

Automobile Orthodoxy

Visitor to the Automobile Show—if you define yourself with the assumption that a claim is the conclusion, if you define yourself with a hope that the Exhibitor is delivering you what you want to use in two packages—one package an Automobile for, say \$1,000.00, and the other package containing "pure conversation" for \$500.00 more, then you will practice such heresy upon yourself as would in the Old Days of the Blue Laws, have burned you at the stake.

Our hope is that you will not forsake that gospel truth that you cannot get something for nothing, and that when you visit us and inspect the Marion line, the Matchless Marmon and the classic Standard Electric, you will conclude that each are worth the money asked for them and will be delivered in one package containing all out, and the conversational feature called "Salesmanship" not in evidence.

Our greeting to you for Next Week is, Let Us Together Consider the Whole Proposition.

Marion

Automobile Company
C. W. McDonald, Mgr., 2101-2 Farnam St.

Franklin Hudson and Peerless

LEADERS WHEREVER SHOWN—YOU'LL ADMIT
GUY L. SMITH
DISTRIBUTOR
FARNAM STREET.

INTER-STATE SIX THE PERFECT CAR

The only car using identically the same electric lighting and starting system this season as was used last year. No change has been made. It was perfect then and is perfect now.

Electric lighting and starting; 132-inch wheel base; 4 speeds forward; 11-inch upholstery; left-hand drive; center control.

Double ignition, magneto and storage battery; full equipment—top, windshield, power pump, electric lamps, speedometer, etc.

Inter-State Automobile Co.
310-12 So. 18th Street. Opposite Court House.
Factory—Muncie, Ind.

"BUICK" AND "POWER"

Are synonymous and always have been. The Buick line at the Auto Show is of sufficient interest to constitute a show in itself.

Nebraska Buick Auto Co.
Distributors.
1914 FARNAM STREET.

Model T 4-40, 5-Pass., \$1,685	MIDLAND	Model T 6-50, 5-Pass., \$2,385
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With the latest improvements for convenience and its many special features which make it the superior car of its class, the Midland was the most admired car at the big Chicago Show and will be a big attraction at the Omaha Exhibit.

Freeland Automobile Company

TELEPHONE 2252. 1124 FARNAM ST.

DRUMMOND MOTOR COMPANY

The Best in Pleasure Cars and Trucks.

Pleasure Cars Commercial Cars
Locomobile, G. M. C. Trucks,
Woods Electric, Chase Delivery
Haynes. Wagon.

26TH AND FARNAM

Automobile repairs—Painting and rebuilding.

