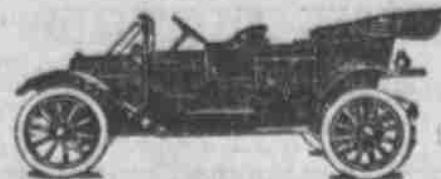


# AUTOMOBILES



## CAN STOP SOME ACCIDENTS

Proper Precautions Will Do Much to Lessen Their Frequency.

## MANIACS ON MAKING SPEED

Reckless and Dare-Devil Kicks Get the Best of Too Many, and with Dire Consequences for All.

"A large per cent of the automobile accidents could be avoided if the proper precautions were taken," says L. C. Rockhill, manager tire sales department, the Goodyear Tire and Rubber company, Akron, O.

"One of the greatest dangers is when an automobile driver in a rear car tries to make the one in front 'eat his dust.' On one side of the forward car or directly in front may be another machine, buggy or pedestrian, which, in the driver's rear view, is not within his sight. Invariably when passing machines in this manner, that is, from the rear, the driver opens his cut-out and by increasing his speed, passes the machine in front so fast that he doesn't see the other occupant of the road until nearly upon him. The result is an accident."

"Because a car is fast," says Mr. Rockhill, many people think the driver should do things that common sense tells him he should not. A little extra change tempts the driver to comply with the passenger's request to speed up. If the occupant of the car would not tempt the chauffeur would not be inclined to break the speed and traffic laws and the newspapers would not be filled every day with accounts of catastrophes.

## Can See it on Streets.

"By standing on a busy street corner you will readily observe how many accidents result from the carelessness of pedestrians and not through the fault of automobile drivers. In every direction you will see people crossing busy streets, reading a newspaper or talking with a friend, in fact, doing most anything except paying attention to where they are going. If they would cut square corners and look both ways before crossing, you would not hear of so many accidents. The public must help the traffic policeman. If the police are to help the automobilist.

"Joy riding is another reason why automobile accidents are continually increasing. The occupants of the machine in this case are absolutely at the mercy of the driver. The reckless and dare-devil spirit gets the best of him and many cases have resulted disastrously."

## Demonstration Not Planned is Given By Pathfinder Car

The wild ride of a beam-full galvanized iron water pail that has the old oaken bucket fastened into oblivion is told by John Mendell, driver of one of the two municipal ambulances built for food Samaritan service in Indianapolis at the new model plant of the Pathfinder '40. The absolute veracity of the story is vouched for by Wayne K. Bromley, secretary and treasurer of the thriving West Indianapolis Motor Car company.

John Mendell says the pail of water rode complacently on the rear step of the Pathfinder '40' ambulance for more than three miles during a hurry call over uneven pavements without losing a drop of its contents.

The remarkable, unexpected demonstration was totally accidental. However, in the garage where the pair of Pathfinder ambulances await their calls, the floor arrangement is such that the cars come in one door and out the other. In this way at least one ambulance always is ready for action.

While in the act of filling a radiator with water, one of the attendants of the aforementioned pail of water on the rear step of the car, at a moment when the car was in motion, the bucket was temporarily forgotten as the ambulance majestically sallied forth on its mission of mercy.

## Enough Diamond Vitalized Rubber Tires to Go Around

In an interview today, M. O. Ward, the local manager of Diamond tires, said: "The majority of builders of automobiles sold most of their output earlier this season than ever before. As a consequence the rush for tires has been unusual."

"At the beginning of the season we had a large stock of tires ready for instant delivery. Enormous stocks were also on hand at our various branch houses, as well as at our factory at Akron, O."

