

AUTOMOBILES

WILL LAY OUT AUTO ROUTES

Plan is to Have Six Transcontinental Routes Available.

WILL START ABOUT JUNE 1

Same Pathfinder Car Which Made the Trip Last Year Will Again Be Used for Making Trail.

One of the most important announcements that has yet come from the executive offices of the American Automobile association is the statement from Manager Robert Bruce of the touring bureau that the development of all possible transcontinental highway routes will be continued this summer in even more strenuous fashion than last year, when three new trails across the continent were surveyed in the Pathfinder '08' of Indianapolis, a 13,000-mile road survey in 147 days.

The same identical Pathfinder car that was used for official pathfinding by the American Automobile association and United States government office of public roads, and which originally started from New York June 11, 1912, on its record trail blazing trip, will be used this year to survey three more transcontinental routes for 1913.

The 1913 program calls for supplementary data to be gathered on a 12,000-mile survey that will dovetail closely into the work already done in the Pathfinder that six transcontinental highways will be available for tourists at the end of the present season.

This network of transcontinental routes has been before the American Automobile association for the last half dozen years and when completed transcontinental development will have reached its height. This data will be gathered as in former years by A. L. Westgard, official American Automobile association representative.

Accompanied by Westgard.

In order to officially sanction the booster tour of Indiana automobile manufacturers from Indianapolis to the Pacific coast, the American Automobile association has consented to have Mr. Westgard arrange his routing so as to be in Indianapolis for the start of the Hoosier tour and to continue with the motor caravan all the way across the country to the coast. Having covered this ground numerous times in the past, Mr. Westgard will be invaluable to the tourists both in the selection of the most energetic cities and towns through which to pass and in breaking virgin ground for the famous Fisher-Allison highway in the far west.

The Pathfinder '08' will leave New York about June 1 for Indianapolis, by way of Buffalo, Detroit, Chicago, Des Moines, Kansas City, looping back to the Hoosier capital in time for the official start of the tour, July 1.

After the finish at San Francisco, the Pathfinder will continue on its long trail, leaving the Hoosier tourists to disembark and return home by rail. A new survey will be made of the famous Trail to Sunset. This routing includes a number of detours in and around Lower California, New Mexico, Arizona, Texas and Arkansas, then back to New York on a straight line making the first official survey of a southern transcontinental route.

While in the west, the Pathfinder will be used to link the Midland trail with the Northwest trail via Salt Lake City and Seattle and also will link the Glacier National park in Montana with the Yellowstone National park in Wyoming.

The object of these tours is to give transcontinental travelers accurate data for any long-distance tour that may be planned.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

Gossip Along the Automobile Row

So large has been the demand for Ford cars this year the factory has been unable to keep up with the demand and deliveries will be suspended after May 14, according to Manager Gould of the local branch. While the company has tripled its output over last year the demand has equally increased. There were 35,000 cars manufactured by the Ford people last year. These were all in the hands of the retail trade by June 14, when further deliveries were impossible. This year 200,000 cars will be put on the market and deliveries will cease a month earlier than last year. The Ford factory is turning out on an average 1,000 cars each day. Double shifts are employed.

It is little wonder the factory cannot keep up with the demand, when the sales by the Omaha branch in one week is considered. Fourteen cars were sold Tuesday by the branch salesmen.

The E. R. Wilson Automobile company is working day and night selling and delivering cars to the city and country trade. Mr. Wilson and his sales force have piled up such a large batch of orders that the factory is working overtime in an endeavor to keep the company stocked with cars and so far have been unsuccessful.

"Never before has the automobile season opened with such a rush," Mr. Wilson stated. "We have sold more cars this spring than any previous season. And the sales are increasing every week. The Studebaker cars are especially in demand. This line furnishes the average buyer with the right car at the right price." The following sales made by the company last week bears out Mr. Wilson's statement: F. T. Parker, Florence, a Lexington touring car; Henry D. Frankfurt of the Hastings & Hayden Real Estate company, a Studebaker; W. W. Sherwood of the Sherwood Electrical company, a Studebaker; Dr. W. F. Milroy, a Studebaker; "35," R. E. Forbes, a Studebaker; "35," F. F. Wellman, South Omaha live stock merchant, a Studebaker; "35," Edward Carroll, a Studebaker; "35."

