MOTOR TRUCK AND FARMER

Engine Power Superseding Horse Power in the West.

COUNTRY IS THE BEST MARKET

Typical Instances from the Records of Kansas and Nebraska-Economical Value of the Change.

The tax commission of the state of for 1912 a few weeks ago. In them some and cars combined in all Kansas. Now sor. What is more, he is satisfied.

bought a motor car partly for the pleasure of himself and his family, partly for onvenience in getting into his market and trading town, and partly to save his market. horses. Being a practical man, fertile in hitched it up to a cream separator. engine on wheels. Though he had bought it chiefly as a pleasure car, he made no bones about keeping it at work all the time, and its value for carrying small loads of crops and possibly for running a milk routs over a hilly country beame immediately apparent to him. Unless his farm was too small to make it practicable, in a year of two he was carefully looking into motor trucks and ending by making a substantial investment in one, keeping his original machine

The Vanishing Horse, All over the west the faithful horse is being superseded in this way. The the open that truck or engine cannot things; first, to lower his cost of prohandle more cheaply and better. Already duction materially, secondly, to get his traction engines are doing the most of the goods to market more cheaply. plowing and doing it far better, breaking ground that is too hard for a horse to both problems for him, and thus the three-car and two five-car contracts last journeys or short, about the farm or youd all prophecies, and their makers five Midland machines outright, one a ing heavy loads, there is no comparison. The horse is so outclassed that the western farmer who has ro motor vehicle

must be very poor or very old fashloned not to have a truck or car of some sort. It is with him half a question of pride, half of good business, and the new dispensation has made farming much more profitable and much more pleasant.

Interests the Farmer Boy. The motor truck and even the ordinary car has made a great difference with the farmer boy. The farm is infinitely more interesting than in the old horse days. There is nothing that has done so much to arrest the movement of the young men on the farms toward the city as the instaliation of power trucks. Farming by the aid of machinery like this seems to lose all its monotony and toil. It becomes a fascinating pursuit quite as scientific as a great factory in a city, and the boy on the farm sees new possibilities of efficiency opening, production at a small percentage of the old-time cost, and improved methods of marketing. He has a vision of a farm many times larger than his father's and sees himself a great factor and a man of fortune in the new mechanical agricultural

A great proportion of the motor vehi cles now sold through the west are for CADILLAC HAS AUTOMATIC the farms. The cities and larger towns have for several years past had very nearly their full complement of pleasure obiles, and while there is a steady market for cars the real business is in trucks. As nearly as the manufacturers can figure half the cars west of the Miselseippi are trucks for practical agricultural use or automobiles that are really farm cars. These range from the inexpensive passenger car for five that the stantly shifting the spark lever to meet owner and his family can use for work or enjoyment and keep in service, at one thing or another, all day and well into sons and are proving immensely success-

Motors in the Fields. car or truck and sees money in a "fleet," each adapted to some special purposs. get it. the study on the part of each owner to save time and labor cost and eliminate lost motion as much as possible. Thus the progressive man nowadays who has a sufficient number of acres gets a traction engine for plowing and for hauting his wheat, or whatever his crop may be, to the railroad for shipment. He may do even better-install smaller trucks in addition for carrying his produce speedily. In any event, he will have, heaides, several smaller cars and a runabout for his own use in visiting his fields and superintending. Nobody walks over a western farm in these motor days. It takes too much time and uses up altogether (33 much energy. The big and powerful engines do the heavy and rough work, lighter vehicles make the trips to market, yet still lighter vehicles carry the workers to and fro and run the errands that are needed. Often half a day's time mearest town.

The saving is enormous. With his

not be pushed below 70 cents. Any good otor tractor now does it for 46 cents and has the advantage of being able to plow ground that is too hard for horses and men to turn up without immense labor.

