

BEST AUTO SHOW EVER HELD

Exhibitors Planning to Make Coming Event Eclipse All.

OUTLOOK IS ENCOURAGING

Not Only Dealers in Omaha, but Also Those of Adjoining Territory Are Hoping for Success of the Affairs.

With the complete list of exhibits and exhibitors at hand, Clarke G. Powell, manager of the Omaha Automobile show, which will be held at the Auditorium during the week subsequent to February 22, sits in his private office, beams at everybody who comes in to chin about prospects for the show's success and then exclaims in rapturous tones, "Going to be some show, believe me."

CAPITAL'S FIRST GIRL MOTORCYCLIST.



MISS MINNIE SCHUERGER.

"I think motorcycling one of the healthiest and most enjoyable sports that can be adopted by the girl who likes outdoor exercise," says Miss Minnie Schuerger of Washington, D. C.

Miss Schuerger, who is just 15 years old, was the first woman in Washington to receive a permit to operate a motorcycle, and also the first woman member of the Washington Motorcycle club.

Since she was 16 years of age Miss Schuerger has been familiar with the motorcycle, having spent much time riding tandem with her brother. But like most girls who first ride tandem, she soon began to want a motorcycle of her own, and a few weeks ago her wish was gratified.

The neat riding costume which Miss Schuerger wears, she designed and made herself. The outfit consists of gray suit with Norfolk coat, close fitting cap of gray, straw, stout walking shoes and puttees. She also wears a sweater under her Norfolk.

Miss Schuerger says that while she is at present the only girl in Washington who operates her own motorcycle, there are a number of girls in the capital who are enthusiastic about the sport and who expect to have motorcycles of their own by the opening of the spring season.

Motorcycle Notes

Forty new members joined the Washington, D. C. Motorcycle club during 1913. Just four and one-half days is the time it took J. Fred Harting of Milwaukee, Wis., to ride his motorcycle to Decatur, Ala. The distance is 746 miles. When E. G. Baker recently established a new hour motorcycle record on the Phoenix (Ariz.) track, he also broke all world records for ported racing machines from thirty to fifty miles, inclusive. A motorcycle flying squadron, composed of seven men, is to be added to the Grand Rapids, Mich., police. It is estimated that the addition of these motorcycle men will raise the efficiency of the department 50 per cent. Miss Bertha Weisner, a bookkeeper, who lives in Fulton, W. Va., rides a motorcycle every day to her work in Wheeling. Formerly Miss Weisner drove a motor car, but has decided that the two-wheeler is much more convenient. Plans are being laid in Fort Wayne, Ind., for the holding of a big motorcycle barbecue early in the spring. All of the motorcycle clubs of Indiana and Ohio are to be invited to the feast and the Fort Wayne drivers intend to make it the biggest event of the kind ever held.

Studebaker Firm's Best Catch Phrase of Unknown Origin

"Readers of advertising the world over are thoroughly familiar with many of the short, snappy phrases which one comes to associate with various commodities," explains E. R. Benson of the Studebaker, when speaking of publicity. "Most of us can name off hand at least a dozen of the best known. As a rule they are something more than well-worned sentiments in praise of goods. Sometimes one of them is almost photographic in its production of the moving sentiment of an entire manufacturing and sales organization. This convincing sort of slogan is, in fact, the one that the reader bears longers in mind."

"As often as not, these slogans are the result of accident. Some dealer or some customer, by one of those happy turns of speech, voices his belief in a product. The wise salesman hears of it, recognizes its value, and the phrase becomes known all over the world."

"For some time our advertising has featured the phrase, 'Buy it because it's a Studebaker.' Often I am asked where this sentiment was first phrased in its adopted form. And always I am forced to admit that we don't know. One of our dealers insists that it was first heard in his salesroom from the lips of a Studebaker owner who had escorted a friend to his store and was helping the salesman in his proof of Studebaker superiority. There is a traveling representative on our staff who insists that he brought such an incident back to the factory from one of his trips, and told it to a number of friends. At the South Bend Studebaker headquarters there are veterans who insist that 'Buy it because it's a Studebaker' dates back, in its first application, beyond the days when automobiles were known as horseless carriages. 'Whatever its origin, we all know that, since we have been using the phrase in our advertising, it has become a focus of Studebaker sentiment to which every member of our organization looks often, consciously or unconsciously for guidance in his day's work.'"

