

AUTOMOBILE NEARLY HUMAN

F. A. Henderson Says it Requires Care to Give Car a Long Life.

TIRES AN IMPORTANT FACTOR

Extreme Care Should Be Used in the Handling of Tires, as They Are One of Expensive Parts of a Machine.

"An automobile is pretty nearly human in one respect. It requires care to make life long, and care that it may perform its functions up to the standard of its creation," writes F. A. Henderson, manager of the adjusting department of the Goodyear Tire and Rubber company of Akron, O.

"That is often entirely overlooked by the owner of the car and this negligence is certain to hasten the tire breakdown. Any tire is subject to more or less abuse, owing to the fact that it must encounter all kinds of roads and receive little or no consideration from the driver. Cuts, stone bruises and mud blisters result, and if these are neglected they eventually spell out the destruction of the tire, as disintegration does the man.

"Tire neglect runs hills up unbelievably. There are many more things for the drivers to consider than the mere driving of the car. Road conditions play an important part in the life of tires. Inflation, distribution of the weight of the machine and alignment of the wheels are also influential. No two tires in a set may give the same service, although their quality, workmanship and construction may be identical.

Tires Insufficiently Inflated.
"Possibly three-fourths of the tires returned to the manufacturers for repairs have been ridden insufficiently inflated. Insufficient inflation is responsible to a greater extent than perhaps anything else for blowouts and quick disintegration.

"When a tire is imperfectly inflated the walls are continually bending back and forth as the car moves, with the same result as when a wire or piece of metal is bent back and forth in the hands. Heat is engendered in the threads, and because of this heat and the continued bending the walls soon weaken and give away. In a short time they are not strong enough to support the air pressure multiplied by the weight of the car and blowouts result. Not only that, but when a tire becomes loose a lump or fold of rubber and fabric is formed just in front of the part in contact with the ground. This is what tire makers call "blinking." This tends to separate the plies of the fabric, or in aggravated cases to chew up the walls of the tire, as well as that portion of the tube that happens to get caught.

Little Cut a Bad Habit.
"A little cut in a tire, like a little habit, if allowed to grow, soon gets beyond control and eventually destroys the tire. A close watch should be kept of these little cuts. They should be cleaned from sand and dirt with gasoline and then filled with cement and quick repair gum. These are diseases to which tires of any type or make are subject if they are not checked soon when the symptoms appear—small cuts in the tread, sand blisters and mud-balls are more complicated and disastrous the longer they are allowed to go. They mean simply the stripping apart of the rubber from the fabric used to reinforce it. Sand and dust enter and gradually work their way between the rubber and fabric, and the result is a sand blister or mud-boll.

"If an axle is even slightly out of true, the tire will be subjected to a grinding action, which will wear out the tread in an incredibly short length of time. If you go over a heavy bump or have an accident of any kind, have your wheels examined at once. Don't wait until the tread of your tire is worn off and then blame the tire-maker.

Proper Precaution Should Be Used in Storing Machines

"There is no doubt that the automobile has proved its usefulness as an all-the-year-round vehicle," says L. C. Rockhill, manager of the automobile tire department of the Goodyear Tire and Rubber company, Akron, O. "But, at the same time, there are many difficulties to be overcome in operating the car during the cold months.

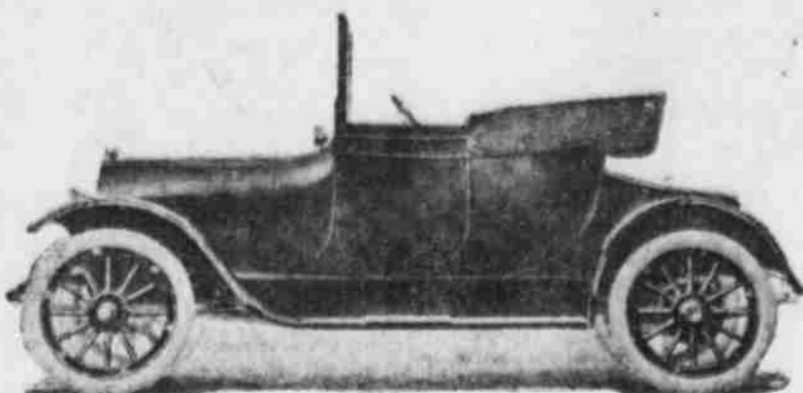
"A large percentage of car users store their machines during that period. The question naturally arises how best to take care of the machine and its different accessories during the period of storage.

