



# AUTOMOBILES



## AUTO BOOSTS FARM VALUES

Makes Tracts Some Distance from the City More Accessible.

### ALSO HELPS FOR GOOD ROADS

Some Assert that the Purchase of Automobiles by Farmers is an Extravagance, but Farmers Say Different.

"If the automobile has, in a manner, perplexed the railroads of the country, in lessening their receipts from passenger traffic, it has benefited them greatly by opening up hitherto undeveloped territories and thus increasing freight traffic," said George W. Bennett, vice president of the Willys-Overland company, in a recent discussion. "I have lately had called to my attention statements made by Newman Erb, president of the Minneapolis & St. Louis railroad, and one of the keenest financial men in the country, in which the automobile was given due credit for the good it has accomplished. Mr. Erb declared that \$2,000,000,000 was a conservative estimate of the increased value of farm lands, due directly to the automobile.

"A few years ago farm lands which were located near the railroads were worth about \$15 an acre, where the land twenty miles back could hardly be sold at \$10 an acre. With the introduction of the automobile, however, the latter land was brought within a few minutes' run of the railroads and its value has increased tremendously because of this fact. The farmer who owns an automobile and lives twenty miles from a shipping point is today as close to the market of the world as is the man whose land is within three or four miles of the railroad. The automobile will make the run to the shipping point in less time than horses take to cover three or four miles.

"Besides eliminating distance as it has, the automobile has worked another tremendous influence for good in the agricultural districts of the country by demanding good roads. It is universally acknowledged that good highways mean increased prosperity for the farmer, and wherever automobiles are owned there will good roads be found as soon as they can be built. Many short-sighted people have claimed that the purchase of an automobile by a farmer is an extravagance. I maintain that it is one of the most foresighted economies he ever introduced, and I think the majority of the successful farmers of the United States will agree with me."

## GOODYEAR ANNOUNCES A NEW TIRE FOR ELECTRICS

"A new electric tire, called the Goodyear Power Saver Pneumatic tire, is to be Goodyear's contribution to the electric vehicle industry for 1914," announces L. C. Rockwell, manager of the Goodyear Tire and Rubber company, Akron, O., who has just returned to Akron after an extensive tour of the Pacific coast, investigating the automobile conditions of the country.

## Gossip Along the Automobile Row

Many different methods of advertising automobiles have been devised by inventive minds, but the Packard company came into a batch of free publicity last week by a mere chance and every automobile dealer along the row had some comment to make. One-half of the row said the advertising was objectionable and the other half said it was blind luck. In the interim, Local Manager Orr is not saying a word. The advertising came as a result of Harry Thaw's notorious escape. Thaw was carried on the first lap of his journey to Canada in a Packard car. Not satisfied with that, the gentleman who owns the machine is reported as taking into consideration offers of vaudeville agents for exhibition of the car. If the car is exhibited the Packard company will get its share of the publicity, no matter whether the car performs any tricks or not.

The Traynor Automobile company delivered an Abbott # 1914 model completely equipped to J. J. Krause of Big Springs, Neb., last week.

The Parlin Palmer car, which was to be delivered to the Traynor Auto company last Monday, did not arrive. The car was not completed Saturday, and as Sunday and Monday were both holidays the car was not finished until Tuesday. It was shipped Wednesday, but arrived too late for exhibition at the state fair. The Traynor company, which is the agent for Nebraska, and western Iowa, has signed contracts for representation in four Iowa counties. The contracts call for twenty cars.

B. M. Burbank, who sells the Paige in Nebraska, has had so many orders for cars that he cannot get from the factory that he was compelled to sell his demonstrator to an insistent buyer. Burbank argued, protested and pleaded, but the buyer demanded instant delivery. Burbank eventually cleaned out his stock by selling the demonstrator. Several carloads of cars are expected this week which will prevent another shortage.

Powell Supply company has just received another consignment of Pierce bicycles. Several of the new 1914 models are included. The machines are now on display at Powell's.

Jack Traynor of the Traynor Automobile company is in Lincoln demonstrating the Abbott at the state fair for the edification of the country dealers. He has an Abbott # 4 and an Abbott # 9 on display.

