

SHOWS ADVANCE KNOWLEDGE

Give Ordinary Automobile Owner an Insight Into Manufacturing.

CONSUMER AND PRODUCER MEET

And Meeting Enables Manufacturer to Study Needs of People to Whom He Later Expects to Sell a Car.

"In my opinion, one of the chief values of the automobile show lies in its bringing the manufacturer of motor cars into direct touch with the public," says Walter C. Marmon, president of Nardyske & Marmon company.

"It enables the actual producer to meet face to face the man for whom his product is intended, and that is what every manufacturer is seeking. We all have confidence in our cars, naturally based on solid facts, and through the medium of the automobile show we can put the essentials before the buyer in just the way we want. Then, if we profit or not, depends entirely on ourselves.

"Often in securing cars through the dealer, the public loses sight of the fact that he is really dealing with the maker of the car, and the relation between the two is likely to be forgotten. But back of every car sold is a personal interest on the part of the manufacturer. I have often wished that every man who looks at a Marmon car could be brought to our factory and could follow the car through its development from raw material to the finished product. He would see all the facts just as they are, and the result of his choice, whether it fell on the Marmon or not, would be based on a bed rock knowledge of car building. The same is true of any maker of cars, I believe.

"By going through a factory such as the Marmon, the man looking for a car, realizes that all the talk about selling him a car for years of service is not mere pretty phrasing on the part of the salesman, but is based on vital truth. He sees that every operation, from the making of the blue print designs to the final testing of the car is based on the keynote of service. It explains to him the reason why large factories, like the Marmon, do not turn out more cars than they do, because he sees that every piece of material and every completed part is subjected to scores of tests in an effort to search out any possible weakness. The workmanship is thorough.

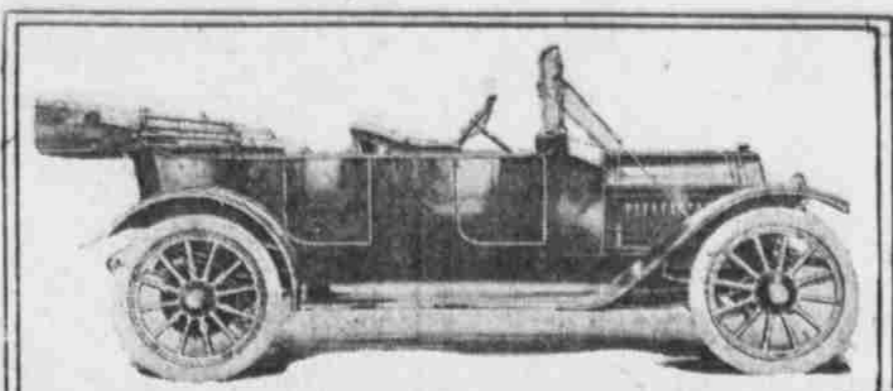
"So many people do not think of the factory organization back of the car on the salesroom floor. They see only that the manufacturer has something to sell, without realizing that he is staking his reputation and fortune on the very thing before their eyes. In a factory such as that of the Nardyske & Marmon company, where for over sixty years all efforts have been directed toward producing machinery that would give service that will reflect credit on the name of the maker, the problem is a serious one indeed, for all depends on getting the plain facts directly into the hands of the public.

"The solution of the problem has been worked out through the medium of automobile shows, for the manufacturer can come there in the spirit of the man who builds the car and talk to the man who wants to buy, and the effectiveness is not lost by the appeal being made through the man between. That the result is most satisfactory is shown by the great increase in the size and effectiveness of the automobile shows. They have a vital relation to the industry and that have come to stay."

BURMAN WILL DRIVE NEW KEETON AT INDIANAPOLIS

"Bob" Burman, the speed merchant, will drive a Keeton "six-48" in the Indianapolis 500-mile race for a fortnight May 30 next and is now at the Keeton factory assembling his own car. Burman drove a flying trip to New York to secure a car for the struggle in which he was a contender last year and turned over, escaping as by a miracle.

