

PARADE IS TO FEATURE SHOW

Beautifully Decorated Autos to Drive Through Omaha Streets.

EXPERTS ARE TO DECORATE

Auto Show Along Auto Row to Be Big Part of the Ak-Sar-Ben Fall Festival—Dealers Get New Cars.

The feature of the fall exhibit of the Omaha Auto Show association will be the automobile floral parade which will be held on Tuesday afternoon, October 1, when about 300 decorated cars are expected to take part.

There is a sufficient demand for those who have no place in which to show their machines while decorating them, the committee in charge will provide a tent in a convenient place along the "row." Arrangements are now under way to have a couple of decorators and dealers in artificial flowers open headquarters here, probably in one of the large department stores.

Pennants, paper flowers, ribbons, Ak-Sar-Ben bunting and other trimmings will be used and some unique designs are expected. Touring cars, limousines, runabouts, electric, roadsters and trucks will all be in line.

The Ak-Sar-Ben board of governors has offered an elaborate list of cash prizes and silver trophy cups for the best and most uniquely decorated autos in the parade. Prizes will be awarded on the general excellency of the entry as a whole. The costumes of the occupants and all accessories must harmonize with the design and decoration of the car.

During the last week Clarke Powell, secretary of the association, received applications for membership from three new local dealers, all of whom will assist in the fall carnival.

GOOD ROADS MAKE FARM LIFE MORE ATTRACTIVE

"Among the many benefits of the good roads," says O. C. Turner, secretary of the State Automobile association, "one of the greatest is the encouragement of social relations among the rural communities. The up-to-date farmer today owns his automobile, and a few minutes' ride over good roads brings him and his family to his neighbor's home at a distance of five or ten miles.

Formerly the isolated life on the farm caused the more educated and progressive young people to forsake the farm for the greater attractions of the city, but with the advent of modern conveniences upon the farm, country residence presents a most desirable aspect. Where good roads have been built the residents of a country district can, by means of the automobile, enjoy all the benefits of the city. A visit to good theaters, lectures and all the attractions of the larger towns are matters of frequent occurrence.

"In other words good roads and the automobile have combined the many benefits of country life with all the attractions of town life, and the boys and girls are now content to remain on the farm where they are reared."

Record for Tires. A new mark for economy in motor car operation has been reached by A. H. Vile

AUTOMOBILE BUILDER SEES A BRIGHT FUTURE AHEAD.



JOHN N. WILLYS.

of Norfolk, Neb.; who has driven a Franklin G for the last four years and his total expense for tires and repairs has been \$2.50. In these four years he has had but one puncture and that caused by a nail cost \$2.35 to be repaired.

Heavy Auto Sales Taken as Index of Real Prosperity

There perhaps is no more accurate barometer of business conditions than the automobile industry. Prosperity, usually a stranger to presidential campaigns, is much in evidence this year, according to Charles T. Jeffery, president of the Thomas B. Jeffery company, Kenosha, Wis.

"Apparently," said Mr. Jeffery, "the activities of the elephant, the donkey and the bull moose have failed to stampede the American dollar into the seclusion of the safety deposit vault.

"According to figures compiled by government officials the presidential campaign this year is having no effect upon the money market. These figures, based upon reports of healthy crop conditions, are supplemented by statements of dealers of this company.

"We have already received orders for more cars than were sold by us during the entire season of 1912. The San Francisco and Milwaukee branches of the company have orders for 25 per cent more cars than were sold by them during the entire season last year."

Westward is Coming. H. E. Fredrickson of Omaha will escort A. P. Westgaard, representative of the American Automobile association, across part of Nebraska some time this week. The Westward party which is traveling over the central route of the transcontinental auto highway, stopped in Laramie last Thursday.

MOTOR TRADE NEVER BETTER

Business Methods are Responsible for Wonderful Increase Shown.

WEST IS MOST PROSPEROUS

John N. Willys Predicts Bright Future for the Trade—New England States Take Many Cars.

PRIDE'S CROSSING, Sept. 7.—"You have sometimes noticed a trail of splashes on a blotter, where the ink left a streak, like the nebula of a comet. The smaller spots absorb quickly, and soon they become indistinct. It is a drying-up process. The larger ones remain always before your eyes. The simile typifies the motor industry of the present and future."