Eura Means drove through Omaha last week on his way to Monmouth, Ill., his home, from Colorado, where he has been spending the summer months. He was accompanied by his family and they were all enthusiastic over Nebraska roads,

which are in first class condition and with directions plainly marked at cross points.

M. C. Frear, representing S. R. Sikes company, manufacturers of leather belting, and M. Hanna of the American Steam Package company were callers at the Powell Supply company last Wednesday and Thursday. They called in connection with the mechanical rubber department recently opened up by the Powell people.

The Western Auto Supply company is preparing to receive the new fall stocks of accessories for the anticipated increased demand. Business outlook is bright and L. C. Kohn says he will do more business than he can handle.

## USES CADILLAC CAR AS OFFICE AND HOME

E. M. Pierce, a New York lumberman whose prediction is for automobile globe-trotting, and whose private office is the tonneau of his Cadillac, has started again on a tour through the White mountains, Canada, Michigan, Indiana and Ohio in the same car which, since February, 1912, he has driven 27,000 miles. After this strenuous excursion, Mr. Pierce, accompanied by Mrs. Pierce and a companion, will hit the transcontinental trail in September for southern California, where they will spend the winter.

The big mileage piled up to date is due to a remarkable trip last season which consisted of a tour all the way around the United States in the same car. Mr. Pierce claims a unique record on his ride from New York to the Pacific coast, which he says was negotiated without a single mechanical adjustment. On this summer's trip the Pierce party will retrace part of last season's route, especially in the northwest and southern California. For pure touring enjoyment, Mr. Pierce declares America without a rival.

## LOZIER ANNOUNCES NEW MODEL FOR 1914 OUTPUT

Probably the most important development of the week in the automobile industry, was the announcement made to dealers on Tuesday by the Lozier Motor company of a new four-cylinder Lozier for 1914 production.

The car is in the popular-priced field and will sell at \$2,100. The action of the Lozier company in again bringing out a four-cylinder car after having built sixes exclusively for the last two years is causing wide comment in trade circles. The new Lozier four resembles in a marked degree, the popular Lozier light six model brought out last season, but has many new features which are distinctive on the new car. The streamlined body design first introduced on the light six is incorporated in the new four. In addition the new car will have crowned fenders in the style of the latest European design.

Drink Up Young Ocean. On one day of the recent war wave, the office employees of the Studebaker's Corporation's Plant 1 in Detroit drank the contents of thirty-eight six-gallon bottles of distilled water.

## TELLS STORY OF PACKARD 38

Compound Magazine Gives Interesting Account of First Model.

### COMBED THE WORLD FOR IDEAS

Engineers Taxed Their Ingenuity and Traveled to Auto Centers to Gather Information for New Car.

The story of the development of the Packard '38' is interestingly told in a recent issue of the Packard Magazine. It was in 1908 that a six-cylinder car, conforming to Packard standards of utility, was projected in the minds of Packard men. To comprehend the whole story of how the vision was realized—the wealth poured out, the trained intellectual force expended, the years of striving—to gain some inkling of the price paid to maintain the prestige of the Packard.

An experimental station was established in 1904 near President Joy's summer home at Watch Hill, Rhode Island. Vice President Waldon, Chief Engineer Huff and M. J. Budington of the Packard Motor Car company of New York selected upon every procurable six-cylinder motor of European and American make. They dissected it. They searched out its weaknesses and recorded them. They pitted the four cylinder, as it was, against the six-cylinder as they believed it could be developed—and the six won.

Years of Search. Those were dynamic years from 1906 to 1910. Russell Huff crossed the Atlantic eight times with the vision for a traveling companion. The others spent months

at a time in Europe, absorbing the best offerings of the foreign engineers. In the spring of 1910 the idea had been developed to the stage where it was regarded as worthy to bear the Packard seal. Day and night a devoted army toiled to bring the Packard 'six' into shape. In six months from the time that it actually entered the shops the idea grew into a car, a majestic, powerful model of wonderful capabilities. It surprised the men behind it. It did what they had carefully calculated it should do, and went beyond their hopes.

