

AUTO SHOW BIGGEST EVER

Exhibit of Cars Here in February to Be Best Seen in Omaha.

SCRAMBLE IS ON FOR SPACE

Some Late Comers Disappointed Because All Room Has Been Arranged For and They May Be Unable to Show.

The eighth annual automobile show, to be given under the auspices and direction of the Omaha Automobile Show association in the Omaha Auditorium, the week beginning February 17, promises to be many times bigger and better than any of its predecessors. Consequently it is going to create a more general and widespread interest, attracting far greater crowds to the city than have any of the former shows, each of which has brought thousands of visitors and buyers and hundreds of dealers, not only from Nebraska, but from adjoining states. Indications are that it will be a great show, the greatest ever held in the west.

And this is the way those of the promoters who are familiar with all of the workings, speak of it: "To compare the automobile shows of past years—and they were all good ones—with the one to be held next month, would be like comparing the light of the noonday sun with the fluttering rays of the moon. This is going to be a great show, and don't forget it." For months Omaha automobile dealers and the men and firms handling accessories have been encouraging the February show. When strangers come to the city to buy goods, they heard about the automobile show, and when they went back home again they advertised the coming event. They have talked show so much and so convincingly that it is said that everywhere within 200 miles of Omaha people are just as familiar with the Omaha automobile show and the plans are those right here at home.

Already the following named cars have been scheduled for the show, and it is a fact that there will be many others. However, those mentioned aggregate about the biggest collection of machines ever brought under one roof. They are:

- Pleasure Cars.**
Abbott-Detroit, Losler.
Alco, Lambert.
Apperson Jack, Marion.
Rabbit, Marmion.
Auburn, Manquet.
Baker Electric, Maxwell.
Brush, Mighty Michigan.
Buick, Mitchell.
Cadillac, Moline.
Cartercar, Mason.
Chalmers, Midland.
Chevrolet, National.
Cole, Oakland.
Detroit Electric, Ohio Electric.
Empire, Everland.
Ford, Packard.
Fr. n. lin, Peerless.
Firestone-Columbus, Pierce-Arrow.
Glide, Pope-Hartford.
Great Western, Paige.
Haynes Gas, R. C. H.
Hudson, Rambler.
Huppobile, Ranch & Lang.
Hupp Years Electric, Regal.
Imperial, Reo.
Interstate, Stearns-Knight.
J. A. Koon, Stevens-Duryea.
Little Six, Studebaker.
Woods Electric, Standard Electric.
Velle, Velle.
Woods Electric, Velle.
- Commercial Cars.**
Alco, Huppobile.
Avery, International.
Buick, Kelly.
Chalmers, Mason.
Commerce, Packard.
G. M. C., Reo.
General Vehicle, Studebaker.
Electric, Velle.
- Motorcycles.**
Excelsior, Pierce.
Harley-Davidson, Reading-Standard.
Henderson, Thor.
Indian, Yale.
Merkel.

The exhibitors up to date, many of whom are known not only in the United States, but the world over, are:

- Pleasure Cars.**
Apperson Jack Rabbit Auto company, Bradley, Merriam & Smith, Cadillac company of Omaha, Cartercar company, Cole Motor company, John Deere Plow company, Drummond Motor company, Doty & Hathaway, Electric Garage company, Ford Motor company, H. E. Fredrickson Auto company, Freeland Auto company, Houser & Howes, W. L. Huffman Auto company, Interstate Auto company, Independent Auto Sales company, Johnson company, Linsinger Implement Danforth company, Linsinger Implement company, Michigan Auto company, Michigan Auto company, Andrew Murphy & Sons, Mitchell Motor company, Moline Auto company, Nebraska-Buick Auto company, T. G. Northwall, Omaha Auburn Auto company, Orr Motor Sales company, Paige Company of Nebraska, Pioneer Implement company, Rambler Motor company, Jack Sharp, Guy L. Smith, Studebaker Corporation, Traynor Auto company, United Motor Omaha company, Van Brunt Auto company, Wallace Auto company, Western Auto Sales and Manufacturing company, E. R. Wilson Auto company.

