

MANY COMING TO THE SHOW

Vice President of Apperson Auto Co. Inspects Territory.

HE SEES A BRIGHTER FUTURE

Trip Through Nebraska Convinces Jarrard that Thousands Are Coming to the Automobile Show.

"Just to satisfy themselves as to the condition of the territory tributary to Omaha," said T. E. Jarrard, vice president of the Apperson Bros. Automobile company of Kokomo, Ind., yesterday when seen at the Henshaw. "I took a run last week out from here over the Burlington up to Leadwood and back via the Northwestern. As a result I feel safe in predicting that the Omaha show will be one of the best, if not the best outside of the national exhibition, from a business standpoint, to be held this year. Everywhere throughout the territory I covered, optimism is prevalent, and too, it was the cheerful, spontaneous optimism which only comes when people are, as a whole, happy and contented as the result of a successful year. "We have heard a great deal of talk in the last few months tending to show that the country is going to the 'demolition how-wow.' But this has largely been talk. You know hard times are simply the result of too much talk, which spreads abroad a feeling of uncertainty, causing people in all walks of life to tighten up—to go a little bit more conservatively. "I only wish that I could have had all these manufacturers of hard times with me on that trip last week up the 'Q' and back down on the Northwestern. They would have found people too busy making money to think of hard times. Not once did I hear a mention of a stringency in any way. In fact, if you asked a stockman or a rancher if things were a little tight, you would be greeted with an incredulous lifting of the eyebrows, as much as to ask, 'What do you mean by such a question?' Everybody in Nebraska is busy, and by the way, very nearly every one is coming to the automobile show. "Omaha is recognized by nearly all manufacturers now as one of the largest of the automobile distributing centers. Reaching out as it does into Iowa, Missouri, Kansas and South Dakota, as well as its own state and points further west, it attracts a market than which there is none in the country more prosperous nor more progressive. It is a field that must be reckoned with, so you find in attendance at this show officials from practically all of the larger manufacturing companies. "Take in our own case, we look to market this season more cars through Omaha than any other single point in the United States. Years ago when the Apperson 'Jack Rabbit' first came into this section, it was a fight to get it established, as it always is with any product new to a community. But, as soon as the Nebraska found we were building a car especially suited to the conditions of their country, they bought and bought readily. As a result, our business has increased by leaps and bounds. Last year was the best season we have ever experienced out of this city, and now the outlook for 1914 shows that we will more than double the sales of 1913."

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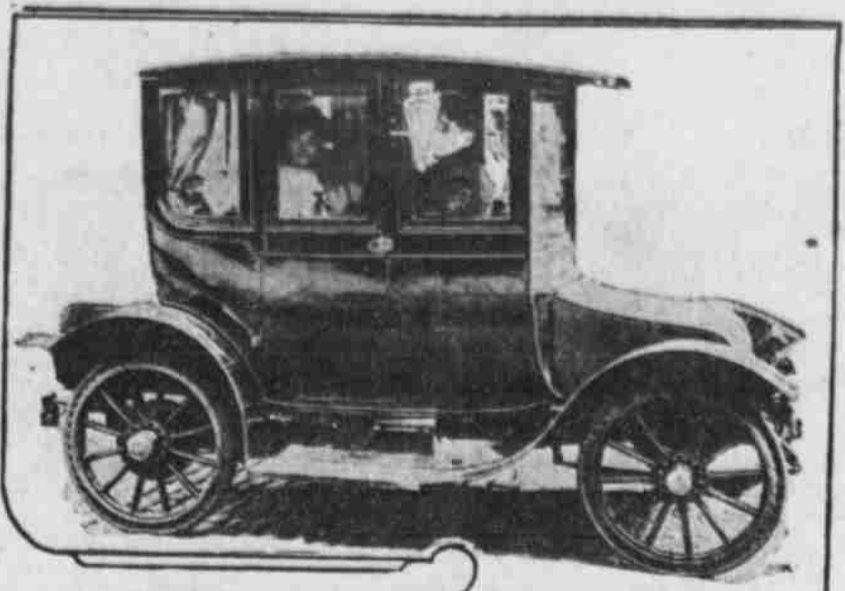
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Packard Company Does Big Business Through January

