



AUTOMOBILES



HOW TO GET MORE MILEAGE

Firestone Manager Makes Some Interesting Tire Suggestions.

MANY CONTRIBUTING CAUSES

Often It is a Little Thing that Keeps Tires from Giving Out Their Greatest Possible Utility.

Manager Greenwood of the service department of the Firestone Tire and Rubber company makes some interesting observations and suggestions in regard to the wear and tear upon automobile tires. He says in part:

"Small ruptures in the fabric may develop from a small cut through the cover of a severe bruise by a sharp stone or other object. The blowout quite often does not occur until some time afterwards. The inner tube may become larger from the continued strain, eventually giving way.

"Running in street car tracks breaks the fabric on the inside. If there is a ragged edge on the flange of the rail the rubber cover will also be damaged.

"The fabric on the inside of the tire may be bruised, chafed and broken from the rim bumping it when the tire is soft and driven over rough places.

"In overloading small, peculiar zig-zag breaks in the fabric eventually appear when the tires are too small for the load and taxed beyond their carrying capacity.

"If the rubber on the side-wall has been cut up and worn from rough, rutty roads, reverse the tires; turn the worn side of tire toward the car. If equipped with cemented flap, the flap should, of course, be reversed, also.

Hard on Tires.

"New macadam roads, especially when wet, are severe on the rubber cover. A cut in the cover of the case when that part of the tire is under the weight of the machine and in contact with the road has a tendency to expand, owing to the elasticity of the rubber, and invites dust, grit, pebbles and other foreign matter, or, rather, the foreign matter forces itself into the cut.

"With the revolution of the wheel and when the injured part is relieved of the weight of the car, this foreign matter which has accumulated (and with each succeeding revolution of the wheel acts as a wedge and further forces itself between the cover and the fabric; consequently a complete separation of the tread will result if neglected. The fabric absorbs moisture into itself, destroying the adhesive friction, causing decay and blow-out.

In Case of Excessive Wear. Excessive wear to tread may be attributed to the wheel not traveling in alignment due to a bent axle, loose steering knuckle, steering rods that are either too short or too long. Examine

the brake bands and see that they are working properly. If they are tight the rear tires may be affected. If the wheels are in perfect alignment, but too much out of perpendicular, there is a binding action at the axle and the tires have a tendency to drag instead of rolling over the ground freely as they should.

If the rear wheels lose traction and spin in the sand, the cover may receive numerous small cuts.

What to Do. Do not start the car quickly and avoid severe application of the brakes which is an abnormal strain to the fabric of the tire.

Carry at least one extra case and two inner tubes for emergency. The injured tire can then be removed at once and given attention by a competent repairman. If it is necessary to make emergency repairs on the road, have the tires vulcanized at the first opportunity. This will avoid serious developments. A still better way is to equip your car with Firestone demountable rims, carrying your spare tires inflated and ready for immediate change; which not only reduces time for changing tires to a minimum, but wholly does away with the annoyance of road tire repairing.

If any oil or grease should work into tires from gear cases or brake drums, this accumulation should be removed, grease is a solvent of rubber and its effects are very harmful.

When laying up the car for any great length of time, as for winter, the tires should be partially deflated and the weight of car supported by blocks or jacks.

MOTOR PADS AND FANCIES. Silk sweaters in solid colors are favorites for outing trips. They are worn under the loose coats and are not nearly as bulky as those of wool.

The calf high lace boot is much worn by those who like to camp by the wayside. It is water tight and not too heavy for comfort.

The comfortable two-toned hemp hat will be used a great deal for late trips, as it is too comfortable to give up until frost makes it necessary to do so.

A serviceable rain coat of rubberized tweed in the full raglan model is one of the swaggar garments of the season and comes in the ever popular grays and tan mixtures.

One of the attractive motor coats for the young girls is made of tan linen in straight belted model, with wide collar and round red buttons. It has inverted pleats at the sides and middle back.

The "Country Club," the "Piping Rock" and other soft felt hats match in tone the coats they are to be worn with. The "Georgette" and the "Quilatch" veils are the most popular for wear with them.

First autumn displays reveal a change in the materials of the sport coats. Browns, dull reds and greens in the tweed mixtures, with leather or bone buttons, convertible collars and dust sleeves, are prominent.

PROBLEM SOLVED WITH TIRES

Trucks to Be Permitted Everywhere When Properly "Shoed."

