

AUTOMOBILES

FIRESTONE MAGNATE COMES TO INSPECT BRANCHES.



R. J. Firestone

R. J. Firestone, sales manager of the Firestone Tire and Rubber Co., will arrive in Omaha in the next few days on his annual tour of inspection of the branches. It is Mr. Firestone's intention to make the Omaha branch his headquarters for several days and will visit a number of the most important of the sub-agencies. In looking over business possibilities for the year Mr. Firestone says the prospects for this part of the country look very bright and will show an unusual increase over last year. The percentage of increase will be greater in the west than in the east. Mr. Firestone has been connected with the tire industry since its infancy and is authority on conditions of the tire business. Mr. Firestone is just returning from a tour of the Pacific coast branches.

SULTAN OF SULU BUYS CAR

Monarch of South Sea Islands Makes Visit to Studebaker Shop in Manila.

SAYS STUDEBAKER SOME CAR

"A man may forget one wife while on a vacation, but he can never forget when he has three."

The sultan of Sulu smilingly gave voice to this sentiment while on a recent visit to Manila. As a souvenir of his absence he had his photograph taken while riding in a Studebaker six, and the next day a special messenger was dispatched to far-distant Sulu with a photograph for each one of his majesty's wives.

Americans who have not kept up with the mighty march of events since our occupation of the Philippines in 1898 may still regard the sultan of Sulu as an unregenerate savage. But the dusky potentate of what many persons think of as only a group of comic opera islands is quite different from the monarch of their fancy. He is not only civilized in appearance, but so civilized in worth under his ebony skin that he enjoys the gifts that make our civilization worth while. Chief among these is the automobile.

While in Manila he decided to follow the example set by so many residents of that city when he found Studebaker automobiles so popular. He signified his royal will to his prime minister, Hadji Butu Abdul Baky. The prime minister passed on the word to Abdullah Bin Hawan, and Abdullah, faithful servant, sought out the Studebaker representative, F. R. Pendleton, and asked the favor of a ride in a Studebaker automobile for his majesty.

Mr. Pendleton, with the politeness of the orient, through Abdullah Bin Hawan and Hadji Butu Abdul, sent back word that he would be honored to have the sultan of Sulu as his guest. So it came to pass in due time that the sultan had his wish. Mr. Pendleton, himself, drove the car, not wishing to trust royalty to any of his assistants.

Having ridden in automobiles many times before, the sultan was well qualified to judge of the easy-riding qualities of the Studebaker six. Usually royalty and its advisers have to be circumspect in their remarks, but in this case the sultan let his prime minister go the limit and declare the Studebaker the grandest automobile he had ever used.

WORK HAS COMMENCED ON NEW FIRESTONE BUILDING

Excavation was commenced Thursday on the Firestone Tire & Rubber Co.'s new building. Local contractors will push the building to completion in record time in order to give the local branch of the Firestone company adequate facilities for handling the coming season's business. In their present quarters they are very much handicapped on account of insufficient floor space to store the immense stock that is carried by this branch.

The Firestone company have during this last year increased the number of Firestone dealers about 50 per cent and the Firestone output about 75 per cent. The Firestone factory is now the largest exclusive tire and rim plant in America. One of the overwhelming proofs that it takes time, experience, a huge and carefully built manufacturing and distributing organization to succeed in the tire-making industry is the fact that the great companies of five or ten years ago are the great companies of today.

Real Cuban Team to U. S. A great deal of interest is being shown in the team of Cubans stars that Jose Masasauer will bring to the states in the spring. While there are many alleged Cuban teams playing here in the United States every year most of them are composed of negro players who never saw Cuba. Masasauer's team will be composed of real Cubans, white men, picked from the best teams in the island.

ADVICE FOR BUYING A CAR

General Sales Manager of the Apperson Tells Public to Choose New Auto with Care.

HEAVY CAR IS EXPENSIVE

J. B. Eccleston, general sales manager of Apperson Brothers Automobile company, has this to say to the man about to buy his first car:

"Choose with care. Now that there are so many good cars on the market it is not necessary to buy anything but a dependable motor car.

