

OMAHA AUTO SHOW A BIG ONE

Coming Event to Be Very Best Ever Held in This City.

AUTO TRUCKS TO BE FEATURED

All of the Various Companies Manufacturing Trucks Will Make Extra Effort to Prove Worth of Machines.

General Manager Powell of the Omaha Automobile show, to be held in the Auditorium in this city February 24 to March 1, inclusive, is in Chicago this week, where he is picking up and arranging for some specialties to be exhibited here. One of the features that he hopes to secure is a giant fire truck. This truck, which is the largest of its kind ever manufactured, having an engine of 50-horse power, will be shown at the Kansas City show and from there will come direct to Omaha.

The Kansas City Automobile show is held during the week of February 17-22. This is the week prior to the big Omaha meet and consequently all of the best things exhibited in Kansas City, including the big truck, will be here. A big line of trucks will be brought up from there and they, together with those shown by the Omaha manufacturers and dealers, will make up the biggest exhibit of this kind ever shown under one roof.

For the auto trucks the entire basement of the Auditorium has been set aside and here may be seen samples of about every machine made in the United States. Speaking of trucks includes commercial vehicles, too, and in this exhibit there will be everything from the little delivery cart, with its body measuring 8x10 over all, to the great machine capable of carrying ten to fifteen tons, more than twenty horses could draw. Some of these trucks are as large as freight cars, measuring 8x22 feet.

Commercial Vehicles.

Then, too, when you come to the Omaha show and go into the basement to take a look at these commercial vehicles, you will not feel lonely, for there you will find experts from the factories. Of course they come to assist the local agents, but being experts they will be able to tell just what a truck can do. With them it will be cold facts and no guess work. These men will be loaded down with figures and statistics and if you are a farmer living out fifteen miles from the market town they will tell you just what it will cost per pound per mile to load on 300 to 500 bushels of grain and take it to market. They will also be able to tell you to a cent just what it will cost per acre to hitch on five to eight plows behind your truck and turn over ten to fifteen acres of stubble field per day.

A whole lot of the trucks that are coming to the Omaha Automobile show are designed for farm work. They are geared so that they will do road work better and cheaper than horse teams. In fact, many of them are even harvesting machines. The experts who are coming here will have comparative figures and if the "dopes" they are giving out in advance is correct, they are going to prove that for cheapness of operation and upkeep the auto truck has the horse badly beaten.

In the truck or commercial vehicle class there are going to be enough cars to make it interesting for various models of the following well-known makes will be shown: Alco, Avery, Buick, Chase, Commercial, G. M. C., General Vehicle Electric, Humphrey, International, Kelly, Mason, Packard and Studebaker. They will be shown by these local dealers: Drummond Motor Company, Prossard Auto Company, W. L. Huffman Automobile Company, International Harvester Company, Johnson-Haferkamp Company, Andrew Murphy & Sons, Orr Motor Sales Company, Jack Sharp and the Studebaker corporation.

To Decorate Auditorium.

Decorator Colling has been looking over the Auditorium during the last week and he has assured Manager Powell that it is going to be the easiest thing in the world to convert the interior of the big building into a place of beauty. He has worked out his plans for the main floor and these following well-known makes will be shown: Alco, Avery, Buick, Chase, Commercial, G. M. C., General Vehicle Electric, Humphrey, International, Kelly, Mason, Packard and Studebaker. They will be shown by these local dealers: Drummond Motor Company, Prossard Auto Company, W. L. Huffman Automobile Company, International Harvester Company, Johnson-Haferkamp Company, Andrew Murphy & Sons, Orr Motor Sales Company, Jack Sharp and the Studebaker corporation.

Special Attention is Going to Be Given to the Decorations and Lighting in the Basement.

Special attention is going to be given to the decorations and lighting in the basement. Last year this basement was a bit "barny" and when one went down there chills, not of cold, but of depression, chased one another up and down the spiral column. This year it will be different. The long inclines from the first floor will be transformed into beautifully decorated and illuminated arcades; there will be single lights and clusters; there will be bunting and flags in an endless profusion and here and there, located along the sides, will be palms and potted plants, giving the long passageway an appearance of fairyland.

The basement proper will be made as beautiful and as attractive as the great room on the first and main floor. The same character of bunting and flags, the same style of lighting will be the rule. Here will be stationed an orchestra that every afternoon and evening will render choice selections of concert and popular music.