In that manner John N. Willys of Toledo, O., a national figure in the motor world, one who is at the head of a combination of factories that will produce for this season some 50,000 machines, began giving his ideas on the industry. Sitting on the veranda of his summer home this afternoon, from where he could look far out to sea, and at times forget the many problems coming up from day to day to be settled relative to his enormous establishment he chatted interestingly on motor affairs.

"The industry today is in a splendid condition," he continued. "The men who have given their brains and energy to build up a product, and who have sensed the public demand and tried to fill it rather than force the public to bow to their ideas and wishes have made a success. You know who they are; what they produce and the public of today, having studied the motor cars, know, too. There will always remain those who are satisfied to merely assemble their cars and give them a name, but the greater success will always be achieved by those who build cars, or the greater part of them. The men behind such a product take pride in their work in the same degree that the painter or the author does with painting or poem. And the work of all these will live.

"But those who merely put together what others have created are doomed to ephemeral life. That is what I mean by the drying up process. These latter will pass away, leaving a few years from now the plants where cars are created. Some things all makers use from other factories, but the elimination began a few years ago when orders could not be filled and the makers of cars put in their own machinery to do the work at first hand.

"Because the industry is on such a sound basis the presidential election will not affect it. Today the people do not await and election with awe. The fear and trembling of the past has gone with the casting of ballots under the guidance of political bosses who dominated so forcibly that blocks of votes were always for the ones the bosses wanted in power, making our elective system a farce.

"There is no reason, therefore, to fear a presidential election. If more people looked upon such elections with optimism they would help the country and themselves. If a man has something to sell and he comes to you with a lack of confidence you assimilate part of it and doubt is created, but the man with a bright look, brimful of confidence, makes you sit up and take notice. If the people take the latter attitude this year, and there is no reason why they should, not the election will rumble along and clear the air, making conditions better.

OFFICERS OF WESTERN BOHEMIAN FRATERNAL UNION IN CONVENTION IN OMAHA THIS WEEK SEPT. 9-15.



ALOIS BLAHA - Secretary CEDAR RAPIDS, IA. F.M. BARTA - President CEDAR RAPIDS, IA. EMIL FOLDA - Treasurer CLARKSON, NEBR.

BOHEMIANS ASSEMBLE HERE

Three Hundred Delegates Will Attend the Annual Convention.

UNVEIL ROSICKY MONUMENT

Many Interesting Events Will Take Place During the Week, One of Which Will Be Theatrical Production.

The annual convention of the Western Bohemian Fraternal union will open at Turner hall on South Thirteenth street tomorrow evening and continue during the entire week.

About 300 delegates from the following states will attend: Nebraska, Iowa, Missouri, Kansas, Minnesota, Wisconsin, North and South Dakota, Colorado, Oklahoma, Oregon, California, Washington, Montana and Wyoming. Nearly 100 of this number will be local lodge members.

Mayor James C. Dahlman will be the principal speaker at the opening tomorrow evening, when he will deliver the words of welcome and extend the key to the city. He will be introduced by F. M. Barta of Cedar Rapids, Ia., the presiding officer of the convention. Louis Berka will deliver a short address at the unveiling ceremonies of the John Rosicky monument, which will be held at the Bohemian National cemetery on West Center street Saturday afternoon.

Other talks and discussions during the week will be made by visiting and local delegates. "Charley's Aunt," a dramatic comedy, will be presented in the Bohemian hall on Wednesday evening. This performance has been especially arranged for the visitors. A banquet Friday evening, also at the hall, will add to the

Auto Helps Dealer Reach More Towns Than by Train

C. L. Gould, manager of the local branch of the Ford Motor company, returned last week from a six weeks' trip through northwestern Iowa, South Dakota, and western Nebraska. While on the road he covered 4,000 miles and called on 25 auto dealers.

He averaged six towns a day and the largest number of towns visited in one day was ten. Gould drove a Commercial roadster.

Gould demonstrated on the trip that the auto is a valuable asset to the traveling man whose business requires frequent stops at small towns along the route and that riding from place to place in a machine is far more comfortable than putting up with the jerrywater night rides on dusty chair cars. He reached many more places than would have been possible by trains.

DICK STEWART DRIVES AUTO FROM NEW YORK

Dick Stewart is burning up the roads of New York state in a big Six Mitchell. A letter received from him shows 2,000 miles already and not even a puncture to mar the pleasure of the trip. He reports driving from Boston to West Hampton Beach, Long Island, in a little over twelve hours running time, and most of the time in a blinding rain. He made forty miles an hour in a pouring rain over the parkway where the Vanderbilt used to be run. He leaves by rail today for home, stopping en route at the factories in the east.