Total sales of Packard motor carriages during the last month exceeded the record of any January since the Packard Motor Car company started in business. Sales were distributed about equally between '38' and '48' six-cylinder cars. Specifications representing one-tenth of the season's output of '48's' were entered on the first day the books were thrown open to the new model. The Packard dealers in Cincinnati, Syracuse and Amsterdam have sold their entire allotments of '4-48' cars before the arrival of demonstrators. The increase in Packard truck business has made necessary a substantial increase in the truck shop forces. One of the largest truck sales closed during the month was that of twenty-four Packards of two and three-ton capacity to the Loose-Wiles Electric company of New York. The sale amounted to about \$25,000.

Attractive Display. Visitors in for the show will find much to interest them in the display being made by the Powell Supply company in its Farnam street store. Many new, snappy lines of merit are being shown in addition to the staple products.

Mme. Tetrzzini Buys an Electric



Madame Louise Tetrzzini, the world's premier soprano, with her husband in a Baker electric brougham which she purchased last week in Chicago to be sent to her home in Switzerland at Lake Lugano. Two nights' warbling by this world famous songstress more than paid for the car, as her first deposit was a check for \$2,000 from the Chicago Opera company for fulfilling her engagement of the previous evening. It only required a little coaching before Tetrzzini was operating the electric with all the skill of an experienced chauffeur. Throughout the week she quite gave up everything so great was her delight in her new plaything.

Ohio Cars Rise in Motor World With Increased Rapidity

Ohio cars now distributed by E. E. Gray of Council Bluffs in the western states have jumped into popularity that veteran motor car men consider nothing short of remarkable. The reason of this is easy to find says Mr. Gray. Speaking of the car Mr. Gray says: "Ohio motor cars for 1914 represent the result of years of experience and exhaustive tests and expensive experiments by R. E. Northway, founder of the Northway Motor Car company and original designer of the now famous motor which bears his name. "No piece of furniture can have a finer finish than that given Ohio cars, as they represent the highest product of experts in this line. We are with you, first, last and all the time and we want you to feel that you are one of us the instant you join our force and we can co-operate with you in a way that will be mutual to all concerned. "The company has just entered the six-cylinder field with its Model Royal. It is a beautiful car with its long, low and stream-line body, symmetrical in all its lines from radiator to rear of the car. This harmony is carried in both models, which not only adds to their individuality, but gives to Ohio cars that distinguished mark that is a pleasure to the exacting buyer."

Visitors Invited to Auburn Agency

The Auburn Auto company has issued invitations to visitors to the automobile show to make their headquarters at the salesrooms of the Auburn agency at 259 Farnam street. Those who desire to do so, according to the invitations issued, may have their mail delivered there and any other deliveries they may wish to have made may be made to the Auburn house. The Auburn occupies booth No. 6 at the show.

The Auburn 4 Forty at \$1,490.00 Completely Equipped The Most for the Money, This Big \$2,000 Car at \$1,490 Lacks nothing that a very high-priced car can give. Our proposition to agents is the best offered by any automobile manufacturer. We have some good territory left for live agents. Don't fail to visit our booth at the Auto Show. AUBURN AUTO CO., "OMAHA" 259 Farnam Street. Hause & Wilson, Distributors.

Mitchell Adds to Its Motor Factory

As a result of the sale of the wagon factory and adding additional capital stock, the capital of the Mitchell Motor company has added to its total capital in the automobile department, \$2,000,000. This additional capital in conjunction with the eighty years of service to the American public will make the Mitchell car one of the leaders, according to the local agent, J. T. Stewart. "For eighty years Mitchell vehicles have been traveling the roads of this country," said Mr. Stewart, "and for thirteen years an unintermitted achievement in the manufacture of motor cars has been enjoyed. Thirty thousand cars are running on the roads of this country bearing the name of Mitchell. There are 10,000 expert employes in our factory and we certainly need yield to none the palm of superiority in this wonderful modern industry."

Powell Accepts the Agency of New Tire

For many years past the Lee Pneumatic puncture proof tires have been popular in the east. Quite a number are in successful use in this territory, but no agency was established until this season. Mr. Powell was impressed with the results obtained by users of the tire and the enthusiasm of the eastern distributors that he arranged for a distributing agency from Omaha. The Powell people are now appointing agencies among the dealers through Iowa and Nebraska. They have already disposed of quite a number of these tires locally.

