

AUTO SHOW TO BE BIG AFFAIR

Clarke Powell Starts to Plan for Ninth Annual Event.

TO BE BIGGER THAN EVER

More Cars Will Be Exhibited and the New Decorations Are to Be Far More Beautiful Than Before.

Now that the holiday season is over, Clarke G. Powell, manager of the Omaha Automobile show, has started in earnest to plan all details for the ninth annual event, which is to be held at the Auditorium during the week subsequent to February 21. Although Mr. Powell has only a rough draft of his plans for the show, he is very enthusiastic over prospects for the 1914 show and promises that it will not only surpass in every way its eight predecessors, but will also prove to be the biggest and best show west of Chicago.

The Auditorium has been contracted for the week, February 23 to 28, and, in addition, the Saturday and Sunday preceding the 23d have been contracted for the purpose of allowing the force of decorators time to stage ornaments and to give the exhibitors an opportunity to get their cars in position before the show opens.

The decorations this year will all be brand new, as those used last year were disposed of immediately after the show. W. G. Collins, who handled the decorating last year, was given the contract for this year and, although it is his intention to move to the east in the very near future, he has promised to return in order to take care of his contract. The decorations are to be far more elaborate this year than last, as the appropriations have been increased considerably.

The space at the Auditorium this year will be arranged differently in order to accommodate additional exhibitors. No accessories will be shown, as the supply dealers retired in favor of the car dealers, all of whom would have been unable to exhibit if the supply dealers demanded exhibition space. Space plans are being formed at present and Mr. Powell expects to be able to give every dealer better accommodations than they had in previous shows.

Motorcycle dealers are desirous of entering the show this year and Mr. Powell is endeavoring to find space for them on the main floor. The motorcycle dealers will have considerably large exhibits this year as a result of the advance in that branch of industry during the last year. The truck exhibits also will be more than ordinarily large. Indications at present cause Mr. Powell to look for an exhibition of twice as many commercial vehicles as were displayed a year ago. The trucks will be stationed in the basement and the only drawback is that it will be difficult to find room for all the huge machines.

The advertising campaign was started today. Posters have been delivered to all the territory leading into Omaha, including the following states: Nebraska, Iowa, South Dakota, Kansas, Missouri, Wyoming and Colorado. This is extending the field a bit, but the directors of the show agreed that it was due time to advertise the activities in the automobile field in Omaha in foreign fields. In addition to the posters, the automobile dealers and the jobbing houses will make use of stickers on their envelopes and packages, while most of the dealers have a line on their letter heads calling attention to the show here in February.

Studebaker Auto Wins a Thrilling Race Through Mud

Side by side, two automobiles stood waiting where the Kamoopa wagon road ends on the bank of the Barriere river in British Columbia. Two chauffeurs stood a few feet away, keeping a close watch on the opposite shore. The motors of both cars were idling silently. Now and then one of the drivers would return to his car to speed the motor or test some part of the running gear.

Against the opposite bank rested two canoes, the Indian paddlers of which also were in an attitude of expectancy. Suddenly the Indians sprang into motion. Both canoes were pushed off the little beach. Along the leafy isle of the forest trail appeared a man spurring a froth covered horse. The man slipped off the horse and leaped into one of the canoes. The Indians shot the little boat into the swift stream and began paddling like fiends for the opposite bank.

Hardly had the first canoe left the shore when a second horseman arrived. He fairly threw himself into the second canoe, which started in hot pursuit. George Northwick, the leader, leaped squarely over the Indian in the bow of his canoe and scrambled up the bank, twenty-five yards in the lead. He sprang into one automobile—a Studebaker—which almost immediately disappeared in the distance. John Scarlett, running a close second, breathlessly boarded the other car and continued the pursuit.

For forty-four miles both cars were pushed to the limit. They bounded over docks and stumps; they plowed through mud.

Northwick rode with his chin on his shoulder. When he pulled into Kamoopa he gave one more glance to the rear and rushed into the provincial land office, where he filed claim to a quarter-section of land in the Barriere district, which had been opened to claimants at a o'clock that morning. The land was the prize for which Northwick and Scarlett had been racing.

A Los Angeles moving picture house is now on the ground, securing a repetition of the whole race and its attendant features.

MOTOR FADS AND FANCIES.

The rolling card table is useful not only for games, but also at meal time. It takes up little room when rolled in its case.

White canvas pleated jackets with patch pockets, wide belts and big pearl buttons, are used for separate coats over any sort of skirt. Stuffed hats come to match them.

