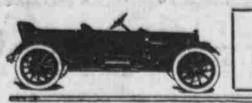
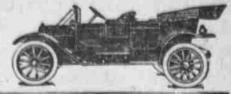
THE OMAHA SUNDAY BEE: OCTOBER 26, 1913.



AUTOMOBILES



15 - A

time that one is approaching in front the STUDEBAKER LINE IS OUT result is almost total inability to see a yard ahead. I haven't a doubt that many Left Drive and Center Control New accidents are due to this cause. But here is a really scientific solution of the Features in "Four" and "Six." difficulty. As everyone knows light is effected from a pollshed surface at the

EFFICIENCY

angle of incidence. In other words 1. Aim of Manufacturers Has Plainly Been to Secure Maximum Reangles they will be reflected at right sults in Economy and Durability.

IS

KEYNOTE

DETROIT. Oct. 25 .- Formal announce- the lower edge, as I can do with the for the woman motorcyclist who contem ment of a number of important changes windshield on this Hudson six here, then plates a trip of any length. Before startin the Studebaker line was made from the the light will strike the glass at an angle local headquarters of the corporation to- of about 45 degrees whether coming from day. While the alterations are not of a the front or the back. The light from spares must be gone through," says Miss sweeping nature, they embody a num- the rear will be reflected downward into Hough. "It is wise to carry one of everyber of extremely interesting features. The line for next year will be come will be reflected into the air. The driver prised of two chassis types-a "Four" at will have absolutely clear vision without \$1,000 and a "Six" at \$1,575. Both cars are the slightest annoyance from these re- and should spring fasteners be used, alfitted with left-handed steer and center flected lights."

control. Each model carries a two-unit Mr. Smith demonstrated the truth of electric starting and lighting device as his clever idea by taking a Hudson six ing while being fitted. It is well to carry standard equipment. The same type of out on the brightly lighted street and full-floating axle employed on the "Six" showing how by placing the adjustable fit, also a length of insulating tape and is supplied with the "Four." Bodies are windshield as stated the giare of the a bit of copper wire. I also carry with of the streamline type and with full U lights was entirely avoided.

In both cars the masoline supply has News and Gossip been placed in the dash, permitting an ideal feed to the motor, without air pressure, by means of gravitation.

Increased efficiency has been through-out the keynote of the chassis design To set the maximum service out of each gallon of gasoline has been the obvious endeavor of the Studebaker engineers.

Small Bore Motors. The motors are of the small-bors, longstroke type, of dimensions similar to those of the remarkably successful "Six" of the last year. Considerable attention has been given to improved carburction. The position of the gasoline tank permits the Studebaker-Schebler | carburetor to be mounted high up on the side of the motor, allowing the use of a very short intake manifold and assuring plenty of warm air for the mixture. There is a dash adjustment by means of which the operator of the car can secure perfect carbureter conditions at all times without leaving his seat.

No less than thirteen Timken roller bearings are used to support the shafting and axles of the car, reducing friction and permitting adjustments so accurate as to make gear operations almost noiseless.

The improvement in the electrical equipment is marked and to a great extent original. The electric motor for cranking is connected to the front end of the drive shaft by a roller chain which moves only while the starting operation is in progress. The generator is on the opposite of the motor and drives sjiently by a shaft connected with the camshaft gear. Storage is in a six-volt battery under the front seat. The battery also furnishes

In both cars brakes are equipped with large equalizers, snugly fitted into slots n the frame. Running boards are clean id carry no equipment.

The four-cylinder car he touring car orm has a generous five-passenger ca-Bity. This model also has underslung

" elliptic rear springs. The chief new feature in body design

Gathered Along

same angle it strikes it. Scientifically,

the rays of light strike the glass at right

Arthur Storz made a remarkable trip with his six-cylinder Hudson last week. He drove from North Platte to Omaha in ten hours flat. The distance is 225 miles. making the average a little better than thirty-two miles per hour.

