

ALCO HAS BUREAU OF COSTS

Shows Difference Between Maintaining Stable and Garage.

RESULTS ARE INTERESTING

Omaha, with its interests, will be one of the foremost users of Commercial Trucks in the Near Future.

The merchant who contemplates the purchase of motor trucks today, either one or many, wants to be shown conclusively whether or not he is going to save money over the use of horses and whether or not the truck is going to be of value as a permanent investment," said George Sullivan of the American Locomotive company.

"The American Locomotive company has recognized this entirely reasonable demand by the establishment of a bureau of costs. It is in charge of William P. Kennedy, known all over the country as the best informed transportation engineer we have. He has a large corps of workers and assistants. This bureau works in this manner: Suppose a large concern working say 100 horses on a great many trucks, has begun to think about the use of motor trucks. They do not know whether or not the installation of trucks will be of value. They may not be sure that their work is adapted to the use of motor trucks.

"They apply to the American Locomotive company for the use of the bureau of costs. This service is absolutely free. It costs the inquirer absolutely nothing and puts him under no obligations whatever. Mr. Kennedy makes a thorough investigation of the conditions surrounding the horse installation of the inquirer. He finds out what the original equipment cost, what the depreciation has been and what its present worth is. He goes into the question of routes, how much the horses stand idle, whether or not the load is maximum to a certain point and then delivered at once or gradually delivered—whether or not the truck returns with a returning load or empty. He considers expenses of shoeing, veterinary, heat, light, power and telephone in the stable and all that sort of thing. He takes up the subject of routes and their geographical and physical characteristics. The result is that when he has obtained all this information he has a complete bookkeeping picture of actual horse costs.

Inquirers are Amazed.
"It is astonishing how few large users of horses actually know what their horses cost them. They think they do, but it has been our experience that when inquirers receive this information worked out by us they are amazed at its completeness and its new information. Inside of twenty-four hours from the announcement of this service in New York City we had thirteen of the biggest concerns in the metropolitan district on our waiting list for the service. Not one of them had the slightest idea what their horses actually cost them.
"Now when this horse cost is obtained, Mr. Kennedy is able to recommend the use of motor trucks, how many, etc., showing exactly how they can do more work in the same time and submit an exhibit showing the cost of operating this equipment of motor trucks which he has recommended. This exhibit is obtained from the study of the specific problem in hand and from the great mass of data which the company has collected from the hundreds of trucks it has sold all over the country and their operating expense."

Interstate Model is Perfect Machine

The 1912 Interstate models "40" and "30" perform all the labor of electric starting, electric lighting, tire pumping, and automatic regulation of fuel consumption.

The electric engine starter is simple in construction and perfect in action. It will run the engine forty minutes if desired. It requires less than one-horsepower to keep it fully efficient. In addition to starting the motor, it supplies current for the illumination of five powerful electric lamps and the ignition of motor mixture. Electric switches, used from the driver's seat, include the successful performance of every function named. Constant efficiency is automatically maintained.

The long stroke, four-cylinder motor of the "40" models is a revelation. With all back pressure removed, by improved construction, this motor "hangs on" at a low speed, like an electric motor, and vibration is conspicuous by its absence. Enclosed valves make it practically noiseless.

The new carburetor is automatic, being regulated by motor speed and needs. Economy of fuel and increased power never before attained by any other carburetor is actually accomplished by the Interstate feature. Auxiliary air control is easily accessible on steering columns.

HUPMOBILE KEPT BUSY BY MANY JOY RIDERS

The little world's tour Hupmobile is being well patronized by joy riders. The car is kept continually on the go by people wishing to be able to say that they rode in an automobile that has been around the globe.

This car arrived in New York January 1, having completed a tour of the world, since its arrival here no repairs of any kind have been put on any part of the car, and it is able to eat up the ground as well as any of the new Hupmobiles.

