

**Gossip  
Along the  
Automobile Row**

Business is booming along the row. It began with a rush last Monday and was going at full blast all day Saturday. The excellent weather conditions and the fine condition of the roads has brought numerous auto enthusiasts flocking into Omaha to buy cars. Every house along the row was crowded with prospective buyers. Nearly every dealer said had things about their respective factories when they realized the demand for cars was in excess of the supply. Many orders were taken for cars by the different houses for immediate delivery.

Henry Schuff, proprietor of the Palmer house at Grand Island, purchased two Dart trucks from the McIntyre Automobile company. One is a two-ton and the other one-ton capacity. Mr. Schuff is having bus bodies built on the chassis of the trucks and he is going to put them in service as taxicabs. Mr. Schuff came to Omaha last Monday to look over the different trucks. When he was given a demonstration of the Dart trucks he was satisfied and ordered two.

J. L. Galbreth of Superior, Neb., is now the owner of a Rambler car, which he purchased last week from the local company.

L. E. Doty made many deliveries of Geo and Little cars in the surrounding territory last week.

W. C. Fellers of Table Rock, bought a Rambler car last week.

The Ramsey Rubber company of Red Oak, Ia., delivered a Rambler Sedan to James Durbin, a prominent resident of Emerson, Ia., last week. The Iowa house is under the Omaha branch of the company.

The Rambler Motor company shipped a carload of Rambler cars to Boyson & Helenberg at Schleswig, Ia., last week.

A Rambler automobile was delivered overland to Luke Mamammy of Walnut, Ia., last week.

Several carloads of Studebaker machines were received by the E. R. Wilson Automobile company last week. By Friday all the cars had been delivered and the factory wired to rush another large shipment.

April 30, 1913, was the biggest day in the history of the Powell Supply company.

The Nebraska-Buick Auto company report the last week the best of the 1913 year to date, they having delivered twenty-nine cars off their floor, and twenty-two cars off the Sioux City floor and twenty-seven cars off the Lincoln floor, besides delivering eighteen carloads direct to their agents throughout Nebraska.

W. H. Kemp, traveling salesman for the Nebraska-Buick Auto company, spent the last week in and around Union, Neb., where he delivered six Buick cars.

The Nebraska-Buick Auto company delivered a Model '23' Buick touring car to the Hippodrome theater last week, which is to be given as a prize by the management of the theater in its popularity contest.

Manager Beal of the Moline Automobile company returned Wednesday night from a trip through the western part of Iowa. He says the prospects in the Iowa territory look fine. On his trip he assisted dealers in his territory sell three Dreadnought Moline cars.

The Snyder Automobile company of Woodbine, Ia., purchased a Paige-Detroit '23' last week from the Burbank Bros., local agents for that well known car.

A carload shipment of Ohio cars was received by Grisinger & Day, local agents, last week.

Grant Chinn of St. Paul, Neb., now owns a Mitchell car, purchased last week from Dick Stewart, the auto man.

Prospects are good for a big year in the automobile business, says T. V. Graves, manager of the Goodyear Tire and Rubber company. He has just returned from a visit in the state, where he visited dealers and retail buyers.

P. B. Day of the Ohio Automobile company returned Thursday from a visit to the factory. He says the Ohio factory has been purchased by R. E. Northway of motor fame.

Automobile dealers throughout the central west are using every "hurry up" agency at their command to get quick service, according to Mr. P. O'Connor, sales manager of the Powell Supply company. The Powell long distance phones are kept going constantly and there is a constant succession of messenger boys carrying telegraphic orders for which Uncle Sam would be too slow. O'Connor reports taking care of a number of phone orders switched to his residence during the last week after 10 o'clock at night.

Strenuous work on the part of the purchasing department of the Powell Supply company has kept big stocks on hand during the spring months despite the rush of business. Last Tuesday a full carload of Imperial tires and tubes was received and enabled the local company to take care of the big demand created by the opening of the running season out through the territory.

**NEW TARIFF BILL MAY NOT AFFECT AUTOMOBILES**

That the new tariff bill could not possibly have any disastrous effects on the motor car industry is the opinion of Harry R. Radford, vice president and general manager of the Cartercar company, Pontiac, Mich. Mr. Radford says, however, that it might, of course, enable the manufacturers to build cars more cheaply because of lowering the cost of living for the workman.

**POWELL SUPPLY COMPANY PUTS IN PRINTING OUTFIT**

The necessity for getting out new quotations and descriptions to dealers often and quickly caused Clarke Powell to install a duplicating machine with printing attachment. All ordinary house forms, circulars and descriptive leaflets are now being gotten out by the Powell company in its own office.

**Do You Want  
Smashing Arguments  
Why You Should Use  
Goodrich Tires?**

The fact that practically half the 1913 output of new automobiles is equipped by the makers with Goodrich Tires strengthens your own decision with the judgment of automobile manufacturers.

They know what tire is best, and they select Goodrich Tires for the service and riding advantage they give—a car manufacturer's preference based as it is in many instances on 16 years uninterrupted profitable use of Goodrich Tires.

