AUTO IS COMMERCIAL STAPLE

Is No Longer a Whim, but Straight Business Proposition.

FUTURE LOOKS VERY GOOD

Practical Business Cars Are Growing Into the Daily Life of Industry All Over the Entire Country.

mobile has become a staple of commerce. Briggs-Detroiter company nearly two in motor car construction." years ago. I determined to build a bustness rather than float a prospect, and chove as my associates men of business reputation because I have been willing

"With our business founded in 'his way, and increasing even beyond expectations, the future cannot help but be rosy. Our car, the result of years of ex-Like any high-grade staple of commerce. so long as the price is right; and that centralized control. the price of the Detroiter is right, no oncan gainsay.

Getting Into Harness. "Makers and dealers alike are getting land car. is finding a very good business into business harness and casting out the since the Omaha Automobile show. Mr. nonessential. And right here is where seme of us manufacturers whose output is limited to a few thousand a year believe that we have a decided advantage gauge the market surely and co-operate general superintendent of the Northwith our dealers to best advantage. A remark that one of our big eastern distributers made a couple of weeks ago Illustrates the last point. A newspaper representative asked him why, when ne could have his pick of practically any connection in the field, he chose the Briggs-Detroiter, which is one of the younger companies. This dealer replied To tell the truth, a young company that Omaha in point of splender, number of is going strong appreciates a strong It is not selfish; like a young man, it looks at things liberally and comes into the market with an enthus!asm that looks to the future, not to the past. It has new conceptions of bushness, and, frankly, I prefer them. If you will note carefully you will be surprised to see what a fine line of dealers a company like the Briggs-Detroiter has already established in the two years of its

Enthusiastic About Future. With sentiments like this spreading everywhere, we cannot help but be enthusiastic about the future, but we also have a foundation for our expectations, in facts and figures. At the present time, in spite of all the talk about the enormous production in the automobile industry,

rendy to be replaced by newer models.

careet.'

automobiles and yet would not come not a luxury, but a business requisite mobile buying public." and a legitimate means of pleasure that can be owned and operated on the money that was formerly spent on less profit- to dyspepsia, liver complaint and kid- narrow opening is easily bridged by oil able forms of recreation. We have new troubles is needless. Electric Bitworked hard toward this end, to make ters is the guaranteed remedy. Only 50c. In addition, a narrow gap does not prothe Detroiter a car as remarkable in its For sale by Beaton Drug Co .- Advertiselow after cost as in its initial price. ment

FULLY EQUIPPED

Gossip Along the Automobile Row

The motor-buying public is tired of guessing. He wants to know what he is going to get under the hood of the motor "First of all, I believe this: That the car he is going to buy," mays C. J. Cork. making and marketing of automobiles hill, district sales mapager Cole Motor differs no whit from the making and Car company. "The average man knows marketing of flour and shingles, or cook- how to start, stop, turn about narrow With this idea in mind, gathered from mechanical thing which carries him years of experience with several auto- around? Most of us have only vague mobile firms, I set about to organize the ideas of what is good, and what is bad.

First shipments of the new Packard '48" were made this week. The first training instead of great means and month's sales of this model exceeded the wonderful record made by the previous to pit brains against money any day, "48," which was practically sold out six with the assurance that I could win in weeks after the announcement. This midwinter sales record of the new "48" is even more significant when it is recalled that the former model made its appearance at the height of the selling season. The new Packard "48" embodies periment and study, is a proved quality. all of the advanced engineering features of the "38"-left drive, electric selfpeople want it and people will have it starter, separate magneto ignition and

J. A. Freeland of the Freeland Autonobile company, distributers of the Mid-Freeland has just returned from the factory where he was able to secure a couple of six's for immediate delivery. one of which is to arrive Monday. He We can watch our output closely, can has just sold a Midland to S. M. Brady, western, and to H. H. Leeder of Omaha. while Amon Bennet of Gregory, S. D. bought one and drove home

H. E. Sidles and Lee Huff of the Nebraska Buick Automobile company spent the fore part of the week in Sloux City and the latter part in Des Moines at the Automobile shows, "Neither exhibition came anywhere near the show held in cars shown or attendance." said Mr. Huff Saturday.

W. H. McKee, local manager of the Interstate Automobile company factory branch, spent most of last week in the country with dealers who want to arrange to secure the Interstate selling agency for their territory.