Best Show in Whole Country.

Manager Powell feels confident that the show staged for the last week in February is going to be recorded as one of the best. If not the best, ever held in the United States, and the letters he is receiving indicate that there are others who are of the same opinion. During the last week he has received more than 1,000 letters asking for information relative to cars that are to be exhibited, firms that will be represented and agencies here in Omaha. Of all the letters received not one has remained unanswered. To keep up with his correspondence, however, he has found it necessary to make several additions to his clerical force. He has sent out thousands and thousands of pieces of advertising matter and to every man, woman and child who has expressed a desire to see the show he has sent a cordial invitation to come. While he is not making any estimates on attendance, he believes that it will be fully double that of last year.

AUTO PADS AND FANCIES.

Basket woven in old blue is the material of a reversible coat which has a chambray satin covered detachable lining. A most useful garment for all seasons. It buttons close to the neck with buttons of the same material.

One of the new hats in leather is in old blue, the crown simulating quarter sections fastened with blue cord. The trim is of blue velvet of the same shade, edged with gold gauze ribbon, and it is finished at one side with a tiny bunch of pink rosebuds.

Selling Agent is Responsible for Popularity of Car

First and by far the most important of all the different steps in the motor car selling organization is the place given to the agent by Harry R. Radford, vice president and general manager of the Cartecar company, Pontiac, Mich.

"The agent either makes a car successful or unsuccessful," says Mr. Radford, "because he is the man who closes the ultimate sales and sends in the orders which keep the factory running. And when the agent is not on the job there is not much for the production manager to do. I have seen many fairly good cars go down to dismal failure simply because they were not well represented in the field."

"Go into any section of the country and you will see that in nearly every instance there are more of one particular car than any other. And this fact is not because of the much greater superiority of the favored car, but because that car has a real live salesman back of it. Of course, this applies more especially to the smaller towns as practically all of the good cars are splendidly represented in the larger cities."

"I believe it is largely because of the great enthusiasm of the Cartecar agents that has caused it to become so popular. They believe heart and soul in the Cartecar and give the car the very best they have, and, of course, the result is the splendid sales. With a friction driven car an agent can demonstrate to the entire satisfaction of any prospect and this is given them the utmost confidence in the car."

CADILLAC HAS UNIQUE PLAN TO CONSERVE ENERGY

"Given a competent and resourceful staff of executives and engineers," says E. C. Howard, sales manager of the Cadillac Motor Car company, "plans and methods can be devised whereby money can be saved in production and utilized in the betterment of the product and the cost of the product reduced to the ultimate user."

"Recently the Cadillac company devised and adopted a new idea in its engine and chassis testing departments which accomplishes an extraordinary saving, or rather enables us to utilize power which previously had been lost. After the engines are assembled they are run for some hours on the 'block.' The engines spin away until they operate with smoothness and precision. Heretofore, while the engines were run under their own power, the power thus generated was wasted; that is, there was no return from the consumption of gasoline, oil and labor other than that secured by the test itself."

"We now have seventy-two of these testing blocks or jacks. In connection with each jack there is an electric dynamo. When the auto engine is under running test, it drives the dynamo, thereby generating the current the same as in an electric power plant. The current thus generated is run into the main line and utilized in driving the machinery throughout the factory."

"After the engine is installed in the chassis the entire chassis is given another run of some hours on a dynamometer stand. By the latter method every power transmitting unit of the entire car from engine to rear axle is put through a course of sprouts, so to speak. It enables the test to vary the load at will and to put the chassis under almost any test desired."

"The current generated in this test is also run into the main line and utilized as before explained."

"But the conserving of energy does not end here. The water which is heated in passing through the circulation system of the engine, is piped to the washrooms for use there."

Quite a convenient little repair lamp to use anywhere about the car or garage is of nickel, having its own storage battery. A little reflector encircles the light. The lamp is about the size of an ordinary alarm clock.

How Electric Car Owners Are Doubling Their Pleasure

If your pleasure electric is equipped with pneumatic tires you are missing half the pleasure of motoring. And you are spending for tire upkeep far more than you should.

Why not say goodbye to those aggravating punctures and blowouts and to those mountainous tire-repair bills? That's what the majority of electric car owners have done, and thus doubled their motor pleasures. They did it by equipping with Motz Cushion Tires.

