ALL

Some Excited People Declare Auto is Menace to Life and Limb of the Nation—Not the Tenth.

"The automobile is the safest vehicle that travels our highways today," states Harry R. Radford, vice president and general manager of the Cartier company, Omaha.

"Some excited people declare that the automobile is a menace to the life and limb of the nation."

"Other pessimists presume that swift moving vehicles propelled by gasoline and driven by thoughtless villains are killing and maiming people on a wholesale scale. These people have never looked up the facts."

"To prove that such statements are the direct opposite of the truth, here are some figures that show that in Chicago, the second city in the United States, automobile accidents cause less than one-half as many accidents as horse-drawn vehicles relative to the numbers in use and the miles traveled."

Representative Figures. "I believe that these figures are representative," continued Mr. Radford, "for they come from Peter M. Hoffman, corner of Cook county, Illinois. They are compiled on an official and strictly impartial basis."

Official records of accidents of the city of Chicago and surrounding villages for four years:

Table with 3 columns: Year, Average Accidents per 1000, Average Deaths per 1000. Rows for 1910, 1911, 1912, 1913.

"The records from which these figures were taken show that there were 21,180 horse vehicles with an average of twelve miles per day and 2,500 power vehicles with an average of forty-two miles."

"The prevailing attitude of many against automobiles and the insistent demand for restrictive legislation are undoubtedly based on the lack of knowledge of the facts," continued Mr. Radford.

"As a matter of fact these figures and others from New York and London prove beyond a doubt that motor vehicles are the least dangerous form of highway traffic."

"For these reasons special efforts should be made by all owners and operators of such vehicles to be as careful as possible at all times and in all places. Also we should see that these facts and figures are presented in their true light to our legislatures, state and local authorities so that they may not become prejudiced."

Reo Trucks Will Be Used at Panama Fair For Tourists' Cars

Reo trucks will carry the sightseers of the world at the coming Panama exhibition. It was a truck in Tahiti that brought about this decision. Last summer a tourist group in that mid-Pacific island decided to buy a Reo, equipped with a special body, and start a "rubber-neck" service in Tahiti. This special body was constructed in San Francisco. The maker of it was struck with the originality of the design, and put together a replica of it for a San Francisco sightseeing company. As a result of the performance of that rubber-neck during the last few months, the San Francisco corporation is ordering a complete fleet of Reos to serve during the coming summer.

General Villa Uses Three Hudson Sixes

General Francisco Villa, leader of the just now triumphant army of the Mexican constitutionalists, is using three Hudson six-cylinder cars in his field operations. The cars were purchased at retail price and in competition with other makes from the Hudson dealer at El Paso, Tex. With these machines Villa has kept in close personal touch with his command. During the attack and capture of Torreon he traveled back and forth in his Hudson six between Gomez Palacio, Bermejo and other points. Frequently these trips were made by the general during the night in order to economize in time and insure more rapid travel.

The Hudson Sixes were given a thorough practical demonstration as to their value in warfare during the fighting in the vicinity of Lerdo and Gomez Palacio. They were used by general Villa in one portion of the field to another, as well as by messengers carrying orders from commanding officers to subordinates in the field and proved to be a wonderful improvement over the old mounted messengers.

Due to the water-burdened nature of some of the ground fought over, messengers were forced occasionally to abandon their automobiles, but in the main they were found to be very effective, and the entire fleet of autos was at times in commission.

Says Automobile Industry on Boom

"And still there are some people who insist that the automobile industry is a mushroom growth, subject to the slightest variations in business conditions and likely to take a fatal slump on the very slightest notice," said John M. Willys, president of the Willys-Overland company of Toledo, O., after reading a report made recently by a committee at a meeting of the Chicago Association of Commerce. "To such people I can only say one thing: Read the report. There is enough information in this single document to set at rest the fears of even the most ignorant and the most confirmed pessimist. And the information is backed by the indisputable evidence of figures, too."

"The report shows that approximately \$600,000,000 will be spent in this country during 1914 for automobiles. The developments of past years show us that the percentage of buyers who cannot afford to purchase cars is so small as to be unimportant. In view of this fact, the slight slump in a pretty good prediction of the future that any money that might better be spent for bread is going into automobiles."

Gossip Along the Automobile Row

W. N. Hellen, who has been traveling in the south during the winter, returns to the sales force of the W. L. Huffman Automobile company at this time. Mr. Hellen had previously been identified in the sales department of the Huffman company for a number of years.

Albert Cabin, prominent in local financial affairs, purchased a Chandler light six from the W. L. Huffman Automobile company last week.

J. W. Berger, formerly in the automobile business here in Omaha, having been the local representative for both the Studebaker and Buick companies, purchased a Chandler light six from the W. L. Huffman Automobile company.

