

GOODYEAR TIRE SAVING

Tire Company is Educating Customers Through the Dealers.

TO REMEDY NEGLECT BY OWNERS

Premature Deterioration of Tires is Due to Neglect," Says Manager Henderson, "and We Hope to Furnish Remedies."

The care of tires is essential. If the expense of running an automobile is to be kept at a minimum...

Premature deterioration is due to neglect, therefore educating the consumer is a remedy for short service...

We have recently introduced a plan whereby the dealer is enabled to see the advisability and advantage gained by instructing his customers...

From a recent investigation we found that a large portion of the tires returned for an adjustment had gone out of service through external causes...

We knew that there was only one remedy that could overcome this condition, and that was to instruct the user of automobile tires on their care...

GOOD ROADS STOP DISEASE

Present a Cheering Contribution to the Uplift of Public Health.

Few persons, on first thought, would see any possible connection between good roads and good health. Yet the State Board of Health of Kansas says that good roads can and will prevent disease...

Fads for Motorists

New canvas roll pockets may be had to match the covers over the upholstery, and are quite convenient with their numerous small pockets...

One of the most swaggar robes of the season is of rubberized silk. It is plaid lined and trimmed with bands of stitched corduroy to match...

Men are adopting the stockinet Norfolk golf jacket as an extra machine wrap. They come in the new half belt models with the patch pockets and can be found in the green and gray mixtures and other popular colors...

Radiator Emblem for Lincoln Highway



FOR OWNERS OF CARS WHO HAVE BOUGHT CERTIFICATES IN THE

When the Summer Time is Over

By HENRY M. HOPEWELL.

When the frost is on the meadow And the leaves begin to rattle, And the corn is in the crib To feed the sheep and cattle...

When the landscape all is colored With hues of brown and yellow, And the squirrel snugly stores His rations in his cellar...

When the wheat is cut and threshed, And the bins are full of grain, And the plowing all is over, And the seeding done again...

The atmosphere is bracing As you sniff the morning air, For the torrid summer's over, With rejoicing everywhere...

MOTOR CARS SAVE MONEY

So Says Sales Manager of the Moline Company.

ALL DESIGNS OF CAR USEFUL

"Touring Car is Just as Useful as Commercial Vehicles or Heavy Trucks," Announces Illinois Motor Expert.

"That the motor car represents an economic saving there is no denying," says Sales Manager C. H. Vandervoort of the Moline Automobile Company...

"A utility motor car is not always the so-called commercial vehicle nor the familiar motor truck. Any motor car, whether it is fitted with a roadster, touring or limousine body, so long as its owner uses it for business purposes in any manner, is a utility vehicle and represents an economic saving...

Settle Question of Model Auto to Buy With Game of Casino

Many decisions have been made upon a throw of dice or the flip of a coin, but it remained for the good old card game, "Casino," to decide the question...

Right there the ever-smiling Webers saw a family nearly dispersed by an automobile. Mr. Buyer wanted a touring car, Mr. Seller wanted a roadster...

To Supply Water. Henry Ford has come to the rescue of Dearborn, a town just outside of Detroit, and will supply the village with a water system...

Make Alterations for the New Year

Formal announcement of a number of important changes in the Studebaker line was made from the local headquarters of the corporation today...

The line for next year will be composed of two chassis types—a "Four" at \$1,050, and a "Six" at \$1,575. Both cars are fitted with left-hand steer and center control...

In both cars the gasoline supply has been placed in the dash, permitting an ideal feed to the motor without air pressure, by means of gravitation. Increased efficiency has been throughout the keynote of the chassis design...

REGAL LAUNCHES BOAT IN SURF THROUGH BREAKERS

For a boat to be launched in a heavy surf by an automobile is rather unusual, but this is just what took place a short time ago in the shore of Lake Michigan...

Some miles from Muskegon, Mich., on the east shore of Lake Michigan, there is an outlet from a pretty little lake nestling just behind the big sand dunes. This outlet or channel is called, in used by fishing parties who come to the lake by boat...

Recently a party of five disciples of Isaac Walton journeyed from Muskegon in a small launch to the lake. The day was spent on the glassy surface of the little lake with the usual success. Then came the start for home...

MARION ISSUES A PAPER

To Be Issued Semi-Monthly in Interests of Marion Dealers.

CALLED THE MARION BOBCAT

First Number Issued a Few Weeks Ago and Distributed to the Dealers in All Parts of the World.

