

AUTO SHOWS BENEFICIAL
And Are Worth Expense on Outlays,
Declares C. J. Corkhill of
the Haynes.

COMPARISON MEANS MUCH

"The influence of the annual national automobile shows is farther reaching than is commonly believed or even admitted throughout the industry," stated C. J. Corkhill of the Nebraska-Haynes Auto Sales company, distributors in this territory for the Haynes, in answer to the inquiry of why the automobile and accessory manufacturers go to the enormous expense of exhibiting and supporting the national shows held in New York and Chicago each year. "The individual dealer is affected as much as is the single designer and manufacturer. In a general way, the two shows are a veritable clearing house for designers. The shows have a very decided tendency to dictate the designs for the coming season, and they are accepted as authoritative even as are the creations of the Parisian designers of gowns.

"The comparison of the various models exhibit means much to the far-sighted engineer. It takes but little study to grasp the full importance of the prevailing undercurrent. The tendency of the industry is toward standardization of parts insofar as actual measurements are concerned. Even with such standardization, there is ample room for individual designing, as is evidenced in the outward appearance of motors and bodies.

"Since the automobile is no longer regarded as a mere luxury, the business of selling an automobile is being reduced to a logical basis. Time was when all cars were sold more or less during a man's enthusiasm of desire for a car.

"Competition is now playing a more important part in sales and it is far better for everyone concerned that such is the condition. If a car must sell upon a competitive basis, it is an assured fact that some careful thought has gone into the building of that car. Putting the sales of a car upon a strictly competitive basis with other cars means that much real engineering skill must be incorporated in the car design and construction.

"Knowing that competition of the keenest sort must be encountered at the national shows, the exhibitor is going to exert himself to the utmost in placing his car before the public eye with the embodiments of such features of intrinsic value, that the car may stand the critical comparative inspections of scrutinizing dealers and intending purchasers. Knowing that he cannot afford to miss exhibiting at the national shows without losing prestige and much valuable national attention, the manufacturer must appear with his product.

"In this manner the public is immeasurably benefited, and the cause lies entirely within the friendly competition developed by the national shows."

Men as Well as the Women Take to the Electric Car Now

"There was a time," says H. H. Hawke of the Electric Garage company, "when the electric car was considered belonging to the women of the household. The men purchased it with that idea in mind and followed it by using their gasoline vehicles and allowing the women to enjoy the electric. The women, however, have been responsible for revolutionizing the industry and impressing the men with the fact that electric cars are by no means the women's method of transportation.

"This has all been brought about by the women who felt they very much preferred to drive to the theater in the electric than have the trouble of awaiting the chauffeur and the possibilities of a freezing radiator and other cold weather difficulties. It did not take the men long to realize that there was much merit in fact much more than they had thought, in the electric car. The merit lay in the fact that it could be left standing without necessitating attention from anyone until the trip home was desired. This led the men to using the electric car in days when there were many stops to be made and the family desired the use of the gas car. Soon the men found that they could wend their way through congested traffic with less inconvenience and greater expediency than could the chauffeur with the gas car. This feeling of satisfaction and independence kept growing until today the man who owns motor cars is most likely to suggest the use of the electric in preference to the gas car, realizing that its use means lower upkeep cost, less trouble and incidentally better service with less inconvenience.

Today the electric car comes in for consideration with the male members of the family totally different than was true two years ago. The men realize that the vehicle they taboed is the very car that presents all the transportation service necessary without any of the disagreeable items connected with motor car ownership.

"SQUEEGEE" MAKES A HIT AS NAME OF DIAMOND TIRE

"Squeegee" has hit the popular fancy as a good name for a good tire, according to H. M. Bacon, sales manager for Diamond tires, Akron, O. "The squeegee name comes from the construction of the Diamond nonskid tread," says Mr. Bacon. "This tread is made up of three continuous ribs, together with cross-bars, and its action on a slippery pavement is much like the action of a window-washer's squeegee, which clings to any surface so well that it leaves no moisture behind it if it is moved. That's the squeegee tread—it clings to all road surfaces and opposes any skidding movement of the car, either sideways or forward."

Kansas Students Study Economy in Jeffery Factory

A washing machine for laundering oily cotton waste was one of many money-saving appliances that made a profound impression on a party of engineering students from the University of Kansas when they visited the Jeffery automobile works last week. The students were in charge of Dean P. F. Walker of the mechanical engineering department, and were visiting places of technical interest in and around Chicago. The tour included the Western Electric company's plant at Jiwathorne, Ill.; the generating and substations of the Commonwealth Edison company at Chicago, the New Harris Trust building, the waterworks and various railroad improvements in the same city; the big steel works at Gary, Ind.; the automobile factory of the Thomas B. Jeffery company at Kenosha, Wis., and the great dam and power station at Keokuk, Ia.

