

**Gossip  
Along the  
Automobile Row**

Clarke G. Powell of the Powell Supply company has been appointed manager of the "1913 Model Exhibit," which will be held along auto row during the Ak-Sar-Ben festivities. Mr. Powell and a committee of Omaha auto dealers held a conference Thursday morning and have received advice that every auto dealer will decorate his store for the occasion and every factory in the east will have the 1913 models on hand and representatives to explain them.

Eugene Barnard, manager of the rain-coat department of the Goodyear Tire and Rubber company was in Omaha last week visiting the clothing trade here.

Joseph Gaffney, formerly manager of the Cleveland branch of the Rambler Motor company, has been appointed manager of the Omaha branch of the same concern. He entered upon his new duties Friday morning. Mr. Gaffney is well known in the automobile business in Omaha and his many friends wish him success in his new branch.

H. J. Penrose of Hillsboro, O., is so taken up with Omaha and Nebraska that he has decided to make his permanent residence here. Mr. Penrose left Hillsboro in a 1913 Oakland "4" a few weeks ago for Salt Lake City. On the way to Salt Lake City he stopped off at Cheyenne and on the way home stopped in Omaha. He said he averaged fifteen miles on every gallon of gasoline and had no car or tire trouble on the entire trip. He was extremely impressed with Omaha and the automobile trade here and before he left said that he would be back here this fall to live and probably open a garage.

Something new in auto jacks has been introduced in Omaha. The new invention is called the Weaver auto twin jack and is manufactured by the Weaver Manufacturing company of Springfield, Ill. H. E. Fredrickson has purchased a set of them. The innovation is a triangular affair on three wheels. The jacks are placed under the axle and lift both sides of the car at one time. The jacks are operated by an extension handle which can be moved to almost any angle.

The Omaha branch of the Studebaker corporation last week delivered a Flanders "20" to H. Willinski at 1912 Wirt street. An E-M-F "30" roadster was also delivered to E. J. Scannell of this city, also a Flanders "20" to Dr. Ernest Kelly.

Alfred Bihler, for years connected with a local auto repair company in this city, has severed connections with them and opened a repair shop of his own on Farnam street. Mr. Bihler has already been compelled to employ six men to help him take care of the enormous amount of trade he has worked up and even now is turning away work. He has installed a valve grinding machine, which is an innovation which does perfect work and saves time and money both for the customer and Mr. Bihler.

C. G. Powell of the Powell Supply company has returned from a five weeks' vacation on Lake Superior. Mr. Powell camped near Isle Royal and said the fishing was simply great and he caught many big ones, too. He says if his friends don't believe the story about the big ones he will prove it by photos taken by himself.

The first showing of 1913 models will be made this year during the "1913 Model Exhibit," which will be held from September 25 to October 5, inclusive, along auto row. One of the features of the exhibit will be the lighting along this row.

B. W. Richards and W. H. Bullis of Tropica, Cal., who turned to Omaha, Chicago, Buffalo and through the New England states in their Chalmers and stopped on their way home to California, say this is the most enjoyable trip they have taken, even more so than long trips by train. W. C. Halsey of Eagle Grove, Ia., came through Omaha on his way to Denver, Colorado Springs, Canyon City and Cripple Creek in a six-cylinder Chalmers. E. W. Brown of Lincoln arrived in Omaha on his way from Chicago and northern Michigan in a Chalmers "40."

The Arthur Storz Auto Supply company report excellent sales on life belts and marine lanterns. The government law now compels every motor boat and sail boat to carry a combination red and green lantern, also cork life belts for every passenger. It seems that the boatmen on Lake Manawa and Carter lake are complying with the law.

The Arthur Storz Auto Supply company has gone into the manufacturing line quite extensively and is now making blow-out boots, air bags, water bottles, tire cement and tire paint.

Jack De Witt of the W. L. Huffman Auto company has just returned from a trip to Detroit and other eastern cities, where he has been in the interest of the company. Mr. De Witt reports that Henry Fossdic, former general sales manager for the Stevens Duryea, has been added to the Hupp Motor Car company force as assistant to general man-

ager and will have complete charge of distribution and sales.

W. L. Huffman left Wednesday on a trip east. Mr. Huffman will be gone several days and will be up-to-the-minute on 1913 "dope" when he returns.

Charles F. Auerwald, agent for the W. L. Huffman Auto company, at Gregory, S. D., was in the city a few hours yesterday on his way to Detroit, where he will get in touch with the auto situation. Mr. Auerwald will drive a Hupp-mobility 32 through from Detroit to Gregory.

