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## Standard Oil Company

OMAHA (NEBRASKA.) Brandeis Bldg.



### SHOW RECALLS FIRST CAR

H. E. Coffin Grows Reminiscent in Telling of Advance Made.

### WONDERFUL CHANGES NOTED

No Longer Is the Noisy Car Tolerated—Time Was When Auto Had to Be Fired Up Continually.

"You don't have to be very old to recall the time sixteen years ago when a big circus, consisting of an automobile a great novelty, featured one in its 'procession of golden chariots,'" said Howard E. Coffin, vice president and designer of the Hudson Motor Car company. "Neither need you have lived many years to remember the first road race. It was run in Paris in about 1896, and if you will get papers of that day you will read newspaper men's sober description of the drivers jumping out of their cars when steam got low and running around to the rear to fire up. Most of the automobiles then were steam cars. "And the winner of that race averaged seventeen miles an hour. The other day in a race at Brooklands track a car won with an average speed of ninety-one and one-half miles an hour. "In the first American road race in 1898, cars had to be pushed uphill. There are few hills in this country today that an automobile can't climb—and most

owners want to climb the average hill on high speed gear. "The writer built his first automobile—a two-cylinder steam car—in 1899. What the life of the modern automobile is can only be guessed when I tell you that this first car is doing occasional service as a truck about my Detroit home today. "The car has to be 'fired up' for some time before getting into action. Contrast this with our latest models in which you press a button to crank the engine by electricity. You hung an oil lantern on such cars as there were a decade ago. Today three buttons turn on or off all electric lights, head, side, tail and dash. "But the gas engine has been primarily responsible for the motoric progress of individual transportation. Some thirty years ago gasoline engines weighed 5,000 pounds—two and one-half tons—to the horsepower. The fly-wheel weighed as much as a modern automobile. Today the point of development has been reached where the weight is sometimes only ten pounds to the horsepower. "If a man successfully built a single horsepower carriage a dozen years ago—and it actually ran—it was considered a little short of a miracle. The 1912-13 season will probably see about 300,000 cars built—and they all run. "It is not so long ago that 'machines' roared, wheezed, sputtered, throbbed and coughed in a way that no present-day owner would for an instant tolerate. The silent, vibrationless, comfortable cars of today are in striking contrast to the days when a roaring car was typical. "What the life of the modern car is can scarcely be guessed. The first car built by the Hudson company—car No. 1—is doing daily service in the hands of Joseph P. Davis, Poughkeepsie, N. Y. "The problem of how long an automobile will be useful remains unanswered because, as near as I can ascertain, few, if any, have gone to the scrap heap, and this means a good deal when you consider the fact that by the end of the 1912-13 season there will be upwards of 1,000,000 cars in use in this country."

turn governed by the goods produced, and the goods produced depend upon methods and quality of shop-manufacturers. The 1913 output will be 25,000 cars."

### ENGER MOTOR COMPANY PLACES AGENCY HERE

H. P. Shaw, superintendent of the Enger Motor Co. of Cincinnati, is in Omaha at the automobile show. Mr. Enger has attended all the automobile shows this year and has been coming to the Omaha shows since 1910, and in his opinion the show held in Omaha surpasses most of those throughout the country and is far better than any Omaha has previously held. The Enger car is a new one to this city. Arrangements have been made for it to be handled by J. G. McLean of Council Bluffs and McBeth Bros. will care for Nebraska, with headquarters in Omaha. The latter have had the state agency since the state fair and have gone far toward putting the line on a permanent basis in this territory. "The factory gives with the car a rather unique guarantee, inasmuch as it is for the life of the car and not for any specified period. "Auto Show Personalities. J. P. Marshall, branch manager at Kansas City of the Buick, is visiting Leo Huff. H. E. Sides of Lincoln, president of the Nebraska Buick company, is in the city talking in the show. F. M. Trevis of Tarkio, Mo., a Buick dealer, is at the automobile show. So is Joe Adams of Hiawatha, Kan. Lee Huff is showing a Buick in skeleton form. The working parts are all visible and are lit up with small incandescents. L. M. Pegau, president of the Union Pacific steam bakery, purchased a seven-passenger Abbott Tuesday. H. R. Lowman, assistant sales manager of the Abbott company, is in the city, and R. W. Chapman, assistant sales manager of Nebraska, will arrive here today. L. W. Prentiss, who conducts the Paxton garage, recently took over the agency of the Dorr car. He has booked a goodly amount of orders and has a chassis that will attract the attention of anyone who understands the need of having this part of the machine strongly constructed. H. W. Haswell, from the Harley Davidson Motorcycles factory in Milwaukee, is here as the guest of Victor H. Ross. H. M. Baird of the Yale factory at Toledo is also here helping Ross make sales. These "go-devils" are destined to be more popular than ever this coming year and sales have been made right and left. "The J. I. Case people are taking a great many orders from out-of-town agents who have been bringing in buyers in the last two days they have booked fifteen cars for immediate delivery. J. H. Dempster, agent for the car at Oakland, drove in Tuesday and encountered several long stretches of road where the snow was thirty inches deep. "Working Day and Night. The Midland factory at East Moline is working double shift in order to keep up to the 1913 demand for a medium priced car which is exceptional. It is not to be wondered at, especially when there are so many good medium priced cars on the market today which are just as good as an expensive foreign make. The Midland is a well built car and only the best materials are used. Mr. Beebe, general manager of the Midland company, says that although the work is being done in shifts, nothing is slighted—all the employees are specialists. "A Ton of Gold. could buy nothing better for female weakness than Electric Bitters. Only 50c. For sale by Beaton Drug Co.—Advertisement. "The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success."



