

EAR PLAYS PART IN BUYING OF CARS

Salesmen's Argument Is Not Only Thing to Listen to in Selecting Automobile.

MEANING OF VITAL SOUNDS

Into every act of buying there enters one of the five senses. We purchase articles through seeing, feeling and tasting, but very few of us realize that hearing plays a very prominent part in the purchase of a motor car. Nevertheless, purchasing a motor car through sound is not a novel idea, neither is it a new one, because every salesman unconsciously advocates it, according to A. C. Fash, who writes on the subject in Motor Print. At some point in his argument he will emphasize that the absence of noise, due to the smoothness of operation, should be considered.

Purchasing by this method, of course, necessitates the knowledge that the engine with a low musical purr means power and the ability to do work without effort. This also applies to an electric car where the sound of a motor is changed to a groan when it is not of a capacity to care for the work required.

Tests of Solidity.
Any one who contemplates the purchase of a motor car should know that there are two vital sounds which determine the solidity of the car or its lack of it. Where the body of a car has been practically "thrown together," to use an expressive current phrase, the slamming of a door will emit a hollow sound which advises him with an ear attuned to vibrations of the quality of the car, and says to him in so many words, "This is a cheaply-built body." But the truth of the foregoing manifests itself when one slams the door of a well-built car. Then there is the sound of solidity and stability which cannot be mistaken and the listener realizes that here is a body not only correct in design but faultless in construction.

It is not a difficult matter for a man with a knowledge of values to be blind-folded and merely by the sound emitted by the slamming of the door to describe the worth of the product. The "tinny noise" is characteristic of those cars in which no consideration has been paid to the making of them sound proof.

The body of a closed car is comparable to the sounding board of a musical instrument. Owing to the fact that it has six sides and is fastened rigidly to the chassis every sound is transmitted to the passengers. If the car has been built correctly the combination of every little, minute sound is a pleasing, low, purring, solid hum. If, on the contrary, the car has been cheaply manufactured, this sound is missing and one hears in its place the irritating, rasping noise which tears the nerves.

Care in Testing.
Every good car builder is proud of the body on his chassis. He points to it with pride because the absence of noise denotes the many struggles to overcome difficulties and it advertises the construction that under all conditions will stand up and give thorough satisfaction. The manufacturer of a high-grade body will never object to the slamming of a door on his car, whereas the maker of a cheap car is exceedingly careful of the way his door is closed.

Body building is an art and one which can be learned only from experience, because in this day of rapid transit by motor car many things have arisen to make it difficult to manufacture a quiet car, things which in days gone by would have never troubled the makers.

There is one concern, and doubtless this is characteristic of a great many, which in testing its motor runs its bearings at twice the capacity which they are supposed to run and a stethoscopic arrangement is used in order to detect all which do not meet the high requirements.

Buying by sound is the second point in the progress of purchasing a motor car. The first is sight and if this meets with the requirements of the prospective purchaser it is more than likely that he will give the salesman an opportunity of demonstrating the product. If the sound of the motor or the car itself is not pleasing it is more than likely that his interest will die out and all of the salesman's arguments cannot rekindle it.

While most persons do not yet realize that sound does play such an important part in the purchase of a car, due possibly to the fact that they have not as yet given it much consideration, yet it is an important factor, and the quieter the motor runs and the less noise there is in the body and in the entire car the quicker will the purchase check be made out.

Try this method the next time you look over a car and note how easily you can appreciate the value of a good machine.

Firestone Company Employees Guests at Labor Day Picnic

As evidence of appreciation of the splendid co-operation which has been received during the last year from the Omaha organization, F. C. Rudisell, local Firestone Tire and Rubber company manager, gave his employees a big picnic on Labor Day.

Early in the season Mr. Rudisell set a goal of \$1,250,000 for the Omaha branch. At the close of the fiscal year, July 31, it was found that this goal had not only been reached but had been exceeded by a nice margin.

