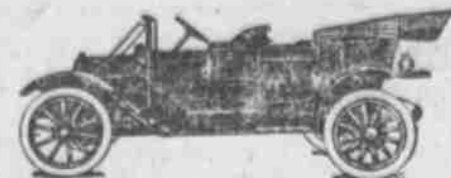
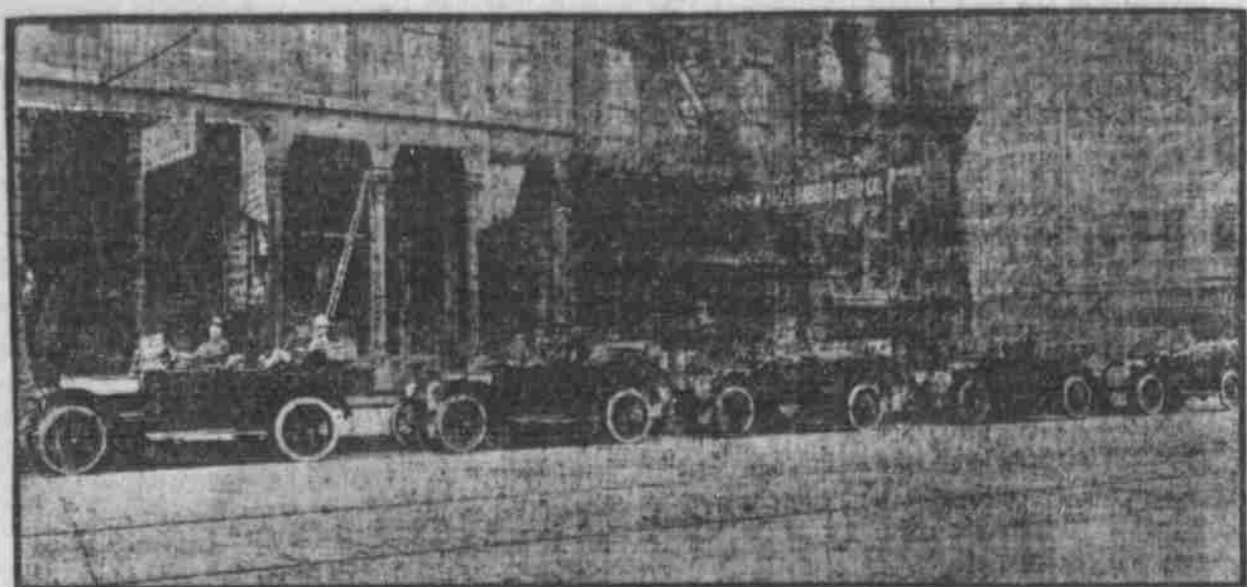




AUTOMOBILES



Apperson Owners Make Strenuous Trip Through the Mud



NEW CARS DRIVEN FROM OMAHA TO CHADRON.

Regardless of bad roads and weather conditions, a party of new Apperson owners left Omaha for Chadron a week ago, covering the entire 300 miles without mishap or trouble of any kind. In the party were: Colonel C. F. Coffey, president First National bank; W. A. Carman, president Citizens' National bank; H. F. Malka and W. P. Mann,

both prominent business men of Chadron. The first stop was Columbus, a distance of eighty-seven miles, and mud was axle deep most of the way. On Friday about 200 miles was covered over the worst roads in this state, arriving in Chadron without a single motor missing a shot. From Chadron to Alliance the run was made through deep sand. From

Alliance to Chadron the roads were fairly good and the entire party was highly elated over the wonderful work accomplished by the Apperson "Jack Rabbit".

J. T. Powell, salesman with the local office, and A. H. Halke, a factory representative, accompanied the party through to Chadron, returning by train.

on the running boards and the fenders looked as though there was no longer such a thing as gravity.

