

**AUTO ROW A BLAZE OF LIGHT**

Elegant Displays of 1913 Models Arranged for Visitors.

**THE ARRANGEMENT IS UNIQUE**

Lights Are Shining Brightly All Along the Row and Auto Association and Carnival Colors Are Flying.

Those who visit the Ak-Sar-Ben this season from points outside of Omaha will have missed a big part of the entertainment if they don't take a jaunt up automobile row. This does not apply particularly to strangers. Visitors and Omahans alike will be surprised and delighted with the handsome exhibits and decorations which the local automobile dealers have prepared.

Nearly every house can boast of from two to three 1913 models while the majority of the agencies have a full line of their new goods on hand. People who visited the Omaha Automobile show last February and marveled at the handsomely appointed 1912 models will be astonished at the many little improvements that have been made on the 1913 cars.

**The Left-Hand Drive.**

Few changes in actual construction are apparent this season, although some makers have made minor changes and a number are putting out machines this year featuring the left hand drive. But improvements for the comfort of the owner, refinement of detail and a more complete equipment form the principal advantages of 1913 models.

Dealers along the row have spent a great deal of time, thought and money in preparing their garages for Ak-Sar-Ben and the result of their efforts is apparent at a glance. The Omaha Automobile association colors, white and apple green, form the principal decoration scheme and are distributed in every conceivable form throughout the various agencies. Ak-Sar-Ben colors are not sighted to any degree and are very much in evidence.

**Effect Best at Night.**

Night is the time when the displays are at their best. With myriads of electric lights, both in the houses and on the streets, auto row gives the effect of being an enormous theater with stages on either side of the street. This effect is particularly striking when passing buildings like the Ford Motor company, the show windows of which have a row of footlights directly beneath the glass.

One catchy feature has been introduced to the row by Manager McDonald of the Marion Auto company, who is displaying his models turned their heads toward the windows of his show room, and left the powerful lights of the machines play out upon the street. A number of the garages have followed suit, and if all the dealers should take up the idea Farnam from Twenty-fourth to Eighteenth would present an appearance both startling and unique.

**Big Sales Rooms.**

Farnam street will be lighted to Twenty-fourth by the city, the same as usual, but this is by no means the end of auto row.

The Firestone Sales company is situated at Twenty-fifth, the Auburn Auto company at Twenty-fifth avenue and the Drummond Motor company at Twenty-sixth. The last firm mentioned is one

**FOOT BALL HERO TURNS TO DRIVING RACING AUTOS.**



**HEZE CLARKE**

Heze Clark, well known foot ball player, coach and writer of sporting events, today is in the wheel department of the Cole Motor Car company's automobile factory. One day the idol of the gridiron, picked for the All-American foot ball team by Walter Camp, and selected numerous times for the all-western team, Clark is learning the automobile manufacturing business from bottom to top.

Very few of his co-workers at the Cole plant know that the Heze Clark they have been working side by side with was the jovial demon that the foot ball field has paid tribute to time after time. They do not know that it was he who was the hero at the All-Western-Mastillon Tiger contest on Comisky's base ball field in Chicago in 1908. Clark has not gone much into his past with his fellow employees. He has gone about his new duties in a way that shows his mechanical ability. He has been studious and industrious.

of, if not the largest repair shops west of Chicago, and a number of men will be on duty Ak-Sar-Ben week for the special purpose of showing visitors through the plant.

Indeed, the person who overlooks a visit to auto row will miss a most interesting and instructive sight, and one worth journeying far to see.

**Studebaker to Open Model Auto Garage**

As an object lesson to the army of dealers who annually visit its Detroit plants, the Studebaker Corporation is shortly to open a model automobile garage, salesroom and repair shop, in which will be embodied every advanced idea in arrangement, labor-saving devices and other details. The idea is part of a general plan, originating with Sales Manager Benson who considers it the duty of his department to keep its retail representatives in touch with the most advanced ideas available for use in their business of selling Studebaker cars.

**Franklin Visits the Omaha Agency of the Franklin Car**

H. H. Franklin, president of the Franklin Automobile company of Syracuse, N. Y., spent all of last Friday with Guy L. Smith, western distributor for the Franklin cars.

Mr. Franklin holds a very unique position in automobile engineering, as he is the builder of the only successful air cooled pleasure car. He has been building the air cooled car for upward of twelve years, and has tenaciously held to his theories, and proved to the public that his theories were good ones.

In speaking of the west and Omaha, in particular, Mr. Franklin showed pronounced enthusiasm. He said that eastern manufacturers had come to look upon the west as the great market place.

Mr. Franklin had not visited Omaha for several years and was surprised at the remarkable advance made in building up our great city. He says that the Omaha enterprise and particularly the Ak-Sar-Ben, is well known throughout the east, and is creating a lot of creditable comment for the push and energy of Omaha citizens.