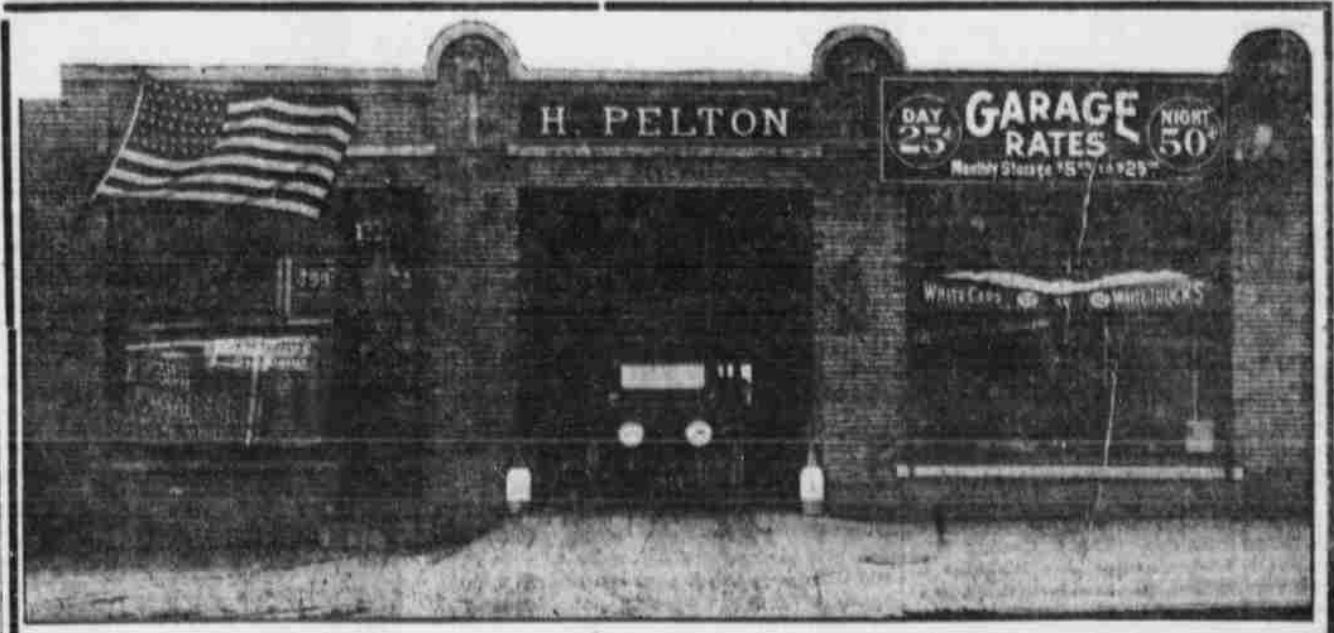
"Full of pep" is the motto of "The Marion Bobcat," a new house organ now being published in the interest of its dealers by the Marion Motor Car company of Indianapolis...

The new paper is in appeal semi-monthly and will contain general news in regard to Marion cars and Marion dealers everywhere. The name of the paper is original, but characteristic of the Marion company, inasmuch as a speed roadster called the Bobcat has been a member of the family for many years...

gold. Some are fitted with ivory having blue enamel inlaid work. Chicinchilla cloth shoes, plaid lined, are the first to make their appearance. They are light and warm. Brown and gray seem to be most popular. Braided coats in all of the new materials are being used for motoring, but the more conservative travelers like best the mannish coats of rayon models of jacks and tweeds for real comfort. Suits of forestry cloth are being used for long trips. They are made in the same models as the corduroy. They are light in weight, do not wrinkle and are fairly waterproof. They are finished with stitching and have round leather buttons...

