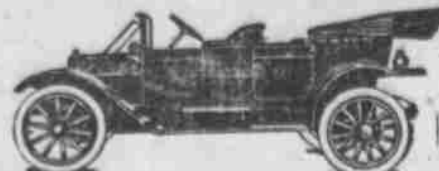




# AUTOMOBILES



### AUTO ADS MUST BE HONEST

Exaggerated Doings of Any Car Will Not Win Success.

**STANDARD THAT REGULATES**  
Contemplating Buyers Look Up Records of Advertised Automobile, and This Establishes Its Popularity.

"One of the most important factors of success in the automobile business, as in most other businesses, is advertising," said Hugh Chalmers. "Many of those who advertise seem to think that advertising is an easy thing to accomplish—that it is an easy way to assure sales and success. In the first place, I must confess that I have found good advertising an extremely difficult thing to accomplish. In the second place, I have found that many things besides advertising are necessary to make a success of a business enterprise. Admitting that advertising is a big factor in business success, it is not, however, the answer to all business problems. Some splendid business successes are still built up without advertising. It is true they are rare, but there will probably not come a time when this condition will not be true.

"Back of advertising, therefore, there must be a good product honestly built and fairly priced. Automobile advertising has suffered from mediocrity just like other kinds of advertising—whether more or less. It would be hard to say that some automobiles have succeeded in spite of poor advertising, is perhaps the highest compliment that can be paid their worth. What automobile advertising has suffered from most, however, is exaggeration. Perhaps some of it has suffered from more than exaggeration.

"Of nothing am I so thoroughly convinced as that the greatest single factor in successful advertising is absolute honesty and sincerity of statement. I question whether the people who read advertising and who buy advertised goods, like the advertisement which exaggerates any better than they like the person who exaggerates. I question whether any of us like the advertisement that brags and blusters any more than we like the person who has these undesirable traits. I question whether any one likes the advertisement which is statistical and unnecessarily wordy any more than he likes the person who is that way.

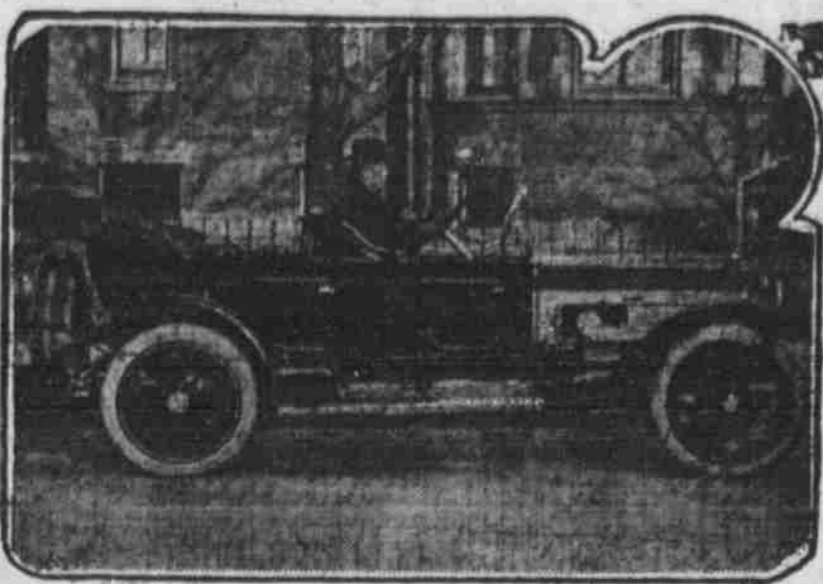
"Advertising is the expression of the character of a business. It is simply a business standing up and expressing itself to the people. Why, then, should the rules of what is proper in an advertisement differ from the rules of what is proper and admirable in a person? It cannot be denied that the automobile buying public gets its impression of the automobile business as a whole very largely from the automobile advertising. It seems to us, therefore, to be of the utmost importance that automobile advertising should have the qualities of honesty and sincerity and simplicity.

"I do not believe that the people who buy automobiles and who are admittedly the most intelligent class of buyers in the world, are fooled one bit by misleading automobile advertisements.

**Honesty Wins.**  
"I think that those who read automobile advertising, those who are contemplating the purchase of cars, might as well judge the advertising they read according to these standards. I believe the manufacturer who is striving to be absolutely honest in his advertising should be given full credit. The public is a powerful factor in determining whether advertising shall be strictly honest or exaggerated. If only those cars which are honestly advertised are given the support of the buying public, those who are inclined to exaggerate will soon realize that there is today as much truth as ever in the old saying that honesty is the best policy."