- Accessories.**
Baum Iron company, Omaha Rubber company, Powell Supply company, E. W. Reynolds Manufacturing company, Arthur Storz Auto Supply company, Western Auto Supply company, Western Auto Sales and Manufacturing company.

- Motorcycles.**
Nebraska Cycle company, Omaha Bicycle company, Powell Supply company, R. S. Motorcycle company, V. H. Ross.

- Commercial Cars.**
Drummond Motor company, John Deere Plow company, Freeland Auto company, W. L. Huffman Auto company, International Harvester company, Independent Auto Sales company, Johnson-Danforth company, Andrew Murphy & Sons, Nebraska-Buick company, Orr Motor Sales company, Jack Sharp, Studebaker Corporation.

Spread the News.

Having convinced the home people and the nearby neighbors that during the week of February 17 a great show will be held in Omaha, these boosters are now spreading the news over a wider area. There is being printed 50,000 big posters to be hung in every depot and in public places in every city and town within 50 miles of Omaha.

Like the automobile shows of former years, the one next month will be staged in the Omaha Auditorium, where there is a whole acre of floor space and then 10,000 square feet besides. This great area of space will be filled with automobiles of every make, class, character and kind. On the floor will be seen machines for those who have little money to spend for vehicles, as well as those built for the use of the millionaire and the multi-millionaire. There will be motorcycles, trucks, family and pleasure cars and the accessories that go along with them. Not only will the cars be there, but they will, or at least great numbers of them, will be seen with the wheels going round, for it is planned to have many live exhibits.

Space All Gone.

Last year the space for exhibits aggregated 30,750 feet, but by making some changes in the arrangements on the stage, in the galleries and on the floors, more than 20,000 square feet of exhibit space has been added. This will permit the Auditorium to be made into one of the largest automobile show rooms in the world. And best of all, every foot and every inch of this vast space has been sold.

All of the members of the Automobile

Show association are devoting their time and attention to boosting for the show, but, of course, the bulk of the work naturally falls upon the secretary, Clark G. Powell, who in the past has proved his ability in the exposition line. Right now he is the busiest man in town. He is not only working night and day to make the show a winner, but he has his force of clerks and assistants lined up and everything is moving along like clock work. Applications for membership are coming in at a lively pace and he is literally swamped with pleas for space.

All Are Members.

At the last meeting of the association the Paige company, Houser & Howes, the Reynolds Manufacturing company and the Independent Auto Sales company were elected members. Now there is but one Omaha concern outside of the association, and it will be in with a full membership card long before the show date arrives.

For the February show it would be

hard at this time to give a description of the interior of the Auditorium. It has always been brilliant, but this year Manager Gillan has promised that it shall have a new dress and that the lighting will be better than ever before. Not only will he beautify the interior, but on the outside he will erect a mammoth electric sign. This sign will be made of electric bulbs of twenty-candle power each, worked into the words "Automobile Show." They will shine each and every night, and from the northeast corner of the big building, the sign being some fifty feet long, extending over the sidewalk and more than forty feet above the curb.

Factories to Aid.

Secretary Powell has received word from practically all of the automobile factories in the United States and, almost without exception, they have promised to send exhibits. In their exhibits they send word that they will not only send samples of their best cars, but that they will also exhibit here the show cars that

are seldom seen outside of such cities as New York, Chicago, Philadelphia and Cleveland.

Some of these show cars, that are made only for show purposes, cost tens of thousands of dollars, many being gold and silver mounted and pretty enough to go into the finest parlor in the country, there to be used as an ornament. These extraordinary vehicles will be shown here. Then there will be the real cars for business, and with them will come the expert agents—men who build the cars and know them from the ground up. Of course, these men will not take orders for the sale of cars, but they will be on the ground and when a purchase is made from a local agent, they will be able to give a buyer more information in ten minutes than he could gain at an automobile school in a term of four weeks.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

Output of the Ford Factory is Enormous

Commercial Manager N. A. Hawkins of the Ford Motor company while on a recent visit imparted some interesting information in regard to the biggest automobile manufacturing company in the world.

