

CHICAGO SHOW AS A FOREST

No Expense to Be Spared in Decorating Coliseum for Auto Display.
COST IS NOT BEING CONSIDERED

Coliseum Annex to Be Fitted Out as a Rose Garden, with Long Stretches of Trellis for Foliage.

In order to add to the effectiveness of the decorations and to provide every accessory necessary to produce realism, Manager Samuel A. Miles of the Chicago automobile show, which takes place from February 8 to 12 at the Coliseum and First Regiment armory, is overlooking none of the smaller details.

Everything will be given consideration, even to the atmosphere. Arrangements have been made to give a timberland odor to the Coliseum, which is to have a forest setting. Incense, such as was used in a Hudson bay production by Robert Edison a few years ago to give the audience a breath of the pine country, is to be adopted. The Coliseum annex, which is to be fitted out as a rose garden from basement to second floor, is to be scented with rose water, while a rustic atmosphere will be provided for the First Regiment armory, where the decorations are to be different from those in both the Coliseum and annex.

"This will all cost money, and will involve a larger expenditure than ever before for decorations and atmosphere," said Manager Miles yesterday. "However, it is my ambition to give Chicago an exhibition and a setting that will outlive anything ever before offered in this country."

My second goal for an outlay of over \$75,000 in decorations alone. The forest, which is to occupy the Coliseum, will require equipment never before utilized in a show of any kind. The visitors will get their money's worth in this scene alone, and the exhibitors should profit in a large measure by the display.

The plans for the Coliseum call for four center sections. On the dividing line running north and south, there is to be, near the center of each section a running fountain; to the north and south a tree; on each side of the tree, a brick pillar surmounted by vases, each pillar bearing two lamps. In the space between the pillar and the end gallery there is to be a gate supported by two brick pillars surmounted by vases. At the end of each section nearest the gallery will be found a tree evidently in full growth, and at the other end a circular picket fence mounted on a brick base. The spaces between the sections will be occupied by iron fencing nine feet high, with a circular fence surrounding each tree.

The end line of each section running east and west will be mounted by a brick wall surmounted by an iron fence and ending in a brick base. The spaces will be divided by an iron railing running east and west and ending in a circular picket pillar.

Rows of Trees.
Midway between the pillars running north and south, the aisle lines will be marked by rows of box, bay or other trees. Each of the circular pillars will carry a vase. All vases will be filled with flowers and foliage. All of the fencing will be vine covered.

Eight trees sixty feet high, fifty feet spread and two feet trunk and four trees twenty feet high, ten feet spread and one foot trunk are to be installed in front and extending under the gallery. These trees are to be carried to the Coliseum from Wilmotte a few days prior to the opening of the show. The branches are to be tied down and if any of them interfere with the tree being carried into the building will be carefully sawed off, marked and spiked on when placed in the interior.

Other equipment to be required for the Coliseum include sixteen sets of foliage for 20x20-inch vases on pillars, eight sets of foliage for 20x20-inch vases on gate posts, sixteen sets of foliage for fourteen and one-half-inch vases on brick bases at corners, four sets of foliage for vases 20x20 inches on brick bases at ends of sections in the center aisle, sixteen sets of foliage for fourteen and one-half-inch vases on dividing lines, twenty-two bay trees between dividing lines on posts on aisle front, 2,500 square feet of foliage for nine-foot fence and tree circles, and four sets of foliage for fountains.

The staff work to be done will include besides the vases, brick pillars, gate posts, bases and caps, 370 lineal feet of brick wall two by one foot. Thousands of feet of railing are to be used. Each of the four gates is to be eight feet wide, nine feet high, extending to twelve feet in the center.

The forest effect is to be carried out in the gallery. Bay trees are to be utilized in large numbers and sixteen keystones will be required. A veranda with a railing to the front will extend around the entire balcony. The walls are to be entirely hidden behind scenery. The standpoint is to be a pagoda. Large quantities of foliage are to be used and will be intertwined in wires which will be attached to trellis posts.

