

MOTOR SHOW A TRADE TONIC

Annual Event Has Tendency to Inspire Increase of General Trade.

ALL BUSINESSES BENEFITED

Theaters, Hotels, Transportation Companies, Merchants, Wholesale and Retailers, as Well as Automobile Men Profit by Omaha Show.

Aside from being an exposition where buyers may survey all the latest models in automobiles, where dealers and manufacturers may get together to discuss the motor car industry, the Omaha automobile show has an intrinsic value probably greatly underestimated by the general public and by the municipal authorities as well. That value is its advertising to the city, its stimulus to bring people to the city, its incentive to make out-of-town inhabitants of the Missouri valley territory spend their money in Omaha and its tendency to act as a trade tonic in general.

The automobile show brings a vast number of visitors to the city, that must be acknowledged. Each exhibitor has a factory representative accompanied by a staff of assistants here to demonstrate his motors and machines. Dealers from all over this part of the country are attracted by the display of late models which will be the popular thing this approaching season. Each of these dealers is accompanied by a number of prospective buyers who desire to get an insight on the trade by viewing the very latest designs. Then, of course, there is always a large number of visitors who come of their own incentive to see the big exhibits.

Naturally this vast army of visitors spends a great sum of money here. The hotels where these people must stop receive the benefits of augmented trade. The box office receipts of the theaters are visibly swelled. Many of the visitors, especially the women, spend considerable time in shopping, and everyone knows that a visiting woman will spend far more money during a week's shopping campaign than a resident. Street car and transportation companies receive their share of the additional money circulated because they can't all ride in demonstrating cars all the time. The railroads which convey these transients into the city receive earnings and when a railroad carries more persons in and out of town it is considered a desirable town and therefore a good town to which to devote considerable attention and publicity.

The manufacturers of motor cars and accessories exhibit at the show for many reasons, all of them logical and sound. It is a good chance to advertise their products, certainly, but it offers opportunities for other things as well. By displays at the show they are taking advantage of the enthusiasm inseparable from great numbers of people; the advantage of disseminating their own and receive other people's impressions of the trend of the trade, structural features, sales and sales methods. They also are able to make immediate sales and increase the number of dealers and to contribute to the general welfare by upholding an institution which generates enthusiasm and creates buyers. Makers of complete cars have an opportunity to inspect under comfortable circumstances the offerings of makers of parts and accessories and that latter have an opportunity to approach the complete car builders.

The show is a veritable trade tonic. It takes place at the time of the year when the buyer is in a receptive mood. The show begins enthusiasm, resulting in the prospective customer's determination to buy. Frequently hesitation as to what particular car to invest in is decided and the sale which might otherwise have been delayed for months, proceeds.

Officers of the Automobile Show Association



CLARENCE G. POWELL Secretary and General Manager.



J. T. STEWART, President.



GUY L. SMITH-Director



LEE HUFF Director.



GEORGE REIM, Director.

vided there was no show, is closed then and there.

The best possible form for advertising any article that may be honestly advertised and will stand up to the description published by its maker is to display that article to the public under the most favorable circumstances. In newspaper or magazine advertising the maker describes his product with printer's ink. At the show the prospective buyer may see the real article.

Contributors at the show are also contributors to the general welfare of the trade, and they receive their rewards in other ways than by the immediate sales of cars. For example, exchange of opinion among mechanical and selling forces of all factories; by contact with prospective buyers and their own past experiences as to what constitutes right and wrong in car construction; by contact with thousands of dealers who have had intimate dealings with buyers, resulting in mutual education, from which the trend of the market, the desires of the public, and the demand for cars of various classes may be more accurately gauged than in any other way.

Small Saxon Car Creates Interest as a Road Machine

One of the most interesting cars to be seen at the Automobile show is in the Saxon exhibit at the booth of the Stewart-Tosser Motor company.

The Saxon is manufactured by the Saxon Motor company, at Detroit, Mich., a concern recently organized by the officers and stockholders of the Chalmers Motor company, and consists mostly of these men.

The Chalmers Motor company has been building medium-priced automobiles for the last seven years and came to see the need of a light, economical car for utility service. It was to fill this need that the Saxon Motor company was organized and first designed the Saxon car. However, after the design had been started, new fields were discovered in which such a car would be practical, and it was decided to build a little car with a view towards using it in all sorts of country roads. It was, of course, impractical to believe that a car of this type would supplant in any sense of the word the larger and heavier cars used for pleasure and cross country touring.