Change in Form Hands. finds farms today with but three or four borses, where four or five years ago there were thirty to forty horses and mules kept steadily at work in the field. with this change has come a marked improvement in the quality of farm hands. The old yokel type is being quickly replaced by the man who is not only an Kaneas completed its assessment figures agricultural expert, but a skilled meare 67,000 fewer horses on Kansas farms | more brute force and sordid toll about it. more motor cars and motor trucks, and ery, the power itself doing the real work, placed. 1.000 more traction engines. In the last the man having to guide and control. year alone the state has lost 18,582 horses. The new farm band costs the farmer As short a time ago as the summer of more money a month, but he does twice

1908 there were only 2,000 motor trucks or three times the work of his predecesthe number is very nearly ten times that, day's work does not wear him out. After and it is said that since March 1, when his day's work is done, in place of sitting the assessment was made, 5,000 more cars idly around vegetating he takes a run and motor engines have been bought by into town in one of the smaller cars. The motor truck has done so much to Kansas is typical of all the western improve the condition of agricultural states in the way in which its people have labor that the farmer who has not a taken to the motor truck for agricultural truck or a car finds it a very difficult purposes. The western farmer first thing these days to get reliable and efficient men. The men worth while will not work for him, and he has to content himself with the leaving of the labor

In a word, the motor truck is rapidly expedients and with more or less knowl- becoming a part of the newly developing edge of machinery, he quickly found it prosperous farm. The farmer now has son-Engle company, Long Pine, Neb. possible to make use of the motor of his a telephone, bath tubs, pianos, pfiono- one carload; Atlantic Hupmobile comnew possession as a power generator in a graphs and a lighting plant. The motor scores of different ways. He sawed wood truck is simply an annex to all these. Hokom, Ong, Neb., one touring car; John with it, chopped feed, shelled corn, it provides the owner with cheap, effect N. T. Hansen, McLean, Neb., one touring with it. It was a very useful portable If he is sufficiently big in a business way one delivery car; McCook Machinery and power plant, a thirty to forty hore-power and resourceful, he has a frame building Iron Works, McCook, Neb., one touring in a central location, his office, with a car; Robinson company, DeSmet, S. D., roll-top desk, a stenographer, a booklands. He simply superintends and travels over every portion of his "plant" in his own little car, watching his machines as carefully as if they were all gathered together under one roof. He cisely as if he were running a factory.

Profitable Power Wagons. Of course, comparatively few farmera. even in the most prosperous sections. have managed to build up farming plants like these, but many hundreds are workhorse is vanishing at a rate of about 8 ing along in that direction, and, if need per cent a year. He has been found an be, borrowing money to make payments cessary expense except at certain on power wagons of different sorts. They points here and there in the fields and find it profitable. The farmer no longer It is the opinion of many of the most grows crops haphagard and then bewalls progressive farmers that within a very the price he gets from the middleman few years there will be nothing out in Nowadays he is constantly studying two motor truck has proved that it can solve are studying local agricultural conditions six and the other four-cylinder cars.

wagons to suit special needs, his truck or car is not operated to perfection and run at the minimum of cost and with almost no repairs at all. The manufacturers have found these new big cities and often from metropolis to metropolis to metropolis the manufacturers and metropolis to metropolis the metropolis to metropolis the metropolis to ment of anulumo makes and the local house Friday morning.

The Stewart-Tooser Motor company has just received the "48" seven-passentation and the metropolis to metropolis the metropolis to ment of anulumo makes and the local house Friday morning. patrons an interesting study. Comparametropolis to make country folks to the west

They are a great obstacle to his prosperity. No matter how ably he reduces his trading town are in a wretched state.

Hanlage Cost Analyzed.
Till now the farmer has been used to growling-ineffectively. Today, with his expensive motor trucks behind him, he insists. The investment of the farm is beginning to grow so great that the farmers have a new power. They have analyzed haulage costs and find them rulnously high, With even moderately good roads leading from the farms, the duced that the values of farm land will been foremost in replacing horses with chased a much higher priced car, but the motor trucks have now so great a stake that they will not tolerate any further delays. Thus the question of "good roads" is now, everywhere in the west, coming to the issue. It is essentinal that

SPARK CONTROL FOR AUTOS

For years efforts have been made by ignition experts to devise a mechaniam which would relieve the motor car driver of the necessity of constant attention to the spark lever. Ordinarily, if the driver is to get the maximum varying conditions of travel speed, bill climbing, heavy roads, etc.

