

## Speedwell Truck Carries Entire Fife and Drum Corps



One of the most notable performances of automobile trucks in Omaha was that of the Speedwell in the trip of the German Turners last Tuesday. The two-ton truck carried thirty members of the fife and drum corps in addition to the fife and drum instruments. The truck's performance was practically unparalleled, taking such hills as Hamilton street from Twenty-fourth to thirty-third at such speed that the fol-

lowing touring cars had no trouble in retaining high speed and keeping well ahead of the parade at all times. William Pfeiffer, who personally drove the truck, made the advance statement that he doubted if any truck could make the extensive trip, carrying such a weight and on such a hot day, without several delays. But the sturdy truck never hesitated and Pfeiffer is having difficulty to realize that it was his own truck that could perform such a feat.

## Sixty Per Cent of These Cars Are Sold to Farmers

A new idea in motor car advertising, originated by the man who first advertised automobiles to farmers, is incorporated in a booklet entitled "A Farmer or President," from the pen of Edward Jordan, secretary of the Thomas H. Jeffery company, Kenosha, Wis. The booklet tells in an interesting way the reasons why a modern scientific farmer is destined to occupy the White House before long.

Jordan believes that somewhere in this broad land there is a practical farmer who is gravitating toward the White House. He says, "He will be a young man who was born on a farm and stayed here except for little excursions when he discovered that proper government is closely akin to proper farming."

"The most powerful man in America today," according to Jordan, "is the American farmer and upon good schools and good roads his future depends. He could turn into cash tomorrow just a part of what he raises on that great farm which extends from the Baskatchewan to the Rio Grande, buy out Wall street and nail boards over the windows. Yet the great prosperity of this country would not be seriously affected."

"The farmer," says Jordan, "is today rapidly becoming the world's largest consumer of all goods of merit. His daughter, who once ran the tread mill churn, is now at Vassar and the gasoline engine attached to the cream separator and churn has taken its place on the farm."

Sixty per cent of the output of the Jeffery company is sold to farm residents and the large increase in cross-country sales, which is 45 per cent over the sales of last year, is attributed to the great crop prospect which the farmer of the middle west is now enjoying.

## Land Yacht Fitted With All Comforts of a Pullman Car

The private pullman as means of luxurious travel has a rival in an automobile "land yacht" equipped for E. H. Dandurand president of the Comet Motor company of Montreal.

A miniature hotel has been mounted on the chassis of a Packard three-ton truck. There are sleeping accommodations for ten persons, a telephone system, electric lights, a kitchenette and a combination smoking and dining room. In fact all the comforts of home from a refrigerator to a writing desk. The unique body was designed by the owner's son, Lieutenant Henri Dandurand, of the sixty-fifth regiment, C. M. R. Canada.

The body has five separate compartments. Immediately behind the driver's seat are quarters for the chauffeur. A room with sleeping accommodations for five women comes next. Another compartment, six feet square, which is used as a combination smoking and dining room has berths for four. It is equipped with two extension tables each three feet long by nineteen inches wide, and a folding desk.

Directly behind this compartment is a kitchenette, so designed as to make use of every inch of available space. A linen cupboard, a neat gasoline stove and a refrigerator make up the equipment.

The "caravan" is driven by the standard four cylinder Packard truck motor. In practically every point the chassis is identical with that of the standard Packard three-ton truck.

## NEW DEVICE FOR FUEL CONTROL ADDS EFFICIENCY

An interesting test of the dynamometer, the new fuel control device invented by John A. Doxey, was made about the streets of Indianapolis Saturday afternoon with a Paige-Detroit "34" five passenger belonging to Dr. J. D. Nussbaum. Dr. Nussbaum, who had never seen the device before, drove his car himself. Motor spirits were used instead of gasoline. On the first test the engine was throttled down to its minimum speed. The car was then run eight miles an hour. Without touching the fuel supply the dynamometer was opened and in a distance of approximately 300 yards the car's speed rose to sixteen miles an hour, a gain in engine efficiency of 30 per cent. A few minutes later, with the hand throttle slightly opened and the car moving at ten miles an hour, the dynamometer was again opened and the car promptly lifted in speed to nineteen miles an hour without consuming additional fuel, a gain in efficiency of 30 per cent.

**Auto Chemical Saves Town.**  
A large share of the business part of Dearing, Kan., owes its upright condition to the Studebaker "37" roadster of Chief Harvey of the fire department to Coffeyville which, carrying its outfit of two tanks of chemicals, made the run of six and a half miles over a rough road in five minutes and arrived just in time.

## Automobiles Are Making Country Homes More Handy

With the increasing hot weather the tendency to get out in the open air of the country away from the stifling city street is becoming more and more prevalent. The well to do are purchasing country homes and those less fortunate are spending their evenings and Sundays in the parks.

But the most satisfactory method of escaping the heat and still remain in the city to transact business is by means of the motor car. Every person who can possibly afford the initial outlay has procured, or will very shortly procure, an automobile. In his machine the business man, worn out by the nerve racking exercise of conducting his business when every one has a perpetual "grouch," can take his family out in the open where the cool breezes recuperate him so that he may go back to his desk joyfully.

The car that is especially built to make cross country driving simpler and easier without sacrificing comfort in city driving is the Rambler. The Rambler people have studied the country road proposition and have built their 1913 cross country car so as to overcome every obstacle that may present itself.