Sales Manager R. C. Collins of the Buick Motor company, of Flint, Mich., spent Wednesday with Manager Huff of the local branch of the Nebraska Buick company. Mr. Collins is authority for the statement that the Buicks production will be a record-breaking one in as much as provisions have already been made for the manufacture of 40,000 finished cars. Of this number 3,600 will be sent to the Nebraska Buick company.

The 1913 model of the Lion car will be in Omaha this week. The car will be a 30 horsepower one and will sell for less than \$1,000.

The United Motor Omaha company will have all its 1913 cars and accessories in Omaha this week. The new Maxwell will be along low body lines. A left hand steering wheel, with a center right hand drive, will be a feature.

The 1913 Cadillac has arrived and is being rushed about the city, demonstrating its wonders to the many prospective buyers who are in the city at present. The car is a self-starter of the electric type and guaranteed to start. It is also electric lighted.

Owing to the wonderful prospects for a bumper crop this year farmers are making thousands of inquiries about the various 1913 models and the local dealers are anticipating an extremely busy season.

Edward W. Fredrickson, brother of H. E. Fredrickson, has been made head salesman of the H. E. Fredrickson Automobile company. He has just returned from Detroit, where he has spent the last six weeks going through the Chalmers Automobile factory.

George Hagerman, Phoenix, Ariz., recently went fishing with a party of four friends in his Franklin touring car. The machine was filled high with tents, a canoe and all sorts of camp accessories and fishing outfits. The party left Phoenix and traveled northwest beyond Fort Apache, going a distance of 320 miles to the fishing grounds. The road was left behind entirely as the fishermen neared the piscatorial goal.

Louis W. Hill of the Great Northern railway has been granted permission by the United States government to construct a second great scenic highway linking Glacier and Yellowstone parks. It is estimated the highway will cost upwards of \$50,000, and the total expense will be paid by Mr. Hill. It will be an automobile road from Gardiner in Yellowstone park to and along the eastern slope of the continental divide to Midvale and will be about 300 miles in length.

**FOSDIC JOINS THE FORCES OF HUPP MOTOR CAR CO.**

An important addition to the forces of the Hupp Motor Car company is announced in the appointment of Harry Fossdic as assistant general manager, with particular reference to the handling of agencies and sales distribution. Mr. Fossdic is one of the "young-old" type of executives for which the automobile business is peculiarly famous. He has devoted practically his entire business

**ASSISTANT GENERAL MANAGER  
HUPP MOTOR CAR CO**



HARRY FOSDIC.

career to this industry, having opened in 1899 the first retail salesroom in the city of Boston, and having pioneered the path of the Winton and Thomas cars throughout New England territory. Later on he directed the sales for the American importation of several lines of foreign cars and until recently has been the sales manager of an American factory, turning out high priced cars.

**FREDRICKSON TELLS OF HIS TRIP TO CHALMERS PLANT**

"The manufacturer of automobiles is always glad to have visitors inspect his plant," says H. E. Fredrickson, local Chalmers representative. "His manufacturing methods and his product are his best advertisements and he takes just pride in them. I again went through the factory of the Chalmers Motor company during a recent trip to Detroit. There every visitor is welcome. It makes no difference whether he owns a Chalmers, or some other car, or no car at all, he will be shown the whole plant. Their treatment of the visitor is hospitable. He is not met by an office boy and merely guided through the plant, so after it is over all he remembers is the noise of hundreds of wonderful machines."

**Auto Houser.**  
A Franklin automobile with a combination heater and furniture body will soon be put in use by Mrs. E. Reinhart's sons, undertakers and furniture dealers of Hazelton, Pa. The top of the special body will be detachable and when removed the car will serve as a furniture delivery vehicle.

**Low Auto Upkeep.**  
Over two years of steady running at an average cost of \$3 per mile is the record of the Franklin 1910 touring car, owned by J. O. Evans of Winchester, Ky. This low operating expense includes cost for gasoline, oil, tire expenses and repairs.

**Sentiment Growing  
for Uniformity in  
Road Construction**

Secretary Turner of the Nebraska State Automobile association, boosters for good roads, says that in his work of organization, he finds a very strong sentiment among automobile owners, and good road promoters generally, in favor of a more uniform system of building and working the public highways.

