

Automatic Control of Motor Truck's Speed

The delivery system of many merchants," said R. T. Peckham, motor truck expert with the Hupp Motor Car company. "has, in many instances, been disastrous from carelessness on the part of the driver through excessive speed."

Up to a certain point, the speed of a delivery car can be utilized to great advantage. In fact, it is this increased speed which gives delivery cars their tremendous superiority over horse-drawn vehicles. But excessive speed will occasion high cost of upkeep and, in the cases of many motor truck owners, this is the direct cause of high expense in their motor delivery service. Rapid wear on tires and abuse of the working parts of the motor are the most noticeable effects which speed in excess has on the car.

To eliminate this expense of undue wear and high upkeep cost occasioned from speed, we have equipped Huppmobile delivery vehicles with the Pierce speed controller, which automatically controls and regulates the speed of the car to twenty miles per hour. This instrument is built into the gas inlet manifold and consists of an automatic throttle operated by a centrifugal governor, driven from the front wheel.

The gas supply is controlled by this throttle only when the pre-determined car speed of twenty miles an hour is reached. Below this rate of speed the car speed is controlled by the accelerator pedal in the usual way. This construction allows the driver to utilize the full power of the motor on first or second speed when necessary and is infinitely superior to the ordinary construction in which the motor speed is limited instead of the car speed.

PLACEMENT OF LOAD KEEPS BIG TRUCK FROM SLIPPING

"The truck with motor under the seat produces the placement of the load too far forward," said Charles H. Stanik, general sales manager of the Kelly-Springfield Motor Truck company of Springfield, O., at the show.

"This extra load coming on the front axle and not on the rear axle, produces a decreased tractive effort. If there is decreased tractive effort, there must be loss of efficiency. Loss of efficiency means waste."

"Side slipping is greater in reality when the weight is distributed equally on the front wheels as well as on the hind wheels, because recovery cannot be so readily effected through steering disabilities with this type of construction."

Injured in a Fire
or bruised by a fall; apply Bucklen's Arnica Salve. Cures burns, cuts, wounds, boils, sores, eczema, piles. Guaranteed. For sale by Beaton Drug Co.—Advertisement.

It's as Catchin' as the Measles

BY HAL COFFMAN



TIRE PROBLEM IS UP TO YOU

Diamond Tire Co. Booklet Shows How to Get Better Wear.

IT IS ALL IN YOUR OWN HANDS

If You Run Your Machine with Consideration for Work It is Designed to Do You Will Save Yourself Money.

The tire problem would soon cease if every owner of an automobile would carefully read the book just published by the manufacturers of Diamond tires, entitled "How to Get More Mileage Out of Your Tires." It is the most instructive piece of literature of its kind ever published, and the strict observance of the principles set forth will multiply the efficiency of any tire.

The book is written in an easy style, and the explanation of what to do and the things to avoid are so simply stated that even the uninformed would be enlightened. One section is devoted to tire construction in which 45 questions are answered as they are arranged in proper sequence. The reader is carried along naturally, and thereby secures a complete understanding of how to get greater mileage from tires. There is not a question that anyone could ask about the care of tires that is not answered briefly and adequately.

It is well illustrated, and the most complex questions are accompanied with a diagrammatic drawing.

Purpose of Book.

The purpose of the book is clearly set forth in the opening pages. A well used, properly cared for machine will run smoothly and last longer with little repair expense, and so will a tire give you more mileage and riding com-

fort at lower cost of upkeep if you will give it ordinary care.

No tire maker, no matter how good the tire, will ever be able to last a tire that will give the maximum amount of mileage unless you take the same care and exercise the same watchfulness that you do in looking after the engine in your motor car.

Suppose your tires are the right size for the weight of your car—you do not overload them—the wheels are in perfect alignment—you are careful not to scrape them against the curbs or bridle them on boulders, curbs or other obstacles—you do not apply your brakes too suddenly or ride with too little pressure in your tires—even assuming that you watch all these points carefully there is still a grinding, grinding task that confronts you: the tread.

Roads are rough and engines are strong—the tire must stand the friction of the road and the pull of the engine; it must run in wet weather and blow through sand and dust; it must adapt itself from one end of the thermometer to the other and from high speed to low, and under all these conditions you at the wheel expect the tire to deliver abundant mileage and give you easy riding comfort.

So, you see that you as a user must cooperate with the tire-maker. It is a short-sighted policy to abuse or neglect your tire, because it comes out of your pocket in the end. All reputable tire-makers endeavor to instruct owners how to get the utmost mileage from their tires so it will be to your profit to read carefully the hints and suggestions that follow on how to get more mileage out of your tires.

The suggestions made here are the result of years of experience, tests and observations made by Diamond engineers and chemists—men who have made a life study of tire construction and tire usage.

You do not have to use Diamond tires to get the benefit of this money-saving advice—it can be applied to any and all tires, and it followed will reduce your expense materially.

The money-saving information is in three divisions, one describing types of tires and style of tread with their functions; the second the A. B. C. of tire construction, containing the 45 explanations and third, "How to get the mileage you pay for from the tires you buy." A number of automobile manufacturers, it is

said, are planning to incorporate the more important facts in their catalogues in order to help along the cause of greater mileage.

"A true understanding of tires on the part of the driver is vital," said Mr. C. S. Thompson, advertising manager of the Diamond Rubber company. The acquiring of this necessary knowledge—what has been in some quarters a distracting question, will disappear.