"In buying a car you should seek the happy medium; where equal attention has been paid to the mechanical construction and appearance, style and comfort.

"The chassis should be your first consideration. The outward appearance, of course, is important, but not near so much so as the interior—the life of the car."

"You need not know a whole lot about machinery in order to appreciate good motor car methods. Be guided by popular taste. Be certain of one thing—and that is power. It is always better to have a little more than not quite enough. You want to feel sure that your car will take you anywhere and at any time of the year, regardless of road conditions.

Heavy Car Expensive. "Watch the weight. A heavy car will be expensive in the matter of tires and gasoline consumption; and not only that

for a heavy car will rattle itself into the scrap heap. Medium weight is secured by the substitution of aluminum and fine steel for cast iron and other basic material.

"Seek quietness. It makes for peace of mind when you are driving. Nothing is so annoying to the nerves as a rattling, jarring car. Quietness is secured by special care and attention to details. It means special care in the assembling of all the sheet metal parts. It means proper lubrication and accurately cut gears in the rear axle, transmission and motor.

"Look for comfort and easy riding qualities. Care in spring suspension and upholstery insure these two things. Great advancement has been made in these two items.

"Secure absolute reliability as to the starting and lighting system. You want a system that will never fail you; especially as to the lights.

"Safety first." I am leaving this to the last, but it is one of the most important things you should think of. Be sure that the manufacturer has safeguarded the passengers by the use of the very best material in making the vital parts of the car—parts like the steering gear, front and rear axles, and that he has supplied brakes of liberal size and absolutely dependable in action."

Car May Be Scout.

In case he does not accept an offer to manage a minor league team, it is said that the veteran Charley Carr, who played with the Indianapolis Feds last season, will act as scout for a National league team.

Price is Relative Argument in Sale of Modern Machine

"The average buyer appreciates that the true measure of value lies not alone in what he pays for an article, but rather in what he gets for what he pays," says Frank J. Edwards of the Klugekcar.

"Price is but a relative argument in selling automobiles to a keen customer. It is necessary first to show him stability. Convince him that the material is staunch and strong and that it is put together in a workmanlike manner. Convince him that the car is so built that it will serve him well and long, that its depreciation will be slow, and that it will bring a good proportion if, for any reason, he wants to sell or trade it.

"Convince him that there is a good, substantial concern back of the car and that it manufactures the vital parts of its product, for therein lies the only assurance that he will be able always to obtain correct replacements and repairs. Fortify your argument with past records of the car and proof of the maker's reliability and financial standing.

"Having convinced him that the car has a reputable past, is carefully manufactured, of suitable material, of skillful workmanship and the product of a sound and permanent concern, you must

then convince him that it is a handsome, comfortable, convenient, accessible and economical automobile—economical not alone in the sense that it costs reasonably in gas, oil and tires, but is so efficiently constructed that the more important expense of repairs, replacements and overhauling in after years will fall so low that it will bring the average up-keep to a minimum.

"When your discriminating prospect is made to see these things, the price if right makes a doubly strong appeal, for he perceives that he is obtaining a good car at a fair price and that is indeed the only true measure of value."

Tire Men Worry Not Over Prospects of a German Blockade

Asked about the probable effect of Germany's blockade of England on the crude rubber supply of the United States, President F. A. Selberling of The Good-year Tire and Rubber company, who has just returned from England, said:

"Up to the time I left England, on the Lusitania, the English people were not disposed to take Germany's blockade declaration seriously. There can be no doubt, however, if the blockade plan is carried out, that there will be some interference with shipping to the United States, and rubber supplies for America

will come in for their share of disturbance. If our supplies through England are actually cut off, we shall do as we did before, when the Emden was creating havoc with English shipping in the Indian ocean, get our supplies by way of the Pacific ocean.

"So long as England does not reimpose an embargo against the shipment of crude rubber from its possessions to the United States, we do not look for a stoppage of the American supply."