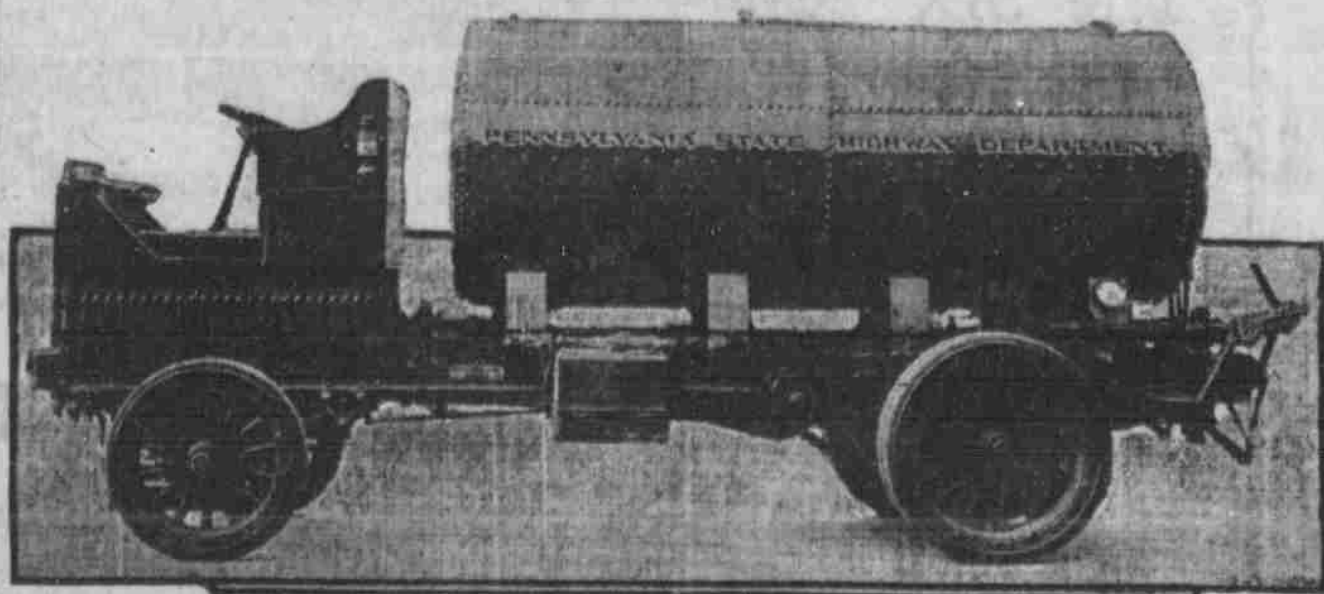
"Shortly after the announcement six months ago that all Diamond tires were made of vitalized rubber, new popularity known as the 'More Mileage' tires, cut stocks here and all over the country were exhausted, owing to the unprecedented demand."

"Motors everywhere welcomed the new 'More Mileage' tires. Our factories at Akron began running day and night in an effort to supply this demand. In addition they erected new buildings, installed more machinery, and increased their forces of expert tire builders."

**Salesman's Paradise.** According to the state registration statistics, southern California, famous for its motorists' paradise, is also a most fertile field of effort for the automobile salesman. Of the fourteen leading makes selling at over \$700, no less than 4,250 cars have been sold this season. In Los Angeles, San Diego, San Bernardino, Riverside, Imperial, Orange, Santa Barbara and Ventura counties, hundreds of dealers with a total of 125 to 130 for the present competitor.

**Standardized Car.** In announcing to the public their series nine models for the coming automobile fiscal year the Cole Motor Car company of Indianapolis has accomplished its ambition to produce the standardized car of the industry. A full set of body pieces, the different automobile parts makers have been established and it is declared each member of the combination is to be made by which all similar parts are measured.

## Big Auto Truck Used in Good Roads Work



One of the two five-ton Alco tank trucks used by the Pennsylvania State Highway department to spread liquid road materials, and equipped with a device for keeping the materials hot.

## EFFICIENCY ENGINEER'S GOAL

Popular-Priced American Cars Have Other Requisites.

## EUROPEANS POINT THE WAY

High Cost of "Gas" and Trend of Taxation Now Influence Design—Power Plant to Meet Present Conditions.

"How to make the automobiles of the present not more beautiful, not more powerful, not more durable, but more efficient is the task which every American designer and manufacturer must tackle right speedily," declares Clement Studebaker, Jr.

"We have the beauty, the power, the durability and we have them all at an amazingly low cost in the typical popular-priced American cars. But American standards of efficiency are still below those which prevail abroad, especially in the case of the leading costly types."

"What sane business man would, in equipping a plant which could be successfully operated by an engine of a certain power, buy for it a power plant of four or five times that size? And what office system is it that puts two or three men at work on a task one man can perform without being overworked? Yet how often is it that the very man who would shudder at such waste buys a motor car so overpowered as to be absolutely wasteful!"

**True Efficiency.** "Mind you, I am not denying the luxurious, high-powered touring car its rightful place. There are persons un-

doubtedly whose wealth and desire for display can be satisfied by nothing else. But for the average prosperous, conservative American there must be something which will come closer to his established ideas of true efficiency.