AUTO IS INTERNATIONAL STANDARD VEHICLE IN USE

That the automobile has made greater progress than any other invention of like importance was one of the very interesting facts concerning the motor car industry brought out recently by Mr. Henry H. Bradford, vice-president and general manager of the Cartercar company of Pontiac, Mich., in a talk to his salesmen. He said that in just a few years, apparently without effort on the part of the producers, it has been adopted throughout the world and might be termed today the international standard vehicle.

They Still Exist.

The good lady had been bowled over by a skidding auto. They carried her to the curb.

"Send for the reporters," she snapped. "A young man pushed his way through the crowd."

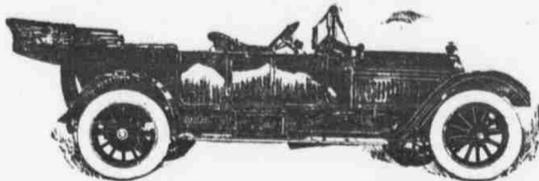
"I am a reporter," he said. "The old lady looked up. Her lips moved feebly. The ambulance was turning the corner; the patrol wagon came close behind. The street was blocked."

"What is it?" the reporter asked as he bent lower.

A stifle suddenly crossed her wrinkled face. The aged woman drew herself up. "Tell them," she proudly gasped, "that I was a member of the Florida Society!"

Then she fainted.—Youngstown Telegram.

Get a Car with a Good Reliable Motor



Cole Six-Cylinder Touring Car.

It is the efficiency of the motor that determines the power and service you will get from your car—so in buying a car see that it is equipped with a proved, reliable, trustworthy motor. Of course, the rest of the power plant must be right—but the day is gone when an old motor will do.

The Cole motor is one of the most simply constructed, quietest and best motors in the world—no wasted energy caused by leaky cylinders, loose connections or faulty alignment of parts.



The final proof of any gasoline motor is silence—and the Cole motor is silent because the valves are enclosed and there is no friction, no improper contacts, no wear or loss of power. Quiet motors last and give service.

The Cole motor will satisfy you to the smallest detail—so will the other Cole advantages, such as the Self-Starter, Unit Power Plant, Three-Point Suspension, Electric Lights, Long Wheelbase, Timken Rear Axle.

No difference in quality—merely diamonds of varying karat.

Cole 40.....\$1,685 Cole 50.....\$1,985 Cole 60.....\$2,485

Price includes complete equipment.

You Can See the Cole at the Omaha Auto Show or at the

Cole Motor Company

Phone Douglas 7700.

District Distributors COLE MOTOR CAR CO. Indianapolis.

1910 Farnam Street, Omaha, Neb.

YOUR JACK RABBIT CAN BE DELIVERED THE SAME DAY YOU PLACE YOUR ORDER



The Apperson Jack Rabbit Auto Company Guarantees You This

1893-1913

How the Manufacturers Expanded Their 20th Anniversary No-Season's-Model Policy

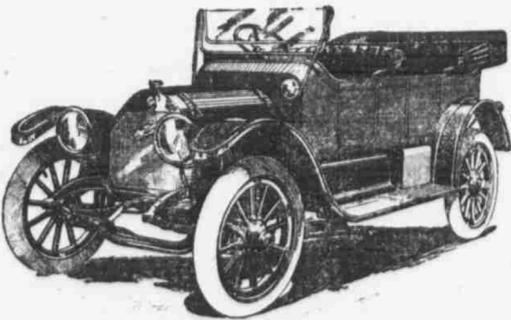
Buyers, who welcomed the APPERSON No-Season's-Model Policy, will receive enthusiastically the news that the APPERSON sales policy henceforth will be identical with other great industries like the farm machinery, hardware and stove businesses. Every winter or summer day will add ten JACK RABBITS to the market, and being financially strong the company need not necessarily deliver them the same day to finance their business, as do the hand-to-mouth manufacturers.

Admitting the existence of both dull and rush seasons, the factory goes right ahead every day to capacity limit, giving their dealers all the cars they need at the height of the busiest of seasons, while their competitors are losing sales because of failure to make prompt deliveries.

How We Applied it Here

The rush is on. We are delivering cars every day and will have them to deliver every day whether it be in February, March, April, May or June. We will take care of our trade in the same good way the factory takes care of us.

So far this year we have delivered more cars in Omaha territory than in all of 1912. When you feel that you want a car and want it the day you have the feeling, come to us. We will take care of you—not for want of orders—but because we represent a factory which knows that the way to sell cars is to have them when the people want them.



Jack Rabbit Ear Marks
45 H. P. at \$1,600 and 55 H. P. at \$2,000
T-head Cylinders. 5 bearing crank case. Cylinders cast separately. Sliding valve pump. Contracting band clutch. Demountable rear axles. All doors passable. Excellent appointments. Electric starter and lighter if wanted.

More Than 41 Reasons

Ask for our self-seller leaflet. It states 41 reasons why you should own an Apperson car. After you read these you will know positively whether you will buy a Jack Rabbit or not. It is the list of cars you are considering, isn't that an easy way to decide. Know the car before you buy it. Phone or write us for a demonstration.

Apperson Jack Rabbit Auto Co. Phone Doug. 3811

1204 Farnam St., Omaha.

Motor	Wheel base	Price F. O. B. Racine
7-passenger Six 60 H. P., 4 1/2 x 7 in.	144-in.	\$2500
2 or 5-passenger Six 50 H. P., 4 x 6 in.	132-in.	1850
2 or 5-passenger Four 40 H. P., 4 1/2 x 7 in.	120-in.	1500

Mitchell-Lewis Motor Company, Racine, Wis. Mitchell Motor Company of Omaha, 2050 Farnam St., OMAHA, NEB.