Toilet cases of cretonne, rubber lined and made like the Pullman aprons, are by far the best for outfit trips. They tie about the waist so that nothing need be laid down after using.

Navajo blanket coats in long and short models are taken on the northern trips as extra night wraps. They are light and very warm. Bone or leather buttons are used on them.

Wrist watch straps have a new wrinkle this season in the raised rim which protects the watch case from scratching. They are in suede and in all popular leathers.

Gossip Along the Automobile Row

In a recent 500-mile reliability run conducted by the New York Automobile Dealers' association, the light Chandler six made a very creditable showing, it covering not only the 500 miles, but forty-four additional miles, for which it received no credit, on account of the driver losing the road, with a perfect score, lacking one point penalization.

W. L. Huffman of the W. L. Huffman Automobile company, has just returned from a two week trip in the east, where he visited the factory of the Chandler Motor Car company at Cleveland, as well as the plant of the Hupp Motor Car company at Detroit. Mr. Huffman reports the Chandler factory working a full force of men at this time, which is very unusual on the face of the fact that most of the factories are now closed for the winter. While in Detroit Mr. Huffman gave shipping instructions to the Hupp Motor Car company for 300 Hupmobiles to be forwarded to Omaha in the month of January. This is in keeping with his past policy to accumulate a large winter stock in order to take care of spring deliveries.

J. J. Iken of the Iken Biscuit company purchased a light six-40 Hudson from Guy L. Smith last week. This car was purchased as a Christmas present for Mrs. Iken.

Anyone passing Guy L. Smith's place any evening during the last week would be impressed by its beautiful appearance. It was not a beautifully decorated Christmas tree placed in the saleroom, as may be supposed, but something much more original than that. The entire saleroom was illuminated in a very rich red-tint, and the headlights on every car were lighted. This made a very striking appearance and many people passing by could not resist coming in and complimenting Guy L. Smith upon his efforts to make his place look bright and cheery during the Christmas holidays. It was the most attractive spot on Farnam street.

The Spaulding Manufacturing company of Grinnell, Ia., whose stock car with special body recently made a new cross-state record has been solicited by the Lincoln Highway association to make a run over the highway. It is probable that, should the parties get together, the run will be made from Chicago to Omaha.

The manager of the Omaha branch of the Overland reported two coupes sold, one to Dr. C. O. Robinson and one to Dr. A. E. Mack.

The Freeland Auto company, who are distributors of the "Spaulding Forty," report the sale of a car to J. G. Brown of Valentine, Neb.

The New York Sun is endeavoring to

discover the oldest car that is still in running condition in America. Several factories have communicated with their Omaha representatives to keep a weather-eye out for No. 1 cars.

W. W. Freeland of Chicago spent the holidays with his brother, J. A. Freeland, who is associated with him in the Freeland Auto company.

Charles Dooin, manager of the Philadelphia Nationals, has purchased a Kissel car. The Kissel is now handled in Omaha by a new firm, the Oppen-Van Vleet Automobile company.

D. D. Long, who became member of the Traynor Auto company on January 1, and has been salesman for them for some time, is an experienced automobile man.

Auburn Cars to Be Distributed from the Local Branch House

The Auburn Auto company of Omaha has been made a branch house of the Auburn Automobile company of Auburn, Ind., and will act as the distributor of Auburn cars for the states of Nebraska and Montana. W. T. House and C. O. Wilson will act as managers of the new motor car firm.

Both of these men are of long experience in the automobile business and are familiar with all the tricks of the game. The Auburn has been a popular car for a number of years and under the new regime, piloted by such men as House and Wilson, the Auburn should enjoy a long reign of prosperity in Omaha and the surrounding territory.

Since the change in the management of the affairs of the concern, twenty-five agents have been signed up to handle the 1914 Auburn car. It is expected that before the arrival of spring all the territory under the jurisdiction of the Omaha branch will be covered with Auburn dealers.

Automobile Shows Will Bring Large Number of Dealers

"The national automobile shows at New York, Chicago and Omaha this year will break all records in at least one respect," says G. C. Frey of the Kissel Motor Car company. "The attendance of dealers promises to exceed by far any before recorded and some very important business shifts will result. Even dealers who have applied for territory where satisfactory connections are already established, simply will not take a negative answer and invariably state their intention of attending one or the other of the three big shows to talk it over. The idea is that every dealer is going to scan his future affiliations very carefully and there is consequently going to be a grand scramble for the propositions that best stand the acid test of investigation."

Key to the Situation—See Advertising.

RUBBER HARD TO PROCURE

Rubber Which Can Be Used for Tires Very Scarce.

