

Gossip Along the Automobile Row

The John Deere Plow company has just established a Velle agency with the Sharp Implement company of Lincoln. This is the Velle's first agent in the Big City, and was made on account of the increased demand for the Velle product in that section. Already the branch has made a number of retail sales.

The Powell Supply company mailed out its 1913 catalogue to its customers throughout the state early last week, and is expecting great results from the booklet. The Powell people have taken on more than a dozen new accessories since the 1912 catalogue was issued, all of which are leaders in their classes.

C. J. Corhill of the Cole Motor company is visiting the agencies at Joplin, Kansas City and Springfield. Mr. Corhill writes the local house that the Joplin branch is already doing a mid-summer business while trade in the other two cities is beginning to open up in a manner that promises well for the Cole five-Cole machines were shipped from the local house to purchasers at Clarinda, Lincoln and Missouri Valley.

The Ford car has surely won a place of esteem in the consideration of the Omaha police department. The little Ford ambulance which has but recently become an addition to the police vehicles did such excellent work since the tornado that nothing can be heard but praise for the car at the Omaha station. Its light weight and the ease with which it can be handled made it possible to ride through and over the debris that littered the streets.

The Studebaker corporation came to the assistance of victims of the tornado by sending a check for \$1,000 to Governor Morehead to be used as he thought best. It was sent to the governor instead of to Mayor Dahlman because the Studebaker people thought the damage extended over the state. The local branch office contributed \$100 to the relief fund.

E. D. Newville of this city purchased a Midland touring car of the Freeland Auto company last week. J. A. Freeland left Thursday night for the Midland factory at Moline, Ill., where he will attend a special meeting of the factory officials, who are planning a big surprise for their patrons throughout the middle west. C. G. Wilson of the Midland factory spent the early part of the week with the Freeland people.

T. H. McDermott, assistant manager of the John Deere Plow company's Kansas City branch, and George A. Parker of the same concern together with their wives, spent last week in Omaha going over the devastated district. The quartet made the journey in Velle touring cars which were at their disposal during their entire stay in the city.

E. B. Lacer, factory service man for the Cole Motor company, visited the local

house last week helping Acting Manager Jutler arrange affairs for the spring trade. Mr. Lacer says the Cole people will continue their policy of factory service to the trade this summer, and every third week a representative from the Indianapolis house, will be on hand to give dealers and customers help and advice.

The local Cartecor company made contracts last week for 125 machines, fifty of which are for the house at Cheyenne and forty for the Wichita branch. George H. Hollister, traveling representative for the Nebraska Cartecor company, made the Cheyenne deal while making a short trip through the western territory early in the week. Hollister also attended the Salt Lake City automobile show, which he said was one of the best exhibitions he had seen this year.

Dick Stewart, manager of the Mitchell Motor company, left for the Mitchell factory last night, where he will spend several days stirring up the officials by demands for shipments. The local house has orders on hand, but has been kept at a standstill through lack of machines. Despite the fact that the factory is working night and day carload shipments have been at a premium for some time.

The Studebaker Omaha branch donated three of its machines for relief work during the week that followed the tornado, one of which was driven by Captain Rifenberich, who is in charge of the United States army recruiting station. Captain Rifenberich put in the entire week with the machine, helping out and would have continued save for the fact that he was called out of the city.

L. A. Keller, manager for the local Studebaker house, left for Detroit and South Bend last night to complete final arrangements for the new building at Twenty-fourth and Farnam streets. George A. Baldwin, in charge of the Studebaker service department, of Detroit, visited the Omaha house Monday and Tuesday of last week.

The Nebraska Buick Auto company delivered a Golden truck to the Omaha Wholesale Drug company last week, the machine being equipped with screen sides and of the express body type. They also report the following deliveries: A roadster to Bruce Carpenter, an M1 touring car to Paul Kepler, an M1 touring car to W. A. Bell, an M20 roadster to John Bergers, an M40 to F. A. Kimbrough of Shelton, Neb.; an M40 to Pass & Elwell of Springfield, Neb., and an M40 to the Boone Auto company of Boone, Ia.

Neal W. Nichols has been attending the Black Hills Automobile show in Deadwood during the last week in the interest of the Powell Supply company. A. K. Chambers of the Powell people is receiving congratulations over the advent of a daughter at his home last Wednesday.