"We expected to turn out 75,000 cars only until October 1," said Hawkins. "That seemed like a wonderful achievement, but we went considerably ahead of that figure. Now we are lined up to build 200,000 cars during the present year. Stop and think what that means."

"To accomplish this task we must complete 75 cars every working day of the year, and as our factory works nine hours only, we must build one complete car every forty-five seconds."

"Put another way, one day's output would mean a line reaching from Detroit to New York, the car ahead always being

in sight of the one behind, and when the first car was coming into New York, the last car would be leaving Detroit.

"This year we shall require 800,000 tires. If we could recast these tires to small concerns, we would not need to make a dollar profit on the car—the profits on the tires would be sufficient. We buy standard tires in such great quantities that the price is cut to rock bottom. Suppose, for instance, we should recast at a profit of \$1 per tire, that would mean \$800,000 a conservative dividend on our \$2,000,000 capital."

FIVE HUPMOBILE MODELS AT AUTOMOBILE SHOW

Four cars constituted the Jackson exhibit at the Madison Square Garden automobile show in New York, and portray the entire Jackson line for 1912.


The three models now being produced are designated as the "Olympic," the "Majestic" and the "Sultanic," the first two being four-cylinder types and the

last a six. The fourth car in the exhibit is the "Olympic roadster." This is the first year of the Jackson in the field of sixes, and for that reason particular interest attaches to the "Sultanic."

FRANKLIN AUTO COMPANY RAISES ITS CAPITAL STOCK

The capital stock of the H. H. Franklin Manufacturing company of Syracuse, N. Y., manufacturers of the Franklin automobile, was raised from \$200,000 to \$1,500,000 at a meeting of the stockholders held Friday, January 2. The new stock consists of 9,000 shares of common stock of par value of \$100 each, and 6,000 shares of preferred stock, 4 per cent accumulative, of par value of \$100 each. The increase in the common stock is made by a 200 per cent stock dividend upon the present capital stock.

Persistent Advertising is the Road to Big Returns.



Popularity Backed by Evidence

We have delivered over 15,000 Overlands in the past five months. This is double the business of any other manufacturer producing a similar car. We could have delivered many more had we been able to produce them.

The Overland is outselling its competitors merely because it outclasses them in every single particular. Naturally most people buy where they get the most car for the least money.

The greatest difference in popular priced cars is the difference in price. And this difference is due to the difference in factory and facilities.

We do not only claim to be more conscientious builders, but we are more economical. It is merely the Overland method—a 95 per cent. efficient factory system making 40,000 cars yearly. The Overland costs 30% less than any other similar car made.

In ten years the world's automobile production increased 8,000 per cent.

But in six years Overland sales have increased nearly 10,000 per cent. This phenomenal popularity is the greatest proof in the world that in the Overland you get more car for less money than any other manufacturer can give.

For example—study the specifications given below.

The 1913 sales of Overland cars are already double those of any other manufacturer producing a similar car. And still we are unable to supply the demand. We have beaten our record for the corresponding months last year by over 300 per cent.

If we can beat all the others in sales, surely we must in value. Investigate.

Our sales department records show that to date 65 per cent. of all Overland cars have been bought by farmers. Residents of the

rural districts have, therefore, either bought or contracted for 65,000 Overlands.

Remember that the farmer is accustomed to buying machinery; he knows when a car is right. He has found the Overland a powerful, sturdy and dependable car, and what is more he realizes that the purchase of an Overland gives him more car for less money. Think that over.

There is over \$3,000,000.00 worth of the most modern automatic machinery in the Overland factories. Such equipment as this makes it possible for us to make the average \$1200 car for \$985. We have one department which does nothing but take out and sell machines replaced by more improved ones. Let this simple arithmetic sink in: The installation of new machinery costing \$100,000 means \$20 per car to a maker of 5000 cars; to us it means but \$2.50. Think that over and you will realize why the car, described below, is possible.

The Overland factories possess the largest drop forge plant in connection with the industry. This means that we depend on no outside source for our drop forgings.

When a certain construction needs a drop forging we can go ahead and make it—at minimum cost. Parts which cost others \$9 each, we make for \$3.

