Some Very Prosperous Companies, Some in Receivers' Hands.

SMALL MAKERS CROWDED OUT

Business of Manufacturing and Selling Simmering Down to a Few of the Large Concerns.

There are two sides to the automobile situation. On one side are the several arge corporations which have recently completed fiscal years with earnings in excess of all previous records, while on the other are the numerous concerns which have gone into the hands of re-

Among the prosperous concerns which might be mentioned are the General Motors company, which showed 28.1 per rent on its common stock for the year anding July 21, as against 17.44 per cent in 1912; the Willys-Overland company, with a surplus on the juntor shares of 86.5 per cent, as compared with 14.9 per rent last year; the Chalmers Motor com pany, with 22.3 per cent on its common the Ford company, with an naknown but undoubtedly targe surplus, and the dislineton of having celebrated its tenth anniversary last July with a \$10,690,000 cash dividend; the Hudson Motor Car company, which paid a 100 per cent stock dividend recently, and the Packar! Motor company, which has declared a 40 to cent common stock dividend and has earned about 36 per cent on its junior shares for the last two years.

Some, Failures.

On the other hand, the Pope Manufac turing company is in the porsession of receiver for the third time; the Stephen son Truck company is also in the courts through which the United States Motor company has already traveled. Other be portant concerns which have failed for one reason or another include the Knox Automobile company, the American Motor company, the E. R. Thomas Motor Car company, the Matheson Automobile company and the L. E. Ewing company, and there are count as others. The Internaional Motor company is badly in need of funds and the minority stockholde s are asking for a receivership. There are alreseveral others about which there are more circulating in the trade.

It is evident that the automobile in dustry is rapidly simmering down to where it will be carried on almost entirely by the large concerns, such as the Ford company, the General Motors company, the Willys-Overland company, the Studebaker company and the Maxwell Motor company.

The smaller organizations seem to be able to get business, but they cannot get their operating expenses down to the basis possible under quantity production. Henry Ford, the head of the Ford company, attributes the success of the concern entirely to the policy of concentration upon a one model chassis for all Types of hodies.

Coatly Experiments.

The production of gasoline auto trucks has been one of the most costly experiments ever made. The United States Motor company was accelerated materially on its downward course by its losses from its commercial department; the American Locomotive company discontinued making trucks before it gave up the manufacture of automebiles entirely. The General Motors company has lost money making trucks, as has almost every concern which has tried to put out a satisfactory horseless wagon operated by a gasoline engine.

cturers have had to gua antee service for a year or more in order. to make sales and the repairs and readjustments made necessary by the constant starting, braking and stopping when operating in congested thoroughfares has more than eaten up the initial profit on output. Inefficient driving has also been an important factor in wearing out the vehicles. It is because of the greater simplicity of operation that the electric trucks have been more successful than those driven by internal combustion engines. The Overland company is putting ut a medium weight delivery wagon. run by gasoline and, as it is making it n quantities, it may be successful. Its effect upon earnings, however, cannot be seen for another year or more.-Wall Street Journal.

Cole Test Journey Over Rough Country

'Homeward ho!" is the slogan of the Cole engineering test party. If the present schedule is maintained the transcontinental testers will be in the Hoosier capital next week.

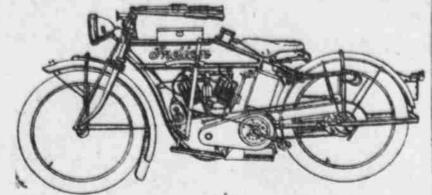
It will be a pretty weary and homesica trie that pulls up in front of the Cole motor car factory. Almost to a day, Chief Engineer Crawford, Field Advertising Manager Bradfield and Chief Tester Pettijohn will have been on the read three months. During this time they will have traversed fifteen states and the province of British Columbia. Already the speedomoter has clicked off more than 7,500 miles. Their journey has taken continent.

The return of the motor car explorers has been timed most opportunely. They will be in the east in ample time to prepare for visiting the big automobile shows, an important fact from the viewpoint of the manufacturer and dealer. It is expected that the transcontinental Cola week on business. Mr. Pollock of the T. will be the reigning feature at the National motor exhibits.

Washable veils of marquisette, chiffon cloth or wool are chosen to wear with the leather hats.