Mule Discarded in Favor of Motor in State of Michigan

The quartermaster's department of the state of Michigan has definitely discarded mule-drawn vehicles in favor of those motor driven. In the event of mobilization of the troops of the state for war or for any other purpose, the vast amount of hauling made necessary would be done with gasoline instead of with horseflesh.

Colonel Walter G. Rogers, the quartermaster general, has been using a Reo motor truck since its purchase for his department June 1. The truck has proved itself at Lansing, at the Calumet strike duty camp, and on the state military reserve at Grayling.

It is a two-ton vehicle which does the work of an average of four teams and wagons every day—sometimes more than that, hardly less. There are some steep hills about Calumet and Houghton, but the truck hauled tentage and supplies from one end of the district to the other, day after day, without faltering. At Grayling, it was used for weeks hauling brick and lumber and other building material over sand, sandy roads. It is five miles from Grayling to the reservation, and the truck was kept busy.

CADILLAC COVERS 105,000 MILES IN TWO YEARS

One hundred and five thousand miles in two years is the actual record made by a Cadillac used in the service of the police department of Birmingham, Ala. This patrol is in service day and night and is obliged to make its runs in all conditions of weather and over all kinds of roads. In spite of the hard wear it has received, and the extra weight it carries, the car is apparently good for many more thousands of miles. The patrol wagon was built on a standard Cadillac chassis, with a body, built in Birmingham, which weighs 700 pounds more than the ordinary body of a five-passenger Cadillac. Frequently the car carries from twelve to fifteen passengers in addition to this extra weight.

Henry Ford Pays High Tribute to Designer Perrin

Comments of a complimentary nature from one motor car manufacturer to another are rare enough to deserve more than ordinary notice. Probably the highest tribute ever paid to John G. Perrin, the veteran designer of Lozier cars, occurred during the recent New York show.

In a conversation between Henry Ford and Duncan Curry, well-known newspaperman, the talk drifted on the new models at the show. "Have you seen the new Lozier Four?" was asked of Mr. Ford. "No, I failed to see the Lozier exhibit on my hurried inspection of the show," he replied, "but it was designed by John Perrin, and that I rank with the best cars built in America. I consider Mr. Perrin the greatest automobile engineer in this country."

AUTOMOBILE SHOW BECOMES PERMANENT INSTITUTION

That the automobile show is a permanent and established national institution, that this is proven by the constantly increasing interest from year to year, and that this season's shows have so far been more seriously patronized than any in the past, is the flat statement of J. J. Cole, president of the Cole Motor Car company.

Continuing, Mr. Cole says, "The automobile shows of the present season have been unique. They have had a new atmosphere about them, a sort of air which suggests a new era. There has been less fuss, less bragging, less uncertainty, less affectation. There has been greater crowds, more real interest, better cars, more reasonable prices, a firmer grasp on the part of the user on what constitutes real automobile value. The sum total of the shows, so far, has tended to prove the solidity of the motor car industry itself, and at the same time the public has shown a very serious interest instead of the old half flippant attitude, which used to be in vogue."

Gasoline Big Item in Cost of Autos

There are approximately 1,000,000 automobiles in use in America alone. It is estimated that these will average 3,000 miles per year, making a total of 3,000,000,000 miles traveled by motor cars in America per year, which is equal to going around the world approximately 300,000 times.

Figuring the average miles gotten out of a gallon of gasoline for all sizes of cars at ten miles per gallon, it will take 300,000,000 gallons of gasoline per year to run the motor cars in America, which on the basis of 20 cents per gallon means \$60,000,000 is America's gasoline bill for motor cars in a year.