The W. L. Huffman Automobile company reports the following sales of Hudsons for the last week: Teddy Bear Cleaning company, Omaha, delivery wagon; O. M. Ward, Elmwood, C. Manhart, Panama, Ia.; G. W. Coffman, Montclair, Ia.; Frank E. Kudrns, Bladen, Neb.; J. J. Graeg, Ellipse, Neb.; Nebraska Fuel company, Omaha; H. C. Fricke, Harrison, S. D.; E. K. Assenmacher, Lincoln; Phyllis Mahan, Clark, S. D.; W. H. Fowler, Geddes, S. D.; William Morrisfelder, Avon, S. D.; Ed Decker, Menno, S. D.; Dr. O. J. Erickson, Sioux Falls, S. D.; James Fairhead, Syracuse, Neb.; G. M. Myers, Walthill, Neb.

Packard Builds New Model Closed Car

An enclosed carriage of an entirely new design has been added to the Packard line, making a total of twenty-one body styles for either the "28" or "48" six-cylinder chassis. The new style is known as Salon Brougham, three-window type, and carries four passengers.

While the new type of body follows the general outline of the Packard six-passenger cars, with sloping roof, narrow body and square corners, the sharpness of design is accentuated by an extremely low roof and three spacious windows. The effect is strikingly different from that of the more conventional types.

Eliminating one window has had the effect of increasing the width of the doors. Free entrance to the front seats is afforded from either side.

The front seats are of the individual type, with a pillow-way between. The seats are built exceptionally low, promoting a most comfortable driving position. The Packard Salon Brougham is described as a particularly smart equipment for the owner-driver.

MINNESOTA AGENTS VISIT PAIGE AUTO FACTORY

That automobile dealers today look more thoroughly into cars and factories in their search for the car they want to handle was evidenced last week in Detroit. F. E. Murphy of the Murphy Automobile company, the Paigo northwestern distributor at Minneapolis, came in Detroit with a large contingent of prospective dealers. Two days were spent in investigations of the different automobile factories of the city.

H. M. Jewett, president of the Paigo-Detroit Motor Car company, who received the visitors at the mammoth new Paigo plant, commenting on the visit, says:

"This question that was first at an intimated us of the charge of San Juan Hill. They went into it, in its minutest details."

"After the inspection, which was made with the factory executives, they were taken into the executive offices, where they all went over manufacturing conditions thoroughly."

"They went away a crowd of buyers and many of them expressed the idea that they had visited factories in the last several years manufacturing cars far in excess of us in price that did not use the careful methods we employ in the production of Paigo cars."

"That is nothing new with the Paigo, as everybody that comes to the factory leaves with the same idea. The dealers were more than gratified at the way in which they were received by the Paigo factory. Everybody, from the president down, finds time to give to visitors."

One Ford Car Here to Every 166 of the City's Population

On April 1 there was, in the city of Omaha, one Ford car to approximately every 166 people. From April 1 to April 15, thirty-five more model "F" were sold, which increases the number of Fords to one for about every 168 people.

Among those to whom Fords have been delivered during the last two weeks are: Charles Harding, E. G. McMillan, Skyrak Water company, Phillips Medical company, Carbon Coal & Supply Co., Midland Glass & Paint Co., Western Grocer Mills, Dr. P. W. Blabough, Dr. C. Q. Dodge, Dr. A. E. Adams, Stuen & Townsend, Mrs. M. F. Brown, P. J. Johnson, W. B. Hughes, J. H. Conrad, A. W. Fields, Nels Hansen, H. G. Alexander, C. B. Watson, Kristine Hole, J. M. Anderson, M. A. Copeland, T. J. Bellars, T. M. McGovern.

LINCOLN HIGHWAY BOOSTER IS COMING TO OMAHA

A. R. Pardon of Detroit, vice president of the Lincoln Highway association, is to be in Omaha some time this week. The Commercial club plans to have him address the organization at luncheon one day during the week.

NEW FIRMS ARE LOOKING HERE FOR LOCATIONS

The industrial committee of the Commercial club is really holding meetings this year, and is keeping in touch with the firms that are contemplating locations in Omaha. One firm that is now considering proposals to establish a plant that will employ from 300 to 500 men.

STUDEBAKER SERVES WELL

Texas Owner Makes Record Run With Brand New Car.

RADIATORS ALWAYS KEEP COOL

After Hard Trip of Twenty-One Miles A. W. Smith of Lockhart Finds Engine Likes but Little Water.

Having waited several days for the arrival of his Studebaker six, A. W. Smith of Lockhart, Tex., was finally notified by the dealer that his car had just arrived in a shipment from Detroit.