"Tires are more likely to suffer from improper storage than almost any other part of the machine. Considering that they cannot stand every condition, more stress should be laid upon their care. When the automobile is stored it is best to remove the tires from the rims. Pile them one upon the other, don't stand them upright. The room in which they are stored should be moderately cool because excessive heat or excessive cold will tend to deteriorate rubber. A dark room is preferable, as rubber is affected by the light. If, however, dark quarters are not obtainable, the tires should be covered with a large canvas.

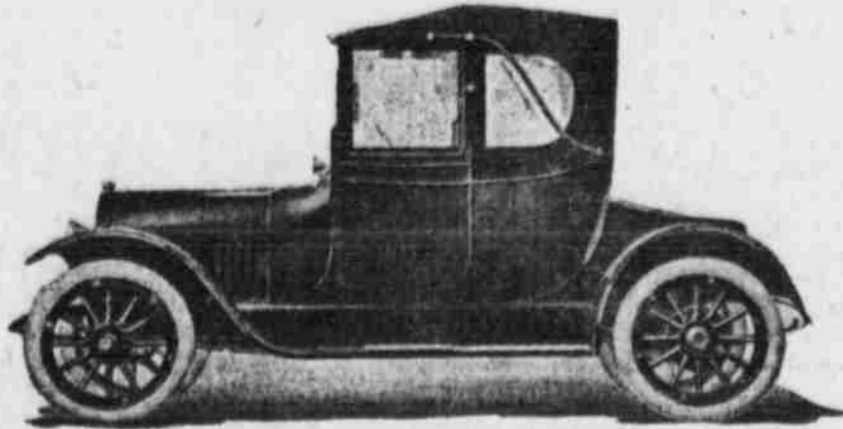
"Tubes should be inflated slightly, enough to cause them to stand round. They should be piled in the same manner as the casings, with a covering to prevent their exposure to the light. Tubes may be safely allowed to remain in the casings if care is taken to see that the casings are well dusted with French talcum or soapstone before the tubes are inserted. If every automobile owner takes the above outlined precautions before storing his equipment for the winter, the spring will find it in first-class condition.

The increasing popularity of the motorcycle among women of Indiana is shown by the large number of women riders who participated in the recent four-day motorcycling event staged at Converse, Ind.

New Style of Convertible Car



LANDAU ROADSTER WITH TOP DOWN.



LANDAU ROADSTER WITH TOP UP.

A new idea in American cars. Studebaker "Four" Landau Roadster, which can be converted into a coupe.

Gossip Along the Automobile Row

Automobile men are leading an unhappy existence these days because of the changeable weather of fall. Not a man on the row can truthfully assert that he doesn't spend half his time reading the predictions of the official weather prognosticator and the other half watching the sky for possible indications of more favorable weather.

The Traynor brothers are looking for a race. Old No. 8, Lem Hill's National, which cleaned up at Norfolk last August, is still in running order, so say the Traynors, and they are anxious to have someone dispute its supremacy, just in time to start a little excitement.

H. E. Fredrickson has the faintest little scrap book in this part of the country. It contains every newspaper clipping that contains his name or mentions good roads. Fredrickson can still remember the time when he made the trip to Salt Lake City when there were no signs on the roads and that is why he is so enamored with the Lincoln highway.

Half a hundred automobiles came into Omaha from Fremont Friday filled with people who wanted to see Omaha celebrate the Lincoln highway. Every dealer on the row had a representative among the bunch and they made the Fremonters' stay a happy one.

The Studebaker people are in their big garage at Twenty-fifth Avenue and Farnam street. The interior decorating is not quite completed and shavings still occupy considerable floor space, but Manager Keller was in such an impatient hurry that he moved in anyway and placed his cars in prominent display.

The Studebaker garage is the second one to adopt the invisible light system. Guy Smith was the first to insert the hidden lights, which eliminate all shadows. It is expected that many others will have the subdued lights installed because it is possible to see every side of the machines on display without the handicap of shadows.