The John Deere people delivered two Velle trucks of 5,000 pounds capacity each to the Courtney Grocery company Saturday, and on Monday morning the new wagons will start bringing home the bacon. They are both painted red.

Karl Lewis of the Nebraska Cartecor company is spending the week at Deadwood in the interests of his firm. The

Black Hills Auto show, which closed last Saturday, has left a hunger for cars in that section, of which no small number are Cartecors. Lewis is preparing an estimate of how many Cartecors will appear this hunger.

The Hupmobiles were in great demand last week. The W. L. Hoffman Automobile company had a bumper week and delivered two cars to F. H. Jacobson, Lexington, Neb.; one to L. N. Cleveland, Clarinda, Ia.; one to J. C. Stone, Pacific Junction, Ia.; one to August Muldner, Farwell, Neb.; one to R. E. Gallagher, O'Neill, Neb.; one to O. R. Wlasoff, Shelton, Neb.; one to John Ehlers, Minden, Ia.; one to C. O. Ruesler, Grand Island, Neb.; one to D. L. Best, Battle Creek, Neb.; one to F. S. Kundrna & Bros., Bladen, Neb.; one to the Indian Service department of the government for use at the Pine Ridge Indian agency in South Dakota. Also single cars were delivered to the St. Edward garage of St. Edward, Neb., and the Elshire Garage company of Magnolia, Ia. Direct carload shipments were made from the factory at Detroit to L. R. Keeterson, Superior, Neb.; N. B. O'Connell Auto company, Sioux City, Ia.; Central Auto and Supply Co., Mitchell, S. D.; Atlantic Hupmobile Auto company, Atlantic, Ia.; Sidles Motor Car company, Lincoln, Neb.; Montgomery & Bray, Hay Springs, Neb.; Culbertson-Engle company, Long Pine, Neb. Also a seven-passenger Abbott-Detroit car was sold to Joseph Fells and a five-passenger Stoddard-Dayton to Mace & Collins.

Manager McDonald of the Marion Auto company had it all figured out how he was going to deliver several machines overland Thursday to customers throughout the state, but the rain of Wednesday night fixed the roads so that he decided not to attempt the trick. "Not that I am afraid of a little mud," he went on, "for the Marion will pull through any mire that is made, but as the cars are going to men who have never owned machines before I want them to be spick and span in appearance, as a voucher of the kind of firm with which they are doing business."

The Nebraska Buick company unloaded and delivered 119 Buick cars last week. The Nebraska company, with offices at Omaha, Lincoln and Sioux City, has so far this season delivered 1,418 1912 machines, a mark which has only been exceeded by the California branch, with offices in Frisco and Los Angeles, whose deliveries exceed the 5,000 mark.

The Ford Motor company is making an insatiable market for the output of the copper mines along Lake Superior. An idea of what this demand is may be obtained by considering the amount to be

used by the company this year. The Ford people will turn out 200,000 cars in 1913, each car using forty-seven pounds of copper, or the whole output taking more than 9,000,000 pounds.

The "Nyberg" four-cylinder racer which Harry Endicott will pilot in all important dirt track events during 1913 was completed at the Nyberg plant, Anderson, Ind., a few days ago and is now undergoing a severe road test. Endicott, who won the Elgin road race and the Wisconsin motor challenge trophy last year, is personally testing the Nyberg racer.

W. N. Hellen, sales manager for the W. L. Hoffman Automobile company, has been at Deadwood, S. D., during the last week exhibiting the Hupmobile line of cars at the Deadwood show and reports sales of many cars in the Black Hills territory.

The delivery of thirty Abbott-Detroit cars to the Chicago Auto Taxicab company a short time ago has been followed by an order from the Twin City Taxicab company of Minneapolis for ten of the largest model Abbott-Detroit cars.

The Traynor Auto company has delivered two fifty-horse power, seven-passenger automobiles to J. H. Sutley and W. W. Bingham during the last week. Both were Abbott cars.

Major Hartman rode in a Ford owned by the Acme Auto company, which carried him to rescue work in the storm zone.

Mr. Dowden at the city hall has been requesting Ford cars for use in relief work.

The most welcome news that automobilists have heard for some time is the reduction in the price of Diamond automobile tires. This new and lower consumers' price for these famous tires has just been announced and all motorists rejoice.