The T. H. Pollock Auto company has added another traveling salesman to its force. Richard B. Manville, who is a thoroughly experienced automobile me chanic and salesman, will cover the west ern Iowa territory.

The T. H. Pollock Auto company closed a contract with W. J. O'Callaghan for an agency in the northern part of Platte county and has purchased a Henderson de luxe, which he will drive home next week

bought a new to Appenson Friday. Henry Dahl of Bloomfield, Neb., drove out a new 45 this week. Leander Dahl of Scribner, Neb., drove home one m current for ignition, timed through a of Scribner, Neb., drove home one of the 1914 heavy 45's. Henry Dongas of Scribner, Neb., was in Tuesday and drove home a 45 Apperson

> just received a car of Hendersons which unloaded Saturday. were

the T. H. Pollock Auto company, has just returned after spending a very prof-

Has Plans for Women Who Tour

One of the most familiar figures along the country roads of England is Miss Nora Hough and her motorcycle. Miss lough is a veteran rider, spending much me in the saddle. She does not confine the angle of reflection is equal to th , her rides to short trips near her own tome, but has visited most of the points of interest throughout the kingdom. angles, and of course into the driver's Miss Hough is her own mechanic and eyes. But if we place the upper glass Miss Hough is her own mechanic and of the windshield so that it projects at offers a number of valuable suggestions ing on a trip Miss Hough always sees that her tool roll is complete. "The the car, and the lights from the front thing; plug, valve, belt fastener and piece of balt, should transmission be by belt; if by chain, then a few spare links, ways carry more than one. If one has only one, it has a happy knack of breaka spare butt-ended tube and repair out-

> me a special small can of petrol, which is never touched unless absolutely necessars. Although Miss Hough sees that her

mount is in excellent condition before some country road on account of the lack starting on a trip, and seldom has need of a small repair part.

of these repair parts, she declares that Miss Hough also says that to fully en- of deadly microbes occurs when throat the pleasure of a ride is doubled when joy motorcycling a woman must give due and lung diseases are treated with Dr. one has the satisfaction of knowing she attention to the clothing worn. This, of King's New Discovery. 50c and \$1.00. For is in no danger of being stranded on course, depends somewhat on the time sale by your druggist -- Advertisement.

and comparatively locse. Mias Houst's Willys Says Horses favorite outfit consists of a loose Nor folk jacket, short skirt and close-fitting cap, with the necessary extra wind proof and waterproof coat attached to the luggage carrier, Goggies, too, are considered necessary by Miss Hough.

Tanned to a glowing brown, feeling an fine and strong as the cub bear that rode with them, the Cole transcontinental testers arrived home at Indianapolis. Fifteen states and the province of British Columbia, a consuming enthusiasm over the west and a speedometer reading of \$,500 miles, told the story of the three months' test trip. There was a long line of cars and a big crowd of friends to meet the returning trie at Plainfield. about fifteen miles from the city limits. A parade through the business district and an informal reception at the Colum bia club marked the conclusion of the most remarkable test trip ever attempted. For the moment Indianapolis' automobilworld is discussing nothing but this trip of Charles S. Crawford, chief engineer;

H. C. Bradfield, field advertising manager, and Lew Pettijohn, chief tester, of the Cole Motor Car company Fearful Slaughter

ledo, O.

Handicap Farmers by Lack of Speed

"The 'back-to-the-farm' movement can never be made a success until we realize what horses are actually costing us," said John N. Willys, president of the Garford company of Elyria, O. A great nany of the 90,000,000 people in the United States are being advised to leave the cities and find a solution of their living problem on the farms, but their advisors have overlooked a very important factor

in the plan. They have failed to see that so long as we are doing our farm and transportation work with horses there is not going to be enough room in the agricultural sections of the United States to take care of these people

WARNINGS WILL PREVENT **BAD MOTOR CAR ACCIDENTS**

Let them know you are coming and ou will avoid a lot of accidents," is a ule posted conspicuously in every street railway car barn in the country. 11.11 an instruction from the company to the motor men, as an ald to preventing ac cidents. The same rule should be posted on the dash of every automobile built, in the opinion of President John N. Willys of the Willys Overland company, To



elebrating the completion of the first lecade of its marvelous business growth In Detroit. Just ten years ago all of the spany's machinery, materials and cars in the process of construction were enroute to Detroit from Warren, O., the site of the first factory. Since that time the great bulk of the motor car production of the country has been established In the City of the Straits.