"Europeans have, perhaps, on account of the high cost of fuel, developed 'small motors' to a wonderful degree. In fact, there are but few foreign cars so far with cylinders of more than three and a half inches bore. The general custom of taxing cars on a basis of cylinder bore has also proven a mighty incentive to this evolution."

"Both these considerations are appearing in the United States. Legislation of this sort made its appearance in many states last year; it will be even more pronounced, beyond doubt, in 1914. "These two considerations must not be the end of the matter, however. The motor which for the successful performance of its duty relies on its brute force, rather than its refinements of carburetion and its anti-friction devices."

"And I shall miss my guess by a wide margin if in the years to come the typical American car will not feature maximum efficiency in an economical motor."

## TIRE BILL PAYERS ARE HAPPY

New Process Rubber Reduces Cost of Upkeep—Urethane Brake Pressure Expensive.

For some unexplainable reason the average American citizen balks at paying physician's bills and upkeep expense for his automobile. The physician must live and is worthy of his hire, although this is disputed by new thought devotees and notable like Mrs. Elbertus Hubbard.

The owner of an automobile must necessarily spend a certain amount for

upkeep each season. One of the important items of expense is the tire, and tire makers have never been able to build a tire that would last as long as the automobile, so replacements must be expected.

Tens of thousands of dollars are spent each year for tire upkeep alone and the motorist is constantly confronted with the problem: "What tire is the easiest riding and will give me the most mileage for my money?"

The selection of a tire is important. Upon it depends the peace of mind and comfort of the user, as well as the amount of money spent for tire upkeep.

M. M. O. Ward, local manager of Diamond tires, when approached on this subject, stated: "All leading tire builders have labored incessantly to produce an automobile tire that would give the user the best service for the least money. They knew the day would come when the motorist would demand 'more mileage.'"

## AUTO IS MOST ECONOMICAL MEANS OF TRANSPORTATION

In spite of the highly commendable efforts of the Interstate Commerce commission and the governing bodies of railroads in various states to bring about lower fares and better service from public utility corporations, the automobile has thoroughly demonstrated its superior economy as a cross-country transportation vehicle. While two cents per mile is the lowest rate of steam railroad fare now in existence in this country, and in some localities the charge is as high as three or even four cents per mile, L. C. Emerson, a motor enthusiast of California, has recently completed a 3,000-mile automobile trip in which the rate of fare per person totaled only five-sixths of a cent a mile.

## No Slump is Seen in Demand for the High-Grade Autos

Predictions of a business slump and likewise a decline in the popularity of the high-grade and costly motor car are both set at naught by the experience during the summer of the Peerless Motor Car company.

For the first time in a number of years the business of the company has not slowed up during the hot months, but every wheel in the big factory at Cleveland has been turning to full capacity through July and August. It has been by far the biggest year in the history of the company.

So rushed has the plant been up to this time with orders for the open types of passenger cars and for trucks that it has only just succeeded in getting out the first closed cars of the new series for the fall trade.

Classed demonstrators have been supplied to the various branches and the booking of orders has begun. These cars have several exceptionally interesting features. These include the Swiss rail-way type of window, which eliminates all casings and greatly increases the lighting area; a new auxiliary seat, which when not in use folds up and completely disappears into the compartment wall, and the Pullman type electric lights, which also disappear when a button is pressed.

## Chicago Firm Has Twenty-One Packard Trucks Now in Use

An additional order for three Packard trucks from Marshall Field & Co. of Chicago gives that firm a total of twenty-one big Packards now in operation. The trucks are used largely to carry heavy loads to sub-stations. For the lighter delivery service the company operates a battery of rebuilt Packard motor carriage chassis equipped with special bodies.

In order to secure the highest efficiency, Marshall Field & Co. maintain a large garage. The building has a cement floor, draining to the center and is so piped that each car can be washed in its stall. A stock room carries all necessary supplies and an extra set of wheels complete with tires and bearings, a full set of extra springs and other parts. The equipment includes necessary tools and machinery.

Marshall Field & Co. purchased their first Packard truck in April, 1908. Since that time they have placed eleven repeat orders for one or more trucks of the same make.

Persistent Advertising is the Road to Big Returns.