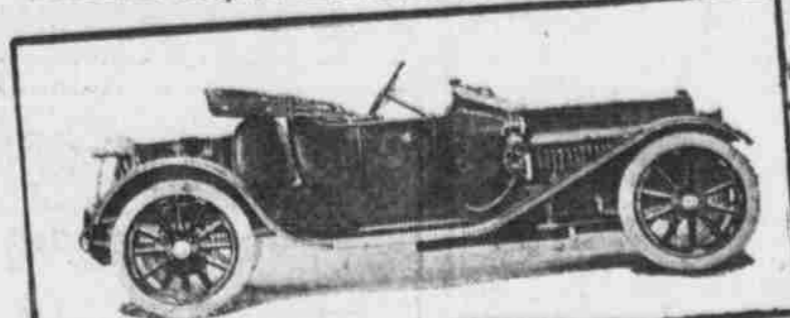
Omaha's Auto Show Presents the Newest Types



DREADNOUGHT-MOLINE "40"



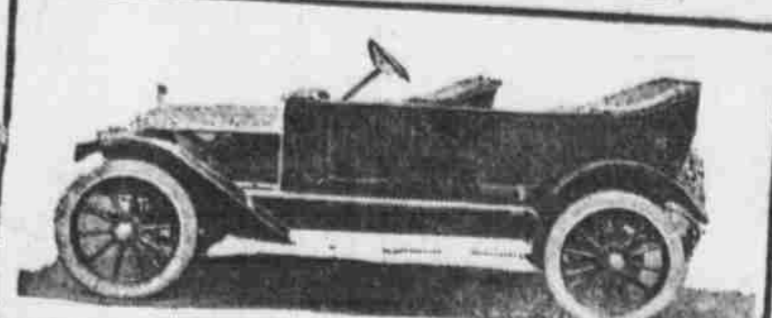
STUDEBAKER "SIX"



VELIE "40"



CHALMERS "SIX" ROADSTER



NEW MAXWELL '35

PRACTICABILITY OF AUTOS

Old Impression that They Were Only Toys Has Gradually Changed.

ADVERTISING HAS HELPED

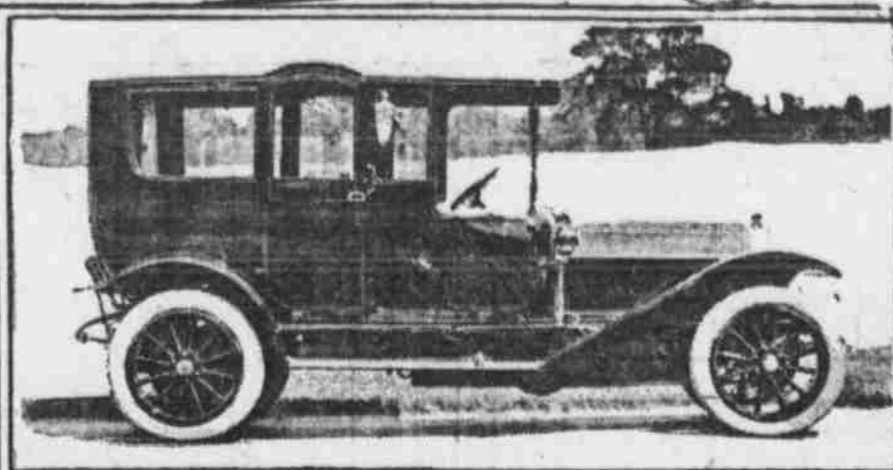
Through the Medium of Publicity the Public Has Been Led to Buy and Get Better Acquainted with Machines.

"Back in the days when I was selling buggies for a living down in Kansas I looked on the automobile as an all right plaything for those who had the money, but I never dreamed of the very idea of any motive powered contraption ever taking the everyday place of the horse," said R. H. Collins general sales manager of the Buick Motor company.

