

AUTO SHOW IN FOUR WEEKS

Plans Are Practically Completed for Ninth Annual Event.

THURSDAY SOCIETY NIGHT

Big Night of Exhibit Will Be Thursday Night, but Powell Refuses to Divulge Plans for That Evening.

Just four weeks from tomorrow the Auditorium will open its doors for the invasion of the hosts of inhabitants of the middle west who will come to Omaha to attend the ninth annual automobile show.

The contract for the music, one indispensable feature of an automobile show, was awarded last week to the First Regiment orchestra, of which Louis H. Noble is the director.

Thursday night has been decided upon as society night. That has always been the real big night of the annual show and it will be the big night again this year.

Close Application Brings Results in Motor Car Factory

The men who lead in all professions, whether they be doctors, lawyers, engineers or soldiers, are those who have concentrated on a certain line of study.

According to John N. Willys, president of the Willys-Overland company, this same principle holds good in the manufacturing of automobiles.

The Best Pain Killer. Bucklen's Arnica Salve, when applied to a cut, bruise, burn, scald, etc., removes the pain.



Ignition--

Be sure the ignition system is simple and dependable—a unit in itself.

See that the wiring is well done with wires protected and connections well made.

In one car (name above) you will find the very best ignition equipment and an installation designed to give dependable service.

This is one of a series of talks on how to buy an automobile. The complete series containing a wealth of valuable information may be had in booklet form by asking—

Marion Automobile Co. 2101-2103 Farnam Street. Omaha, Neb. C. W. McDonald, Mgr.

Owners Should Keep Tab on the Cost of Running Trucks

A strong argument for the keeping of comparative cost data by the owners of motor trucks is made by Rollin W. Hutchinson, Jr., recently appointed transportation engineer of the Packard Motor Car company.

"When a truck user keeps cost statistics over a reasonable period of time he has something tangible to prove or disprove the claims made by the manufacturer before the sale.

"Figures on the operation of trucks are interesting information on the success of motor transportation. Such data is much sought by the man who contemplates revolutionizing his hauling system by the installation of power propelled vehicles.

"In the milling business, the motor truck has made comparatively little headway so far, although conditions are often quite favorable for its proper utilization.

"President Bennett states that it costs about as much to operate three two-horse teams as it does his company's truck. The truck, on the other hand, does the work of five teams.

Oakland President Compares Motor Car With Special Train

"Have you ever stopped to consider the motor car in the nature of a special train?" asked George E. Daniels, president of the Oakland Motor company.

"That is what an automobile is, you know. It is your private conveyance. It will take you wherever you want to go and at any time. You are not crowded. You do not have to wait on anything nor anybody.

"I have often talked about this feature with owners and it seems that motor owners when they get out of the habit of riding in stuffy street cars hate to be compelled to ever resort to them.

Ask for Diamond Tires BEST FOR AUTOMOBILES, BICYCLES AND MOTORCYCLES

Mr. Auto Dealer Are You Looking for Something Good?

Our line of cars for 1914 are all leaders. Our contracts are liberal. We want distributors and dealers in Iowa, Illinois, Missouri, Nebraska, South Dakota, Minnesota and Wisconsin.

Enger Motor Car Co. Cincinnati - - - Ohio

Huffman Prepares for Enlargement of His Business

The side walls of the building which is being erected at Lincoln to be occupied by a branch of the W. L. Huffman Automobile company are practically completed and the contractors promise that the building will be ready for occupancy by March 1.

The Huffman Automobile company states that it has received from its branches at Lincoln, Sioux City, Sioux Falls and Mitchell more business in the last two weeks than was forthcoming in the preceding six. This is attributed to the recent splendid automobile weather.

Within the last two weeks the Huffman Automobile company has enlarged its salesroom floor space 3,500 square feet, making it one of the largest salesrooms of its kind in the city.

The Motor Car Sales company has received its first carload of Abbott-Detroit cars. The new firm will act as distributors in the future for Nebraska and western Iowa.

Unique Methods of Testing Cylinders at Ford Factory

The work of turning out Ford cars abounds in minute details of production which save precious minutes. A unique method is used to test cylinders to ascertain if they have been bored accurately to a thousandth of an inch.