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Fredrickson Sits Up Most of Night to Win Suit of Clothes

H. E. Fredrickson made a unique record recently by winning a tailor made suit of clothes offered by the Chalmers company at Detroit to the dealer who first read the little booklet on "The Story of the Chalmers Car" and mailed a letter reporting this fact to the factory.

Books were sent out to Chalmers dealers in all parts of the country early last month with letters saying that they were not to be opened and read before August 20. Fredrickson remained in his office along the "row" until midnight of August 19 and at exactly 12:01 he started to read the book which contained about fifty pages. He read it carefully and did not finish the last page until 1:43 a. m. on August 20.

He had a notary ready to make an affidavit to the fact that the book had been read and by 1:50 he had dispatched a letter from the local post office to Detroit.

Other dealers did not send in their letters until their working hours on August 20 and consequently Fredrickson was a winner by several hours to spare.

He received a letter signed by Hugh Chalmers, president of the Chalmers company, last week notifying him of his success.

Four Sized Trucks Are Built at Gramm Motor Truck Factory

Four standard models with carrying capacities of one, two, three and five tons constitute the line of trucks which are being constructed by the Gramm Motor Truck company of Lima, O., listed at \$2,000, \$2,600, \$3,500 and \$4,500, respectively.

Ten years of experience in motor truck building has, say the makers, brought the Gramm product to a state of near-perfection that makes it rank second to none in low upkeep, economy of fuel consumption and durability.

The Gramm product has demonstrated its worth by actual performance in the hands of owners from coast to coast. It has been brought to its high point of development by a continual refining of details and by studying the desires of merchants. Gramm trucks are built with but a single idea in view—to produce the best. It is a known fact in motor truck construction that long overhangs are undesirable and this has been an important factor in designing Gramm trucks. The result is the familiar seat over the motor, with short overhang beyond the rear axle. Consequently the wheel base in proportion to the truck is short, allowing easy operation in the crowded streets.

Many Mitchells Sold. The Mitchell Motor company of Omaha takes credit to themselves and their little Six Mitchell for opening up and paving the way for the sale of six-cylinder cars in this territory. Two thirds of the manufacturers building high powered touring cars have either entirely given up the manufacture of four cylinder cars or are building six cylinders for 1913. Over 300 Mitchell six cylinder cars are now in use in this territory alone.

The PAIGE Car

Has New Home in Omaha

WE ARE pleased to announce that we have secured the sales and distributing agency for Paige Automobiles in Omaha and surrounding territory, and we are now ready to show this car in all 1913 models to the many Paige enthusiasts—to furnish demonstrations and to render complete service in its fullest sense to all local Paige owners.

We would especially call your attention to what our Service means to you as a Paige owner. Confidently we do not believe that owners of any other automobile in the Paige price field can even hope to receive such Service.

You who are considering the purchase of medium priced cars will recognize in the announcement of our agency for the Paige car very convincing evidence of the worth of the Paige. We made a long and careful study of the development of low priced and medium priced cars and in our selection of a thousand dollar car we have, for our own protection, acted cautiously and safely, and our caution may well serve as your caution. Our choice of all cars selling at between \$900 and \$1,500 is the Paige. It is our choice because of its acknowledged mechanical superiority, its graceful design, its record of splendid service to Paige owners everywhere, and the noteworthy stability of the organization which builds it.

Model Brunswick, 5-Passenger Touring Car.

Fully Equipped, \$1000

Regular equipment for 1913 includes genuine mohair top with side curtains, single vision wind shield, Pret-o-Lite tank, demountable rims (set of 5), tire irons, 5 black enamel lamps, horn, tools, jack, etc.

We extend an invitation to everyone thinking of buying an automobile to come here and see the Paige. We don't ask you to come here to be sold a Paige. We want you to come and study this car, and if you are not an expert yourself we would be glad to have you bring an expert with you.

Come and examine the Paige in every detail of construction. Compare it with other cars selling at Paige prices—or more. Ride in it—test its power, its speed, its easy riding qualities, its simple operation, note the sure, smooth engagement of its cork insert multiple disc clutch—a clutch found elsewhere only on cars selling for \$1,500 and more. Study the many other better features of the Paige. Consider it just as an automobile, then consider the organization which produces it and stands back of it. Six stylish models—4 and 5-passenger touring cars, roadsters and raceabouts—prices \$975 to \$1,000. The beautiful LaMarque Coupe \$1,500, and the Paige Sedan, another popular town car, \$1,600.