These look like startling figures until we consider what we spend for other things; for example, our ice cream bill alone in America is said to be \$200,000,000 per year. The Weldely motor found in the Premier car, displayed in the New York show, proves one of the chief attractions, as this motor has probably gotten further than any other motor in the lowering of the gasoline consumption per mile and a saving of a minimum of 40 per cent is figured in this motor as against other types, which would mean a saving of \$40,000,000 a year.

TAXICABS RESULT IN ALL-YEAR USE OF MOTORS

It was only a few short years ago that the motor car, still fighting a strenuous battle for consideration by the public, was considered absolutely as a summer proposition and every owner prepared to store his car in the winter time. Now practically everyone uses a car all the year around and the closed car has been gaining in popularity every winter. The growing demand for a closed car is evidenced by a report of the Ford Motor company which says that the demands from their agents for closed cars is greater this winter than ever before.

The use of the closed car was undoubtedly helped along by the taxicab. People seeing how the taxis operated all winter came to the conclusion that they could use their own cars as well.



Power--

The weight and carrying capacity of a car determine the power necessary. Too little is disheartening—too much is unwise, expensive.

Be sure your car has enough reserve power to take care of the hard pull through a bad road or to take you up a steep hill. Note its "pick-up"—its "get away."

Many a high power car loses much of its pull in the transmission of power to the wheels.

See that your car is of rational proportion in the matters of power, weight and carrying capacity.

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—

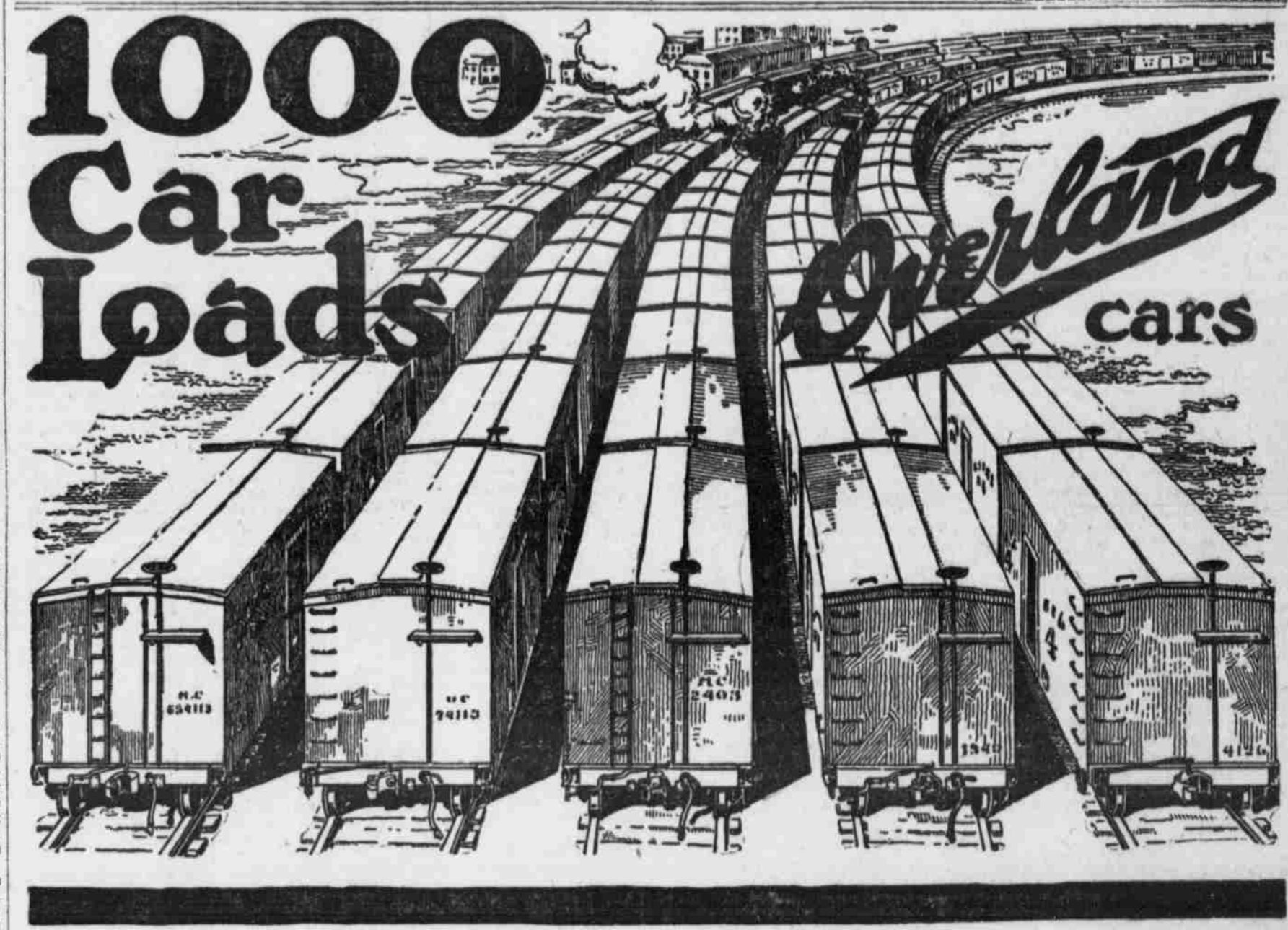
Marion Automobile Co. 2101-2108 Farnam Street, Omaha, Neb. C. W. McDonald, Mgr.