Youthful, Beautiful Skin Easy to Have

SIZING UP AUTO INDUSTRY 1914 Motorcycles Show Many Betterments placed a requisition for cars with his tion of being the only car in the world a division between the front sent and garment for outing wear. It has the makes a very convenient receptacie for wind shield and the convertible collar



THIRTY-EIGHT BETTERMENTS ARE SHOWN ON THE INDIAN FOR NEXT YEAR.

the automobile is the progress of the But a year ago automobiles introduced motorcycle. A few years ago the motor- electric lights and starters and now cycle was considered a hicycle with an motorcycles are equipped with the same engine set into its frame. Now the improvement. The Indian motorcycle motorcycle is considered as of larger people have announced that their 1914 proportions and the motorcycle merchant machines will include an electric starter is a contemporary of the automobile

to further the comfort of the rider. But the biggest improvement in recent of the two-wheeled speeders.

Hand in hand with rapid evolution of prars is the electrification of motorcycles electric lights, electric signal and a rear drive speedometer. The electric equip The motorcycle has made wonderful ment will make the motorcycle a much progress. Twin cylinders were built in more popular vehicle than it is at presmotorcycle engines which eliminated the ont because one of the disadvantages of constant pounding on the spine that was the motorcycle has always been the detriment of the single cylinder ma- method of starting. Now a standing start chine and cushion frames that withstood may be made without effort just as can every shock and bump were introduced an automobile, so that many who had objections before will now be purchasers

Gossip Along the Automobile Row

promotion two members of the guards who stopped his car and arrested him for speeding. Also sent them each a box of cigars. No doubt there will be a great rush of policemen now seeking promotion in the same way and the king won't be allowed to travel fast in peace

The Franklin has grabbed first prize in another reliability run. This time it was in St. Louis. A Franklin tied for first, and a second Franklin tied for second. It's getting to be a habit with the

The only tire element that entered into the Grand prize and Vanderbilt cup races for 1913 was when Savannah folks got tired and retired from the promoting

Judged by the way some chauffeurs attempt to rebuild the cars they go to work on, they must have the idea that the factory engineers haven't any brains or knowledge at all compared to them. And cars handled by the constructive chauffeurs run a little worse than those which have been left alone. Just take a look at some of the rattle-traps on the streets of Omaha that were brand new machines but a few short months since.

Although Motorcycle Officers Emery every dealer along the row knows by ruinously low price. heart a sympathetic spiel about selling his car to a prespect that even the hardened Emery and Wheeler are forced to forgive and forget

During the school teachers convention most of Omaha's progressive automobile salesmen anchored themselves at the Rome hotel and were estensibly on the look-out for prospective customers among rich farmer fathers. But it was conapicuously noticeshie that the farmer parents didn't get as many demonstrations as the pretty young teachers who toll in a two by four school room merely for the leve of the thing and not for remuneration.

Now that W. L. Huffman and George Reim no longer talk constantly about their prize winners in the Ak-Far-Ben floral parade, and H. E. Fredrickson has departed for Wyomins on a vacation, automobile men have commenced plans for the 1914 automobile show.

On the 19th of this month there will be a big Lincoln highway blowout at Grand Island. A hundred motors are expected to make the trip from Omaha, and H. E. Fredrickson will hike in from his Wyoming ranch to be master of ceremontes, which guarantees that there will be plenty doing to appears even the most insatiable appetite for excitement.

Last Wednesday night a rully and secting was held at Waterloo and H. E. Fredrickson went out to get the list of promises to buy certificates. Twentyfour hundred dollars is what Predrickson got and he was certainly a happy man. The Lincoln highway is creating interthem into the roughest country on the est in Nebraska and men who are the least expected to be liberal are the ones who come through with the largest subscriptions.

> E P. Henderson, president of the Henderson Motor Car company, is expected to spend several days in Omaha next H. Pollock Auto company has returned De Luxe Four\$1,785 from a trip to Missouri Valley and Logan in the interest of the Henderson.

R. J. Clarke, Tabor, Ia., purchased an Apperson 4-45 Tuesday and Louis Hanon, Walnut, la., purchased a 4-45 Apper son last week. O. E. Johnson, Omaha bought a new, heavy 4-45 Apperson. This is the second car of this make he has

From the Childwomen.)

