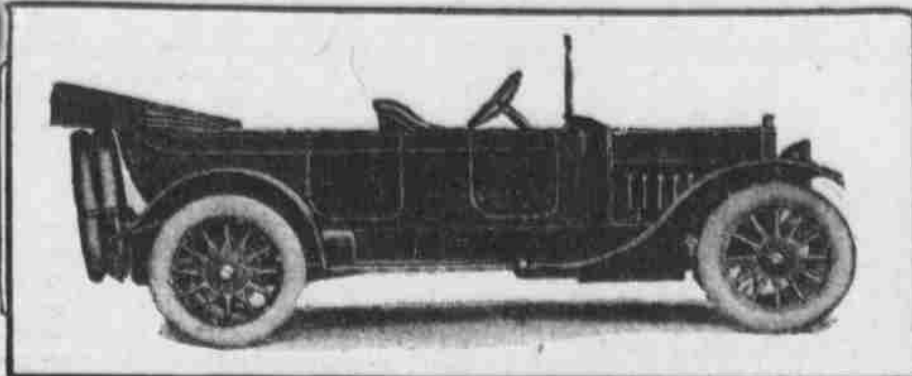
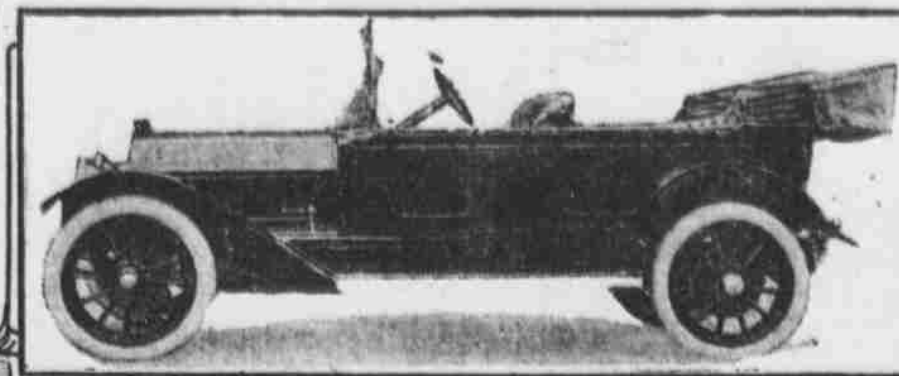


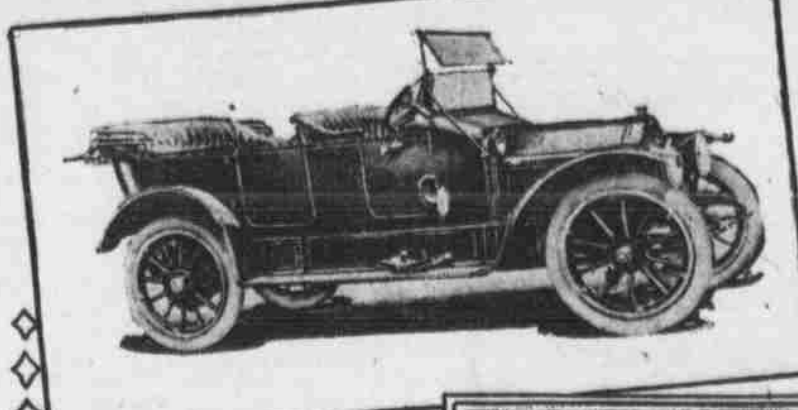
Some of the Feature Cars on Exhibition at Auto Show



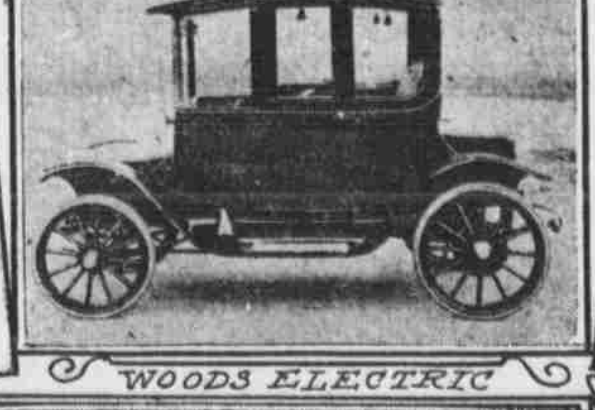
MIDLAND "4-40"