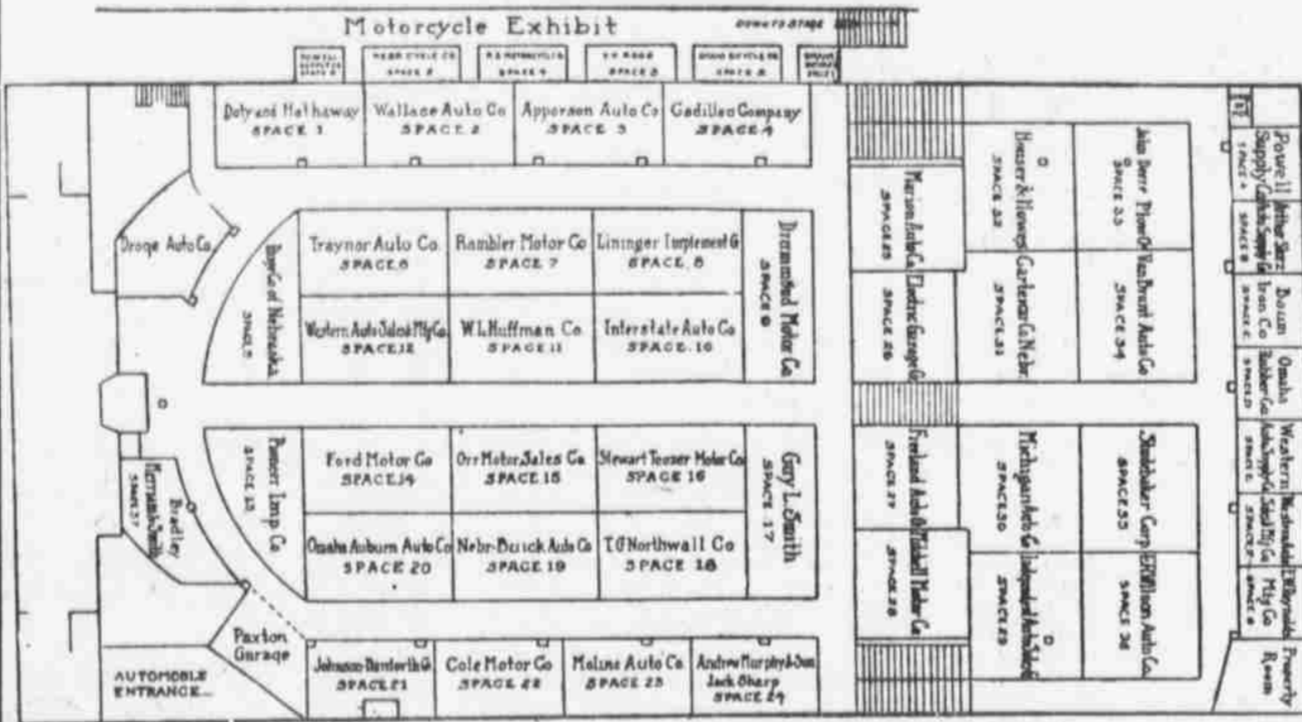
\$50 Worth of Tires One "Long" Horn... One Blue Book... FREE

How much do you know about automobiles?

A Contest Exclusively for Automobile Owners and Prospective Buyers

THIS contest is not for children. It is one of high character for intelligent men and women and will prove amusing, interesting and instructive. You who own a car or motorcycle, or are about to buy one—how much do you really know about the machines listed on this page and shown at the Omaha motor show? What do you know about the remarkable features and improvements in the modern automobile or motorcycle—its ease of operation—its sturdy construction—its simplicity and its durability? Still, these are the things to know about if you are going to buy and here are prizes offered to you for acquiring this knowledge so essential for you to have before making a purchase.

Note the cars, supplies and motorcycles listed on this page; glance at the diagram, then locate the dealer at the Automobile Show, get his literature, ask him questions, learn about his offerings and then answer the questions below and send to the Automobile Contest Editor of the Omaha Bee.



Rules and Conditions of Contest:

Each contestant must be the owner of a motor car or motorcycle, or purchase one not later than May 15th. No others will be considered.

- 1st—State names of automobile or motorcycle sold by each advertiser on this page (in the case of the supply house give principal line.)
- 2d—State horsepower of each machine.
- 3d—State price of each automobile and motorcycle.
- 4th—State dealer's business location and name.
- 5th—State at least one improvement of each machine over last year's model.
- 6th—State one feature in which each machine excels other makes. (You will find each machine distinctive and possessing several features not found in any other).

Mail answers to Automobile Contest Editor of Omaha Bee.

SERVICE REQUIRED OF SUCCESSFUL COMPANIES

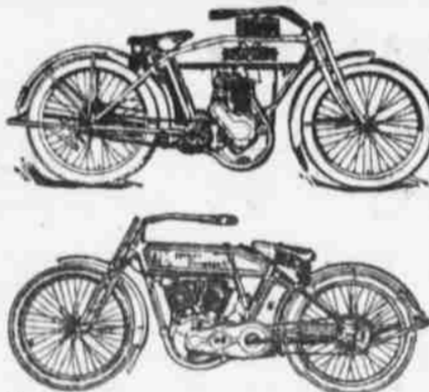
LOS ANGELES, Feb. 24.—That service, or lack of it, makes or breaks an automobile company is the opinion of Henry Ford, president of the Ford Motor Car company of Detroit. Mr. Ford attributes not a little of the success of his company to the strict attention which has been paid to this feature during its entire history.