\$1050 "Buy it Because it's a Studebaker"

Not because of the price mark; but be-

This "FOUR" the Final Word Among Four-Cylinder Cars

Hudebaker

This Studebaker "FOUR" has been developed from our experience in building 110,000 "FOURS."

price, \$1,050, represents the outside limit you should pay for a "Four;" because no "Four" can give you more, in actual value or performance, than this one dous,

So its price is right. Its capacity is right. Its power is right, 'It is the right type-the last word among fourcylinder cars.

A Powerful

Automobile Row

Guy L. Smith delivered a new sixcylinder Hudson "56" to Mr. Charles Olson of Cedar Bluffs, Neb., last week.

W. W. Lewis, western sales manager for the Peerless Motor Car company of Cleveland, O., spent last Thursday and Friday with Guy L. Smith.

G. W. Wertz of Creighton, Neb.

The T. H. Pollock Auto company has

H. A. Dinsmore, traveling salesman for itable week out in the state.

Hudebaker \$1575

No Other "Six" in the World Near This Price

The new Studebaker "SIX" stands absolutely alone and spart in the entire field of six-cylinder cars.

At its price of \$1.575-less by hundreds than the price of any other "Six"-it brings you vasily more than the operative advantages of the "Six."

It brings you these advantages, emphasized and enhanced because this "SIX" is not only a manufactured "SIX." but a <u>Studebaker</u>-manufactured "SIX."

Carries Seven

when one is taking a long trip. COLE TRANSCONTINENTAL **TESTERS ARRIVE AT HOME**

the auxiliary seats in the tonneau 1121 when not in use, fold compactly of the way into a recess built into - back of the front seat. The new six" in touring form seats seven adults Both "four" and "six" are now coming through the Detroit factories in gratify ing style. Sample cars will be on the floors of all Studebaker dealers in a short

CADILLAC COMPANY IS SHOWING ENCLOSED CARS

A beautiful limousine and an inside drive limousine are on exhibition at the Cadillac salesroom, 2054-56. Farnam street. Many refinements are noticeable in the 1914 Cadillao enclosed cars, in the sloping hood, the ourved dash, the rounded top, the built-in-with-metal windshield, the snahless, noiscless windows aliding in felt grooves and adjusted by a handle instead of a pull strap, the wider doors the clear running boards, the room) interior, all of which add to the satisfaction of the one owning one of these

The mechanical improvements include the two-speed direct drive axie. This affords an unusually low gear ratio on the first speed, which permits the car ing middle west tournament, which will to get under way more smoothly and take place on Thanksgiving day in St. quickly, What is more important, it Louis and moving pictures will be taken affords two high speeds on direct drive. The lower one permits driving in traffie on direct drive with less gear changing than usual. The higher one will drive the car forty miles an hour with the smoothness of a watch. It is the real automobile improvement this year. Starting in cold weather without a tary Clary will schedule twelve teams a moment's delay is assured by an elec- day as a rule, but can work in eighteen trie heater for the carburetor. Just press on a few days, especially Saturdays. a button, that's all. The heater and the electric engine cranker do the work in- AUTO USED AS INSPECTION stantly.

NEW COMMERCIAL TRUCK FIRM IS ORGANIZED

The Martin Tractor company of Spring- | railroad. field. Mass., with a capital stock of \$250. 000, is a new concern in the commercial S. S. Eveland of Philadelphia is one of he largest stockholders.

except for the Knox Automobile com- could be placed under the car in five pany, under C. H. Martin's patents, with minutes and the car turned around. the privilege of issuing sublicense to other manufacturers.