"A state highway commission shall appoint, in each county, a qualified superintendent of roads, whose duty it will be to enforce the uniform plans of road making as laid out by the state engineer of road construction," says Mr. Turner. "The feeling against the prevalent 'hit or miss' method of working the roads is correspondingly strong, and many people

are expressing very decided objections to the meager results obtained under existing methods, for the amount of money paid into the road tax fund.

"Therefore the time seems at hand when those interested in good roads will insist upon a more uniform and efficient system of road making and road upkeep. To this end the proposed state highway commission will receive almost universal support."

**MILLION MILES OF HIGHWAYS**

**Great Improvements Will Be Made in Roads of the United States This Year.**

One million miles! That is the length of highways which will be improved throughout the United States this year—a conservative estimate, according to George C. Diehl, Chairman of the American Automobile Association's National Good Roads board.

Texas, through its Good Roads associa-

tion and State Automobile association, is encouraging the development of highways, especially for the benefit of farmers who own and drive their own motor cars—and the percentage, it is reported, of cars sold to farmers in the state has more than doubled in the last six months.

Three measures are to be introduced at the next session of the Nebraska legislature, one for the provision of a state highway commission, another for state aid in its construction and maintenance, and the third to permit the use of convicts on the roads.

Arizona and New Mexico are trying to legislate an appropriation of funds for the logging and mapping of their roads, and Idaho is planning to complete the Ross Fork sand road from Salt Lake City to Island Park and Yellowstone Park.

The New Jersey legislature has passed several measures to remedy urgent defects in its highway system and make

the state more popular to motor car tourists.

The state which is doing the most extensive work along these lines is New York. Of the 50,000 miles of road in this state, we are told, "3,000 miles have been macadamized as town roads, 5,000 miles have been improved by towns as gravel roads, 40,000 miles have been shaped to some extent and 25,000 miles remain in their original condition."

Many additional improvements are planned, and the planting of trees along the roads is also to receive attention—a valuable factor in the state forestry system, for each mile of highway so planted is the equivalent of more than an acre of forest.

Such work as this helps to bring city and country into closer touch, and make for improvement in rural and suburban conditions both for the present and future generations.—The Craftsman.

Key to the Situation—See Advertising.

**No-Rim-Cut Tires—10% Oversize**

**The Human Side of Tires  
The Goodyear Code**

After all, tire worth depends entirely on the men behind the tires. So today let us cover the human side—the ambitions and principles, the men and the methods which underlie Goodyear tires.

Not in a personal way—not a boastful way. We wish simply to show, in these days of complaint, that Big Business may still be guided by The Golden Rule.

**Complete Independence**  
We believe that active competition, better than anything else, insures justice to consumers. It makes quality essential, compels fair prices, induces a square deal. Under free competition the best man wins, and that's best for all concerned. So we maintain complete independence. We have no trade alliances, no gentlemen's agreements. And consolidation, when proposed, has met our earnest opposition. Even our patents are licensed to others, to avoid the slightest taint of monopoly.

And that in a business where costs are cut to the minimum, by enormous output and modern equipment. In a rubber tire business, with fluctuating materials, that's a margin as small as one dares to accept. Profit Sharing. We believe that men work best who have a share in the earnings. And that owners of the business are apt to best serve its patrons.

For our factories we pick the most promising men who come from great technical schools. Every year our superintendent visits the best of these schools, where he aims to select the very cream of the graduates. Thus we have gathered here, in the course of years, an army of trained and competent men. And the future of all of them depends on better tires.

**Modest Capitalization**  
We believe that high cost of living is largely due to the enormous volume of watered stocks. Fictitious capital, calling for dividends, compels prices out of reason. So we have clung to modest capitalization, though this is the world's largest tire business. Not a dollar of water in our capital stock. We count in our assets neither patents nor good will. We have no bonded debt.

So 134 of our leading men share in the Goodyear profits. And the Company has helped them acquire their stock. Our branch managers are stockholders. Thus our dealings with the public, the whole country over, are being conducted by partners. In our factories, building tires, there are 49 stockholders. In our office there are 33. Ninety per cent of the Goodyear common stock is owned by the active men in the concern. Every voice in our policy, every factor in quality, every creator of Goodyear reputation, shares the results of his actions. We know of no better way to insure to our customers the service which we intend.

**All Young Men**  
We believe in young men, and our organization consists of them. The most important man in it, in a manufacturing way, is 36 years old. Thus the Goodyear concern typifies the activity, the enthusiasm, the ambition, the enterprise of youth. Each man's career lies mainly before him. So none rests on his laurels, none is yet easing up. Goodyear men, wherever you meet them, are the kind you like to meet. They personify intelligent activity.

