

# AUTOMOBILES

## GOODYEAR TIRES REDUCED IN PRICE

For Third Time in Two Years Reduction is Made, Making Total of Forty-Five Per Cent.

### LOCAL BRANCH IS ENLARGED

Effective February 1, for the third time in two years, prices on Goodyear tires were reduced, making a total of 45 per cent in reduction in those two years. Speaking of the reduction, J. M. Dine, manager of the local branch, declared: "We are glad again that we are able to announce a big reduction in our tire prices. The Goodyear policy has always been to give the utmost in a tire at the lowest possible profit and our reductions are made to that end, without ever reducing quality when we reduce price."

"As rubber came down, our prices came down. As our output multiplied, reducing factory cost, our prices came down with it. Last year we increased our output 26.6 per cent. A few days ago the embargo on rubber was modified so that supplies seem assured. The market price on rubber seems for a time established. Fabric costs less than last year. So under our minimum profit policy we have made this substantial reduction."

"Many tires sell at prices above Goodyear tires. Some even as much as one-third higher. Others sell for less, but because of less quality, less rubber, poorer fabric. But we believe we give more value for the money than any of our rivals."

### Enlarge Local Branch.

"Our policy has made Goodyear tires the largest selling tires in the world. For instance, right here in Omaha, we have been compelled to move our quarters because of our increases. Now we have in Omaha one of the best, if not the very best, branch tire houses between Chicago and San Francisco. It is the biggest in Omaha. We have 14,000 square feet of space, where in our old location we had but 4,500. We will carry a stock of about 25,000 tires and will have a fully equipped service station. In other cities similar improvements have been necessitated."

"Of course, our advance in Omaha has been very large because we recognized in this city one of the biggest distributing points in the west. That is why we have been forced to establish such a big branch here. We have now purchased a service truck which will be constantly in duty, and we have also installed a work room

### NEW CITY SALESMAN FOR THE NEBRASKA BUICK COMPANY.



C. A. BOWERS.

C. A. Bowers was transferred from the head of the specialty department and advertising manager of the Scott-Rawlston company to city salesman for the Nebraska Buick company. Mr. Bowers says that one of his reasons for changing was his preference for outside work. He is a member of the Omaha Commercial club and is well known in business circles.

for truck equipment. During the last season our sales force has been enlarged 100 per cent and we expect to enlarge it that much more."

The new Goodyear branch is at 2540-51 Farnam street.

### FORD IN FORTY-NINE SECONDS RECORD NOW

The "car-a-minute" production of the Ford factory, the source of much curiosity and general discussion, is not quite an accurate statement. It is a Ford every forty-nine seconds, to be exact. That means a Ford is assembled—put together completely—every forty-nine seconds. But

it takes two months to make the parts that go into every Ford car. The important thing is that every Ford part is designed and made with such absolute accuracy and thoroughness that no "fitting" in the assembly is ever necessary. There is no lost motion, no lost time. Every Ford part fits.

That is due to the Ford idea—progressive efficiency. That is the fundamental principle of Ford service. That is the reason why, perhaps, there are almost 700,000 Ford cars in operation—and continued operation—today.

### Kissel Kar All-Year Machine is Banner Attraction at Show

The all-year car, the combination of touring body with a detachable top for winter, attracts large crowds to the Kissel Kar exhibits at the various automobile shows.

The remarkable fact about this top is that the attaching and detaching takes so little time. When the attachment is made there is no overlap and the job looks every inch a fine closed car. Detached the two-door touring body is exceedingly nifty.

Style, comfort or convenience is not lacking. The top, fitting snugly and perfectly into the touring car body, is fastened by means of six small inside bolts and the same top iron used to carry the summer top and windshield.

The top, lined of course to match the upholstery of the car, has broad, heavy plate glass windows, electric lights and every refinement associated with the finest closed coach. Wire connections are made automatically as the halves meet. Ventilation is cleverly and amply provided for by means of a divided window and two-piece front.

To make ready for the top it is necessary to remove only the windshield, summer top and moulding, which is accomplished with a screw driver. To attach the sedan top only a wrench is required.

