

EVOLUTION OF OMAHA SHOW

Powell Relates Difference Between First and Ninth Events.

OMAHA NOW ONE OF LEADERS

Due to Rapid Evolution of Motor Car Industry and Progressiveness of Local Dealers, Omaha is Recognized Trade Center.

When Clarke G. Powell, manager of the Omaha Automobile show, glanced recently through his old files of newspaper clippings and photographs Saturday, he dug out a little bundle, carefully wrapped and tied, that contained the accounts of the first motor car show held in Omaha between the days of April 4 and 7 in the year of 1908.

Mr. Powell officiated in the capacity of manager in 1908, just as this year, so he looks with a bit of pride toward the success of the venture. This year every possible inch of space has been utilized and the exhibits are more numerous than ever.

At the first show it was a tight squeeze to cover the first floor. The stage, the basement and the upstairs corridors were not used. The boxes along the sides were left in position. A large open space remained in the center of the floor as the exhibits were arranged down the sides in front of the boxes.

All Space Crowded.

What a difference this year. The main floor will be packed from corner to corner, the basement will be literally loaded with commercial cars, the upstairs corridors will hold the motorcycle and cycle car exhibits, while the stage will also be taxed to capacity by the large displays.

The photographs of the first show indicate no decorations or lighting effects. A photograph of last year's show is a veritable mass of extensive decorations, both beautiful and expensive, while the simpler of sharp little incandescent lights twinkles from every angle.

Incorporate Show Association.

Three annual shows were held before the dealers concluded that the success of the venture was of sufficient importance to warrant incorporating a company to hold an exhibition every year.

Omaha Show Big One.

MARMON

"The Easiest Riding Car in the World"

Compactness

There's only one right way to build an automobile.

Careful design—lots of diligent study—years of test and experiment; result in clean cut appearance—simplicity.

A place for everything and everything in its place.

Look carefully before you buy.

The well planned car is compact—no "mess" of parts and appointments placed "hit or miss."

Notice the details.

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.

the country over as one of the three or four big important shows in the country, excluding, perhaps, the New York and Chicago shows.

Ford Motor Company Forms Social Club

In line with the policy which characterizes its management the Ford Motor company of Canada, limited, through several of its executives, has organized a welfare and educational society called the Universal club, the scope and purpose of which make it of considerable significance from a sociological standpoint.

The first meeting, held recently in the plant at Ford, was for the purpose of organization. W. R. Campbell, assistant manager, in the opening address, explained the objects of the society. One of the principal ones is to promote the spirit of good fellowship among the members of the organization.

Fredrickson Talks Highway on Coast

H. E. Fredrickson, who was made consul-at-large for the Lincoln highway after being resigned as consul for Nebraska, is making all kinds of a splurge out in California boosting the cross-country roadway. Mr. Fredrickson is in Oakland and has succeeded in arousing that city to numerous meetings, and the motorists are now planning an expedition to extend from Oakland to the mountains to the east.

Watching the Steering Wheels.

When it is found that the steering wheels of a car are out of alignment, as will always be shown by unequal tire wear on the two front wheels, it is important to determine whether the difficulty is due merely to bent connections or knuckles, or whether a flaw exists somewhere in the metal.

PRESIDENT OF THE MOLINE AUTOMOBILE COMPANY



W. H. Van Dervoort

Carter Car Company Orders Big Shipment

One of the really big shipments of automobiles into this western territory was ordered at the Chicago show by W. E. Foshier, president of the Carter Car company of Nebraska. A special trainload of 300 Carter cars was ordered by Mr. Foshier for his Nebraska trade.

One thing about the order, which pleases even contemporaries of the Carter car, is the fact that it is an excellent criterion of big business in the west. The constant talk of pessimists, who assert that there is a lull in the motor car industry, has been conclusively refuted by Mr. Foshier, and Omaha may look for big Carter car business at least this spring.

MOTORCYCLE NOTES.

