

20th Annual Omaha Auto Show Is Feature of Coming Week

140 Autos Are Placed on Display

Show at Municipal Auditorium Will Formally Open at 2 Monday Afternoon.

Many Cars Are Enclosed

The 20th annual Omaha Automobile show will open at the Auditorium at 2 Monday afternoon.

One hundred and forty motor cars will be on exhibition there all week. The dealers of Omaha and their staffs will be on hand to answer queries of visitors and show them the fine points of the cars they have no display.

There will be music every night. On Monday, Wednesday and Thursday evenings Huxo, Heyn's orchestra will play, while on Tuesday, Friday and Saturday nights Edwin Kahn and his orchestra will perform.

Four Developments

Four outstanding developments in new motor cars will interest the crowds at the auto show this week. Enclosed cars are shown at prices about the same or even less than the prices of open models. Refinements in construction have been added which increase the motorist's comfort. There are more and more balloon tires and four-wheel brakes. Several new 8-cylinder models are offered.

In the enclosed cars the coach of two or four doors is the predominant type. These new coaches have taken on a luxurious appearance. They have the grace of sedans and rival the more expensive cars in their equipment and fittings.

Refinements in construction, although few, are radical, attract attention because nearly every car embodies some of them. Technical things, the average motorist would consider these in a discussion of them, but he would appreciate their importance when driving the car.

Balloon Tires

The popularity of balloon tires and four-wheel brakes is a good example of the effort of manufacturers to make cars safer, easier to operate and more comfortable. The strides they have made since last year will be noticeable at the show.

Among the new eight-cylinder models use of the straight line principle has increased. Even some medium priced cars have them. This is a demonstration of achievement in engineering, aside from the discussion of advantages of the construction. A few years ago there would not have been room under the hoods of these models for eight cylinders. But the new "slights" occupy little, if any, more space than an old-fashioned "six."

Motors this year have less vibration than ever before. New methods of balancing reciprocating parts and reduction of necessary metal to the minimum consistent with strength accomplish that. The adoption of systems that supply lubricants to all moving parts under pressure has become common.

INFLATE TIRES IN INSTALLMENTS

The inflation ought to be done in installments rather than all at once. Most drivers will admit that the usual procedure is to let the matter slide until the tire looks low and then turn them up to 55 for cords and 70 for fabrics or perhaps higher. This makes an abrupt change in the car's riding qualities; rattles and squeaks suddenly appear, and everyone is annoyed. It is also bad for the tires, which are suddenly strained by overinflation. It is far better to "educate" the passengers and the tires to higher pressure by making several trips to the tire pump instead of one, thereby increasing the pressures by degrees.

STRAIGHTENING DISHED WHEEL

To straighten a dished wheel of the wood type loosen the hub bolts and place the wheel on a pair of wooden horses so that they bear against the wood flange. Fasten a wire staple or eye bolt in the floor line with the center of the wheel and connect this with a chain to another eye bolt which passes through the center of the wheel. Place a board or piece of sheet iron over the wheel hub and then draw up on the eye bolt with a nut, which will pull the hub down to its proper place. Apply a little white lead to the flange, tighten the hub bolts and the wheel is straightened.—American Automobile Digest.

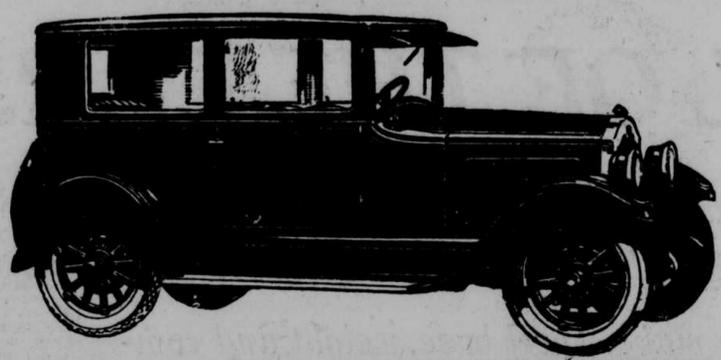
A Portable Highway.

