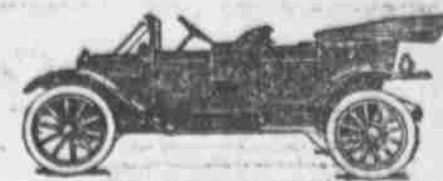




AUTOMOBILES



Gossip Along the Automobile Row

Shipments of the new Packard "35" are now going forward from the factory in Detroit. The new model is attracting much attention by reason of many refinements. A feature which has caused particular comment is the salon touring body, which is an essentially new style, with two individual front seats and a passageway between leading to the rear compartment. The Packard company is offering also for the first time a special touring body on the standard "35" chassis at a figure which has opened a much wider selling field. A steadily advancing rate of increase in both shipments and sales indicates an exceedingly active season for high-grade cars.

Automobile cuttings for Packard factory foremen and their assistants are being field each week. B. W. Burtiss, assistant factory manager, conceived this idea of giving his lieutenants an opportunity to observe the actual performance of the cars which they help to build. Saturday afternoon is the time set apart for these driving expeditions, and the results are shown to be very helpful to the factory organization.

The Chalmers Motor company last week made what is undoubtedly the largest shipment of 1914 cars of the new season. Fifty Model 19s were shipped in one train load, consisting of twenty-two fifty-foot automobile cars from the factory at Detroit to Latner Bros., Chalmers dealers at Cedar Rapids, Ia.

Mr. Kohn of the Western Automobile Supply company spent a day in Lincoln last week, and reports car dealers all

jubilant over the prospects for fall business. The rains of last week have put the pastures in first class shape, and all the car dealers are anxious for the new models of cars, and they are buying accessories and tires in preparation for the large fall business which they anticipate.

A light six Lester was received by the Mitchell Motor company the first of the week, and was immediately delivered to Charles Tess Stewart of Council Bluffs, Ia. This car is an exact duplicate of the one recently delivered to Dr. W. O. Bridges of Omaha.

The first 1914 Mitchell was sold last week, R. L. Robinson of the Bankers' Reserve, Omaha, having placed the order. Mr. Robinson is one of the veteran automobile owners of Omaha, and since he started driving Mitchell cars a few years back, has had right with them. The car is a sixty-horse power, six-cylinder, with electric starter lights, and all the latest improvements.

As the colder weather advances the Omaha Auto Top company is doing more business. The Omaha company sells the "Jiffy" auto top, which absolutely encloses the entire car and protects from rain, snow or cold. They are simple to drop down or take up as the weather changes.

The first of the 1914 Mitchells has been received in Omaha, and the distributors are mightily pleased with both the appearance and performance of the car. This is a little six model, and has all the appointments and improvements found on cars costing twice the money. Long wheel base, stream line body, and other pleasing features with a sixty-horse power motor, bespeak the usual success the Mitchell distributors will have for the coming season. The four-cylinder models will be received by October 10.

L. C. Kohn is trying to talk Pennsylvania tires and Century retiners both these days. Nobody knows how he does

it, but he sells first a pair of tires and then sells the retiners to use when the tires begin to wear out.

Omaha has five dealers that are not on automobile row, but do not seem to be handicapped in the least by not being so. Northway, Freeland, John Deere Plow company, International Harvester company and the Johnson company are all east of Thirteenth street, but they appear to be enjoying so much business as their contemporaries on the row.

The Studobaker agents are getting anxious to see their new branch building completed. Wilson and Keller take a prospective view of the building every morning and every evening and discuss how much more work was done. Strange to say both seem to agree that more work is done in the night, when the workmen are resting, than in the day when the workmen are working.

Automobile row has once more taken on a business like appearance. During Ak-Sar-Hen the row looked like a summer resort with all the colors flying and the decorated windows, but the colors have been removed and all is business-like again.

Opinions differ on the effect of cold weather on the automobile business. Some of the dealers along the row assert that cold weather kills business absolutely, while some assert that the business is good. Of course, dealers in electric coupes sell more cars in the cooler weather than in the summer.

The most attractive electric sign on the row is the representation of the Dreadnought Motor. The sign extends clear across the sidewalk and is built like a dreadnought battleship.

Leo Huff is the busiest man on the row these days. It is almost impossible to find him in his place of business because he is generally tearing around with some of his outside agents fixing them up for

a couple of hundred cars. Huff expects to see the Nebraska Buick company sell 4,000 cars this year.

The Freeland Auto company is just in receipt of a telegram from the Spaulding factory that the Spaulding Scout car which attracted so much attention upon the streets of Omaha during the Ak-Sar-Hen carnival upon its return from the all east of Thirteenth street, but they appear to be enjoying so much business as their contemporaries on the row.

The Freeland Auto company, who are distributors of the Spaulding "40", sold cars this week to J. E. Bhas, Norfolk, Neb., and to J. B. Katholzer, Geneva, Neb.

