THE OMAHA SUNDAY BEE: SEPTEMBER 7, 1913.

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 sutomobile has, in a manner, | came into a batch of free publicity last ssening their receipts from passenger mobile dealer along the row had some traffic, it has benefited them greatly by comment to make. One-half of the row pening up hitherto undeveloped terri- said the advertising was objectionable tories and thus increasing freight traf- and the other half said it was blind luck. fic," said George W. Bennett, vice presi- In the intenim, Local Manager Orr is not dent of the Wilys-Overland company, in saying a word. The advertising came as a recent discussion. "I have lately had a result of Harry Thaw's notorious escalled to my attention statements made cape. Thaw was carried on the first lap by Newman Erb, president of the Minne- of his journey to Canada in a Packard apolis & St. Louis railroad, and one of car. Not satisfied with that, the gentlethe keenest financial men in the country. man who owns the machine is reported in which the automobile was given due as taking into consideration offers of oredit for the good it has accomplished. vaudeville agents for exhibition of the Mr. Erb declared that \$2,000,000 was a conservative estimate of the increased value of farm lands, due directly to the licity, no matter whether the car per-

"A few years ago farm lands which were located near the railroads were worth about \$75 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 inmobile and lives twenty miles from a shipping point is today as close to the less time than horses take to cover three pr 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 noknowledged that good highways mean increased prosperity for the farmer, and that he was compelled to sell his demonwherever automobiles are owned there will good roads be found as soon as they argued, protested and pleaded, but the can be built. Many short-sighted people have claimed that the purchase of an automobile by a farmer is an extrava- selling the demonstrator. Several cargance. I maintain that it is one of the loads of cars are expected this week most foresighted economies he ever in-troduced, 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 Preumatic tire, is to be Goodyear's contribution to the elev-tric vehicle industry for 1914." announces L. C. Rockhill, manager of the automobile tire department of the Goodyear Tire, and Rubber company, Akron, O., who has just returned to Akran 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

bright and L. C. Kohn says he will do more business than he can handle.

points.

company will get its share of the pubforms any tricks or not.

The Traynor Automobile company delivered an Abbott 40, 1914 model completely equipped to J. J. Krause of Big Springs, Neb., last week.

The Partin Palmer car, which was to be delivered to the Traynor Auto comfact. The farmer who owns an auto- pany last Monday, did not arrive. The Sunday and Monday were both holidays the car was not finished until Tuesday. whose land is within three or four miles It was shipped Wednesday, but arrived of the rallroad. The automobile will too late for exhibition at the State fair. make the run to the shipping point in The Traynor company, which is the agent for Nebraska, and western Iowa, has signed contracts for representation in

four lowa countles. The contracts call for twenty cars.

B. M. Burbank, who sells the Palge in Nebraska, has had so, many orders for cars that he cannot get from the factory strator to an insistent buyer. Burbank buyer demanded instant delivery. Burfor 1914 production. bank eventually cleaned out his stock by which, will prevent another shortage.

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

Jack Traynor of the Traynor Automo bile company is in Lincoln demonstrating the Abbott at the state fair for the edification of the country dealers. He has an Abbott 40 and an Abbott 50 on dis-European design. play.

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 the office employes of the Studebaker's Corporation's Plant 7 in Detroit drank ompanied by his family and they were the contents of thirty-eight six-gallon all enthusiastic over Nebraska roads, bottles of distilled water.

Compound Magazine Gives Interest-M. C. Freer, representing d. R. Sikes company, manufacturers of leather belt-ing, and M. Hanna of the American Steam Package company were callers at the Powell Supply company last Wedneeday 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 perplexed the railroads of the country, in week by a mere chance and every auto- of accessories for the anticipated increased demand. Business outlook is

> USES CADILLAC CAR AS OFFICE AND HOME

E. M. Pierce, a New York lumberman

around the United States in the same developed-and the six won.

car. Mr. Pierce claims a uniquie record on his ride from New York to the Pacific 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 developnent of the week in the automobile in dustry, was the announcement made to dealers on Tuesday by the Lonier Motor company of a new four-cylinder Lozier

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 sizes 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 eix model brought out last eeason, but tinctive on the new car. The streamlike 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

Drink Up Young Ocean.

has many new features which are dis-

On one day of the recent warm wave,

ing 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 "23" is interestingly told in a recent issue of the Packard Magazine. the It was in 1905 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 whose prediction is for automobile globe- force expended, the years of striving-is trotting, and whose private office is the to gain some inkling of the price paid to tonneau of his Cadillac, has started maintain the prestige of the Packard. again on a tour through the White An experimental station was estabmountains, Canada, Michigan, Indiana liehed in 1996 near President Joy's sumand Ohio in the same car which, since mer home at Watch Hill, Rhode Island. February, 1912, he has driven \$7,09) miles. Vice President Waldon, Chief Engineer After this strenuous excursion, Mr. Huff and M. J. Budlong of the Packard Pierce, accompanied by Mrs. Pierce and Motor Car company of New York selzed a companion, will hit the transcontinental upon every procurable six-cylinder motor trail in September for southern Call- of European and American make. They fornia, where they will spend the winter. dissected it. They searched out its weak-The big mileage piled up to date is nesses and recorded them, They pitted due to a remarkable trip last season the four cylinder, as it was, against the which consisted of a tour all the way six-cylinder as they believed it could be

Years of Search.