They found a spot on Long Island that was sufficiently isolated for a testing camp, although but fifteen miles from New York. The place was called the "Bumble Bee's Nest" because it was in the midst of a thick brush, hidden completely from the main line of travel. The "Bumble Bee's Nest" was the scene of exhaustive effort in the determination to show up any weak spots in the new motor.

Made Many Tests. Engineers taxed their ingenuity to devise racking shop tests. A motor was attached to a frame and run at a terrific speed under a heavy load for 200 hours without cessation.

And the shop tests were but preliminary to the pressure that was put upon the completed car. The motor before it was reproduced for the market did 100,000 miles of work on the road. This is almost half the distance to the moon, but it means merely that this test, like all the others, was extreme.

A testing camp was established in Waynesboro, Ga., January 1, 1912, and a double crew of experimental room veterans started in to "take it out and break it," the war cry of the Packard testers. They drove in relays, day and night, over the worst roads in Georgia and over some of the best, at all speeds

with no regard for the car's feelings or their own. The completed car was driven to New York, Pittsburgh, Philadelphia, Chicago and Savannah, Ga., when roads and weather were at their worst. The '38,' which was really begun in the fall of 1910, was not given the final approval of its makers until it had proven its worth in the hardest kind of service.

## FIFTY TAXICABS ARE SOLD TO ONE FIRM

Another big taxicab sale, consisting of fifty vehicles, was reported by the White company of Cleveland yesterday, closely following a sale of sixty-three White cabs to the Taxicab Company of California, which was announced a few weeks ago. The purchaser was the Owen H. Fay Livery company of Chicago, one of the largest cab operating companies in the Windy City. Their order calls for forty-eight taxicabs and two forty-horsepower touring cars.

## WHOLE PLANT WORKS ON SUPPLY PARTS

By placing at the disposal of its service department an entire plant, completely equipped with expensive machinery and able to turn out on short notice parts for every model of its cars, the Studebaker corporation has taken an advanced step toward the ideal relationship between a manufacturer and the owners of his cars.

The plant purchased by the Studebaker is at Pontiac and was formerly known as the Vulcan gear works. Later, in an enlarged form, it was used as the main building of an automobile com-

pany which recently went into the hands of a receiver. Communication with the main plants of the Studebaker system will be by rail and automobile trucks.


Clifford Mount Hood. To a Cole "six-49" and C. S. Crawford, goes the honor of breaking all records in climbing toward the summit of Mount Hood, Oregon's famous scenic wonder that rises thousands of feet in the Cascade mountains. The chief engineer of the Cole Motor Car company of Indianapolis piloted his machine to an elevation of 4,300 feet while a crowd of amazed newspaper men and other prominent people of Portland and Salem watched his perilous progress.

## REPUBLIC

**STAGGARD TREAD**  
Original  
Effective  
Satisfying

IT WILL PAY YOU TO SEE

**Powell Supply Co.**  
2119 Farnam St.  
Omaha



**\$950**

Completely equipped  
f. o. b. Toledo

**\$1075**

With Gray & Davis electric  
starter and generator

## Value up! Price down!

**T**HE infinite advantages and manifold economies of large, unrestricted automobile production must be clear and evident even to those who have neither experience nor conception of what governs, controls and limits a manufacturing institution. It is a certain and established fact that the largest automobile producer can readily get his manufacturing costs far below the "average" and thus undersell the "market."

Each year Overland value has increased—

Each year Overland prices have decreased—

Each year the Overland output has been enlarged—and it is the greater production that makes feasible an increased car value at a reduced price.

Our output for 1914 is 50,000 cars, which is the world's largest production on this type of car.

And every Overland value increase is just as visible, just as conspicuous and just as actual as the material reduction of our selling price. While other manufacturers refer you to more comfort, more grace, sweeter running motors and other intangible and more or less imaginary incidentals, we give you, in addition to more comfort, grace and beauty, increased value that is substantial and tangible.

Look at the newest Overland. The wheelbase has been increased to 114 inches.

*But the price is lower than ever.*

The motor is more powerful. It has been increased to 35 horsepower.

*But the price is lower than ever.*

The tires are larger—33 x 4 in. Q. D.

*But the price is lower than ever.*

The equipment includes such costly additions as electric lights all around—head, side and tail—even under the dash.