## Don't Let a Novice "MONKEY" With Your Magneto!

December 1, 1912.

Dear Sir:

You no doubt will overhaul many cars during the winter months, but there is one part of the car that you should send to the OMAHA RUBBER COMPANY—the magneto. Just because the owner of the car has had no trouble with his magneto all season, is no sign that it will run all next season without giving him trouble.

It is a fact, but perhaps not generally known, that a magneto that has been run over five thousand miles should be thoroughly overhauled, cleaned, adjusted and re-magnetized, thereby putting same in as good condition as when new.

We have an Ideal Magneto Service Station—the men employed therein know all makes and repair and adjust them to a nicety. There is absolutely no need to send to the factory for a part.

The magneto is the heart—the very life's blood of the car. The man who attempts to put one into shape must be as careful as a skilled watch-maker is when handling a watch; and here is something interesting to every man who owns a car.

If you are not satisfied with your present magneto, we will exchange with you for a new Remy. Just tell us that you are interested and the plan goes out to you on the first mail.

This is important: If you send your magneto to us so we receive it in the morning, it will be repaired and returned the same day. Be sure to send outfit complete, which includes the coil.

Yours truly,

THE OMAHA RUBBER COMPANY,  
E. H. SPRAGUE, President.

### Nebraska Automobile Owners Incorporate Their Own Insurance Company

Taking their cue from the automobile owners of Iowa, who have been operating their own insurance company for the past four years, the automobile owners of Nebraska have filed Articles of Incorporation with the Secretary of State incorporating the Automobile Mutual Insurance Company of Nebraska. The automobile owners and dealers of Iowa are getting their insurance in their own company at a cost of only 95% of the rates charged by eastern and foreign companies. "The incorporators, who are among Omaha's best business and professional men, are, Mr. Chas. G. Trimbull of the commission firm of Trimbull Bros., Chas. D. Beaton of the Beaton Drug Co., Edward M. Wellman of the law firm of Pratt & Wellman, Roy L. Nye, who has recently located in Omaha, and L. D. Spaulding of the Omaha Safe Deposit Co. Associated with these gentlemen is E. A. Nye of Des Moines, who was Vice President of the Century Fire Ins. Co. for 12 years, and W. H. Springer, who is recognized as an automobile underwriter of exceptional ability. Mr. Springer has had sole charge of the Iowa company and the success of this company proves that the Nebraska company will be safely managed. "The automobile owners of Nebraska should place their insurance with this home company. A saving of 95% of the enormous amount of money that is sent out of Nebraska yearly for insurance is worth while. The company have opened offices at No. 123 W. O. W. Bldg. Let's all boost for "Nebraska Insurance for Nebraska people."

### INTERSTATE MANAGER PLEASSED WITH AUTO SHOW

"Judging the Omaha Automobile show from others which I have had the pleasure of attending," said an interstate representative, "I think it one of the best. Your decorators surpass any seen—most every style on exhibit one could wish for, and a large attendance. "Among the models the Interstate Automobile company is showing is their new six-cylinder model 4. This car is attracting considerable attention at their booth, inasmuch as it is thoroughly equipped in every respect. One of the features of this car is the lighting system which gives five combinations of lights with but one switch, being one of a very few cars equipped with a dimmer on headlights, which is very beneficial for city driving.

### BUICK SALES MANAGER TELLS OF AUTO SALES

"Looking over the records of the last year we can't help throwing out our chests a bit," says H. E. Sides, president of the Nebraska Buick Motor company. "I don't mean altogether in output, nor in sales, although there are a few talking points there, too. Output with us is governed by sales, and sales, of course, are governed by demand. Demand is in

### He Drives Family Scantily Clad Into the Cold and Snow

Harry McArdle of 1207 South Twenty-fifth street was sentenced to thirty days in the county jail by Police Magistrate Foster for abusing his family. Testimony in court was that he came home intoxicated, chased his wife and five children from the house and locked the doors. "The children were scantily dressed and suffered from the exposure to the cold. Neighbors housed the family until the police arrested McArdle.

### EVERY AND PUGSLEY ARE TO SPEAK HERE TODAY

Prof. C. W. Pugsley, superintendent of agricultural extension at the state university, will speak before the Commercial club Thursday noon on "County Farm Development." Chancellor S. Avery will also be a speaker, discussing "The Advantages of Medical Education to the Community and to the Public at Large."

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