**A Sudden Collapse**  
of stomach, liver, kidneys and bowels is most surely prevented with Electric Bitter, the safe regulator. 50c. For sale by Beaton Drug Co.—Advertisement.

### One of the Latest Models



**E. J. Kulas, General Manager of Sales, Peerless Motor Car Company, in new Peerless "38-six."**

Ease of riding the most eagerly sought for quality in the up-to-the-minute motor car, has dictated most of the noticeable changes in the series of new models of Peerless motor cars which have been announced. Certain details of mechanical construction in the former models have been redesigned and the equipment of the cars has been made absolutely complete. The new cars are all six-cylinders. There are three sizes of sizes, "38-six," "48-six" and "50-six." These are practically identical in construction. By way of making a ride in a Peerless car more comfortable for the passenger, the springs have been made of thinner leaves than formerly, though the sum-

ber is greater and the material the same famous silico manganese steel. Shock absorbers have been attached to both the front and rear springs. Upholstery of the rear seat has been increased to a depth of ten inches. Tires, which were formerly carried in a depression of the right running board, have been placed in a rack at the rear of the car, and the gasoline tank, formerly carried under the driver's seat and emptied by gravity feed, is hung under the rear of the body. These changes have redistributed the weight distribution of the car and considerably lowered its center of gravity, bringing about an increase in its ability to "stick to the road" and improving its riding quality.

### Paige Auto Dealer Becomes Demented Over Car Delivery

A well known Detroit automobile concern was visited by one of their big Illinois agents. The object of his visit was to get motor cars. He had been promised a shipment of twelve motor cars the previous week, but upon their failure to arrive he hastened to the factory to find out the cause of the delay. Upon his arrival there, every effort was made to explain to him just why this delay had taken place; he was told how flood conditions in Dayton Indianapolis and several other points through Ohio and Indiana had tied up factories that were doing Paige work. He even learned that several other automobile concerns in Detroit were in the same boat.

By the time of his arrival the factory had already brought up its production to its original schedule and conditions looked favorable again. He was shown through the factory and when he left, to all appearances, he was perfectly satisfied in regard to receiving deliveries.

Word was received later from his partner that he had become demented while on the train coming from Detroit. He was placed in the care of a physician, who immediately hurried him to a sanitarium. While delirious he mentioned the word "Paige" and "deliveries" several times. The physicians could not make out what was on his mind, but when enlightened by the man's partner of the conditions that had existed for the last ten days, the physicians informed his partner that no doubt he had been thrown into this state by constant worry in regard to the delivery of his Paige cars. His final breakdown, which occurred on the train, was due to his being overcome with joy on learning that he would soon receive a good supply of "Paige".

A wire from the physicians to the Paige factory states that the only thing that would bring about the recovery of this man would be a couple of cartloads of Paige "Pa's". The factory anticipates a speedy recovery, as several cartloads are on the way.

### CADILLAC SELLS FIRST CAR IN DAYTON AFTER FLOOD

One of the first, if not the first, commercial transactions, and in any event the first sale of a motor car, concluded in Dayton, O., after the waters of the recent flood had subsided was the sale of a Cadillac by H. M. McCord, the local dealer.

The car had been entirely submerged for thirty hours. Aside from a deposit of mud it was found to be none the worse for its bath. An examination showed that owing to the accurate fit of the piston and piston rings not a drop of water had worked its way into the cylinders. Belief in the availability of the automobile for business uses is shown by the Powell Supply company's traveling representatives. Four of them are now making their territories in machines. Day for day they cover fully two-thirds more territory than can be made by train, and at practically no additional expense.

**Makes Flying Trip.**  
Sales Manager Tom Brownell of the Cartercar company made a flying trip through the company's territory in Nebraska last week. He closed several deals for the Cartercar.

### 'PINCHED' FOR SMOKING CAR

New York Police Arrest Owners of Automobiles Violating Ordinance.

**EXPECTED TO ABIDE BY LAW**

Auto Drivers Must Regulate Machines with Same Consideration as Do Owners of Smokestacks.

"Anti-smoke ordinances are now the vogue in hundreds of towns and cities in this county. How one of these ordinances works to the discomfort and loss of motorists who do not own our unique smokeless oiling system may be seen any day at the intersection of two busy thoroughfares in almost any large city," says R. E. Olds, president of the Hco Motor Car company.