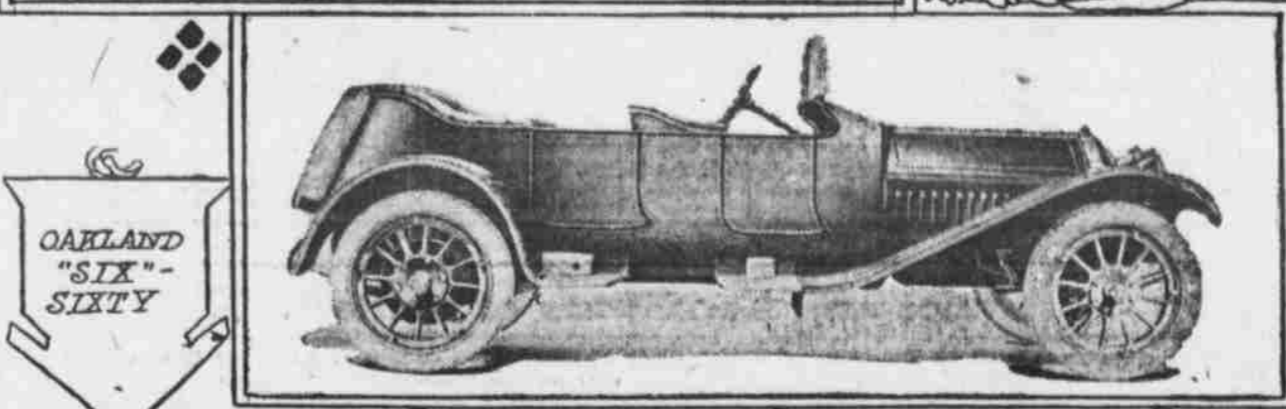
"In my opinion, if there is one thing more than any other which has brought the industry to its present commercial footing it is the advent of the medium priced car. There is no question but that general business conditions are better than they ever were in horse days. There is more money made. There is more money spent. And one is as important as the other in any country's prosperity.

"I don't say it's a sound argument, but the man who has been so unwise as to mortgage his home for a motor car unless he needed the car in his business, has had his influence in the development of 1913 prosperity. He had to have the money and he went after business just that much harder. And in most instances he got it.

"Effect of Advertising. "Another thing which has been far reaching in its effect is automobile advertising. In the early days the motor concerns made money easily and spent it easily. They began by paying high salaries. Advertising men, the best in the country, were attracted to the field. They asked big money and got it. It was then or about then that a real advertising era began. Managers of other lines of business took notice of advertising of a class they had never seen before and they began to notice, too, what enormous sales were being made in the trade. They began looking around for real advertising men for themselves. Men increased their advertising appropriations, by the judicious handling of which they created new and in some instances almost unbelievable demands for their goods. General business conditions began an improvement which pessimists said was too much a boom to last. If boom it was, then boom it is, for it is still with us and the motor car is at the bottom of it



PIERCE-ARROW BROUGHTAM SIX-66



OAKLAND "SIX" SIXTY

Michigan Heads List. "There are more automobiles than in our own state of Michigan than in all the rest of the country taken together. I heard a man remark just the other day that he thought the reason Michigan made a better motor car than other states was because the roads were so bad they had to. And here is another thing in which the automobile has had a country benefiting influence. Time was when a farmer hated a 'red devil' like a small boy does a bath. Today he is a buyer himself. Roads are pretty bad yet in some parts, but the automobile has created a demand for better ones, and we're gradually beginning to get them. Up in our country the best example of it is that new road which is really and truly going to be put down between Detroit and Toledo. For twelve years this has been the worst thing in the shape of a road between New York and the buffalo wallows of Wyoming.

"The truck game, generally, has never opened up as it will in the next few years. Truck use means economy; an economy, moreover, which is bound to become popular."

WHAT SHOWS REALLY DO

Besides Enlightening You on Products, They Create a Stimulus.

GIVES YOU CHANCE TO CHOOSE

Competitive Array of Cars Bring Together Compactly Opportunity for You to Select Intelligently.

What is the meaning of automobile shows? Why all this flare of heads and advertising in the newspapers? Why all this preparation for weeks and weeks for only a week of mere display?

