

### Manchester Guards Give Dinner to Supreme Guardian



Supreme Guardian Emma B. Manchester of the Woodmen circle was guest of honor at a dinner given last Friday night by Manchester Guards, No. 59, of South Omaha. This picture was made while the ladies were at the table. From left to right, they are: Mrs. Manchester, Electa Davis, Marie Engler, Dean Hendricks, Lola Deaver, Pauline McAuley, Adeline Rubens, Maude Hurd, Mable Burguson, Marie Peterson, Captain Annie Fluor, Kate Randolph, Ala Linn, Hazel Ruben, Emma Kerst, Laura Patterson, Sara Patrick, Ann Reno, Anna Johnson.

### OPERATING COST IS LARGE

Operating Cost of Automobile More Important Than Original Cost.

### OWNERS ALWAYS ECONOMIZE

Guy L. Smith, Local Franklin Dealer, Says Question of Operating Economy is Motorist's Biggest Issue.

"The cost of operating an automobile is of more importance to the owner than the original investment. If the original cost was the only investment to be considered, there is hardly a person but what would own an automobile," says Guy L. Smith, Franklin dealer here. "The motor car is an expense. And its use must bring in some return to the average owner to warrant the expenditure. Every automobile owner is deeply interested in the economy of his car. Very few there are who find any great pleasure in paying for tires and gasoline, and not to mention repair bills. To at least 95 per cent of the owners these bills are of the deepest importance. "If the motor car is used for purely business reasons alone, the owner must consider the economy of his car, or in other words, watch closely its cost of operation. He does this as he considers other expenditures, under the title of overhead expense. And you will find him watching closely and trying his best to keep down the cost. "If the car is used purely for pleasure, it is an out and out expense, the only return being the pleasure it gives him and his family to motor, and must be charged up against expenditures of the pleasure, nature. At the same time the owner has to recognize the depreciation of the value of the machine together with the incidentals, such as storage, washing, and so forth. Yet, practically, no one wants to give up automobiling; as a matter of fact the utility is too important and the pleasure too great to surrender. "Therefore, the question of economy takes its place as the one big question in which all motorists are vitally interested and which is always seriously considered when purchasing."

### Cadillac's Dewar Award Shows Oil and Gasoline Economy

Two of the results of the 1914 Cadillac's winning of the Dewar trophy, awarded each year by the Royal Automobile Club of Great Britain to the car demonstrating the greatest achievement toward the advancement of the industry, were gasoline and oil consumption, as revealed in the 1,000-mile run over give and take roads. In Cadillac literature will be found the statement: "In the important matter of lubrication, the Cadillac is provided with an efficient and economical system, the oil consumption averaging from 400 to 600 miles per gallon."

In view of this official statement it is interesting to note that in this year's Dewar trophy contest the victorious Cadillac's oil consumption was 7.4 pints of 1000 miles per gallon. This record is attributed to the accuracy with which the pistons and their rings fit within the cylinders so that the opportunity for the oil to work up into the firing chamber is reduced to a minimum. This is also a factor in practically eliminating a smoking exhaust and in minimizing carbon formation. It is also attributed to the accuracy with which the feeding of oil can be regulated so that practically none of it is wasted, all that is used being used for actual lubrication purposes. The gasoline consumption for the 1,000 miles of the Dewar contest was 17.17 miles per gallon, which Cadillac officials believe is another demonstration of efficiency in general and of the two-speed direct drive axle in particular.

**Hunting Ball Players.** Eddie Collins is with a hunting party consisting of Bender, Wilbert Robinson, Will Dunn, Bob Shawkey and Stuffy McInnes at Sheffield, Pa., the home of Bob Shawkey.

### Local Marion Agency Receives the First Shipment of Coupes

The first of the new coupes, which are being built by the Marion company, has been received in Omaha by the local Marion agency and ever since its arrival has been creating a great deal of interest, especially among the ladies, because of its exquisite drapery finish within the coupe body. The car is almost ideal for comfortable driving in the winter time, because its strongly constructed body, which has been built with an eye toward winter service and even zero weather has difficulty in penetrating the snug quarters of the car.