A portable highway is being built to order in California for use across the shifting sands of Death valley. For years highways of various materials have been tried across the desert, but without success. When the heat of the desert sun did not crack the surface, the shifting sands would cover the roadbed over night. This new "portable highway" is to be five miles in length and constructed of redwood blocks and timbers. After the pieces have been fashioned they will be taken to the desert and fastened together with bolts. The timbers are to be laid flat upon the sand.

Motor Exports in 1924

Motor vehicles exported.....	\$24,000
Value of motor vehicles and parts exported (including motor spare tires).....	\$260,000,000
Exports of motor vehicles over 1923.....	15 per cent
Exports of motor vehicles over 1922.....	10 per cent
Motor vehicles imported.....	75
Value of motor vehicles imported.....	\$1,000,000
Public garages.....	10,512
Service stations and repair shops.....	19,339
Supply stores.....	46,323

Buick Coach Wins Plaudits



Chevrolet Makes New Record

January, 1925, Is High Mark for Sale of Cars in Every Section of the Country.

The Chevrolet Motor company broke all its previous January records for retail sales and orders during the last month. In fact, the record was made in the last 22 days of the month, or since January 3, when the new Chevrolet was announced.

The Chevrolet dealers throughout the country delivered and took orders for approximately 40 per cent more cars during January than during either January, 1924, or January, 1923—the first months in the two years having the highest production and sales records in the history of the industry.

During the recent Chicago automobile show, 1,107 Chevrolets were sold—a record which has never before been equaled by any car exhibited at this show during the same period of time.

In New York during the automobile show, where the new Chevrolet was shown for the first time, five times as many orders were taken as during any previous New York show. At Detroit, Cleveland, Philadelphia and other shows in the larger centers of population, held previous to the Chicago show, similar high records of sales were made.

Such sales records made, not only at the automobile show, but by dealers throughout the country, are indicative of the public acceptance of the new Chevrolet. Points out R. H. Grant, general sales manager. "In many cases, before the dealers received some of the models, these cars were purchased from specifications and photographs," he comments. "The reason for this national acceptance lies in the fact that the new Chevrolet combines greater quality at low cost than ever before."

CARS TODAY TWICE AS GOOD AS IN 1914

The automobile of today is 200 per cent more efficient than the motor car prior to the war, and its value is being recognized more and more by the public, records show. It is pointed out on confirmation of this statement that a few years ago the average automobile had nowhere near the life, power or economy of the present-day car, simply because the manufacturer and automotive engineer did not know how to build in such a manner that his costs would be commensurate with the retail price of the car. Today records show the average automobile in the \$1,000 price class gives as efficient service, both as to economy and its actual operation, as the car of 10 years ago costing \$4,000 or \$5,000.

Kline Appointed Nash Manager



N. J. Kline, a well-known figure in Omaha automobile circles and for years connected with the Nash organization in this city, has been appointed manager of the uptown store of the Nash-Vriesema Auto company, located at 2054 Farnam street.

Although there will be no changes in the wholesale and service departments, which will continue to be handled from Tenth and Howard streets store, Dan T. Vriesema, general manager of the company, said all retail business will be directed by "Nick" Kline and will be handled from the Nash uptown store. Mr. Kline and his army of assistants will find agreeably ready to show you the beautiful new Nash models and to prove to you beyond a question of a doubt that Nash cars are just as good as they are beautiful.

List of Winter "Don'ts" Prepared for Benefit of the Motoring Public

- "Don't." That is a word we all object to hearing, and yet the motor car owner who fails to heed the "don't" of winter will have trouble.
- "Don't forget to put at least a 30 per cent alcohol solution in the radiator.
- "Don't neglect to provide chains and, where possible, put them on all four wheels.
- "Don't neglect to have the brakes inspected to see that they take evenly on either the front or rear wheels. A brake out of adjustment will cause a skid that may be serious.
- "Don't forget to have the oil in the transmission and rear end changed to a lighter grade during the cold months.
- "Don't let your car stand long without having the battery checked and keep your carburetor adjusted to winter conditions.
- "Don't, above all, forget to change the oil frequently. It may save you a big repair bill at a later date."