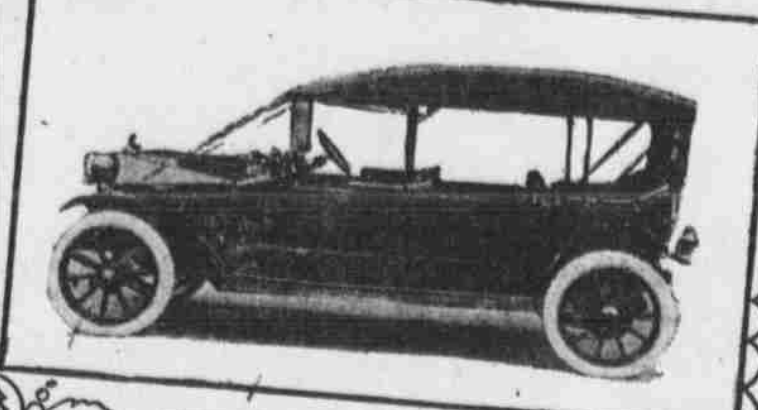
INTERSTATE "SIX"



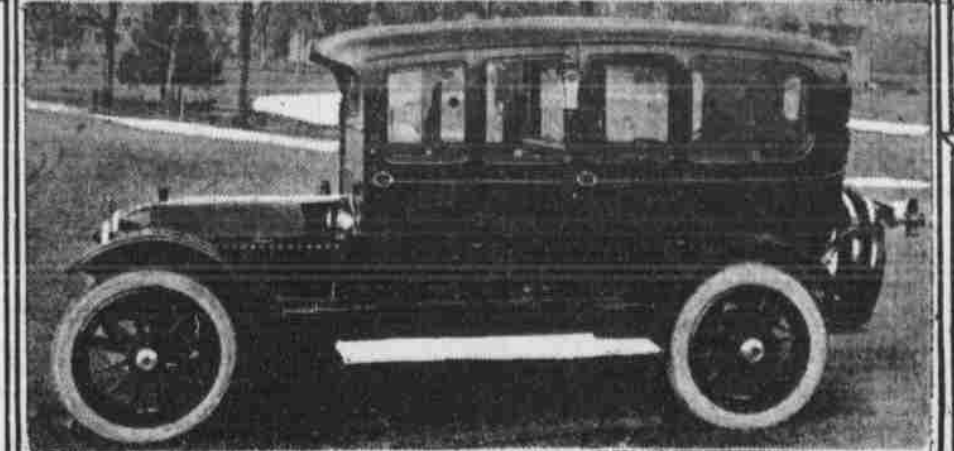
NEW HUDSON '37



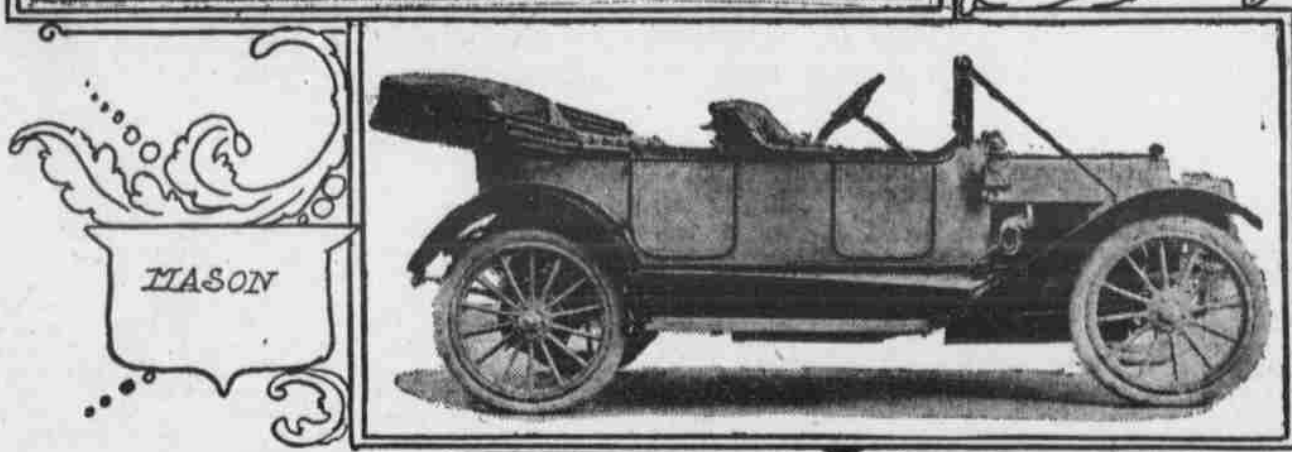
WOODS ELECTRIC



HUPMOBILE "32"



LOCOMOTIVE "SIX"



MASON

COMFORT IN MARION PRODUCT

Indianapolis Car is Developed with View for Passenger's Comfort.