One-Armed Motorist Drives Regal Motor Without Difficulty

W. B. Smith of Unadilla, N. Y., claims the distinction of being the only licensed chauffeur in the state of New York having but one arm. Also he is proud of the fact that he not only drives a Regal car, but does all the work himself that is necessary in connection with keeping a motor car in perfect condition. Mr. Smith says: "It may sound like a difficult thing, but I have never experienced any real trouble in driving the car. Handicapped as I am by the loss of an arm, I can drive anywhere I want to go, and am certain of getting back. No road is too rough for me, and I have passed many a larger car on the road. I never have had the car in the repair shop, having been able to do all the necessary work myself. In all the driving I have done in the last two years I never have been forced to leave the car on the road—never have been towed in."

BUICK MAKES SEVERAL MILES ON GALLON OF GAS

With Chicago newspaper men and technical automobile writers as official observers, and F. E. Edwards, former chairman of the American Automobile association technical committee as conductor, the Buick six and B-5 were submitted to gasoline consumption tests in Chicago, January 14. The six made 29.1 miles per gallon and B-5 22.7 miles per gallon.

Gilbert Knows His Car.

Although a new figure in the automobile industry, President J. M. Gilbert of the Lozier company has enjoyed association with Lozier products for many years past. When the Lozier company brought out the first fore-door car shown in America, some six years ago, Mr. Gilbert, then connected with the tire business, purchased the model car. He has been driving Lozier cars ever since, and, as a result, knew practically as much about the car as Lozier designers at the time he joined the company last August.

us have been caught in sudden rain-storms while motoring, and gotten pretty thoroughly soaked before we could get the top in position. Now a slight pull by one of the occupants in the forward, is all that is needful to have one of the new style tops in an upright position." Motorcyle Notes. A two-day motorcycle meet is being arranged by enthusiasts of San Angelo, Tex. The event will probably be held the latter part of February at the fair grounds. The membership of the Rockford (Ill.) Motorcyle club is now more than 100. DeKalb, Ill., is to have a motorcycle club. A membership campaign which is expected to bring every motorcycle rider in the city into the local club, has been started in Fort Wayne, Ind. In Switzerland there are said to be more motorcycles than automobiles, there being 4,964 two-wheelers in that country. Rev. Victor H. Waeha, missionary of Korea, uses a motorcycle in covering his field, out of Yeng Hyeon. Marshal Vernon Bassell of Kenners, O., has decided to purchase a sidecar for his motorcycle, in which he expects to carry lawbreakers to jail. Motorcycles in France must be registered with the War department, so that they may be requisitioned for army service if necessary.

AUTOMOBILE TRUNKS —and— LAP ROBES We make AUTO TRUNKS in any size or style TO ORDER We also have a large assortment of Auto Robes at ONE HALF what they are regularly sold for ALFRED CORNISH & CO. HARNESS, SADDLE AND TRUNK STORE 1208 Farnam Street

Other Light Six Chasses Will Not Be Shown at the Omaha Automobile Show

We base this statement on the fact that manufacturers who have models, which they claim complete with the Chandler Light "Six," have been unwilling or unable to show Chasses at the Chicago, New York, Boston, Cleveland, Minneapolis and Kansas City Automobile Shows.

If, however, this challenge influences other dealers sufficiently to cause them to remove the hoods and take off the bodies, thereby enabling us to make a clean mechanical comparison between the Chandler Light "Six" and any other six-cylinder car of anywhere near the price, we will have benefited materially by this advertisement.

You will see not only the Chandler bodies at the Omaha Show. You will see the STRIPPED CHASSIS, too. And it is the CHASSIS that you are interested in. For it is the Chassis that gives you the return on your investment. It is the CHARACTER of the Chassis that determines whether you secure real Automobile VALUE or mostly TRIMMINGS.

There is Nothing Cut Out of the Chandler; Everything IN It is of Finest Quality, and You Will Marvel at Its Workmanship

Study carefully all the light weight sixes at the Show if the exhibitors give you a chance. You will convince yourself that the Chandler is the most extraordinary value—by long odds—in the field of light sixes.