"In New York City it is a common occurrence to see a member of the traffic squad stop his motorcycle in front of a smoking motor car with a signal to stop. The driver may be going slowly, wholly within the law, excepting the one thing which the average city dweller abhors next to a plague, namely, a smoking automobile.

"I state these facts as a plain condition which confronts the motorist everywhere and in no wise do I offer them as a criticism or defense of some of the anti-smoke ordinances now being rigidly enforced in so many cities. The point is that motorists are now expected to qualify with smokeless cars or else be heavily fined or go to jail. "Our patrons everywhere are congratulating us for our foresight in designing and building all Hco cars successfully to meet the present day anti-smoke ordinances. We foresee the result of the smoke nuisance years ago and were among the very first who designed and built the smokeless automobile oiling system. With it our patron is saved the worry and discomfort of being "pinched" for smoking when possibly most driven for time, besides he saves from 25 to 50 per cent of his oil bill saying nothing of the many engine troubles caused by short circuits arising from faulty oiling of the cylinders."

### Duck Hunters Use Automobile in Place of Boat on a Swamp

The newest illustration of the versatility of the motor car comes from San Francisco. Racing machines have been known to imitate aeroplanes for short distances, and farmers have used their cars to pump water for the stock and to clear the roads of snow. Now the automobile takes the place of a boat.

C. A. Penfield and Charles E. Dunham, San Francisco business men, drove to Los Banos during a recent cold snap to shoot ducks. When they arrived on the grounds they found the ponds and swamps frozen over, rendering their boats useless. Determined not to lose out on a day's sport, the nimrods, in a spirit of chance, piloted their Chalmers car out over the ice. In places it was dangerously thin and threatened to give way under the weight of the car, but by exercising caution and picking their route carefully the hunters avoided any mishap. They managed to get around with no more noise than they would have made had they been in a duck boat. When they left the ponds in the evening they had a full bag as a reward for their originality and persistence.

The Marion Automobile company is equipping many garages with the Marion and Marion cars.

## No-Rim-Cut Tires 10% Oversize

### Tire Prices

With our new factories, we have built as high as 6,500 automobile tires daily. This multiplied output has cut cost of production. And our profits, as usual, are kept down to the minimum. So prices on No-Rim-Cut tires now average about 11 per cent less than last year.

#### No Extra

No-Rim-Cut tires now cost no more than any standard clincher tires.

Yet these tires save all the cost of rim-cutting. They save a ruble which wrecks 23 per cent of the hooked-base clincher tires.

And No-Rim-Cut tires are 10 per cent larger—contain 10 per cent more air—than clinchers. And that, with the average car, adds 25 per cent to the tire mileage.

#### Our Profit

Each year we advertise our profits. That is to show you exactly the value you get in a Goodyear tire.

In times past this profit has averaged about 8% per cent. And this year, with our lowered prices, we

do not expect to exceed that.

Thus it must be apparent that no tire maker can ever give more for the money.

We have the largest output, the newest factories, the most up-to-date equipment. None can possibly build equal tires at as low cost as we.

None dare sell on smaller margins. None this year show so large a reduction. Those are our ways for keeping cost per mile down to a record minimum. By No-Rim-Cut tires, by oversize tires, by the utmost in quality at an unmatched price. Come share these immense economies.



Write for the Goodyear Tire Book—14th year edition. It tells all known ways to economize on tires.

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio

Omaha Branch, 2212 Farnam Street Phone Douglas 4190

### Midland Cars Have Big Sale This Spring

J. A. Freeland of the Freeland Automobile company has returned from a trip to the Midland factory at East Moine, Ill., where he spent several days arranging for shipment of cars to this territory.

The Omaha branch is finding ready sale for more Midland cars than had been contracted for, but the Freeland managed to secure shipment of three carloads and made satisfactory arrangements for the balance of this season.

Mr. Freeland states that the factory has materially increased its output by putting on night shifts and by enlarging the plant. It figured on building 1,500 cars and already more than 3,300 Midlands have been sold.

J. D. Beebe, general manager of the Midland company, has called in his road men to prevent the overselling. When Mr. Freeland returned from the factory he brought with him C. B. Corbin, an expert mechanic, to install a Midland service plant, and all Midland owners are invited to take advantage of the service free of charge.

