



C. F. Louk—The Maxwell.



H. R. Kimball—Stevens-Duryea, Cadillac, Stanley, Babcock Electric.



Guy L. Smith—The Franklin.



Omaha Automobile Co.—The Auburn, the Wayne.



The Oldsmobile Co.—The Oldsmobile.



Brick Kuhn—Holman 1,000 pound Delivery, Prayer-Miller Heavy Truck, Interstate Touring Car—Money Making Machines—Space A2.



NEW MODELS SHOWN BY OMAHA DEALERS.

SOME HELPS FOR AUTO BUYERS

Suggestions that Will Be Found Useful for Selecting a Car.

PRICE IS THE LAST ITEM

High Price Does Not Always Bespeak the Highest Quality in an Automobile, as Buyer Will Find Out.

Price is positively the last item to be considered before purchasing a motor car. Because price is of least importance and does not necessarily indicate value. For instance, among smaller cars, ranging in price from \$1,350 to \$1,750, it is the judgment of some that the best of the class is a car selling at almost the lowest price; and yet the \$1,750 buyer probably lays flatterer's unction to his soul that he has bought the superior car of the lot.

Then there are those among buyers of large cars who pay \$1,000 to \$2,000 more than necessary for a car, solely because they believe that high price bespeaks quality. It doesn't—always.

The man who is keen for quality, the buyer of discernment, one who knows merit when he sees it, who does not mistake price for quality, nor take a neighbor's say-so for it, finds out first what car most nearly fills his requirements and buys that particular car at whatever the price may be. That's good sense.

First—First of all, note whether the car seats the number of passengers you desire to provide for, and seats them comfortably. If passengers must be wedged into place, you will do well to avoid that car, else you would forfeit comfort at the start. And if you can't have comfort, why have a car at all?

Second—Power. Observe whether the car has ample power to carry its full complement of passengers at the desired speeds. An under-powered car is always a bitter disappointment. And note this trick of the trade. A car may be geared so high that it will run like a scared deer on the level and yet be unequal to the first hill of any consequence. Or, it may be geared so low that it will scale hills handily, but be unable to show real speed on the level. Hence, in trying out a car, insist upon having the same car show its power and speed on both hill and level on the same ride.

A car should have ample power to do practically all its work (hill climbing included) on high gear. A car that must frequently use second or first gear is most certainly underpowered.

In hill climbing be not satisfied with mere speed or high gear success. Stop the car on the grade and note how it gets under way again. Times will come when you will be required to stop on a hill, and you need to know what to expect. The car that will pick up handily in a test of this kind shows merit.

Motor Should Be Quiet. Third—Quietness: Is the motor quiet? A noisy motor is years behind the times and ought to be avoided because it is an imperfect motor.

Fourth—Vibration: Run the motor at various speeds while the car stands. If the car vibrates materially the motor is imperfect. The more the vibration, the sooner will that motor wear itself out and wear out the car as well. Economy says avoid vibration.

Fifth—Flexibility: Flexibility means range of motor speed on the throttle without changing gears. Have the car run on high gear and see how slowly it will run without slipping the clutch. Clutch-slipping is a driver's trick, and you don't buy it in the car. Have the driver keep the clutch in full contact. Then the car that shows the widest range of speed on high gear is the most flexible. A car that will slow down to five miles an hour and speed up to sixty-five, is 33 per cent more

flexible than one which will slow down only to ten miles an hour and speed up to fifty.

Sixth—Acceleration: Slow down the motor on high gear and have it pick up speed as quickly as possible. The sluggish motor, the motor that gains headway slowly under load, is not one of quality and is always bad in traffic.

Seventh—Durability: Require the salesman to give you trustworthy statements of the durability of his car. There are cars which seem to possess many merits, but lack that of durability and are expensive in upkeep. The only makers who are sure of their ground on this point have abundant evidence to present to you.

Eighth—Weight: Lightweight cars ride hard and necessarily are not likely to withstand hard usage. Heavyweight cars eat up tires and fuel. Either kind is highly expensive in upkeep. Medium weight cars avoid these faults.

Ninth—General appearance: Any casual observer can tell the general character of a car by its appearance. Where slipshod work appears, that car is to be avoided. Beauty of body lines and work, of painting and upholstery, unmistakably mark the high-grade car.