Saxon Car Will Be Exhibited at Show

Owing to the fact that the space was all taken up at the Chicago Automobile show, the Saxon Motor company was unable to get space in the Auditorium. They secured a building on Michigan avenue, which was packed with people during the whole week, anxious to see the new little car, Mr. G. E. Tooser of the Stewart-Tooser Motor company, who are the agents for the Saxon car in this territory, took great delight in riding around Chicago in this little car. The Saxon factory will turn out 10,000 of these little cars this year, which will be sold in this territory. This car will be exhibited at the Omaha Automobile show by the Stewart-Tooser Motor company, and no doubt will be one of the greatest attractions.

MOTOR QUESTIONS AND ANSWERS

Oil in the Combustion Chamber Q. A great deal of oil works up past the pistons into the combustion chamber of the cylinders of my engine, causing a lot of carbon. What is the reason for this and how could it be remedied? C. S. P. A. The presence of oil above the piston and the resulting carbon deposit in the combustion chamber is due, very probably, to the condition of your piston rings in the motor. The usual type of one-piece rings found on most piston heads has faults in design that allow this to occur as soon as they become slightly worn. Their bearing on the cylinder wall grows unequal and their ends work into alignment around the piston head providing free ingress for surplus oil. The other design of piston ring we know of that will obviate this completely and finally is the U.S. Piston Ring. This is a ring composed of two interlocking sections, each one closely sealing the opening in the other. These sections have opposite points of expansion and thus obtain perfect and equal tension against the cylinder walls. They are the only really leak-proof rings made. 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.



For One Dealer

WE have one dealer who takes 1000 carloads of Overlands every twelve months. year as our one single 5000 car Overland dealer takes in the same period.

That's 5000 cars. If you think this over for a moment these figures will mean something to you.

This dealer wired us a few months ago and wanted 7000 cars. But we could not supply them. It certainly is reasonable to assume that we must be giving more car for less money than any other manufacturer in the business.

Other dealers take 2500, 2000 and 1500 Overlands apiece. If we were not, we could hardly be doing the largest business.

Even the 1500 car dealer takes more cars than the majority of large single factories in Europe turn out in a year. That's sound logic.

There are over 200 American automobile manufacturers who do not make as many cars in a year as our one single 5000 car Overland dealer takes in the same period. If you will just take the time to make a few specification comparisons you will find the cost of the Overland is 30% less than that of any other similar car made.

See the 1914 Overland today. Phone our dealer. There are over 200 American automobile manufacturers who do not make as many cars in a year as our one single 5000 car Overland dealer takes in the same period.

Phone Black 551, 18-22 Fourth St., Council Bluffs, Ia. Van Brunt Automobile Co., DISTRIBUTORS 2040 Farnam St., Omaha, Neb. Phone Doug. 8207.