It will undoubtedly prove itself to be to the farmer what his driving horse has always been, and will be called into service repeatedly for hurried trips to be made

to market. No doubt new possibilities for the use of such a car will occur to every one who investigates it thoroughly.

Woman Entrant in Big Race This Year at Indiana Capital

The next 50-mile race on the Indianapolis speedway, for the first time in history, will see a woman, if not a driver, at least an entrant, if the plans of Mrs. Leotia K. Northam, a noted Los Angeles sportswoman, materialize. Mrs. Northam, who has been in the game for some time, at present has her driver, Omar Toft, in Europe, negotiating for the purchase of a Delage, the machine that divided foreign championship honors with the Sunbeam and Peugeot last year. She plans to enter all the important meets of the season, starting off with the Vanderbilt, and winding up at Corona. Failing to get a Delage, she will buy some other car, she says. In the past she has used a Simplex.

To indulge in her racing hobby, Mrs. Northam had to have herself incorporated. The Amateur Athletic association's definition of "entrant contestant, or competitor" is "any man or organization which makes an entry of a motor car for a contest." No mention being made of women, Mrs. Northam has but the alternative of becoming an organization. This she promptly did. No objection has been offered to her subterfuge thus far, so that on the grounds of eligibility it is not thought she will have any trouble here next May.

Were Mrs. Northam attempting to drive matters would be different, as pilots' licenses are only granted to men.

Winter Hunting Trip A motorcycle hunting trip, which they all declare the most enjoyable ever, has just been completed by four enthusiasts of Toledo, O., including State Commissioner Jess Campbell. One member of the party owned a cabin some miles from Toledo. With this as headquarters they spent the week scouting about the country on the two-wheelers in search of game. Each evening, after a supper made of their day's catch, the quartet smoked their pipes before an open fire place, and made plans for the coming season's tours.

RIDES IN AUTOMOBILE CAR

Resourceful Hobo Smuggles Self Inside Car Conveying Motors.

HIDES IN STUDEBAKER SEDAN

Rides from Detroit to Portland, Ore., Within Luxurious Compartment Which He Made Bedroom and Dining Palace.

To cross the American continent in a closed body motor car is an unusual feat, though no longer unique, since last summer, when an adventurous Los Angeles citizen did it in a Studebaker Sedan. To make the trip, however, in the dead of winter, crossing deserts and mountain ranges and penetrating even the far northwest is a far different problem, yet is one recently solved by a tourist.

The feat loses much of its motoring significance through the fact that the automobile rode in a box car and carried a nameless knight of the road. Nevertheless, it possesses many features of an unusual nature.

Late in December this resourceful hobo

must have passed the Studebaker loading platform in Detroit. He doubtless marveled at the many freight cars being loaded and noted that each car carried on its door the name of the city which was to be its destination. The variety from which he chose contained about every trading center of moment in the country, but he must have passed along until he reached a car tagged "Portland, Ore."

Portland sounded attractive. The hobo smuggled himself inside the car with the automobile. An inspector came along and verified the shipment, the human freight keeping out of sight. The car was sealed.

Once embarked on this trip, the tramp made his headquarters in a Studebaker "Six" Sedan, which was the crowning glory of the shipment. Its cushions made him a luxurious bed. He had but to touch a button to illumine its interior. Its body gave him double protection against the weather. He must have been provisioned for the trip, for when the car arrived at Portland and the door was opened for the first time, the hobo bounced out with abounding energy and promptly disappeared, the employees of the Portland Studebaker branch being too amazed to give chase.

An abundance of cigarette stubs and a

large empty jug were left behind, along with a note, which stated: "Gents: I thanks you for the ride. This is sure the sweetest bedtime buggy I ever rode in. Happy New Year."

New Paige Models Show Improvements

Showing a number of refining improvements in mechanical design and construction, the new Paige cars, both the "36" and "25" models, appear also with the newest and most approved of stream-line body types.

Deep and graceful cowli dashes are shown. Windshields are built as an integral part of the bodies. Side lamps are dispensed with through the incorporation of dimmers in the headlights. Running boards are clean.

Packards in Mexico. Thirteen Packard cars and four three-ton trucks are among the few employees of the erstwhile Mexican government to be retained by the new regime. The cars are reserved for the use of officials. According to Kenneth Walker of Mexico City, who knows the Spanish for "rear axle transmission toggle lever," Packard vehicles have been made standard for government purposes.