A twenty-mile motorcycle race will be a feature of the Memorial day celebration at Eversport, Ia.

Motorcyclists of Toronto, Canada, are doing everything in their power to aid in putting through the proposed new road between Toronto and Hamilton.

Mayor W. K. Abbott of Quincy, Ill., has asked the council for a motorcycle officer to regulate traffic in the downtown district.

PUBLIC CREATES LIGHT SIX B. M. Burbank Orders Thirty Carloads of Paige Automobiles

Discrimination of Experienced Public Anticipated by Designers.

REGARDED AS IDEAL MACHINE

Light Six, Containing Desirable Features of Expensive Cars While Selling at Popular Price, Strikes Fancy of Public.

The primary foundation which underlies and acts as a base for every fundamental factor involving the reformation of the automobile industry, is nothing more nor less than the acquired discrimination of the buying public, which has learned during the course of time to distinguish every minute feature in a first class motor car.

From the sales reports of the various makers of various classes of motor cars it has been learned that the car which coincides almost perfectly with the paramount idea of the buyer, is the light six. Manufacturers half a dozen years ago ridiculed the assertion that the comforts, the time and labor saving devices, the facilities of the big, massive, heavy and expensive cars could be attached to a light car.

Light Six Accepted Now.

The light six, which has been on the market for the last year or two, has become the really popular motor car. Those men who once ridiculed the idea have now accepted it and are foremost among those boosting for its welfare.

Topping the summit of every other car stands one car, the Chandler. The Chandler is the real light six which is a light six. It has been in service one year now. During that year not one single mechanical improvement has been suggested. Its hundreds of owners have found no defect about which they could complain.

The above is a summary of a talk by W. L. Huffman, factory distributor for the Chandler car in this territory. Mr. Huffman asserts that he knows whereof he talks and says one ride is sufficient to prove every declaration he makes.

Packard Company Readjusts Plans for Season's Sales

Formal announcement of a readjustment of selling seasons has been made by the Packard Motor Car company.

Our chassis have become standardized and our present design promises to remain substantially unchanged for several years, writes Mr. Joy. "Shop conditions have been simplified and we are in a position to outline our future program in accordance with statistical demands of the public."

FREELAND RETURNS FROM CHICAGO MOTOR EXHIBIT

J. A. Freeland of the Freeland Auto company, who has returned from the east, where he attended the Chicago auto show and visited a number of the automobile factories, is very much elated over the Davis line of cars, for which he has contracted. The George W. Davis Motor Car company build a complete line of 30, 40, 45 and 60 of the better class of moderate priced cars which have become very popular in the east.

Examine the Piston Rings When Your Car is Overhauled

The horse-power your engine will deliver depends upon the state of its piston rings.

That's why you've noticed a deficiency in delivery—found it growing greater, too. All a matter of piston rings—though you probably never considered them important enough to get attention. Have them examined when your car is overhauled.

Have you the usual one-piece type of ring in your engine? It permits all manner of gas leakage because it wears, loses its elasticity, fits badly and has unsealed openings.

LEAK-PROOF PISTON RINGS have no such defects. Their design and construction will never fail to give you FULL MOTOR POWER—Because being two-piece they have no unsealed openings.

TWENTIETH CENTURY FARMER

The middle west's greatest farm paper. Read weekly in 110,000 of the best farm homes of Nebraska and the Missouri valley.

Good for the reader-- good for the advertiser.