The finish and decorating of the car is a demonstration of the consummate art of the coach maker. It has been designed for beauty as well as comfort and the efforts were a success. Pillar lights, which replace the conventional side lights, blue broadcloth upholstery, silk drapery curtains on rear and side panels accentuate the attractiveness of the car. A dome light and a dash light permit complete interior illumination, if desired. The Marion coupe is constructed on both four and six cylinder chassis. In the larger of the coupes it is possible to seat four passengers without more than a reasonable amount of crowding. The driver's seat is extended six inches forward of the main seat, which enables him to have easy access to all operative levers without interference with others in the car.

**Wilcox Buys Marion.** Roy F. Wilcox, well known florist of Council Bluffs, purchased a Marion 4-passenger coupe on sight from the Marion Auto company of this city.

Persistent Advertising is the Road to Big Returns.

### Hupmobile Conquers Darkest Africa

H. J. Rogaly, Hupmobile dealer at Port Elizabeth, South Africa, has just completed, in a standard Hupmobile, what is called the most remarkable and ambitious series of motor trips ever pulled off in that country. Not content with having completed this second remarkable trip, Mr. Rogaly at its completion again set out on his third tour of South Africa. In order to give the public a first hand idea of the terrible roads and rough going encountered during these tours, Mr. Rogaly had a moving picture operator accompany him on his last trip. The films have immortalized the tour and are now being shown in the larger cities of Africa.

Some South African skeptics doubted that it was possible for any motor car to make such a remarkable run and not have any repairs. At the completion of the third trip Mr. Rogaly had his car dismantled and now has the parts displayed in one of the principal buildings of Port Elizabeth. Accompanying the different parts which are shown is a sworn statement to the effect that the Hupmobile which made this trip was a standard model and had not had five minutes' repair work on it during the entire run.

**Reds to Play New Orleans.** The Cincinnati Reds will play at New Orleans on March 23 and 25, next spring. It will be their first stop after leaving the training camp at Alexandria.

### Output of Maxwell Cars Lessened by Big Dayton Flood

"We are just beginning to feel the real effects of the Dayton flood," said Walter E. Flanders, president of the Maxwell Motor company, "which caused us to suffer such a large loss. We realize now that it means a difference of at least 2,000 cars in our season's output, and we would like to have those cars to supply the demand."

"We were just getting under way with the new model '35' when the flood wrecked the town of Dayton. It isn't generally known, but some cities fared worse than Dayton. Cities of considerable importance were wiped off the map, and in others the loss was so great the business men simply moved away and those towns will never regain their former prestige."

"The same general condition was true of Dayton. The magnitude of the calamity was understood by the world at large, but its effect on individual concerns was obscured by the larger issue."

"We ourselves sorely appreciated it. We were confronted with the tremendous task of rehabilitating the factory and starting all over again. We were so busy with this and so glad to get out orders at all we have only begun to realize latterly what it meant to us."

"I suppose we should take it philosophically and say we are glad we are

not like other folk who have perhaps made a few more cars than they are able to sell readily, but, just the same, we would like to have those extra 2,000 Maxwell '35's to take care of the demand which we know will develop with the first of the year."

### Packard Company Increases Sales

Sales of Packard vehicles during the month of November have eclipsed the record of any corresponding month since the Packard Motor Car company started in business. According to an official estimate compiled this week, the total business for the month will be, approximately, \$1,244,000.

### STUDEBAKER ANNOUNCES SEVERAL NEW OFFICERS

President Fish of the Studebaker corporation announces the election of A. R. Erskine as first vice president of the company. Mr. Erskine also retains his position as treasurer. James G. Hostetler, chief engineer, was elected to the position of vice president in charge of engineering and production. Ernest R. Benson, sales manager, was made vice president in charge of automobile distribution, and Arthur I. Philp, assistant sales manager, was made sales manager of the automobile division. Charles D. Fleming was given the position of assistant treasurer and H. E. Dalton the position of general auditor.

# \$1490

The New Auburn "40" is 1914's startling value—a large beautiful, 120-inch wheelbase car, equipped with every luxury and convenience of high-priced cars. At \$1490!