Ford Swamped With the February Orders

Word has been sent out from the Detroit factory of the Ford Motor company that immediate orders for between 40,000 and 50,000 Ford cars have already been received.

Business at the local branch has been exceptionally good all winter, February business showing an increase of more than four times over that of last year. Fifty Ford cars, including many of the new enclosed Sedan and Coupelet models, were sold during the Omaha show, which compares very favorably with Ford sales at any of the big shows. Prospects are said to be very good for spring sales, the only discouraging feature being the uncertainty of securing enough cars to fully supply the local demand.

A going business can be sold quickly through The Bee's "Business Chances."

PARKEY JOINS TRAYNOR AUTOMOBILE COMPANY

H. W. Parkey, who has been an active member of the Omaha automobile fraternity for the last seven years, joins the Traynor Automobile company tomorrow. Mr. Parkey is one of America's pioneer automobile men, having sold cars in Chicago and other cities in the old days of the planetary transmission and of one-cylinder cars. The Traynor Automobile company reports big prospects for this season's business on the Cole and National cars.

COLONEL B. W. JEWELL BUYS NEW STEARNS-KNIGHT

Colonel B. W. Jewell of the Woodmen of the World bought one of the big four Stearns-Knight cars from the McIntyre Auto company yesterday. The colonel has been driving a Stearns-Knight for the last four years and it has given him the very best of service. The colonel does a great deal of touring in the summer time and is having a number of his own ideas for convenience worked out in the new car.

Coyle on the Job. Captain Mickey Coyle is the first New Orleans player to report. He has been getting in shape at Hot Springs and reached such pink of condition that he concluded the best thing to do was to report to his manager.

Cadillac
Standard of the World

EIGHT

The Eight Cylinder Cadillac negotiates bad roads and hills with greater ease and with greater comfort to driver and passengers than you probably have thought possible in any car.

Cadillac Company of Omaha
Omaha, Neb.

Built-in mileage is far better than patched-up adjustments—

When you buy Diamond Tires you buy tires that are built to give you the maximum tire service—tires that give you freedom from trouble and relieve you of the necessity of having adjustments made.

This is what a dealer who sold many thousands of Diamond Tires last year has to say about the service they gave the buyers:

"Gentlemen: "Cleveland, Dec. 15, 1914. "The performance of Diamond Tires during the past year has been eminently satisfactory. The claims for adjustment were almost a negligible quantity. On the other hand, we have had a great many voluntary reports as to the excellent service our customers have had from Diamond Tires. We feel that a perfect balance has been worked out in the scientific construction of these tires. The net result is that there appears to be the proper relation between the inside carcass and the outside rubber, so that there is no excess of either. The tire seems to wear out naturally and only after having given a very large mileage. "THE FOREST CITY RUBBER CO., "W. E. Crofut, President."

Similar reports of Diamond service have been received from dealers all over the country.

Added to the wonderful Diamond service you can now buy Diamond Squegee Tread Tires at the following

"FAIR-LIST" PRICES:

Size	Diamond Squegee	Size	Diamond Squegee
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	28.70
32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

PAY NO MORE

For Automobiles, Bicycles, Put on Diamond Squegee Tires For Cyclecars, Motorcycles

Overland
TRADE MARK

HORN
MAGNETO
START
SIDE TAIL
HEAD TAIL
SWITCH BOX
LOCK

Model 80 Controls

Simplified Driving

On the Overland (Model 80) steering column is a set of electric buttons. By just gently pressing these buttons, the car is electrically started, stopped and lighted.

No other method is as simple, as accessible, as positive or as reliable.

"But"—you say—"other cars have this advantage."

Certainly—but only those cars that sell at a much higher price.

Why pay more?
Buy an Overland and save money.

Model 80 5 Passenger Touring Car \$1075	Model 81, Roadster . . . \$785 Model 80, Roadster . . . \$1050 Six-Model 82, 7 Pass. Touring Car - \$1475 Model 80, 4 Pass. Coupe . . . \$1600	Model 81 5 Passenger Touring Car \$850
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All prices f. o. b. Toledo

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The Willys-Overland Company, Toledo, Ohio