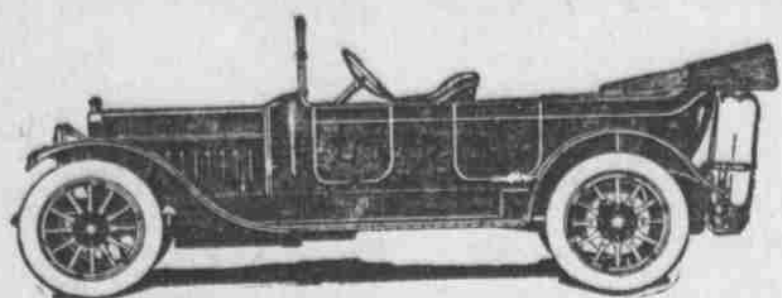
Out of Chadron a few miles a place was found where soft dirt had been dragged into large water hole which extended across the width of the road. A man standing by with a heavy team volunteered to "hitch on." He was thanked very kindly and the car went through in answer to the throttle.

There seemed to be no hills high enough or no soft grades deep and heavy enough for the big Inter-State, and when the car was driven into the garage it looked the part of having been through a "mud battle." After being washed up and driven out, however, it sailed off as though but an ordinary demonstration had been given.

PRACTICAL PURPOSES BACK OF OAKLAND'S BEAUTY

"We have often boasted that our car is the most beautiful on the market," says J. H. Eccleston, general sales manager of the Oakland Motor Car company, "and we believe that we have a right to make that claim. But the beauty and distinction of our car, its exclusive features, are not without their utilitarian value. The aesthetic and the practical have been happily united, for in nearly every instance every idea of beauty has its reason for being on the purely practical side."

Persistent Advertising is the Road to Big Returns.



A Car for Comfort As Well as Performance

Its roomy size and graceful, clean-cut lines made the Midland the most admired car at the Chicago Show. Its capacity, both front and rear, is exceptional. The rear seat is extra wide and capacious. The tonneau is roomy enough for carrying luggage, rugs and robes without crowding. There is ample space in front, affording comfort to the driver.

The lines of the body round out gracefully, doors are wider than customary, the fender rolls up smoothly with no beading or rivets to mar its appearance. The running board is clear, lamps are inserted in dash. Extra tires are carried behind. No car surpasses the 1913 Midland in its trim, beautiful lines, in its comfort and convenience. Nor is it excelled in mechanical construction—in power and performance. Eight years of successful motor car building have proved to us what is necessary in a superior car. The specifications will tell you they are all embodied in the new Midland.

Model T. 4-40 Five-Passenger \$1,685
 MIDLAND
 Model T. 6-50 Five-Passenger \$2,385

SPECIFICATIONS T. 4-40
 Wheel Base—122 inches.
 Motors—T-head cylinders in pairs, 4 1/2-inch bore x 5-inch stroke.
 Ignition—Atwater Kent, 1914 type.
 Starter—Gray & Davis electric.
 Lighting—Gray & Davis electric.
 Suspension—Three points.
 Carburetor—Stromberg or Rayfield.
 Lubrication—Circulating splash self contained.
 Control—Left-hand drive-center.
 Steering—Worm & Sector type.
 Clutch—Multiple disc-Raybestos, annular bearings, operated through H. slot.
 Rear Axle—Full floating.
 Front Axle—I-beam drop forged.
 Wheels—Artillery type, twelve spokes, Detroit, demountable rims.
 Tires—34x4 straight side.
 Springs—Front semi elliptic 38-inches, rear 3/4 elliptic 50-inches, grease cups on bolts and shackles.
 Brakes—Internal and external 14x2 1/2-inch Raybestos lining.
 Body—Fore door, metallic, hand buffed leather, deep curled hair upholstery.
 Color—Dark maroon, black trimmed.
 Equipment—Fully equipped.

The Midland Instantaneous Service

Every automobile owner at some time or other unexpectedly finds assistance necessary. Through the Midland Instantaneous Service, new parts, repairs, etc., are obtainable within a few hours. Instead of having to wait days or weeks. Let us explain the Midland Instantaneous Service—it will interest you.

PHONE OR CALL FOR DEMONSTRATION OF NEW MIDLAND Freeland Automobile Co. Liberal Proposition to Dealers. 1113 Farnam St., Omaha. Phone Douglas 2252.

Along the Gossip Automobile Row

Denise Barkalow reports that business has been good since the Electric Garage reopened ten days ago. Two Rauch and Lang electric were sold last week and things are generally looking bright for the future.

The service station for gasoline cars has been installed at the Electric garage and owners can now take advantage of this new feature which was put in since the tornado.