You may be as healthy as a bird in the air and still have a poor complexion. Changing sensons and temperatures, winds dust and dirt, are ept to injure any skin, even though the general health be seed. When these external influences spell the complexion, the natural thing is to remove the spoil by external means. Ordinary mercolized wax will do this, it will actually absorb the weather-beaten film-skin, a little each day. In a week or two you'll have a brand new complexion that acquired, comes so easily, without harm or discomfort, there's no reason why any woman should not adopt this simple treatment. Get an ounce of mercolized wax at any drug store, apply nightly like well or fail in any case.

To quickly remove wrinkles, signs of care and age, bathe the face genusionally in a solution of powdered savolite, I or, dissolved in the pi, witch hasse. The resoluted will surprise you.—Advertisement.

After Floor Space

at Motor Car Show

At Motor Car Show

Beginning with a few scattered motor car displays that were reluctantly given space in a bicycle show thirteen years ago, the automobile industry has grown to such proportions that in order to exhibit its products four floors of the Grand Central Palace will be pressed into acrylic for the New York exhibition, which will be held during the week of January 2 to 10, under the auspices of the Automobile Chamber of Commerce. Never been so much floor space available and alloted as for next winter's exhibition, and yet Manager S. A. Miles is being bemits will surprise you.—Advertisement.

Big Highway Meet For Grand Island

The third annual meeting of the Ne braska State Automobile association will be held at Grand Island November 18 and 19 and many Omaha motorists are planning to make the trip, especially as a Su Majestad El Rey Don Alphoneo, in large amount of the business to be other words the king of Spain, rewarded transacted will concern the Lincoln high-

> In addition to the motorists who will attend and take part in the program, several of Nebraska's politicians will speak. Senator Hitchcock, Congressman Stephens and Sovernor Morehead will be among those who will be on the speaking program. D. M. Carr, editor of the Motorist; S. A. Searle, president of the Omaha and Denver highway, and H. E. Glatfelter, prosident of the Platte Valley Transcontinental route, also will speak on good roads. H. E. Fredrickson, state consul for the Lincoln highway, intends to drive in from Wyoming to take part in the moeting and instill a little Lincoln highway enthusianm into Nebraska.

Motor Car Educates Cosmopolitan Public

The Yankee farmer, known almost sine time out of mind as the shrewdest buyer in the world, has been forced to share his laurels, according to automobile manufacthe matter of fact is that most of these turers. The David Harums of New England are now no more famous as drivers of profitable bargains than are the cornraising ranchers of Nebraska, the apple growers of Idaho or the prune cultivating citizens of California. The automo bile has taught the great American public the value of the currency of his country as nothing else has ever done. The proof? and Wheeler are constantly on the job Look at the big, powerful, beautifully finnipping embryo speeders, it is an un- ished, extravagantly equipped automousual thing to read of the arrest of a biles which are seiling at what a few dealer. Not that dealers don't speed, but years ago would have been considered a

OMAHA FORD AGENCY IS SHOWING LARGE GAINS

Mr. Gould of the Ford branch figures that the present season will about double that of 1913 business just closed, and has

HENDERSON

Year Ahead Car

The Automobile that uses either KEROSENE OR GASOLINE-with equally good results, viz., from 17 to 20 miles per gallon.

KEROSENE costs 7 cents per gallon, naturally the 7 cents fuel will be used in preference to gasoline at 20 cents per gallon.

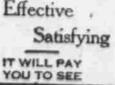
Electric Lights. Electric Starter Wire or Wood Wheels. Long Stroke Motor. Gear Shift between front seat

Everything about the wonderful 1914 car is strictly high grade. Agents and Dealers can Make Money Selling Henderson Cars. Write or call on us at once for our liberal terms to Agents and Dealers. We do not ask for large deposits. We do not ask you to buy a lot of cars to secure our agency.

WE EXPECT TO DO BUSINESS ON OUR MONEY, NOT YOURS Six Cylinder \$2,285 Light Four \$1,585 \$25 extra for Kerosene equipment.

T. H. POLLOCK AUTO CO., Henderson Distributors for Nebraska, Western Iowa, So. Dakota, Wyoming. 2218 Farnam St., Omaha, Neb.

STAGGARD TREAD Original



Powell Supply Co. 2119 Farnam St. Omaha

this with that of 1910, the total figures of be enthusiastic. that year amounting to less than \$500,000.