Mr. Franklin left Friday night for Kansas City.

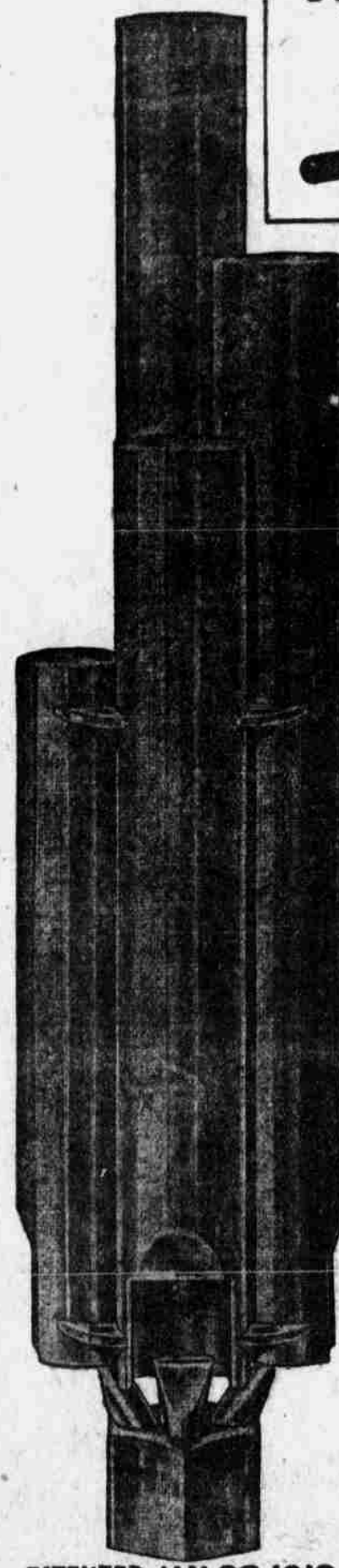
**AUTO SPECIFICATIONS ARE MISLEADING, SAYS DANIELS**

"Specifications are misleading in automobile advertising," says George E. Daniels, vice president and general manager of the Oakland Motor Car company. "It is just about as fair to compare two cars having the same motor dimensions, wheel base and other identical details, as it is to compare two men wearing the same size hats—you cannot judge their efficiency by similarity of looks or size. Two motors can be alike in bore and stroke and still differ materially in the power and efficiency. The question naturally arises, 'What makes the difference?' And the answer is, 'The method of manufacturing and the materials used.' As an example, the quality of the motor depends on the way the pistons are ground, the style of bearings used, the type of gears, the carburetion and the method of lubrication. What is true of the motor is true of every other component part. The Oakland does not rely on its specifications.

"Some motor cars 'eat' up power before it reaches the place where it is needed—the rear wheels. Rated horse power and actual horse power or pulling power are two separate things. A motor might develop forty horsepower and deliver about thirty-three to the driving wheels, because of poor construction and plan of design employed and the resulting excessive friction.

"In Oakland construction we deliver, we believe, the maximum horse power to the rear wheels, because we have eliminated friction and the use of extra universal joints by the adoption of the unite power plant. When you transmit power from one unit to another you waste a little of it through every reduction. In the Oakland the motor, the clutch and transmission shaft bearings are perfectly aligned on one shaft and the same principle of construction of energy is carried out until it reaches the rear wheels, and therefore the power waste is very slight, if there is any at all."

**The AERMORE Exhaust Horn**



PATENTED JAN. 23, 1912  
PATENTED AUG. 20, 1912

**At Last, an Exhaust Horn That Cannot Clog  
MAKE 'EM SIDE TRACK**

**The loudest and most musical warning signal on the market**

The "AERMORE" is constructed on the principle of the pipe organ, one of the oldest and most successful methods of producing sound which is melodious and at the same time penetrating. The horn gives four distinct tones, so blended as to produce a soft sonorous musical effect, never before achieved in a horn. It requires less air pressure than any other horn.

The "AERMORE" is made entirely of brass and can be furnished either in polished brass or nickel-plated. The "AERMORE" horn can be attached to the end of the exhaust pipe in 15 minutes by means of the "AERMORE" cut out.

