

LECTURE ON PAIGE PRODUCT

Factory Executive Explains Mechanical Features of Cars at Various Shows.

ENGINE SECTIONS CUT AWAY

The thousands of people who annually throng the automobile shows at New York, Chicago, Detroit and other cities for the most part get but a superficial idea of the various models on display. Unless some special effort is made to meet the difficulty, there is no opportunity and little inclination to understand the vital features that characterize the various cars the manufacturers are offering the public with so much pride and confidence.

The Paige Motor Car company, however, is endeavoring to meet this situation by providing not only a special exhibit that will show the more important mechanical features of their new Six and their celebrated Four, but also a well informed official who can explain these features in an interesting and not too technical way. Thus all visitors who tarry at the Paige exhibit will be able to carry away an appreciation of the fact that the vitals of a car are in the chassis and under the hood, rather than in the external design and the superficial features. They will also learn in plain language just what gives Paige automobiles the confidence in the superiority of Paige cars.

Disclose Whole Interior.

These special Paige exhibits consist of cut out motors of the new Six and Four models. The sections of the engine cut away enable the spectator to view the interior from various angles so that the characteristic features of design, such as the rocker arm and roller valve mechanism, especially desirable because of their noiseless operation, may be seen. All the other working parts of the engine are also disclosed.

The layman, however, would not appreciate the nature and merits of these features without explanation, and for this purpose the Paige company has as-

signed C. B. Benjamin, one of the factory executives, to be present at each of the important shows. Mr. Benjamin is not a technical lecturer. He will, however, conduct interesting and informal conversations on Paige mechanics, so that anyone visiting the Paige exhibit, whether they have mechanical knowledge or not, may get a reasonable idea of the principles which characterize this company's latest models.

Big Paige Banquet and Cabaret Staged Wednesday Evening

A big food and cabaret will be held at the Henshaw hotel Wednesday night for all Paige representatives who attend the auto show. The Murphy-O'Brien company of Omaha will be hosts at the affair and promises that the event will be one long remembered by all who attend. Moving pictures of the Paige factory and of the Los Angeles-Phoenix automobile race will be flashed on the screen, but the big event of the evening remains a mystery and no Paige man will divulge its character, although he will read yards of eulogy without committing himself.

CADILLAC "EIGHT" DRAWS CROWDS AT AUTO SHOWS

In the automobile shows each year some one car or some one advance made in the industry during the year receives a major portion of the interest of the visitors.

It seems that, in this season's shows, the eight-cylinder Cadillac is to be the leading point of this attention by reason of its having been the first eight-cylinder car produced and marketed in large quantities by an American maker.

In automobile engineering circles the Cadillac achievement has been and is regarded as the most noteworthy forward step recorded during the year in motor car construction in this country.

CADILLAC BREAKS RECORDS

All Sales Marks Shattered by Retail Dealers at 1915 Exposition in New York.

EXHIBITION ATTRACTS MANY

Previous retail sales records were shattered at the 1915 New York automobile show, so far as the Cadillac Motor Car company is concerned. The Cadillac Eight was on exhibition and was one of the main attractions for the show crowds as well as buyers.

"Cadillac dealers have always done a big business at the shows," remarked Sales Manager Howard, "but this one has been the most successful one of all. This is especially true of the closed car types, limousines, sedans and coupes."

"Of course, the factory has not pretended to do any business, as our entire product of the new eight-cylinder cars for the coming year was covered by contracts from dealers some months ago."

Retail Sales Heavy.

"However, our dealers in New York, Jersey City, Brooklyn, Newark and other nearby cities, as well as those from the east generally, all report closing more retail sales than ever before. In fact, there are a few dealers who have taken retail orders covering their entire allotments and are making strenuous efforts to get more cars."

All through the week numerous expressions of disappointment were heard from persons unable to get within seeing or hearing distance of the Cadillac cut-open chassis, with its eight-cylinder, V-type engine. From the opening until the close of the show, the exhibit was thronged with those eager to get a glimpse of the mechanism and to hear the lecture by the demonstrators, and it was necessary for the show authorities to use extra precautions to keep a passageway open in the aisle in front of the Cadillac space.

Show Four Styles.