The Coliseum annex, which is to describe a rose garden, will be fitted up with thousands of feet of trellis posts and wire on which foliage is to be suspended. On the first floor 18,500 feet of trellis will be used for panels around walls and ceiling. Vases will also be used in abundance, and there will be many bay trees. Rallings are to be used on the first floor only. No staff is to be used in the basement or on the second floor, but each stained glass window will form part of the decorative scheme on the second floor of the annex. Paintings on the walls and baskets hanging from the ceiling will also add to the artistic beauty. A rustic fence will hide the balcony on the second floor.

Pictures are also to be utilized in the basement, where trellis work and foliage and picket fence will be used.

Along Auto Row

Garages Are Progressing Rapidly—Automobile Show in February to Be a Grand Success.

The progress of the motor fire engine as a substitute for the horse-drawn apparatus has been more marked in California than in any other section of the United States.

Just the other day the Rambler automobile hose truck used by the San Diego (Cal.) department, was pressed into service to relieve a team of horses after the team had become stalled in a mire.

The horse-drawn apparatus was on a railroad track with each pair of wheels against a rail down to the hubs in mud. The truck pulled it out without any damage or effort.

The garage of Sweet-Edwards Automobile company is nearing completion. It will be one of the best appointed garages in this section of the country. A special provision has been made for light, and in the darkest days it will be possible to overlook cars without a great deal of extra light. The garage is provided with an elevated show room, and a reception room for ladies, who may have to wait for cars from time to time.

"I do not know whether I shall handle aeroplanes or not," said Colonel Deright. "I am making some investigations, and if they are successful, I shall have some information to give out about it." He said that he was in correspondence with the Wrights.

Colonel Deright has wired Paulhan at Los Angeles to exhibit his aeroplane in Omaha during the Automobile show.

"I think it will be a big attraction," said he, "if we can secure it."

He did not know, however, if Paulhan was situated so that he might come to Omaha in February. He has not received a reply to his message yet.

Charles L. Gould, local manager for the Ford Motor company, returned last week from a trip to the western part of the state.

He reports the outlook promising for a fine year of automobile business. "People are not going to wait until spring to order Fords," he said. He said they hadn't forgot the situation in which they found themselves last year, when during the months of April and May the factory would not accept an order owing to the unprecedented demand. He predicts that this year's demand will be 100 per cent greater.

At the Omaha Automobile show a Chalmers-Detroit "30" "Bluebird" will be shown in the booth of the local agents, H. W. Fredrickson Automobile company.

This is the car which won the Massena sweepstakes in the Vandebilt race, the Indiana trophy.

Few people have any conception of what it means to build 25,000 complete cars in twelve months—what it means from the manufacturer's standpoint.

It means for the Ford Motor Company a going inventory of parts and materials for cars of over \$5,000,000.

It means new materials coming in at the rate of a million dollars' worth a month. It means working 2,000 men 40 hours a week through the long winter months when automobile sales are at the lowest point.

It means building over 2,000 cars every month whether sales drop off in the winter or not. If the cars have to be stored, every car calls for 300 cubic feet of space.

Andrew Murphy & Son have taken on the Randolph trucks and the Proyer & Miller truck and are pushing them in this territory. This is one of Omaha's oldest business houses, having first begun business here in 1869 manufacturing vehicles. Last year the firm built a new home on Howard street and is now one of the best equipped in this part of the country.

Among the Omaha dealers who attended the New York auto show are H. E. Fredrickson and L. E. Doty.

Densie Barakow said that his sales on the Packard and Electrics has been greater this season than ever. He expects to make a big display at the show. The Packard is one of the great cars of the country.

The Omaha Auto company will show along with its big Auburns, the Hider-Lewis, said to be one of the smartest cars in the country. This car, perhaps, has more on the waiting list than any other car of its class.

RULES FOR AUTO TIRE USAGE

Timely Hints as to the Best Way to Get the Most Mileage.

SOME DO AND DON'T RULES

Tire Mileage Depends a Great Deal on the Way a Car is Handled, as the Following Rules Will Show.