If these simple rules are followed the average motorist will have little trouble keeping his car going during all of the cold months.

Lee Huff on Business Truth

Declares Standing of the Company is a Highly-Important Factor.

By LEE HUFF, Vice President, Nebraska Buick Auto Company.

"The standing of the company plus the integrity of the dealer determines the serviceability of the product to the consumer."

New Lincoln Sales Salon

J. V. Thorndike Company Announces Opening of New Station on Harney St.

The J. V. Thorndike company announce the opening of an exclusive Lincoln Sales and Service station at 3124-28 Harney street, and cordially invite the public to view the elaborate display of Lincoln cars, both at the show and at their new home; also to inspect their equipment and facilities for rendering a most efficient service to all present and prospective Lincoln owners.

The building 3124-28 is devoted to a display room, in keeping with the high quality and dignity of the Lincoln car, together with a daylight service department. Each service man is freshly laundered service coat. Portable rolling, fully equipped, work and tool benches will be used and, with the use of car covers, each Lincoln owner will be assured of the most efficient clean and courteous service.

Mr. Thorndike comes to Omaha well versed in the sales and service of Lincoln motor cars. With the purchase of the Lincoln factory by the Ford Motor company, the J. V. Thorndike company at Sioux City, Ia., equipped themselves to efficiently service the Lincoln car, with the result that in 1924 this company led all other dealers in the Omaha branch district in Lincoln car sales.

"All indications point to a most prosperous year for Omaha in 1925," says Mr. Thorndike. "In fact we have made several Lincoln sales in Omaha since our recent arrival. New Lincoln cars as received by us from the factory are so mechanically perfect that no 'breaking in' is necessary, and may be driven at top speed from the start. Lincoln cars are capable of delivering many years of most dependable and satisfactory service."

Cleaning the Windshield.

The easiest and best way to clean a windshield is to wipe it off with a wet cloth and rub dry with a clean cloth. A little kerosene in the water will help if the glass is dirty. This method of cleaning glass is to be recommended for closed cars as it does not scratch.

DEALERS: Our Lines Will Make You Money COME IN Prices Are Reduced on the New Hercules Bodies for Chevrolets and Fords We Have Complete Line of Auto Top Materials and Glassmole Enclosures WM. F. HABIG CO. 1616-18 Cuming St. Omaha, Neb.

Auto Was Conceived by Newton

English Scientist Suggested Steam-Propelled Vehicle in 1680—Daimler a Pioneer.

Development of Industry

By R. H. PETERS.

It is 1760. Beside a crude steam engine mounted on steel wheels stands Nathan Read. He climbs aboard, opens the throttle and the great-grandfather of the motor car lumbers down the rutted English highway.

It is 1834. From far down the Lexington, Stratford road comes the roar of iron wheels beating the close-packed clay and the rumble of a laboring steam engine. Three men steer this 10-ton monster, 18 apprehensive passengers clutch the awning seats. And Walter Hancock's steam carriage, the grandfather of the motor car, rolls by.

Just 25 years ago America held its first national motor car show. The industry gathered together its latest "horseless carriages" and fondly displayed them to a suspicious public, which, for the most part, climbed into the family carriage and vowed "the horse is good enough for me."

Motoring was an adventure, blow-out more incidents in the day's journey and breakdowns calamities anticipated and frequently realized. Those were the days when the cartoonist portrayed simple villagers fleeing in terror as some hardy soul chugged past in his back door Packard or Peerless and editorial writers dipped their pens in call to complain of these peace-destroying vehicles.

Oldsmobile Six 5-Passenger Coach

George B. Seiden then held basic patents on practically every part required in the manufacture of the automobile. In 1885 the patents, for which application had been made some years before, were granted him. And until 1911, when Justice Noyes denied his claims, he lived toll from the manufacturer.

Those who think of Henry Ford as a rather clever mechanic, who slipped into the industry through a side door, will be surprised to learn that he led the fight on Seiden. Ford and several others who balked at Seiden's fingers in their treasures opened fire on patent 549160. For four years they fought. The mass of evidence accumulated until it was the work of many days to scan it. In 1908 the fight was lost, but it meant nothing to Ford, who rallied his forces until victory perched on his banners three years later.

