

AUTOMOBILES



KEEPS PACE WITH INDUSTRY

Auto Supply House Grows as Auto Business Grows.

CONTINUALLY ADDS TO PLANT

Clark Powell Shows How Omaha Is the Natural Center of the Automobile Trade of the West—Era Country.

The rapid development of the automobile supply business in this territory is in no better way shown than in the remarkable growth of the business done by the Powell Supply company.

To give an example: In 1903, when this firm started business, we picked up the dry cells needed for the few cars then here, from the local gas engine supply houses, said Clark Powell, president of the Powell Supply company. "In 1907 we commenced buying them from the factory in four-barrel lots. Two years ago we started buying in carload lots and are now using better than a carload a month."

The same story applies to Panhard oil, Republic tires, Blue Ribbon metal polish, etc.

"Powell Supply company always had the automobile supply business in mind. At first it was a very meager proposition, the only sales being for the few cars bought by Omahans. Gradually the city residents took more and more kindly to the machines and an occasional car found its way into the towns through the territory."

"We kept in touch with all the owners and dealers and put out practically all the supplies that were wanted for these cars. The car business grew by leaps and bounds and as dealers increased the supply business became more and more important."

"In 1907, it had grown to such proportions that I decided the time was ripe to give up the general automobile business altogether. We had built the first automobile garage in Omaha on Farnam street. We left it in September, 1907, to open up the pioneer exclusive automobile supply house in the central west."

"The quarters at 2019 Farnam street were soon outgrown and we moved to bigger rooms at 2020-2022 Farnam street. Still the business grew, and in the fall of 1911 we put up the first and, thus far, the only building in Omaha built especially for the automobile supply business. This is our present store at 1219 Farnam street."

"Last year we had to secure warehouse facilities and now our heavy stock, such as oil, dry cells, etc., are carried in the big warehouses at 219-221-223 North Eleventh street."

"It is certainly a tribute to Omaha as a distributing point that such growth resulted in such a few years. The supply business, which began at practically nothing in 1907, now runs into several millions of dollars yearly. Dealers throughout western Iowa, Nebraska, northern Kansas, Missouri, South Dakota and the west generally, have come to recognize Omaha as 'The Market Town' for automobile tires and supplies. They know that they can rely upon getting their orders filled promptly, owing to the big comprehensive stocks carried here, and quick service is the keynote of the automobile supply business."

"Automobile dealers throughout the territory have been more than friendly from the start of the industry, and I believe their co-operation has been the strongest factor in the development of the really astonishing volume of automobile supply business now transacted in Omaha."

VICTORY FOR GOODYEAR TRUCK TIRES IN LONG RUN

At the end of the recent truck endurance run held in Washington the tires were removed and subjected to a most searching examination by the government officials in charge of the test. According to their report Goodyear truck tires won a decided victory. C. W. Martin, manager of the truck tire department of the Goodyear Tire and Rubber Company, Akron, O., was particularly pleased with the outcome of the tests and ascribed the success of the tires to the fact that the Goodyear concern has specialized on six types of truck tires, thus aiming at a special tire for every purpose.

Enters Road Race.
The Apperson Jack Rabbit car that will participate in the Los Angeles-San Francisco-Panama-Pacific road race was entered by W. W. Bramlette, otherwise known as Wild Bill Bramlette. "Mr. Bramlette is the best known rough road driver in the state of California," says Mr. T. E. Jarrard, vice president of the Apperson Bros. Automobile company of Kokomo, Ind. "He is a well-to-do man, whose business is boring wells for water and he gets his amusement out of the racing game. He has held practically every record in the state of California of any consequence sometime or another. He at present holds the record between Los Angeles and San Francisco."

FEDERAL TIRES HONORED BY UNIVERSITY OF MINNESOTA

The University of Minnesota believes in developing its students along practical as well as theoretical lines, especially in those departments that have to do with preparation for a business career.

Every year the university sends its graduating class in chemistry on a tour of inspection of the country's leading industries. A select list is made of manufacturing concerns turning out the highest type of product in their lines in which applied chemistry and scientific laboratory practice play an important part.

This year the Federal Rubber Manufacturing company of Milwaukee was selected by the university as representative of America's pneumatic tire industry. The class of 1913 recently made a complete tour of the Federal plant and a careful study of laboratory work as applied to the promotion of quality and reduction of manufacturing costs in the production of Federal tires.

The advantages of this method are obvious. Students obtain practical first hand knowledge that is of the greatest value.

Centers on One Car.
DETROIT, Mich., July 5.—"One Model" with the centering of all effort upon the building of just one good car—that has been the secret of the success of the Ford Motor company," declares Henry Ford, president of the Ford Motor company.

Barney Oldfield Uses Always Air



SALES MANAGER HALES TESTING BARNEY OLDFIELD'S ALWAYS AIR EQUIPPED RACER JUST BEFORE HIS SAN FRANCISCO TRIP.