Mr. and Mrs. Lee Huff motored to Crete one day last week and returned the following morning.

L. E. Doty, well known along the automobile row, who is now established in R. R. Kimball's former place of business, is accomplishing much in the sales of Reo cars. These cars have found much success with the city and rural trade and Mr. Doty anticipates a large demand for these machines this season. So far the sales have greatly exceeded previous years.

The Haynes Automobile company of Sioux City sold three Studebaker delivery wagons last week. The company operates under the Omaha branch.

The Cole Motor company made several city sales last week and a large number of deliveries in this territory.

Arthur Storr is still attending to the wants of motorists in his new supply house on auto row. The sales force is keeping the stock men on the jump taking care of orders.

With his mind off the auto show for a few months and the new catalogue out of his system Clarke G. Powell is

gasping for breath over the large orders being turned in by his salesmen in this territory. The Powell Supply company bids fair to break all previous records this season.

C. B. Barnes bought an Oakland '4" roadster from the McIntyre Automobile company last week.

The new Studebaker '25' roadster will make its first appearance next Saturday on the streets of Omaha. It is the latest thing in a medium sized two-passenger car and great attention has been paid to details in its construction. Manager Keller of the local branch of the Studebaker company is of the opinion that it will prove more popular than the Studebaker '20' that was in such demand last season.

T. V. Graves, local manager of the Goodyear Tire and Rubber company, is up to his old tricks of smashing former records for sales of accessories in the city and territory.

George Reim's famous Cadillac car is making another hit with auto enthusiasts this season. The sales this spring have been very heavy.

While the Freeland Automobile company is located down at the foot of east Farnam street prospective buyers starting down auto row always stop in to see the well known Mason Hill Climber cut up capers.

T. B. Northwall's pet, the Royal Under-slung, is also a favorite with buyers in the territory if sales can be taken as proof.

The police department is not the only concern using Inter-State cars. However, the department has tested out this car and found it not wanting in any particular.

Magnificently made and elaborately upholstered the Studebaker '25' Sedan enclosed car is a beautiful piece of auto craft. The car is on display in the sales-rooms of the Omaha branch and is proving of great interest to motorists. It is electric-lighted and equipped with a self-starter. The carburetor can be adjusted by the chauffeur without leaving the car and an oil gauge is near the speedometer which keeps the chauffeur in touch with the oil in the tank.

W. N. Hellen, sales manager of the W. L. Huffman Automobile company attended the South Dakota automobile show at Sioux Falls, S. D. last week. Mr. Hellen is high in his praises over the courtesies received by the Sioux Falls dealers.

A. J. Joy of Blanchard, Ia., made a contract with the W. L. Huffman Automobile company for the Hupmobile agency last Thursday and drove a touring car home.

The Utica Automobile company of Neb., took home a demonstrating Hupmobile touring car last week and secured his contract for the agency with the W. L. Huffman Automobile company.

Carload deliveries were made on the Hupmobile last week by the W. L. Huffman Automobile company to the Central Auto and Supply company of Mitchell, S. D.; Sides Motor Car company, Lincoln, Neb.; H. G. Randall, Rapid City, S. D.

Dr. F. S. Owen purchased a Hupmobile "coupe" of the W. L. Huffman Automobile company last Thursday. The doctor purchased the car for a present to his daughter.

W. L. Huffman of the W. L. Huffman Automobile company is at Detroit, Cleveland and other eastern cities looking after business matters.

Deliveries were made on the Hupmobile by the W. L. Huffman Automobile company one touring car, Geister & Sheldon, Groton, S. D.; one touring car, L. H.

Bock, Rock Rapids, Ia.; one touring car, Innes & McGowan, Junius, S. D.