CADILLAC CAR AGAIN AWARDED DEWAR TROPHY

It is quite a distinction for any Amer-

NEW PIERECE-ARROW GAS GAUGE IS VERY COMPACT

accurate gasoline guage is new being sides, are popular for rough wearcan automobile to win the Dewar trophy used by the Pierce-Arrow Motor Car comawarded by the Royal Automobile club pany in its cars. The guage is neat in tion to the cony garments for cold soft hat with Angora vell, white chamois of England. The Cadillac is the only appearance and very compact. The spe- weather riding and are wonderfully American car which has been awarded cial compartment or pocket built to take warm and comfortable. this honor and carries the further distinct this gauge is so constructed that it forms

The last season's business showed an George Reim, local representative of small parcels, gloves, etc. The cover of like all of the leather or shell coats. increase of 175 per cent over the year 1912, the Cadillac line, feels that he has the the pocket is fastened with a spring strides of the Ford business by comparing the past. He undoubtedly has a right to type, the needle being operated by a buttons. form or screw float in the gasoline tank directly underneath the seat.

MOTOR FADS AND FANCIES.

.Tweed coats, with convertible collars A positive and absolutely arcurate and having the inverted box pleat at the for auto costumes. With a white cloth Shetland wool bloomers are an addi-A chamois Nortolk cost is another new outfit.

Among the latest gloves are those of 6.500 cars having been disposed of through greatest machine running on four tires hinge and when released by the pressing dogskin having a knifted wool lining. the Omaha branch, amounting to \$3,000,- in the Cadillac car and says this only of a concealed button in front, opens They are gathered at the wrist with an One can gain a fair idea of the rapid corroborates the claims he has made in automatically. The stage is of the dud clastic run which does away with the

> Gray sheepskin coats are among the new garments for outing wear. They are in the Norfolk model, fasten close at the throat and have wind shields at the wrists.

> White is being used quite extensively one-piece gown a tuckel silk guimp is worn. White buckskin shoes, a white gioves, and a white beaver coat, in the belted model, are other adjuncts to this



Examine the New Indian Features

Thirty-eight Betterments for 1914—Electrically Equipped—Establishing a New Standard in Motorcyle Values

OR the season of 1914 we will produce 60,000 brand new red machines-a production that no other manufacturer has ever before dreamed of, much less dared to attempt. This 60,000 means much aside from mere numerical preponderance.

It means economy gained by tremendous output. It means 111/2 acres of factory facilities-exclusive quality-producing and cost-cutting machinery-efficient sales-organization which has reduced distributing cost to a minimum.

1914 Indians will be sold on a basis that must completely overturn all contemporary ideas of motorcycle worth!

The 1914 Indian has been improved at 38 points - Indian manufacturing ability has seen to it that none of the extra cost of this advancement has been put upon its host of riders.

Only the engineering staff which conceived and executed the motorcycle sensation of 1913 - the Cradle Spring Frame - could add to that triumph in 1914 a practical, reliable electric system for motorcycle use which has its final and perfected form in the 1914 Indian.

All standard Indian models for 1914 come equipped with electric head light, electric tail light, two sets storage batteries, electric signal and Corbin-Brown rear drive speedometer.

This equipment is the product of manufacturers of highest repute and has been adopted by our Engineering Department only after exhaustive test.

Yet the Indian does not address you altogether on the strength of its improvements and extra equipment.

Of much greater consequence is its total character, its integrity of every part, its broad service operating through 2,500 Service Stations. Of far weightier import is its worth as a complete whole.

To get a full realization of the 1914 Indian you must make a thorough study of it. An examination of it will profit all motorcycle-interested men.

4 H.	P. Single				lotocyc				\$200.00
7 H	P Turin	Toma	Present	TZinan	F2				The second second second
/ 11.	P. Twin	I WO-	went	y-Five,	Regula	IL IN	lodel		225.00
7 H.	P. Twin	Two-	Sixty,	Standar	d Mod	el .			260.00
7 H.	P. Twin	Light	Roads	ster Mo	del .				260.00
7 H.	P. Twin	Two	Speed,	Regula	ar Mod	el .			275.00
7 H.	P. Twin	Two	Speed,	Touris	t Stand	lard	Mod	el .	300.00
7 H.	P. Twin	Hende	e Speci	al Mode	el with I	Elect	ric St	arte	r 325.00

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HENDEE MANUFACTURING COMPANY, Springfield, Mass.

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DENVER SAN FRANCISCO ATLANTA TORONTO LONDON

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