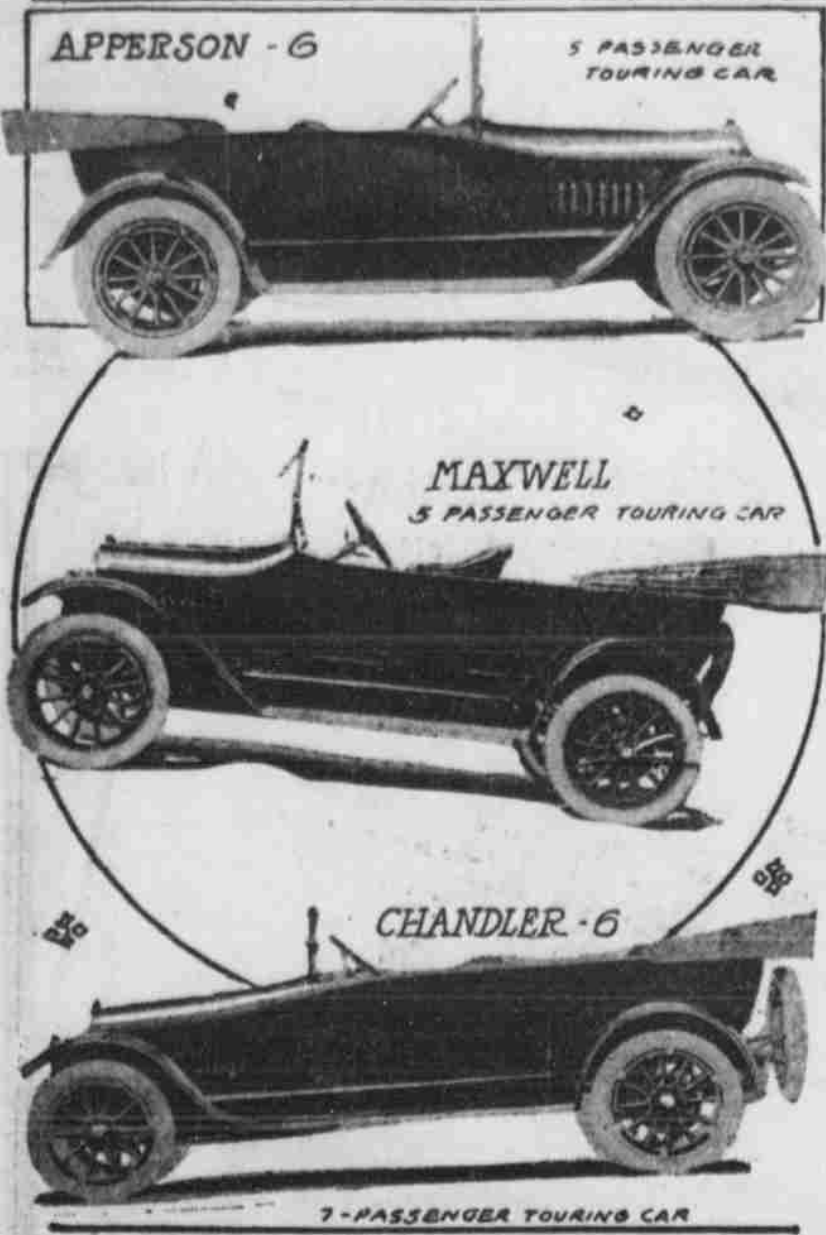


Dealers and Buyers Will Be Pleased with These Autos



FRANKLIN KEEPS AT FRONT Keeping Pace with Times in Adding Improvements—One of Pioneers of Horsesless Carriages.

TREND TOWARD LIGHT WEIGHT The days when automobile shows created sensations merely by the novelty of the horsesless carriages are not so far distant as to be beyond the recollection of the crowds attending the big shows this year.