Mr. Smith, an experienced motorist, went to the yard, unlocked his car, hastily poured in a couple of gallons of gasoline and a little oil, and started with several friends for San Marcos, where he was due to meet a T. & Q. train.

The car wanted to run away with him, so Mr. Smith let it slip along in lively style, making the twenty-one miles in forty-eight minutes over a rather rough road. This pleased Mr. Smith, as the time is the best on record.

At San Marcos the train was reported as two hours late, so Mr. Smith rolled around to a garage and ordered the tanks filled to capacity. When this was done, an attendant suggested that the car, being new, might also need water. Much to the amazement of Mr. Smith, the attendant and several bystanders, the water ran straight through the radiator and out at the petcock at the bottom. Investigation showed that the car had not been supplied with a drop of water since the radiator had been drained, prior to the departure from the Studebaker plant in Detroit.

Not in Need of Water. The surprise of all hands was the more pronounced, as the motor was not unduly hot and had not appeared to be in want of a drink despite the fact that the day, while cool for Texas, would have seemed like midsummer to the resident of the average northern clime.

Friends of Mr. Smith, both in Lockhart and San Marcos, have been hearing so much about his new car that they are eager to see it for some means of modifying the complacency with which he recounts the exploit of his arid drive. The car has been dubbed by them as "Smith's Caroline Camel."

And the worst part of their predicament is the fact that, to obviate any possible chance of doubt, he is ready to provide eye-witnesses to testify to the fact that the feat was performed as recounted. Mr. Smith is looking forward to a pleasant motoring season in a country where water is not always easy to get and where his lack has, especially in the summer, brought about the confusion of many an automobilist.

HUPP YEAR BOOK INNOVATION IN AUTOMOBILE LITERATURE

From the Hupp Motor Car company of Detroit come a new booklet, the "Hupp Year Book," which in many respects is the most remarkable automobile brochure ever contributed to the motor industry.

The opening chapter, "The Power of a Thought—How It Made a Niche in the Motor World," tells of the birth of the idea that resulted in the Hupp automobile goodness first and price afterwards, and how the founders of the company started out with one idea in mind, an idea which has been adhered to since the foundation of the business, "to make quality cars at rock bottom prices." With epigram and axiom, the spirit of comradeship that actuates Hupp owners passing on the highways of the world is emphasized.

"Hupp's Convenience—Points Easily Proved," is the title of chapter II. Herein the owners of Hups from all corners of the globe go on record with proofs of the many features that make the Hupp automobile supreme in its class. "Cars for Every Purpose," covering every useful and social requirement, is the topic set forth in chapter three, and chapter four deals with the achievements of the Hupp mobile in two hemispheres—an astounding number modestly set forth.

Multimillionaire Hupp mobile owners of the city of New York hold forth in the succeeding chapter—a roster of users which emphasizes Hupp quality and in which are listed some of America's most illustrious families.

CADILLAC FIRE TRUCK MAKES 23 MILES IN 31 MINUTES

Fire fighting is being rapidly revolutionized by the automobile or motor-driven apparatus and with the sensational feat these vehicles are performing nearly every day it seems likely that the horse will soon be abandoned as a part of a fire department's equipment because of comparative inefficiency. Fast runs by automobile apparatus also diminish the possible loss from fire and in time will undoubtedly affect insurance rates.

Amazilia, Tex., recently provided a spectacular example of what can be done in this line of public service. A fire truck built on a stock Cadillac chassis and carrying, with hose, ladders, chemicals and tools, an overload of 1,200 pounds and with a total weight of 4,000 pounds, made a remarkable run to the state Normal fire, covering a distance of twenty-three and two-tenths miles in thirty-one minutes. The last nine miles were done in ten minutes and the average speed was forty-six miles an hour. The run was made over country roads, over hills and through canyons and around twelve short turns.

EFFECTS OF RIDING THE TIRES SOFT

"When the tires are ridden soft there is too much action in the side-wall, or hinge, which must eventually result in a wire bent numerous times at a given point."



Take The Slant Out of Hills

LEAK-ROOF Piston Rings

Give Perfect Compression Maximum Power

CHINESE AND IRISH ALIKE

Neither Buys Motor Cars in His Native Land.

BOTH BUY IN OTHER CLIMES

Away from Their Countries Both the Chinese and the Irishman Are Heavy Purchasers of Motor Cars.

"To find points of similarity between an Irishman and a Chinaman would appear a hopeless undertaking," said E. G. Bennet, vice president of the General Motors Export company, who has charge of the Oakland foreign business, "yet as far as the automobile exporter is concerned, Ireland and China come under the same classification."