*But the price is lower than ever.*

The body is designed with full cowled dash and finished in Brewster green with lighter green striping and trimmed in polished nickel and aluminum.

*But the price is lower than ever.*

Then there are Timken bearings; a \$40 jeweled Stewart Speedometer (set so that it can be read from the driver's seat) an Electric Horn, deeper upholstery, and an 18 in. steering wheel.

*But the price is lower than ever.*

And so we could go on, almost indefinitely, giving new additional features—new value increases—one after the other.

Yes! I better see this car before you buy. Any one of our dealers will be glad to give you full details and a thorough demonstration.

There is an Overland dealer right in your town. Look him up to day. We advise prompt action for in seven days after our 1914 announcement we had immediate shipping orders for over 5,000 cars.

Call at the address below—or better yet—use the telephone.

19-22 Fourth St.,  
Council Bluffs, Ia. **Van Brunt Automobile Co., Distributors** 3010 Farnam St.,  
Omaha, Neb.

**The Willys-Overland Company - - Toledo, Ohio**

Electric head, side  
tail and dash lights  
Storage battery  
35 horsepower motor  
114-inch wheelbase  
Timken bearings  
Splitdorf magnet  
Model R Schebler carburetor  
Three-quarter floating  
rear axle  
33 x 4 Q. D. tires  
Cowled dash

Brewster green body  
with light green striping,  
nickel and aluminum  
trimmings  
Deeper upholstery  
Mohair top, curtains  
and boot  
Clear-vision  
windshield  
Stewart Speedometer  
Electric horn  
Flush U doors with  
concealed hinges





The No-Rim-Cut Tire      The Clincher Type

## Rim-Cuts Ruin 1 Clincher Tire in 3

**This is why hundreds of thousands of men use Goodyear No-Rim-Cut tires.**

The clincher tire—the hooked-base tire—will rim-cut. You must, with that type, turn your rim flanges inward. And those thin curved-in edges cut the tire when wholly or partly deflated.

Statistics show that 31.8 per cent of all ruined clincher tires are discarded for rim-cutting only. And these statistics were gathered by certified public accountants.

**All This Ruin Saved**

No-Rim-Cut tires can't rim-cut. That we guarantee. You set your rim flanges so they curve outward when you use this tire. A deflated tire then rests on a rounded edge.

In a tire of this sort the tire base must be made unstretchable. Six flat bands of 126 braided wires are vulcanized into our tire base.

We control these bands. They are made in secret under lock and key. And, without these bands, one cannot make a satisfactory tire of this type. Single wires or twisted wires won't do.

Control of this feature gave to Goodyear's rulership of Tiredom.

**Blow-Outs Saved**

No-Rim-Cut tires get the "On-Air Cure." That is, they are flattened on air bags shaped like inner tubes. Cured under road conditions.

We do this so the fabric won't be left wrinkled. So every part of the fabric assumes its full share of strain.

All other tires are vulcanized on iron cores alone. The fierce compression often wrinkles the fabric and that wrinkled fabric escapes the strain. That causes thousands of blow-outs.

This "On-Air Cure" adds to our cost \$1,500 daily. It is so costly that no other maker employs it.

**Tread Separation**

Loose treads have cost tire users millions of dollars. A breaker strip, in all well-made tires, comes at the base of the tread. It is near this strip that separation comes.

This breaker strip in No-Rim-Cut tires has hundreds of holes in it, made by a special weave. The tread rubber is forced down through these holes, forming hundreds of large rubber rivets. Then the tire is vulcanized en masse.

We paid \$50,000 for this patented way to prevent tread separation.

Please consider these savings.  
Rim-cutting completely avoided.  
Blow-outs and loose treads saved.

All done by methods which we alone employ. Yet these tires, because of our mammoth output, now cost you no extra price. Is it any wonder they outsell any other tire?

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 connection whatever with any other rubber concern which uses the Goodyear name

LONDON ADDRESS: CENTRAL HOUSE, KINGSWAY, LONDON, W. C.

**OMAHA BRANCH 2212 FARNAM STREET**  
PHONE DOUGLAS 4190