The Cadillac exhibit displayed four styles of the new eight-cylinder as follows: Seven-passenger touring car, five-passenger sedan, five-passenger sedan and seven-passenger limousine. Lack of space made it impossible to exhibit the entire line, which in addition to those named includes a coupe and a roadster. "We could have used twice the amount of space available," said Sales Manager Howard. "The cut-open chassis, with its eight-cylinder engine, attracted such crowds that many were unable to get close enough to see it. I believe if we had the space to show a half dozen of them they all would have been surrounded most of the time."

Committee Manages Oldsmobile Plant

In April, 1914, a system of management was put into effect at the Oldsmobile plants which perhaps was unique in the motor car industry and the progress made by the Oldsmobile company since that date tends to show its efficacy.

Under this system which is described as a "three-man" method of management, responsibility for the affairs of the company rests with an executive and manufacturing committee composed of D. F. Edwards, comptroller; J. V. Hall, sales manager, and E. Ver Linden, factory manager. The duties usually assigned to a general manager are vested in the committee and its united action is sought in matters of general policy.

For the Motorist.

For an extra wrap for touring a full military cape of large checked basket cloth, the checks fully an inch square in black and white, lined with heavy white satin, is an unusual garment. The cross belts cross in the back and come forward under each arm through a four-inch slit, and fasten with a large pearl button. Another large button fastens the cape well to the left, giving it a broad lap, and it is forty-four inches long.

In planning for the coming season's events the Worcester (Mass.) Motorists club has set Patriots' day, April 13, for the opening run, which will be in Concord, Lexington and return.

Stearns Light Four Will Make Debut in Omaha at the Show

The present show will give the general Omaha public its first view of the F. B. Stearns company's "Silent Knight" light four, priced at \$1,750. It is the first Stearns car built to sell for less than \$3,000, and the first Stearns-Knight model ever sold for less than \$3,500.

"We have been able to make this startling price reduction on the new car for several reasons," said J. A. McIntyre, who is looking after sales for the company, in talking over the new car.

"In the first place, the new model is lighter, simpler and has fewer parts than any high grade car in the world, bar none, and in this saving of parts there has been a tremendous saving in manufacturing cost."

RAYFIELD CARBURETOR ON NEW SAXON SIX CAR

One of the most notable evidences of the marked tendency among the low priced cars to include the very finest equipment in their specifications, is the recent announcement by the Saxon Motor Car company that their new Six, at \$785, will be equipped with the Model 6, Rayfield carburetor, which is a water jacketed model, and is the highest priced type made by the Rayfield company.

Frank Middleton of Atlantic City, N. J., whose business is the painting of show cards and large signs, uses a motorcycle to take him over the city in quest of new business.

to the fact that our company has, I believe, the smallest overhead expense of any company in the industry making high grade cars. For example, we have not one cent of bonded indebtedness—we have never been forced to issue one dollar's worth of bonds, and, consequently, for years past have not had to earn any profit on borrowed money.

"Again, we have never issued one dollar's worth of preferred stock. All our stock is common, and practically all of it is owned and controlled by the active officers of the company. In other words, it is close co-operation in every sense of the word.

"Also, as is well known in the trade, we are not murdered by wasteful salaries of high priced executives who really do practically nothing toward building up the success of the company. All of these things mount up very rapidly, and the absence of them is a most important feature in holding down expenses."

Hupmobile Builds Closed Sedan Top

"Almost every motorist," said F. J. Mooney, sales manager of the Hupp Motor Car company, "realizes that an automobile is more of a necessity during the winter and stormy weather than in the summer months. The duties that the motorist has to perform during the months of the year when the streets are covered with snow and ice, are just as important as the daily routine at that time of the year when touring is more of a pleasure.

"For the doctors and professional men who are daily out-of-doors; for the social duties of the ladies and their shopping tours the motor car in winter is an indispensable adjunct. But it oftentimes happens that the motor car owner is not inclined to afford the expense and upkeep of two distinct cars—an enclosed car for winter and an open car for summer. This has been the main reason why the Hupp Motor Car company has hit upon the happy idea of building removable tops for converting the touring car and roadster into sedan and coupe enclosed cars."

Smart, Serviceable Coat.

