

AUTO IS COMMERCIAL STAPLE

Is No Longer a Whim, but Straight Business Proposition.

FUTURE LOOKS VERY GOOD

Practical Business Cars are Growing Into the Daily Life of Industry All Over the Entire Country.

"First of all, I believe this: That the making and marketing of automobiles differs no whit from the making and marketing of flour and shingles, or cooke-stoves," said C. S. Briggs of the Briggs-Detroit company.

Getting Into Harness. "Makers and dealers alike are getting into business harness and casting out the nonessential.

Enthusiastic About Future. "With sentiments like this spreading everywhere, we cannot help but be enthusiastic about the future.

Gossip Along the Automobile Row

The motor-buying public is tired of guessing. He wants to know what he is going to get under the hood of the motor car he is going to buy.

First shipments of the new Packard '48' were made this week. The first month's sales of this model exceeded the wonderful record made by the previous '48'.

J. A. Freeland of the Freeland Automobile company, distributors of the Midland car, is finding a very good business here in the Omaha Automobile show.

H. E. Sidles and Lee Huff of the Nebraska Buick Automobile company spent the fore part of the week in Sioux City and the latter part in Des Moines at the Automobile show.

W. H. McKee, local manager of the Interstate Automobile company, factory representative asked him why, when he could have his pick of practically any connection in the field, he chose the Briggs-Detroit, which is one of the younger companies.

J. H. DeJong of the Apperson "Jack-rabbit" Automobile company is highly rated because Apperson shipments are now coming through nicely and he is again able to fill orders promptly.

ADVANCED IDEAS ARE SHOWN IN THE OVERLAND

With the complete standardization of its two chassis models, an important factor in the principle of quantity production which has brought its product to the forefront in the automobile world, the Willys Overland company of Toledo, O., maker of Overland cars, has turned its attention to refinement as the next step toward perfection.

Lifelong Bondage to dyspepsia, liver complaint and kidney troubles is needless. Electric Bitters is the guaranteed remedy. Only 50c. For sale by Beaton Drug Co.—Advertisement.

AUTO OWNER CAN MAKE REPAIRS

If You Understand the Mechanism the Rest is Easy.

WHERE TO LOOK FOR TROUBLE

Signs and Sounds Give Warning of Defects—Suggestions on the Care and Mending of Automobiles.

The average automobile repair man is not necessarily always as black as he is painted, nor is his shop the practical den that many a "victim" would have us believe. His services are often necessary for the perfect running of the car, not only when a serious breakdown occurs, but also at the end of that very indefinite time, "ever so often," when a thorough overhauling becomes imperative.

The moving parts of the modern automobile are so thoroughly protected from dust, mud and other forms of foreign matter that it is generally necessary only to look for the source of trouble as arising from within the mechanism itself. If the oil supply is regular and the dust caps kept tightly in place, the gears that operate the shafts to which the cams, pump, magneto, timer and fan are connected will require but little attention.

Importance of the Spark.

The nature of the spark in each cylinder may be observed by laying the plug with its large nut in contact with the iron of the cylinder head and turning the motor until the proper connection is made to send the current through the plug in question.

The width of the spark gap in the plug is an important factor in the proper running of the car. If this gap is too great the battery or magneto will not have sufficient strength to cause the spark to jump across regularly, while a narrow opening is easily bridged by oil or carbon and will short circuit quickly.

Wheels—152 inches. Motor—7-horse, in pairs, 4 1/2-inch bore by 5-inch stroke. Ignition—Bosch magneto. Starter—Gray & Davis electric. Lighting—Gray & Davis electric. Suspension—Three points. Chassis—Stromberg or Rayfield. Lubrication—Circulating splash, self-contained. Control—Left-hand drive-center. Steering—Worm & Sector type. Clutch—Multiple disc-Raybestos, annular bearings, operated through H. slot. Rear Axle—Full floating. Front Axle—I-beam drop forged. Wheels—Artillery type, twelve spokes, Detroit, demountable rims. Tires—34x4 straight side. Springs—Front, semi-elliptic, 35 inches; rear, 4-elliptic, 29 inches, grease cups on bolts and shackles. Brakes—Internal and external, 14 1/2-inch Raybestos. Body—Fare door, metallic, hand buffed leather; deep, curved hair upholstery. Color—Dark maroon, black trimmed. Equipment—Fully equipped.

plugs operating on battery current, the width of the opening should be about equal to the thickness of a 10-cent piece. Many a car has been sent to the repair shop under the impression on the owner's part that it required a thorough "going over," when a few moments spent in the adjustment or cleaning of a spark plug would have made the motor run as well as when new.

Dirty in the Valves. But even though the moving parts of the modern motor are well protected from outside dirt, some of them are susceptible to the deposits formed on the inside. This is especially true of the valves, which are the sentinels guarding the openings through which the fresh charges are admitted and the burned gases expelled.

Keep the Joints Tight. Although the valves are the only portions of the motor—except the piston rings—that are called upon to hold high air and gas pressures, there are other joints that it may prove necessary to tighten occasionally. The crank case, forward train of gears, transmission box, differential, and in some instances the clutch are all designed to retain varying quantities of oil.