A mass crowd picture of the entire Packard company's working force was taken in Detroit the other day at an expense of approximately \$1,000. In order to get the 7,000 employees together it was necessary to advance the closing time twenty minutes, which cost the Packard company \$1,000.

A couple of weeks ago Guy Smith had one lonely little car in his big show room, which was built to hold four, and, as the factory could send him no more, he was bewailing the fact for several days, but a shipment arrived last week and now the show room is complete with the four cars and Smith once more wears his cheerful grin.

A new record has been established for a motorcycle trip from Chicago to Denver. Harvey Bernard and Jack Purdy of Chicago, who passed through Omaha a few days ago, rode a single-cylinder machine with side-car attachment and made the distance of 1,200 miles in four days, riding only in the daytime.

H. E. Fredrickson is now preparing to tie himself to the tall timbers of his Wyoming ranch, where he has a very pleasing engagement with four big brown bears that are very obligingly hibernating in their hole, which Fred's companions have stopped up.

The biggest doings last week on the row was the Lincoln highway celebration. Every dealer on the row and every one who is located downtown was on hand for the fire, the speech-making and the fireworks, and they all worked hard to help along the good work. It was a great night for the automobile men and it will be the principle topic of conversation until Clarke Powell gets his automobile show under way.

H. E. Fredrickson was the busiest man in Omaha last week. He is the boss

of the Lincoln highway in Nebraska, and he took it into himself that Omaha had a real celebration. Omaha did, and he deserves all kinds of credit for his efforts.

Lee Huff is doing some rapid calculations these days. Last year the Nebraska Buick company sold almost 5,000 cars and it was Huff's ambition to sell 4,000 this year. He says he'll do it yet.

James Dawson of the Ward Commission company, Chicago, was in Omaha last week and purchased an Apperson Jack Rabbit, which he drove to Chicago. He said he knew he would get what he wanted in Omaha. Mr. J. H. DeJong, manager of the Apperson Jack Rabbit Auto company, of this city, has known Mr. Dawson for several years. Possibly his next sale will go to New York, if another skeptical man comes west.

W. L. Huffman can't for the life of him forget about the Ak-Sar-Ben floral parade. He still dreams about his prize winners, and never misses an opportunity to talk about how he didn't get first prize because he wished to be polite to the Nellie people.

Stuart-Tooser are still selling automobiles. The big Pierce car with the distinctive headlights is proving to be one of the most popular of the big cars and many Omahans have purchased from the local agents.

The Western Automobile Supply company reports continued good business during the last few weeks, although cool and stormy weather usually has a tendency to curb the buying among the country dealers in accessories, tires and supplies. In anticipation of winter the doubling up in the number of cars in the state this year has kept country stocks practically depleted at all times. The trade in the last few weeks, besides being exceedingly big on chains, robes and other winter accessories, has been more than up to expectations on the entire line. Mr. Pagan has made several trips into the country and has found the dealers more than satisfied with their 1918 business, and anticipates the next year's business to be even larger. There has not been as many changes as usual this fall among the car dealers in the state, the 1918 dealers finding conditions so satisfactory that they are getting such good returns from the money they have invested that very few of them are looking for any change whatsoever, and when they do sell out are getting exceedingly good prices for their stocks and for their good will. Trade has been exceedingly good on welders and decarbonizers. Business has practically gotten down to a twelve month's run. Collections are good and orders are easy to get.

C. G. Wilson, sales manager for the Spaulding Motor company, returned to the east Thursday. He was greatly pleased with the number of sales of Spaulding cars by the Freeland Auto company and with the general outlook for future business in this territory.

J. H. Morris of the Freeland Auto company spent the last week out in the state closing contracts for territory and making retail sales.

George F. Steller is the proud possessor of a new Spaulding "W" which he purchased of the Freeland Auto company.

Included in the shipment of Spaulding cars received by the Freeland Auto company this week was one of the Spaulding "sleepers." This is the first car of its kind shown in Omaha and is attracting much attention and favorable comment.

Irving C. Palmer of the Powell Supply company motored to North Platte to register in the recent land drawing. He enjoyed the trip immensely, but the joy was all he has to show for the expedition, as his name did not appear among the winners.

J. H. Lashaw, manager of the mechanical rubber department of the Powell Supply company, reports that he has the local trade well lined up, but contemplating going out into the field to back up the sales force.