Tenth—Comfort in riding: Does the car ride comfortably? Sit in the tonneau, for the front seat of any car is almost always more comfortable. The tonneau gives the test. Try ruts and bumps and note how you suffer or are free from annoyance. And remember that the tonneau is where your wife or sweetheart or mother or friends will ride, and surely you want them to enjoy riding and not to find it a burden.

Eleventh—Who are the makers? What experience have they had in building the particular car offered for your purchase? And what has been the experience of their customers in the past? Do customers enjoy prompt and cheerful service? Should you need a supply part, what assurance have you of getting it quickly? Are the makers stable, or may an adverse wind blow them away and materially injure your investment? That condition has happened in the past and may happen again; you can avoid it in your case by making sure of your ground before you purchase. There are standard makers who may be patronized safely; be sure the maker you patronize is of the right kind, and that the car you buy is in no sense an experiment.

These general suggestions apply to cars of all makes, grades and prices. You can afford to let price be your last thought, because, unless the car you buy has the elements of merit outlined above, the lowest price will be much too high.

NO WORRY ABOUT ATTENDANCE

Everything Now "Velvet," So Far as Gate Money Goes.

The managers of the Automobile show are not worrying about attendance, as every dollar necessary to carry on the show was in hand before the doors were opened. Each dealer's was assessed his proportion of the cost of the show and everything was paid before the doors were opened. Whatever is made from the show will be refunded in proportion to the assessment. Last year \$99 on every \$100 assessment was returned and it now looks as though more would be refunded in 1909. This year \$100 was expended on decorations alone.

MCKEEN MOTOR MAKES DISPLAY

Has Neat Little Engine as Gasoline-Driven Air Compressor.

The McKee Motor Car company has a neat little engine at the show which is attracting considerable attention. It is a gasoline driven air compressor, seven horsepower and is quite handy for garage use. Several of the parts of the McKee gasoline car are also giving an idea of the solidity of this huge passenger self-driven car.

AUTOS SELL FAST AT SHOW

Dealers Doing a Rushing Business in Disposing of Cars.

VISITORS COME BY THOUSANDS

Show Has Double Number of Cars and Twice as Many Visitors Compared with Last Year's Auto Exposition.

Sold.

That is the sign which is seen on all sides at the automobile show at the Auditorium and it indicates that the dealers are all profiting by the show and selling their cars. And why should they not? There were twice as many people at the show on the opening day as there were on the opening day last year, and twice as many on the second day as on the second day last year. The attendance is far beyond the expectation of the managers of the show and the people are still coming.

Everybody in business seems to be profiting by the automobile show. The hotels are filled with visitors at the show and on the opening night and last night rooms at all the leading hotels were scarce. Prospective buyers have brought their wives along and these are doing a large amount of spring shopping.

"The best local show of the year, far ahead of the St. Louis show." That is the way one representative of a large eastern house expressed it and his sentiment was seconded by a group of easterners in attendance. The Auditorium is an ideal place for holding such an exhibition, although in another year the space will be too small. As it is every available inch of space is occupied by either automobiles or by an exhibit of some parts of machines in action.

Gasoline is not allowed in the building and any dealer who wishes to show an engine in action must connect it with some electric motor and thus propel it. The management did not even permit the dealers to run machines into the Auditorium by their own power.

Several dealers have portions of machines in action to show the working parts. One dealer has an oil feeding machine in action behind a glass case and several pistons are pulsating with the cylinders open that the free action may be shown.

Automobile row, as Farnam street has come to be called, was the busiest spot in Omaha Thursday morning. All the garages and salesrooms were filled with prospective buyers bright and early and the dealers were unable to get away to go to the show until after lunch. Demonstrations were kept on the move, showing cars and giving rides to those who wished to see how the cars would run.

The street in front of the Auditorium looks like an automobile show in itself, for it is crowded from morning to night with hundreds of cars. Some of the dealers keep demonstrators at the show and when a prospective buyer appears are ready to give an actual demonstration with the car. Cars, of course, are not permitted to leave the show, but all the dealers keep duplicates on the outside for demonstration purposes.