KIND OF AUTO ADS THAT PAY

Cole Motor Company Shows Value of Localized Copy.

STIMULATES RIGHT INTEREST Gets People Asking Questions and Sending for Literature Where They Would Disregard It Otherwise.

Articles have been written, sales arguments have been advanced, but one of the most concrete examples of the valuation of localized newspaper advertising copy is contained in a statement issued by the Cole Motor Car company of Indianapolis in its monthly house organ, the Cole Bulletin, which states that a 107 per cent increase in Cole business has resulted thus far this year in comparison to the same period last year.

Stating that the Cole policy of handling the moving of factory production by the consolidation of the sales and advertising department under one head with an advertising expert at its head, a former newspaperman, Homer McKee, the Cole Bulletin says the methods employed have been economical as well as successful.

The Cole Motor Car company, during the present fiscal year has spent one-tenth of its annual advertising appropriation in newspaper advertising. The concern believes in localizing its advertising, along the same line that a city editor would handle a story that came from a distant city, but with a local eye to it. This, the Cole officials say, has had the greatest effect in stimulating interest locally in Cole. The company also makes a strong point of the low expense of newspaper advertising, and of the actual results. The statement is made that an advertising where a coupon for a Cole Blue book has been appended to an advertisement that the answers came not

only from people who were directly interested, but from prospects who laid the Blue book away for future reference. "In many cases," Mr. McKee says, "we have been able to fill sold with these prospects. By filling the soil I mean applying intensified salesmanship and getting the prospect to see the business side of possessing a motor car."

As a result of the success that the Cole people have had in their localized newspaper advertising campaign, it is stated on good official grounds they have decided to increase their business in that direction. This means, it is further asserted, that they can double their production figures without increasing their advertising appropriation.

The plan which has been worked out without a sales manager has caused a great deal of favorable comment in the automobile industry and has already given a number of large manufacturers food for thought in the same direction.

S. A. E. ENGINEERS VISIT THE GOODYEAR FACTORY

A number of the party of English engineers and members of the S. A. E. made a side trip from Cleveland to Akron to visit the Goodyear tire factory. The semi-annual meeting of the society of Automobile Engineers was held on board the City of Detroit, cruising from Detroit to Cleveland. The thing that struck the English visitors most during the visit was the idea of specialization that is being developed in American tire factories.

New Use for Motor Truck.
Motor trucks will play an important part in the construction of the new Lexington avenue subway in New York City, contracts of which have been let to the Stevens Construction company, who have already bought four locomobile five-ton trucks to be used in taking care of the excavated material, carrying it from the subway to the dirt trains.

LIMIT TO ALL AUTO TIRES

Resiliency Cannot Be Neglected to Increase the Mileage.

GAIN WOULD THEN BE LOSS

If Manufacturers Were to Overlook General Demands Upon Their Products Uniform Satisfaction Would Not Result.

"Do not go mileage mad" is the safe and sane advice given truck owners by R. L. Harpam, manager of the Firestone Tire and Rubber company. It hits a keynote to which truck owners ordinarily pay little or no attention.

There is no question that the majority of truck owners of all classes are more or less subject to this kind of "madness." They are ever calling for more and more mileage, and do not realize that this mileage, beyond a certain point, must incur losses to pay for the gain.

The less resiliency, the less capable are the tires of taking up the vibration of road shock, and the stiffer vibration which is increased rather than decreased by the springs of the truck. The more strain is there on the mechanism of the truck. You may get mileage, but you must be sure, at the same time, your driving mechanism does not suffer because of an unresilient tire. There is a point in rubber combination where a tire gives fullest resiliency and greatest mileage. It is because they are built so exactly to that standard of service that Firestone tires are giving universal satisfaction whenever used.

ENGINE SHOWS WELL IN LONG ENDURANCE TEST

Following its official nonstop run of 300 hours at the Automobile Club of America the Packard "35" motor which established this world's record, is prolonging its endurance test by additional mileage on the road.

After the completion of the block test, which more than doubled the previous world's record of 122 hours, the motor was sealed under the observation of the technical committee of the Automobile club, and replaced in the chassis from which it had been taken. It was then run at full speed on the Long Island speedway.

From the metropolis, the car containing the motor was driven at a high rate of speed to Philadelphia, where it is now the center of much interest occasioned by its endurance record. It still carries the seals which show it has undergone no adjustments.

During the 300 hours of continuous running on the test rack, the motor made 2,300,000 revolutions at a constant speed of 1,300 per minute. This represents 11,533 miles, a distance greater than a nonstop run from New York to Shanghai.

NOW SELLING THE HUPPMOBILE IN OMAHA.



TOM M. BROMWELL

Down Town Garage Enjoys Big Trade

Several months ago R. H. Harris conceived the idea of opening a downtown garage in Omaha. He reasoned that the transient trade would stop at a downtown garage because the agencies are not open early in the morning when travelers like to get started, and the uptown garages are too far from hotels.

