

SIZING UP AUTO INDUSTRY

Some Very Prosperous Companies, Some in Receivers' Hands.

SMALL MAKERS CROWDED OUT

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

There are two sides to the automobile situation. On one side are the several large 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 receivers.

Among the prosperous concerns which might be mentioned are the General Motors company, which showed 28.1 per cent on its common stock for the year ending July 31, as against 17.44 per cent in 1912; the Willys-Overland company, with a surplus on the year's operation of \$4.5 per cent, as compared with 1.25 per cent last year; the Chalmers Motor company, with 23.3 per cent on its common, the Ford company, with an unknown but undoubtedly large surplus, and the distinction of having celebrated its tenth anniversary last July with a \$10,000,000 cash dividend; the Hudson Motor Car company, which paid a 100 per cent stock dividend recently, and the Packard Motor company, which has declared a 40 per cent common stock dividend and has earned about 35 per cent on its junior shares for the last two years.

Some Failures. On the other hand, the Pope Manufacturing company is in the possession of a receiver for the third time; the Stephenson Truck company is also in the courts, through which the United States Motor company has already traveled. Other important 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 International Motor company is badly in need of funds and the minority stockholders are asking for a receivership. There are several others about which there are rumors circulating in the trade.

It is evident that the automobile industry is rapidly slumping 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 bodies.

Costly 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 automobiles 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.

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 test will be in the Hoosier capital next week. It will be a pretty weary and homelike trip that pulls up in front of the Cole motor car factory. Almost to a day, Chief Engineer Crawford, Field Advertising Manager Bradford, and Chief Tester Pettibone will have been on the road three months. During this time they will have traversed fifteen states and the province of British Columbia. Already the speedometer has clicked off more than 7,000 miles. Their journey has taken them into the roughest country on the continent.

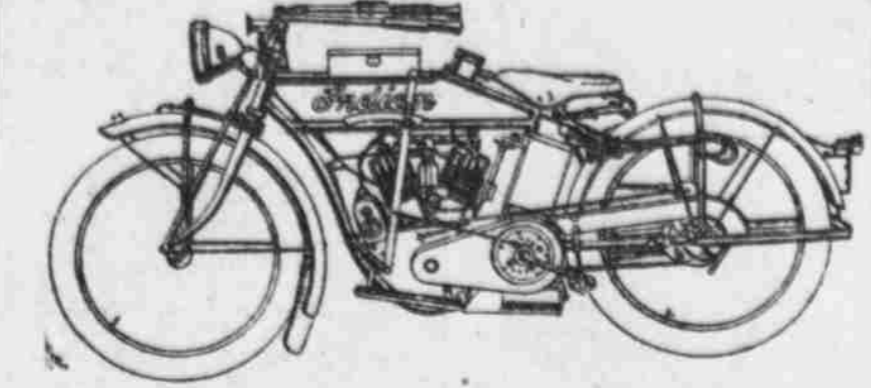
The return of the motor car explorers has been timed most opportunely. They will be in the east in ample time to prepare for visiting the big automobile shows, an important fact from the viewpoint of the manufacturer and dealer. It is expected that the transcontinental Cole will be the reigning feature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

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

Youthful, Beautiful Skin Easy to Have

(From the Clubwoman.) You may be as healthy as a bird in the air and still have a poor complexion. Changing seasons and temperatures, winds, dust and dirt, are apt to injure any skin, even though the general health be good. When these external influences spoil the complexion, the natural thing is to remove the spoil by external means. Ordinary mercurized wax will do this. It will actually remove the weather-beaten film-skin, a little each day. In a week or two you'll have a brand new complexion, a new skin. The exquisitely beautiful and youthful complexion thus 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 mercurized wax at any drug store, apply nightly like cold cream, washing it off mornings. This will not fail in any case. To quickly remove wrinkles, signs of age and age, bathe the face occasionally in a solution of powdered azolette, 1 cc, dissolved in 1 pt. with beer. The results will surprise you.—Advertisement.

1914 Motorcycles Show Many Betterments



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

Hand in hand with rapid evolution of the automobile is the progress of the motorcycle. A few years ago the motorcycle was considered a bicycle with an engine set into its frame. Now the motorcycle is considered as of larger proportions and the motorcycle merchant is a contemporary of the automobile dealer.

The motorcycle has made wonderful progress. Twin cylinders were built in motorcycle engines which eliminated the constant pounding on the spine that is a detriment of the single cylinder machine and cushion frames that without every shock and bump were introduced to further the comfort of the rider.