EASURE the Paige by the standard of the high priced car.

Note the design—You will find in its stream line body—its generous proportions—its upholstery and its finish all the beauty and excellence that mark the car of highest degree.

Note the mechanical construction—You will find in the large unit single wire electrical equipment—the cork insert multiple disc clutch—the silent chain drive for motor shaft—the always efficient Bosch magnets and the simplified control points of super-quality that you naturally look for only in cars costing double the price.

And then check up on the reason for it—You will find that the Paige offers you the highest possible percentage of actual car value because the Paige-Detroit Company has no bonded or other indebtedness—no excessive capitalization, no heavy overhead expense of any kind—to eat up its income.

When you buy the Paige you pay only for the car itself—

Satisfy yourself on these points Ask us questions—

PAIGE CO. OF NEBRASKA 2417-19 Farnam St., Omaha, Neb.

The Paige-Detroit Motor Car Co., Detroit, Michigan

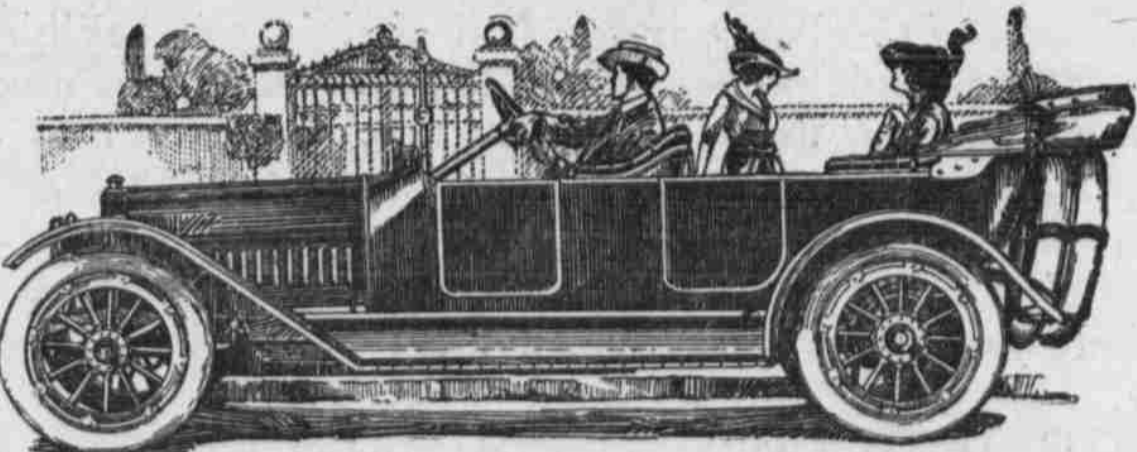


The Two Cars You Ought To Know

Space 27 SEE THEM AT THE SHOW Space 27

KISSEL KAR 4-40, \$1850 6-48, \$2350

The New Krit \$950



By sheer force of merit, the Kissel Kar has made its way to the top notch of public esteem—no car shows a more consistent record of performance and satisfaction regardless of its price.

From sea to sea and Pass Christian to Vancouver, this splendid car enjoys supremacy on the highways for looks, ease, economy and long life.

In beauty, comfort, convenience, simplicity and stamina, the Kissel Kar can only be compared with cars selling for much more.

Specifications Kissel Kar, 40 H. P. "Four"

Stromberg Carburetor—Automatic float feed type with water jacket for warm water and air inlet shut-off for starting in cold weather. Pressure Feed.

Brakes Internal and external—Two-foot brakes equalized, contracting on rear wheel drums 14-inch by five-inch face. Over 800-inch braking surface.

Timken Forge Differential—Of large size, made of chrome vanadium steel. Pinion shaft supplied with two Timken bearings on differential.

Springs—Front semi-elliptic; rear three-quarter elliptic made of special alloy steel.

Wheel Bearing—Timken roller.

Motor—Four cylinder, cast in pairs.

Motor Bore and Stroke—4 1/2 x 5 1/4 -inch.

Size Front Springs—35x2 -inch.

Size Rear Springs—48x2 1/4 -inch.