CADILLAC MAINTAINS SCHOOL OF APPLIED MECHANICS

Perhaps the most unique training school of applied mechanics in this country is the one conducted by the Cadillac Motor Car company.

The idea was original with Henry M. Leland, president of the Cadillac company, in 1907. Mr. Leland foresaw that the growth of the motor car industry would create an abnormal demand for

mechanical workers of high ability, and determined to begin to train men in his own shops.

The Cadillac school is a special training department, with equipment of machinery and class room facilities. Under the direction of competent mechanical engineers, the students are given class work in mathematics and mechanical drawings, instruction in the efficient use of various machines for the production of work of the highest grade.

Maxwell Official Says Motor Trade Hinges on Farmer

"If the market for motor cars was confined to the cities or to the class who buy them only for purposes of pleasure and recreation, I should feel some doubt as to the stability and performance of the industry," says Jesse A. Vail, chairman of the executive committee of the Maxwell Motor company.

Mr. Vail resigned as manager of the Fairbanks-Morse company, with which he had been connected for ten years, to accept the position he now holds with the big Maxwell Motor company.

During that long term Mr. Vail was engaged entirely in doing business with the big farmer class of buyers. He knows them intimately and no man is better qualified to speak of the merchandising problems involved in supplying that ever growing demand from the most satisfactory class of buyers any concern can have.

New Packard Model Appears at Gotham Automobile Display

The strongest center of interest in the Packard exhibit at Grand Central Palace is the six-cylinder "448," which is viewed by the public for the first time at the National Automobile show in New York.

This latest Packard embodies all the advanced features of the "238," with the added advantage of greater reserve power. These features include one-man top, an improved three-unit electrical system, double exhaust and worm bevel driving gears.

Although the "448" has a wheel base four inches longer than that of the "238," the twenty-body style offered by the Packard company are interchangeable, allowing the same wide selection with either type of chassis.

The "448" has a larger and more powerful motor, with a bore of four and one-half inches and a stroke of five and one-half inches. The cylinders are cast in blocks of three and the power unit is of an exceptionally clean design.

The electrical system is composed of three separate units—starting motor, generator and magneto. The self-starter is operated by a heel button and spins the motor fast enough to start on the magneto. The generator charges the storage battery and supplies current for the lights. Ignition current is furnished by a

Bosch duplex magneto and the ignition system is entirely distinct from the lighting and starting circuits.

ALONG THE AUTO ROW.

W. W. Freeland of the Freeland Auto company returned to Chicago Monday after spending a month with the Freeland Auto company.

The Spaulding scout car, which made the wonderful run across the state of Iowa last fall and which attracted so much attention during the Ak-Sar-Ben, will be in Omaha during the auto show.

J. A. Freeland, who handles the Spaulding car, left last night for Chicago, where he will attend the auto show this week.

The Spaulding Panama expedition official logging car, which started from San Diego, has crossed the continent and is now returning to California from New York City by way of Florida. This car takes films of the Ocean to Ocean highway and is loaded down to 5,000 pounds. Although it has had all manner of road conditions with which to contend it has successfully met each and every requirement and carries its great load with ease and dispatch.

R. L. Harpham, manager of the Firestone Tire company, has just returned from a two weeks' visit in Denver and portions of Colorado.

S. A. Zapp of Fremont was in Omaha last week and drove home in a Six-40 Hudson car, which he purchased from Guy L. Smith.

MOTOR QUESTIONS AND ANSWERS

Power Leakage Q. I don't seem to be able to get the work out of my engine I used to do when new. I had the car completely over-hauled last season without improvement. The power simply isn't there. What's to be done now? "DISCOURAGED." A. If you can't get all the power from your engine you used to get and should get, something is wrong with its compression. In over-hauling it you probably neglected to examine your piston rings, the most common cause of power troubles. Piston rings of the usual one-piece type will give fairly efficient service when new, but they rapidly deteriorate. They lose their bearing on the cylinder wall and their ends often work into line so that good compression becomes impossible. We believe if you will fit your engine with Piston Rings you will have no further trouble about compression. These rings are made in two pieces, interlocking and closely fitting and so designed as to have no unsealed openings. They obtain equal tension on the cylinder wall and retain their elasticity indefinitely. Are strong enough to outlast any motor and yet soft enough not to score, wear or mar the cylinder. You can get them any size at all garages and repair shops—they are easily adjustable. The following supply houses are distributors. Omaha, The Baum Iron Co., 13th and Harney Sts., Powell Supply Co., 2119 Farnam St., Western Auto Supply Co., 1920 Farnam St.