### NOTE THESE ADVANCED FEATURES:

- Patented Type Upholstery—Finest
- Wide Doors (with concealed hinges)
- As an 1914 Standard Car
- Dustproof 12-Blade T-Road Motor
- Extra Heavy Tires—32 inches
- Free Beams
- Wire Irons with Extra Remountable
- Soft Drive
- Center Control
- Electrically Self-Overhead
- Electric Lighted
- Electric Horn
- Self-Vision Ventilating Windshield
- Red Three Remountable Spine
- Full Floating Rear Axle
- Overl Deck

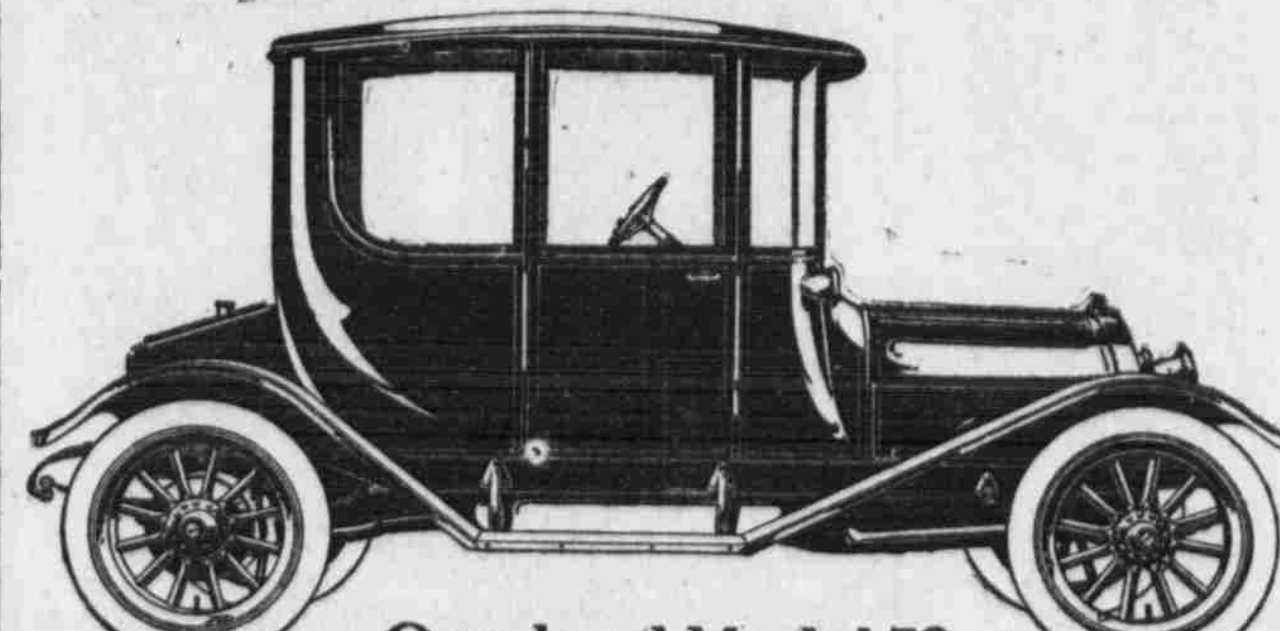
Our proposition to agents is the best offered by any automobile manufacturer. Write for new complete, descriptive folder to

**Auburn Auto Co. "Omaha"**  
2559 Farnam St., Omaha, Neb.  
Hanse & Wilson, Distributors.

### THE 1914 Overland Coupe has drawing room comfort; it seats four passengers.

All the smartness and modishness of a high-priced electric, yet the cost of maintenance is considerably less. And in addition you have more power, unlimited mileage and a car that will take you, with comfort, on rough country roads as well as on the smoothest metropolitan macadam.

You and your family should have one of these magnificent 1914 Overland Coupes for the holidays. A new car for the new year! You cannot even imagine a more fitting gift.