ARE ROOMY AND LUXURIOUS

General Details of Construction Are Along Lines that Will Give Car Every Advantage of Easy Riding.

"One of the cardinal virtues of a touring car is comfort," said Vice President M. D. MacNab of the Marion Motor Car company, in discussing 1913 model cars at the automobile show. "Ease and luxury for the occupants are prime requisites and to these we have given unusual attention in offering the Marion car to the public. In roominess of bodies, size of tires, length of wheelbase and flexibility of springs, we have given a great deal more of comfort than is usually found in a medium priced motor car."

"In both our touring models, 37-A and 45-A, we have incorporated features that have an instant appeal for the purchaser who is seeking the utmost of luxury and comfort. The seats are wide and deep with the best of hand-buffed leather over twelve inches of curled hair and springs at the back, and seat cushions ten inches deep built up on the best quality of coiled springs and tilted backward at a most comfortable angle. The seats and upholstery of the Marion are as inviting as a lounging chair. The coil springs are tied to prevent sagging or getting out of shape.

There is ample leg room for passengers, both in front and in the tonneau, the long wheelbase and compact motor unit giving much more space for this refine-

ment than usual in moderate-priced motor cars. All our springs are of the best imported material, Manchester steel, which has the maximum of flexibility and strength. The semi-elliptic front and three-quarter elliptic rear springs are unusually long and so hung as to provide the utmost of resiliency. They only carry the car—the driving action is taken up by the torsion tube and torsion yoke.

ENGINEER IS SAFE MAN TO FOLLOW IN HIS SELECTION

"When an engineer with a thorough knowledge of mechanics buys an electric car, his example is a safe one to follow," according to Mr. Woodard, sales manager of the Woods Electric Automobile company. "The engineer usually looks be-

fore he leaps, and his vision in such matters is particularly keen. He investigates the various mechanical features and structural designs which are far too technical for the average purchaser to consider in more than a superficial way. Everyone wants the best quality possible in the car they decide to buy—every one looks for the evidences of this quality—very few know where to find it, or how

ECONOMY IN AUTO SERVICE

Columbus Auto Mail Collection is More Economical Than Old Way.

MAIL CARRIERS BUY CARS

Government Would Not Purchase Them, So Regular Postmen Took It Upon Themselves to Supply the Need.

COLUMBUS, O., Feb. 22.—The auto collection of mail is being maintained at a less cost to the government in Columbus than in any other city or town in the United States, thanks to the careful working out of a scheme that originated with Postmaster Krumm and one or two others. The mail now is collected with Ford cars.

Several months ago when the government advertised for bids from those who would rent autos to the government for the collection of mail, the lowest bid was \$21,000 annually. According to the rules of Uncle Sam the postmaster could not spend any money for the purchase of autos. That is, he could not spend any of the government's money for that purpose.

Postmaster Krumm sent three propositions to the government, but none of them proved satisfactory, and then he looked up the allowances that were made for operating and the upkeep of autos. He found that \$1,000 annually was allowed for the upkeep of autos, chauffeurs, etc. Then he decided to purchase the autos necessary to collect the mail in Columbus. To do this required money, and, as postmaster, he was not permitted to engage in any business for profit, with the government paying the profit.

So he interested the mail carriers who were assigned to the work and they decided to purchase the autos outright. But when they came to this conclusion they didn't figure that autos were sold for cash, and they had no funds to invest for the government. Then Mr.

Krumm was appealed to, and after some discussion he got a couple of friends to endorse with him and they went to the bank and borrowed the money to purchase six autos.

These were turned over to the mail carriers, who also endorsed the notes and are being paid for out of the money received by them in addition to their regular salary for the upkeep of the autos. During the last year a large part of the original loan has been paid off and the six autos have cost the government but \$2,000 a year to maintain. This is the amount paid for the upkeep to the carriers.

Within a few months the machines will be fully paid for and then the carriers will have all that is left over, after the upkeep is paid for, as their own in addition to their regular salary. But they have found that at the rate they travel it is pretty expensive to run autos and have so far failed to find the balance they anticipated, after paying for tires, gasoline, oils and other charges that make auto owning a real luxury.

In spite of this fact the government is making the collection of mails in Columbus cheaper than in any other city in the United States, cheaper by \$1,000 than the lowest bidder and \$6,000 cheaper than was done by the old-fashioned horse and wagon route, which was much slower and not nearly so satisfactory.

MARMON CATALOGUE HAS MOST ATTRACTIVE LIST

According to Manager McDonald of Marmon Auto company and agent for the Marmon car, Nordyke & Marmon company of Indianapolis, makers of the Marmon car, have just issued a catalogue that promises to take its place as one of the most attractive pieces of automobile literature of the year. The new Marmon book carries an impression of "elegant simplicity" throughout.