"Their common ground lies in the fact that both the Irishman and the Chinaman in his home country is a non-purchaser of cars. An automobile driven by a Chinaman in the cities of China is an unusual sight, yet away from his home surroundings the Chinaman is a heavy purchaser. The same is true of the Irish people."

"China, one of the largest countries in the world, is a poor export country. We ship more Oakland to Java than we do to the whole of China, and this holds true with other manufacturers."

"It does not follow that we do not ship Oakland to China, for we do, but they are practically all bought by 'foreigners,' the Oakland being popular with the English, French and German people who reside in China."

"But, the Chinese business man who dwells in the Malay states or the Dutch East Indies is a ready purchaser, taking practically all of the cars shipped to these countries."

"Mr. Bennet, whose headquarters are in New York City, recently visited the home office in Pontiac, accompanied by H. M. Salisbury, comptroller. Bennet leaves in a few weeks for Russia, to superintend the placing of agencies throughout that country. He will go direct to St. Petersburg and thence to Vladivostok."

CHINESE AND IRISH ALIKE

Neither Buys Motor Cars in His Native Land.

BOTH BUY IN OTHER CLIMES

Away from Their Countries Both the Chinese and the Irishman Are Heavy Purchasers of Motor Cars.

"To find points of similarity between an Irishman and a Chinaman would appear a hopeless undertaking," said E. G. Bennet, vice president of the General Motors Export company, who has charge of the Oakland foreign business, "yet as far as the automobile exporter is concerned, Ireland and China come under the same classification."

"Their common ground lies in the fact that both the Irishman and the Chinaman in his home country is a non-purchaser of cars. An automobile driven by a Chinaman in the cities of China is an unusual sight, yet away from his home surroundings the Chinaman is a heavy purchaser. The same is true of the Irish people."

"China, one of the largest countries in the world, is a poor export country. We ship more Oakland to Java than we do to the whole of China, and this holds true with other manufacturers."

"It does not follow that we do not ship Oakland to China, for we do, but they are practically all bought by 'foreigners,' the Oakland being popular with the English, French and German people who reside in China."

"But, the Chinese business man who dwells in the Malay states or the Dutch East Indies is a ready purchaser, taking practically all of the cars shipped to these countries."

"Mr. Bennet, whose headquarters are in New York City, recently visited the home office in Pontiac, accompanied by H. M. Salisbury, comptroller. Bennet leaves in a few weeks for Russia, to superintend the placing of agencies throughout that country. He will go direct to St. Petersburg and thence to Vladivostok."

PRATTLE OF THE KIDDIES

"Tommy" and the Sunday school teacher who had been giving a lesson on the Baptismal Covenant, "Can you tell me the two things necessary to baptism?"

"Yes, m," said Tommy, "water and a baby."

A teacher in a school was trying to find from a tiny child the name of his father. He seemed quite unable to think of it, so to help him she asked:

"What do you call him?" "I call him father," was the reply. "Well, what does your mother call him?"

The response was eloquent of the manner of the neighborhood. "She doesn't call him anything—she likes him."

"Mrs. Alden has five children; if there were seven more, how many children would Mrs. Alden have?"

"Several hands were raised. "Anna may tell us," said teacher. "How many children would she have, Anna?"

"Enough."

Firestone Red Inner Tubes. A new and higher degree of strength, heat-resistance and wear-resistance. Their greater density and extra thickness hold the air and hold their shape. All Leading Dealers. 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. Most Miles per Dollar

Overland \$950. \$1075 With electric starter and generator. Price, f. o. b. Toledo. The Mechanical Construction of This—The World's Greatest Motor Car Value—Could Not be a Bit Finer. THE Overland motor is the same in principle, design, action and fundamental construction as the motor used in the \$3000, \$4000 and \$5000 cars! The Overland frame is of open-hearted steel, identical with that used in the \$3000, \$4000 and \$5000 cars! The Overland steering knuckle bolt is of 3% nickel steel, just the same as those used in the \$3000, \$4000 and \$5000 cars! The Overland drive pinion is of 3% nickel steel, the same as used in the \$3000, \$4000 and \$5000 cars! The Overland live axle, which is the driving shaft of the rear axle, is of Chrome nickel steel, the same as used in the \$3000, \$4000 and \$5000 cars! The Overland front axle, a one-piece drop-forging, is the same as used in the \$3000, \$4000 and \$5000 cars! The Overland steering knuckle is the same as that used in the \$3000, \$4000 and \$5000 cars! 2848 Farnam St., Omaha, Neb. Van Brunt Automobile Co., Distributors. Phone Black 551, 18-22 4th St. Council Bluffs, Iowa. The Willys-Overland Company, Toledo, Ohio. Manufacturers of the famous Overland, and Willys-Utility Trucks and Overland Delivery Wagons. Full information on request.