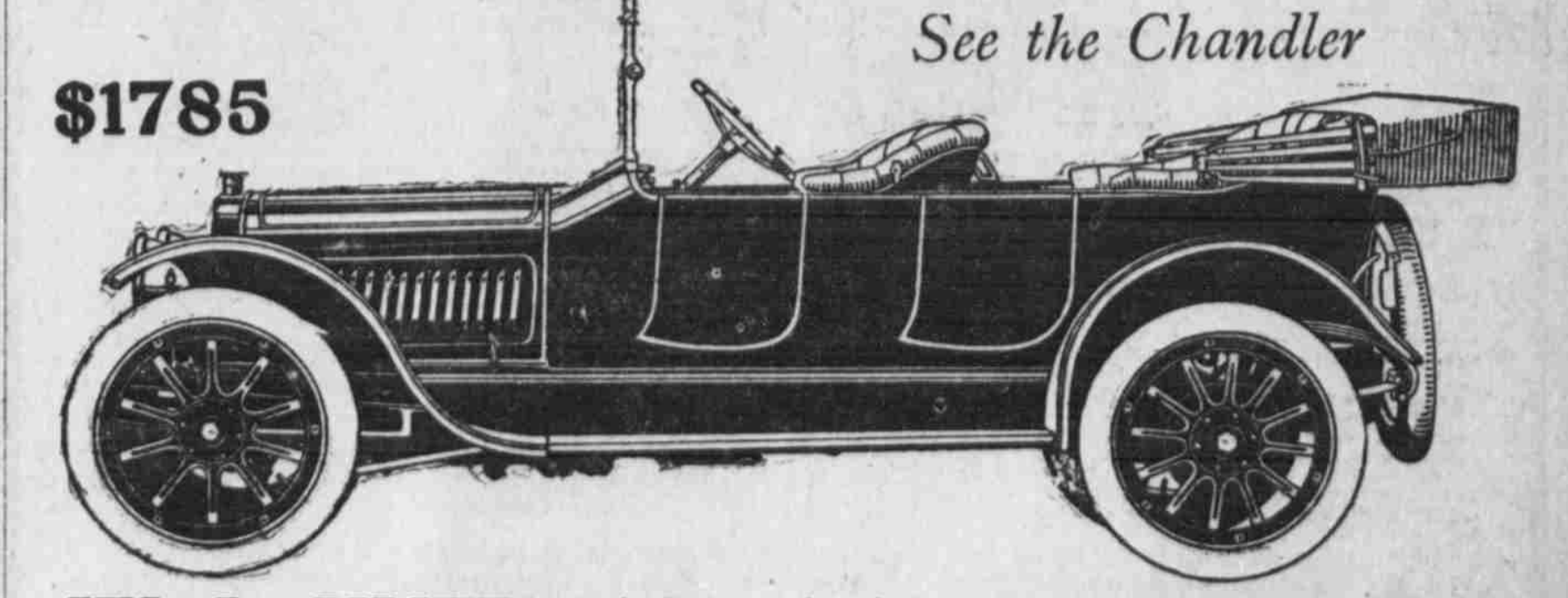
And after you have studied all the light sixes, look over the big high-priced sixes. See if you find anything in them that the Chandler doesn't offer you—except needless weight, and corresponding needless high power, and expensive tires, and everything else that means high first-cost and high up-keep.

Make such a study and we will take our chances on your decision. The men who build the Chandler know sixes. For six years before they began building the Chandler they had been building the highest grade high-priced sixes in America.

They knew that a high grade light weight six could be built to sell at a low price. They knew it so well that they were willing to risk their own money in proving it. So they withdrew from the heavy, high-priced six-cylinder field and established the first light weight six success.

In a full season's service in the hands of hundreds of owners in all parts of the world and under all kinds of conditions, the Chandler has not developed a single mechanical weakness. Nothing but praise has come from Chandler owners. They say there are no words that fully describe their satisfaction with the car.