The picnic was staged on the beautiful Bellevue college campus, and the picnickers were allowed the privilege of the new gymnasium, which houses the largest swimming pool in the state. The pool was a very popular spot and was filled with a merry bunch throughout the day. Other principal events included a base ball game between the single and married men, races and dancing. The main event was the chicken dinner prepared by the college chefs and served in the college dining room. Everyone attending was presented with a gold Firestone pin as a souvenir of the occasion. The day's program was arranged by Advertising Representative H. W. Shubert.

Persistent Advertising Is the Road to Success.

NEW MANAGER OF OMAHA AUTO SUPPLY COMPANY.



R. J. Eisenhardt

Charles E. Fanning, president of the Omaha Auto Supply company, has announced the appointment of R. J. Eisenhardt as manager of that organization, to succeed G. L. Glas-

son, who recently accepted a position with the W. L. Huffman Automobile company.

Mr. Eisenhardt has been an employe of the Omaha Auto Supply company for several years as traveling representative in the North Platte territory.

He is well pleased with the appointment and says he hopes to renew his former acquaintances in Omaha.

Omaha Salesmen Take the Cadillac Agency in Iowa

The retail end of the automobile business has attracted two of the salesmen of the Cadillac company of Omaha.

Effective immediately, Larry W. Nygaard and Charles J. Curzon of the Cadillac company of Omaha will take over the retail Cadillac agency at Shenandoah, Ia.

A new building and salesroom is under construction, and the new firm, to be known as the Nygaard-Curzon Cadillac company, will soon be housed in its new home.

Both Nygaard and Curzon have been held in high esteem by George F. Reim and he has backed his faith in them with a very productive strip of southwestern Iowa.

Storage Batteries Play Important Part in Starting Motors

Elmer Rosengren of the Nebraska Storage Battery company asserts that the starting motor is probably the one part of electrical system which requires least attention. It is nothing more or less than an electric motor, deriving its power from your storage battery. This power is transmitted to the engine, either by a chain or gear drive on the starting motor.

With automobile engineers the chief requisite of a starting motor is that it must turn over the engine at a good rate of speed whether the engine be hot or cold. This is in order to protect the car owner against poor starting in cold weather. Without a storage battery in good condition, the starting motor is useless.

Four-Passenger Roadster Popular

Usually every season of motor car history brings forth some new or spectacular improvement over the past. The popularity of the four-passenger type of roadster is one of the outstanding characteristics by which the present season will be remembered in automobile history.

Until this season the roadster was prohibitive to a large class of buyers because it was of only two-passenger seating capacity. There has been a demand on the part of many motorists for a car incorporating the best qualities of both the touring car and the roadster. The four-passenger roadster fills this order admirably.

"The Apperson Chummy Roadster is the original, after which all the other four-passenger roadsters have been patterned," said J. H. DeJonge, distributor of the Apperson Roadster in Omaha. This design is protected by a United States patent issued to Elmer Apperson, president and general manager of the Apperson Brothers Automobile company.

"Just as they have always done during the twenty-four years of their manufacturing experience, the Apperson Brothers, by bringing out the Chummy Roadster, have shown an amazing foresight and ability to forecast the demands of motorists."

FOR AUTOMOBILES

WHICH COSTS LESS
Panhard Oil or
New Piston Rings?

PANHARD OIL

You cannot get the utmost efficiency out of your engine unless you use a clean oil of the best lubricating body. Besides, a high grade oil will prolong the life of the engine. Let us furnish you a supply of Panhard.

POWELL SUPPLY COMPANY
OMAHA
Automobile Supplies.
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FOR MOTOR BOATS

Heard at The Omaha Automobile Club

Membership Grows Increase.
Membership in the Omaha Automobile club has been growing rapidly of late. At the meeting of the directors Wednesday afternoon the applications of twenty-two automobile owners were acted upon favorably. Non-residents have been attracted by the vigorous measures taken by the club for the recovery of members' cars which are stolen.