Gossip Along the Automobile Row

Su Majestad El Rey Don Alfonso, in other words the king of Spain, rewarded with 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 hereafter.

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 Franklin.

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 field.

Judged by the way some chauffeurs attempt to rebuild the case they go to work in their must have the idea that the factory engineers haven't any brains or knowledge at all compared to them. And the matter of fact is that most of these 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 and Wheeler are constantly on the job slipping embryo speeders, it is an unusual thing to read of the arrest of a dealer. Not that dealers don't speed, but every dealer along the row knows by heart a sympathetic spiel about selling his car to a prospect 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 ostentatiously on the look-out for prospective customers among rich farmer fathers. But it was conspicuously noticeable 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 love of the thing and not for remuneration.

Now that W. I. Huffman and George Reim, no longer talk constantly about their prize winners in the Ak-Bar-Ben floral parade, and H. E. Fredrickson has departed for Wyoming 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 ceremonies, which guarantees that there will be plenty doing to appease even the most insatiable appetite for excitement.

Last Wednesday night a rally and meeting was held at Waterloo and H. E. Fredrickson went out to get the list of promises to buy certificates. Twenty-four hundred dollars is what Fredrickson got and he was certainly a happy man. The Lincoln highway is creating interest 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 week on business. Mr. Pollock of the T. H. Pollock Auto company has returned from a trip to Missouri Valley and Logan in the interest of the Henderson.

R. J. Clarke, Tabor, Ia., purchased an Apperson and Louis Hanson, Walnut, Ia., purchased a 4-6 Apperson last week. G. E. Johnson, Omaha, bought a new, heavy 4-6 Apperson. This is the second car of this make he has bought.

After Floor Space 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 service 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 before in the history of shows has there been so much floor space available and allotted as for next winter's exhibition, and yet Manager S. A. Miles is being besieged daily for more space.

placed a requisition for cars with his factory in accordance with these figures.

The last season's business showed an increase of 13 per cent over the year 1912, 4,500 cars having been disposed of through the Omaha branch, amounting to \$1,900,000. One can gain a fair idea of the rapid strides of the Ford business by comparing this with that of 1910, the total figures of that year amounting to less than \$300,000.

CADILLAC CAR AGAIN AWARDED DEWAR TROPHY

It is quite a distinction for any American automobile to win the Dewar trophy awarded by the Royal Automobile club of England. The Cadillac is the only American car which has been awarded this honor and carries the further distinction of being the only car in the world carrying off this honor two times.

George Heim, local representative of the Cadillac line, feels that he has the greatest machine running on four tires in the Cadillac car and says this only corroborates the claims he has made in the past. He undoubtedly has a right to be enthusiastic.

NEW PIERCE-ARROW GAS GAUGE IS VERY COMPACT

A positive and absolutely accurate accurate gasoline gauge is now being used by the Pierce-Arrow Motor Car company in its cars. The gauge is neat in appearance and very compact. The special compartment or pocket built to take this gauge is so constructed that it forms

a division between the front seat and makes a very convenient receptacle for small parcels, gloves, etc. The cover of the pocket is fastened with a spring hinge and when released by the pressing of a concealed button in front, opens automatically. The sign is of the dial type, the needle being operated by a worm or screw fixed in the gasoline tank directly underneath the seat.

MOTOR FADS AND FANCIES.