ARE OFTEN OVERLOADED

Next to Fitting These Concessions with Wider Treads Will Come the Limit for Weight Regulation.

"The solution of the problem which is so seriously affecting the truck industry in Baltimore and other cities is state legislation requiring larger tires," says C. W. Martin, manager of the motor truck tire department, The Goodyear Tire and Rubber company, Akron, O.

"City Engineer McCay of Baltimore should have proposed a law prohibiting the overloading of motor trucks instead of suggesting that motor trucks be barred from certain streets.

"The motor truck, with its wonderful and unparalleled growth, has become an economic necessity, and such restriction would work hardship on society. If there were legislation requiring that a certain width tire should be used to take care of the load, there would be no danger of cutting up the streets.

"Overloading is the most serious problem that confronts truck owners today. The evil is so prevalent that I would not be at all surprised to see some such bill introduced at early sessions of many state legislatures. Such a bill, beyond a doubt, will be passed wherever presented without question, as its logic is plain and distinct.

"It is rumored that the Auto Club of Maryland already has some such project in mind.

"Providing such a bill is passed, the question will be easily settled, with a great advantage gained by all parties concerned. Not only will the city be saved the extra expense of repairing streets that have seen the use of heavy and overloaded trucks, but the legislation will also be a benefit to the truck owner.

Trucks with the proper size of tire equipment aid materially in prolonging the life of the motor, while the tires will undergo the wear and tear to which they are subject with a much less detrimental effect.

"In Porto Rico, where they use carts and wagons to transport sugar cane, the government regulates the width of the wheels. In other words, the breadth of the iron tire must be in proportion to the weight and capacity of the wagon."

Death from Blood Poison was prevented by G. W. Cloyd, Plunk, Mo., who healed his dangerous wound with Bucklen's Arnica Salve. Only 5c. For sale by Beaton Drug Co.—Advertisement.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

Gossip Along the Automobile Row

During the last week arrangements for the opening of their mechanical rubber department were completed by the Powell Supply company. J. V. Wedgwood, representing the Republic Rubber company; F. B. Williams of the Revere Rubber company, and D. R. Burr of the Good-year Tire and Rubber company called and made arrangements with Manager J. H. Lathaw for the handling of their products.

L. C. Palmer has connected with the Powell Supply company as house salesman. Mr. Palmer has been selling auto supplies in Omaha for the last six years and is well known to the trade.

M. P. O'Connor of the Powell Supply company reports that sales on Columbia batteries during August surpassed by thirty-five barrels the highest record made any previous month.

H. E. Fredericksen, formerly a dealer in Omaha, was in town last week and announced that Omaha would be a station on the proposed Lincoln highway, which is to be constructed by the Lincoln Highway association of Detroit. He stated the route is settled to go by way of Chicago, Omaha and Charyanna, but it is still uncertain where it will be surveyed in the east. The Lincoln association has a fund of \$4,000,000 for road building and expects to secure \$10,000,000 by the end of the season.

There are approximately 3,000 automobiles in use in Douglas county. The records of the secretary of state show that 275 were licensed January 1 and it is estimated that 235 more have been added to the lists since then. The entire state of Nebraska can boast of approximately 50,000 automobiles.

H. M. Jewett and H. Krohn, president and secretary of the Paige Automobile company of Detroit, were in Omaha last Tuesday and a meeting of about thirty agents of the Paige car in Nebraska and Iowa was held in the local Paige office. Mr. Jewett made an interesting talk to his agents, carefully outlining the prospective activities of the Paige company

as a result of the increased output of Paige cars. Mr. Jewett is taking a personal interest in the work of his representatives and is making a trip for the purpose of personally acquainting himself with all the agents of his company. Mr. Krohn is accompanying Mr. Jewett for the same purpose and he announced when here that the Omaha house, would in his estimation, be one of the biggest agencies of the country. W. M. Burbank, local manager of the company, presided at the meeting and stated that he was more than pleased with the active interest the agents were taking in the car.

L. C. Kohn, secretary of the Western Automobile Supply company, is making a tour of inspection in the territory covered by his salesmen preparatory to the advance in the supply business as fall and winter set in. He writes that this supply business promises to surpass all complete stocks of every kind of equipment.

In a recent hill climb at Atlanta the class for amateur drivers was won by Dr. S. Green in his Marion car. His time for the grade, which was an average of 4.8 per cent over a distance of 468 feet was 1:31.4.