A. K. Chambers, purchasing agent for the Powell Supply company, returned last week from a hunting trip out near his brother's ranch at Mullen, Neb. He brought back with him sixty ducks, which is all the law allows.

NEW JEFFERY CAR IS READY

Manufacturers of the Rambler Design New Car Called Jeffery.

FOUR AND SIX AT LOW PRICES

Four to Be Sold for \$1,550, While the Six, a Bigger Car, Will Be Put on the Market at \$2,250.

Two absolutely new cars have been announced for 1914 by the Thomas B. Jeffery company, Kenosha, Wis., under the new trade name of Jeffery. The new name has been given to the new cars in honor of the late Thomas B. Jeffery to whose energy, ability and life work the position of this company and its product in the world at large is due.

One car is a six and the other a four, both combining the latest ideas gathered by Jeffery engineers from the best European and American practice.

The four is a light car which will sell at \$1,550 and the six, a duplicate of the four, except for size, will sell at \$2,250.

The four has the new and most modern European type of high speed, non-blend motor, which is becoming more and more popular in this country. The motor is light because it is not extremely large, but so balanced and friction is so thoroughly eliminated in the transmission of power, that it will travel from nothing to forty miles in twenty seconds. It develops at 2,500 revolutions per minute forty horse-power. You can speed up this car to forty miles an hour, shut off the motor and coast half a mile. The mere pressure of forty-five pounds will start it rolling on the floor.

The body was designed by Rothschild, of New York, and the color is Brewster green. The Jeffery company installed a press of 1,500 tons capacity to manufacture this body. Sixteen dies were used in making the body alone and the dies for the cowl took three months to build. The doors are extremely wide, twenty-three and one-half inches. There is a foot rest and a dash replete with speedometer and ammeter, illuminated with a dash electric light, a pressure pump for the gasoline and oil tanks, a light switch and coil switch, a button for the electric horn and two compartments for valuables.

The six is a duplicate of the four, except for size, but the cylinders are cast in pairs. It has forty-eight horse-power, ignition, carburetor, imported annular ball bearings throughout, four forward speed transmission, speedometer, starting and lighting system, power tire pump, wheels and tires 36x45 inches, wheel base, 128 inches, demountable rims, Rothschild body with extra wide doors and low, deep seats; pressure feed gasoline tank and fuel, floating axle with imported annular ball bearings.

Hupp Motor Company Appoints New Official

General Manager C. D. Hastings of the Hupp Motor Car company, announces the promotion of S. H. Humphrey, factory manager, to the title of manufacturing manager, with jurisdiction over production in both the American and Canadian factories, from the raw material to the finished product. "We appointed Mr. Humphrey last spring," said Mr. Hastings, "on account of his record as an efficiency production man in the motor car industry, to take

care of the increased production problems that had naturally arisen out of the development and growth of our sales throughout the world. Mr. Humphrey has so proved the wisdom of his selection that we have gradually turned over to him the responsibility for not only the production, but for everything that goes into the complete car, from the raw material to the finished accessories. "Up to this time the Windsor plant, which takes care of the distribution for Canada, has been run under separate management. From now on the Windsor plant will be also under the management of Mr. Humphrey and improvements and additions will be made so that this factory will take care not only of the Canadian business, but practically our entire export production. The capacity of our Canadian plant will be increased to meet this demand."

BIG PITTSBURGH STORES BUY 14 WHITE TRUCKS

More than half of the motor trucks in the city of Pittsburgh are White trucks. The leading merchants have standardized on equipment of this make and every week records large repeat orders. Three prominent department and dry goods stores added Whites to their equipment during the last ten days. The Rosenbaum company, which has operated seven Whites, placed their order for six more. Boggs & Buhl, Inc., who have operated ten, brought their total up to sixteen and Solomon & Co. purchased two. Over 100 Whites are used to make the deliveries of Pittsburgh shoppers.

TRUCKS SAVE IN FARMING

John W. Willys Says Wheat Growers of America Waste Large Sum.

HORSES ARE MORE EXPENSIVE

An Auto Truck Will Do the Work of a Team of Horses and Wagon at Half the Cost—Farmers Are Waking Up.