It is the very laudable aim of every automobile owner to secure from his tires the best possible service. The tire manufacturers continually furnish good advice to tire users as the best way in which to get the maximum mileage out of their tire equipment, and the following "Do" and "Don't" rules from The Diamond Rubber company put a lot of sound instructions into brief space.

Do.
Keep the tires fully inflated.
Use tires of ample size.
Keep tires in repair.
See that air does not escape from the valve stem of the tube or elsewhere.
Keep tires away from heat, oils and grease.
Jack up the car and partially deflate the tires of the machine is to be laid up for any considerable time.

If tires are removed, keep them in a cool place not subjected to a strong light or moisture.
Watch wheels and axles to see that tires are not forced to run out of true and so subjected to unnecessary strain and the unnecessary wearing off of the tread.

Buy judiciously both as to casings and tubes and don't forget that the initial price is only one factor in figuring the ultimate cost of the results you want.
Familiarize yourself with the internal construction of the tire you use.

Have tires re-treated when the first ply of fabric is exposed, even to a small extent.
Buy used, second-hand or repaired tires or tires that are old, with the greatest care, if buy them you must.
Have a proper place for carrying extra inner tubes.
Since rear tires wear the most rapidly, fronts and rears can sometimes be changed about to good advantage. Also if one side of a tire is much worn, it may be well to turn it face about.

Don't.
Do not be afraid of burping a tire by pumping it too hard, unless it is much weakened by age or injury. A tire can be too much inflated, but seldom is this the case.
Don't throw the brakes on hard with the machine going at even moderate speed. It puts an unnecessary strain upon the tires.
Don't forget to keep the valve stem and staybolt tight or water will get into the casings on wet roads or when the car is washed.
Don't impose unnecessary hardships upon your tires.
Don't run in car tracks or come in contact with obstructions that can, by little care, be avoided.
Don't run a foot on a flat tire if it can be avoided.
Don't neglect the piling system of your car. The more friction there is in the machinery, the greater the burden of the tire.
Don't be persuaded to experiment with new and untried devices or tire constructions.

Don't drive at top speed the greater part of the time, or, if you do, don't expect as much mileage from your tires as you would otherwise obtain. You won't get it.
Don't try to use tires which do not fit the rims perfectly.
Don't use rims badly dented or even slightly bent from true. They are another cause of rim-cut tires.
Don't take corners at high speed.
Don't think the tires are indestructible, but do not imagine that hard work is never expected of them. The fear of possible tire trouble should never prevent your getting the full measure of service from good tire equipment.

Care to avoid tube pinching as important always.
Don't fail to reckon with weather conditions. On account of air contraction and expansion tires pumped up sufficiently to make a hot day will be too flat in cool weather, and vice versa.

BUSINESS MEN ARE CONSULTED ON RACING

Question Will Be Put by Wilkesbarre Before Effort to Get Meet is Decided Upon.