COMES FROM FOREIGN LANDS

So Says H. S. Firestone, President of the Firestone Rubber Company and Expert on Automobile Tires.

H. S. Firestone, president of the Firestone Tire and Rubber company, tells an interesting story of the difficulty in securing rubber which will make good auto tires.

"The Amazon district in South America, the Federated Malay States, Africa and Mexico supply the world with rubber," says Mr. Firestone. "That which comes from the district around Para, Brazil, is of the best grade and no better rubber than up-river fine Para has yet been produced. Ceylon during the last few years has come to the front as a great rubber producing state. Hundreds of thousands of acres are under cultivation and the quality of gum produced is very high. Rubber from Africa and Mexico fall lowest in the scale."

"Only with the utmost difficulty is rubber gathered in the jungles of South America. Natives of the section are engaged in the work and often they must fight their way through wild animal infested forests for miles to reach the rubber-bearing trees. The gum is obtained after the fashion employed in gathering maple syrup."

"On the Indians' return to camp the gum which they have collected is smoked. The usual method is to thrust a stick into the liquid rubber and then turn it over a slow fire made of a very oily plum nut (the best fuel that can be used) until that which has been picked up has hardened. Again and again is this repeated until a great ball or 'ham' of smoked rubber is formed. It is shipped in that form, containing many impurities, and when received here must be washed. The culti-

vated rubber is for the most part clean and generally is ready for compounding when received.

Society Falls for Color Schemes in Motors and Dresses

The automobile paint shops of Indianapolis seem to be in line for a record run of business due to the elite of the city adopting a color scheme for their cars and apparel.

One young society woman who already has quite a reputation as an adept driver in the Indiana capital recently appeared at the wheel of a stunning Regal coupe which was painted an attractive shade of lavender and finished in lavender upholstery and broadcloth. Her gown, hat, gloves and shoes were also of this color.

Society thought the idea was the nicest ever and the color scheme for car and driver immediately sprang into vogue. Then started the parade of motor cars to the various paint shops.

The idea is rather a pretty one and has been taken up so quickly and with such enthusiasm in the locality of its origin that many look to see it adopted by milady motorist in this city before long.

Good Roads Mean Better Business

Good roads and their effect on general conditions in the territory in which they prevail is a question of vital economic importance. The benefits of the highways that are good under all conditions are pointed out by T. L. Marshall, not the vice president of the United States, but the Indiana distributor for the Marion Motor Car company, who has been a leader in the campaign for better highways in the middle-west. Mr. Marshall has been preaching the gospel of road improvement for several years

Horse Owners Also Use Auto Trucks

"Horse-owners today find that they are being compelled to use motor trucks," said John N. Willys, president of the Willys-Overland company of Toledo, O., and manufacturer of the Willys-Utility three-quarter ton motor truck. "No matter what objections they may have in their minds, there is nothing else to do. The present situation cannot be handled with horses, and it can be handled with machinery."

"The solution of the big transportation problem of today and especially the one of short-haul efficiency, is not more teaming. It is not a matter of more horses, more hostlers and more wagons. It is a matter of invention and engineering; and the answer is here now for all horse-owners of enterprise and foresight. "It is the same answer that solved the problems of manufacturing and building and rapid transit. It is the displacing of muscle by machinery."

FAST AMOUNT OF ALUMINUM IS USED IN MAKING AUTOS

While aluminum is utilized for only a comparatively small part of an automobile, the amount of this metal used in a year by a firm which manufactures 50,000 automobiles annually, reaches an impressive figure. The Willys-Overland company of Toledo, O., finds use for 5,600,000 pounds, or 2,700 tons of aluminum each year. An average of 15,000 pounds of aluminum is used in the foundry every working day. Such parts as the gas intake and water manifolds, crank cases, reduction gear cover, hand wheel spider, clutch spider, heading of the running board and the toebord, hub caps, and many other parts are made from aluminum, which has the double virtue of combining strength with very light weight.

Packard Has Big Exhibit at New York Auto Show

The Packard exhibit at the New York automobile show includes four six-cylinder carriages from that company's extensive line of twenty body styles, together with a "2-3" chassis. The cars selected for show purposes are the "2-3" runabout, "2-3" six-passenger landaulet, "2-3" special touring car, and the "4-4" touring car.

The "2-3" runabout is painted battleship gray with wheels in natural finish. The upholstery of black hand-buffed French leather is standard on all Packard open cars. A khaki top adds to the snappy effect.

