



Out of oldest Egypt comes this new trade-mark of ours. The pyramid of the Pharaohs typifies strength, substantiality, permanency. The wings of the sacred ibis signify lightness, speed, grace. And "the Winged Pyramid" stands for all that's best in automobile construction.

Seventy-five thousand new Fords go into service this season—proof of their unequalled merit. The price is \$590 for the roadster, \$690 for the five passenger car, and \$700 for the delivery car—complete with all equipment, f. o. b. Detroit. Latest catalogue from Ford Motor Company, 1912 Harney St., Omaha—or direct from Detroit factory.

No-Rim-Cut Tires

10% Oversize

Now the Reigning Tires

Some 200,000 motor car owners have adopted this patent tire.

They have used to date 1,250,000. They are using now nearly 100,000 monthly.

No-Rim-Cut tires now far outsell any other tire in the world. And the demand has multiplied twelve times over in three years.

That is overwhelming endorsement. Don't you think this tire worth trying?

Average Saving, 48 Per Cent

The 10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage.

The No-Rim-Cut feature makes an average saving of 23 per cent. For statistics show that 23 per cent of all ruined old-type tires are rim-cut.

Then think of the troubles saved—the worry of rim-cutting—the blow-outs due to overloading.

Do you wonder men are flocking to these patent tires?

A Sudden Fame

These tires have jumped in the past three years from obscurity to fame.

From a minor place they have suddenly come to the topmost place in Tiredom.

But this, remember, is our 13th year. We spent a decade in perfecting these tires before motorists found them out.

The success of these tires is due to endless tests, made on testing machines in our factory.

Some 240 fabrics and formulas were tried and discarded, because we found something better.

We had to first make the best tires in the world, before we out-sold the world.

If you will consult men who use these tires you are bound to use them, too. Saving half on tire bills means too much to miss.

Our 1912 Tire Book—based on 13 years of tire making—is filled with facts you should know. Ask us to mail it to you.



GOODYEAR

No-Rim-Cut Tires

With or Without Non-Skid Treads

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio

OMAHA BRANCH, 2212 FARNAM ST. Tel. Douglas 4100, Bell.

PACKARD GREATLY IMPROVED

Betterments Are Made on Fourteen Years of Engineering Success.

OILING SYSTEM IS FEATURE

Before First Demonstrator for 1913 Sales Was Delivered Many Orders Are Taken for New Model.

In producing the Packard "48" for 1913, the Packard Motor Car company has bettered its established Six with logical improvements based on fourteen years of engineering success. Before the first demonstrator was delivered a few days ago, approximately 40 orders for the new model had been booked by Packard dealers.

The chassis is typical Packard construction, the distinctive type showing refinements and change in line with the policy of sustained development from year to year. Putting the gasoline tank on the rear has made it possible to clear the running boards, the tool box going under the front seat and the battery box being located under the body.

A sweeping body curve at the back, similar to the lines of the Packard limousine, has given the open bodies a more roomy rear seat, the comfort of which is enhanced by a new design of three-quarter elliptic springs. The wheel-base of the touring car has been lengthened from 132 inches to 139 inches.

Perhaps the most important mechanical change is an auxiliary oiling system which feeds direct to the cylinder walls when the throttle reaches about a one-third opening. The oiling efficiency of the motor is increased about five times, while the oil consumption is cut down to a surprising degree.

A Bijur generator furnishes electric current for headlights and usual power. All cars are equipped with the Disco priming device for use when the motor fails to start on compression. The Packard windshield has been added to the standard equipment.

Chalmers Factory Makes Exhibit Here

There was a time when the automobile was a thing of mystery. Up to a few years ago manufacturers tried to make the motor car mysterious. Mouth-filling technical statements of mechanical principles were used to describe the internal workings of a car. The public was supposed to take what was offered, and find out how it was built when the necessity arose for taking things apart.

When Hugh Chalmers left a position with a salary of \$2,000 a year to go into business for himself and came into the automobile industry he started to do unique things. In the first place he built a real automobile for \$1,500—the first that had ever been offered at that price. In the second place, he began educating the public on motor car construction. Mr. Chalmers said the buyer of motor cars had a perfect right to see the wheels go 'round, and so he built cutout chassis showing every working part and devised other educational features which were sent about the country.