**For Automobiles, Motor Cycles and Motor Boats**

THE HORN WITH THE LOCOMOTIVE TOOT

**WESTERN AUTOMOBILE SUPPLY COMPANY**



1920 Farnam Street - Omaha

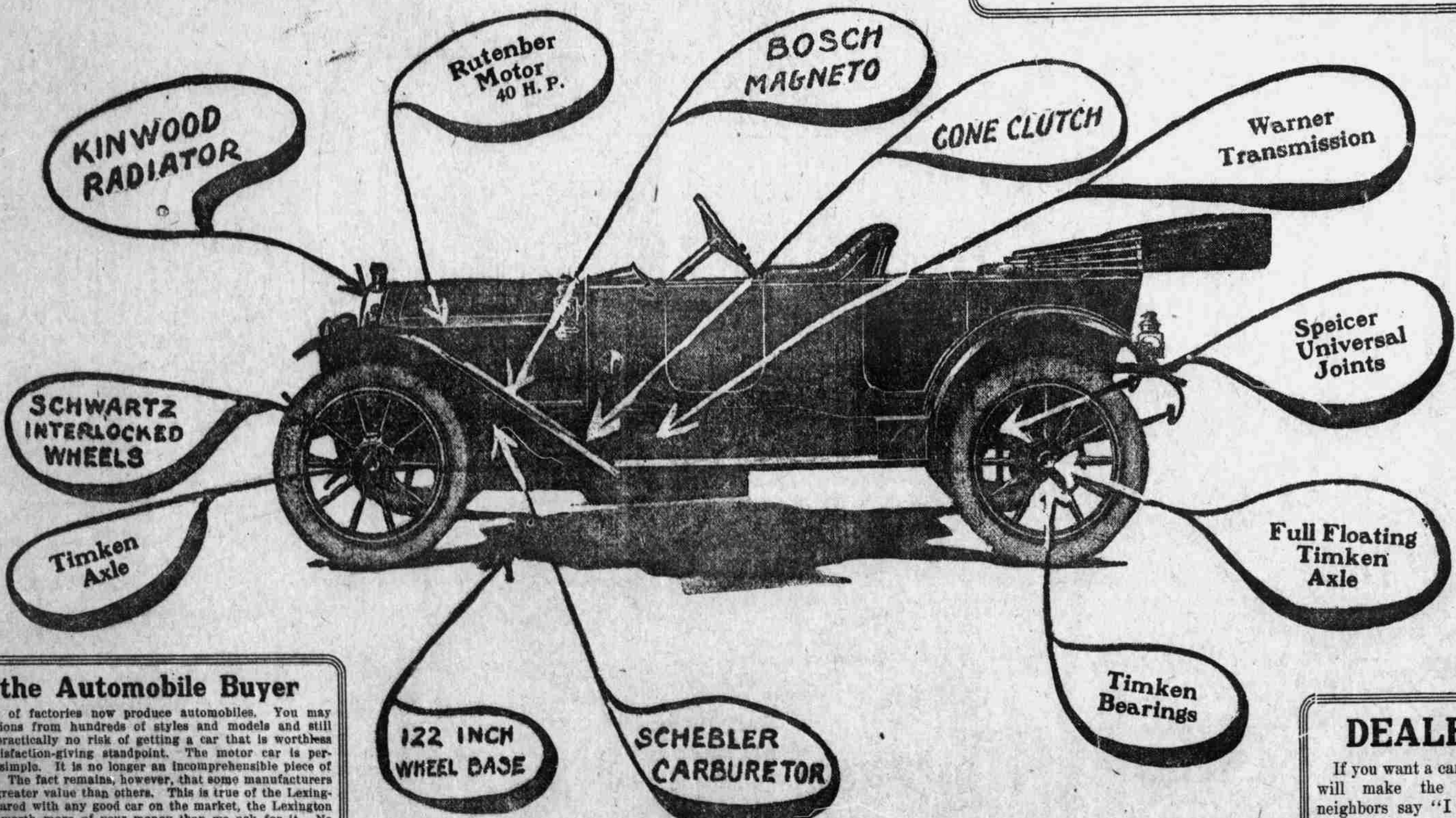
Harold E. Fritchett, Sec. and Treas.

**The Car of Real MASTER Specifications Including Electric Light and Self Starter**

**THE Lexington 1913**

**1913**

And the Price Only **\$1,775**



**To the Automobile Buyer**

Dozens of factories now produce automobiles. You may have selections from hundreds of styles and models and still encounter practically no risk of getting a car that is worthless from a satisfaction-giving standpoint. The motor car is perfected and simple. It is no longer an incomprehensible piece of machinery. The fact remains, however, that some manufacturers give a far greater value than others. This is true of the Lexington. Compared with any good car on the market, the Lexington is actually worth more of your money than we ask for it. No other car in the world, selling for less than \$2,500 to \$3,000, includes the high grade standard specifications that make up the Lexington at only \$1,775. It has never been duplicated and it still has an open season before it with not a competitor in its class. Can you consistently make a purchase without first seeing the Lexington?

TRULY THE CAR OF HONEST VALUE.

**DEALERS:**

If you want a car to sell that will make the purchaser's neighbors say "I want a car like yours," then see us about the territory in Nebraska, Iowa and South Dakota where agency is not now contracted for.

**E. R. WILSON AUTOMOBILE CO.**

Factory Distributors

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