Thus you can see why we can do what others cannot do. The value described below is the result.

To make enough Overlands to supply the present demand, 8,000 skilled mechanics are working night and day, in our great plants which cover over 94 acres.

And this enormous Overland business of 40,000 cars grew from an output of but 400 cars in 1908.

Would our growth have been the biggest if our value was not the greatest?

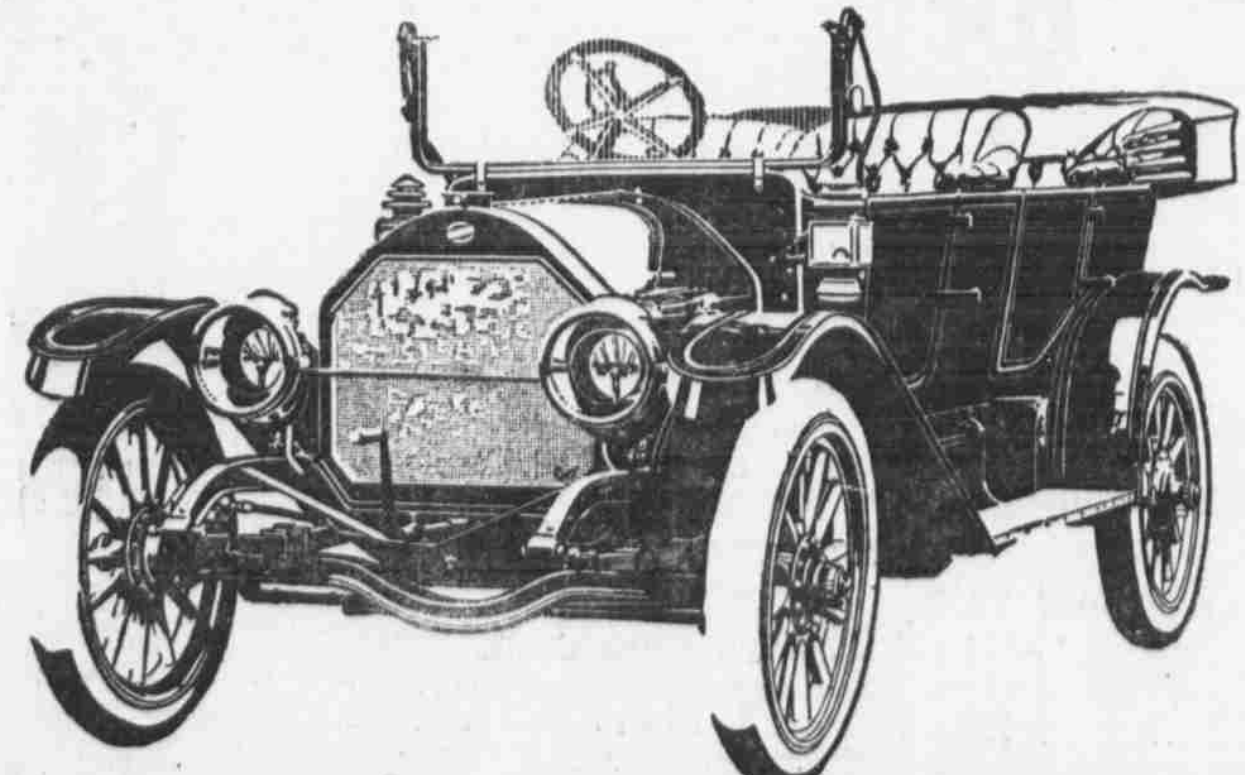
The Willys-Overland Company, Toledo, Ohio

Van Brunt Auto Co., Distributors

J. M. EVANS, Omaha Salesman. 203 South 19th Street

\$985
F. O. B. Toledo
Completely Equipped

Self-starter
30 Horsepower
5-Passenger
Touring Car
110-inch Wheel Base
Timken Bearings
Center Control



\$985
F. O. B. Toledo.
Completely Equipped

Remy Magneto
Warner
Speedometer
Mohair Top and Boot
Clear Vision, Rain
Vision Wind Shield
Prest-O-Lite Tank