

Automobile Dealers of Omaha Most Progressive Set



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OMAHA AUTO SHOW MAMMOTH

Nothing to Be Lacking to Make the Exhibit Comprehensive.

ALL AUTO PARTS TO BE SHOWN
One Hundred and Sixty-Three Types of Cars Will Be on Exhibition Giving a Wide Range for Choice.

With an exhibit equal to that in any show held outside of a few of the large eastern cities, and with only a few features of the big expositions of New York and Chicago lacking, the seventh annual show of the Omaha Automobile Association will be opened tomorrow in the Auditorium for the week.

One hundred and sixty-three types of motor car will be on exhibit, a larger number than at any former Omaha show. Every foot of available space not necessary for the accommodation of show visitors, will be used for the exhibition of cars and accessories. The main floor will be devoted to pleasure cars, the stage to accessories and the basement to commercial vehicles.

Musical programs will be given each afternoon and evening. A refreshment booth will be installed at one end of the main floor, where visitors who have not finished their inspection by the hour for lunch or dinner, may procure sandwiches, coffee and soft drinks.

Everybody Hunting.
The Auditorium today is a busy place, with forty or more exhibitors installing cars and hastening to put the finishing touches on their exhibits before the opening of the show. Every car and every accessory appliance has been groomed with as much care as if it were a \$5,000 dog show and it will be almost impossible to discover dust specks with a microscope.

Lights and decorations will enhance the beauty of the exposition. The association has adopted a scheme of ornamental lighting which will give as much prominence to one exhibit as to another and which is of a uniformity and regularity that lend much to the attractiveness of the show as a whole. The scheme of decoration, which will be different from anything ever before seen in Omaha, was outlined after conferences with the designers of the decorations at the Chicago show and although the decorations were not all in place last night, the officers of the association promise that the sight of these alone will be worth the price of admission to the show.

Autos of All Prices.
Automobiles on exhibit will range in price from \$500 to \$5,000. The man who cannot find a car to suit him would not be satisfied inside the pearly gates.

One of the distinctly new features of the show will be the exhibition of a number of types equipped with the self starter, a device which does away with cranking, a disagreeable feature of motoring, especially in the winter.

A novice has no idea of the number of auto accessories until he visits an automobile show. There will be a big collection of appliances that mechanical genius has developed for the greater comfort and convenience of the motorist—magneto, spark plugs, carburetors, speedometers, shock absorbers, lamps, horns, gongs, wind shields, foot warmers and other devices.

Women drivers are getting more and more plentiful each year and the number of cars designed for their especial use is rapidly increasing. Even companies that do not make cars especially for women have made changes in control that make it easier for a woman to handle it. All these new women's cars and new improvements in control will be seen at the Omaha show.



H.E. FREDRICKSON



R.R. FILBY



GEO. ROGERS

POLICIES ON YOUR CAR

Calculations on the Cost of Automobile Insurance.

PROTECTION TAKES NEAT SUM

Personal Liability and Fire the Principal Items, but There Are Other Boosters of the Total.

The increasing number of automobile accidents has been the means of emphasizing for the insurance companies the need of a protection which their policies afford. It is likely that their business has increased very considerably because of these various mishaps. As a matter of fact, most automobilists are ready to insure their cars, because even the most careful driver may some time be put in a position of danger to himself and the others through the fault of some more careless pilot of an automobile.

Any automobile insurance comes ordinarily in four divisions, covering fire and theft, property damage, collisions, and personal liability. The last named is the most important, because very often an automobilist may be the cause of a small accident for which an annoying suit is instituted, and when he is insured all this is shifted to the company, which conducts the defense for him and pays the damage up to a certain limit without his being much troubled in the course of the suit.

Even if it is a very small car it may run into and kill some one and its owner may be sued for many times the value of the automobile. The mistake by a jury of a good sized sum is avoided when there is an adequate policy. The cost of this type of insurance depends on the horse-power of the car. In the larger cities it costs more than in the rural districts, the rate being, according to an expert on insurance, \$5 for cars of fifteen horse-power and under; \$10 for sixty horse-power cars, and \$15 for any car larger on sums of between \$5,000 and \$10,000. The cost in the smaller cities is little more than half.

Privilege of Travel.
Inasmuch as an automobile moves from place to place, insurance on it is not like the insurance on a house. For instance, fire and liability insurance on a car in this country covers the machine anywhere it may be in the United States or Canada, and special dispensation may be got for an additional premium if the car is taken abroad.