"It is one thing to manufacture a good car," says Mr. Ford, "and it is another thing to provide for the maintenance of the car once it has been built.

"Many car manufacturers commence on the theory that their chief aim should be to put on the market a car as nearly perfect as is possible for it to be, and then give very little attention to the service end of the business."

Draft Auto Dealer and Car.

The Studebaker corporation is any its Athens, Greece, dealer, Cost. Vafades, who made his pile in the fruit business at Bangor, Me., and went home to Greece a few months ago to enjoy it. Vafades writes that he has been drafted for military duty and states that his Studebaker "20" car has also been impressed for use in the war.



Harley-Davidson and Yale Motorcycles

Victor H. Roos
The Motorcycle Man
2703 Leavenworth St. Omaha, Neb.

REO THE FIFTH

ROADSTER
30-35 H. P., 4 cycle, equipped.
\$1,195 F. O. B. Factory.

FIVE-PASSENGER TOURING CAR
30-35 H. P., 4 cycle, equipped.
\$1,195 F. O. B. Factory.

Reo equipped with Gray & Davis electric lights and electric starter \$200 extra.

DOTY & HATHAWAY
Exhibit Booth No. 1, Auditorium. 2027-29 Farnam St., Omaha, Neb.

The real big offering at all previous shows and now at the Omaha show is

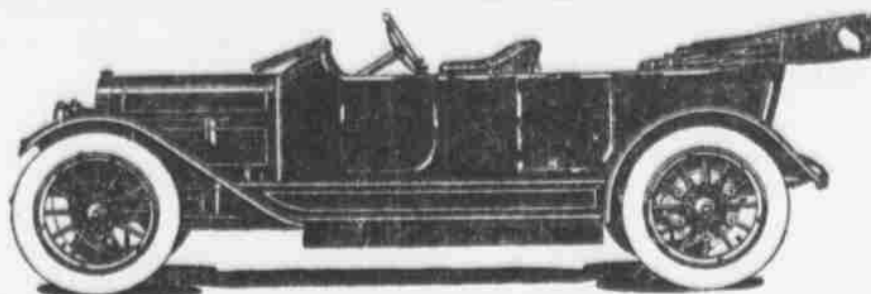
The Studebaker Line

Studebaker Six Studebaker 25
Studebaker 35 Studebaker 20
Studebaker 30 Studebaker Delivery Car

See The Electrically Equipped Studebaker "35" By All Means

On The Stage at The Show

E. R. Wilson Automobile Co. Studebaker Corporation of America
Local Dealers Omaha Branch
2010-12-14-16 Harney 2026 Farnam Street



Mighty Michigan "40"

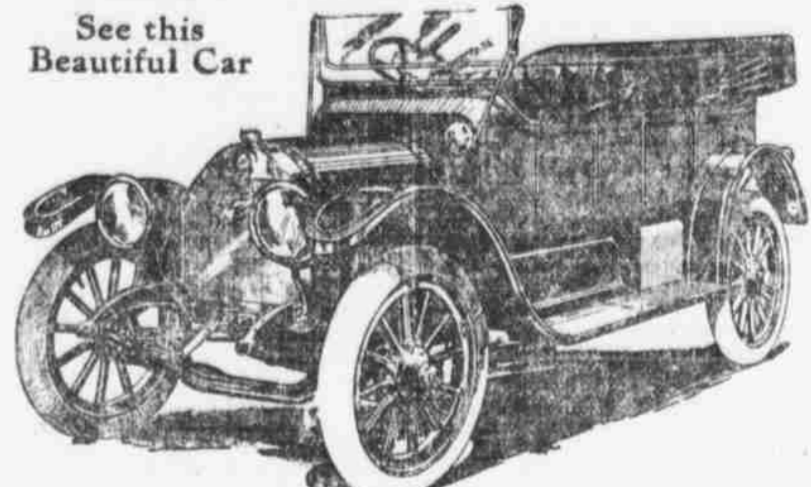
The Greatest Car of the Season

Electric Lights. 14-inch Turkish Cushions.
4 Forward Speeds. Complete Equipment.
Tires 35x4 1/2. All for \$1,585.

