



AUTOMOBILES



Gossip Along the Automobile Row

Guy L. Smith moved into his new garage at Twenty-sixth and Farnam streets last week. The new three-story garage is one of the most complete and up-to-date in the west and has one of the largest salesrooms in the city. The repair department is complete in every detail and every possible repair can be made here in Omaha at the Smith garage.

The Studebaker's have nearly completed their new branch house at Twenty-fifth avenue and Farnam street and will soon move from their crowded quarters at Twenty-first and Farnam streets. The branch house will be for wholesale trade exclusively and no retail deals will be made. E. H. Wilson is the local retail distributor of the Studebaker.

All of the dealers along the row are cleaning out the remnants of their 1913 stocks. Very few dealers were burdened with overstocks because the past year has been a profitable one. Nearly all firms had a few 1913 models and they all desire to have them cleared from their floors to make room for 1914 models.

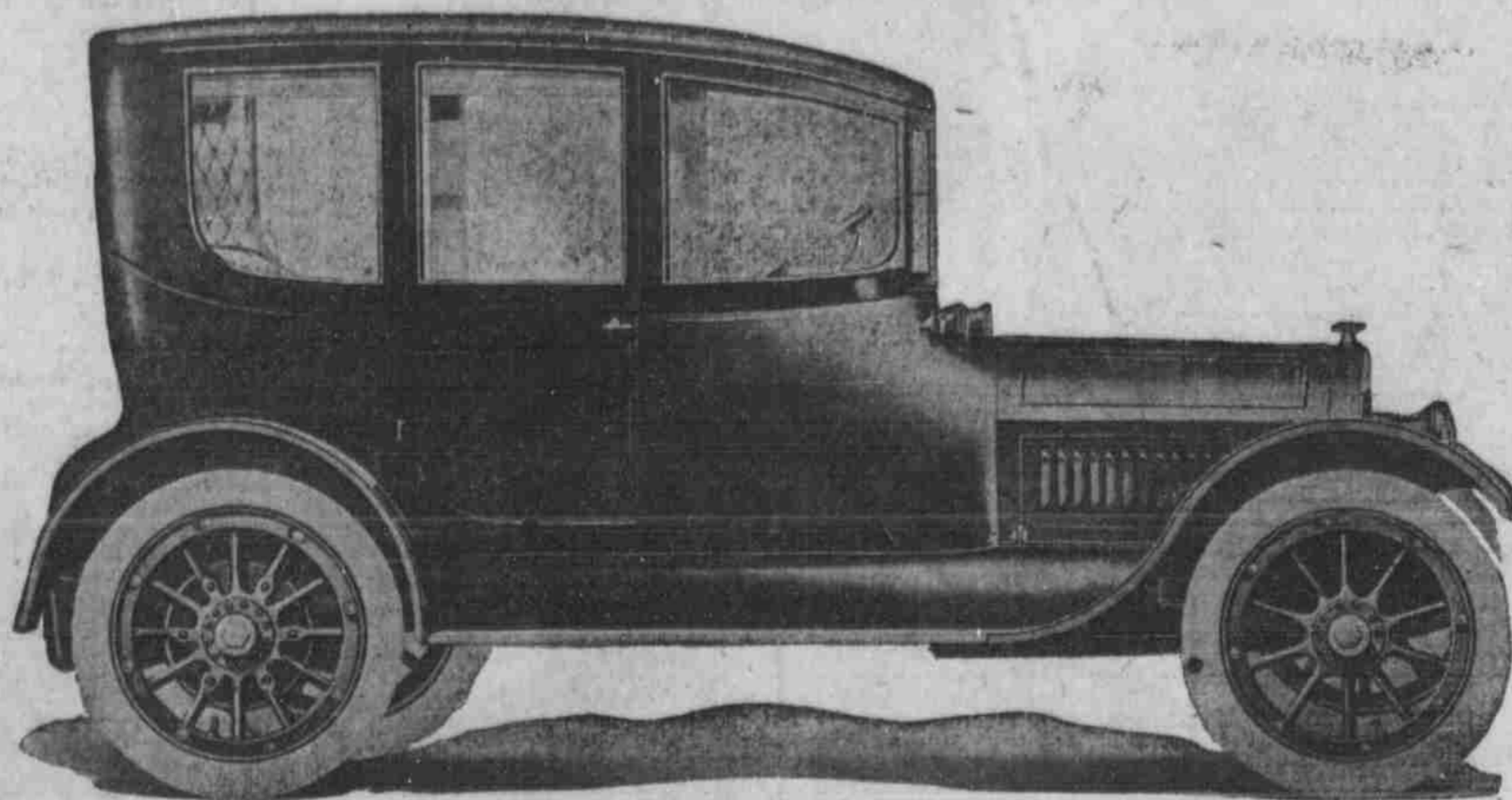
The Stewart-Tooser company is preparing to open an extensive campaign with Chalmers cars. The Chalmers company is one of the five largest in this country and its output is enormous. As a result, the local agency does not experience difficulties in making deliveries. It intends that as many Chalmers cars shall be seen on the streets of Omaha as in the big eastern cities of as large or larger population.