## Gossip Along the Automobile Row

Ninety-three Hupmobiles left the factory of the Huppo Motor Car company in Detroit destined for Omaha during the first fifteen days in August. This constitutes the heavy shipment that Mr. Huffman has been able to get during the season and places him in a position to make better deliveries than it has been possible to occupy before on account of the tremendous demand throughout the country. The Huffman Automobile company is handling over 1,500 Hupmobiles in its territory this year. This is a more rapid growth than has been made on any other car.

E. C. Bennet, manager of the Bennet Electrical company, driving a Model 25 Buick, returned from Lake Okobell yesterday, having made the return trip with a general average of twenty-one miles an hour, with only one stop.

The local office of the Nebraska Buick company has booked orders for twenty-two new 1914 Buick models, same to be delivered to Omaha buyers during the month of September.

H. M. Jewett and H. Krohn, president and secretary, respectively, of the Paige Automobile company in Detroit, will spend Tuesday in Omaha and a meeting of the Paige agents in Nebraska will be held at the local Paige office for the purpose of lining up the fall season. Mr. Jewett is taking a personal interest in the work of his representatives and, as Nebraska is one of the leading Paige states, he is anxious to get in touch with those who sell his car.

The local branch of the Nebraska Buick company will be represented at the Iowa State Fair by Manager Hull, who will look after the Buick interests during this week.

J. W. Hill, a brother of Lem Hill, who drives the powerful National racing car around Omaha streets, has purchased a 1914 National toy tonneau car. Mr. Hill became so enamored of his brother's car that he found himself obliged to purchase a car himself.

George Reim has received four carloads of 1914 Cadillac cars and expects to move the entire shipment in a week's time. The 1914 Cadillac is proving more popular than the previous models and Mr. Reim anticipates difficulty in securing deliveries to fill all his orders.

George Reim announced last week that he intended to participate in the Council Bluffs automobile show, which will be held this week. A special cut open

chassis has been expressed to Mr. Reim for exhibition and he will also have a touring car fully equipped on display.

R. M. Burbank sold Paige 28 cars last week to J. W. Potter of Maxwell, Neb., and Snyder Automobile company of Woodbine, Ia.

Mrs. Lee Huff, of the local branch of the Nebraska Buick company, has returned from a four weeks' vacation at Denver and Salt Lake City.

George Reim sold Cadillac cars to Nat Houston, I. A. Hupp, J. W. Bates and J. Maxstead, all of Omaha, last week.

The Western Automobile Supply company is receiving orders for electric horns faster than it can fill them. The automobile drivers are fast realizing that electric horns are more efficient than the ordinary wind horns and are equipping their machines accordingly.

The tire companies and supply houses are being flooded with orders from owners of small machines for small sized casings and tubes and, as car manufacturers have changed many models and light models are becoming more popular, it has been impossible for the factories to build sufficient numbers of tires to supply the demand. The Western Automobile Supply company reported last week that it had orders on hand and the orders offered a cash bonus for small tires, but it was impossible to obtain the sizes demanded.

Buick agents to the number of 229 met at Lincoln this week for a general conference and inspection of the new 1913 Buick line.

**Silent Rear Axle.** A practically noiseless type of driving gear has been perfected by Packard engineers. The worn levels, as they are known, are used in the new Packard "25" and "45" motor carriages. They are said to assure a silent rear axle.

**REPUBLIC**  
STAGGARD TREAD  
Original Effective Satisfying  
IT WILL PAY YOU TO SEE  
Powell Supply Co.  
2119 Farnam St.  
Omaha

## Tire Prices Down

How We Did It Without Skimping On the Costliest Tire That's Built

Here are a few amazing facts which every tire user should know.

Goodyear No-Rim-Cut tires used to cost one-fifth more than other standard tires. And yet they gained the topmost place in Tiredom.

Three things caused this extra price.

In the base of each tire we vulcanize six flat bands of 126 braided wires. It is thus that we make a hookless tire—a tire that can't be rim-cut.

Then every No-Rim-Cut gets the "On-Air Cure." It is final-vulcanized on air bags. This is done to save blow-outs. It adds to our tire cost \$1,500 per day.

Then we use in each tread base a patent "rivet" fabric. We paid \$50,000 for this feature to prevent tread separation.

Not one of these costly features are used in any other make of tire.

We have clung to small capitalization. On this account we can and do keep our profits under 8 1/2 per cent.