Tires That Ride Like Air

Motz Cushion Tires are not hard rubber tires—the kind that jolt and jar and injure the delicate mechanical parts of a car.

They are lively, easy-riding, shock-absorbing, resilient—as much so as any properly inflated pneumatic. All due to the double, notched tread (A in picture), which prevent skidding and distribute the weight to the sides. The sides are undercut (see B), which allows free action of slantwise bridges (see C). These bridges are elastic. They give and yield like the air in a pneumatic tire. Note D in the picture, showing shock-absorbing qualities when tire runs over a stone.



The Motz Tire and Rubber Co. Factory and Executive Office AKRON, OHIO Service Stations in All Principal Cities

OMAHA DISTRIBUTORS ELECTRIC GARAGE CO. PHONE HARNEY 304 40TH AND FARNAM STS.

HUNDRED MILES AN HOUR

Is Soon to Be Realized by the Fans of Motorcycle World.

FEBRUARY IS PROPITIOUS

This Month Has Always Marked a New Record Among the Motor "Bikers" and Extra Efforts Are to Be Made.

NEW YORK, Feb. 1.—Until a few days ago 100 miles an hour on a motorcycle, the dream, the goal, the ambition of manufacturers and riders alike for a decade, remained unrealized, but its near achievement, along with other record smashing flights of the Herculean little two-wheelers, has kept the public interest at high pitch.

February seems to be a propitious month with the speed boys for giving Daddy Time a wallop, for it was on the eleventh of that month, at the opening of the new Los Angeles stadium, that Miguel Eddie Hasha wiped out the records from one to four miles. He chopped 1/2 seconds off the mile record of the great Jake DeRover, setting the new mark at 39 1/2.

Hasha's stunt was the signal for a general attack on the records. At Los Angeles, May 17, Ray Seymour, a local boy with a national reputation, opened his gasoline artillery, and for twenty-one miles kept the scorers busy writing new records. This was the birthday of the mile record, 36 1/2 seconds, at a 97.82 mile an hour gait and the fastest official time ever made by a motorcycle up to that date.

Now a new motorcycle star has been discovered in Lee Humiston, a Denver boy, who rode a mile over the Playa del Rey, one lap motorcycle at Los Angeles, in the record breaking time of 38 seconds. Humiston's sensational dash for the first mile at the rate of 100 miles an hour, was also accompanied by a remarkable ride of record time up to and including ten miles, in which he displayed all the records for the distance held by Seymour.

The California course is one mile in circumference and enables a rider to get the best possible speed out of his machine.

With Humiston's performance recorded chances are that he will be one of the season's favorites and with continued practice should give a good account of himself. His racing career covers a period of three years on the western tracks, but as holder of the speed championships he will probably compete in the national titanic battles which will begin at Brighton Beach May 30.

HUMPHREY FACTORY HEAD FOR HUPP MOTOR CAR CO.

S. H. Humphrey, who has just accepted the position of factory manager for the Hupp Motor Car company, Detroit, is the type of man who believes that obstacles are not hindrances, but merely something to overcome. It is just this attitude that has made him one of the most successful production men in the automobile industry. Mr. Humphrey is a stayer for work and a bulldog for tenacity of purpose. These qualities are of special value in the manufacture of motor cars because the industry has developed so rapidly and concerns like the Hupp Motor Car company have experienced such extraordinary expansion in a brief period of time that only men of great executive ability, iron will and unusual capacity for work have been able to meet production problems that have naturally arisen.

McIntire Goes East. J. A. McIntire of the McIntire Auto company, has gone east to the big auto shows.

McDonald at Chicago. C. W. McDonald is visiting the Marion Factory and the Chicago automobile show.

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Declaration of Policy OF THE MAXWELL MOTOR CO. (INCORPORATED)

To the Automobile-Buying Public:

THE MAXWELL MOTOR COMPANY has acquired by purchase and free from debt the assets of the late United States Motor Company, consisting of the following plants equipped for the manufacture of automobiles and automobile parts and accessories.