C. E. McKee, district manager of the Interstate Automobile company, is doing a land office business these days with his new left hand drive six cars. Omaha is one of the two branch houses of the Interstate company by reason of limited output and the company has been convinced that Omaha is a desirable city for a branch house.

The Pennsylvania Rubber company is another concern that maintains few branch offices. It has one in Omaha. The Pennsylvania vacuum cup tires are becoming more than an innovation in Omaha and one dealer, the Western Auto Supply company, alone has sold \$100,000 worth of tires since January 1. With the advent of the fall rains and winter snows, which will make slippery pavements and bring about much skidding, the Pennsylvania people look for more orders than they can handle. The vacuum cup tire is absolutely non-skid.

Many cross-country tourists who have

New Enclosed Car for Owner to Drive



A DECIDEDLY NEW FIVE-PASSENGER INSIDE DRIVE LIMOUSINE ADDED TO THE CADILLAC LINE. THE FRONT SEATS ARE SO ARRANGED THAT THE DRIVER CAN ENTER FROM EITHER SIDE AND THE PASSENGERS ARE SEATED WITH THE DRIVER IN THE SAME COMPARTMENT. THIS IS INTENDED FOR THE OWNER WHO DRIVES HIS OWN AUTOMOBILE.

made overland trips to various summer resorts in Colorado, Wyoming, California and other western states are returning now and a great many of these cars have stopped in Omaha for repairs or overhauling. The garages all along the row have been crowded all week with the cars of transients. Some parties have been detained in Omaha for a week because the repair departments have had so much work to be done on machines brought in.

An increased activity has been manifested at the Drummond Motor company since J. W. Griffith, W. L. Griffith and F. W. Bacon secured the establishment. The concern is doing all the repair and overhauling business that the Drummonds worked up and has been doing considerably more in the way of selling cars. The new interests intend to push the G. M. C. truck they are agents for and as Omaha is a fruitful field for trucks they should do a big business.

The left-hand-drive car is coming into its own and is asserted to be the logical drive. European cars are right-hand-drive, but in Europe the traffic moves to the left, instead of the right. Some dealers on the row prefer right-hand-

drive because the driver is adjacent to the ditch on country roads. Other dealers prefer left-hand-drive because they are next to the passing car and the seat is handy at the curb. Among the left hand drive cars that are sold along the row are: Luster, Mitchell, Maxwell, Packard, National, Hudson, Paigo, Reo and Interstate.

The Ford company is still delivering cars as fast as ever. More Fords are sold in Omaha than any other car. The output of the company is almost unlimited. Every day the Ford people accept with tranquility orders which would drive the agent of a high-priced car insane. It is a common occurrence for a man to walk into the Ford garage, lay down his money and drive the car away before the salesman even learns his name.

Wayne Burbank, although a youngster at the game, has already acquired the reputation of being the most gentlemanly salesman on the row. His brother, who is his boss, however, says that being gentlemanly don't get anybody anywhere when it comes to selling machines and while Wayne is dressed in the top of fashion E. M. runs around in his shirt sleeves and a few grease spots on his

trousers, which last he says convey an impression of familiarity with machinery.