John A. Maguire, western sales manager for the Republic Rubber company, was a visitor at the Powell Supply company last week. Recognizing Omaha's advantages as a distributing point, additional territory has been turned over to the Powell Supply company on Republic tires.

W. R. Bixby, representing the Powell Supply company, has just completed a round-up of the southwestern part of the state. The prospects for big crops have made the dealers jubilant and they are looking forward to a prosperous season.

The Powell Supply company reports big interest in motorcycles and bicycles. Every day brings in a lot of inquiries for particulars regarding the Pierce line.

The demand for portable garages has become so strong that the Powell Supply company has taken on the agency for Edwards' "Steelcote" and all steel private garages.

The Nebraska-Bulck Auto company delivered one of its Seldon motor trucks to the Omaha Gas company last week. This truck is of the stake body style with an extra long wheel base, which gives a big carrying capacity.

"We have just received a shipment of Dart trucks, which are attracting a great deal of attention and favorable comment," says Manager McIntyre of the McIntyre Automobile company. "This is due to the fact that this truck is built entirely out of standard stuff, such as Continental motor, Brown-Lep or Warner transmission, Sheldon axles, springs and frame. These manufacturers are recognized as standard throughout the country and a good business man is always quick to take advantage of goods that have proven a success. We have been very busy demonstrating this truck and have taken a

number of orders. One was sold to J. H. Bradshaw of Broken Bow, who has a large farm about sixteen miles from town. He expects to use it in hauling grain, hogs and general farm produce to market. Whoever says the Nebraska farmer is not up to the minute is mistaken."

The Nebraska-Bulck Auto company reports the following deliveries for the week: A '20' to Boyens & Heinenberg, Schleswig, Ia.; '20' to Cozad & Wise, Villisca, Ia.; '20' to George M. Smith, Omaha; '21' to Alec Peterson, Red Oak, Ia.; '20' to C. M. Duff, Blockton, Ia.; '20' to Ed J. Steidl, Crete, Neb.; '20' to C. W. Seape, South Omaha; '21' to Frank Van Orsdal, Glenwood, Ia.; '20' to Mason & Seabury, Missouri Valley, Ia.; '20' to Mr. Wise, Villisca, Ia.; '20' to Dr. Stearns, Kearney, Neb.

The McIntyre Automobile company sold an Oakland roadster, model 42, to Ben Barnes, the druggist at Fortieth and Dodge streets.

The capacity and uses of an air compressor outfit are well illustrated by the plant installed by the Powell Supply company. This outfit supplies air for the Powell tire repair shop and a free air station, and in addition is drawn upon by Powell's neighbors, the Cartercar company and the Marton Auto company. The Cartercar company makes use of the air in its shop in connection with its braising outfit.

Percy F. Slater, of the Powell Supply company, is visiting at his home in Columbus, Neb. Incidentally he is drumming up business for his house in that vicinity.

Second Grand Canyon Tour.

The second annual Studebaker tour from Phoenix, Ariz., to Grand Canyon, will be run early this season. Entries of more than fifty Studebaker cars are already promised.

Vitalized Rubber will give you the greatest mileage

For 16 years our chemists have tested and experimented with pure rubber and fabric.

Our engineers have constructed and torn down thousands of test tires.

We have supplemented their work with the most modern tire building machinery.

We have spared neither time nor expense to give you the "More Mileage" tire you demanded—and now we offer you



Diamond (No Clinch) Tires made of Vitalized Rubber

Our engineers have mastered the principles of Rim Contact construction, and you can get the Diamond (No-Clinch) Tire, with Perfect 3-Point Rim Contact—an important advantage that has been heretofore overlooked.

Here is a combination of easy-riding and more mileage advantages you can't get in any other tire today—Vitalized Rubber, Perfect 3-Point Rim Contact, No-Pinch Safety Flap, for inner tube protection—and, if you wish, the now famous Safety (Squeegee) Tread—made to fit all types of rims.

