

Along the Great Lincoln Highway



Scene on twenty mile stretch of Lincoln Highway, between North Platte and Sutherland.



Group of Lincoln Highway boosters of North Platte. Left to right: - T.C. Patterson, A.B. Hoagland, J. Q. Wilcox, E.F. Seeberger, R.H. Fowles, O.T. Thoelecke.

Output of Paige Detroit Factory Increases Rapidly

September 28 of this year marked the completion of four years of hard work and remarkable growth of the Paige-Detroit Motor Car Company. From the small beginning with an 80-car output the development has been steady, necessitating a new factory with an output for 1914 of 15,000 cars.

At a meeting held on the fourth anniversary a financial statement was drawn, covering the business done during the preceding quarter, showing the actual rate of increase over the same period of the previous year. This statement showed a net cash increase of \$1,300,000 for this quarter, and should be significant of the fact that the automobile business is enjoying a healthy growth.

On December 1 the company will occupy its new building at Fort and McKinstry streets in Detroit, which is one of the largest automobile factories in the country. With increased facilities the

Paige company can be depended on to continue in the forefront of the industry.

An Apperson Auto Leads the Parade of Famous Circus

"Guess I must have started something," as the boys say now," said Elmer Apperson, manufacturer of Apperson "Jack Rabbit" cars, the other day, as he looked over some photographs of the Hagenback-Wallace circus with an Apperson "Jack Rabbit" car leading the parade.

"I won't go so far as to say that the present 'Jack Rabbit' which carries the Hagenback-Wallace managers and heads is the main attraction, though it does head the parade; nor does it excite quite as much interest as the big elephant, the man-eating tiger or the pink lady who loops the loop by hanging by her teeth to the rear axle of an automobile.

"Apperson 'Jack Rabbit' cars are too plentiful and too well known these days to excite any comment other than admiration or, if surprise, that any car could be

so complete in every detail. But you can put it down as a fact that the Apperson 'Jack Rabbit' I exhibited with the old Robinson & Franklin circus back in '96—for a fat monthly salary—was the 'whole show.' In circus parlance, 'we had the rest of the acts backed off the boards.' "We led the parade just ahead of the huge elephant and I was afraid every minute he'd grab the rear axle and stop the show. I'd like to see any team of elephants do it now.

"Yes," concluded Mr. Apperson, "times have changed. Motor cars are not quite the curiosities they were fifteen years ago, but they're a whole lot more efficient. It's made us all hustle to keep up with the popular demand for perfection. As to whether the Apperson brothers have done it—I look to our annual sales for the answer."

Right Side Up.
"Now, this car is so constructed," said the agent, "that it can't possibly turn turtle."
"Well, I should say not!" said Jinks. "At the price you ask for it, it oughtn't to turn anything short of diamond-backed terrapin."—Harper's Weekly.

New Moline Autos Are Featuring the Floating Rear Axle

Following its adopted policy of offering motor car purchasers the best that can be produced at the price, the Moline Automobile Company, makers of Moline motor cars, has announced a new series with many new features, but the price has not been elevated.

Among the added features is a full floating rear axle, new type of body with bell-shaped back, ammeter on the dash, improved cranking generator, a better grade of leather and fabrics used in upholstery and top work and other refinements. The most important change is the installation of the full floating rear axle, which supplants the semi-floating design used on previous series. The wheels are

carried on double annular ball bearings and the wheel flange is fastened to the wheel by eight studs and nuts. The new Moline type of rear construction permits the removal of the axle shaft without the wheels.

There are two motor changes—the lightening of the pistons and a decrease in weight of the reciprocating parts which makes for less vibration and wear. Aside from these two changes the Moline new series will be produced as before with a four-cylinder motor of 44-inch bore and six-inch stroke.

Constant Motion Good for Trucks

Keep your motor truck moving if you are seeking efficiency in your transportation methods. This is the advice given

by the Willys-Overland Company, Toledo, makers of the Willys-Utility three-quarter ton truck. Salesmen and dealers are instructed to make this their first communication to a prospective purchaser of the vehicle. It is the one big fundamental principle on which their sales "sermons" are founded. If they act according to orders, Willys-Utility truck salesmen and dealers give the business man this instruction before they begin to tell him of the merits of the vehicle.

CADILLAC'S BIG DEMAND FOR ENCLOSED CARS

Along with the rush of shipments of 1914 Cadillacs, which have already totaled four times that of the same period of last year, there has been an exceptional activity in enclosed cars. Seasonal changes naturally influence the motor car industry in this direction, but never before in

the history of the Cadillac has there been such a demand for the enclosed car. "The season of 1914," says Local Manager George Riem, "will be the largest in our experience in the manufacture and sale of enclosed cars. We will make this year more cars of this class than any other high-grade maker. These cars include our standard seven-passenger limousine, the five-passenger inside drive limousine and the three-passenger landulet coupe.