There are two forms of oil and gas tight packings in general use—gaskets and stuffing boxes. The one is used to form a joint between two flat surfaces, while the other type is employed around pipes, shafts and rods at the point at which they enter the liquid or air retaining compartment. For example, the first kind will be found under the cover plate of the gear case, the two halves of the differential housing and the points at which the

motor cylinders rest upon their base; while the second type may be employed at the union of the gasoline pipe with the carburetor, an oil pipe with a portion of the cylinder and the clutch or driving shaft with the transmission case. Whenever a gasket is disturbed by the removal of a portion of the motor or running gear, great care should be taken to make certain that it is replaced intact. There will be almost as much leakage at a joint protected by a broken or torn gasket as though there were no packing employed.

The ordinary form of gasket packing consists of a strip of sheet fiber—or even common wrapping paper—cut to the proper shape and placed over the joint before the cover or other member is screwed down. If the old gasket has become broken or torn, the two surfaces of the joint should be scraped perfectly smooth before the new packing is applied. If these surfaces have previously been ground to a perfect fit, the gasket may be laid in place and covered with a little oil, but it is often advisable, especially in the case of old joints, to secure the packing by means of a thin coating of shellac applied to both surfaces.

SWEDISH MOTOR CAR CLASSIC WON BY AN AMERICAN CAR. America scored its first motor car victory in Sweden during the annual winter ice-racing classic. The first prize for the kilometer race

was captured by a beautiful 1913 Hudson car. The distance of one kilometer from a standing start was covered by the fleet automobile in forty seconds. The rate of speed was a mile in approximately sixty-five seconds.

POOR GRADE OF FUEL LEADS TO AUTO IMPROVEMENT. "Most of us who drive automobiles find ourselves complaining now and then, or oftener, about the low grade of gasoline now marketed," said J. P. Davis of the Pioneer Implement company, who looks out for the Jackson interests here.

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WHY IS YOUR FAMILY SAFEST IN A PACKARD?

- Why is a Packard at its best after thousands of miles of hard usage on the road? Why will a Packard run so long without mechanical attention? Why may a Packard owner start on a globe encircling tour at a moment's notice? Why does the discriminating buyer demand a Packard? Why will a Packard bought this spring have a higher relative cash value next fall, next spring or five years hence than any other car purchased at the same time?

The Packard Idea OUR biggest assets are reputation for maintenance of price, service to owners and a square deal for everybody. The public knows that back of these business principles is the best piece of machinery that ever went upon the highways. We have just one way of doing things. We are going to keep right on along the same lines as long as we stay in business.

Because

Endurance far exceeding the requirement is the uncompromising standard to which every Packard is built.

Driving a new Packard "38," William R. McCulla left the new Southern Hotel in Chicago at 2:30 a.m., Monday, February 17. Seven hours and nine minutes later he arrived at the Hotel Pontchartrain in Detroit. The distance is 284 miles.

Three stops for gasoline and tires occupied a total of 15 minutes. The actual running time therefore was 6 hours and 54 minutes, making the average speed for the entire distance a little more than 41 miles per hour.

This record, we believe, has never been equalled under any circumstances. Considering the frozen, rutty condition of the mud and gravel roads traveled by the Packard "38," it stands as a marvelous endurance test of the maximum service car.

The New "38"

The New "48"

Here are some of the features looking to safety, convenience and maximum service:

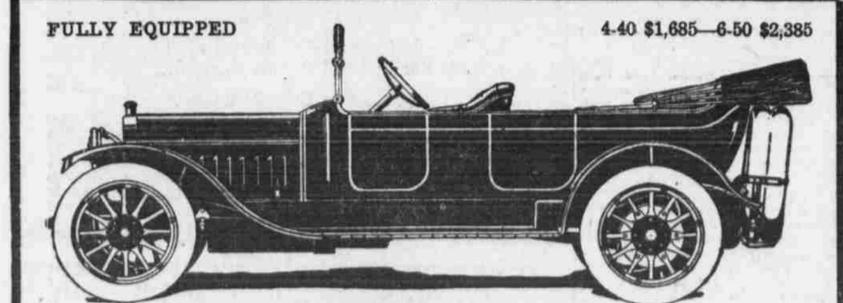
- Left Drive Electric Self Starter Centralized Control Separate Magneto Ignition Hydraulic Governor Short Turning Radius Six Cylinders Perfected Dry Plate Clutch Forced Feed Oiling Extra Large Crank Shaft Six-inch Depth of Frame The Bridge Builder's Factor of Safety

7 of these essentials is to be found in no other car

Ask the man who owns one

Orr Motor Sales Company

40th and Farnam Streets, Omaha, Nebraska



Midland 1913--The Hit of the Omaha Show

The roomy size, rakish, graceful lines, and striking beauty of the Midland won the praise of every visitor who saw it. They liked the exceptional capacity of the rear seat, roomy enough to seat three stout people comfortably.

You'll Like These Things Too If you're seeking the utmost in comfort; if you want an extra-value car at a reasonable price; if you're particular about the men who make your car, you'll do well to investigate the Midland Model T.

Freeland Auto Co. Twelfth and Farnam Streets. Tel. Doug 2252.

DEALERS Open territory is being fast. Write us for full particulars on this amazing car now. Liberal advertising in your home papers. Service station at Omaha gives time on adjustments. An interesting proposition if you act at once.