U. S. Tires Are Used On Mitchell Cars

The United States "Chain Tread" tire is standard exclusive equipment on the rear wheels of the well known Mitchell car, manufactured by the Mitchell-Lewis Motor company of Racine, Wis. The Mitchell company is particularly careful about the equipment selected for the Mitchell. The "Chain Tread" tire was only selected after careful tests which satisfied the Mitchell engineers in their belief that the "Chain Tread" tire gives protection against skidding and represents great value for every dollar invested in it.

SAXON COMPANY BUSY FILLING SPRING ORDERS

Signs of activity are to be seen these days in the automobile factories of Detroit where all efforts are being made to fill orders that have poured in for spring delivery of cars.

Among the manufacturers that are running full force is the Saxon Motor company. Orders taken for Saxon cars at the automobile shows were unprecedented, all of them specifying earliest possible delivery.

The Saxon company has just taken over a new plant that gives five times the space and manufacturing facilities of the factory formerly occupied. The plant is being pushed to capacity to keep up with orders.

Announcement is made that the output of the new two-passenger models will be doubled for this year. Plans call for a total production of 3,000 cars in the roadster and Saxon "six" models. The factory schedule is being maintained with this number of cars in view.

FORD AS AN ALL-YEAR CAR MEETS ALL THE DEMANDS

People used to think that the motor car was exclusively for use in the warmer months, and regarded as a fanatic the man who persisted in running his machine after the first snow had made its appearance, or when the mercury dropped to around the zero mark.

A few hardy Ford owners, who were braver than the rest, or who needed their cars more, were confident that the sturdy Ford, with its powerful motor, light weight and ease of control, would perform just as well on slippery streets, and in mud or snow, as under more favorable conditions. They successfully demonstrated this theory, and now the owner who lays up his Ford for the winter is indeed an exception.

Judging from the number of Fords seen on the streets this winter, considerably more than half the 1,200 or more Fords owned in Omaha have been used regularly all winter. This, too, without counting the large number of delivery and commercial cars, which must necessarily be in active service every day of the year, regardless of weather conditions.

Now with the new Ford sedan and coupelet, which make winter motoring really luxurious and altogether delightful, a large number will undoubtedly take advantage of the all-year-round adaptability of the Ford car.

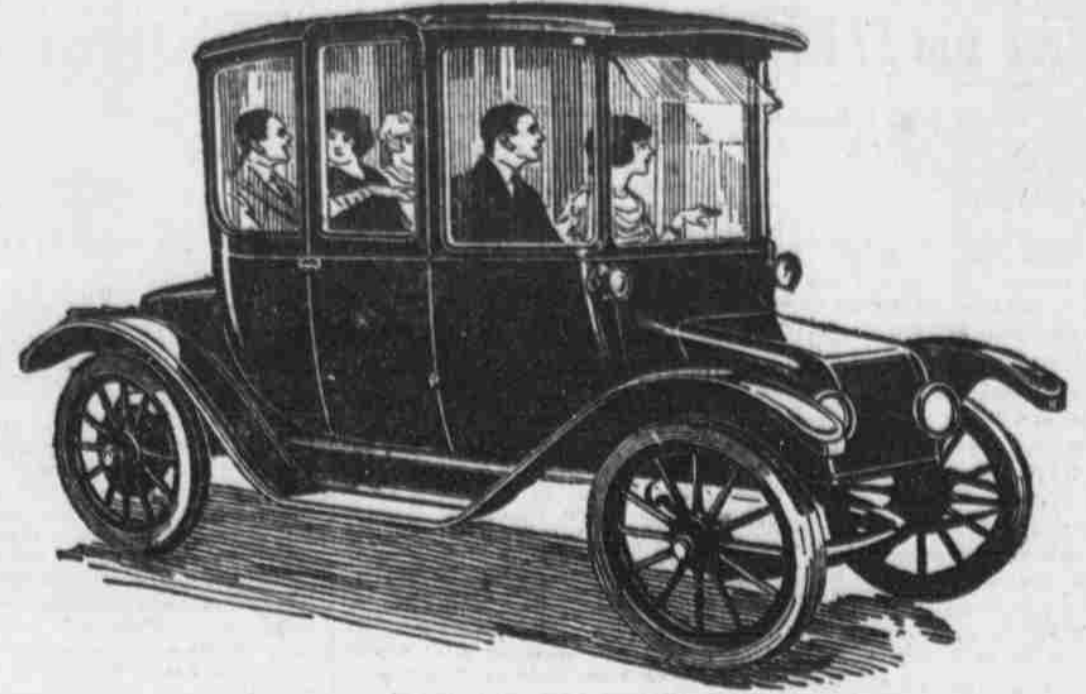
MOLINE-KNIGHT MOTORS HAVE CLEAN EXTERIOR

One of the interesting motors produced is the guaranteed fifty-horsepower Moline-Knight. These motors in general are noted for clean exterior appearance, due to the fact that valves and operating mechanism are within the cylinder. In the motor this cleanliness of exterior is carried further than ordinarily, due to the complete enclosure of manifolds and the submergence of the spark plugs. The engine differs radically in many respects from former sleeve-valve engines, traceable to the fact that engineers had the benefit of all previous designs and experience of all other engine builders. It is the only motor with Thermo-siphon cooling, and the first in America with cylinders cast in bloc.