Goodrich Tires have stood up to their work in fair and foul weather, winter and summer, on country roads and city pavements, on tours and in endurance contests.

Year by year the sales of Goodrich Tires have increased.

Year by year the reputation of Goodrich Tires with car manufacturers and tire users has grown stronger.

Today Goodrich Tires are by a large majority the most popular with the motoring public.

Last year we could not make enough Goodrich Tires to meet the demand for them. This year we have vastly greater facilities for producing more Goodrich Tires, and this without cheapening their construction or hurrying their manufacture. The production of Goodrich Tires has never been increased at the cost of quality.

It is because of the fact that all Goodrich Tires are of *only one kind and quality* that this continuous growth in popularity, sales, and satisfaction can be recorded.

The Goodrich principle of uniformity—unchanged since we made the original American Clincher Tire—is one of the reasons for the long, uniform wear, and consistently satisfactory service of Goodrich Tires.

The extra layer of pure rubber on the sides, where the wear and strain is heaviest, prevents blowouts and insures freedom from rim troubles.

The thick, tough Goodrich tread, being of the tire and not simply put on it, naturally does not strip or peel from the body.

Your dealer will supply you with whatever style of Goodrich Tire is best for your needs. We will send you free our set of folders, telling you how to get the most and best tire service, and how to avoid the common tire injuries.

**The B. F. Goodrich Rubber Co.**  
Omaha Branch 2034 Farnam St.  
Factories: Akron, Ohio  
Branch Houses and Service Stations in All Principal Cities. Dealers Everywhere.

Write for Goodrich Road Book, covering the auto tour you select. These books are sent free on request.



*There is nothing in Goodrich Advertising that isn't in Goodrich Tires*

**Marion**  
**Here is the Right Car at the Right Price**

**W**E want your confidence in the Marion—confidence such as Marion owners have enjoyed for ten years. We want every one to know the Marion, its features and fitness, just as Marion owners know them. We want you to especially know the value of the big Marion 37-A at \$1475.

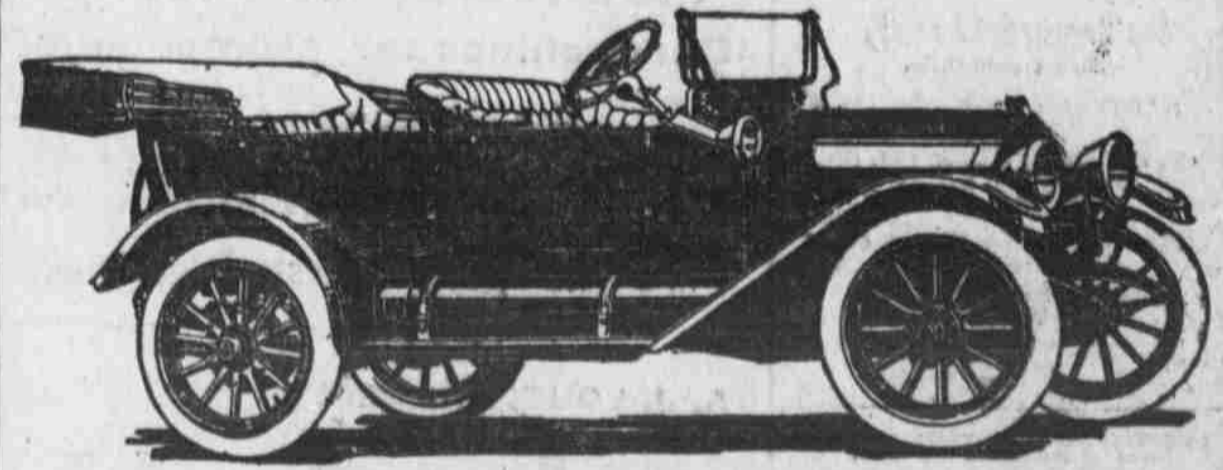
It is our boast that every Marion which leaves the factory is 100 per cent efficient. The motor is quiet, powerful and economical. You'd be amazed to see the accuracy in its workmanship and testing. We calculate to thousandths of an inch. Carburetion, ignition, lubrication and cooling are cared for in the same painstaking manner. We require perfect balance, elimination of all vibration and sound, and economical development of power from every motor.

Your experience has taught you the value of such features as long wheelbase, easy-riding springs (ours are made of English steel), reliable brakes and steering gear, and the finest anti-friction bearings. You get them all in the Marion.

But we cannot begin to describe these cars here. Call at our salesrooms; we are sure that you will be interested still further.