He opened a garage at Fifteenth and Howard that is the largest and probably the best equipped garage in the city. The floor space is 6x75 and accommodates seventy-five cars. Forty cars are washed daily at the garage.

The garage is open at all hours of the night and a force of a dozen men is at work constantly. Any possible breakdowns, the troubles, or engine difficulties may be repaired at any time. The garage is fireproof, the floor is concrete, the walls brick, and the ceiling asbestos. Many private owners of machines, as well as many business houses maintaining delivery cars, keep their machines in the downtown garage at night.

Work for Health.

DETROIT, Mich., July 5.—There is one operation in the construction of an automobile which in its health-giving qualities has the electric belt, electric foot pads and such like paraphernalia related to rank second places. Men who charge magnets for service in magnetos undergo an electrical treatment during all their working time that is little short of wonderful in its results. In the largest automobile factory, that of the Ford Motor company, four men are kept constantly at this work. Shop superintendents and foremen who have watched the different men employed on the magnetizers have been astounded by the changes observed.

mers and Pierce cars. The sale of these two cars in this territory has been very great during the last six months and Mr. Tooser hopes to be able to get more cars for delivery during the next couple of months.

RAY M'NAMARA HAS AN ENVIABLE PILOT RECORD

Driver of the pilot car for the Indiana-Pacific tour of the Indiana Automobile Manufacturers' association, will give the 1914 agency at Des Moines to J. R. Rhoades. Mr. Rhoades has contracted for 100 cars for immediate delivery.

The Traylor Auto company delivered seven six cylinder machines last week. No more four cylinder Coles can be delivered until after the 1914 models are put on the market. Mr. Corkhill closed a deal giving the 1914 agency at Des Moines to J. R. Rhoades. Mr. Rhoades has contracted for 100 cars for immediate delivery.

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Reasons for Delays.

A pressure of business upon the Peerless Motor Car company, such as has not existed in the high grade motor car field since the early days of the industry, is revealed in a bulletin issued by E. J. Kunkin, general sales manager, to the dealers and branches of the company. The company offers all customers, whose orders are on the books for delivery before July 1, \$100 for delaying the delivery until after that date if the delay amounts to thirty days, and \$200 if it amounts to sixty days.

REPUBLIC



BLACK-LINE RED DESIGN TRADE MARK TOURNAMENT OF ALL IT STANDS ALL TESTS IT WILL SHOW YOU TO SEE Powell Supply Co. 2119 Farnam St. Omaha

More Mileage and easy riding Diamond Tire Advantages that cost you no more

Diamond (No Clinch) Tires

made of More Mileage Vitalized Rubber with Perfect 3-Point Rim Contact

that holds with a vise-like rim grip, absolutely preventing the tire from breaking above the rim, insuring perfect rim fit and eliminating all rim troubles. Also the No-Pinch Safety Flap for inner tube protection.

So this time buy Diamond Vitalized Rubber Tires—you can get them to fit your rims from Diamond Dealers Everywhere

Linger Implement Co. Diamond Tire Distributors Omaha, Neb.

New HUDSON Announcement

A 54-Horsepower Six \$1950 A HUDSON Four \$1700

These are sensational values. The cars are fully equipped with Delco system of electric self-cranking, lighting and ignition device, demountable rims, speedometer, clock, top, windshield and all other details that make the car complete.

See this \$1950 HUDSON Six Today

Within one year we have become the world's largest builders of Sixes. This enormous output has taken us out of the costly development period. The days of a premium on Sixes are over. You can get a HUDSON Six at four-cylinder prices. It's the first time that a high powered Six—a big, roomy, five-passenger Six, with every detail the finest, could be bought under \$2,400. You who have wanted a Six, but were unwilling to pay more than \$2,000 for your car, can now realize your wish.

A New Low Price Level for Fours

There have been many startling values in HUDSON cars in the past. This Four at \$1,700 we think by far out-distances any HUDSON car ever before offered. Remember the "21" at \$1,600? It was the great car of its day. Thousands now daily prove the stuff of which it was built. This HUDSON Four, built more sturdily even, with more powerful motor—almost 40 horsepower—with electric self-cranking device, electric lights, roomier body—a \$500 greater value—is only \$1,700. Contrast such value with any Four on the market. Compare performance, design, workmanship, etc., with \$2,000 cars. That's the kind of competition we seek. It's the kind that will convince you that truly a new low price level has been found for reliable four-cylinder cars. The car is here for your inspection today.

Both Cars Built by Coffin

Each has brought to the HUDSON the very best he knows. The result is that HUDSON cars in every detail reveal the utmost in car building. Remember that last year's HUDSON Six was the most successful Six ever built. And that Howard E. Coffin has more four cylinder successes to his credit than any other engineer in America.

GUY L. SMITH

2205 Farnam St. Phone Douglas 1870. Omaha, Nebraska