Judicious use of Advertising Brings Big Returns

Whipping the Automobile World Into Line Was Not Such a Hard Task After All

Long before it was announced to the public, the general lines of construction of the Chandler Light Six was known to many automobile organizations whose "scouts" reported the plans of the Chandler Motor Car Company—which plans had not been held as a close secret.

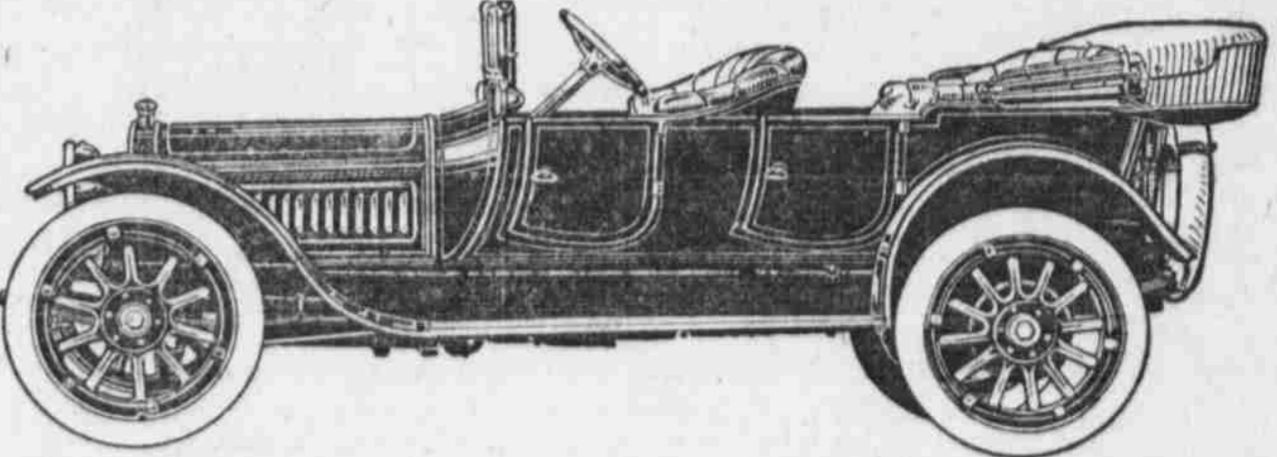
There was an immediate scrambling among makers whose engineers worked late into the night to hurriedly produce working plans upon which to build a Light Six. Construction companies were besieged for bids on low priced motors—that these "new creations" might be marketed at "reasonable prices."

There was no doubt in the minds of the "wise ones" in the Automobile business as to the demand for a six-cylinder car of reasonable size and light weight. There was no doubt about the impetus which such skillful masters of high grade six-cylinder automobile construction as ruled in the affairs of the Chandler Motor Car Company would give to the Light Six business.

Hence the body makers and paint shop foremen were urged to give those who sought to profit from the new angle which the "Chandler Idea" THEN MAKE THE ROAD TEST.

We will take you in the Chandler Light Six and outpoint any car with which you place us in competition. We will outpull them on any road they wish to cover, on less fuel consumption per hundred pounds of weight, and the Chandler will weigh in lighter in proportion to size.

These are strong statements. They are made with the hope that you will put their accuracy to test. If you will, you will at the same time acquaint yourself with the most extraordinary Light Six automobile that has ever been offered the public. Arrange with us for a road demonstration. Study with care Chandler construction to the slightest detail, and you will concede our right to every claim we make for Chandler superiority.



Chandler Light Six, Electrically Equipped, \$1785

W. L. Huffman Automobile Co. 1814-16-18 FARNAM ST., OMAHA, NEB.

Lincoln, Neb. 1228 P St. Sioux City, Ia. 317-19 5th St. Sioux Falls, S. D. 222 So. Phillips Ave. Mitchell, S. D. 217 W. 1st St.

ALSO DISTRIBUTERS FOR THE HUPMOBILE AND SWINEHART TIRES