J. H. DeJong of the Apperson "Jackrabbit" Automobile company is highly elated because Apperson shipments are now coming through nicely and he is again able to fill orders prometly

ADVANCED IDEAS ARE

Its two chassis models, an important facthere are less than 1.000,000 pleasure cars tor in the principle of quantity production in the more "congested atmosting use, and of these many date back to the which has brought its product to phere" of the cylinder. If no spark apthe time when an automobile was more the forefront in the automobile world. Pears jumping across the terminals of or less an experiment and therefore about the Willys Overland company of Toledo, the plug, it is probable that soot and O., maker of Overland cars, has turned carbon have collected between the elec-"All told, there is only about one auto- its attention to refinement as the next trodes and have formed a bridge, or mobile to twenty-five families. Now in step toward perfection. The result of "short circuit," over which the current the United States there are 321,969 fam- its efforts along this line is evident in passes. A few drops of kerosene and neads, on an average, are the cars exhibited at the Omaha Auto the small blade of an old knife with There are also 1,005,445 show. In body building, especially, the which to scrape the inside of the plug families whose heads are worth from Overland company has shown rapid are about the only implements needed \$5,000 up to \$50,000. If anyone will spend strides in the last few years. Speaking for remedying matters. It sometimes a moment to consider how many people of their exhibit, George Van Brunt of the happens that a drop of oil has collected he himself knows of who are driving Van Brunt Automobile company, said: in the air gap, and this will form a

even under the \$5,000 class, it is immedi- Overland body show the advance of ideas, former can be removed. Such an occurstely evident that the market has as yet While progressive details of design and rence indicates an excess supply of oil been hardly scratched, at least as con- finish were being worked out, the engi- to the cylinder from which the offending cerns the popular priced car. For a neers did not lose sight of the necessity plug was taken. person does not need to be worth even for interior improvements, and with the \$5,000 to be able to afford, for instance, 1913 models a thoroughly comfortable and plug is an important factor in the proper a Detroiter. We consider that our car is even luxurious body is offered the auto- running of the car. If this gap is too

Lifelong Bondage

AUTU OWNER CAN MAKE REPAIRS

If You Understand the Mechanism the Rest is Easy.

WHERE TO LOOK FOR TROUBLE

Signs and Sounds Give Warning of Defects-Suggestions on the Care and Mending of Automobiles.

stoves," said C. S. Briggs of the Briggs streets, blow his horn, and even in an painted, nor is his shop the piratical den gases expelled. A carbon deposit—formed that many a "victim" would have us bebusiness, based on the every-day law of ularly if the car happens to have de- lieve. His services are often necessary supply and demand, susceptible to the mountable rims. He has also been for the perfect running of the car, not ture, and dust and other foreign matter same chances and responding to the taught to pay garage bills with an air only when a serious breakdown ocurs, same method of handling; for the auto- of weary fortitude. But what does he but also at the end of that very inknow of concrete facts about the definite time, "ever so often." when a cumulate on these valves and their seats It is rather discouraging to the average owner of a thousand dollar car, however, to receive a general bill for "cleaning, adjusting and repairs" amounting to \$300 or \$300, and, whether the charge represents the actual amount of work necesmary and is legitimate or not, the motorist will feel that the possession of an automobile is an expensive undertaking. at best. But it is probable that if this same owner had attended to some of the minor adjustments and repairs when they became necessary, he would have been able to have saved from one-half to twethirds of the garge man's bill.

The moving parts of the modern auto dust, mud and other forms of foreign matter that it is generally necessary only to look for the source of trouble as arieing from within the mechanism itself. If the oil supply is regular and the dust pump, magneto, timer and fan are connected will require but little attention For this reason the ignition system-with the exception of the spark plugs-is best let alone, and the magneto, especially, is a part that the amateur should never try to adjust. The cap may be taken off of the timer occasionally and the contact surfaces cleaned with gasoline and ubricated with a few drops of good oil; but unless the commutator and brushes are worn these will not need to be removed. Irregular firing of the motor may generally be laid at the door-or opening, rather-of the spark plugs.

Importance of the Spark.

The nature of the spark in each cylnder may be observed by laying the plug with its large nut in contact with the fron of the cylinder head and turning the motor until the proper connection is made to send the current through the plug in question. The spark should be in the form of a "fat." violet-colored flame that jumps between the two electrodes of the plug as long as the current is turned on; but it must be remembered that this spark occurs in the cylinder when the charge is compressed to sixty or seventy pounds per square inch, and that such a pressure increases the resistance of the air gap to the passage SHOWN IN THE OVERLAND of the current. Consequently, the plug With the complete standardization of tested in the open air should emit a good spark in order to insure its proper "Not only in line and finish does the short circuit for the current until the

The width of the spark gap in the great the battery or magneto will not have sufficient strength to cause the spark to jump across regularly, while a or carbon and will short circuit quickly. vide the area of spark that will be furnished by one of the proper width. For

4-40 \$1,685-6-50 \$2,385

plugs operating on battery current, the movement of the palms of the hands, motor cylinders rest upon their base; was captured by a beautiful 1913 Hudson width of the opening should be about This operation should be continued, re- while the second type may be employed car. The distance of one kilometer from equal to the thickness of a 10-cent piece, newing the grinring material occasionally, at the union of the gasoline pipe with a standing start was covered by the Many a car has been sent to the repair until smooth surfaces are formed that part that it required a thorough "going valve is returned to its seal and retained shaft with the transmission case. When- imately sixty-five seconds. adjustment or cleaning of a spark plug test is a severe one, for the liquid will

as when new. Dirt In the Valves.