C. C. Wilson, general sales manager of the Spaulding Motor company, is spending a few days with the Freeland Auto company, assisting with the 1914 sales campaign.

A trip up the noted Giant's Despair mountain just outside of Wilkes-Barre, Pa., has been made by a Franklin touring car on low gear. William S. Lee, the Franklin dealer in Wilkes-Barre, accompanied by Frank J. Scoutin, president of the Citizens bank of Parsons, Pa., and Charles W. Miller, proprietor of the Miller Oil company of Wilkes-Barre, made the test up this mountain to prove that it was impossible to overheat the direct-

cooled motor. The car with its passengers went from the Franklin Garage up the mountain into Bear creek, a run of ten miles, and the motor made the trip without a mis and never once showed any sign of overheating.

Three gallons of gasoline drove a Franklin Little Six ninety miles from Rising Sun, O., recently. The car is owned by E. F. Day and contained full passenger load.

A three years' record of 111,000 miles has been made by a 1910 seven-passenger Franklin touring car owned by Thomas Barland of Divide, Montana. Mr. Barland's car is used in stage service from Divide, going about 113 miles every day over mountain roads. The tire record of the car has been on an average of 8,000 miles per set, the mileage from a single tire having run as high as 14,000 miles.

H. M. Burbank and his brother Wayne are the most serenely happy men on the row. They sold so many Paige cars during Ak-Sar-Hen they are afraid to figure out the profits until they balance books at the end of the month.

The Lester is increasing its popularity in Omaha this fall. The Lester was one of the first cars to have left-hand drive and, as so many of the cars are left-hand drive now, the Lester gets the advantage of being among the first to make the change.

Another big car that shifted to the left-hand drive is the Packard. Manager Orr says it has increased the selling power of the car 50 per cent.

The Pierce-Arrow and the Peerless are still right-hand drive cars and George Tooser and Guy Smith seem to be of

the opinion that the right-hand drive is still more popular. They are selling more cars than they ever did before, so it seems logical to conclude that there are more people buying machines and some have preference for left and some for right.

The Locomobile is either left or right-hand drive. F. W. Bacon, manager of the Drummond Motor company, the local agents of the Locomobile, is of the opinion that the alternative driving system is the best selling point of the big machine. By giving the purchaser the choice it is possible to sell those who have prejudiced views concerning one drive or the other.

New Route to Yellowstone. Under the auspices of the Chicago, Black Hills and Yellowstone Park High-

way association, a party in a Studobaker car has just laid out an improved and direct motoring route to the park from Chicago. The route runs through Madison, Racine, Mankato, Pierre, Rapid City, the Black Hills and Cody, Wyo. It is said to be both shorter and better than the former route by way of Denver.

Buyer Owns Self for 35 Cents.
"Oh, John," sobbed Mrs. John. "I've done something awful, and I'm almost afraid to tell you—but I must. I made an awful mistake this morning and sent your new dress suit to the Furmage sale instead of your old one, and when I found out what I had done, and ran over to get it back, it had been sold."
"That's all right, Mabel, dear," said John, amiably. "I stepped in at the sale myself and bought it back for 35 cents."
—New York World.

BANKRUPTCY SALE OF
Omaha Motor Car Company
Wednesday, October 15th, at 2 o'clock, at its place of business, Stroud & Co. building, on 19th Street Boulevard and Ames Avenue.
Stock consists of finished pleasure cars as well as bodies. Chassis in course of construction, touring bodies, fenders, radiators, wheels, axles, frames, springs, lamps, all kinds of fine machinery and office fixtures. Plant has modern machinery, suitable for any kind of repair business.
This is an exceptional opportunity for the right man to get into a money making business.
For further information, phone or call
L. W. SCHEIBEL, Trustee
PHONE HARNEY 8578.

A PULLMAN BERTH WITHIN AN AUTO.

THE "SPAULDING PULLMAN"
Beautiful In Design
Mechanically Perfect

Above is shown our new model—the "Spaulding Pullman." This model permits of the regular appearing touring car body to be transformed in one minute into a perfectly equipped sleeping car. This feature offers many advantages which should at once be apparent to any tourist.

The "Spaulding" Forty is designed to meet the "ultimate" demand. The body is made from start to finish in our new and well equipped body plant. No outside tanks or tool boxes, long side lamp brackets or protruding door hinges mar the beauty or harmony of its lines. Our left-hand drive and center control allow ingress to the front from both sides, just the same as to the rear seat; in which feature we are ahead of nearly every Forty on the market.

After 38 years of manufacturing experience we believe the buying public has vindicated our motto of "Quality First." The every-increasing demand for our products is good evidence of this fact.

In our 1914 car the general "Spaulding" design has been retained, as we have found no necessity for any radical change.

We shall be pleased to have you examine our new 1914 line and are sure we can show you many points of interest—particularly the "Spaulding Pullman."

SPECIFICATIONS.