And now the Chalmers company has gone a step further and sent out parts exhibits, showing how the moving parts of a motor car are built; how they are tested, and of what materials they are constructed.

Most people don't realize that a good motor car is just as finely built as a good watch. The workmanship is as accurate as human skill and mechanical ingenuity can make it.

The Chalmers exhibit, which is to be shown in the show room of H. E. Fredrickson Automobile company, takes the spectator inside the Chalmers factory. If the Chalmers cutout chassis showed the public how the wheels went around in a motor car, this exhibit shows how the wheels go around in one of the largest automobile factories in the country.

NEW ERA APPEARS IN THE AUTOMOBILE INDUSTRY

One of the indications of a big change in the movement of the automobile industry is the reorganization of the sales end of the Studebaker corporation. The Studebakers have a sixty-year perspective in the wagon industry and since their entry into the automobile field have held a manufacturing pace that has made automobile history.

According to Clement Studebaker, Jr., first vice president of the corporation, times are ripe for changes.

"The automobile business," said Mr. Studebaker, "can't be run in the future as it has in the past. The automobile is no longer an experiment, a novelty or a toy. It is an immensely important mechanical feature of our natural life. The wild cat times are over. Mushroom growths are at an end. The rush into automobile manufacture, the craze for flash and novelty, the systems of making and selling, the reckless disregard of after service in a car, will not be tolerated by the car users of the future—and careful manufacturers have got to think about the future."

PABST GIVES TROPHY FOR MILWAUKEE RACES

At least two other international trophies will be contested for at the Grand Prix and Vanderbilt Cup races at Milwaukee next October.

One of these is to be known as the Milwaukee challenge cup, which will be supplied by the combined business associations of that city. The second, supplied by a leading Milwaukee business man, and to be of equal value with the two leading trophies, will probably be named the Pabst, as it is rumored Colonel Gustave Pabst, head of the vast brewing interest by that name, is the donor.

The challenge cup will probably be a light car race, run simultaneously with the Vanderbilt, while the Pabst will be run during the Grand Prix.

Before the location of the official course was decided upon the makers of the Mitchell car very generously offered \$50,000 toward its construction provided it was located so as to pass its huge factory at Racine.

Power Pump Convenient.

Although the practice of carrying a fully inflated tire on a demountable rim has practically eliminated the necessity of strenuous pumping by the roadside many owners still find the four cylinder, power driven tire pump, like that supplied on all Peerless Motor cars a great convenience.

Gossip Along the Automobile Row

The strike of the freight handlers at Chicago is still hampering the shipments of automobiles to Omaha, and a continual demand for more machines is being made by the local dealers. Every dealer in Omaha has been selling cars on probable shipments. Some concerns have had orders in for carload shipments for over two weeks and have not yet received the cars, although they have been ready at the factory for some time. Many shipments are now being made via St. Louis, instead of Chicago, and one or two companies have cleaned up a bunch of back orders.

J. J. Deright traveled to Kansas City last week in a Stoddard-Dayton on business. He said his machine got down and back in great shape and without any mishap.

F. H. Townsend of Atlantic, Ia., drove away from the Traynor Automobile company last week with a Cutting 35.

A National 1913 of the type and motor which won the 300-mile sweepstakes at Indianapolis on Memorial day has been purchased from the Traynor Automobile company by C. H. Patterson of Silver City, Ia. Since the big race, which was won by Joe Dawson in a National, that car has been having a great sale, not only in Omaha, but in the whole territory.

The Auburn company is having some trouble getting enough cars to fill the orders they have been receiving lately. They delivered but two cars last week, although their sales were far in excess. One machine went to South Omaha and the other to Memphis, Neb.

The Omaha office of the Nebraska Buick company last month sold 116 cars off the local floor. It was the largest single month's sale ever made in the Omaha office. All the cars went into this territory. From all prospects the present month will exceed the sales of last month if the present rush of business keeps up.