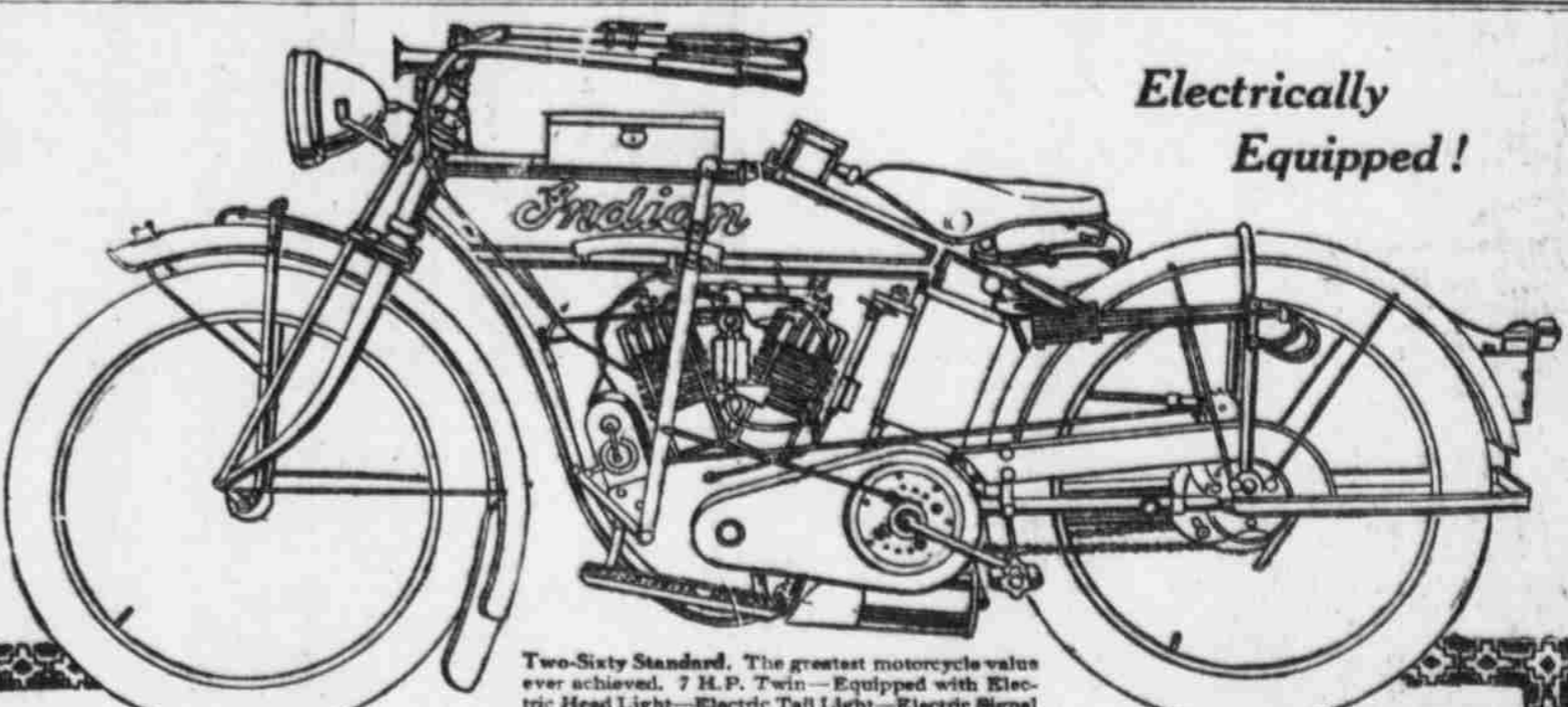
Two coats, with convertible collars and having the inverted box pleat at the sides, are popular for rough wear. Shetland wool bloomers are an addition to the cozy garments for cold weather riding and are wonderfully warm and comfortable. A chamotte Norfolk coat is another new

garment for outing wear. It has the wind shield and the convertible collar like all of the leather or shell coats.

Among the latest gloves are those of dogskin having a knitted wool lining. They are gathered at the wrist with an elastic run which does away with the buttons.

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 for auto costumes. With a white cloth one-piece gown a tucked silk gaiter is worn. White buckskin shoes, a white soft hat with Angora veil, white chamotte gloves, and a white beaver coat, in the belted model, are other adjuncts to this outfit.



Two-Sixty Standard. The greatest motorcycle value ever achieved. 7 H.P. Twin—Equipped with Electric Head Light—Electric Tail Light—Electric Signal—Two Sets of Storage Batteries—Corbin-Brown Rear-Drive Speedometer. Price, \$260.00. See Catalog for detailed description.

Examine the New Indian Features Thirty-eight Betterments for 1914—Electrically Equipped—Establishing a New Standard in Motorcycle Values

FOR 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 11 1/2 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!

Indian MOTOCYCLES FOR 1914

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.

Table listing 1914 Indian Motorcycle models and prices: 4 H.P. Single Service Model \$200.00, 7 H.P. Twin Two-Twenty-Five, Regular Model 225.00, 7 H.P. Twin Two-Sixty, Standard Model 260.00, 7 H.P. Twin Light Roadster Model 260.00, 7 H.P. Twin Two Speed, Regular Model 275.00, 7 H.P. Twin Two Speed, Tourist Standard Model 300.00, 7 H.P. Twin Hendee Special Model with Electric Starter 325.00. Prices F. O. B. Factory.

1914 Catalog Now Ready HENDEE MANUFACTURING COMPANY, Springfield, Mass. (Largest Motorcycle Manufacturers in the World) BRANCH AND SERVICE STATIONS: CHICAGO DENVER SAN FRANCISCO ATLANTA TORONTO LONDON Local Distributor Omaha Bicycle Co. 16th and Chicago Sts.

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