The landaulet is typical of the new Packard group of six-passenger bodies, with well defined corners and sweeping roof lines. It has larger windows than are usually found in this type of carriage. The body is light cobalt blue and the upholstery silver gray corduroy velvet.

The special touring car is a standard Packard chassis equipped with a body built by the Fisher Body company. It is painted standard Packard blue with black leather upholstery.

The Packard "4-4" touring car is almost a replica of the "2-3" with a longer wheelbase and a greater amount of reserve power. The show car is standard in every respect, with a body of Packard blue and upholstery of black leather. The complete line of twenty body styles can be fitted to both the "2-3" and "4-4" chassis.

The chassis exhibit gives the public an opportunity to inspect detail mechanical features. The clean design of motor, with enclosed wiring and concealed oil tubing, is among the characteristics which are distinctive Packard. The worm bevel driving gears are being shown under a glass case.

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

Overland \$950

Completely equipped
f. o. b. Toledo

Costs You 30% Less—

THE man who buys without comparing or analyzing only succeeds in grossly fooling himself. The better you acquaint yourself with values the more intelligently and economically you can buy.

If, in one car, you can get a longer wheelbase for less money than that car offers a greater value.

If, in one car, you get a more powerful motor for less money than that car offers you still greater value.

If, in one car, you get larger tires for less money than again in that car you get an additional value.

And so on throughout the entire car. If the fundamentals are larger, better and more powerful and the purchase price is less, which does it seem reasonable to buy?

The closer you make such an investigation the better the Overland shows up—and the harder it is on our competitors. Why is it you seldom see any of our competitors advertising their specifications? Are they afraid or ashamed?

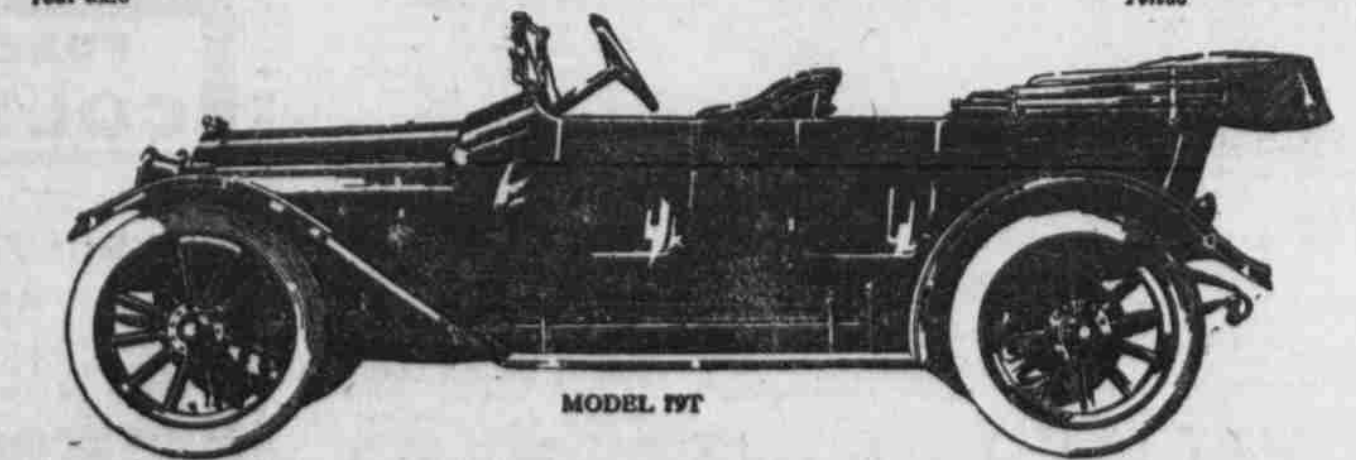
Be that as it may, here are the facts:

Phone Blask 551
18-22 Fourth St.,
Council Bluffs, Ia.