"The wheat growers of the United States and Canada are wasting \$27,500,000 this year," said John W. Willys, president of the Garford company of Elyria, O. "This amount could be saved if motor trucks instead of horses and wagons were used for transporting the grain to market.

"In making this statement I take it for granted that all of the wheat raised in this country and Canada is hauled to market by horses. And even at that, the estimate of saving is a low one, for I am basing it on the assumption that a motor truck will do twice as much work in a given time as a two-horse team and wagons. As a matter of fact, there is not a truck manufactured today that will not make an even better showing than this, but we can use the lower figures for comparison.

"The wheat crop of the United States for this year will reach 750,000,000 bushels, the largest crop ever produced in this country. The Canadian crop amounts to

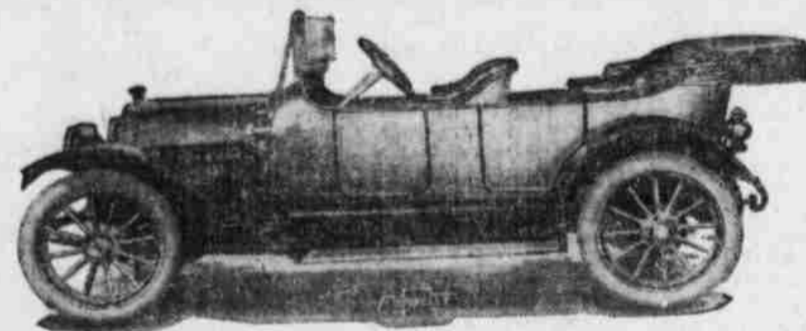
more than 200,000,000 bushels, making a total of approximately 1,000,000,000 bushels for the wheat raising section of North America. It has been shown that the cost of transporting wheat with horses and wagons is about 2 cents per 100 pounds, or a total of \$4,000,000. If this year's crop is thus transported, the saving of 50 per cent of this cost by the use of motor trucks would bring the figures down to \$2,000,000.

"Transportation experts have shown us that there is a terrible waste in the handling of the wheat crop. The big lake freighters and transatlantic wheat ships carry this grain at the rate of 1 cent per ton for thirteen miles, and still the farmers of the country are sticking to a method by which the cost is \$1.50 per ton per single mile. With the Garford truck, manufactured by our company, we have proved that the cost of modern transportation should be no more than 5 or 6 cents per ton mile, and this only under exceptionally severe conditions of roads and weather."

MOTORCYCLE RACE WILL BE STAGED IN PLACE OF AUTOS

SAVANNAH, Ga., Nov. 1.—In place of the Vanderbilt cup and Grand Prix auto races a motorcycle meet will be staged here this year. The date set is Christmas day and the race will be held over the Grand Prix course, 200 miles being the distance. The prizes will be \$50 in gold, to be divided: First prize, \$50; second prize, \$20; third, \$10, a trophy to the winner and a cash prize for the machine making the fastest lap.

DO YOU KNOW OF ANY CAR TO EQUAL THIS? \$875, The "Little" CHEVROLET, \$875 FIVE PASSENGER TOURING CAR—30 HORSEPOWER



This Same Model Built in a Roadster for \$750

Built by a factory out of debt—a factory that does not borrow money with which to build its cars.

A car without a competitor; a car of unequalled power; a car which appeals irresistibly to the most desired class of buyers. The price brings it within the reach of every buyer of a well built car. Highest grade material, workmanship and finish.

Come early for delivery and territory reservations.

FACTORY REPRESENTATIVES

DOTY & HATHAWAY

2027-29 Farnam St.

Omaha, Neb.

Studebaker "SIX"

"SIX" ELECTRICALLY LIGHTED ELECTRICALLY STARTED SEVEN-PASSENGER

This \$1575 Studebaker "SIX" is the only "Six" in the world at anywhere near the price.