The problem has been solved in the each evening, and the motor farm wagon new Cadillac by a very ingenious apthat will haul a ton, and make quick plication of the ring governor. Its time at doing it, up to the big twenty- action is such that as the speed of the ton tractors that are being seen in Art- engine increases, the spark is automatically advanced and is automatically retarded is the engine speed decreases. It automatically prevents The farmer of the west is not satisfied the damage which may be caused by with one type or kind of motor vehicle. He either too much or insufficient apark quickly gets beyond the stage of a single advance. The driver can set his spark lever when he starts out and then for-

SHOWS "TWO-STORIED" KELLY TRUCKS UNIQUELY

A clever and novel method of showing the different models of Kelly trucks has been originated by Frank G. Miner, manager of central and southern Callfornia for The Kelly-Springfield Motor Truck company, Springfield, O. The two principal models of the Kelly line at present are the one and three-ton trucks. When Mr. Miner starts out to make a demonstration to a prospect, he places the one-ton truck on the body of the three-tonner and is thus able to show both trucks at the same time. This novel method of showing the line has made a decided hit and large crowds watch the progress of the two-storied vehicle through the streets of San Fran-

Turning to "Big Kelly" with a "Little can be saved by a hurried trip into the Kelly" coally reating on it, his contined: "These are my samples. A man can tell at a glance which truck he wants, motor vehicles the modern farmer can and I always have both of them with me spill his labor cost practically in half. I have found that the plan pays and I Take plowing on the big farms. With am going to stick to it."

Gossip Along the Automobile Row

Another automobile company has been forced to obtain larger quarters for the handling of increased business. The Moline Auto company now is in its new building above Twenty-fourth and Farnam streets. The increase in Moline chanic. His work is not the manual sales has been continuous since the arvery striking conditions are shown. There labor that it was. There is practically no rival of the first of the 1913 line and according to Manager Beal this year will than there were four years ago, 18,000 It is the interesting bossing of machin- set a new record in the number of cars

> In a period of considerably less than five years, through all kinds of weather the little Ford runabout of G. H. Davis, a veterinary surgeon of Sidney, N. Y., has taken its owner more than 50,000 miles, or an average of more than 10,000 from six to fifteen cars a day. miles per year.

Miss Barbara Claire Schnebel celebrated last Wednesday the fifth anniversity of her connection with the Powell Supply company. Starting in as a stenographer, Miss Schnebel now holds the office of cashier with the Powell company, T. J. Craig, formerly of the Burlington freight office, is now connected with the Powell people.

The W. L. Hoffman Auto company delivered the following Hupmobles throughpany, Atlantic, In., one carload: John one carload; J. H. Johnson, manager keeper and a private telephone over his Davidson Brothers' department store of Sloux City, Ia., Pathfinder Cruiser

John Drew, the famous actor who will appear in Omaha this week, owns and drives a 1913 Hudson Six touring car. Mr. "systematizes" in cost production pro- Dew has owned several foreign automobiles, but says the Hudson is the best yet. Mr. and Mrs. Drew are both enthusiastic motorists. Guy L. Smith reports the sales of four and six cylinder seven-passenger Hudson cars last week.

The Apperson Auto company delivered cars at Woodbine, Wainut and Bloomfield last week, also making deliveries to Fred Signal of this city and A. J. Brown of South Omaha. The local Apperson house has been receiving a carload of three Apperson machines every day for seventeen days, and is yet a orders on hand.

everywhere and inventing new trucks and William Hagonmaster of Arcadia visited the Midland people Wednesday, pur-In the question of getting to market, chased a Mason 35 and started overland

car has been painted and trimmed in miles of wretched rural roads. It is these is of a royal blue color, with a light blue car will be on exhibition at the sales costs on his farm, he cannot be fully room of the Stewart-Toozer Motor comsuccessful is the roads from his lands to pany, 2044 Farnam street, until April 1.