The Rambler is one of the few American cars that carries demountable wheels which eliminates long stops to repair punctures, etc. There are over 500 distributors of the Rambler which makes it a simple matter to get service at any part of the country. Rambler parts have been so carefully studied and so much time has been put on their manufacture that they are cheaper and easier to obtain than parts on average cars built only for city driving.

## Firestone Gives His Men a Big Feast at the Old Homestead

The "Firestone Foreman's Homestead dinner" given recently by H. S. Firestone at the old Firestone homestead in Columbiana county, was one of the most exclusive affairs of its kind during the season. Mr. Firestone's invitation list was strictly limited to factory superintendents, foremen, officials and directors of the Firestone Tire and Rubber company. Even so, a fleet of about thirty cars was needed, the guests numbered 145.

The party started with the serving of lunch to all in the restaurant of the Firestone plant, and the drawing of lots, which designated one's place in the procession of cars. The host led as a "pathfinder," the next car driven by Master Harvey Firestone, scattering confetti at every turn, to print the way for any "trailer." The route to the old homestead was selected for its scenic values, and Ohio never displayed seventy miles of her beauties to better advantage, the country fresh, the day ideal.

Then the dinner! Just think of everything good to eat you ever had, and everything you ever wanted, whether you have had it or not—and you will come pretty close to the menu of that "Firestone Foreman's Homestead dinner," and it was served in a manner to whet appetites already sharp, on long tables set in the homestead yard, and everything piping hot that should be hot—everything ice cold that should be cold.

Finally, the coffee was served, cigars were lit, the last glow of the century-old home, and the "boys" began to tune their cars for the glorious moonlight drive back to Akron.

## Ad Men Cross the Continent, Making a Splendid Record

E. B. Hanson, vice president and general manager of the San Francisco Exposition Tour Sales company and a member of the Frisco Ad club, accompanied by J. A. Clairmonte, made a remarkable run from Frisco to Baltimore. They covered the entire distance in sixteen days. The last lap of 1,100 miles, from Omaha to Baltimore, was made in seventy-one hours actual running time. After the trip, Mr. Hanson made the following statement:

"Our freedom from mechanical troubles was noteworthy—not one was encountered during the entire trip. We didn't even have a puncture or a tire change—our car was equipped with Firestone Non-Skids."

"We did have an unfortunate collision, however, at Sloyestown, Pa., due to the inability of a fair woman chauffeur to stop her machine on a steep grade. Both machines were smashed and it took us thirty-six hours to piece our machine together."



Goodrich Route Book for your tour, free

Maps and correct instructions in handiest form

## Goodrich Guide Posts are as dependable as Goodrich Tires

—Best in the Long Run

Over thirty thousand miles of American highway are marked by Goodrich guide posts, and more are being put up right along.

Goodrich guide posts tell the motorist how to go where he wants to go. Goodrich Tires take him there.

As a tire user you can depend upon the exact knowledge of rubber which comes from our forty-three years experience in manufacturing all kinds of rubber products—which is crystallized in the Goodrich principle of Unit Molding.

You can depend upon the opinions of thousands and thousands of more-than-satisfied motorists who are using Goodrich Tires.

You can depend upon the judgment of car manufacturers whose output ranks as the oldest and best known in the country and who have equipped their product with Goodrich Tires since the first days of automobilism.

And individually, you can depend upon Goodrich Tires.

You will find all the proven styles of tires in the Goodrich line, but only one kind and quality.

One reason for the long service, mileage and comfortable riding of Goodrich Tires is the unit molding.

We made the first American Clincher Tire. Before that time we had been manufacturing rubber goods for twenty-seven years. Those twenty-seven years of experience were the foundation of our principle of unit molding, and we have never changed it.

Every Goodrich Tire is made and molded as a unit. The layers of fine, strong fabric, strips of pure rubber, side strips, bead, and the thick, tough tread are literally molded into a unit in our single vulcanization.

Being of the tire, and not merely on it, the thick, tough tread does not peel or strip.

The result is a unit tire which is simply bound to give both resistance and resiliency, as both tire users and automobile manufacturers testify by their choice.

Your tire dealer will supply you with the particular Goodrich Tire which best meets the requirements of your car, whether it is the Goodrich American Clincher, Goodrich Quick Detachable, Goodrich Straight Bead, Goodrich Cord for electric, Goodrich Metal Stud, Goodrich Pneumatic Truck, Goodrich Bailey Tread or Goodrich Safety Tread.

Write us for our free folders telling you how to avoid the common tire injuries and how to get the most tire service.

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### A \$3,000,000 Saving

Our reductions this year on No-Rim-Cut tires will save users, we judge, at least three million dollars.

And it comes about largely through mammoth production—by far the largest output in the world.

### Higher Prices Are Unfair

No-Rim-Cut tires—because of special qualities—have always been high-price tires.

They used to cost one-fifth more than other standard tires. Yet we never built them better than we build today.

These tires have always typified the utmost in a tire. And they won the topmost place in Tiredom just on that account.

But we make more of these tires

every month in these days than we made in the year 1909.

We made more last year than in our previous 12 years put together.

Thus the cost has come down. Now no standard tire of any type costs less than No-Rim-Cut tires.

No first-class tire with a limited output can be sold at an equal price. That's why some tires cost more.

Of course the makers claim some extra quality.

But No-Rim-Cut tires are the leading tires. For a long, long time they were the costliest tires.

It was their very goodness that brought the cost down. Now, if others can't meet them, don't let them claim that the tires they sell are better.

Write for the Goodyear Tire Book—14th year edition. It tells all known ways to economize on tires.



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