Do you ask yourself down in your heart whether it makes the car that you buy any better? Undoubtedly, you say, this pays the manufacturers or they would not do this every year. What does it actually get me?

If you really wish the inside information on this show business, the facts, if exactly known, would sum themselves up somewhat like this:

In the first place, manufacturers spend dollars and dollars on the display of their goods at the shows, which they never get back in actual sales on the spot nor in actual dealers taken on at the shows. You can figure it out for yourself if you will only look about you when you are at the show. Cars are sold—and dealers are actually hooked up with, but if the business of holding shows actually paid, why then wouldn't the manufacturers hold a perpetual show the year round?

Of course they would. And in their various display rooms and places of business that is precisely what they do. But if there were a perpetual show, the most simple of us can see that it wouldn't be a show at all. A show is at once a drama, a stimulus, and a protection to the public.

Must Meet Competition. Each manufacturer knows early in the year that he will have to face his competitor at the show. He knows that he can not afford to fall down in the presence of his rival. He knows that he must build a car that will hold up in looks, in refinement of design, in obvious worth in order to make good at the show—and what is the result?

You, the buyer of a motor car, have the show to thank for the chance to look over all of the cars. You feel—and rightly— that if a car is not represented that something is wrong. You may not know what it is, but you suspect that there is a reason why that car should not be shown. Of course, we are speaking of the big, vital shows and not of the local affairs.

Care in Storing Flak Tires. Flak tires are not stored in an attic, but in a lightproof and damp-proof cellar, where the temperature is kept uniform the year round. It is worthy of note that the tire manufacturer has met and coped with every obstacle which automobile progress has put in his way.

All Parts of Engine Easily Accessible

The new motor in use on the new water-cooled Kelly trucks, sold by Andrew Murphy & Son, has been the center of a great deal of interest from engineers during the last few days. There has been continually a throng of experts examining the mechanism of the new motor.

One of the principal advantages of this motor is the fact that every part of it is instantly accessible. When the hood is lifted it has the same effect as if the motor were placed on a work-bench. The location of the carburetor and magnetos is such that adjustments can be made without difficulty.

Every part of the motor is in the open so that nothing has to be removed to reach any other part.

To Circle the Globe. Guy L. Smith, the Hudson dealer, has learned of a unique and unprecedented travel project that is planned by a prominent Los Angeles club man and business man. It is a globe-circumnavigation journey, which, according to the contemplated plan, will be wound up by a westward transcontinental dash in a six-cylinder Hudson car.

Studebaker

An Epoch Making Car—

\$1,290

The man who said "I'll wait until automobiles come down in price" need wait no longer. For the Studebaker "35" is here.

Started by electricity, lighted by electricity, seats six passengers comfortably. There is no car under \$2,000 that approaches the Studebaker "35" in style, comfort and luxury. A wonderful car—experts say.

From its drop forged front axle to the full floating rear axle, it represents the highest development of mechanical effectiveness and skill.

With a 116-inch wheelbase the Studebaker "35" is distinctly in the "big car" class, and its luxurious upholstery, clear vision windshield, Studebaker Jiffy curtains, nickel-plated bright work, refined lines and magnificent appointments, make it a delight to the eye.

See the Studebaker Exhibit on the Stage at the Auditorium.