The plan of the top is so simple that many people ask what it has not been done before. The answer is that it was not possible with the conventional four-door touring body, the forward doors offering an insurmountable objection to anything but the veriest makeshift. But of the one-compartment, two-door touring body originated by Kissel it seems to be a logical evolution.

Here is an advance step in design that has brought a real substantial reduction in the cost of all-year driving without lessening its luxury. It has been received with great favor.

### Chandler Car is a Sensation at the Chicago Auto Show

A Cleveland product, the Chandler six, proved the big hit and price sensation of the Chicago Automobile show, according to Mr. R. E. Davis, local representative. Mr. Davis reached Omaha this week after cutting short his stay in Chicago to help accelerate matters at the factory. "The announcement of the new season's Chandler six at \$1,250 has been the chief topic of conversation during automobile week in Chicago to the exclusion of every other subject," said Mr. Davis.

"Although Detroit and Indianapolis had their usual big display of cars, it remained for a Cleveland company to furnish the real sensation which has taken the industry by the ears."

"Our announcement of the new price on the Chandler six was published in the Sunday newspapers. From Sunday morning right on through the week, the Chandler suite at the Hotel Congress has been the goal of the hundreds of dealers in Chicago for the show."

"We have been absolutely swamped with orders, and the enthusiasm of our own dealers is no greater than that shown by dealers who have never before sold the Chandler, but are trying to secure the sales rights. Mr. Emise, sales manager of the Chandler company, has been able to leave his hotel room but twice since Sunday owing to the rush of dealers wishing to sign contracts."

"I have returned ahead of time in company with President Chandler in an effort to rush matters on the new addition to our Cleveland plant. When completed these new buildings will more than double our capacity, and we expect to be turning out 1,000 cars per month by April 1."

The Cleveland plant of the company has been taking on scores of additional employees for some time past, and factory executives expect the plant to be running full tilt within a short period. According to prominent trade authorities, the Chandler company will lead all other makers in six-cylinder production during the coming year.

### BIG SALES IN NEBRASKA PREDICTED BY DEJOUNG

J. H. DeJoung, sales manager of the Apperson Jack Rabbit, has returned from a trip through the state and reports that his agents everywhere believe this is going to be a banner automobile year. Everyone is very much enthused about the new Apperson Jack Rabbit "Light Six," termed by many as the strongest "Light Six."

## Free Automobile Lectures

### A Thorough Course in Electrical Devices, Covering the Operation and Care of the Electric Lighting and Starting System on Automobiles

Full information on the Distributor, Wiring, Circuits, Coil, Magneto, Starting Motors, Generators and Storage Batteries, will be given, and their relation one to the other, explained and demonstrated. There will be absolutely no charge for these lectures. Factory experts will be here during the coming Automobile Show from February 15 to 20, and we invite every one, regardless of what make of car they own, or if at all interested in these subjects to come to our garage where the lectures will be given, from 9 to 11 every morning during the Show Week. Equipment and diagrams from the Factory's Laboratories and experts to demonstrate, instruct and answer your questions will be on hand. We can accommodate a large crowd and everybody is cordially invited to come and make use of this valuable information. City owners, show visitors, mechanics, everybody come. It will enable you to intelligently operate and care for the electric equipment on your car. No charge whatsoever. Everybody welcome.

## Mitchell Motor Company

Omaha, Nebraska

2054 Farnam Street

Effective February 1

# Reduction No. 3 On Goodyear Tires

Making Total Reductions 45 Per Cent in Two Years To Give Always the Most for the Money

We are glad again—for the third time in two years—to announce a big reduction on Goodyear tires, effective February 1st.

Goodyear policy on price is to give the utmost in a tire at the lowest possible profit. Our reductions are made to that end, without ever reducing the quality.

That always means, with our matchless output, more for the money than any other maker can give.

As rubber came down our prices came down. As our output multiplied, reducing factory cost, our prices came down with it. In two years our reductions—including the present—have totaled 45 per cent.

Last year we increased our output 26.6 per cent. A few days ago the embargo on rubber was modified so that supplies seem assured. The market price for rubber seems for a time established. Fabric costs less than last year. So, under our minimum profit policy, we announce this new reduction.

### Only Fair Basis

We consider profit margin on a tire the only fair price basis. We keep that margin just as low as our line allows.