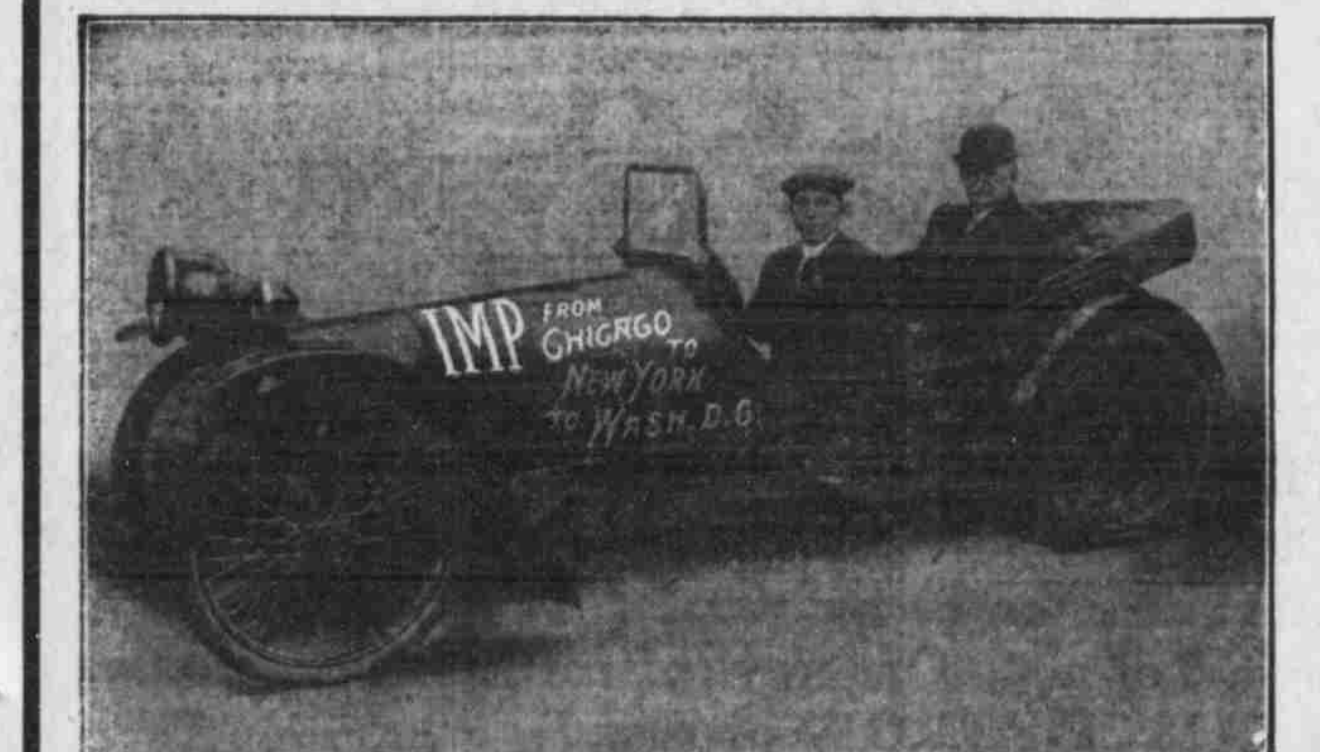
LIGHT WEIGHT SIX CHANDLER BUILT BY MEN WHO KNOW



W. L. HUFFMAN AUTOMOBILE CO. 814-16-18 FARNAM ST. OMAHA, NEBRASKA

LINCOLN, NEB. 1228 F St. SIOUX CITY, IA. 217-18 5th St. SIOUX FALLS, S. D. 222 So. Phillips Ave. MITCHELL, S. D. 217 W. 1st St. Chandler Motor Car Co., Manufacturers, Cleveland, Ohio.

Cute Little "Imp" Cycle Cars, \$375



The "Imp" will be noticed, talked about, enthused over, demonstrated and sold at the forthcoming "Auto Show." Then, too, it may be seen in connection with our display of "Thor" and "Excelsior" Motorcycles at our own establishment a BLOCK away from the Auditorium, where the Auto Show is held. We want a few hustling "Imp" agents in Nebraska and Western Iowa.

Mickel's Nebraska Cycle Company Cor. 15th and Harney Streets Omaha, Nebraska