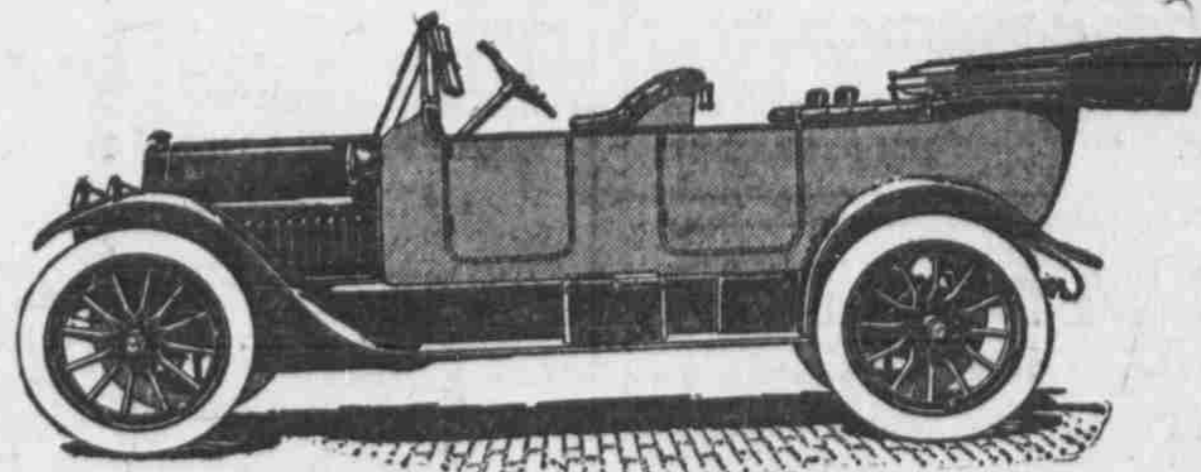
THE STUDEBAKER CORPORATION, 2026-28 Farnam St.

THREE GREAT CARS

\$885 Studebaker "25"

\$1,290 Studebaker "35"

\$1,550 Studebaker "Six"

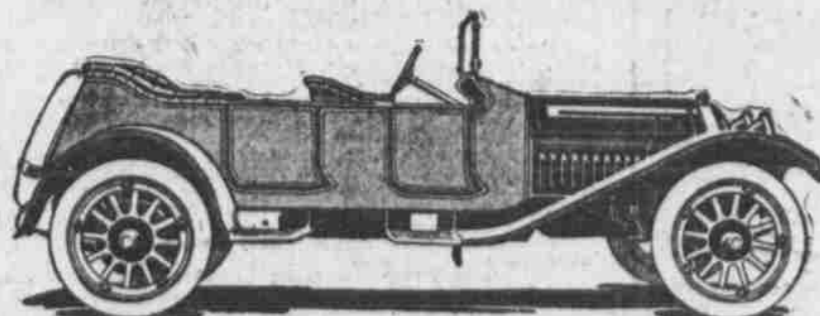


Studebaker "35" --- \$1,290 complete

Four cylinders, 4 1/4-inch bore x 5-inch stroke, 116-inch wheelbase

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|--|--------------------------------|------------------------------|-------------------|
| Six-passenger body | Electric self-starter | Silk mohair top | Crowned fenders. |
| 24x4-inch GOODRICH TIRES | Electric lights | Studebaker Jiffy curtains | Extra rim |
| Luxurious upholstery | Electric horn | Detachable, demountable rims | Tire holders |
| Full floating rear axle | Deep cushions | Stewart & Clark Speedometer | Full set of tools |
| Clear vision, ventilating windshield, rain-vision type | Three-quarter elliptic springs | | Wide tool box |

Oakland
"THE CAR WITH A CONSCIENCE"



The Oakland has come into its own. It has a firm foundation for its popularity and stability. It is today one of the standard motor cars. And this popularity is bound to grow in the future.

For 1913 we have adopted a low, overslung, double-drop frame. This construction gives the car a low center of gravity, keeping the machine on the road better. It makes the car safer to handle at high rate of speed and improves the riding qualities generally. The side swaying of the body is reduced to the minimum, because the car "hugs the ground." Longitudinal rocking, which frequently spoils easy riding, even in the highest-priced cars, does not occur in this construction and the danger of skidding is almost done away with.

1913 Oaklands are distinctive, beautiful models and deserve the consideration of prospective purchasers of motor cars.

This announcement simply extends to you an invitation to see and examine Oaklands. This is all we ask: the opportunity of proving to you the claims made here relative to our cars. Oakland cars have always made the necessary and correct impression for us.

When you come to the handsomest car in the show—that's the Oakland.

McIntyre Automobile Co.

2203 Farnam Street

LININGER IMPLEMENT CO.,
Western Distributors.

J. A. CULLEN,
Salesman.

Some Special Bargains in Used Cars.