NEW TRANSMISSION LINING FOR FORDS

MARVELOUS INVENTION WORLD TRIPLEWEAR IDE UNDER Transmission Lined. \$2.25 No Jack No Chatter. Per Set. A Product Greater Than Its Name. Christened Crown of Perfection. New Weave with Oil Pockets. PROVEN PRODUCT OF LAST Three Times as Long ENGINEERING ABILITY.



THE MAGIC performance of this WIZARD Transmission Lining is far beyond your dreams in a smooth, NON-CRATERING base, reducing strain on drums, gears and axle, and saving on tires and fuel. The saving for fleet owners is tremendous. Sole owners as well as having TRIPLEWEAR installed now. YOU PROFIT BY USING TRIPLEWEAR. INSIST THAT YOU GET IT. The contact on steep hills and smooth getaway is amazing; works like an electric motor. Thousands of minute oil pockets in each band. An assured smooth stop. DEMAND TRIPLEWEAR. FOLLOW DIRECTIONS FOR INSTALLING AND ADJUSTING. TRIPLEWEAR SATISFIES WHERE ALL OTHERS HAVE FAILED. Have a set installed. Guarantee with every set. SOLD BY BEST OF DEALERS PROPORTIONATELY PLACED. MAKE IT TRIPLEWEAR. ACCEPT NO OTHER. DURWYLLAN COMPANY, Inc. Mfrs 23d and Grand Ave. Goodrich Bldg. Kansas City, Mo.

Nebraska Has 309,000 Cars

The following table, compiled by Motor, the automobile magazine, shows registration of passenger cars and trucks in the various states in 1924:

State	Cars	Trucks	Total
Alabama	125,566	18,482	144,048
Arkansas	125,000	16,900	141,900
California	1,125,956	194,254	1,320,210
Colorado	136,500	18,100	154,600
Connecticut	175,000	8,100	183,100
Delaware	25,000	2,500	27,500
Dist. Col.	49,000	8,000	57,000
Florida	124,000	14,176	138,176
Georgia	207,543	24,275	231,818
Idaho	41,600	7,900	49,500
Illinois	853,000	140,000	993,000
Indiana	545,940	44,500	590,440
Iowa	200,000	25,000	225,000
Kansas	271,000	28,900	299,900
Kentucky	244,000	12,000	256,000
Louisiana	187,000	21,200	208,200
Maine	105,000	12,000	117,000
Maryland	195,000	15,000	210,000
Massachusetts	550,400	31,424	581,824
Michigan	742,216	52,127	794,343
Minnesota	465,865	27,250	493,115
Missouri	315,000	25,000	340,000
Mississippi	492,000	33,000	525,000
Montana	65,800	9,875	75,675
Nebraska	277,697	31,303	309,000
Nevada	14,825	2,000	16,825
New Hampshire	45,000	5,000	50,000
New Jersey	401,000	28,900	429,900
New Mexico	124,000	14,176	138,176
New York	1,136,500	212,500	1,349,000
North Carolina	245,000	25,000	270,000
North Dakota	113,844	4,832	118,676
Ohio	400,000	157,000	557,000
Oklahoma	177,783	15,964	193,747
Oregon	104,000	12,000	116,000
Rhode Island	74,100	17,192	91,292
S. Dakota	131,167	11,234	142,401
Tennessee	378,648	29,204	407,852
Texas	243,176	14,429	257,605
Utah	95,400	9,800	105,200
Vermont	45,000	5,000	50,000
Virginia	319,275	32,450	351,725
Washington	184,000	18,000	202,000
West Virginia	144,000	27,850	171,850
Wisconsin	476,000	40,000	516,000
Wyoming	42,800	4,400	47,200
Total	15,810,643	2,179,516	17,990,159

the dream of an inventive genius a few years before.

That race failed to settle the controversy, as did subsequent contests. Stanley and White stood for steam; Duryea, Packard, Peerless, Winton, Olds, Stearns, National, Rambler, Knox and others for gasoline, and Baker and Rauch-Lang for electricity.