Guy L. Smith has received his first 1913 Freeland. It is a six-cylinder touring car. The body is a rich dark red, with all fittings nickel plated. This beautiful car goes to Heber Ford of Central City.

Guy L. Smith has just delivered a 1913 Hudson Torpedo to Dave Rosenstock, one of South Omaha's most prominent stock men.

Sidney Swanson, whose genial smile and capable management has made thousands of friends for the Calumet restaurant, is driving a new 1913 Hudson which he purchased from Guy L. Smith.

The McIntyre Automobile company sold a Dart truck to R. J. Farnam of Lincoln last week. An Oakland "49" was delivered to C. Richardson of Lincoln.

The Stewart-Tosser Motor company has delivered to the Gray Bonnet Taxi company, two more Chalmers cars, since making a total of fifteen Chalmers cars with this company in service which enables them to take better care of their trade.

The Stewart-Tosser Motor company has sold Chalmers six-cylinder cars to M. J. Paul of St. Paul, Neb.; C. B. Andrews, Council Bluffs; N. P. Norcross of Beatrice; D. G. Hopper of Waterloo, Neb.; C. V. Tourlet of Lincoln. They have also sold Chalmers "38" to William Cochrane of Red Oak, Ia., and S. T. Rhode of Randolph, Ia.

Eight Michigan "6s" were delivered in this territory last week by the local concern.

M. P. Powell of the Powell Supply company has returned from a visit in Iowa. He reports good business in that territory.

Guy L. Smith, local dealer in Franklin cars, says a full line of closed bodies on

the "Little Six" chassis will appear next fall.

R. D. Maxwell has been appointed manager of the Studebaker retail house in Los Angeles, Cal.

The Omaha Auburn company made a large number of out-of-town deliveries last week.

The Imperial Baker company purchased a Studebaker delivery car from the F. R. Wilson Automobile company last week.

J. A. Freeland of the Freeland Automobile company has received word that three Mason cars will be entered in the Indianapolis speedway contest.

Apperson Jack Rabbit Again the Choice

After a careful examination and demonstration of eight well known cars, L. F. Seaton of the experimental farm at Lincoln purchased an Apperson "48" last Monday. Mr. Seaton did not consider any assembled cars when making his selection.

J. H. De Jong, manager of the Apperson Omaha office, states that an accurate record will be kept by Mr. Seaton of the operating expense, and a report is to be sent to the Omaha office every thirty days.

\$15 TO \$40 PER WEEK PAID

Competent Auto Men—Chauffeurs—Repair Men

We Teach You How to Secure Good Positions and Salaries.

Our school has had 5 years of successes and our pupils are holding the best positions. Free information sent upon application, giving our practical instruction plans. Write for it today. Reference, Colorado St. and Sav. Bank, Denver.

Denver Automobile School
 704 BROADWAY, DENVER, COLO.

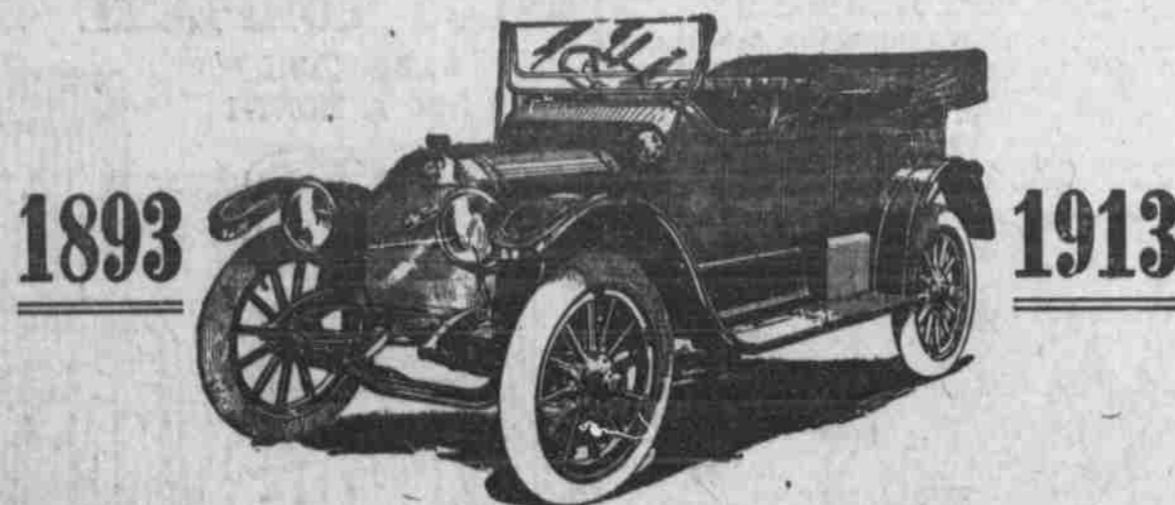
INTEKSTATE MAKES HARD RUN THROUGH THE MUD