C. L. Kohn of the Western Auto Supply company has of late been in a vindictive mood. Some few weeks ago a traveling solicitor borrowed "ten" from Kohn and has not been seen in Omaha since. Kohn then spent another perfectly good "ten"

to have two nice little signs painted to hang in his office. They read: "Don't try to borrow money; we are not running a loan office." Kohn has been working nights trying to make enough money to cover the lost coin with interest.

The Locomobile company avert any difficulties concerning left or right-hand-

drive by making it optional with the purchaser. Either right or left hand driven cars may be secured in the Locomobile.

It is a frequent occurrence to see offices along the row open at all hours of the night. Every supply house is open, the majority of the tire concerns and a goodly number of the sales houses burn the midnight oil with increasing regularity.

The T. H. Pollock Auto company, a new concern for auto row, which will handle the Henderson cars in this territory, has already sold a Henderson to G. A. Schroeder of Columbus. Mr. Schroeder came to Omaha Friday and drove the car home with him.

George Tooser is such a busy automobile salesman that he doesn't take time to eat. To see him running around auto row you would think he was training for a race or racing for a train.

Another conclusive proof that Firestone tires are able to withstand the trials of a grilling speed contest was demonstrated by Earl Cooper, who drove a Stutz car equipped with Firestone tires to victory in the 250-mile race September 9 at Corona. The Stutz car maintained a speed of seventy-four and one-half miles an hour, which is a fast enough pace to wear out tires like a grindstone wears out leather. The course at Corona has innumerable sharp curves and corners to be traversed and Cooper never failed to take any one of them with his accelerator wide open, so great was his confidence in the Firestone tires. This victory is another in the chain of Firestone victories. In nearly every big race this year the winning car has been equipped with Firestone tires. This is a great and enviable record and the Firestone people are justly proud of the tires they put out. All Firestone tires used on racing machines are stock tires and not made to order.

The Stewart-Tooser Motor company has just received the new Chalmers "Six" five-passenger car. This car has a stream-

line body, roomy seats and is equipped with the Ems electric starter made in the Chalmers' shops. This starter is easy to operate and there are no pedals or buttons to push. The car is silent on all speeds and is one of beauty and refinement as well as one of durability and satisfaction.

One of the busiest places along "automobile row" is the Stewart-Tooser Motor company, due to the fact that they have just received their new 1914 Chalmers "Six" demonstrator. Mr. Tooser has been busy demonstrating this car to many prospects who pronounce it the best car of any they have seen for the money.

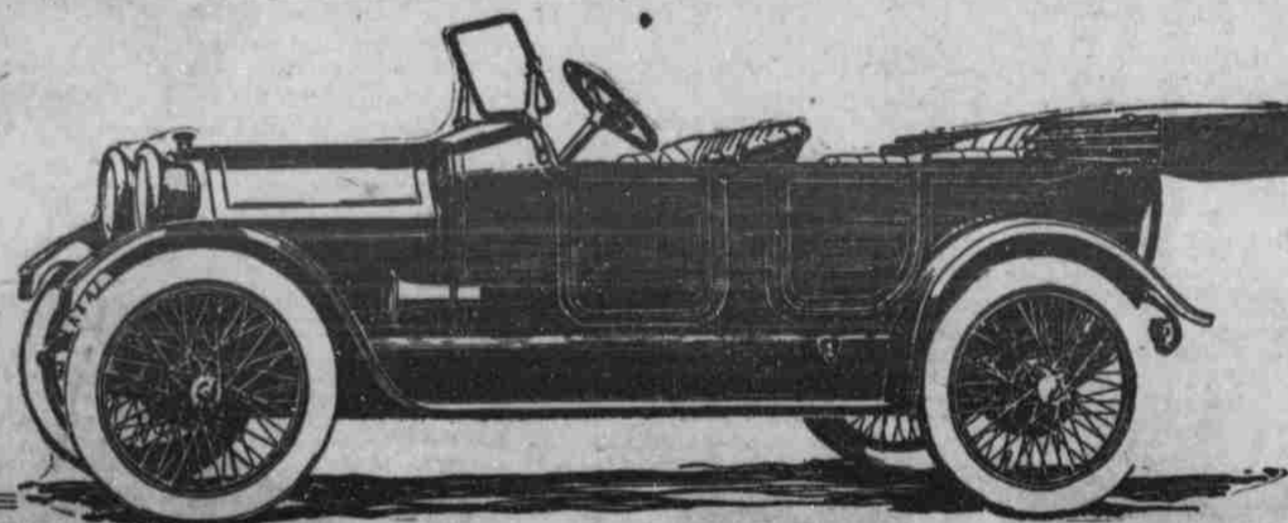
The Stewart-Tooser Motor company has sold to E. S. Van Gorder of Audubon, Ia., a Pierce Arrow "48-HP" car. They have also delivered Chalmers cars to John Tutley of Crete, Neb.; J. H. Peterson of Arlington, Neb.; George Condon and Dr. E. C. Henry of Omaha.