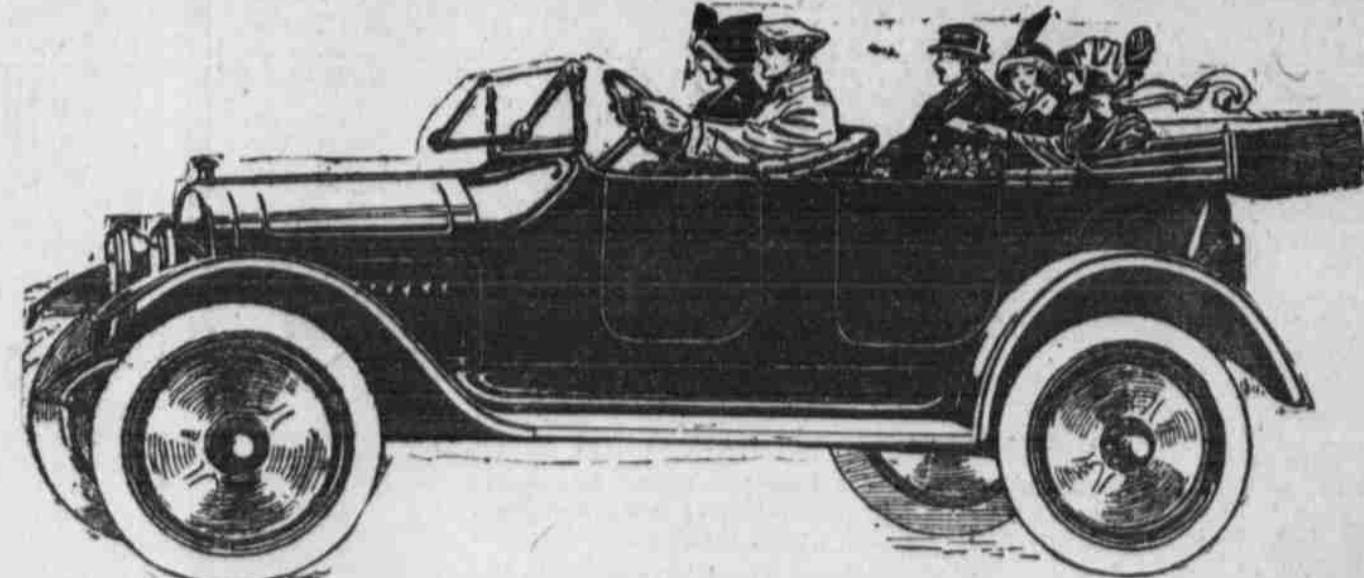
Transmission—Sliding gear-selective type. Imported F. & S. annular ball bearings. Chrome vanadium steel gears. Four speeds forward and reverse. Direct drive on third, geared up on fourth.

Goodyear Tires, Front and Rear—36x4 -inch.

Wheel Base—121 -inch.

Complete equipment, including Shock Absorbers, front and rear, Electric Starter, Electric Head, Dash and Tail Lamps.

Price Complete—Open body, \$1,850.



This is the beautiful, new car that is creating such a big stir among motor buyers and dealers. For never before have such up-to-the-minute designs, such perfect comfort and so many luxurious features been combined in a car of this price.

Five years' satisfaction. For years Krit cars have been known as reliable, serviceable automobiles. Krit cars sold five years ago are still running satisfactorily.

25 Horse Power. Streamline Body. Tapered Bonnet. Cork, Inoleum covered, nickel bound floor and running boards. Leather lined body. Left drive, left control.

Driving compartment entered from either side. Tires 32x3 1/2 inches. Clear vision, double ventilating windshield. Leather covered instrument board. Gasoline tank in dash, gravity

Records of 25,000, 50,000 and even 100,000 miles of use in owners' hands have demonstrated their mechanical soundness. The height of fashion.

For 1914 we have retained all the strong mechanical points of previous models, and have gone the limit in making the new Krit a car of utmost beauty and style.

High priced car features of the low priced Krit.

feed, reserve supply tank. Unit power plant. Stromberg carburetor with adjustment on steering column. Bosch magnet. Multiple disc clutch. Electric starter, lights and horn.

Underslung rear springs. Stewart speedometer (flush type). 108-inch wheel base. Demountable rims. Tire carrier at rear. Price \$950, with electric starter and lights, \$1,050.

These are the features that make for comfort and satisfaction during your motoring days. These are the features that make the Krit so popular today.

OPPER-VAN VLEET AUTO CO., Distributors

1122 Farnam Street, Temporary Location.

Permanent Location, New Bldg., 2206-8 Farnam St., Omaha, Neb.