**Not a Motor Car Feature Omitted**

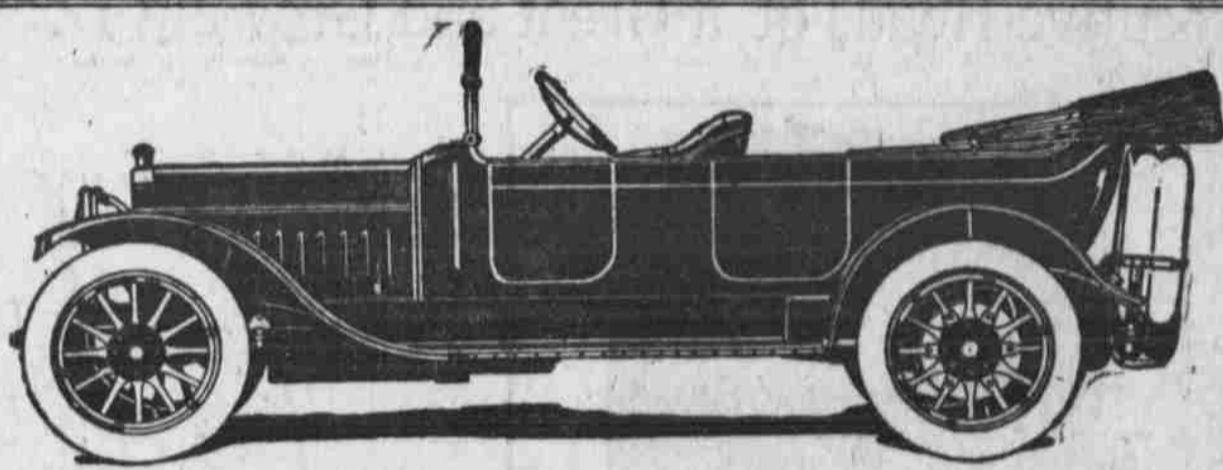
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|--------------------|-----------------------------------|------------------------|
| Disc Self Starter  | Dynamo Electric Lighting System   | Ample Power            |
| Front-O-Life Tank  | Q. D. Demountable Rims, One Extra | Long, Easy Springs     |
| Warner Speedometer | Mohair Top, Boot, Storm Curtains  | Comfort, Dependability |
| Nicholod Trimmings | Browster Green or Deep Wine Color | Quietness, Simplicity  |
| Tools, Tire Irons  | Plate Glass Windshield            | Deep Upholstering      |
| Center Control     | Cocooned Tool Boxes               | Plenty of Room         |
- (Westinghouse Electric Starter, instead of gas, \$120 extra)



Marion 37-A five-passenger touring car, fully equipped, \$1475

**MARION AUTOMOBILE CO.**  
2101-3 Farnam St., Omaha, Neb.

Made in Indianapolis by  
**THE MARION MOTOR CAR COMPANY**



**The Midland—a Superb Six Without Extravagance**

The new Model T 6-50 Midland sells for \$2,385. And at this reasonable price you get all that you demand in a high-class car, fully equipped. Even \$4,000 cars can offer little more than this. Equipped with Bosch magneto, Rayfield carburetor, Gray & Davis electric lighting and starting system, left-hand drive, center control, specially designed T-head motor, 136 1/2-inch wheel base.

driver will ever feel cramped in the front compartment. No three people are ever crowd in the rear seat. The long three-quarter elliptic rear springs make boulevards of all roads. The deep, curled hair upholstery is luxury itself. The graceful body commands admiration from every beholder. In every appointment, in every mechanical detail, the Midland Six measures up to your ideal of what a car like this should be. Note these specifications. Then let us demonstrate the remarkable value you get at this modest price of \$2,385.

**A Light, Economical Car**

Through the perfect proportions, three-point suspension and special design of the Midland Six, we are able to decrease the weight several hundred pounds under any other Six of similar power and capacity. This means economy in tires and fuel. You always have plenty of reserve power in your engine. You pay nothing for added, unnecessary weight. Yet you have the strength, the power, the durability you insist upon in a high-grade car. And the Midland is an exclusively designed Six, not a rebuilt Four.

**Specifications T 6-50**

Left-hand drive, center control; Bosch magneto; 136 1/2-inch wheel base; T-head motor, 4x5-inch stroke; electric starter and lighting; Rayfield carburetor; circulation splash lubrication; three forward speeds and reverse; full floating rear axle; 3/4 elliptic, 52-inch rear springs; tires 36x4 1/2 inches; body, metallic; hand-buffed leather, 11-inch upholstery; 17 coats; silk mohair top; inset dash lamps; clear vision windshield; Warner auto-motor; rear double tire-irons; full set tools.

**Spacious and Roomy**

One surprising feature of the Midland Six is the unusually large, roomy tonneau. No

**T 6-50, \$2,385**      **MIDLAND**      **T 4-40, \$1,685**

**Midland Instantaneous Service** A service that means a station fully equipped to supply any needed parts or repairs in 12 hours or less, wherever you may be. No more waiting for parts to be shipped from the factory. A Midland Service Station is no further from you than the nearest telephone.

**Freeland Automobile Company**  
1113 Farnam Street

**AUBURN CARS** 2559 Farnam St. The Most for the Money W. T. WILSON.  
**VanBrunt Automobile Co.** Overland and Pope-Hartford Council Bluffs Mo.  
**Marion Automobile Co.** Distributors of the Marion and Marion Gas Cars and Standard Electric. 2101-3 Farnam St.