**Moderate Profits**  
We insist on moderate profits. Our eventual interests, we are sure, are best conserved in that way. Our profit last year on No-Rim-Cut tires averaged 8 1/2 per cent. That's half the usual in a line like this.

**Trained Men**  
College-bred men are employed here in large numbers. Their accurate training and breadth of view are evident in Goodyear dealings.

**Fairness and Truth**  
Above all, with these men we insist on fair dealing, and on utter regard for the truth. Faults and mistakes are forgiven by all of us, but unfairness and falsehood are not. Here lies, we believe, the chiefest reason for the Goodyear growth. Whenever you seek you'll find a boundless faith in what the Goodyear people do.

**A 6-Mile Factory Now Results  
Also Monarchy of Tiredom**

Do ideals in business pay? Let us note the result after 13 years. Goodyear tires now far outsell every other tire. The sales have doubled six times over in the past three years. They double now once in eight months.

Trade came like a flood as soon as men became acquainted with these tires. Now a monthly output of 100,000 fails to keep pace with the call. Few business stories ever told compare with the Goodyear story.

**Factory Growth**  
Our original factory had 36,000 square feet. Our additions for the year 1912 alone will total 580,000 square feet. When these additions are completed they will give us a total of 1,600,000 square feet. Figure what this means. Were the factory fifty feet wide, and one story high, it would be over six miles long. **Goodyear Popularity**  
Our monthly sales now just about equal our year's sales in the year 1909. Last year's output for the first six months was 186,307 automobile tires. This year's output, for the same six months, came to 485,983 tires. This has largely come about through what motorists said about Goodyear tires and methods. These are eloquent figures to answer the question, "Do ideals in business pay?"

Every question that came up has been answered only by the mileage test. After 13 years of that sort of comparison we have brought Goodyear tires pretty close to finality. **Rim-Cutting Ended Completely**  
Then some of our experts took up the rim-cutting question. They examined thousands of ruined tires, of nearly every make. And they found among all the clincher tires that 23 per cent were rim-cut. Then a tire was invented to make rim-cutting impossible. It is known as the Goodyear No-Rim-Cut tire. These tires now outsell every other tire made. They are used today on tens of thousands of cars. Yet never has one been rim-cut. By this invention alone we wiped out for tire users about 23 per cent of their tire upkeep.

**How It Came About**

The ablest men we could find have, for 13 years, worked to perfect these tires. Years ago, in our factory, they built a tire-testing machine. This machine wears out four tires at a time, under all sorts of road conditions. On this machine they have tested over 200 fabrics, and some 40 formulas for treads. Every method and process has here been put to the ultimate test of mileage. New ideas have been constantly compared with the old. Rival tires have been compared with our own.

**Saving Blow-Outs**

At the same time our experts took up the question of blow-outs, due to overloaded tires.

**200,000 Users**  
There are not less than 200,000 motorists now using Goodyear tires. Wherever we have made a careful count—at shows and in showrooms—every third car is equipped with them. This year, 127 leading motor car makers contracted for Goodyear tires. Over 100,000 cars of the 1912 models were equipped at the factory with them. That is the present situation, with 25 competitors making tires. Now Goodyear sales are doubling every eight months. They are twelve times larger than three years ago. Judge for yourself what conditions will be when all men know these tires.



The Goodyear Tire Book—based on 13 years of tire making—is filled with facts you should know. Ask us to mail it to you. Goodyear pneumatic tires are guaranteed when filled with air at the recommended pressure. When filled with any substitute for air our guarantee is withdrawn.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO  
(This Company has no connection whatever with any other rubber concern which uses the Goodyear name)  
OMAHA BRANCH, 2212 FARNAM STREET  
TELEPHONE DOUGLAS 4190. BELL.

**No-Rim-Cut Tires—10% Oversize**

**50,000 NEBRASKA FARMERS**  
WILL ATTEND  
**The State Fair at Lincoln, Sept. 2 to 6, '12**  
TO COMPARE AND SELECT  
**AUTOMOBILES**  
The Greatest Up-to-Date Show Ever Made in the West  
Special attractions include Irwin Bros.' Cheyenne Wild West Show—not a part, but all of it; Liberati's Concert Band and Grand Opera Company; Monoplane Flights and the best card of Racing ever pulled off in Nebraska.