Fire policies are important not quite as much as they were once upon a time. They cover fires arising from any cause whatsoever and also protect the car while it is being sent about the country in transit by rail against collisions and other mishaps. This does not cover the car, however, when it is not properly secured in the railroad van.

So many small thefts from automobiles leaves the automobilist a good deal of trouble when it comes to settling his policy.

It costs as much to adjust a small loss as a large one, and the company does not care to be involved in too great expenses.

Grades of Fire Insurance.
The premium on fire insurance policies varies from 2 to 4 1/2 per cent. If a car is insured for its full value it will pay the smallest rate, but if it is insured for a very small part of its catalogued price the rate is higher. Several policies specify that the machine is considered worth the amount placed on it and is accepted as such by the company, so that until the term of the policy is ended there can be no deduction from appreciation. This

determined that no man can sell you a car without proving beyond his unsupported word that his car, when measured by service and length of life, is worth its price.

We believe that a dealer with a good car can prove, and should be required to prove, that his car is as good as he claims it is. The only adequate proof of quality in a car is found in the condition of the car after thirty, forty or fifty thousand miles of service.

We want you to judge the Chalmers car solely upon proof of dependability, great length of life and positive satisfaction to the owner as positively demonstrated by its record in the hands of owners.

You will want to see the Chalmers compressed air self starter in constant operation at our exhibit, Space Number 28.

H. E. Fredrickson Auto Co.
2044-46-48 FARNAM STREET
Also Agents for Pierce-Arrow.

A CAR—style of which you can be proud.—with more power than you will ever need.—withal, only \$1480..

Here is a car in which the three essentials—Power, Style and Right Price—are developed to their utmost.

Delivers 36 horsepower—far more than ever before possible near this price—more power than you will ever need—plenty in reserve for emergencies.

Comparison will convince you that this car—unequaled within \$300 of its price—is

1912's Undisputed Leader



\$1480 f.o.b. factory, fully equipped including self-starter.

36 hp. Maxwell Special

The excellent style of the new Maxwell Special classes it with the best cars of greater cost. Note the new refinements—the ventilated fore-door, flush-side vestibuled steel body, with inside control, the Columbia Honeycomb type radiator and new designed bonnet.

And consider the remarkable price—it is a logical result of the great purchasing and manufac-

turing economies of the United States Motor Company. No smaller manufacturer could build and sell such a car for such a price without losing money.

Compare the Maxwell Special with the best \$1800 cars—ride in it—put it to every test. If you cannot conveniently call soon, let us bring the car to you for a demonstration. Write today for catalog.

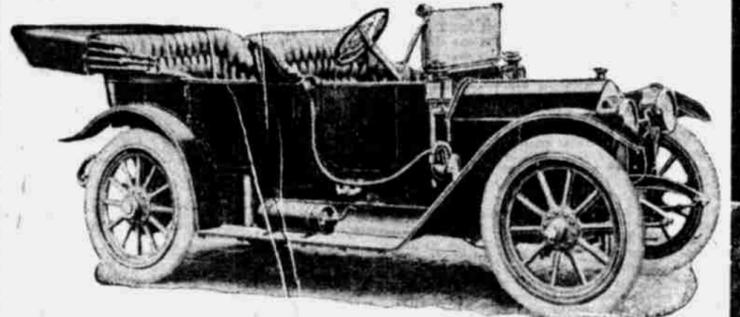
To see the real Maxwell showing come to our salesroom. Only a small part of our models are exhibited at the Show.

A demonstration is at your command
United Motor Omaha Company
2115 Farnam Street



To see this car you must come to 1902 Farnam street. To be in Omaha and not to see it is neglecting the real "1912 Leader"

Lion "40" Not Exhibited at Automobile Show



At \$1,600 the equal of cars double the price

In buying a Lion "40" you get a conscientiously built car of full forty horse-power at a price lower than most thirty horse-power cars. Think of it, full 40 H. P. for only \$1,600. When you buy a motor car if you will keep this advice in mind you will have nothing but a Lion "40." Pay just enough to insure perfect mechanical construction, ample power, beauty of line and luxury of appointment.

R. B. Held Factory Distributor
1902 Farnam St. Omaha

DEALERS A demand for this car is already created. We are having inquiries from prospective buyers in all parts of Nebraska and to have the agency is to find a market already created. See this car while at the show or write for proposition to dealers.

BEE WANT ADS PRODUCE RESULTS