Luther Larson, who handles the Chalmers cars at Fremont, representing the Stewart-Tooser Motor company, made four trips to Omaha during the last week each time driving home a new Chalmers car. John Branigan of Columbus, who also represents the Stewart-Tooser Motor company in that vicinity, drove home two Chalmers cars during the last week.

A. J. Freed, who has been covering Montana and Wyoming for Powell Supply company, comes into Omaha today. He will stay over for the Ak-Sar-Ben activities.

The Safford combined lamp and illuminated registration number is the newest accessory on the market. A. K. Chambers of the Powell Supply company believes they will prove a decided success.

Most Food is Poison to the dyspeptic. Electric Bitters soon relieve dyspepsia, liver and kidney complaints and debility. Price 50c. For sale by Beaton Drug Co.—Advertisement.



Henderson De Luxe 6-Passenger, \$1,785

Come See this Amazing New 1914 Car

At This Time Next Year, Most Leading Makers Will Offer You These Remarkable Motor Car Engineering Advancements. Their Engineers Are Working on Them Today—Some of the More Progressive Will Have These New Ideas for 1914. So Don't Purchase a 1913 Car, for It Is Now Out of Style.

Don't purchase any automobile without wire wheels. They are the new vogue. They increase tire mileage 35%—cut tire expense down one-third, often half. Besides, wire wheels stand 3 times the shock that breaks wood wheels. They double easy-riding comfort of an automobile. These are engineering statistics.

The old style gasoline tank was under the seat or at the rear of the car. This is out of date. Only the backward makers have not adopted the advanced idea of the cowl gasoline tank. This is because of unsold cars of the old style. But the leaders will have it next winter.

Kerosene the New Fuel

For two years engineers have been searching for a practical new fuel. Gasoline at 20 and 25 cents a gallon is by some considered too expensive. Ray Harroun, the famous racing driver, struck the idea in a carburetor that would vaporize kerosene, coal oil or gasoline. And kerosene costs only 7 or 8 cents a gallon. This new invention revolutionizes motoring cost—cuts it down to insignificance. No one need fear expense today.

All Adopt Left Drive— New Center Control

Practically all next year's cars have left

As Striking in Advancement as the De Luxe Henderson is the New Henderson Six. The Touring Car or Roadster, \$2,285

HENDERSON

drive. Another new idea is the center seat control—at the driver's right. All the things mentioned above can be had on the New Henderson—and you can get immediate deliveries of this car. You need not wait a year as you would have to do, were you to ask for these features in another make of car.

Electrically Self-Cranking Electrically Lighted

You merely press a pedal with your foot to start the motor. The electric self-cranking system spins the motor 90 times in a minute.

The car is electric lighted of course.

All these things you can get a year hence on other leading cars. For

they are the vogue of 1914. But if you wish them now—and you probably will not buy a 1913 car if you read clear through this announcement—you can have them to use this summer and fall on the New 1914 Henderson De Luxe.

As quickly as the news spreads, we fear our allotment will be too quickly snapped up by buyers. So if you wish this car of amazing new features, this kerosene-burning car, you had best come see it at once—today. It is now on exhibit.