While we do that, Goodyear tires will always undersell any tires that compare with them. That is because we have the largest output. We have a new factory, modernly equipped. And we have world-wide facilities for buying rubber, of our extra grade, at the lowest market price.

For a long, long time most tires have sold much above Goodyear prices. Some have sold one-third higher. A few have sold lower, as some always will, because of less rubber, less quality. But we can and do, under all conditions, give more for the money than any rival tire can offer.

### The Best We Know

Goodyear Fortified Tires offer the best we know. They are built to give you the lowest cost per mile. They minimize tire trouble in five costly ways employed by no other maker. And they are always the same, regardless of price reductions.

Most tires will always sell higher, because of smaller output. Some tires will always sell lower because of lower standards. But we promise you that none will ever give better than Goodyear value.

This policy has made Goodyear's largest-selling tires in the world. It will make them more so as men find them out.

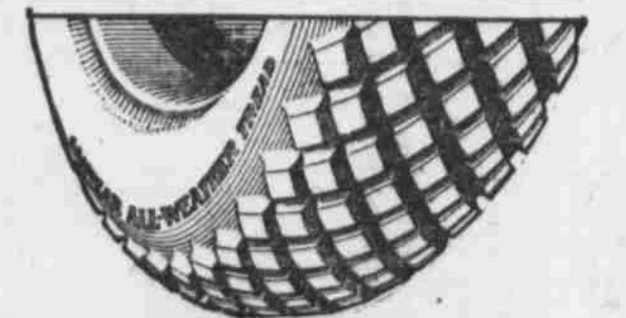
Ask your Goodyear dealer for our new price on the size you buy.

THE GOODYEAR TIRE & RUBBER CO. Akron, Ohio

**GOODYEAR**  
AKRON, OHIO  
**Fortified Tires**

Fortified Against:

- Blow-outs—by our No-Rim-Cut feature.
- Slow-outs—by our "On-Air" cure.
- Loose Treads—by many rubber rivets.
- Insecurity—by 156 braided piano wires.
- Punctures and Sliding—by our double thick All-Weather tread.



### Goodyear Service Stations—Tires in Stock

Acme Auto & Taxi Livery Co., 2509 Leavenworth St.  
King Hardware Co., 2105 Cumins St.  
Omaha Auto Filling Station, No. 1, 102 So. 17th St.  
Omaha Auto Filling Station, No. 2, 4303 No. 30th St.  
Faxon Garage, 2119-21 Farnam St.  
Neb. Automobile School, 1413 Dodge St.  
Jack True Garage, 2509 Leavenworth St.  
Harrington Bros' Garage, 2509 Leavenworth St.  
Auto Inn, 2016 Leavenworth St.  
Barber Hardware Co., 4112 North 94th St.  
Ford Supply Co., 2123 Farnam St.  
Omaha Tire Repair Co., 2501 Farnam St.

## When Choosing Tires Be Sure to Get These Inbuilt Extras

Compare Quality—Compare Prices

When you can buy Firestone Tires and Tubes at these prices, you can't afford to use any other make.



Firestone Tires and Tubes are made by specialists—high quality, low cost.

Made in America's largest, most efficient, exclusive tire factory—high quality, low cost.

Delivered to car-owners everywhere through the most complete, efficient, ECONOMIC distributing system ever established—high quality, low cost.

	Case Round Tread	Case Non-Skid	Grey Tube	Red Tube
30x3	9.40	10.55	2.20	2.50
30x3½	11.90	13.35	2.60	2.90
32x3½	13.75	15.40	2.70	3.05
34x4	19.90	22.30	3.90	4.40
34x4½	27.30	30.55	4.80	5.40
36x4½	28.70	32.15	5.00	5.65
37x5	35.55	39.80	5.95	6.70
38x5½	46.00	51.50	6.75	7.55

Buy Firestones for Most Miles per Dollar

## FIRESTONE TIRE AND RUBBER COMPANY

"America's Largest Exclusive Tire and Rim Makers"

2220 Farnam Street, Omaha, Neb.

Home Office and Factory: Akron, Ohio

Branches and Dealers Everywhere

# Firestone

## We carry a complete stock of GOODYEAR TIRES Omaha Tire Repair Co.

HENRY NYGAARD, Prop.  
2201 Farnam Street

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