The Powell Supply company last week sold a four-cylinder Pierce motorcycle to the Portsmouth Land company of Portsmouth, Ia. The cycle is to be used by the firm's representatives in making quick trips to the plots of land under its control.

Immediately upon his arrival in Tokio. Lars Anderson, the new American ambasreputation of the Hudson and its elegant appearance made the right impression on his keen business mind.

The Stewart-Toozer company has sold C. D. Mullen of Lincoln a "48" Pierce Arrow to be delivered about May 1. This will be painted in autumn brown with | Holmesville last week. trimmings of nickel and black enamel. A six-cylinder, five-passenger Chalmers car

2056

2 Slightly Used

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1-1912 run less than 3,590 miles

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1-1911 run about 7,200 miles

B. F. Roth of South Omaha.

In Germany as well as America, no motor car is considered fully equipped unless it carries a geschwindigkelimesser. The tall, burly word is exploited by the Studebaker foreign sales department in literature for the use of its Berlin. branch. Geschwindigkeitmesser is Hohensollern for speedometer.

W. L. Huffman attended the automobile show at Sloux City last week and incidentally visited the branch house at Sloux Falls, S. D. Mr. Huffman reports business flourishing in South Dakots and predicts an enormous business through that branch.

According to Jack Evans, local agent for the Overland models, the Willys-Overland company has announced an pany more than \$2,000,000. The capacity of the Garford plant will be increased

Arthur Stors of the Stors Supply company, volunteers the bit of information below for the benefit of automobilists. "In measuring the amount of gasoline in the tank by means of a stick, be sure the stick is clean, not only of dirt, but of any matter which might be loosened by being partially dissolved by the gasoline. The object is, of course, to prevent the introduction of foreign particles into the gasoline, to clog up the feed pipe."

C. S. McKee, manager of the Inter-State Auto company, is spending the week in South Dakota on a contracting strongholds of this car in the past, and tive and reliable power. The new farmer | car; G. B. Ira, Lynch, Neb., two touring | if advance orders and demands are means pumped water, ran his alfalfa stacker looks upon himself as a manufacturer, cars; Stephen Schultz, Hastings, Neb., of prediction, the Inter-State is bound to have a better year than ever in the state. Manager McKee has already closed a bunch of good sized contracts.

J. B. Kelly of Lincoln was a visitor at the Traynor Auto company last week, where he negotiated for a specially constructed National roadster.

L. C. Kohn of the Western Auto Supply company, states that business for this concern has opened up very early, but deliveries from the factories are slow, owing to the open winter.

The Remy magneto service station has been turned over to the Western Auto Supply company on account of this firm's central location in the automobile district. This station will be ready at all times to help its patrons solve any questions that may come up about their

The Wilson Auto company did a spiendid business last week, delivering cars long way from being even with the to the following: A Studebaker 25 to R. F. Brainard of Omaha, a 25 to George W. Schindel of Omaha, a 20 roadster to break. When it comes to speed, for long sales of these vehicles are increasing be- week. A. L. Bennett of Gregory bought Council Biuffs, a 35 to Chris Korbmaker the Peters Trust company, a 25 touring of South Omaha and a 36 to L. Snamplin of South Omaha.

The local Overland house delivered two is beginning to be hopelessly handicapped. as well as managing the farm, big or littor home by way of Lincoln. Dr. Ed- and one at Wisner, This house besides machines at Schuyler, four at O'Neili Home Office and The farmer has this advantage: He is his own chaufteur and his own median- is starting a revolution. A vast amount has been heard for the last three decades ment of Midland sixes and four arrived this spring and has already completed the spring and has already completed arrangements for several large shipments from the factory.