Studdington is a very smart diagonal tweed coat. It is almost four yards around the bottom in fullness and has deep drop sleeves that button close at the waist half way up to the elbow. This also has a cosack collar of the same material. The coat is lined with brown satin and is very warm and serviceable.



Firestone Has Done Better than Meet Popular Prices

HERE are two examples: a small size, 30x3 plain tread, and a large size, 37x5 Non-Skid. Each shown actual size. The same relative values apply in all sizes. Note the detailed specifications of sections as outlined above. Then ask any neutral repair man which manufacturer gives the most in quality. He cuts into all makes of tires. He knows you want that extra layer of fabric in the Firestones—4 plies instead of 3 in the small—7 plies instead of 6 in the large size.

You want that cushion stock in the Firestone. There is none of it in the so-called "popular" priced tires. Yet it is impossible to build a full service tire without a cushion layer under the breaker strip. You must have it to prevent bruising and overstraining the fabric.

Firestone Tires have never been built down to a price. You will find everything in a Firestone that ought to be there.

Firestone Tires are vulcanized by the "two-cure" process. This is more expensive than the "one-cure," but it allows rigid inspection in the making and eliminates fabric buckles and other defects.

And you want the Firestone bead on that big tire for your safety as well as economy. Designed, built and cured into the tire specially for a clincher rim. Other clincher beads are merely patched onto straight side types.

The Sections Show These Things—The Wear, the Mileage, Prove Them

Yet you pay only 40 cents more for this small Firestone than the ordinary. And only a trifle more in proportion for the larger sizes. Because the much greater surface of the big tires demand so much more of this most expensive rubber and fabric.

And remember the little more you pay for the Firestone Non-Skid gives you a lot more tread. Ordinary anti-skids contain no extra rubber. You are asked to pay more just for a pattern. No extra rubber, no real skid protection, such as Firestones offer.

Take the word of the specialists of the industry—take the record of the Firestone Tires for 15 years—as your authority that these extras of quality are necessary for real service and true economy.

Less material and lower grades are traps to make sales on prices.

The Firestone organization, the largest in the world specializing on tires, can make and market tires and tubes at a lower cost to you, the user, than any one else in the industry.

The tires and prices prove it beyond argument.

Firestone Tube Prices Give Added Proof of Firestone Savings to You

Firestone is below them all on tubes. WHY? A tube is good or bad to the eye and the touch. Quality can and does vary, weight can be and is skimped, but not so radically as in tires. The buyer won't have it. Having to come near meeting Firestone quality in tubes others must go above Firestone in price.

Because, as stated, no one else manufactures and markets as economically as Firestone—or seriously pretends to.

But we are no more proud of giving you the best tube below the others than we are of giving you the best tire for so little more.

And the proof of appreciation among car owners lies in the fact that their demand for Firestones last year established 30 per cent more dealers for us and increased our output 75 per cent.

So compare the tires inside. Compare the prices. Compare the service records among your acquaintances—then get Firestones from your dealer and enjoy.

