

### Gossip Along the Automobile Row

Fred M. Ryan of Lincoln was a caller at the Powell Supply company store last Monday. Mr. Ryan runs the biggest garage and repair shop in Lincoln, and has just put in a large stock of Republic tires. He states that the outlook in Lincoln is for a tremendous business. While he has Mr. Ryan bought a couple of second-hand cars to use in his Lincoln repair station.

Oscar Pippert, expert tire man, has taken charge of the tire repair department of the Powell Supply company.

So fast are the orders coming in to the Powell Supply company for supplies that Mr. Powell had to put on two extra men in the shipping room last week, and says that he will have to do the same thing to look after the large run of business.

William Hellen, formerly sales manager for the W. L. Huffman Automobile company, has bought an interest in the Independent garage at Twenty-fourth and Farnam streets. He has been with Mr. Huffman for several years and has made a very enviable record. "The Abbott-Detroit and Huppmobile are both fine cars, and the only reason I left the Huffman Automobile company was because I bought an interest in the Independent garage and I think I can do better there," said Mr. Hellen.

R. A. De Witt, who has been with the Omaha Motor Car company, has taken Mr. Hellen's position.

W. L. Huffman left last week for Detroit to hurry along the shipments of cars. In his pocket he carried orders for 12 cars, and in his head a long line of arguments why he should be supplied with cars.

The following Omaha retail sales of Little Six's were made by the Mitchell Automobile company last week: Glen Wharton, Dr. Finley and Robert Robinson. The sales in the territories were: L. R. Kettering, Superior, one carload; C. H. Kettering, Friend, one carload; Irvin Green, Sutton, one car; Mockett, Lincoln, two carloads; George B. Watson, Rock Rapids, two carloads; Forest Lumber company, Alliance, one carload; Harrison & Reed, Grand Island, two cars; Grant Chim, St. Paul, one car; Council Bluffs Automobile company, one carload; W. I. Ferguson, Ida Grove, one car; Schuyler Motor Car company, one carload.

"The Mitchell factory is working day and night and is far behind in shipments," said Dick Stewart, local manager of the Mitchell company. "I receive from three to five carloads of cars each week, but this is by no means sufficient to supply the large demand. This is going to be the biggest year in the history of the automobile industry in this country."

Manager Held of the Lion company delivered a car overland last week to Missouri Valley. Before returning he will visit the agents in the surrounding territory.

The sales rooms of the Lion company have been remodeled and the office has been moved to the back part of the building. This makes more room for the display of cars and shows them off to better advantage.

"I am so busy selling cars and looking after their shipment that I have little time for anything else," said Manager Doty of the United Motor Omaha company. The Maxwell and Columbia cars are meeting with great success both in this city and country, and Mr. Doty, although receiving from four to five carload shipments a week, is not able to supply the large demand at once.

"For a car of quality and style you just look for the Marathon or Marmon," said Manager McDonald of the Marion Auto company. "I have great faith in these two cars, and many others have too, as can be seen by the large number of these cars that are sold each week."

T. G. Northwall of the Northwall Auto company is enthusiastic over the Regal car, the agency for which he has just taken over. "It is a great car," says Mr. Northwall, "and unless it was I could never have been induced to handle it."

R. C. Rachel, formerly local agent for the Regal Sales company, left Thursday night for his home in Detroit. He will be put in charge of either the Boston branch of the company or be sent to New York City.

Edward Brown bought a Flanders car from the E. R. Wilson Auto company, local retail agents for the Flanders and E-M-P cars, last week.

The E. R. Wilson Auto company unloaded a Baby Tonneau last Thursday and delivered it on the following day. Three carloads of Lexington cars were

also unloaded, and are being quickly distributed to the long list of waiting buyers.

The Omaha Leather company purchased a Flanders delivery car from the E. R. Wilson Automobile company last week. The car is beautiful in design and is large and roomy.

The E. R. Wilson Auto company sold a Flanders car last week to Grant Marson. Two Lexington cars were also purchased by Frank and L. W. Paup of Kirkman, Ia.

Mr. Huff of the Nebraska-Buick Auto company delivered a MB Buick to Crete last Sunday, leaving here at 3 o'clock in the morning and landing at Crete at 2 o'clock in the afternoon, with one and one-half-hour stop at Lincoln for dinner. The trip was made the entire distance in the rain and mud with four grown passengers in the car. A trip of this kind demonstrates the durability of the cars of this age.

Mr. D. S. Hinds purchased a Hudson "23" touring car from Guy L. Smith last week.

Guy L. Smith left Wednesday night for a trip to the Peerless factory at Cleveland, O. The Peerless have made their announcements for 1912 and Mr. Smith took this opportunity to visit the factory and go over the entire line as well as investigate the Peerless trucks which he intends pushing this season.

On last Friday, Guy L. Smith delivered one four-passenger Hudson "23" and one touring car of the same make to E. J. Macken of Platte Center.

### In Building Garage Drummond Will Care For Electric Trucks

The Drummond Motor company in arranging for the new garage will fit up a room for special service to owners of both gasoline and electric trucks. The following letter was received from C. L. Morgan of the General Truck company last week by Mr. Drummond:

"The General Motor's electric chassis is conspicuous because it has so many distinct advantages. There are eighteen important features in the chassis, embodying the maximum of accessibility and simplicity.

"We have placed the rear springs outside of the frame to insure maximum axle strength, permitting the use of a narrow frame and to give short turning radius. The steering post is inclined. Double brake equipment is provided, each brake locking at wheel. Auxiliary springs supplement the rear semi-elliptics and an apparatus or controller hood is placed in front of the dash and designed, perhaps, as much along the lines of the well-known Renault hood as any. John Landon, the designer, deserves great credit for the last electric, and his experience in the last two years should certainly qualify him not only to design a fine appearing, but an economically operated chassis.