"One interesting phase of this activity that has been brought to my attention is the fact that many people are now buying our enclosed cars who have hitherto purchased a chassis and then had it fitted with a body made by some of the specialists in body designs. Now they are buying our complete cars because they are delighted with our 1914 types. The demand for the 1914 models, including the enclosed cars, convinces us that these lines are the most popular that we have ever produced."



\$2,250
T-head motor, 48-54, 40-45 H.P.
All moving parts enclosed.
Electric Starter.
Left drive—center control.
Bosch Magneto.
182-in. wheel base.

Fully Equipped
Roadster, Four and Five Passenger... \$2,250.00
Six Passenger... \$2,500.00
Coupe... \$2,900.00
Limousine... \$3,450
T. O. B. Omaha

The Ruler of a Kingdom

The man who sits at the steering wheel of his new Chalmers "Six" rules an empire. Here within reach of his arm is a little world all his own. Power, speed, endurance—the forces that make for change and enjoyment—are under the sway of his scepter.

Let's Take a Day Off.

Don't you feel like cutting the traces and getting away to the hills? Let's strike out—what do you say?

Push the switch of the electric starter. There—the engine is running with scarcely a sound. It's the silent Chalmers-Entz starter—the best yet—it never fails.

Floating Away Like a Swan.

Close your eyes now as we let in the clutch and see if you can tell when we start. This new clutch is a wonder. The steel discs with their many fingers of cork, grip so firmly, yet so gently, that we move away with the silent grace of the swan.

Notice how flexible the power—mounting quickly to 20—30—40 miles an hour. Now we throttle it down to a crawl, without shifting gears.

This wondrous flexibility is in the motor itself. There's no need to resort to cumbersome double gearing.

Easy Chair Comfort.

Have you noticed that you don't feel the vibration you do in most cars? The six cylinders of this Master Motor give an unbroken stream of power, there is no interruption in the push of the pistons. So there's a smoothness impossible in any "four;" a lack of vibration that adds years to the life of the car.

The New "Six" costs but little more than a "four" at the start and a lot less in the end.

A Little Friend in Need.

Try to stall this motor once. Throttle it down to a snail's pace—run it into that deep sand ahead.

It's no use—this motor is unshakable. The electric starter—always on duty—keeps the motor running. It can never "go dead" in a crowd or on a crossing.

Put This Car to the Test.

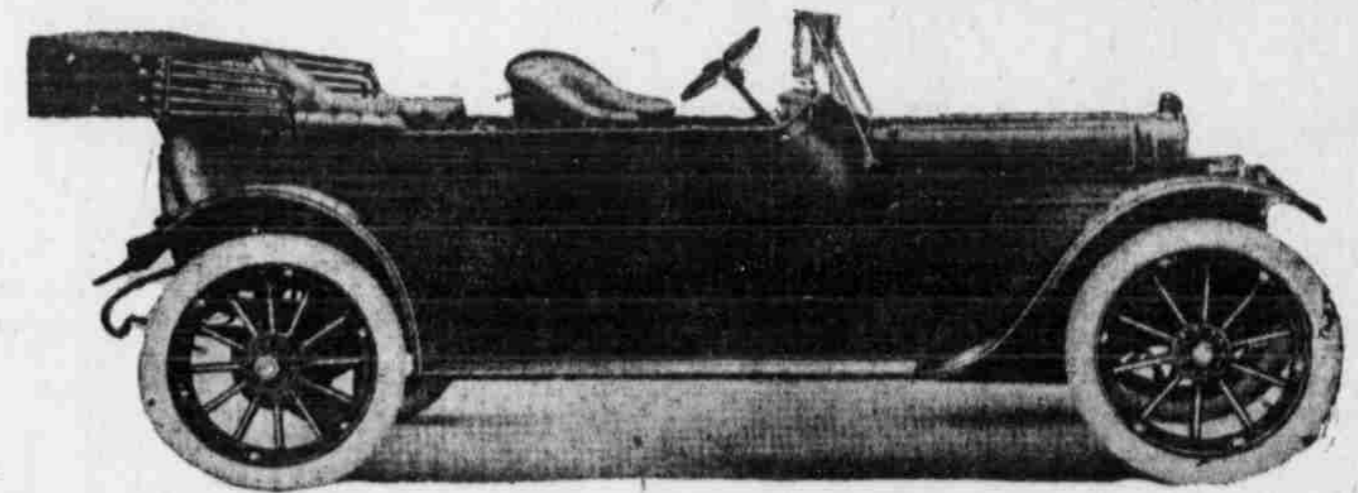
Let us take you out on our Standard Road Test. It imposes no obligation. It's a part of our regular sales plan. It is our way of proving to you that this car will do things that no other car will do.