Firestone TIRES and TUBES

Firestone Net Price List to Car Owners

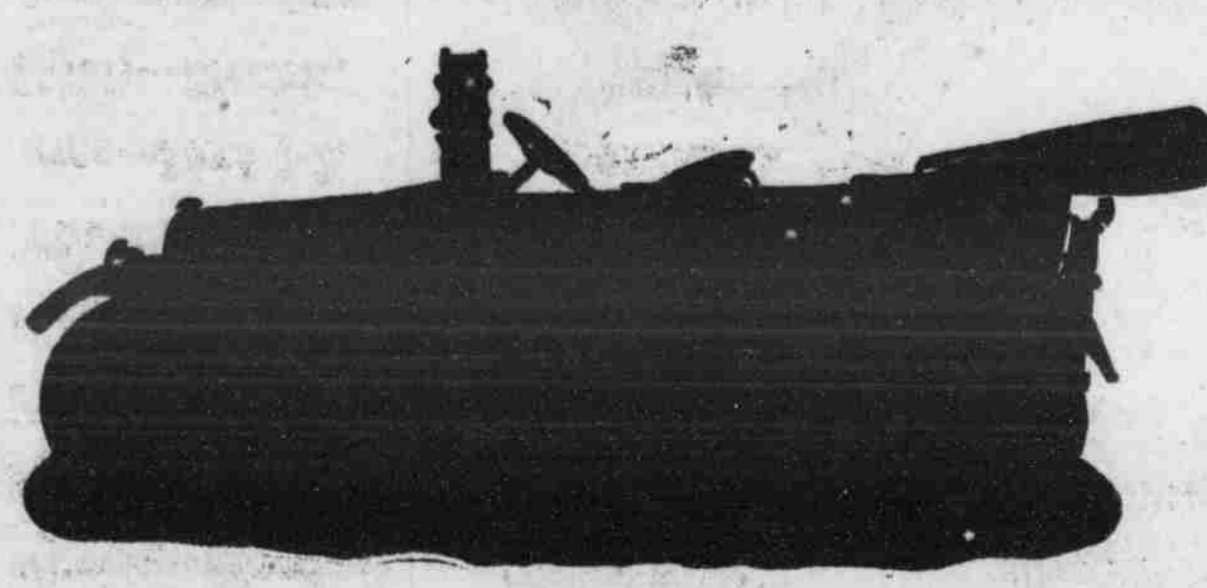
	Case Road	Case Non	Grey Tube	Red Tube
30x3	9.40	10.55	2.20	2.50
30x3 1/2	11.90	13.35	2.60	2.90
32x3 1/2	13.75	15.40	2.70	3.05
34x4	19.90	22.30	3.90	4.40
34x4 1/2	27.30	30.55	4.80	5.40
36x4 1/2	28.70	32.15	5.00	5.65
37x5	35.55	39.80	5.95	6.70
38x5 1/2	46.00	51.50	6.75	7.55

Most Miles per Dollar

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
2250 Farnam St. Omaha, Neb.
Home Office and Factory: Akron, Ohio.
Branches and Dealers Everywhere.

PULLMAN \$740

Including Full Equipment Electric Starter and Lights



SPECIFICATIONS IN BRIEF

Motor, Four Cylinder, 30 H. P.; Cylinder Cast in Block; Transmission, Selective Sliding, Ballbearing, Three Speed Forward, One Reverse.

Wheels—Wood, Demountable Rims.

Springs—Front, Semi-Elliptic, Rear—Full Cantilever 48-in.

Body—Full Stream Line, Brewster Green and Black.

Fenders—Special Pullman Type-Crown.

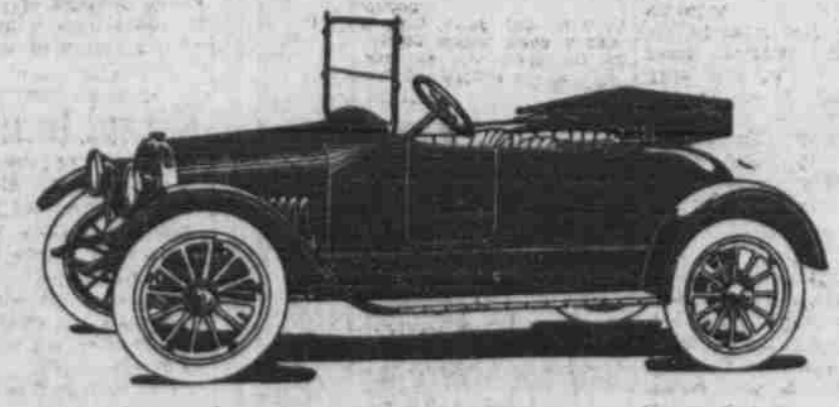
Wheel Base—110-inch.

Tires—30x3 1-2, Non-Skid on Rear.

Lights—Electric, Dimming Attachment.

Equipment—One Man Top, Rain Vision, Ventilating Wind-Shield, Electric Horn, Speedometer, Oil Sight Feed on Dash, Full Set of Tools.

A Remarkable Car, All Complete \$740.00



Same Size as Touring Car

Three Passenger Roadster

The T. G. NORTHWALL CO.
BOOTH 12, AT THE SHOW
912-14 Jones St. Omaha, Nebr.
2nd and Pierce Sts. Sioux City, Ia.