L. A. Keller, manager of the Omaha branch of the Studebaker corporation, is visiting this week. He is traveling in an E. M. F. 30 touring car. The territory covers all the eastern part of Nebraska and part of Iowa. He left on the trip last Wednesday and is expected to arrive home again tomorrow.

The Wyoming Highway association has wired to H. E. Fredrickson asking him to bring the Omaha Good Roads Boosters to Elk Mountain, Wyo., while they are en route in that state on the third road roads trip. The invitation announces that one great time will be given the boosters and Mr. Fredrickson has decided to add this town to his list.

D. S. Conrad, president of the Schuyler Motor company, was a visitor in Omaha last week. He was here in the interests of the Chalmers, of which car he has the agency. He reported a good business in the auto line and farmers are beginning to buy on the prospects of good crops.

The Cadillac Automobile company is selling a large number of cars of late to the farmers of Nebraska and Iowa. The recent rains have made the prospects for a heavy crop look good and the sons of the soil are becoming optimistic and are buying cars on condition that crops are good. The Cadillac people are all out of cars, and have but two or three in the shop for demonstration purposes. Carload shipments will be necessary to fill all the back orders.

The Goodyear Tire and Rubber company last week received a carload of tires and other accessories and is now prepared to take care of its trade which it was unable to do of late, owing to the strike situation in Chicago. The car was sent by way of St. Louis and arrived here after being on the road twelve days. An order which was placed almost a month ago to be shipped via Chicago is still tied up.

C. W. Spencer has opened a garage at Lake View, Ia., and it is said to be one of the best this side of Chicago. His opening stock was purchased from G. J. Hipwell, a representative of the Powell Supply company of Omaha.

P. H. Rosebrook of the Powell Supply company sold a large order of goods to Bob & Uhlig, who have opened a new garage at Soldier, Ia.

Clark G. Powell of the Powell Supply company made a trip last week to Sioux City on business. He did considerable business with the Sioux City trade and returned well rewarded for his trip. He took the new Nebraska route, which was recently laid out and says it is one of the best highways he has ever traveled over. All along the route he said signs were posted telling the exact route to the Iowa city.

"Spike" Kennedy, Clark Powell, Moehrer Colpetzer and several other Omaha tennis players traveled to Sioux City yesterday in an automobile to play tennis against the Sioux City team.

Harry Weber, manager of the Kansas City branch of the Stewart & Clark Speedometer Manufacturing company, was a visitor in Omaha last week. He made a pleasure as well as business call on the Omaha trade. He said he had orders for over 2,000 speedometers for Omaha alone.

S. D. Porter, manager of the Kansas City branch of the United States Motor Car company, was in Omaha on business last week.

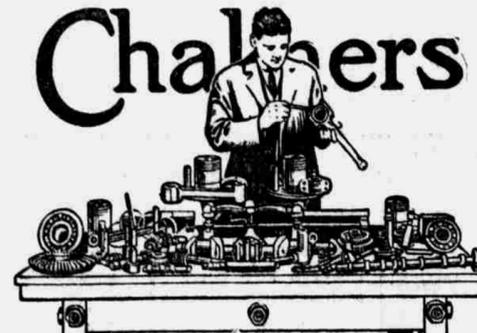
Michael Klose of Minneapolis passed through Omaha Wednesday on his way to Memphis. He was driving a United States motor car "special."

A brisk trade in Lion cars has picked up in the last two weeks and the Omaha branch is having a hard time filling the orders.

A carload of cars was shipped by the United company to the Sadler garage at Norfolk last week.

Arthur Storz made a trip in a Cadillac last week to Lincoln and another to Sioux City. Both were business trips.

Persistent Advertising is the Road to Big Returns



Chalmers

Newest and best motor car exhibit. Here this week only.

The Chalmers Factory Brought to You. Don't Miss It!

The picture shows only a table with a lot of automobile parts on it.

The real thing is the newest and best motor car exhibit, direct from the Chalmers factory. It's the Chalmers factory brought to you.

You can't go to see the Chalmers factory, so we've brought the factory here.

We want you to see it.

This display will be in town only this week.

It's the chance of a lifetime to get behind the scenes and see just how a good motor car is built.

More than 100 of the working parts from a Chalmers car.

An interesting and instructive talk by a factory expert.