Those were dynamic years from 1906 coast, which he says was negotiated to 1910. Russell Huff crossed the Atlantic eight times with the vision for a traveling companion. The others spent months

which are in first class condition and TELLS STORY OF PACKARD 88 offerings of the foreign engineers. In the their own. at a time in Europe, absorbing the best , with no regard for the car's feelings or , pany which recently went into the hands

spring of 1910 the idea had been developed to the stage where it was re-York, Pittsburgh, Philadelphia, Chicago and Savannah, Ga., when roads and garded as worthy to bear the Packard seal. Day and night a devoted army toiled to bring the Packard "sig" into weather were at their worst. The "38," which was really begun in the fall of 1910. was not given the final approval of its shape. In six months from the time that it actually entered the shops the makers until it had proven its worth in the hardest kind of service.

idea grew into a car, a majestic, powerful model of wonderful capabilities. It surprised the men behind it. It did what FIFTY TAXICABS ARE 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 test-Another big taxicab sale, consisting of ing camp, although but fifteen mills fifty vehicles, was reported by the White company of Cleveland yesterday, closely from New York. The place was called "Bumble Bee's Nest." because it was following a sale of sixty-three White in the midst of a thick brush, hidden cabs to the Taxicab Company of tlallapletely from the main line of travel. fornia, which was announced a few The "Bumble Bee's Nest" was the scene weeks ago. The purchaser was the Owen

vise 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 pre liminary to the pressure that was put upon the completed car. The motor bepletely outfitted with expensive mafore it was reproduced for the market 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.

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

The plant purchased by the Studebakers is at Pontiac and was formerly testers. They drove in relays, day and known as the Vulcan gear works. Later, night, over the worst roads in Georgia in an enlarged form, it was used as the and over some of the best, at all speeds main building of an automobile com-

SOLD TO ONE FIRM

**ON SUPPLY PARTS** 

By placing at the disposal of its serv-

ice department an entire plant, com-

of a receiver. Communication with the The completed car was driven to New main plants of the Studebaker system will be by rail and sutomobile trucks,

H-A

Climbs Mount Hood.

To a Colo "six-67" and C. S. Crawford goes the honor of breaking all records in elimbing 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 4,800 feet while a crowd of amazed newspaper men and other prominent people of Portland and Salem watched his perilous progress.







of exhaustive effort in the determination H. Fay Livery company of Chicago, one to show up any weak spots in the new of the largest cab operating companies In the Windy City. Their order calls for forty-eight taxicabs and two forty-horsa-Made Many Tests. power touring cars.

Engineers taxed their ingenuity to de-WHOLE PLANT WORKS



# **Rim-Cuts Ruin** Clincher Tire in 3

### Thiz is why hundreds of thousands of men use Goodyear No-Rim-Cut tires.

The clincher tire-the hooked-base tirewill 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 rimcutting 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 defiated 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 Goodyears rulership of Tiredom.

**Blow-Outs Saved** 

the "On-Air Cure."

That is, they are final-

cured on air bags shaped

like inner tubes. Cured

under road conditions.

No-Rim-Cut tires get

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.

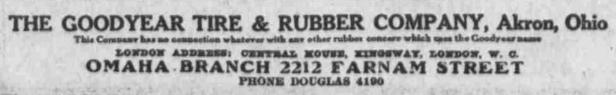
This breaker strip in No-Rim-Cut tires has hundreds of holes in it, made by a special weave. The tread rubber is forced down through these holes, forming hundreds of large rubber rivets. Then the tire is vulcanized en masse.

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 **No-Rim-Cut Tires** they outsell any other

tire? With or Without Non-Skid Treads Our dealers are everywhere.



THE infinite advantages and manifest economies of large, unrestricted

elear 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

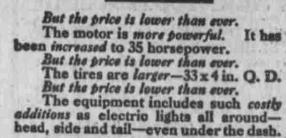
Each year the Overland output has been enlarged-and it is the greater pro-duction that makes feasible an increased

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 oar.

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 *invisible* 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.

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



But the price is lower than ever.

The body is designed with full cowl 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 uphol-stery, and an 18 in. steering wheel.

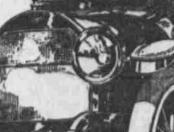
But the price is lower than ever.

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

Yo: \* 1 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.





with light green strip ing, nickel and alum m trim Deeper upholstery Mohair top, curtai and boot Clear-vision windshield Stewart Speedom Electric hern Flush U doors with sonosaled hinges

Electric head, side tail and dash lights Storage battery 35 horsepower mot 114-inch wheelbase Timken bearings Splitdorf magnete Model R Scheblar o urstor Three-quarterfloat rear axie. 33 x 4 Q. D. tires Cowl dash