### MANY USES MADE OF NEW ELECTRIC SYSTEM

C. F. Kettering, who developed the Delco electrical cranking, lighting and ignition system on the Cadillac cars, recently had an experience which demonstrated that the cranking device can sometimes be used for purposes other than that of simply starting the engine. Mr. Kettering was driving from Dayton to Springfield and came to a stretch of road, about 100 yards in length, which was under water. He attempted to drive through, but when he had gone about half way he found the water deeper than he had anticipated. It was so deep, in fact, that the carburetor was submerged and, of course, the engine stopped. Mr. Kettering found himself marooned, so to speak, in a miniature lake.

### DELIVERIES THIS YEAR HAVE BEEN VERY LARGE

Elmer Apperson in commenting on business conditions, says: "Had it not been for the freight shortages, the usual spring rush would have been much easier on the factories this year, as the buyers, after having experienced delays on deliveries the last four or five years, were more pronounced than ever before in placing their specifications early. "It does not look as though the manufacturers would need to worry for years to come about the demand being supplied, if the conditions here at the plant could be taken as a criterion. We have delivered 12 per cent more cars than last year, and have orders for immediate shipment in excess of deliveries of the season of 1911."

Persistent Advertising is the Road to Big Returns.

### Question of Color For Painting Autos Long Been Problem

Since the earliest days the question of color has been a problem for automobile manufacturers.

The automobile as a manufacturing industry in this country is now about ten years old. During that time automobiles have been painted every conceivable color and these colors have been put in every conceivable combination. In the early days cars were painted entirely black, but as time went by this was rather too sober for the public generally and therefore, numerous colors were employed.

About 1903 a great many cars were produced painted entirely red. This proved to be rather too "noisy" for the majority of buyers and then blue, yellow, gray, brown and numerous other colors were tried, all of which have been found less durable than red or black. Today the public generally has come to consider an automobile as in its natural garb when it has at least a portion of its surface covered with red. The public has ceased to consider red a "loud" color on an automobile. Red and black are vastly superior to any other color which could be used, not only in the satisfaction given

### Modern Auto Parts Made to Conform to Their Components

In the early days of the motor car industry many factories were merely assembling plants. Motors, axles, transmissions, bodies, tops, windshields, wheels and almost every other parts of the cars were purchased from part makers and merely put together by the company which gave its name to the finished car. The great contrast between the car of that day and the 1912 Peerless, for example, is due largely to the fact that although the parts in themselves in many cases were excellent, they had the serious weakness of having been designed as separate parts without reference to the unity of the car in which they were finally to be used.

In the highest type of modern car every item is planned with reference to the other parts of the car as the whole. The size and strength of every part is in some measure determined by the weight and size of other parts, and the exterior appearance of each unit is so planned that its lines and colorings may fit into the whole. To attain that result it has been necessary that more and more parts should be made in the maker's own factory.

Also in Philippine Islands. Foreign representation for the Alcoa has been extended to the Philippine islands, where E. C. McCullough of Manila will handle this product.

### W. K. VANDERBILT, JR. HAS CAR WITH UNIQUE LINES

The Alcoa car just received by William K. Vanderbilt, Jr., is unique for the novel body lines which were designed after ideas of the owner. The car is of the tourabout type. Mr. Vanderbilt drove a raceabout on the same six-cylinder Alcoa chassis last year, following the feat of the Alcoa in twice winning the race for the Vanderbilt cup.

With its new body the car has the appearance of a racer. Among the conspicuous features are the rake in the steering column and a considerable tilt of the fenders, which narrow down at the front. The seats are built close to the tonneau floor.

In place of running boards along the sides there is a step close to each rear door. The doors open from back to front. The body lines dip instead of possessing the straight line effect familiar among motor cars of today.

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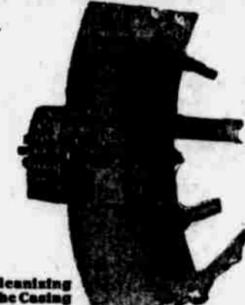
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The Universal Auto-Vulcanizer is fool-proof. It can't burn, scorch or injure inner tube or casing. It can't get out of order. It can't fail to do its duty. You place the patch—the Auto-Vulcanizer does the rest.

Jabs and cuts play the mischief with tires. They gather grit—become distended—grow larger—end in ruin. All this is saved by the Auto-Vulcanizer, which closes the wound quickly, effectively and keeps the casing as good as new. Saves itself a hundred times over in trouble and expense.

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Used on 200,000 Cars

This new-type tire—the sensation of Tiredom—now far outsells every other tire.

Over one million have been tested out, on some 200,000 cars.

Some 200,000 separate users have proved them the most economical tire.

The present demand—which results from these tests—is three times larger than one year ago.

### The 13-Year Tire

No-Rim-Cut tires are the final result of 13 years spent in tire making.

In formula and fabric, in materials and making, they represent the ultimate in tires.

In our opinion—based on 13 years' experience—tires can never be built much better.

This saves the blow-outs due to overloading.

Save 48 Per Cent

Statistics show that 23 per cent of ruined old-type tires are rim-cut. This patent tire saves that 23 per cent.

Experience shows that 10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage.

These two features together mean an average saving of 48 per cent.

Yet No-Rim-Cut tires now cost no more than other standard tires. They used to cost one-fifth extra.

That's why 200,000 users have come to Goodyear tires.

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