R. M. Burbank delivered Paige cars to J. Pellers of St. Edward, Neb., Columbus Automobile company of Columbus, Neb., two to Rains Automobile company of Lincoln, and Mrs. N. F. Dowling of Omaha.

The Empire agency has moved into the new quarters at 247 Farnam street. A. W. Gilman is the local manager.

The Traynor Automobile company received definite notice last week that the Partin-Palmer demonstrator would be sent to Omaha by express Sunday. By express the car will arrive Monday in time to be displayed at the State fair at Lincoln. The Traynor brothers have been anxious to receive the car, as they have had innumerable inquiries as a result of their announcement. They have ordered 200 of the machines.

K. P. Drysdale, advertising manager of the Cadillac Motor Car company, Detroit, is making a tour of the central west and spent last Monday and Tuesday in Omaha the guest of George Rehn, manager of the Omaha branch. Mr. Drysdale states that he finds conditions very favorable for Cadillac dealers on account of several advancements made in the 1914 Cadillac car, especially the two-speed direct drive axle which is operated

by pushing an electric button. This makes the Cadillac a particularly convenient car for lady drivers. Mr. Drysdale was loud in his praise of the beauty of the salesrooms of the Omaha company and the splendid manner in which the detail of the whole plant is conducted, all of which reflects credit upon George Rehn.

A large share of the business district of Des Moines, Kan., owes its upright condition of the Studebaker 25 roadster to Chief Harvey of the fire department of Coffeyville, which, carrying its outfit of two tanks of chemicals, made the run of six and a half miles over a rough road in nine minutes and arrived in time to extinguish the rapidly spreading flames.

Chalmers Model for Next Year Described as Being Luxurious

"A new car from the ground up," that is the assertion of the Chalmers Motor company in announcing its new "six" for 1914. To one familiar with motor cars, the 1914 "six" appears not only a new Chalmers, but a car new and different in many respects from any other car on the market.

In the first place, there have been striking changes in appearance. The new Chalmers "six," which is designated as the model 24, has genuine streamline bodies, tapered motor bonnet, very long dash cowl and a distinctive style of molded oval fenders. The gasoline tank and spare tire carrier are at the rear of the tonneau, giving a decidedly lengthened and racy appearance. The customary side lamps have been done away with. The running boards are absolutely clean.

Left hand drive and center control are other changes that immediately attract attention. The new "six" may be entered from either right or left side. In this connection, the Chalmers engineers have made a great advance in door construction. The 1914 cars have doors of unusual width, fitting flush to the body and with invisible hinges.

The motor of the 1914 Chalmers is the six-cylinder, T-head type with all mechanism enclosed. Only the carburetor, water pump and magnets are visible as one looks at the cylinder block. The clutch is a new design of the multiple disc type, is self-lubricating and is said to be absolutely nonjerking. Proof of this is offered in demonstration, by start-

ing the new "six" from a standstill on fourth speed.

SOME MAKE AND SOME BREAK

Profits in the Auto Making Business with the Right Goods and Prices.

"It is a rather significant fact," says the Philadelphia Record, "that one of the largest automobile manufacturing concerns in the country has decided to withdraw from the business and to dispose of a plant in which it has invested many millions of dollars. In explanation it is said that it has been operated at a constant loss, which last year, reached the large sum of \$50,000. This seems to dispose of the current belief that there is an enormous profit in the trade. The competition is excessive and the cost of making sales very great. On the other hand, it is published that a very successful manufacturer of a popular machine is going to expend \$2,000,000 on a new home near Detroit. There is no question of the millions he has made in the trade. So it seems to sit down to a question of good management and catching popular favor. Great losses have been sustained by enthusiastic capitalists who have rushed into the business without understanding it thoroughly, and equally great profits have been made by more level-headed men. In making automobiles, as in other lines of industry, there is no royal road to wealth."

REPUBLIC
BLACK-LINE RED INNER TUBES
Toughest and Best Tubes in the World Today
They Come to You in a Little Red Bag
Powell Supply Co
2119 Farnam St.
Omaha

Studebaker

A Car Not too Large, Not too Costly, and Splendidly Efficient

The beautiful lines and handsome finish of the Studebaker "25" always get attention the moment they are seen. You will admire them—so will your friends.

And when you experience the smooth, silent, vibrationless power of this car, we are certain that it will set you to thinking.

The Studebaker "25" is a splendidly efficient car, and incidentally a shining opportunity for you and every other man who wants a high grade car, reasonable to purchase and easy to maintain.