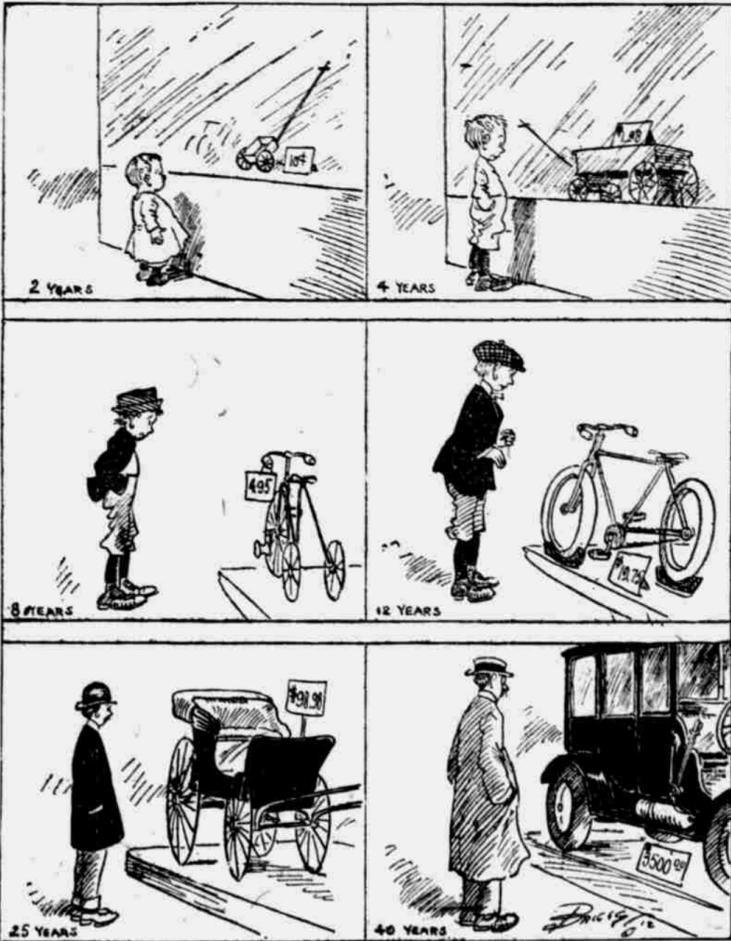
When in the Philippine Islands the car cut up some remarkable capers. Joseph Drake, president of the Hupmobile company, drove the car on the tour. The car was driven up the famous zig-zag road, a 1,200-foot climb from Manila to Baguio, the road for the most part being muddy and sticky. These roads had never been covered by an automobile in the history of the world and the appearance of the Hupp caused great excitement among the natives.

LXINGTON ROADSTER IS WINNING MUCH FAVOR

The Lexington six-cylinder roadster, being exhibited at the show by the E. R. Wilson Automobile company, is winning much favor with both city and country buyers. Mr. Wilson has sold on an average of one of these cars a day since the show opened and it is almost confident that he can keep up the good work.

This car also attracted much attention at the Chicago show. The car was sold almost as soon as it was turned out by the factory to an Omaha man. When exhibited at the Chicago show the same car could have been sold half a dozen times. The car is a two-passenger model and is fully equipped. It also has a Delco self-starter, which is one of the prominent features.

The Price in Six Stages



COUNTRY'S FATHER HONORED

Washington's Birthday Observed by Omaha Business Men.

OFFICES AND SHOPS ARE CLOSED

Flags are Flouted from Down Town Buildings — Young Women's Women's Christian Association Gives Musicals.

A growing tendency in Omaha to honor the memory of George Washington was noted yesterday in the fact that a large number of business offices closed entirely in the afternoon or were occupied by only a small minority of the working force. As usual, banks, city offices, county offices, government offices, the army building, the Grain exchange and the courts were closed all day. General delivery windows at the postoffice were kept open all day, but only one delivery was made in the residence section and three in the business district. Even the grand jury took a rest. Stores generally were kept open, also

Births and Deaths.

Births—Roy A. and Hester L. Ralph, 452 Davenport street, girl, Bernard and Mollie Grassman, 147 South Seventeenth street, boy, William and Minnie E. Donnell, 224 South Twenty-third street, boy, J. W. and Florence Redick, 217 Evans street, boy.

Deaths—Charles Cunningham, 45 years, St. Catherine's hospital, Mrs. Emma Soroka, 65 years, 1212 South Thirtieth street, Frances Kuear, 31 years, Seventh and Clark streets, Andrew P. Borg, 79 years, 222 Fort Omaha street.

The Young Women's Christian association celebrated the holiday with a special noon musical for its members. The musical was directed by Walter H. Graham and was made up of piano numbers by Miss Florence Peterson, vocal solos by Miss Maude Butler, Miss Gertrude Alkin, Miss Gertrude Oldson, Miss Laella Miller, Miss Verda Oldfield, S. Arthur Lynn, Willard Sabaugh and Arthur Gross and a quartet number by Misses Miller and Alkin and Messrs. Sabaugh and Sackett.

A Life Sentence
of suffering with throat and lung trouble is quickly commuted by Dr. King's New Discovery. 36c and 1.00 per sale by Beaton Drug Co.

The Pure Product of Nature's Springs. You will feel better and do better for using

Hunyadi Janos Water
NATURAL LAXATIVE
Glass on Arising for CONSTIPATION

We Fixed the Price, Then Built the Car

WHEN we started to build the Paige we determined that it should be a car so good as to be dominant in the \$1000 field. We fixed the prices of our models at from \$900 to \$1000—the variance being natural in view of the different types of bodies.

Having determined our ideal and fixed these prices, and having brought our organization together equipped to do things, we set about building just the best car that could be built to sell at the price and leave a legitimate manufacturing profit, and we did this.

Now as time has gone along we have been able to effect certain reductions. You are interested in what becomes of these savings.

We are building 3500 cars this year. They are all built on the one Paige chassis and with the one Paige unit power plant. That means that we have reached the point now where our quantity earns the very minimum prices on those parts which is advantageous for us to buy and that the quantity is sufficient to permit of the lowest cost in handling all the way through the factory. It means, further, that our selling costs have been divided. So, on quantity alone we have saved all that any manufacturer can save, car for car, no matter how many cars he builds, because 3500 is a unit—it's a maximum in figuring price reduction in automobile parts.