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



The pre-eminent position of the Cadillac, its recognition as America's leading motor car, its recognition as the standard by which motor cars are judged, are not matters of chance.

For ten years the Cadillac has been manufactured and marketed upon well defined principles. The adherence to those principles has been the dominant factor in Cadillac success.

The Cadillac has never aspired to ideals set by others; it makes its own ideals and raises them higher and higher.

The Cadillac has never striven after the achievements of other plants—it is a school and model unto itself.

The word "success" has always been associated with the Cadillac. The word "failure" never. The Cadillac Company has never produced a model or a type for which it was obliged to make apologies.

Cadillac Company of Omaha, 2054-56-58 Farnam St.

GEO. F. REIM, President

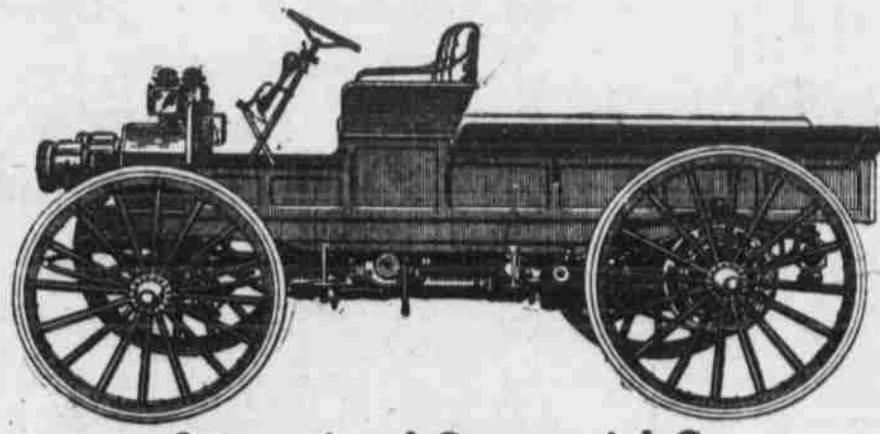
Phone Douglas 4226.

To locate the Cadillac at the Show just look for the busiest exhibit.

The Question

The Answer

How can I solve my transportation problems and increase my business



International Commercial Car

Our interest does not cease when a sale is made --we give you service as long as you own the car

Ideal for the following businesses:

- Awning
- Bakers
- Butchers
- Brewers
- Bottlers
- Contractors
- Barflymen
- Dry Goods
- Dyers and Cleaners
- Furniture Dealers
- Florists
- Gas and Electric
- Fixtures
- General Merchandise
- Grocers
- Hardware Dealers
- Hucksters
- Ice Cream Dealers
- Laundry
- Millers
- Nurserymen
- Painters
- Paper Hangers
- Plumbers
- Real Estate Dealers
- Roofers

WHEN you buy the International Harvester Commercial Car you get all of the advantages of the economies effected by our large organization and output. All the facilities are at your service at our Omaha Sales Room. The economy, ability and durability of our Car is proven daily by the many in use.

When purchasing a commercial car it is well to consider the standing of the firm behind the car, and the service given car owners. These features are of the utmost importance to car buyers. Delays of all kinds are costly, and where a concern helps a purchaser to keep his car in first-class condition, it is an advantage not to be overlooked. This is what the I. H. C. service means to our customers. The International Commercial Car is the dependable car for hot and cold weather, 365 days in the year, backed by a strong guarantee by a concern that is able to make good.

150 International Auto Wagons now in use in Omaha.

The superiority of the mechanical construction of the new models is evident throughout the entire car.

The improved cooling, lubrication, ignition and transmission systems, as well as the elegant finish of the new cars are a few of the points embodied in the best light delivery truck on the market today—The International Auto Wagon.

The International is a hill climber, travels anywhere at any time in any kind of weather—a few points of merit.

International Harvester Company of America Omaha, Nebraska



"Nearly a Quarter-Century of Leadership"

To the man who wants the finest motor-car in his neighborhood

The Stevens-Duryea is the finest of fine cars. It is here—for you to see and try.

The C-Six carries the Stevens-Duryea leadership into new fields. It is such an advance upon anything else in the motor-car world in beauty, ease, convenience, quietness, completeness and active power, that it may properly be called an entirely new car.

If you really want to own the finest motor-car that's to be had, you must see this new C-Six.

\$4500 to \$5950; open and enclosed bodies; two to seven passengers

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On the Staff at the Automobile Show. 2108 Farnam Street, Omaha.

Stevens-Duryea Company Chicopee Falls Mass

"Pioneer Builders of American Sizes"