But even though the moving parts of the modern motor are well protected from outside dirt, some of them are susceptible to the deposits formed on the inside. This is especially true of the valves, which are the sentiness gwarding The average automobile repair man is the openings through which the fresh not necessarily always as black as he is charges are admitted and the burned inder oil, the soot of an imperfect mix-"breathed in" through the carbureter with the intake air-will gradually acthorough overhauling becomes imperative. until perfect contact cannot take place. This will cause a leakage of a part of the compressed charge and the expanding exposition, and will interfere seriously with the efficiency of the motor. To grind these valves so that the carbon

tight fit is obtained is generally considered to be the work of an expert repair man; but it is, in reality, a simple undertaking. The plugs over the valve pockets should be removed, and by compressing the springs so that the retaining pin may be withdrawn, the valve and its stem may be lifted out. Grinding attracts. material, consisting of powdered emery, pulverized glass or flint, mixed with oil, nobile are so thoroughly protected from valve and its seat. This forms an on the valve and its seat if the former returned to its place and revolved, with slight pressure, in alternate directions, by means of a large screw-driver caps kept tightly in place, the goars that placed in the slot provided for the pur- gear case, the two halves of the differen-

would have made the motor run as well seem to penetrate joints through which air can bardly pass; but such tightness of the valves is necessary for the perfect | be almost'as much leakage at a joint pro- the race was held. operation of the motor. If more than tected by a broken or torn gasket as one valve at a time is removed from the motor, care should be taken that each is returned to its original position, as each of the various valves-while practically interchangeable - will seat' and guide.

Keep the Joints Tight. Although the valves are the only porrings-that are called upon to hold high If these surfaces have previously been ward train of gears, transmission box, in the case of old joints, to secure the differential, and in some instances the pucking by means of a thin costing of quantities of all Although this oil is sorewed tightly in place before the shellar cordingly, the manufacturers have imthe parts exerts a strong centrifugal force has an opportunity to harden. A new proved their cars; and the result is that that tends to throw the oil through the gasket may be cut easily by laying a the buyer and owner has a better car deposit is removed and a perfect gasin order to prevent the bearings from surfaces, and then following the contour "The gasoline we are getting nowadays running dry, to save the lubricant and to with light taps of the round end of a makeep the under portion of the chassis and chinist's hammer. The bolt holes should the garage floor clean and free from the also be tapped in this manner, but the species in section in costs.

a joint between two flat surfaces, while abrasive that will grind a smooth surface the other type is employed around pipes, SWEDISH MOTOR CAR CLASSIC shafts and rods at the point at which they enter the liquid or air retaining com partment. For example, the first kind will be found under the cover plate of the operate the shafts to which the cams, pose and turned by a back-and-forth tial housing and the points at which the

though there were no packing employed.

The ordinary form of gasket packing consists of a strip of sheet fiber-or eves common wrapping paper--cut to the have proper shape and placed over the joint been worn to a different fit in its own before the cover or other member is screwed down. If the old gasket has become broken or torn, the two surfaces of the joint should be scraped perfectly tions of the motor-except the piston smooth before the new packing is applied. air and gas pressures, there are other ground to a perfect fit, the gasket may joints that it may prove necessary to be laid in place and covered with a little tighten occasionally. The crank case, for- oil; but it is often advisable, especially clutch are all designed to retain varying shellar applied to both surfaces. The situation is willing to see his car robbed slightest opening, and it therefore be- sheet of the material from which it is to than he would if circumstances were difcomes necessary to keep the joints tight be made over the narrower of the two ferent. dirt and dust that exposed grease always attracts.

There are two forms of oil and control of the simple and off-control of oil and control of oil and control of oil and control of oil and control oil and c There are two forms of oil and gas tight simple and effective method of cutting packings in general use-gaskets and out a gasket of the exact size and shape stuffing boxes. The one is used to form necessary for the joint.-Leelie's Weekly.