Production was a slow and painful process, merchandising a wildcat affair in which many agreed to sell cars in order to secure dealers' discounts. In 1900 Oldsmobile started its competitors with the announcement that 1,200 of its famous curved dashboard models had been manufactured in 12 months for the year.

Quantity production, ever eating at the selling price, has permitted the manufacture of a car which is within the means of almost every man, and almost every man has one. They swarm over the roads, they choke the thoroughfares of even our most modest cities. They stand, hub against hub, for miles in the downtown districts.

It is 1925. The ghosts of Read and Hancock and Daimler and Benz stand beside the traffic policeman as he halts the car of the millionaire and the car of the mill worker. His whistle blows, they leap for the crossing, two of that endless procession headed toward the country which was only a myth to many a few years ago.

Wash Top First.

Before starting the washing of the car the top should receive attention. This can be sponged off with clean, tepid water, says Automobile Digest, and when coated with road dust or mud, this water should contain enough caustic soap to provide sufficient alkali to cleanse. Follow this cleaning by drying with a chamomile skin.

Wash Top First.

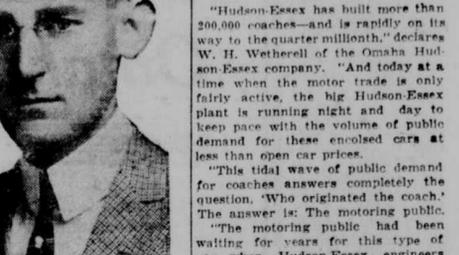
Some genius conceived the happy idea of placing doors in front as well as rear. Another perfected the demountable rim. With a generator

Exit Prest-o-Lite.

Some genius conceived the happy idea of placing doors in front as well as rear. Another perfected the demountable rim. With a generator

Here's the Man Who Big Volume of Coaches

Hudson-Essex Company Puts Out 200,000 Because of Demand.



J. H. Hansen, Cadillac dealer, who has long been prominently identified with the automobile business.

providing electricity to recharge the storage battery electric lights were possible. That spelled the end of the Prest-o-Lite tank which had crowded out the hissing carbide tank.

As frames grew stronger wheel bases increased in length. As the chassis reached a high state of efficiency there was opportunity to improve bodies. The motor car now has come not only a means of transportation but a thing of beauty.

Coupled with these two problems was the ever-present question of price. The motor car game has always been for the strong and many have fallen by the wayside as their competitors have proved themselves more economical manufacturers and more efficient merchandisers.

And always the manufacturer has been quick to anticipate the needs of his public. The coach came to answer the cry for a closed car within the purchasing ability of the average man. Four-wheel brakes are the reply of the manufacturers to the demand for greater safety. Balloon tires are the rubber manufacturer's contribution to comfort.

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AUTO KEEPS REDS OUT OF AMERICA

Lord Ashfield, chairman of the London underground railway, made this statement following a recent visit to the United States: "Wide and indeed almost universal use of the motor car has proved for the United States the antidote for bolshevism. It gives the American something to look forward to when their day's work is finished and goes a long way to preventing discontent and unrest creeping in."

Causes of Squeaking Brakes.

Squeaking of brakes are an offense to the public ear and can be prevented by hand adjustments that will equalize the pressure all around the drums, by an occasional cleaning of the surfaces of the lining and by avoiding protruding rivets.

Improved Balloon Type Gabriel Snubbers

Always At Work To Help Cars Ride Easier

Motor car engineers and tire engineers constantly seek how to make motor cars ride better; and Gabriel cooperates with them all the way.

Gabriel's mission is to perform functions which tires and springs cannot be expected to perform, and to add to their contribution to motoring comfort.

The improved Gabriel Balloon-Type Snubber is the latest step in Gabriel progress—a more scientific and efficient application of the sound Gabriel principle of snubbing by friction.

Braking power is greatly increased in this snubber, throughout its entire range of action. But Gabriel goes farther and provides a progressive increase in the braking action, in direct ratio to the extent of the rebound—braking power that begins at 60 pounds and runs up to 250 pounds.

Gabriel Snubber Sales & Service 2212 Harney St. AT. 3394

Best for All Tires Carrying Low Air Pressure