R. T. Brown of Stapleton, Neb., came tively those country folks to the west the situation, it must be acknowledged, is some time ago to Charles Mets. This a Rio roadster of Doty & Hathaway, in But there yet remain thousands of accordance with Mr. Mets's idea and tance of 375 miles, the same day. As it that worry the farmer, and naturally, stripe and black moulding, with trim- persuade Mr. Brown from making the mings of brass and black enamel. This trip, but Brown said that as long as it was a Reo he was going in he did not worry, as he had seen Reos surmount much more serious obstacles than a little

> The Nebraska Carter Car company is fully established in its new abode at 2115 Farnam, and is very proud of the fact that it is now the largest sales plant in

The McIntyre Auto company will receive its first shipment of the Oakland Ma this week. Manager McIntyre says expenses of transportation will be so re- Hudson limousine for the functions of this particular car than for any other rise appreciably. The farmers who have very wealthy man and could have pur- pearance in Omaha. He has sold four of these within the last ten days. This first ship nent of Dart trucks will also arrive this week and they have occasioned no small amount of interest throughout the state as well as in Omaha.

> The Rambler Auto company delivered a Cross Country to Houston Bros. of

The Auto Supply Jobbers' Retail aswas sold to George W. Loomis of the sociation, composed of all the supply

Burlington and a Chalmers machine to | houses in the city, met last week and of the country. Despite the very bad oming season.

> Wharton, a six-cylinder roadster to in lows visiting the Buick agents and to F. L. Rucker of Broken Bow, a twopassenger four-cylinder coupe to W. F. ments were made to the Wats n Auto place an order for 310 Bulck cars to be company of Sloux City, the Mockett shipped to Omaha, Lincoln and Sloux Auto company of Lincoln, Schlentz Bros. City as fast as possible, and these cars

The Nebraska Bulck Auto company reports the following city deliveries for the week: A model 24 roadster to the Dreibus Candy company, a model 25 touring car to E. W. Stoltenburg, a model 25 touring additional investment of \$800,000 in the car to F. W. Mosher, a model 24 roadcommon stock of the Garford company, ster to M. T. Martin and a model 25 to making its total investment in that com- Paul L. Martin, a model 21 touring car to Guy Leggitt, a model 31 to W. C. Lyle, a model 31 to Paul Kepler and a model 39 to M. Bruce Carpenter. They also report the following out-of-town deliveries: Three model 25's to Sparks & Jackson, Valentine; model 31 to Ernest Wagner, Graf, Neb.; a model 25 to Fase & Elwell, Springfield, and a model 28 to Charles Saar, Silver City, Ia.

> Lee Huff of the Nebraska Buick Auto company spent Friday and Saturday at Harlan, Ia., asisting F. A. Hulsabus, the Buick agent at that place, who was putting on a regular automobile show for the benefit of his customers in that part

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discussed prospects and affairs for the weather Mr. Hulsabus had a big crowd on hand all the time, and interest in auto nobiles is on the increase as the season The Mitchell Motor company delivered advances. W. F. Kemp of the Nebraska last week a 1913 "Little Six" to Gien Buick Auto company spent the last week

"Buzz" Colpetzer, a six-cylinder roadsto | rendering assistance wherever necessary, H. E. Sidles of the Nebraska Buick Norman and a Mitchell seven-passenger Auto company left for the big Buick fac-Imousine to J. C. Colt. Carload smp- tory at Flint, Mich., Friday night to of David City, Council Bluffs Auto com-pany and F. H. Beebe of Beebetown, Ia. of automobiles will be on the way.

NEW DOWN TOWN GARAGE IS NEARING COMPLETION

A new garage opposite the Auditorium and back of the old Woodmen of the World building, is nearing completion and will be occupied April 1. It will be known as the Down Town garage and besides maintaining a service station for all makes of trucks, will accomedate nearly 100 pleasure cars, catering especially to the business man who drives, down town but does not care to let his car stand in the street all day. The place will be open day and night so that those attending theaters may leave their machines there during the performance,

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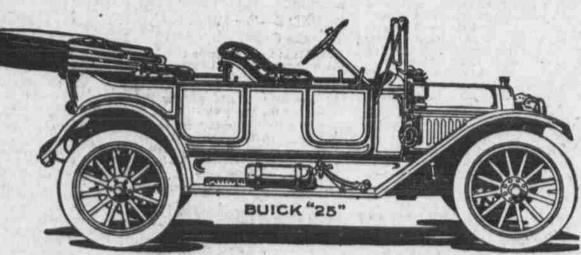


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