Recent out-of-town applications were: John A. Burgess and Edward Japp, Kennard; J. E. Jungbluth, Arlington; W. C. Grassmuck, Nebraska City; C. L. Phelps, Bellevue; S. S. Caldwell and Dwight L. Long of Omaha.

Washout is Reported.
Several complaints have reached the Automobile club headquarters concerning the washout in the road from Lake Manawa to Folsom. The river has cut through the road for some distance and members of the Automobile club several times have run very close to the brink.

Secretary Smythe has called the matter to the attention of H. M. Howard, county engineer of Pottawattamie county. In replying Mr. Howard said that the county had placed a stout barrier across the road an eighth of a mile from the river bank which could not be passed without special effort, and signs had been repeatedly placed near the barrier giving notice of the impassable condition of the road and directions for detours. It has been found impossible to keep these signs in place and reckless drivers persist in running around the barrier to investigate for themselves.

RACING PILOT QUITS TO SELL AUTOS.



J. F. QUINN.

The C. W. Francis Auto company has just announced the addition of a race driver to its sales force.

J. F. Quinn, who has been in many races at various speedways and is an ex-member of the Duesenberg and Maxwell racing teams, has quit the game and will turn his efforts to selling the Maxwell automobile in Omaha. Quinn, although a race enthusiast of the "first water" has given

up the hazardous sport to please his wife and mother.

Quinn has recently been in the retail organization of the C. A. Lord Motor company of Los Angeles, Cal.

Public Library Adds Many Volumes that Have Local Interest

Among the recent acquisitions at the library is a book entitled, "Across the Continent by the Lincoln Highway." Effie Price Gadding is the author. Omaha is rather slighted, because the author had no trouble in getting in or out. In the passage dealing with the trip from Omaha to Carroll, Ia., she says, "Just as we felt that we could find the way across Nevada by a train of whiskey bottles, so we began to feel that one could cross Iowa on a trail marked by dead fowls. I had never before seen so many chickens killed by motor cars." She goes on to attribute this to the great number of farmers they met driving to Omaha in "flivers."

Another volume of interest to the Omaha readers is "Wolf's-Bane," by the poet, John Cowper Powys, who lectured in Omaha last winter and has a return engagement for the coming season.

Several volumes of critical analysis and history of the war are featured among the books which will go on the shelves in a few days. Another important acquisition is a set of fourteen volumes of classical music by the masters of the world. This set is beautifully arranged and includes the life and most important works of the music masters.

For serious reading and study an excellent volume on "The Modern Railroad," by Edward Huntington, gives a comprehensive view of railroad history, construction, manage-

ment and problems which will be to the fore as a result of the recent trouble between the trainmen and managers.

Allen Car Display Awarded Prize in Labor Day Parade

The Allen Motor company was awarded first prize for the best manufacturing display in the Labor day parade at Fostoria, Ia. The display

consisted of an Allen chassis driven by one of the factory boys garbed as a clown, followed by an attractively decorated motor truck bearing an Allen Classic touring car finished in an attractive and practical shade of smoke brown.

You Will Get Instant Relief. Dr. Bell's Pine-Tar-Honey soothes your cough, allays inflammation, loosens the mucous and you breathe much better. See All druggists.—Advertisement.

NEW FORD CARS

1917 Models Ready for Delivery
\$360 f. o. b. Detroit

Ford Service Ford Repairs
Ford Parts

Used Cars at Low Prices

Universal Motor Co.
27th and Leavenworth Streets.
(Smith & Deafner Garage.)

MICHELIN-FOUNDED-1832

Announcement

We have the largest stock of Specialties and Repair Parts FOR FORD CARS Carried by any house west of Chicago ALSO a large stock of

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Parnell Shock Absorbers for Ford Cars

MICHELIN

UNIVERSAL TREAD

NOTE THE EXTRA ADDED THICKNESS OF TREAD

No Other Tire Like It For All-Round Service

The Tread Bears Flat on the Ground. There are no Projecting Knobs or Uneven Surfaces, Recognized Causes of Fabric Separation in So Many Rubber Non-Skids.

Omaha Auto Supply Co.

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