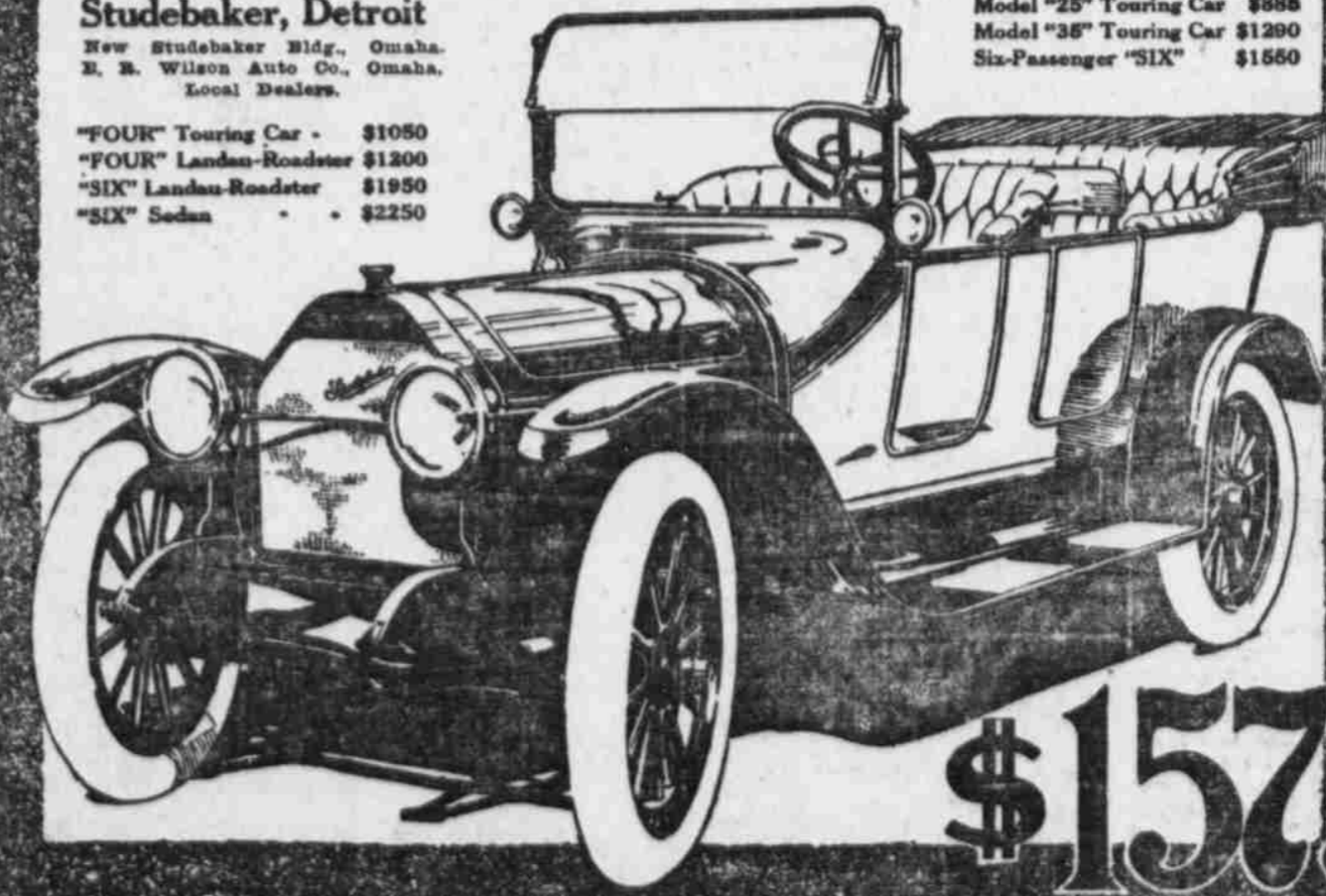
The price is made possible only by the hugeness of Studebaker operations. Studebaker will build more "Sixes" this year than all the plants in America produced last year.

Studebaker, Detroit

New Studebaker Bldg., Omaha. E. B. Wilson Auto Co., Omaha. Local Dealers.

- "FOUR" Touring Car - \$1050
- "FOUR" Landau-Roadster \$1200
- "SIX" Landau-Roadster \$1950
- "SIX" Sedan - \$2250

- Model "25" Touring Car \$885
- Model "36" Touring Car \$1200
- Six-Passenger "SIX" \$1580



\$1575

Buy it Because it's a Studebaker



The Most for the Money
Some Good Unoccupied Territory Still Open. Live agents write for terms, etc.
MITCHELL MOTOR COMPANY OMAHA