GETTING RID OF REFLECTIONS FROM GLASS OF WINDSHIELD

"Here's a little hunch." said Guy L smith, local distributor of Hudson cars. "that will save drivers many anxious moments. Drive at night along a road or CUP BRINGS NEW ENTHUSIASM serve how bewildering and dangerous is

"The bringing to America of the Gorthe effect of the glare of the many lights don-Bennett trophy cup by Pilot R. H. reflected from both sides of the plate Upson and Aide H. A. D. Preston of the glass in the windshield. This is particu- balloon Goodyear, is sure to bring about fast in the windshield up as projec-says F. A. Seiberling, president of the sion from a cold wind or from dust. If Goodycar Tire and Rubber company, s, car comes up behind you at the same Akron, O.

Alcohol Good Fluid to Prevent Winter **Radiator Troubles**

"The advent of November means the beginning of radiator difficulties," says George E. Daniels, vice president of the Oakland Motor Car company, "unless the motorist has already prepared for the winter.

"The only really effective method o safeguarding the motor is by the use of some liquid or solution with a lower freezing point than water. The most reliable solution is alcohol and water, as alcohol does not act upon the metals of the radiator nor upon rubber."

Will Show Mid-West **Bowlers** in Movies

M. D. Clary, sacretary of the Mid-West Bowling Tournament company of St. Louis, is arranging to have moving pictures taken of the opening of the com of other big days, all the officers and bowlers who win championships and if possible all visiting teams.

The tournament will in all probability run a couple of days longer than at first estimated as 200 five-men teams seem now assured. It will take sixteen days to run off this number of teams. Secre-

CAR ON FLORIDA ROAD

A new use for the versatile automobile This time the machine has been made to do duty as an inspection car on

A year ago L. H. Dimmitt was elected vice president and general manager of motor vehicle field. Harry G. Fisk is the Apalachicola railroad in Florida. Mr. president; C. H, Martin, vice president Dimmitt had steel rims bolted onto the and general manager; E. O Sutton, wheels of his Interstate machine and had treasurer, and C. E. Beckwith, secretary. the steering gear unbuckled and the front wheels locked to the axle. A steel plate was riveted onto the machine in such a The new company has exclusive rights, manner that an ordinary ratchet jacket

> The automobile inspection car has been working every day for a year and has only been repaired once, that when an engine poked its nose into the radiator. It runs 100 miles a day and maintains a speed of thirty-five miles an hour for 100 miles without difficulty.

GORDON BENNETT TROPHY

in Comfort

It brings you passenger capacity for seven

It brings you the manifest' advantages of electric lighting and starting through a two-unit system that has proved itself on thousands of Studebaker cars,

You have never before been able to buy such a car at \$1,575.

Inday you cannot find such another car, at this price, in the entire world,

Six Thousand Manufacturing Operations

How completely the Studebaker "SIX" is the product of the great Studebaker plants you will realize when you know that its construction requires more than 6,000 manufacturing operations.

- We build its motor, from the raw iron and steel, down through the numerous processes of casting, machining, grinding and assembling to the finished product.
- We build the full-floating rear axel: stamp the light through tremendously strong housing from the sheet steel; we forge, cut and machine the axle and transmission gears,
- Throughout the rear axle and transmission, and in the front wheels we use 15 Timken roller bearings for quiet, easy running.

Economical

of Fuel and Tires

In fuel consumption we believe the "SIX" will match, if not surpass, the economy of any car of equal horsepower. Its motor size is 314x5 inches.

It is ecc omical because, in spite of its 121-inch wheelbase it is light, and easy on its 34x4-inch tires; yet it is wonderfully strong.

It is generously roomy and richly upholstered, and carries its seven passengers in utmost comfort.