A pictorial trip through the great Chalmers factory.

A Chalmers self-starter in actual operation.

To see this great exhibition and learn—really learn—all about a motor car costs only a little of your time.

Come, whether you own a car or not. Come for your own information.

Remember; this week only.

Exhibition open from 10 A. M. to 9 P. M.

H. E. Fredrickson Automobile Co.

2044-46-48 Farnam St., Omaha, Neb.



Marion

What Eight Years' Success Brings

THE Marion Motor Car Company's recent expansion is wrought with great importance. For eight years this company has enjoyed the undivided support of thousands of Marion owners. Built up in the early days of the industry, by conscientious effort, the inevitable expansion resulted. The capitalization has been increased more than \$1,000,000. The factory is being enlarged, and sales and owners' service policies greatly widened in scope. The annual output will be doubled. There is now gathered in the organization a staff of manufacturing experts, who are very prominent in the industry.

Every Marion owner and dealer stands to benefit directly and at once. We have never heard a Marion owner complain. We were never able to more than one-half fill the demand for Marion cars. Merit brought demand; demand brought expansion.

If possible, we will better the long, successful record of the serviceable, powerful and practical Marion cars.

Any of our dealers will be glad to give you a demonstration.

Model "Thirty-Seven," \$1,350

Five-passenger, fore-door touring; forty horsepower; motor 4x5; wheelbase 112 in.; tires, 34x4, quick detachable, \$1,350 includes equipment as follows:

Fine mohair top and curtains; fine mohair and rubber top boot; \$50 Warner Speedometer; genuine plate glass windshield; Prest-o-lite self starter; Prest-o-lite tank; full set five (5) lamps; full set tools, repair kit, etc.

"Bobcat" Roadster (Model Thirty-Six) \$1,350

Two passenger Roadster; forty horsepower; motor 4x5; wheelbase 112 in.; tires 34x4, quick detachable, \$1,350 includes equipment as follows:

Fine mohair top and curtains; fine mohair and rubber top boot; rubber driving apron rolled on dash; \$50 Warner speedometer; Prest-o-lite self starter; Prest-o-lite tank; full set five (5) lamps; full set tools, repair kit, etc.

Made in Indianapolis by Marion Motor Car Company

Sold in their respective vicinities by:

MARION AUTOMOBILE CO., Omaha, Neb., Distributors.

E. A. BRANDES, Hastings, Neb. MARION AUTOMOBILE CO., Sioux Falls, S. D.



Marion "48"—\$1,750

Five-passenger, fore-door touring forty-five horsepower; motor, 4 1/2 x 5 1/2; wheelbase 120 inches; tires, 36x4, quick detachable, nickel trimmings throughout, \$1,750 includes equipment as follows: Fine mohair top and curtains; fine mohair and rubber top boot; Sigzag plate glass windshield; \$50 Warner speedometer; Prest-o-lite self starter; Prest-o-lite tank; full set five (5) lamps; full set tools, repair kit, etc.

THE OMAHA BEE'S DIRECTORY

Of Automobiles and Accessories

Nebraska Buick Auto. Company Buick and Welsh Cars...
Lincoln Branch, 13th and F Sts.—H. B. SIDLES, Gen'l Mgr.
Omaha Branch, 1912-14-15 Farnam St.—LEE HUFF, Mgr.

VanBrunt Automobile Co. Overland and Poplar Hartford Council Bluffs Ia. Omaha, Neb.

MARION FOUR MODELS Prices—\$1,150 to \$1,700. OHIO ELECTRICS Marion Auto Company. C. W. McDONALD, Mgr. 2101-2103 Farnam St.

John Deere PLOW COMPANY Salesroom—Cor. Tenth and Howard Sts. Omaha, Nebraska.

FRANKLIN PEERLESS HUDSON **GUY L. SMITH** 2205-2207 Farnam Street

Stearns Wallace Automobile Co. MOTOR CAR 2203 Farnam Street

BOWSER Underground Gasoline System For private and public garages. L. R. Gintler, agent. Phone, Harney 6573.

ALBERT E. BIHLER, Automobile Repairing 2230 Farnam Street, Omaha