Immediately after the extremely heavy rains last Wednesday an Inter-State seven-passenger car driven by W. W. Miller, salesman for the Inter-State Auto company, "poked its nose" out of the garage at Ord, Neb., headed for Omaha. The route taken was along the Loup river into St. Paul, to Central City and on into Omaha along the Platte valley route. Over hills, which with their heavy veneer of mud looked like young mountains, through heavy sand, gumbo and alkali water holes most often up to the hubs, the car pulled steadily without a whimper.

When the car pulled into Cushing the wheels had much the same appearance as a circus chariot wheel. No spokes were in sight, the gumbo was packed in solid. Great solid masses of mud rested

Famous Apperson "Jack Rabbit" Motor Cars

The Standard for Twenty Years



1893 1913
 Touring Car for Five, \$1,800.00
 Four-cylinder, Forty-five Horsepower

OUR record of twenty years in car building has established the Apperson "Jack Rabbit" as the standard motor car for every day of every year. The Apperson policy is made to make radical changes each season. An Apperson purchased today will be up-to-date two years hence. Mechanically the Apperson cars have been perfected, so why should we recognize yearly models.

Let us demonstrate the superiority of this car.

Apperson "Jack Rabbit" Auto Company

1204 Farnam St.

Firestone
 NON-SKID TIRES

—Endure and Economize. Toughness of tread, and extra thickness of high-quality building, have made them the standards for mileage obtained. Road-gripping design of buoyant rubber tread reduces upkeep expense by increasing traction and preventing expensive repairs to car mechanism.

Write for book of reasons, "What's What in Tires," by H. S. Firestone.

The Firestone Tire & Rubber Co.
 "America's Largest Exclusive Tire and Rim Makers."
 2550 Farnam St., Omaha, Neb.
 Home Office and Factory, Akron, O. Branches in all large cities.

Overland and Poplar
 VanBrunt Automobile Co.
 Hartford
 Grand Bluffs
 Omaha, Neb.
 Distributors of the
 Marion and Warner
 Gas Cars and Standard
 and Electric.
 2154-6 Farnam St.

No-Rim-Cut Tires 10% Oversize

Come See The New Type Tires

You who ever have rim-cuts—
 You whose tires lack capacity—
 We urge you to come and see tires that can't rim-cut—the oversize tires.
 The tires which far outsell all others, after years and years of tests.

You'll See

You will see at a glance that No-Rim-Cut tires make rim-cutting forever impossible.

You will see they are larger than clincher tires—over the rated size. In air capacity, they exceed old-type tires by an average of 16.7 per cent.

You know that these features must mean big economies. If the tires themselves are the best men make. And the verdict is that Goodyears are.

No Extra

No-Rim-Cut tires now cost the same as standard clincher tires. As our output increased, the saving in cost has been given in full to users. No-Rim-Cut

tires are selling today about 11 per cent lower than last year. Now there is no extra price to deduct from the savings these new-type tires insure you.

In 1912 the demand for Goodyears was almost ten times larger than in 1908. All because of this new-type tire.

And men today are quitting clincher tires faster than ever before.

Come see why. Then make a comparison. Let your tire mileage figures, let your tire upkeep win you to these modern tires.



Write for the Goodyear Tire Book—14th year edition. It tells all known ways to economize on tires.

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio
 This Company has no connection whatever with any other rubber concern which uses the Goodyear name.
 Omaha Branch, 2212 Farnam Street
 Phone Douglas 4190

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.