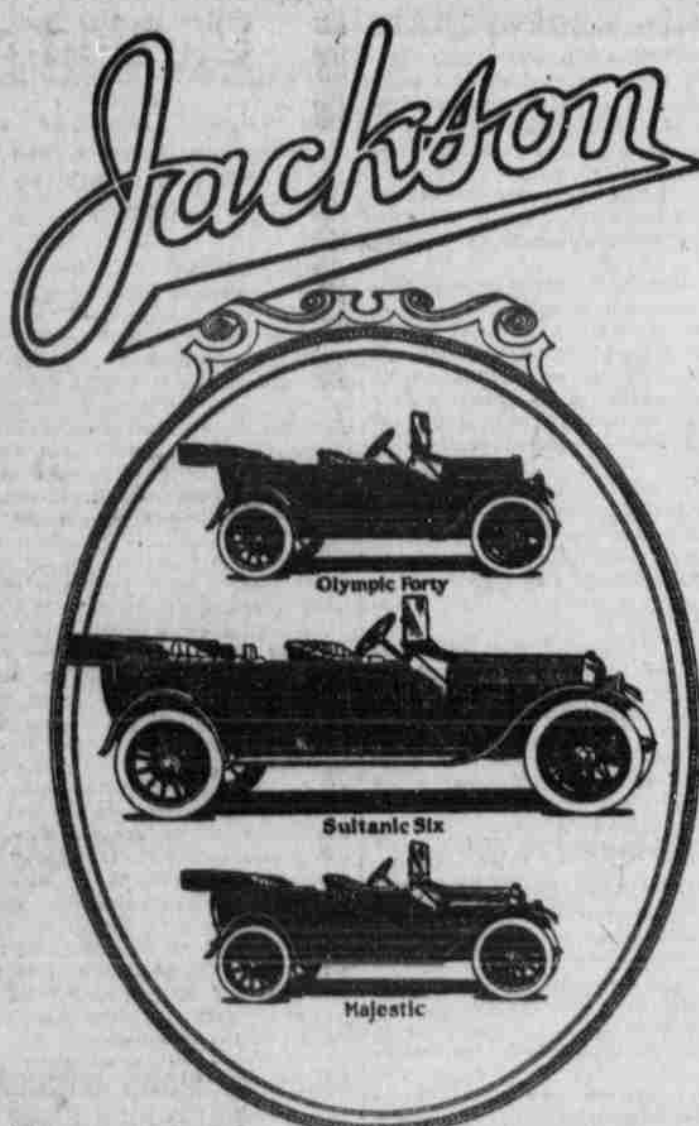
Van Brunt Automobile Co. DISTRIBUTORS

The Willys-Overland Company, - Toledo, Ohio

Specifications:
Electric head, side
tail and dash lights
Storage battery
35 horsepower motor
114-inch wheelbase
Three-quarter floating
rear axle
Timken and Hyatt
bearings
33 x 4 Q. D. tires
Browder green body,
nickel and aluminum
trimmings
Deep upholstery
Mohair top, curtains
and boot
Cowl dash
Clearvision, rain-
vision windshield
Stewart speedometer
Electric horn
Flush U doors with
concealed hinges
With electric starter and
generator 1075—f. o. b.
Toledo



Manufacturers of the famous Overland Delivery Wagon, Garford and Willys-Utility Trucks. Full information on request.



DREAMS COME TRUE

OLYMPIC 40

POWER PLANT—Long-stroke, four cylinder motor (4 1/4 x 4 1/4 inch). REAR AXLE—Semi-floating, roller bearing throughout, with ball thrust bearings. SUSPENSION—Full elliptic springs. FUEL SUPPLY—Gasoline tank under cowl. WHEEL BASE—115 in. TIRES—34 x 4. FINISH—Black. Trimming, black and nickel. EQUIPMENT—Electric Cranking, Electric Lights and Electric Horn. Price \$1,385.00.

MAJESTIC

POWER PLANT—Long-stroke, four cylinder motor (4 1/4 x 4 1/4 in.). DRIVE—Full floating rear axle. Two Universal joints with Torston rod. SUSPENSION—Full elliptic springs. WHEEL BASE—124 in. TIRES—36 x 4. FINISH—Dark blue. Trimming, black and nickel. EQUIPMENT—Electric Cranking, Electric Lights and Electric Horn. Price \$1,855.00.

SULTANIC

POWER PLANT—Long-stroke, six cylinder motor (4 1/4 x 4 1/4 in.). DRIVE—Full floating rear axle, ball bearing throughout. SUSPENSION—Full elliptic springs. WHEEL BASE—Seven passenger, 138 inch. Five passenger, 132 inch. TIRES—36 x 4 1/4 inch. FINISH—Dark blue. Trimming, black and nickel. EQUIPMENT—Electric Cranking, Electric Lights and Electric Horn. Extra seats on seven passenger fold into floor. PRICE—Seven passenger \$2,300.00. Five passenger \$2,150.00.

FULL ELLIPTIC SPRINGS NORTHWAY MOTORS

YOU CAN HEAR THEM—BUT YOU HAVE TO LISTEN

PIONEER IMPLEMENT COMPANY

Western Agents. COUNCIL BLUFFS, IA. Telephone 100.