Come in and see the Paige or telephone for demonstration before you buy ANY car.

MITCHELL MOTOR CAR CO.

Tel. Douglas 782. 2050 Farnam St., Omaha.

Paige Cars are built by Page-Detroit Motor Car Co., Detroit, Michigan

GLIDE

Electric Lighted Motor-Driven Tire Pump

Self-Starter Center Control, Left Side Drive

The Car that Survives

THE GLIDE is the car that survives hard use—survives comparison—survives the years. Like a good friend, the GLIDE wears. The better you know it, the better you like it.

The GLIDE is a pleasure car—not a worry wagon. Its great, powerful, silent, smooth-running, long-stroke motor, seems to do its work with astonishing ease.

The great strength, simplicity and accessibility of all its working parts, enable you to leave your worries behind when you step into the GLIDE for a spin.

No Car Is Better

because a better car is impossible. The raw materials which form the foundation of the GLIDE are all specially treated according to the very latest scientific standards.

For two generations (over 30 years) our employes have known nothing but quality—QUALITY!

Our system of tests and inspections is the marvel of visiting engineers and factory men who envy the GLIDE'S success.

Our position in the manufacturing world, and the international demand for our products are indisputable evidence of their unassailable superiority.

Choose the GLIDE—you cannot buy

A Government Bond with greater assurance of reliability and satisfaction.

Latest Equipment

Your car must be up-to-date as well as reliable. The GLIDE has all of the newest features—no car has more.

The new GLIDE Motor-Driven Tire Pump saves your strength, your time, your temper. Also saves your tires by keeping them fully inflated at all times without any wearisome effort upon your part.

The Electric Lighting System is another of the GLIDE'S high-class features. Simply touch a button and your five lamps are all "on watch."

Electric Bull's Eye Side Lamps are sunk in dash, adding to the GLIDE'S appearance, eliminating all rattling and minimizing chances for breakage.

The GLIDE Self-Starter is sure of a spark, regardless of whether the points of the magneto are together or not, as the GLIDE has a hand make-and-break on the dash.

The GLIDE Center Control is simplicity itself and enables driver to get out of the car quickly and comfortably on either side.

The Left Side Drive is bound to come on all cars, as it gives the driver a better view of the road, with less danger in crowding passing vehicles.

The large, roomy, comfortable body is beautifully finished in meteor blue.

with French gray running gear—or any color or combination you desire.

Floating Rear Axle with Pressed Steel Housing, Baker Bolted-On Demountable Rims, Goodyear No-Rim-Cut Tires, and many other leading features of high-priced cars are all found in the 1913 GLIDE "36-42."

No other car gives you the up-to-date, efficient, luxurious GLIDE equipment, together with GLIDE structural quality and GLIDE service at anywhere near the GLIDE price! This means money actually saved for you.

Our low price is the result of our enormous purchasing power, our division overhead expense, our long manufacturing experience, our superior facilities, and our willingness to take the smallest practicable profit in order to reach as quickly as possible the sales mark we have set for the GLIDE in every State in the Union.

The Complete GLIDE Line

includes the "36-42" in both 2- and 5-passenger bodies, the "45-50" in 2, 4, 5- and 7-passenger styles, the GLIDE Delivery cars and the GLIDE Police Patrol and Ambulance.

Write NOW for 1913 GLIDE Bulletin describing and illustrating the GLIDE "36-42" in detail, in both 2- and 5-passenger styles.

The BARTHOLOMEW COMPANY

82 Glide St., Peoria, Ill.

Dealers

You can get the GLIDE agency in unoccupied territory now (if you'll write today). It will be worth thousands of dollars to you. Don't wait, for these agencies are in demand! Write today!

Equipped with Dynamo, Mechanical Tire Pump, Self-Starter, Mohair Top, Top Boot, Glass Front, Electric Headlight, Side Lamps and Tail Lamp, Demountable Rims and one Spare Tire, Motor, B. Stewart Speedometer with Grade Indicator, Spare Tire Carrier. Full outfit of tools and jack, all latest trimmings.

\$1690

5-Passenger GLIDE "36-42"