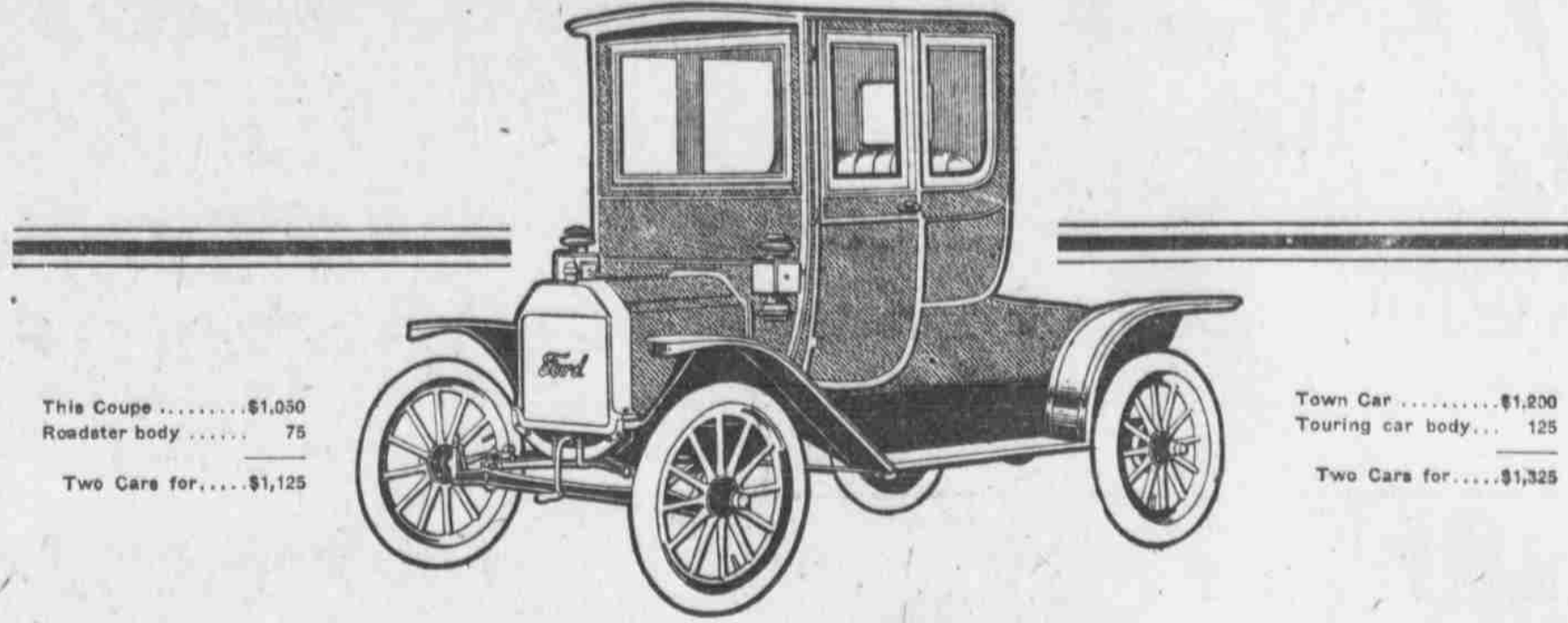
WILKESBARRE, Jan. 15.—Before the Wilkesbarre Automobile club decides whether or not to bid for the national hill-climbing contest on the famous Giant's Despair course this year the members have decided to ask for the opinion of 700 or 800 of the leading business men of the city and to be guided largely by their replies. As many of these men will be asked to contribute toward the expense of the climb if one is held, the club considered it but fair to ask their opinions in the matter.

There is a decidedly strong faction of the club which is opposed to holding any more climbs. They say that four have now been held successfully, that the attention of the whole country has been called to Wilkesbarre's interest in automobilism and that it is desired that the club's money and energy shall be devoted to something having greater practical benefits for the members and the general public.

They believe that the same amount of money and time spent in good roads work would soon make better highways throughout this section of the state, where there are many bad ones.

It has been decided to hold a special meeting on Monday, January 17, to decide whether or not there is to be a contest this year. A bid will be listed with the American Automobile association and the decision is awaited with interest. Meanwhile Worcester, Mass., is anxious to secure the date—Decorated day—for a climb there, and S. M. Butler, chairman of the American Automobile association central board, is awaiting the decision of the Wilkesbarre club before deciding about the application from Worcester.

Announcement.
The Storz Brewing company announces to its thousands of friends and former private family customers that Storz bottled beer can be obtained by the case from Charles Storz, retail dealer, 1225-25 Sherman avenue, next door north of Storz brewery (phones Webster 128, Ind. B 128) who guarantees same price, same courteous treatment and same prompt delivery that you formerly received from us.



This Coupe \$1,050
Roadster body 75
Two Cars for.....\$1,125

Town Car \$1,200
Touring car body... 125
Two Cars for.....\$1,325

Tomorrow Morning Is Always Pleasant For a Ford Owner

There are five thousand men in this city not now owning an automobile who could, if they would, and would if they appreciated the immense service of Model T Ford would render them for both business and pleasure. This does not mean next summer, it means right now and all this winter, every day now and next May and every day following.