To Finish Trails' Marking.

Completion of the big task of sign posting the National Old Trails Highway from New York to Los Angeles will be attempted this year. Through the efforts of the Automobile club of southern California the western half of the trail is marked from Kansas City to the Pacific. Representatives will be sent to Washington to urge the finishing of the trail marking and the building of a \$200,000 highway into the Yosemite valley.

M. P. Buckley, a plumber of Trenton, Mo., uses a motorcycle to carry supplies to his workmen in various parts of the city.



Woods Electrics At the Automobile Show

Be sure and see the exhibit of Woods Electrics at the Automobile Show this week. Included will be a dual control five-passenger model; also a smaller rear control four-passenger Woods Electric. This will be a fine opportunity for you to observe the extreme roominess of the 1915 Woods Electrics—the large revolving chairs with plenty of room between—the unparalleled convenience and simplicity of the controlling device—the beauty of the car as a whole, inside and out.

Come to the show and compare the Woods Electric with everything else shown there. See the Woods 1915 model side by side with all of the others. Note that it outclasses them all at every point.

Let us explain the construction of the chassis. See the full elliptic springs front and rear. Also the method of mounting the rear springs on the radius rods, which method absorbs over 30% of road shocks. You will then agree with us that these Woods Electric models are rightly named "the year ahead" models.

Do not buy any car until you have seen the 1915 Woods Electric. We shall be glad to arrange a demonstration at your convenience. Positively no obligation incurred. If you cannot call, phone or write for the new Woods catalogue and new booklet "Facts About Electrics."

Drummond Motor Co.

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But to appreciate its quality you must ride in it, up steep, icy, slippery hills on high gear. A performance no other car can do. We will have an Inter-State just outside the Auditorium to prove this to your entire satisfaction.

FRED C. HUFFMAN MOTOR CAR CO.

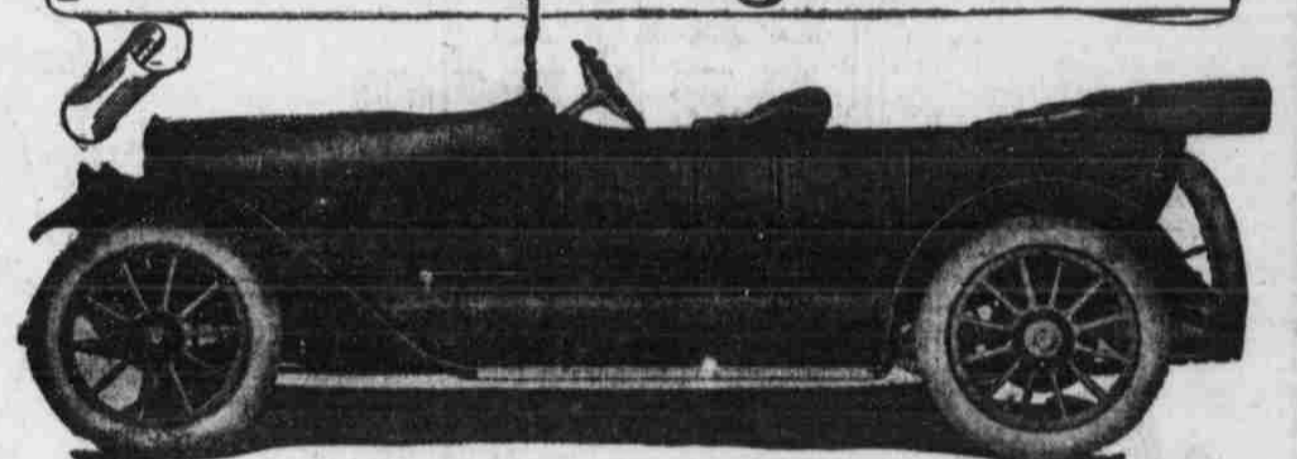
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America's Greatest "Light Six" \$1485



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Economy means that the car is correct in design, material and workmanship.

Economy is the result of an accurately built and carefully balanced machine.

Economy means efficiency of all parts because it is impossible to attain economy without efficiency.

Economy means satisfactory and reliable service to the owner.

—THE—



America's Greatest "Light Six"

TWO MODELS—THREE BODY STYLES

Model 20—America's Greatest "Light Six"—5-passenger touring car, 121-in. wheelbase, weight 2950 pounds	\$1485
Model 20—The Prettiest Roadster in America	\$1485
Model 20—The Haynes "All-Weather" Cabriolet	\$1750
Model 25—The Kokomo "Six"—a "light" 7-passenger touring car, 127-in. wheelbase, weight 3050 pounds	\$1550

HAYNES AUTO SALES CO.

2032 Farnam St. and Auto Show, Omaha, Neb.