So this time buy Diamond Vitalized Rubber Tires—you can get them to fit your rims at any of the

25,000 Diamond Dealers always at your Service

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SAVE HALF YOUR HAULING EXPENSE

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A Revelation in Motor Trucks

Here are the trucks that surprised thousands of visitors at the New York Show. Never before have such wonderful values been offered—trucks that represent the achievement of 20 years of engineering skill, made to sell at exceedingly moderate prices.

We have shattered the tradition that a substantial, well-built truck had to sell for \$2,000 to \$5,000. The new 1913 Dart Trucks at \$1,100 and \$1,775 include more actual tangible value than can be found in any other truck of the same capacity in the entire world.

PRICES, CHASSIS, F. O. B. FACTORY.

Model A, 1,000 lbs. capacity, (2 cyl.)	\$750
Model B, 1,500 to 2,000 lbs. capacity, (4 cyl.)	\$1,100
Model C, 3,000 to 4,000 lbs. capacity, (4 cyl.)	\$1,775

Compare the Dart Truck and price with others which are offered from \$300 to \$1,000 higher.

The liberal specifications of this truck will amaze you. It is impossible to build them better. They are equipped with either Continental or Buda motor, Sheldon axles, springs and frame. Brown Lep or Warner Transmission.

Imported Rindler Ball Bearings or Heavy Duty New Departure Ball Bearings.

You will note that this truck is built of absolutely standard stuff, known throughout the country to be the best that is made.

The Dart Motor Manufacturing Company have been building Commercial wagons for twenty years and have not made the fatal mistake of incorporating pleasure car construction in a commercial wagon as many manufacturers have done.

We will carry on hand extra parts so that in case of accident your wagon will not be laid up and we also extend to owners of the Dart Trucks our unexcelled Oakland service.

All we ask of you is to take one look at this Truck and you will be convinced of its superiority.

For four years we have been looking for a Truck that would give the service, and we have found it in the Dart.

McIntyre Automobile Company

2203 Farnam Street, Omaha
Western Agents for Dart Motor Manufacturing Company

R-C-H \$900

F. O. B. Detroit
Completely Equipped

The Greatest Value for the Price on the Market

Option of all-electric or gas and oil lighting systems without extra charge.
Russian green or R-C-H red body as desired.
Easiest riding car in the world.
The most economical car to operate.
More equipment than any other car for the price.

Long wheelbase—lots of leg room—touring car seats five grown persons comfortably.
Long stroke motor—left side drive—center control.
Powerful, speedy and sturdy.
Demonstration whenever you want it. Act quick and get an early delivery.

Specifications

Motor: 4 cylinder in bloc, 2 1/2 x 5, extra heavy crank shaft, timing gears and valves enclosed, 3 point suspension, Wheelbase: 110 inches. Control: center lever and hand emergency brake, foot accelerator. Left side drive, irreversible worm gear, 16-inch steering wheel, throttle control on steering column. Springs: semi-elliptic on front, full elliptic mounted on swivel seats on rear. Frame: pressed steel channel. Axles: front, I-beam, drop forged; rear, semi-floating. Transmission: 3 speeds forward and reverse, selective sliding gear. Body: Touring car—Pull 5 passenger, exceptionally roomy. Roadster—two passenger, English type. Color: option of dark Russian green or R-C-H red without extra charge.

Equipment

Lighting: Option of gas headlights with oil side and tail lamps, or all-electric system with five latest type, powerful lamps. High grade in every detail. Tires: 32x4 1/2 inch all-around, Bosch high tension magneto. High grade speedometer. Removable rims. Extra rim and holder. "Jolly" horn. "Jiffy" curtains. Top and top cover. Windshield. Tool kit. Jack. Tire Pump. Tire Repair Outfit. Robt. Rail. With the Roadster is a 25-gallon gasoline tank, with baggage trunk large enough to carry two suit cases, is mounted on the rear deck. Tire holder is also furnished.

LININGER IMPLEMENT CO.

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