

AUTOMOBILES

Gossip Along the Automobile Row

E. L. Ireland of Ireland Bros. bases his prediction for a good 1915 season entirely upon the crop conditions which he had occasion to observe last week.

The contractor is now busy with the interior woodwork at the new Firestone building, which Manager F. C. Rudisell expects to occupy within the next few weeks.

J. H. MacAlman, the Boston Stearns-Knight dealer, has set a record among eastern dealers by selling a half-million dollars' worth of Stearns-Knight cars since January 1.

Tom Botterill of Denver and Ed Botterill of Salt Lake City, en route to Buffalo, N. Y., in a Pierce-Arrow, stopped here with the Stewart-Tooker company last Thursday and Friday.

Manager O. A. Olson of the Pennsylvania Rubber company's local branch announced last week that, beginning June 1, his company would extend the guarantee on the Vacuum Cup type of tire from 4,500 miles to 8,000 miles. This is welcome news to motorists.

E. L. Doty, the Reo and Chevrolet distributor for this territory, had just returned from a week's visit to his factories and he is able to verify the report that both factories are working to their utmost capacity and are still unable to meet the demands of the dealers.

A recent letter from the Federal Motor Truck company to E. E. Moser & Co. of this city states that the result of an investigation of the type of delivery trucks used by furniture dealers shows that there are almost twice the number of Federal trucks used for this purpose than any other truck of similar capacity.

Lee Huff of the Nebraska-Bulck company has been spending the last week at the Bulck factory at Flint, Mich., attending a convention of Bulck distributors. Coincident with this meeting the Bulck Motor company announced its intention to build nothing but six-cylinder cars for the 1915 season. There will be two models, one a light six and the other

a larger car. No announcement of price has been made as yet.

The best evidence that Tom O'Brien and Bert Murphy have returned from the Dodge and Paige factories is the presence of some cars on their salesroom floor which has been unoccupied for the last few weeks. The shortage of cars has been so great that as soon as some were unloaded they were quickly driven away by dealers and owners.

C. W. Bruce, the local Lexington distributor, was badly bruised last Saturday near Connersville, Ind., when one of the factory test cars in which he was riding with a tester struck a bad hole in the road while traveling at a high rate of speed. He was thrown from his seat and alighted at the side of the road, but neither the driver nor the car were injured.

This year it seems that the manufacturers have tried to exceed the dealer's fondest expectations not only in the construction of cars, but in the price as well. Many can easily recall the day when it was impossible to get a second-hand car for much less than \$1,000. This, compared with the present prices on some of the popular cars, which are \$750 or very close thereto, should convince the new buyers that they are getting more for their money than ever before.

Joe Dine, Goodyear branch manager, is just back from a trip out through the state and brings with him the pleasant recollection of spending thirty minutes driving one mile in his car. Joe says "It certainly rained outside of Omaha during the last ten days, but that the farmers were glad to get it. 'We don't doubt it a bit, for the more it rains the better the crops. The better the crops the better the automobile business and incidentally they both make good Goodyear business."

Henry Nygaard of the Omaha Tire Repair company is justly enthusiastic over the showing made by the Goodrich Silvertown tires used on the racing cars during the Indianapolis race last Monday. The first ten cars to finish, were so equipped. It is expected that this fact will stimulate the demand for Silvertown Cord tires throughout the country as it has in Omaha. Mr. Nygaard is also fortunate in handling the new Goodyear Cord tire and it was interesting to note that the Twin-Six Packard which was driven through Omaha last week by the

president of the Packard Motor Car company was equipped with Goodyear Cord tires containing Detroit air. An examination of the tires showed practically no wear in spite of the fact that the entire trip from Detroit to Omaha was in a steady downpour of rain, and through roads that would have seemed impassable to the average car.

George G. McVicker, manager of the Jeffery-Omaha company, made an enviable record last week by delivering thirteen of the 1915 Empire cars, five six-cylinder and three four-cylinder models of the Jeffery car. Most of these deliveries have been made in the central part of Nebraska, as the roads of that vicinity are of a sandy nature and have not been affected by the rain as they have adjacent to Omaha in both Iowa and Nebraska. This is an enviable record in view of the fact that the 1915 Empire was only announced two weeks ago.

Auto Club to Have New Tourists' Map At the Club Rooms

The Thomas Cusack company is now working on one of the most complete combination highway-weather maps for the club room of the Omaha Automobile club. This map will cover the entire state and show the club member and tourist at a glance the principal highways between Omaha and Davenport and Des Moines on the east, Kansas City on the south, Denver on the west and Minneapolis and St. Paul on the north, and also condition of roads, which will be indicated by colored flags.

Tour slips to all points out of Omaha are now ready. An exceptionally fine automobile highway map is now being designed, which will cover most of Nebraska and as far east in Iowa as Des Moines, showing the roads and the cities in red outline.

Clarke G. Powell, the new secretary, is transferring some of his famous "pep" into club activities. Club members are going to get this year the biggest \$5 worth of benefits they ever dreamed of. Aladdin's lamp was rubbed pretty briskly at Wednesday's meeting of the board of directors, and the club has the coin of the realm on hand to follow out the

"service first" plan to club members. Every motorist who reads this should immediately "come in and get under" and share the good things to be dolled out for a paltry \$5 a year dues.