Last year the dealers thought they were doing a large business in the sale of cars, but the business this year is swamping them. The buyers are here and the problem is to get them the cars. Passing down the aisles one can see order books out on all sides, being used to take down the orders for cars for delivery as soon as possible.

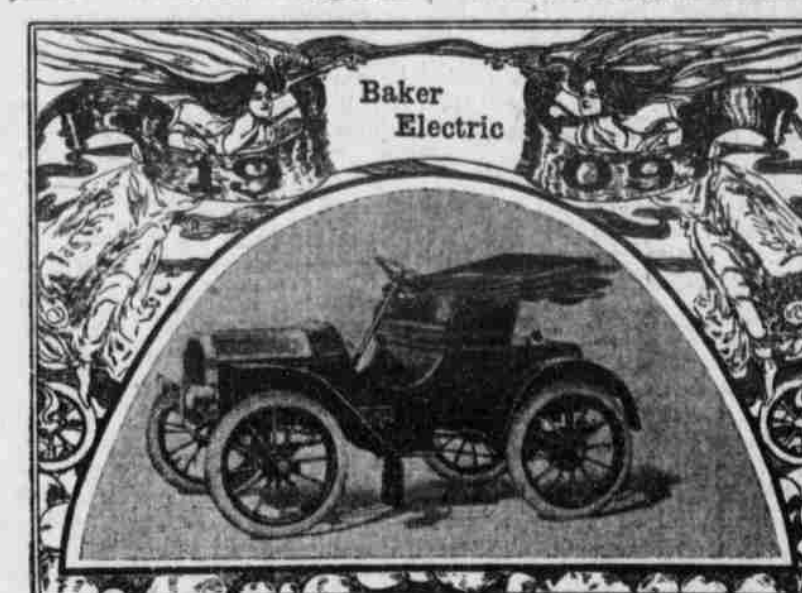
Not only are individual buyers at the show, but dealers from all smaller towns are on hand to make arrangements with the local men to sell cars on commission and also to secure a line of accessories. These dealers of Nebraska and western Iowa all seem to prefer to deal with the Omaha firms because of the advantages of quick delivery which the Omaha houses can offer.



Henry H. Van Brunt, Council Bluffs, Ia.—Overland, Pope-Hartford.



Henry H. Van Brunt, Council Bluffs, Ia.—Overland, Pope-Hartford.



Electric Garage—Denise Barkalow, Prop.



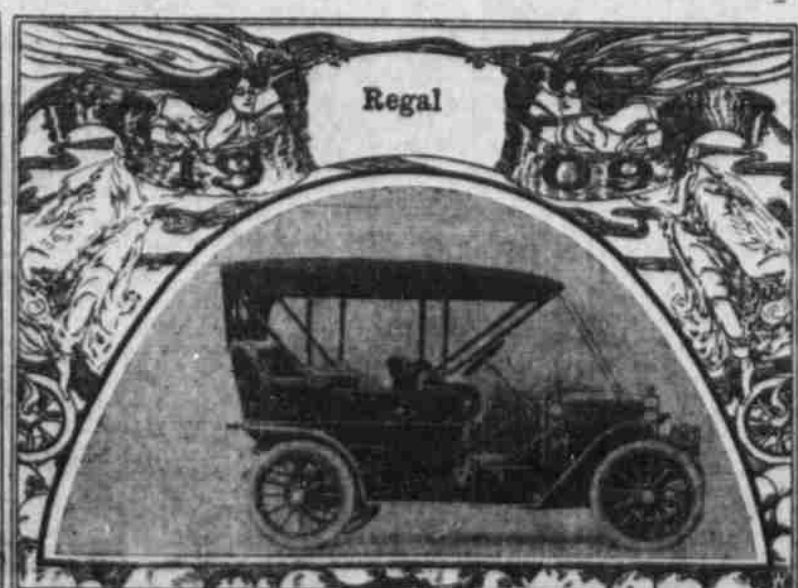
Drummond Carriage Co.—The White Steamer—The Woods Electric.



International Harvester Co.—The International.



Atlantic Auto Co.—Atlantic and Council Bluffs, Ia.—The Ford, the Reo, the Premier.



W. L. Huffman, Western Distributor. The Regal, the Hupmobile.



H. E. Fredrickson Automobile Co.—Chalmers-Detroit, Pierce Arrow, Thomas Flyer.