All these savings, as fast as we made them, went to users of our tires.

Note What Our Price Includes

Rival makers must in some way meet the Goodyear price. But please consider what our price includes.

A tire that never rim-cuts.

A tire built to save blow-outs, in a way so costly that no one else employs it.

A tire built in our patent way to prevent tread separation. And built in every other way for longest mileage, regardless of the cost.

## Now No Extra Price

Now these same tires, with all of these features, cost you no extra price. Not a standard tire of any type costs you any less.

And these are the reasons:

Our overhead cost, in days of small output, ran as high as thirty per cent.

It is now less than six per cent. Our multiplied output, in this one way, has cut our tire cost twenty-four per cent.

We have built new factories with modern equipment, with every new invention in labor-saving machinery.

## That's Why They Outsell

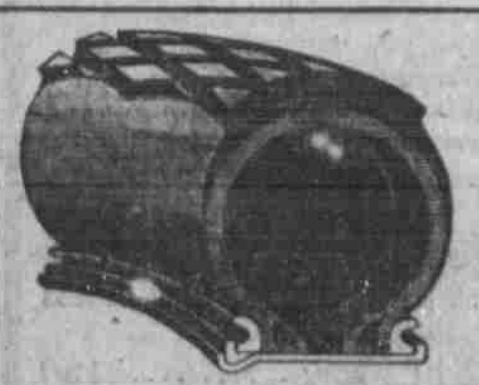
Hundreds of thousands now use these tires. They far outsell any other. Yet the demand from users is now growing faster than ever before in our history.

That's for the reasons told you.

Rim-Cutting alone, with old-type tires, ruins 31.8 per cent—almost one tire in three. Blow-outs and loose treads, which our methods combat, are immensely costly items.

You should get these savings—get them all—when you pay the Goodyear price.

Our dealers are everywhere.



**GOODYEAR**  
AKRON, OHIO  
**No-Rim-Cut Tires**  
With or Without Non-Skid Treads

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

This Company has no competition whatever with any other rubber concern which uses the Goodyear name.

Omaha Branch 2212 Farnam Street

PHONE DOUGLAS 4190



Belle Isle Model 50-60—6-cyl.—7-pass. Touring Car. Price \$2,190, f.o.b. Detroit. Tax, Windshield, Speedometer, \$100 extra.

## Abbott-Detroit 1914

THE feature of the Abbott-Detroit 1914 showing is the new 50-60 "Six," unquestionably the most impressive of the season's offering of six-cylinder cars. It is not designed to be sold as cheaply as possible; and in a "Six" perfect mechanical construction is a more important factor than price. Yet we do not believe that any "Six" at any price will give you greater all-round satisfaction.

The motor is a standard Continental of wonderful flexibility, having a speed range of 4 to 65 miles per hour, and being unusually quiet in operation. The car is finished in a rich Royal Blue with luxurious Turkish upholstery. It has electric starting, electric lighting, left side drive, center control, Bosch ignition, four speeds forward—everything the most exacting motorist could demand.

For those who prefer "Fours" the Abbott-Detroit maintains its high manufacturing traditions. Among the refinements of the Abbott-Detroit "Fours" for 1914 are: A smoother-running motor by reason of lightened reciprocating parts; cowl dash which improves the body lines; independent dual magneto ignition; tire carriers on rear; electric horn. All models are equipped with electric lights and electric engine starter.

The complete line of Abbott-Detroit Models for 1914 is as follows:

34-40—Four-cylinder—Five-passenger Touring	\$1,685
34-40—Four-cylinder—Three-passenger Roadster	1,685
44-50—Four-cylinder—Five-passenger Demi-Tonneau	1,985
44-50—Four-cylinder—Seven-passenger Touring	1,985
44-50—Four-cylinder—Three-passenger Roadster	1,985
50-60—Six-cylinder—Seven-passenger Touring	2,190
50-60—Six-cylinder—Three-passenger Wire Wheel Roadster	2,290

Top, Top Boat, Windshield and Stewart-Warner Clock Speedometer, \$100.00 extra on all open models. Coupe and Limousine Models on 44-50 and 6-cylinder Classes.

Call and see the Abbott-Detroit line for yourself and make your own comparisons. We welcome such a test.

**Abbott Motor Co.**  
Detroit, Michigan

TRAYNOR AUTO CO., 2512-14 Farnam St., Douglas 5268.