A few recent sales of the Freeland Auto company are D. Roy Austin of the Austin-Peterson Shoe company, a midland six; Arthur Dewitt, Lincoln, Midland 40; E. W. Palm, Omaha, Midland roadster; E. J. Perry, Lincoln; A. L. Bennett, Gregory, S. D.; James Dawson, mayor of Soldier, Ia.; Watterson & Kiever, Extra, Ia.; Omaha Tent and Awning company, two Mason delivery trucks; Omaha Restaurant Specialty company, Mason truck.

Key to the Situation—See Advertising.

# Price Reduction on Rugged Tread Federal Tires



The scope of this reduction on the non-skid casing is shown below on a few of the most popular sizes. Other types and sizes proportionally reduced.

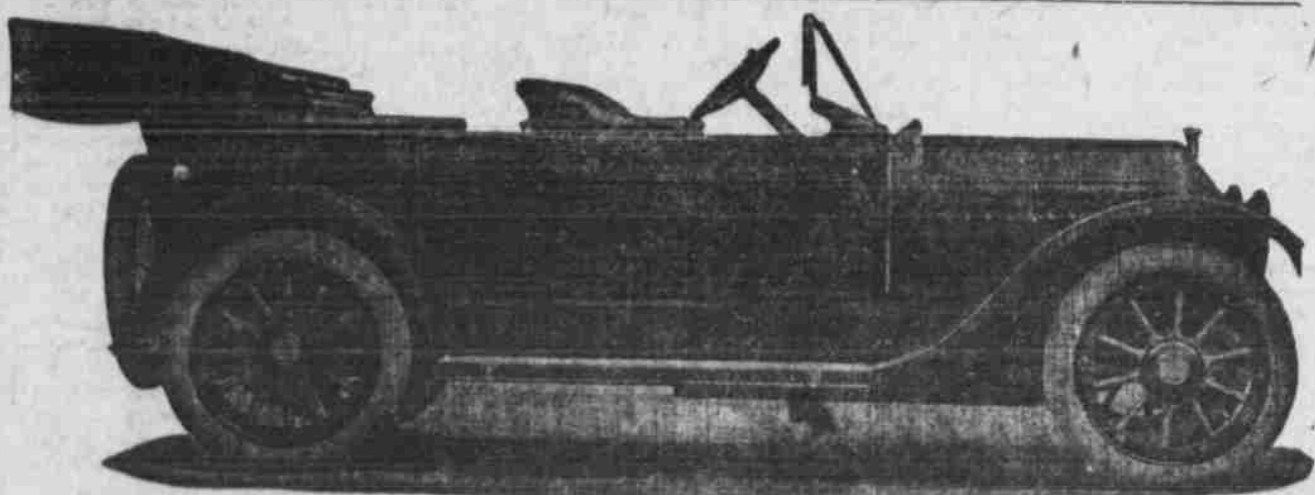
| Size     | Old Price | New Price | Actual Reduction |
|----------|-----------|-----------|------------------|
| 32x3 1/2 | \$31.00   | \$27.45   | \$3.55           |
| 34x4     | 41.60     | 36.65     | 4.95             |
| 34x4 1/2 | 52.40     | 45.30     | 7.10             |
| 35x5     | 64.00     | 57.50     | 6.50             |
| 37x5     | 67.80     | 60.65     | 7.15             |
| 38x5 1/2 | 79.95     | 72.65     | 7.30             |

### Quality remains unchanged

Regular Clincher, Quick-Detachable Clincher and Straight Wall Detachable Types for Standard Rims

**Federal Rubber Manufacturing Co.**  
MILWAUKEE

The Arthur Storz Auto Supply Co. Distributors  
2020-22 FARNAM STREET, OMAHA.



## "The Product of Experience"

### CHEVROLET SIX-40

Six-cylinder, 40 h. p., 120 in. wheel base, electric lighted, with air starter—5 passenger touring car

**PRICE \$2100** f. o. b. factory

The best six-cylinder car made for the price

## DOTY & HATHAWAY

2027-29 Farnam Street

Omaha, Nebr.

# Firestone

## Cushion Tires

### THE PRICES

Greatest mileage at lowest battery, tire and car expense. All the comfort of the pneumatic without the inconveniences.

The most buoyant and longest lasting rubber—the dual tread, overhang design, are the reasons.

Interchangeable with pneumatics on standard clincher rims. Service Stations in All Large Cities.

Ask for Electric Tire Catalog.

**THE FIRESTONE TIRE & RUBBER CO.**  
"America's Largest Synthetic Tire and Rim Makers"  
220 Farnam St., Omaha, Neb.  
Home Office and Factory Akron, O. Branches in All Large Cities.