WON BY AN AMERICAN CAR

America scored its first motor car victory in Sweden during the annual winter The hot-air system, I believe, is better, ice-racing classic.

the carbureter, an oil pipe with a portion fleet automobile in forty seconds. The shop under the impression on the owner's will serve to hold gasoline when the of the cylinder and the clutch or driving rate of speed was a mile in approxover," when a few moments spent in the in place by its stiff spring. This gasoline ever a gasket is disturbed by the removal. The victor far outdistanced the field, of a portion of the motor or running gear, so remarkable was its get-away under

great care should be taken to make cer- the adverse conditions occasioned by the tain that it is replaced intact. There will glassy surface of Lake Malar, on which

POOR GRADE OF FUEL LEADS TO AUTO IMPROVEMENT

ourselves complaining now and then, or oftener, about the low grade of gasoline Pioneer Implement company, who looks out for the Jackson interests here. "We may be justified, in a measure; but the very fact that gasoline has steadily grown with motor car improvement. So here is

"No manufacturer who is alive to the

"The gasoline we are getting nowadays providing means of heating the carburetors, as heat makes the gasoline vaporise more easily. On the Jackson, the carburetor is heated by a hot-air jacket

through which the exhaust to directed. "This practice has been adopted by me makers, while others jacket the carburetor with hot water from the radiator. for the carburetor begins to warm up The first prize for the kilometer race with the first few explosions in motor.

WHY IS YOUR FAMILY SAFEST IN A PACKARD?

Why is a Packard at its best after thousands of miles of hard usage on the road?

Why will a Packard run so long without mechanical

Why may a Packard owner start on a globe encircling tour at a moment's notice?

Why does the discriminating buyer demand a Packard?

Why will a Packard bought this spring have a higher relative cash value next tall, next spring or five years hence than any other car purchased at the same time?

The Packard 'Idea

OUR biggest casets ore reputation for maintewners and a square deal for everybody. The public knows that back of these business principles is the best piece of machinery that ever went upon the highways. We have just one way of doing things. We are going to heep right on as we stay in business.

Because

Endurance far exceeding the requirement is the uncompromising standard to which every Packard is built.

Driving a new Packard "38," William R. McCulla left the new Southern Hotel in Chicago at 2:30 a.m., Monday, February 17. Seven hours and nine minutes later he arrived at the Hotel Pontchartrain in Detroit. The distance is 284 miles.

Three stops for gasoline and tires occupied a total of 15 minutes. The actual running time therefore was 6 hours and 54 minutes, making the average speed for the entire distance a little more than 41 miles per hour.

This record, we believe, has never been equalled under any circumstances. Considering the frozen, rutty condition of the mud and gravel roads traveled by the Packard "38," it stands as a marvelous endurance test of the maximum service car.

The New "38"

The New "48"

Here are some of the features looking to safety, convenience and maximum service:

Left Drive Electric Self Starter Electric Lighting Centralized Control

Separate Magneto Ignition Hydraulic Governor Short Turning Radius Six Cylinders Perfected The Bridge Builder's Factor of Safety

Dry Plate Clutch Forced Feed Oiling Extra Large Crank Shaft Six-inch Depth of Frame

im of these essentials is to be found in no other car

Ask the man who owns one

Sales

Midland 1913--The Hit

of the Omaha Show The roomy size, rakish, graceful lines, and striking beauty of the Midland won the praise of every visitor who saw it They liked the exceptional capacity of the rear seat, roomy enough to seat three stout people comfortably.

They liked the clean-cut lines, the clear running board, the insert dash lamps, the wide doors, the smooth, plain fenders. The low center of gravity pleased them-they sat in the car,

not on it. They were enthusiastic about the whole car, its appearance, its mechanical construction, its equipment.

You'll Like These Things Too

If you're seeking the utmost in comfort; if you want an extravalue car at a reasonable price; if you're particular about the men who make your car, you'll do well to investigate the Midland Model its mechanical excellence equals its comforts and convenience. We'll explain all that when you see the car. Write or 'phone for

Model 4-40 Five-Passenger

Wheel Bass—122 inches.
Motor—T-head cylinders in pairs,
½-inch bore by 5-inch stroke.
Ignition—Bosch magneto.
Biaster—Gray & Davis electric.
Lighting—Gray & Davis electric.
Suspension—Three points.
Carburetor—Stromberg or Rayfield.
Lubrication — Circulating splash,
elf-contained.
Control—Left-hand drive-center.
Stering—Worm & Sector type.

Steering—Worm & Sector type. Clutch — Multiple disc-Raybestos, onular bearings, operated through slot.

H slot.

Rear Axle—Full floating.
Front Axle—I-beam drop forged.
Wheels — Artillery type, twelve spokes, Detroit, demountable rims.
Tires—34x4 straight side.
Springs—Front, semi-eiliptic, 38 inches: rear. 4;-elliptic, 50 inches, grease cups on bolts and shackles.
Srakes — Internal and external, 14x2½ inches Raybestos lined.
Body—Fore door, metallic, hand buffed leather; deep, curied hair upholstering. olstering.
Color—Dark maroon, black trimmed.
Equipment—Pully equipped.

DEALERS

Open territory is going fast. Write us for full particulars on this amazing car now. Liberal advertising in your home papers. Service station at Omaha waves time on adjustments. An interesting proposition if you act at once.