Room for Parking Autos at Krug Park Has Been Extended

While an amusement enterprise depends on public favor, its patronage depends on the many things intended to please and be of pleasure, convenience and comfort to its many patrons. The popular Krug park's open air garage has been found inadequate on several occasions and it has now caused the management to demolish fences and take up beautiful flower beds to provide sufficient space for the many automobiles that journey daily to this popular resort. No doubt this meets with the approbation with some car owners that have found it necessary to let their car stand outside of the grounds when the garage had been to capacity. The many riding devices appear to be the extreme pleasure of the grownups as well as the children. The large dance pavilion is also a very popular feature.

Tom Mickel Will Select Motorcycle Riders for Relay

One of the big things to take place in the motorcycle field is the transcontinental relay dispatch, carrying messages from coast to coast by motorcycle.

Arrangements have been perfected and the route selected. T. E. Mickel of the Nebraska Cycle company has charge of seeing that the message is handed from Omaha to Columbus.

The selection of the three riders to carry this message will be made this week and will be handled over this part of the route on Excelsior motorcycles. The route selected by the committee starts at Washington, then to New York, then by way of Chicago, Omaha, Salt Lake City to San Francisco.

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WILL you get delivery of a new Ford this Spring? If so, here is a suggestion:

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The fine-looking 1915 Ford deserves this equipment—Gray & Davis equipment.

For, since 1908, when Gray & Davis produced the first successful electric lighting dynamo, their name has stood for the top-notch of simplicity and efficiency.

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You are not barred from this equipment. The System is made a part of any Model T with equal ease and certainty of results.

Drive around and find out full details.

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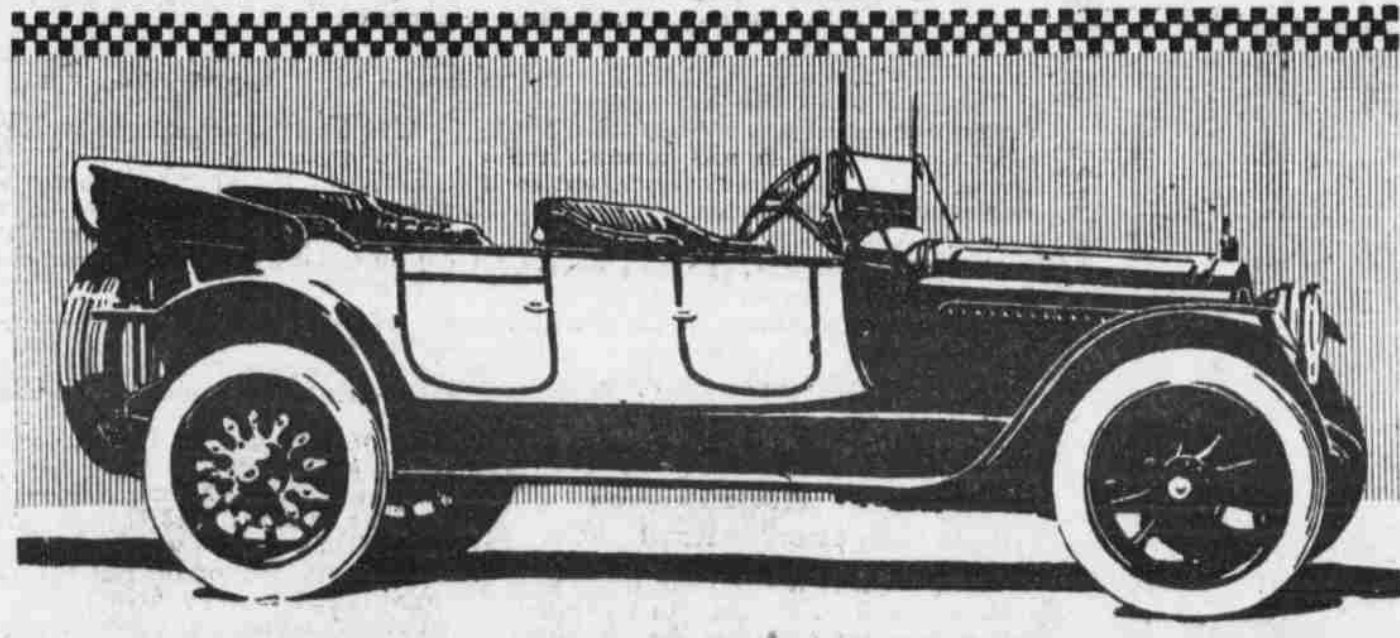
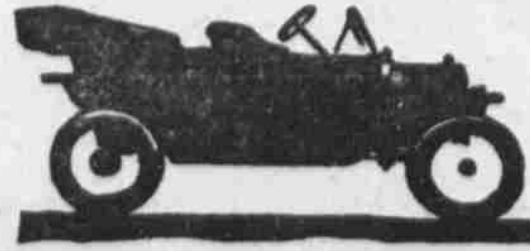
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System as supplied includes motor generator, 6-volt battery, enameled steel battery box, starting and lighting switches, regulator - cutout, all necessary wiring, chains and sprockets.

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ORR MOTOR SALES CO., 40th and Farnam. Harney 414