Many is the time you have gone to bed knowing that tomorrow morning you would have to get wet and cold and incidentally out of humor going to the office, be late getting there, go without lunch at noon and get cold and wet again at night simply because the street car was seven blocks from your house and three from the office. And is so unnecessary, too.

Tomorrow morning is always pleasant for a Ford owner. The Model T Coupe in the barn back of his house is ready to take him, warm, dry and without delay, to the office, to his various business appointments, to lunch, and in the evening home, and later to the theater. Bad weather has no terrors for the man who owns a Ford—or for his wife, either, for when he is not using it, she can be.

And why shouldn't you own one of these cars, why haven't you one right now? It is because you have allowed to become entrenched in your mind the idea that you had to spend \$2,000.00 or more to buy, \$50.00 or more a month to run and have

Touring Car, \$950
Tourabout, \$950
Roadster, \$900
Includes Complete Equipment.

a college education in engineering to understand the car? Forget it. That may apply to some cars, but it does not fit Ford, a fact you can easily prove just as thousands already have.

There's a doctor in this city who is authority for the statement that his Ford car didn't cost him a cent to buy, hasn't cost him a cent to run, and, instead of putting a crimp on his bank account, has actually added to it. It's like this. He paid \$1,050.00 for the car, and it costs him \$18.00 a month to run it, but with it he has been able to do so much more work as to more than offset those figures.

Then there's a manufacturer with a downtown office who does not own a Ford, but does own a 3,000-lb. car that cost him a dollar a pound. He drives to his office, 12 miles, every morning and uses forty cents' worth of gasoline; he has to have a chauffeur to run his car and a garage to keep it in order. It isn't a whit more serviceable than the Ford would be and a heap more expensive. If that's the kind of a car you had in mind, we don't wonder you patronize the street cars.

A low priced car is not necessarily a cheap car—not if quantity production is the cost reducer and offsetter of large profits. Neither is it required that a man buy a little car on the theory that size makes price. The Model T Ford is a big car at a little price, a quality car at a quantity price, is neither a makeshift or

High Priced Quality in a Low Priced Car.

Temporary Location 1818 Farnam Street



PHONE DOUGLAS 352

ATLANTIC AUTO COMPANY
COUNCIL BLUFFS, IOWA.
Distributors Southwestern Iowa

CARS RUN TO BETTER TYPES

Few Cheap Autos Displayed at Either of Big New York Shows.

DEMAND IS FOR LARGER CARS

indications Are that All Automobiles Manufactured for This Year Will Be Sold, as the Demand is Heavy.

"Manufacturers of automobiles think the supply for 1910 will be entirely inadequate and that the demand for 1911 will be even greater," said Roy Coffeen, local manager for the Racine-Satley company, who has returned from New York, where he attended both automobile shows. "The people showed great interest in the cars and both shows were crowded all the time the doors were open.

"The show at the Grand Central Palace under the management of the American Motor Car Manufacturers' association, held during the week of January 7, consisted of unlicensed cars, or those manufactured without being under license from the American Licensed Automobile Manufacturers' association.

"The second show, in Madison Square Garden, opened Saturday, January 8, was of cars manufactured under the Selden patent. The doors were not thrown open until 8 o'clock and at that time there were fully 8,000 people in the line, extending for some blocks in all directions. There was such a jam that it was extremely difficult to get about.

New Cheap Cars.
There were very few new cars of the cheaper type, listing at from \$1,000 to \$1,500, such as have been popular during the last two or three years. This shows the tendency of the trade to demand higher power, better equipped and better finished machines.

Another remarkable feature was the elegance and refinement that some of the higher priced cars showed. One car on the floor listed at \$25,000 had gold plated lamps, hand holds, robe rail, etc. Another line of cars attracted great attention because of the elegant folding and cooking apparatus, folding card table and other luxurious equipment of this kind.