THE MAXWELL-BRISCOE PLANTS at Auburn; Maxwell-Briscoe plants at Tarrytown, N. Y.; Maxwell-Briscoe plants at Newcastle; Brush Manufacturing Company's plants at Detroit; Alden-Sampson Company, Detroit;

STODDARD-DAYTON COMPANY'S PLANT at Dayton, Ohio; the Briscoe Manufacturing Company, Detroit;

THE COLUMBIA MOTOR COMPANY at Hartford, Conn., and twenty-four branch houses established in various cities throughout the country.

ALSO THE ORGANIZATION AND BUSINESS of the Flanders Motor Company of Detroit.

THIS AMALGAMATION IS AS IMPORTANT as any yet consummated in the automobile industry. The Maxwell Motor Company, as now constituted, starts with clean slate, a cash working capital of three million dollars, no bonded debts, no mortgages, plants free and clear, and with assets, facilities and personnel equal to any other similar organization. The Maxwell Motor Company is now prepared for business.

WE STAND ON THE THRESHOLD OF TOMORROW and have no interest in the past save to give service to owners of cars manufactured by the plants we have acquired. That responsibility is established and assumed for all time. Our business now is the manufacture, the distribution and the development of popular types of motor cars requisite to supply the universal demand.

CIVILIZATION REQUIRES an efficient, durable, low-priced vehicle for its transportation and its pleasure. It will be the policy of the Maxwell Motor Company to meet these requirements even to the minutest detail. We have the experience, the ingenuity, the capital and the equipment to achieve these results, and we pledge ourselves to their accomplishment.

SO MUCH IN BRIEF to the public, all of which has for its direct object the establishment of an absolutely flawless organization throughout the United States.

To the Dealers Selling Maxwell and Flanders:

THIS CLAUSE IN OUR DECLARATION is as vital as State rights and must have equity for its basis.

SEVERAL HUNDRED MAXWELL DEALERS have applied to handle the complete line of motor cars manufactured by the Maxwell Motor Company, the sixes and fours. To these dealers we say in the open territory it is our intention to have the full line of cars handled by one dealer.

PRESENT MAXWELL AND FLANDERS DEALERS will be given consideration and an opportunity to handle the new line of cars manufactured by the newly organized Maxwell Motor Company, providing that a readjustment of territory and other conditions can be brought about. Here are three illustrations:

FIRST—IN TOLEDO the dealer who is selling Flanders cars and the dealer who is selling Maxwell cars combined their interests and thus acquired the sale of the complete line. In other instances the same arrangement between Maxwell and Flanders dealers in the same town has been effected with gratifying results and mutual benefit.

SECOND—IN DETROIT, where the Maxwell Motor Company had acquired a branch house, we turned over to the Flanders dealer all the good will and the business being done by the branch house. Thus this dealer acquired the right to sell the complete line of cars and a profitable and extensive repair parts business.

THIRD—WE ARE READY to make similar arrangements with

either Maxwell or Flanders dealers so that they may acquire these rights and privileges in connection with the complete line in many other important cities throughout the United States, wherever the United Motor Co. formerly operated Branch Houses.

TO FURTHER OBVIATE CONFUSION and insure a proper readjustment of the territory of Maxwell and Flanders dealers so that each may enjoy the full benefits through the sale of our complete line of motor cars, each individual dealer should address himself to the manager in charge of sales of the Maxwell Motor Co. in his individual district. These sales managers are located in the following cities:

RALPH COBURN, BOSTON DISTRICT; P. J. Pollock, Chicago District; C. G. Jackson, St. Louis District; O. W. Klose, Minneapolis District; C. S. Wright, Kansas City District; J. W. Shelor, Dallas, Texas, District; J. M. Opper, Omaha, Neb., District; Branch House, Atlanta, Ga., District; C. F. Redden, New York District; E. G. Oliver, Philadelphia District; A. Burwell, Jr., Charlotte, N. C., District; E. M. Green, Pittsburgh District; F. B. Willis, Indianapolis, Ind., District; Chas. Booth, Memphis, Tenn. District; D. S. Eddins, Denver, Col., District; C. R. Newby, San Francisco District; J. S. Conwell, Southern California District; L. H. Rose, Portland, Oregon, District; C. F. Stewart, Des Moines, Iowa, District.

THESE DISTRICT SALES MANAGERS have been selected from the former Maxwell-Briscoe Motor organization and from the Flanders Motor organization.