Overland Model 79

# \$1550

Including Gray & Davis Electric Starter and Generator

Completely Equipped

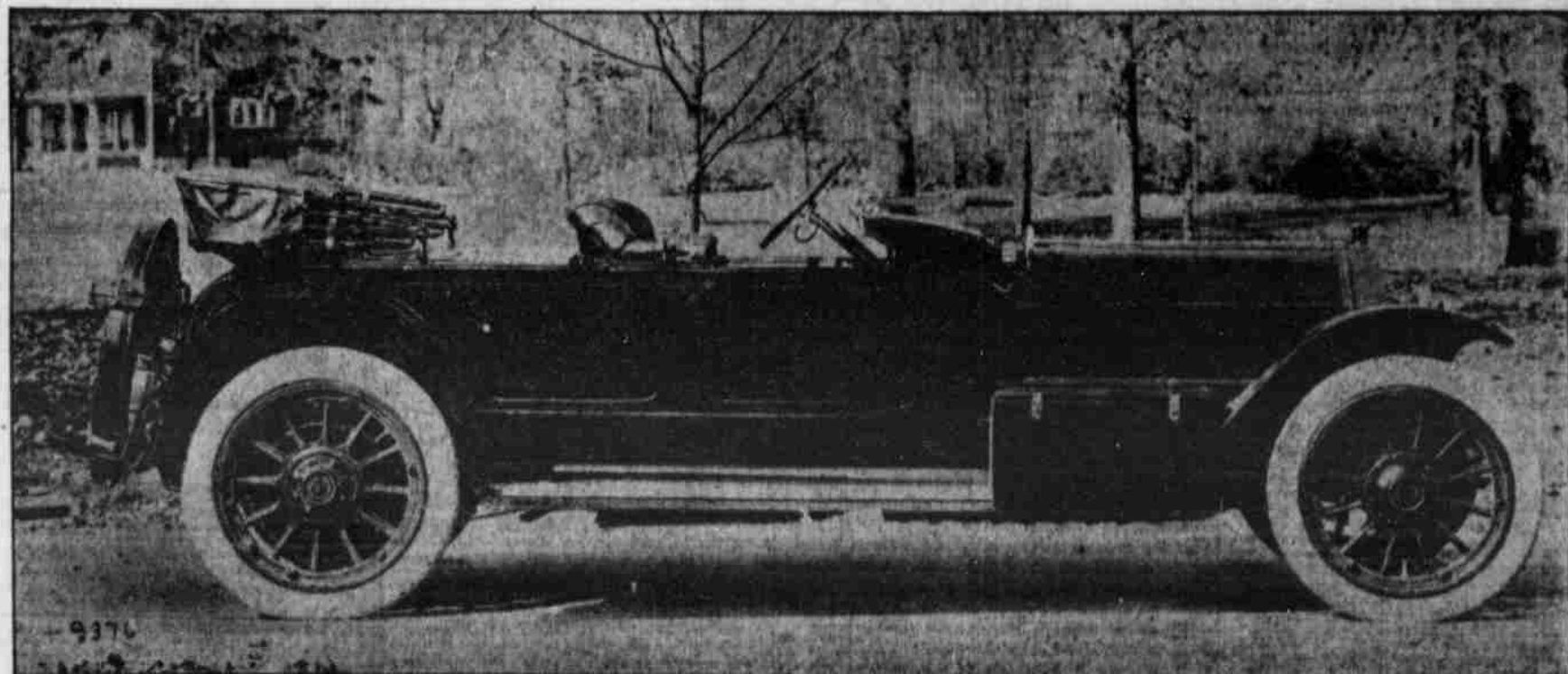
## Van Brunt Automobile Co.

DISTRIBUTORS FOR

OHIO ELECTRICS, OVERLAND and Willys UTILITY TRUCKS

18-22 Fourth St., Council Bluffs, Ia.

2040 Farnam St., Omaha.



## Apply the Westinghouse Electric Starter; release the brakes; throw in the gear; advance the spark; open the cut-out if the "Copper" is not in evidence. The Currency bill has passed and Christmas is near at hand--a MARION, a MARMON Gas Car, or a STANDARD ELECTRIC would be a fitting present and cover the whole family field.

- The Marion 6-Cylinder Touring Car - - - - \$2150.00
- The Marion 4-Cylinder, 4-Passenger Elegant Coupe \$2150.00
- The Marion 5-Cylinder, 5-Passenger Touring Car \$1475.00
- The Marmon 6-Cylinder Touring Car, the longest wheel base car; the easiest riding car in the world \$5000.00
- The Standard Electric, than which there is none better at any price - - - - - \$2100.00

All on the floor, ready to deliver on an hour's notice. A car can be bought of us cheaper before January first than after that date. Good cars and good service rendered. A welcome and glad Christmas greeting for all.

# Marion Automobile Co.

2101 Farnam St.

C. W. McDonald, Mgr.

Omaha, Neb.