MOTOR FADS AND FANCIES

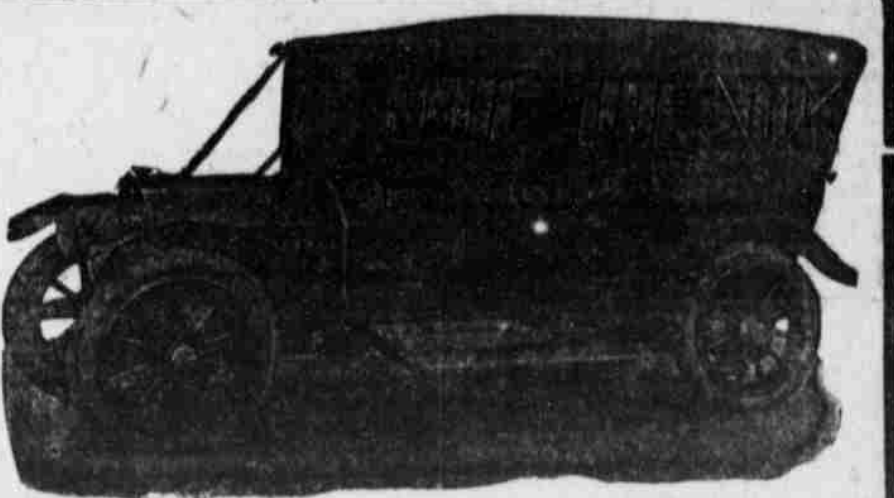
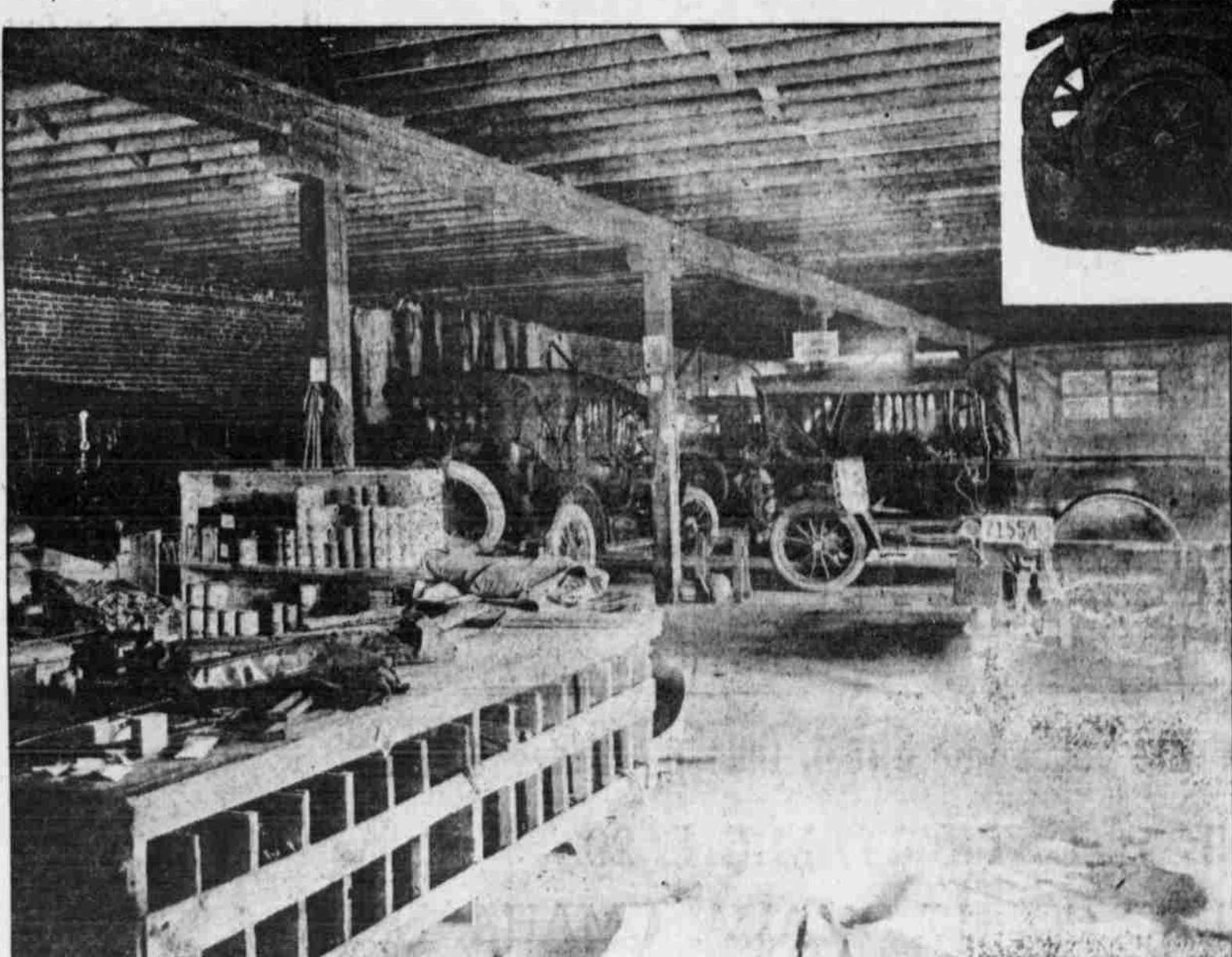
Wairus leather suitcases, lined with lavender moire silk and having the fitted covers, are especially pretty, with the new fittings of ivory inlaid with...



The home of the WHITE CAR is a good place to stop when in Omaha.....

ON THE LINCOLN HIGHWAY 2205 Farnam Street

Have Your Car "JIFFYQUIPT"



Examine the Celebrated "Jiffy" Curtains

The above illustration shows an actual scene taken in our factory October 30th, 1913. One year ago it was impossible to find a "jiffy" curtain on Omaha streets—today you see hundreds of them. The comfort they afford, the service they render, and the ease with which they are applied was instantly recognized by the motorists; in fact, a car is not complete without the celebrated "Jiffy" curtain.

"Jiffy" curtains can be applied to any top, new or old. Call, and let us show you the true value of these wonderful "Jiffy" Radiator curtains as well as our closed top for winter, or, if more convenient, we shall be pleased to send a man to demonstrate them to you.

We are prepared to render you prompt and efficient service. The materials used in the construction of these curtains and tops is the best obtainable. One look tells it all.

OMAHA AUTO TOP COMPANY

Tel. Doug. 3433 Successor to E. W. REYNOLDS MANUFACTURING CO. 709-11 South 15th St.



E. P. STICKER, Pres and Gen Mgr.