We Paid \$50,000 To Prevent Tread Separation On No-Rim-Cut Tires Another Exclusive Feature

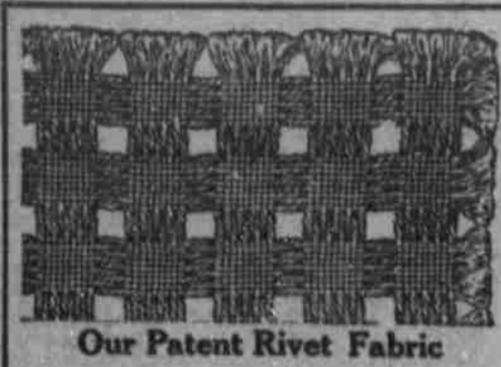
Here is another vital feature found in Good-year tires alone.

This fabric—called "rivet" fabric—is patented. We bought the rights for \$50,000.

In every well-made tire, at the base of the tread, runs a breaker strip. It is usually a solid weave.

It is near this strip, where rubber joins with fabric, that loosened treads occur. It has cost tire users millions of dollars.

The "rivet" fabric is our breaker strip. Note the openings in it. We force the tread rubber down through these openings, so hundreds of large rubber rivets are formed to prevent tread separation. Then the whole tire is vulcanized en masse. This is one of the biggest of Goodyear economies, and no other maker can use it.



Our Patent Rivet Fabric

corrects this buckling. The rubber and fabric adjust themselves to actual road conditions. Every part of the fabric bears its part of the strain.

This process—used by no one else—adds to our cost \$1,500 daily, just to minimize blow-out cost.

No Rim-Cutting

In addition we save you, in No Rim-Cut tires, all the ruin of rim-cutting.

With clincher tires—the hooked-base tires—rim-cutting ruins almost one tire in three. This is proved by statistics gathered for us by certified public accountants. No-Rim-Cut tires are guaranteed against this costly damage.

We control the only known way to make a satisfactory tire of this type.

Three Savings

So we save you on rim-cutting—

Save you on blow-outs—

Save you on tread separation.

Yet no standard tire of any type costs less than No-Rim-Cut tires. That is due to our mammoth output. No-Rim-Cut tires, when we made less of them, cost one-fifth more than clinchers.

Note what you get which others can't give. You will then see why Goodyears far outsell any other tire that's made.

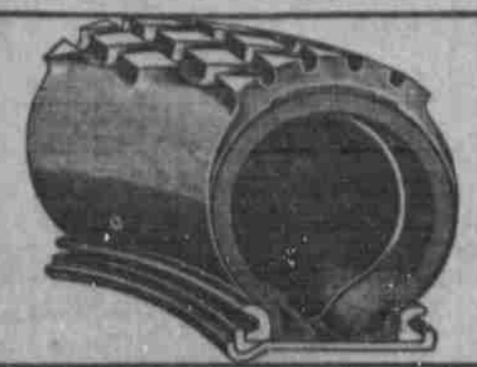
Saving Blow-Outs At a Cost of \$1,500 Daily

Here is another exclusive feature.

No-Rim-Cut tires get the "On-Air Cure." That is they are finished on air bags shaped like inner tubes. They are cured, as you use them, on elastic air.

Other tires are cured on iron cores alone. The fearful compression often buckles the fabric. And there, where some of the fabric bears no part of the strain, thousands of blow-outs occur.

Our "On-Air Cure"



GOOD-YEAR
AKRON, OHIO
No-Rim-Cut Tires
With or Without Anti-Skid Tread

THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio

This Company has no connection whatever with any other rubber concern which uses the Goodyear name

Branches and Agencies in 105 Principal Cities For Sale by Dealers

LONDON ADDRESS: CENTRAL HOUSE, KINGSWAY, LONDON, W. C.

OMAHA BRANCH 2212 FARNAM STREET

PHONE DOUGLAS 4190

T. H. Pollock Auto Co.

Factory Distributors

2218 Farnam St., Omaha

Phone Doug. 6292

Interesting Dealers' Proposition for Open Territory in Iowa and Nebraska.