To the Present Owners of Maxwell, Stoddard, Everitt and Brush Cars:

WE NOW ADDRESS OURSELVES to the more than one hundred thousand owners of Stoddard-Daytons, Brushes, Everitts, Columbias, Sampsons and Maxwells now in use. While not legally obligated, the Maxwell Motor Company does recognize the moral obligation to every owner of a car made by the above-mentioned concerns, all of whose plants we have acquired.

IN ADDITION TO THIS central manufacturing repair parts factory, service depots, all of which will carry a complete line of repair parts, have been established in the following cities: Boston, Chicago, St. Louis, Minneapolis, Kansas City, Dallas, Omaha, Atlanta, New York, Philadelphia, Charlotte, N. C., Pittsburgh, Indianapolis, Memphis, Denver, San Francisco, Los Angeles, Portland, Oregon. These service depots will be operated under the supervision of the district sales managers of the foregoing cities.

A COMPLETE FACTORY representing an investment of more than one million dollars in buildings, machinery, jigs, tools and fixtures, located in Newcastle, Indiana, the center of population of the United States and the center of ownership of these hundred thousand cars, has been set aside for the purpose of manufacturing and supplying the repair parts necessary to cater to owners.

REGULARLY APPOINTED DEALERS of the new Maxwell Motor Company will have the preference on the repair parts business of the earlier model Maxwell motor cars. The system will be comprehensive, the deliveries immediate, and any order can be filled. All dealers throughout the United States, therefore, can secure repair parts from these service stations or from Newcastle, Indiana, direct.

To the Prospective Buyers of Our New Models:

WITH A CAPACITY OF FIFTY THOUSAND CARS per annum, we are in a position to supply the buying public with the four types of motor cars now in general use:

MAXWELL SIX—Model 50 (Seven Passenger Touring Car, \$2,350), (heretofore Flanders Model).

MAXWELL SIX—Model 40 (Five Passenger Touring Car, \$1,550), (heretofore Flanders Model).

MAXWELL—Model 35 (Four Cylinder Five Passenger Touring Car, \$1,085).

MAXWELL—Model 25 (Four Cylinder Five Passenger Touring Car. Price to be announced).

THIS QUARTET WILL ENABLE THE BUYER to select from a range of from five to seven passengers, and from four

to six cylinders, and from 25 to 50 horsepower, completely equipped in each case with top, wind-shield, speedometers, lamps and horn. The sixes are electrically self-started and lighted.

IN RESPONSE TO PRESENT DEMANDS for the season of 1913 we are manufacturing the regular Maxwell Model 28 (a three-passenger roadster), the regular Maxwell Model 40 (a five-passenger touring car) and the popular Stoddard-Dayton Models 30, 38 and 48.

THE MODEL 48 STODDARD will be equipped with electric self-starter and electric lights, Gray and Davis System, for \$200.00 extra.

DELIVERIES on all of these Maxwell and Stoddard Models, can be made at once.

The Question of Immediate Delivery:

IN THE PAST, CUSTOMERS HAVE SUFFERED from misrepresentation on the part of manufacturers as to delivery dates, and dealers have been put to endless inconvenience and financial embarrassment because of conditions beyond the control of manufacturers. THEREFORE, WE STATE to the customer and dealer alike that deliveries cannot be made on the Models 35 (four cylinder) and Models 40 (six cylinder) until March 1913, on Models 25 (four cylinder), June, 1913.

THIS IS DUE TO THE FACT that the big Dayton plant will not begin shipment on the first lot of five thousand cars until March 15th, and the plants at Detroit on the shipment of the first lot of five thousand Model 25, May 15th. Deliveries on Maxwell Model 50 (six cylinder) can be made at once, as the Flanders plant at Detroit is operating on full time.

Executive Officers: WALTER E. FLANDERS, President; W. F. MCGUIRE, Vice-President; W. B. ANTHONY, Comptroller; C. A. FORSTER, Commercial Manager; CARL TUCKER, Treasurer.

Board of Directors: JAS. C. BRADY, HARRY BRONNER, EUGENE MEYER, JR., HENRY SANDERSON, WM. E. POTTER, GEO. H. BURR, W. CATCHINGS, WM. J. MALONEY, W. F. MCGUIRE, WALTER E. FLANDERS.

THE MAXWELL MOTOR COMPANY General Executive Offices: Woodward Avenue, Corner Warren, Detroit, Michigan, U. S. A.