You should see these by all means at Space 30 or at our showrooms, 1117 Farnam.

Michigan Automobile Co.

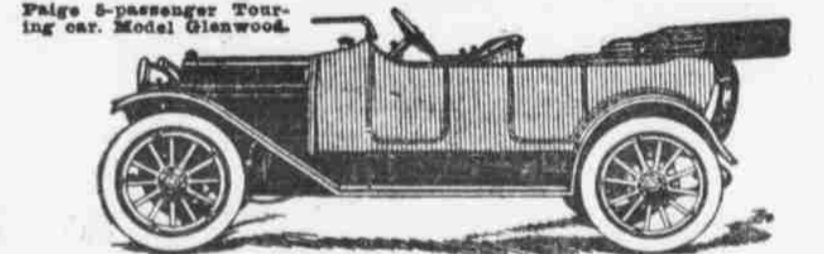
See this Beautiful Car



"4-45" Touring car, 5 passengers \$1,600
"4-45" Roadster \$1,600
"4-50" Touring car, 7 passengers \$2,000
"4-55" Touring car, 7 passengers \$2,250
All cars fully equipped.

APPELSON JACK RABBIT AUTO CO.
1504 Farnam Street.

YOU men who are going to buy cars this year -- see what THIS car offers....



PAIGE 36

Gray & Davis Electric Lighting and Starting System
Left Side Drive Center Control
116-in. wheel base
34x4 Tires
Silent chain driven motor gears
Cone Insert Clutch
4x5-in. Motor

\$1,275

Paige Company of Nebraska, Distributors

Rambler

a new cross country—\$1,875

with gasoline and electric long stroke motor and a 10,000 mile guarantee

SEE THIS NEW AND BEAUTIFUL CAR AT SPACE NO. 7, AUTOMOBILE SHOW

Rambler Motor Company
2052-4 Farnam Street

Chalmers 1913 MOTOR CARS

MADE IN THE CHALMERS SHOPS.

Come See the Chalmers "Six"—The Maximum Car—\$2400

Every day this wonderful car makes a bigger hit. More people talk about, more people place orders for it. Of the many instant Chalmers successes this is the most pronounced.

Maximum Comfort is built into the luxurious Turkish cushions; the 11-inch upholstery; the long wheel base (130-in.); the improved springs; the big wheels and tires.

Maximum Convenience is to be found in the Chalmers self-starter; electric lights; demountable rims; dash adjustment for carburetor; ideal arrangements for all control apparatus on the dash.

Maximum Beauty is seen in the long graceful lines, the roomy, flush-sided body, the sweeping bell back, the nickel trimmings.

No matter what car you may decide to buy, it's worth your while to investigate the Chalmers "Six."

"Thirty-Six" (four cylinders) \$1950
"Six" 5-passenger \$2400
"Six" 7-passenger \$2600
(Prices include full equipment.)

Stewart-Toozer Motor Co.

Successors to H. E. FREDRICKSON AUTO COMPANY.

2044-6-8 Farnam Street. Also Agents Pierce Arrow. Omaha, Neb.

You're welcome at Powell's

"Right in the heart of Automobile Row"—2119 Farnam Street—you will find this store the most convenient for trading and visiting.

See our displays at the Show and our immense stocks at the store. Note especially:

- Republic Tires.
- Panhard Oils.
- Columbia Red Top Ignitor Dry Cells.
- Blue Ribbon Metal Polish.
- Bosh Magnets and Plugs.
- Golden Star Body Polish, Etc.

POWELL SUPPLY CO.