For what more can a man desire than a car, a

\$885

Specifications Studebaker "25"

- Long stroke, silent motor
- Five passengers
- Three speeds, forward and reverse
- Heavy lined trim
- Carburetor dash adjustment
- Demountable rims
- Extra
- Frost-O-Lite tank
- Studebaker Jiffy curtains
- Deep upholstery
- Speedometer
- Electric horn
- Tire holders
- Ventilating clear-visor windshield
- Leather Tool box, Tools, etc.

(Price, Complete, F. o. b. DETROIT) (Add Freight to Point of Delivery)

Buy it Because It's a Studebaker

There are over 225 drop forged parts in the Studebaker "25" and every one of these light, strong forgings is heat-treated in our own huge ovens from three to six times.

Sturdy Driving Qualities The Studebaker "25" has become widely known as a glutton for work. It is powerful in that high degree which renders it capable of accomplishing every motoring task you set before it, with a rush which is as easy as it is successful.

It will thread in and out of traffic on high gear without laboring, and across country will take the hills without trouble or hesitation.

Not the least satisfying feature of the "25" is its quiet and full response to the throttle. Comfort and Convenience The long, resilient springs, cushion any road-motion and the deep upholstery adds full comfort to the admitted driving power of the car. The Studebaker Jiffy curtains can be put in place quickly from inside the car. The throttle and spark levers are where they belong, above the steering wheel. In finish also, this car is quite up to Studebaker standards. The "25" is in every way a car for long use and complete satisfaction.

\$1290 Studebaker "35" \$1550 Studebaker "SIX"

Omaha Branch: **STUDEBAKER, Detroit, Mich.** E. R. Wilson Auto Co.
2026-28 Farnam Street 2429 Farnam Street
Direct Factory Branch Local Dealers

This "On-Air Cure" In No-Rim-Cut Tires Costs Us \$1,500 Daily No Other Maker Employs It

Done to Save Blow-Outs

Here is another reason why Goodyear tires hold the leading place in Tiredom. Another big and exclusive economy. No-Rim-Cut tires are final-vulcanized on air-bags, shaped like inner tubes. All other tires are vulcanized on iron cores alone. We cure the tires on elastic air, because they are used on air. Thus the rubber and fabric adjust themselves to actual road conditions. Every part of the fabric bears its share of the strain. Curing involves a tremendous compression. When this is done on an iron core, the fabric often buckles. This wrinkled fabric escapes its share of the strain, and that leads to countless blow-outs. We add to our cost \$1,500 daily to save those blow-outs by this "On-Air Cure." And no other maker does that.

Our Treads Alone Are Rubber-Riveted

In the usual tire, another big item in tire upkeep is due to loosened treads. This occurs near the breaker strip—the fabric strip at the base of the tread in every well-made tire. We use a patent fabric, woven with hundreds of quarter-inch holes. The tread rubber is forced down through these holes. Thus hundreds of large rubber rivets are made to prevent tread separation. Then the whole tire is vulcanized en masse. This is done in no other tire, because we have exclusive use of this patent.

How We Alone End Rim-Cutting

Then we control the No-Rim-Cut tire, which makes rim-cutting impossible. The braided wire bands, which make this feasible, are controlled by secrecy. No one else can make them. With clincher tires—the hooked-base tires—rim-cutting ruins almost one tire in three. This is shown by statistics lately gathered by certified public accountants. No-Rim-Cut tires end this waste entirely. That we guarantee.

No Extra Price

We offer you tires that can't rim-cut—With "On-Air-Cure" to save blow-outs—With the rubber-riveted treads—Yet they cost you no extra price. No-Rim-Cut tires, with these costly features, used to cost one-fifth more than clinchers. We brought the cost down by our multiplied output. Now no standard tire of any type costs less than No-Rim-Cut tires. Some lesser tires cost more. All these economies, which we alone employ, add not one penny to the price to you. That's why Goodyear tires outsell any other tire. Our dealers are everywhere.

GOOD YEAR
AKRON, OHIO
No-Rim-Cut Tires
With or Without Non-Skid Treads

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO
This Company has no connection whatever with any other rubber company which uses the Goodyear name.
Branches and Agencies in 103 Principal Cities For Sale by All Dealers
LONDON ADDRESS: CENTRAL HOUSE, KINGSWAY, LONDON, W. C.
OMAHA BRANCH 2212 FARNAM STREET
PHONE DOUGLAS 4190