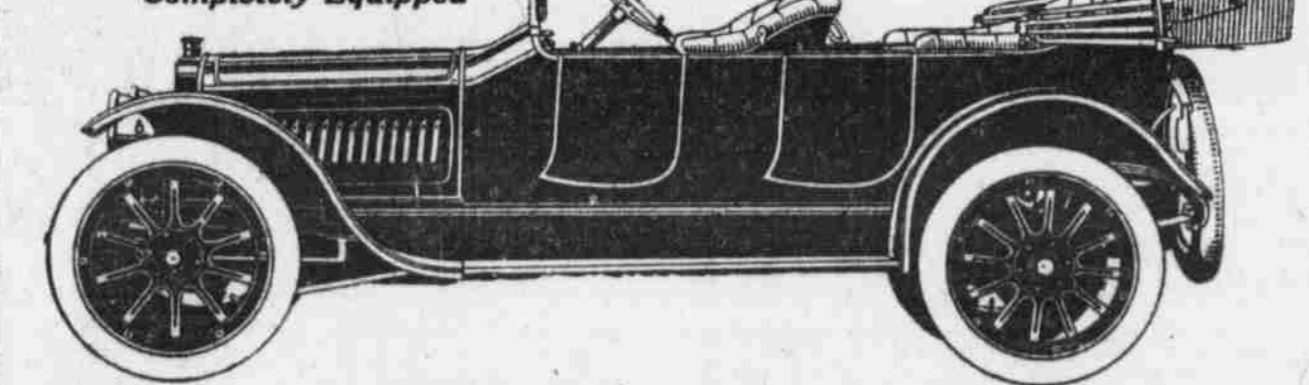
For sample copies and any desired information, address

Twentieth Century Farmer Bee Bldg., Omaha, Neb.

CHANDLER \$1785

Light Weight Six—Built by Men Who Know

Weight 2985 lbs. Completely Equipped



See the Stripped Chassis At the Show

Don't take too much for granted in selecting your six. Chandler performances are convincing.

In a full season's service in the hands of hundreds of owners in all parts of the world and under all kinds of conditions, the Chandler has not developed a single mechanical weakness.

The Chandler has made good in such a sensational way because it is built right.

It is not a modification or abbreviation of a larger model. It is a perfectly co-ordinated light weight six. It is built by men who know. There is nothing cut out of it, and nothing cheapened.

See the stripped chassis. That's the proof. You will appreciate the superior materials. You will see how by the use of pressed steel and cast aluminum in place of heavy forgings, the Chandler has attained light weight with greatest strength.

You will see at a glance the beauty of the finished workmanship. The success of the Chandler is not surprising. And it is universal.

Our judgment is supported, too, by every the judgment of other old established distributors from coast to coast, men who are not handling any but highest-value cars.

Our judgment is supported, too, by owner of a Chandler and by every automobile engineer who has studied this car.

And our judgment will be supported by your judgment when you have seen the Chandler chassis and when you have seen the Chandler perform.

Chandler owners average 16 miles or more per gallon of gasolene, 700 miles or more per gallon of oil, and 7000 miles per set of tires. Wheel base 120 inches. Exclusive Chandler long stroke motor; Bosch magneto, Westinghouse separate unit electric starting and lighting system; Mayo genuine Mercedes type radiator; F. & S. Annular Ball Bearings; cast aluminum motor base extending from frame to frame. Pure stream-line body design. Four beautiful body styles.

See the Stripped Chassis W. L. Huffman Automobile Co. 1814-16 FARNAM ST., OMAHA, NEB.

LINCOLN, NEB. 1222 F ST. SIOUX CITY, IA. 317-19 5th St. SIOUX FALLS, S. D. 232 S. Phillips Ave. MITCHELL, S. D. 217 W. 1st St. CHANDLER MOTOR CAR COMPANY, CLEVELAND.

"Safety First" in the Quick Stops!

Safety must go deeper than the tread. It has to be made into the tire itself. It has to be quality—just as you will bank on certain men in emergencies because you know the quality in them.

Goodrich Safety Tires Best in the Long Run



Factorial: Akron, Ohio There's nothing in Goodrich Advertising that isn't in Goodrich Goods

Table with columns for Size, Smooth Tread Price, Safety Tread Price, Size, Smooth Tread Price, Safety Tread Price. Rows include 30 x 3, 30 x 3 1/2, 32 x 3 1/2, 33 x 4, 34 x 4.