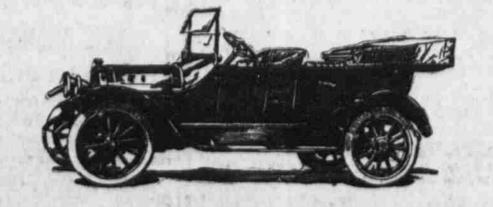
In design and line, the "SIX" acknowledges no greater beauty and grace.

Separate **Electrical Units**

The starting and lighting system is the Wagner two-unit, starting motor and generator separate.

Lamps are Gray & Davis' highest quality, parabolic type-In short the "SIX" lacks nothing in style, beauty or comfort

E. R. Wilson Auto Co., Omaha, Neb. Warrick Auto Co., Blair, Neb. Larson Bros., Uchilng, Neb. C. E. Anderson, Oukland, Neb. C. E. McMoniez, Lyons, Neb. G. H. Bogenhagen, Beemer, Neb. Cherny Watson Lbr. Co., North Bend, Neb. W. E. Harvey, Newton Grove, Neb. Louis Tryba, Duncan, Neb.



T. M. Sheaff & Son, Fuilerton, Neb.
J. A. Sypal, Brainard, Neb.
Bredenberg Garage Co., Wahoo, Neb.
E. P. Elckhoff, Fremont, Neb.
Werts Auto Co., Lincoln, Neb.
Wheaton Auto, Beatrice, Neb.
O. H. Schenck, Pawnese City, Neb.
Sandin Auto, Co. Autores and Marge

Sandin Auto Co., Aurora and Marquette, Neb.

cause of the trade mark.

Not because of the good looks; but because of the good name.

Not because of the outside, but because of the inside.

Studebaker Detroit, Michigan

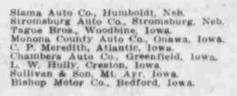
Omaha Branch

New Studebaker Bldg., Twenty-fifth and Farnam Streets.

E. R. Wilson Automobile Co. Twenty-fifth Ave. and Farnam Street, Local Dealers.

burg, Neb. Onawa, Iowa.

Frand & Woodard, Shenandoah, Iowa, Peters Brothers, Millard, Neb, Holmes Adkins Co., South Omaha, Neb, J. W. Schlesinger, Yutan, Neb, Thurman Motor Car Co., Thurman, Neb, Norton-Derby Auto Cô., Avoca, Iowa, R. P. Swan, Glenwood, Iowa, Salyers & Kayton, Malvern, Iowa, Nurre & Julich, Council Bluffs, Iowa,



Long-Stroke Motor

Nothing we can say here will give you an adequate idea of the power possibilities of this car-or of the things of which it is actually capable.

- The motor presents the latest approved engineering practice-cylinders cast en bloc, valves enclosed, exhaust and intake manifolds integral,
- The intake is very short and direct, placing the carburator in a most advantageous position
- In fuel, both oil and gasoline, it will give long mileage, Thirteen Timken bearings reduce friction and wear to the minimum at every point in the transmission and rear axle and in front wheel hubs.

A Car Pleasing to the Eye

The "FOUR" presents the beautiful continuous stream-line effects, with hood sloped upward to a deep cowl.

Running boards are clean and free, with foot plates of

The gasoline supply is under the cowl, giving a abort, direct gravity feed to the carburetor.

Its rear axis is of the full-floating type, and completely accessible.

The rear springs are full-elliptic, very long and easy, and with the lower member suspanded beneath the axis.

Electric Lighting and Starting

It has left hand steering and center control.

The electrical starting and lighting equipment is the Wag-ner two-unit system—two units for greater efficiency and greater dependability.

Headlights are Gray & Davis' best quality parabolic lamps. The windshield is of new design, ventilating, clear vision and rain vision.

Most Modern and **Complete Equipment**

Rims are datachable, demountable, with one extra rima and tire carriers at the rear.

Studebaker-Jiffy curtains are always ready for quick lowering from within the car.

The dash equipment includes illuminated speedometer, oil feed and electric current indicator.

Electric horn, robe rail, tools and tool box are also fur-nished with the four.

The car can now te seen at the Studebaker store, and a demonstration arranged.