Everyone seemed to be well satisfied with the business they were doing and apparently there was no feeling that the supply would be at all adequate for the demand for 1910, and it was predicted that 1911 would be even more satisfactory than this year.

Most of the new designs run to torpedo bodies, cars built low and with bodies molded on straight lines. One very popular car had short half height doors in front, and small doors in the rear."

His Thanks.
"We wish to return our thanks," wrote Editor Clagston of the Spiketown Blizzard, "to the unknown donor who left a six-pound turkey on our doorstep Christmas eve. The fact that the poor old fowl was laid out as an Egyptian mummy, and turned the edge of a carving knife after nine hours' cooking, does not weaken our gratitude a discerned bit. The persons who gave it to us meant well, and it was a kind act, anyway, to kill the accident bird and put it out of its misery. Thank you, whoever you are. We'll send you the gazard if you'll give us your address."
—Chicago Tribune.

Big Auto Raceway

Built at Lakewood

Announcement Made that Plans Are Now Under Way for Speedy Course.

NEW YORK, Jan. 15.—A report was circulated at the tenth National Automobile show at Madison square garden that work will shortly be commenced on a big motor raceway at Lakewood, N. J. A representative of the Lakewood promoters was at the show and declared that plans had practically been completed for constructing a speed boulevard at the famous winter resort in the Jersey pine belt. It was stated that \$500,000 will be spent on a track and park. According to the plans of the promoters, work on the course will be started at the earliest possible time and it is expected that the raceway will be ready for the speed cars by the time the next season at the resort opens.

There is no gaining saying that the idea of a big raceway in Lakewood holds forth great promise. The town is situated within seventy miles of New York and sixty of Philadelphia. These two cities are unquestionably the largest motor race centers in this section of the country.

Moreover, as the temperature at Lakewood allows facing very early in the spring, there is no doubt that thousands would be attracted there by a big automobile event. The fact that the climate makes racing possible during the season when the resort is in full swing adds greatly to its facilities as an auto speed center. The land at Lakewood is level and it is estimated that \$500,000 would put the course in perfect condition for racing.

According to the report Captain A. M. Bradshaw, the pioneer of Lakewood, is behind the project. He has drawn up tentative plans for the raceway and automobile park and compiled a list of persons who have placed themselves on record as favoring the building of a speed boulevard in the pine belt. It is planned to make an eight-mile course without taking in a public road. The circuit will be located less than two miles from the town's most central hotel and will be southeast from Lakewood.

The fact that Lakewood has long been a motoring center makes the project seem all the more feasible. During the busy season at the resort hundreds of automobiles make daily trips through its streets. Many owners of cars who are wont to spend a good part of their time at Lakewood have been questioned on the possibilities of a race course and they are said to be enthusiastically in favor of the project. In the event of the promoters carrying out their present plans every indication points toward Lakewood being the mecca for motorists hereabouts in a year or so.

Justification.
The old ducky had driven his fare to the hotel and was now demanding a dollar for what? "What?" protested the passenger, "a dollar for that distance? Why, it isn't half a mile as the crow flies."
"Dat's true, boss," returned Sambo, with an appealing smile, "but yo see, dat old crow he ain't got free wifes an' ten chiluns to support, not to mention de keep foh de bees."—Harper's Weekly.

Established 1869

"Murphy Did It"

Motor Trucks Will Save You Money
Randolph Trucks

100 miles a day 6 days a week. Can you equal the record, held by each of the three cars in the service of the N. Y. American. Best TON truck in the world.

Frayer & Miller Trucks

BEST IN THE WORLD
AIR COOLED—NEVER STOP—NO NOISE.
Will pull your loads, in fact, would pull the sides sides out of your building if necessary

ANDREW MURPHY & SON.
OMAHA, NEBRASKA.

FREE ART EXHIBIT

"The Conquest of the Prairie"

Latest masterpiece in oil by Irving R. Bacon, which won high honors for him at Munich last year.

Court of the Bee Bldg.

ALL LOVERS OF ART ARE INVITED TO INSPECT THIS MAGNIFICENT PICTURE.