Cars to Be Seen at the Auto Show and the Firms Which Exhibit Them

Table with columns: PLEASURE CARS, EXHIBITORS, TRUCKS AND TRACTORS, and MISCELLANEOUS. Lists various car models and the companies exhibiting them.

AUTO BUILDERS SEE A BIG YEAR AHEAD

C. F. Henderson Says Cole Plant Has Set a Record Breaking Pace So Far. MORE INTEREST THAN BEFORE By C. F. HENDERSON. General Sales Manager, Cole Motor Car Company.

UNITED STATES IS GREAT MOTOR USER

Leads All Other Countries in the Number of Cars in Use for Various Purposes at This Time. MILLIONS TURNED OUT YEARLY That the people of the United States are the greatest users of motor vehicles in the world has long been claimed and generally admitted.

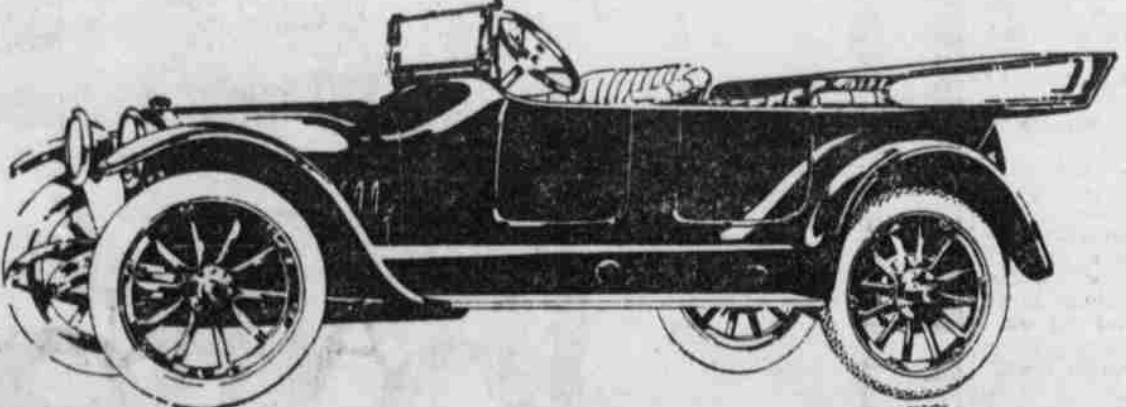
southern border, is well down in the list with but 4,250 cars. Australia is a country of exclusively imported cars, a large portion coming from America, and contains about 20,350 machines.



F. J. McSHANE, JR.

Booth 34

"Before You Buy Ride in a Regal"



REGAL \$65000

LIGHT FOUR SPECIFICATIONS:

- MOTOR—37 Horsepower. Cylinders cast on block. Valves of large diameter. CRANK SHAFT—Drop forged from 40 point carbon open heart steel, heat-treated.

A REGAL FOUR AT \$650

This is one of the latest additions to the Regal line and one that meets every requirement of high standards the Regal cars have set during the past eight years. A real automobile at \$650 that you will be proud to ride in.

REGAL STANDARD FOUR A high quality car from radiator to tail lamp. Powerful motor (34x35), beautiful streamline design, roomy tonneau and driving compartment, long wheelbase, genuine leather upholstery, 33x4-inch tires, non-skid on rear.

REGAL DE LUXE EIGHT Its vibrationless, flexible motor, its ability to pick up and get away the instant you touch your foot to the accelerator will captivate you.

MC SHANE MOTOR CO., 2054 Farnam, Omaha, Neb. Distributors. Phone Douglas 6486

Only Champ Spark Plugs in the Ford

To make good on a strictly efficiency basis in a manufacturing plant where the term efficiency has been given a new significance is the enviable achievement of the product of the Champion Spark Plug Company in the home of the Ford automobile.

Nation of Motorists. There is an important factor in connection with the compilation of these figures which has to be reckoned with, but which tends further to advance the standing of the United States as a nation of motorists. This is the war on the other side of the Atlantic.