STEWART-TOOZER MOTOR CO.

2044-6-8 Farnam Street

Also Agents for Pierce-Arrow

LATEST APPERSON



"Jack Rabbit" Motor Car "THE WIZARD OF THE HILLS"

NOW IN OMAHA

ELMER APPERSON'S MASTER CREATION—The triumph of twenty-one years of intelligent application of mechanical genius. Today—twenty-one years after Elmer Apperson, the father of the American Motor Car, built the first automobile this country ever produced—we received three carloads of Apperson "JACK RABBIT" Motor Cars and now offer to the motoring public the net result of those twenty-one years.

AUTOMOBILE EFFICIENCY

We don't say that Apperson "JACK RABBIT" Cars are not built to sell. They are. That's why we're in business. And that's why we selected the "JACK RABBIT" line for 1914. They sell themselves.

But we do say—and this we want to hammer home—that Apperson "JACK RABBIT" Cars sell BECAUSE of their mechanical perfection, their satisfying service and their economy of initial cost and operation.

Just remember that you can't ride home on a "Talking Point." And while one glance at the Apperson Equipment will tell you that no one could ask for greater conveniences and more refined appointments than the "JACK RABBIT" offers, a careful investigation of the silent, powerful Apperson Motor, the patented Apperson bulldog clutch, the sturdy, noiseless Apperson transmission and the solid shock defying axles—all built in Apperson factories under Apperson supervision—will show wherein lies Apperson success.

APPERSON JACK RABBIT AUTO CO.

1204 Farnam St.

J. H. De Jong, Mgr.

Omaha, Nebraska

Types and Prices Including All Equipment

Light 4-45 5-Passenger Touring... \$1,600
Light 4-45 2-Passenger Roadster... \$1,600
4-45 5-Passenger Touring... \$1,785
6-45 5-Passenger Touring... \$2,200
6-45 2-Passenger Roadster... \$2,200
Large 6-65 5-Passenger Touring... \$2,350
Large 6-65 7-Passenger Touring... \$2,500

REFINED APPOINTMENTS

Twenty-Inch Doors—Concealed Hinges; Corrugated Eighteen-Inch Steering Wheel; Electric Lights; Electric Starter; Tire Irons; Hair Patented Top Holders; Rain Vision Ventilating Windshield; New Style Nickel Compression Grease Cups; Left-Hand Drive; Center Control; Speedometer; Good, Wide, Roomy Seats, Both Front and Rear; Plain, Aristocrat Exterior; Extra Large Wheels; Long, Easy Riding Wheelbase; Special Apperson Spring Suspension.

Mechanical Features

Demountable Floating Rear Axle. T-Head Motor. Large Valves. Noiseless, Positive Apperson Contracting Band Clutch. Sliding Vain Water Pump. Silent Transmission.

Buy No Winter Tire

Until You See This Goodyear Innovation This Anti-Skid with Plain-Tread Smoothness This Thick, Tough, Sharp, Enduring

All-Weather Tread

Here is a tire which you can see excels all other anti-skids.

It gives you on dry roads all the advantage—all the smoothness, all the economy—of the plain-tread tire.

On wet roads—soft or solid—it gives an almost resistless grip.

The tread is double-thick. It is made of extra-tough rubber, toughened by a secret process.

The grips are deep and enduring. They last for thousands of miles, and never all wear off.

The edges are sharp, and they stay sharp. And these edges, set at 45 degrees, face the skidding direction.

The surfaces are broad and flat, giving plain-tread smoothness. The blocks are in alignment, following the tire's direction. So there is no vibration as with scattered projections.

Then the blocks widen out so they meet at the base. Thus every strain is spread over the fabric the same as with smooth-tread tires.

That's immensely important. Separate projections center the strains at little points in the fabric, causing a short-lived tire.

Make a moment's comparison, and for all wheels at all seasons you are bound to adopt these treads. There are eight vital advantages which you will find in no other anti-skid.



Even last summer, All-Weather treads outsold our plain treads with users.

In winter these treads are essential. They should go on every wheel. Nothing of the kind has been made to compare with them. You can see that at a glance.

Eight Others Cost More

There are eight anti-skids which cost more than All-Weathers, despite all our advantages. The reason is, each comes on a tire which has a much smaller output. Then mark the fact that All-Weather treads come on No-Rim-Cut tires, the most popular tires in the world.

These are the tires that can't rim-cut. These are the tires which are final cured on air, at an extra cost of \$1,500 daily. This is done to save countless blow-outs.

And these are the only tires in which hundreds of large rubber rivets are formed to prevent tread separation.

You get all these exclusive features when you get No-Rim-Cut tires. They combat the three greatest tire troubles.

They save so much that these tires for years have held the topmost place in Tiredom. And no man who knows them can fail to adopt them. Come let us prove this to you.



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