MOTOR—Four cylinders, "Enbloc," 4 1/4-inch bore x 5 1/2-inch stroke, cylinders and pistons ground to mirror finish. Drop forged, alloy steel crank shaft and connecting rods. Three main bearings, crank shaft and connecting rod bushings die cast white bronze. One piece drop forged cam shaft, carbonized and ground to finish. Centrifugal pump, driven from helical timing gears. All valves on right side, large ports, nickel steel heads, electric welded to soft steel stems and ground interchangeable. Self contained, circulating, constant level splash oiling system, oil driven by plunger pump operating from cam shaft eccentric and forced through sight gauge. Indicator on side of case shows quantity in reservoir.

IGNITION—High tension dual with magneto.

CARBURETOR—Holley model "H" 1 1/4-inch.

CLUTCH—Leather face cone with spring inserts.

FRONT AXLE—Drop forged "I" beam with annular roller bearings, grease cups on all joints.

REAR AXLE—Pressed steel housing, full floating, with removable cover plate over drive and differential gear unit. Double 1 1/2-inch brakes, heavy duty annular roller bearings throughout, and packing washers to retain oil.

FRAME—Extra heavy pressed steel, low hung with upweep at rear and drawn-in front. Depth 4 inches, flange 3 1/4 inches, stock 3-16 inch.

STEERING GEAR—Worm and nut type, long lived and perfectly adjustable, with 1 1/2-inch walnut wheel having corrugated inner edge.

SPRINGS—Front 2 inches x 36 inches, semi-elliptic, rear 2 inches x 50 inches, three-quarter elliptic.

TRANSMISSION—Selective, three speed and reverse, with safety interlock absolutely preventing mesh of two speeds at once. Chrome vanadium gears, and chrome nickel shafts, heat treated, running on large ball bearings.

PROPELLER SHAFT—Spicer with double universal joints.

WHEELS—36-inch x 4-inch with Q. D. demountable rims. Best quality extra heavy second growth hickory spokes, rear, six spokes bossed for brake drum.

BODY—Made of special finish annealed and pickled body steel, on exceptionally strong wooden frame. Braced and stiffened with heavy strap steel at 20 points. Made and finished entirely in NEW SPAULDING SHOP by corps of life long body experts. Large doors with concealed hinges and inside handles, opening from rear. Trimmed with leather and genuine curled hair only. Eleven-inch tilted spring cushions. Roomy and comfortable.

PAINT—Twenty-one Process Finish, SPAULDING deep blue, with fine stripes.

EQUIPMENT—Electric head lights, parabolic reflector, flash electric dash lamps, and electric tail lamp, electric horn, storage battery, tool kit, pump, jack, toe and robe rails, tire holders on rear, spare rim, sixty mile speedometer, rain vision windshield, Spaulding genuine pantastote top with side curtains and dust cover, electric generator and starting motor. All trimming black and nickel.

TIRES—36-inch x 4-inch Q. D.

GASOLINE SUPPLY—Fifteen gallon tank on frame with pressure and auxiliary dash tank.

RADIATOR—Genuine high efficiency cellular type.

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Distributors for Nebraska, Western Iowa and South Dakota.
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Completely equipped
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With Gray & Davis
electric starter and
generator

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HERE we present a few concise cold factory facts, so that you can get a faint idea of what 50,000 cars a year means, and how it makes possible minimum economy. Read carefully. Then draw your own conclusions.

We are the second largest consumers of aluminum in the world—not in the automobile industry—but in the world. We use 18,000 pounds a day or 5,400,000 pounds a year.

This year we will use 20,000 tons of steel.

One of our recent monthly averages on incoming freight alone was over 85 carloads a day, or a total of 5,100,000 pounds of incoming daily freight.

On outgoing freight we never fall below 35 carloads a day and often go as high as 60 carloads a day. This year our outgoing freight will approximate 270,000,000 pounds.

Our incoming express matter will average ten to twelve thousand pounds a day and outgoing is almost double that.

We print our American catalogue in 1,000,000 lots. In addition to that is our German, Italian, French, Spanish and Portuguese editions which are run in 300,000 to 500,000 lots. Then there are huge special editions for South Africa, Canada, Australia, India, etc.

We receive over 1200 pieces of first-class mail matter each day. We send out over 2000 pieces of first-class mail matter each day. On an average we handle over 20,000 pieces each week. To say nothing of the fourth class matter and Parcel Post.

It is almost customary for us to mail a solid ton of catalogues and literature every day.

We operate machines in our mailing department that stamp, seal and count 250 letters a minute.

Phone Black 551
18-22 Fourth St.,
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Electric head, side tail and dash lights
Storage battery
35 Horsepower motor
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Brewster green body nickel and aluminum trimmings
Deeper upholstery Mohair top, curtains and boot
Clear vision windshield
Stewart speedometer
Electric horn
Flush U doors with concealed hinges