NEW DOWN TOWN GARAGE TO BE OPENED THURSDAY

The new Down Town garage, 165 Howard street, which has been in the course of construction, is now completed and will be opened Thursday. R. M. Harris will manage the business and be on the ground a good part of each day to look after the interests of customers.

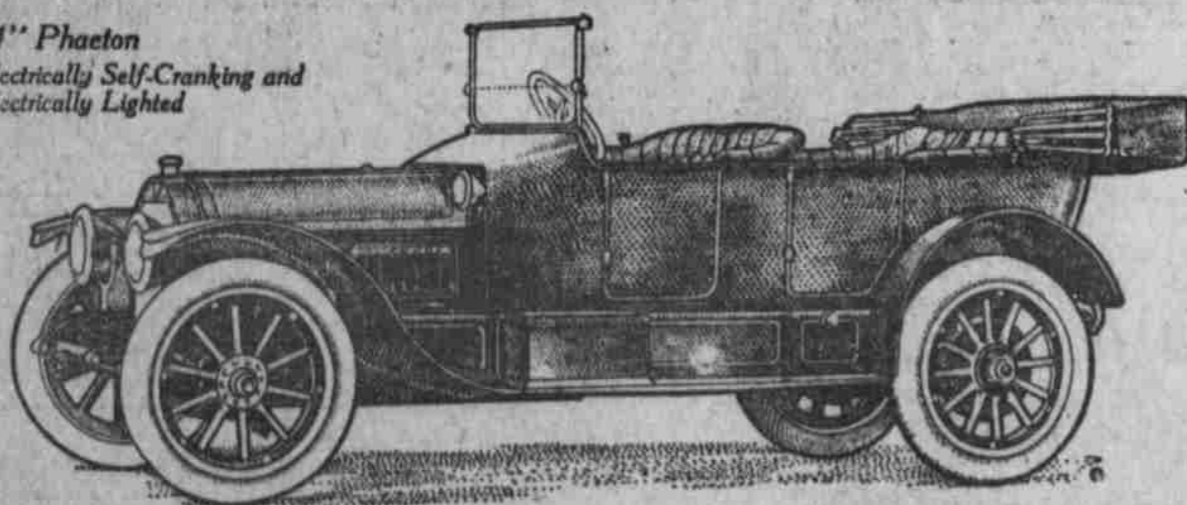
Besides being a convenient place for business men to store their cars during the day, it will also be handy for theater goers. About seventy cars can be housed without crowding and in addition to passenger autos there will be a special motor truck service for commercial machines.

HOLDERS of the Combination Automobile Policies of the Aetna Accident & Liability Company were fully protected against the Tornado and Cyclone damage in Omaha's recent storm. For particulars see

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The "54" HUDSON is the answer to a question that has long concerned all automobile builders. "What will Howard E. Coffin do when he builds a Six?"

When he built this car he had as his associates, experts from 97 leading American and European factories—48 all told.

Thus all guess work was eliminated—all experiment made unnecessary. With so many viewpoints and so

much experience, errors that others had made were eliminated—advancements that others found impossible were easily accomplished.

The "54" HUDSON has electric lights. It is electrically self-cranked. The famous Delco system, patented, is used. Every luxury is included, speedometer, clock, top, curtains, rain-vision windshield, demountable rims, twelve-inch upholstery, etc. Equipped with a five-passenger Phaeton body, \$2450.

At \$1875 you can obtain the HUDSON "37"—designed by the same engineers that built the "54"—and pointed to as the "Four-cylinder masterpiece."

See the Triangle on the Radiator

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¶ The B. F. Goodrich Company is today larger and greater than ever. Fortunately no flood damage came to the Goodrich Factory. It is running full time and never was in a better position to care for customers' orders with dispatch.

¶ Witness—A Train Load of Eight Cars filled with Goodrich Tires sent through to Detroit, Saturday, March 29th.

¶ Witness—A Car Load of Goodrich Tires and Rubber Boots expressed to Dayton on Sunday, March 30th in response to an urgent call from the Dayton Relief Association.

¶ Witness—A Car Load of Goodrich Washout Hose expressed to the same city on Monday, March 21st, in response to a further call from the relief workers.

¶ All this to prove that the working ability today of the Goodrich factory is not impaired or diminished in any particular whatsoever. The Goodrich factory stands where it has always stood—the first and greatest well-spring of Akron's prosperity and fame, and your best source of everything that's good, in rubber.

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