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 Brewster green body, nickel and aluminum trimmings Deep upholstery Electric horn Flush U doors with concealed hinges Clear-vision, rain-vision windshield Stewart speedometer Electric horn \$1075 With electric starter and generator, f. o. b. Toledo

- PLEASURE CARS. Apperson Jack Rabbit Auto company. Auburn Auto company, "Omaha." Bradley, Merriam & Smith. Bullock Machine and Supply company. Cadillac company of Omaha. Cartercar Nebraska company. John Deere Plow company. Doty & Hathaway. Drummond Motor company. Electric Garage. Empire Auto company of Omaha. Ford Motor company. President Auto company. R. N. Hovess & Co. W. L. Huffman Auto company. Linsinger Implement company. Marmon Auto company. Maxwell Motor Sales corporation. Mitchell Motor company. Motor Car Sales company. Moline Auto company. Andrew Murphy & Son. Nebraska-Bullock Auto company. T. G. Northwall company. Coppers Van Vleet Auto company. Orr Motor Sales company. Paigo company of Nebraska. H. Patton. Pfeiffer Carriage works. T. H. Pollock. Sankler Motor company. Guy L. Smith. Stewart-Tooser Motor company. Tressnor Auto company. Van Brunt Auto company. E. R. Wilson Auto company. TRUCKS. International Harvester company. Linsinger Implement company. Andrew Murphy & Son. Nebraska-Bullock Auto company. Orr Motor Sales company. H. Patton. Van Brunt Auto company. MOTORCYCLES. Nebraska Cycle company. W. E. Dewey. Victor Roos. Omaha Bicycles company. PLEASURE CARS. Auburn Motor-Knight. Apperson Marmon. Abbott-Detroit Marmon. Bulck Mitchell. Cole National. Cadillac Overland. Cartercar Ohio. Chevrolet Ohio Electric. Chalmers Oakland. Chandler Packard. Detroit Packard. Detroit Electric Paige. Empire Pierce-Arrow. Ford Ranch & Lang Electric. Henderson -tric. Hupmobile Hup. Hudson Hup. Imperiel Studebaker. Jeffery Stevens-Duryea. Klinecar Spaulding. Krit speedwell. King Vellie. Locomobile White. Lozier Woods Electric. Maxwell Winton. Metz

- Commercial Cars. Avery Packard. Buick Speedwell. Dart White. International Willy-Utility. Kelly
- Motorcycles and Cycle Car. Indian Thor. Harley-Davidson Excelsior. Reading-Standard Imp Cycle Car. Yale

CHALMERS LITTLE SIX CAR DESTINED TO BE POPULAR

One of the main features of the Chicago show was the exhibit of the Chalmers Motor company, in which they showed one of the little six-cylinder cars which attracted a great deal of attention with reference to its refinement and beauty. One of these cars will be exhibited at the Omaha show by the Stewart-Tooser Motor company, and no doubt will be one of the great attractions of the show.

ATTORNEY I. J. DUNN WILL SPEAK ON MONROE DOCTRINE

Attorney I. J. Dunn, will address the Omaha Philosophical society Sunday afternoon at 3 o'clock in the society's hall, Nineteenth and Farnam streets. His subject will be "The Monroe Doctrine"—a subject that is of especial interest just now in connection with the Mexican situation. After the principal address the subject will be thrown open for discussion.

There is no occasion to drive your automobile with "your heart in your mouth"

Diamond Vitalized Rubber Squeegee Tires

When your motor you must be in command of the situation in any emergency—you must know in advance that the slightest turn of your steering wheel will be obeyed.

The raised bars on Diamond Squeegee Tread, running in both directions, push the ooze from underneath the tire and take a firm grip on the pavement—no chance for a skid.

The Safety Tread Bars made of tough, thick Vitalized Rubber are full of wear—they will not grind off or chip off. This extra thickness of Vitalized Rubber on the tread at the point of contact is your assurance of more mileage.

Ask for Diamond Tires BEST FOR AUTOMOBILES, BICYCLES AND MOTORCYCLES