Now, having made this saving, we have not forsaken the Paige ideal of building just the best car that can be built and sold for the Paige price. We have clung to that ideal, we have not taken this saving over for ourselves for added profit, we have turned right around and put it back into the car.

Study the car and you can see it yourself. There's the Delco Self-Starter for instance. Run through the list of cars that are using the Delco. See if there's another anywhere near the Paige price.

Then there is the Delco Ignition. We could have continued building with the ordinary magneto and we would have been up to standard, but we didn't do it. We took part of the saving and put it into Delco ignition. There isn't another car selling for less than \$1600 that offers you Delco ignition.

We had a good clutch in the Paige last year—good as you find in most cars—but we had made a saving and we were going to put it back into the car and naturally one of the first things that we improved was the clutch. So we cut out the regular multiple

disc clutch and now we are building with a multiple disc cork insert clutch. You won't find this clutch in other cars at Paige prices. They haven't got it.

Why, we pay more royalty for the privilege of using the multiple disc cork insert clutch than it costs to build an ordinary multiple disc clutch or cone clutch. We have enclosed our motor valves too. This wasn't necessary. Nobody had complained because they weren't enclosed, but it makes the car a better car to have the valves enclosed. Keep the dirt and dust and grime and oil out of the motor, makes it run smoother, makes it run quieter.

These things count for Paige owners. All through the car, we have improved the Paige just as far as the money will go, just as far as anybody in the world could improve it and still sell it for from \$900 to \$1000.

See the Paige before you are led into a misstep by the preposterous claims of some of the makers of low priced cars who talk in generalities. And don't forget this, that while they are featuring their windshields and tops, we state to you frankly that a top and a windshield don't go with a Paige. If they did we would have had to cut out some of these things that are vital to the convenience and smooth-running and durability of the Paige and we believe that you would rather have these things in a car, then buy your top and windshield, than you would to have the top and windshield thrown in and not have these things in your car.

We will sell you a top and windshield at absolute factory prices, which are just about half the prices you are paying for them with most low-priced cars which feature them as "regular equipment."

PAIGE Multiple Disc Cork Insert Clutch—Enclosed Valves
Delco Self-Starter—Delco Ignition

Self-Starting, 5-passenger touring car, Model Brunswick, \$1000

E. R. Wilson Auto Co., 2010-2016 Harney St., Omaha, Distributors for North Platte Territory. Capital Garage Company, Lincoln, Neb., Distributor for South Platte Territory.
PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, MICHIGAN

WOODWORTH TREADS

A pair of Woodworth Treads lasts about as long as the bare "shoes," and sells for about half as much. The tire thus protected lasts about three times as long as if run bare, and all repairs are eliminated. That's how the OWNER saves, both in money and in freedom from trouble.

1912 WOODWORTH TREADS

Heads of Center Studs glass-hard clear through. Last 50 per cent longer than ordinary surface-hardened studs.

Heads of Border Studs soft to give non-skidding grip on smooth pavements.

Chrome Leather Base finished by new process and permanently waterproof and pliable.

Side Springs attached by new, quick-acting hooks.

Excessive thickness of fabric not necessary, owing to constant tension of side springs preventing looseness and chafing.

Readily applied by anyone.

Size	PRICES EACH.	
	Full Studded.	Center Studded.
30-3	\$14.10	\$ 9.00
32-3 1/2	18.90	11.50
34-4	24.00	16.50
36-4 1/2	29.40	22.00
38-5	32.70	25.00

Complete-price list of all tire sizes on request.



THE TREAD APPLIED

THE BAUM IRON CO.

SEE US AT THE SHOW.

THE Marquette

The Car of Practical Luxury

STUDY all sides of an automobile—its artistic appeal, its mechanical construction, the service back of it, the men who built it. Do this with any car before you buy; especially do we invite such careful analysis of the Marquette.

In the refinement of its exterior lines and the character of its general appointment, the Marquette reaches a point of elegance. These, combined with the reasonableness of its price, make the Marquette the car of Practical Luxury. And added to its supremacy in these essentials is the fact that the Marquette is produced under the immediate direction of the General Motors Company, giving it not only the ample engineering and mechanical backing of this large institution, but assuring thoroughly dependable service to owners

These handsome cars will be shown at the Omaha Automobile Show, of course, but the Real Display is at Show Room 1912-14-16 Farnam Street
NEBRASKA BUICK AUTO CO., Distributors

Omaha, Lincoln, Sioux City, Lee Huff, Mgr. H. E. Sidles, Gen. Mgr. S. C. Douglas, Mgr.



Model 25—Price, \$3,000.

Models grouped at the Omaha Automobile Show offer an exhibit which easily surpasses in point of interest that of any other line.

See the Famous Silent Knight Engine

Sold in This Territory by

J. J. Deright Co.

1818 FARNAM ST.