lic Anticipated by Designers.

tures of Expensive Cars While

Selling at Popular Price.

Strikes Fancy of Public.

of the automobile industry, is nothing

more nor less than the acquired discrim-

learned during the course of time to dis-

public and they were able to accommo

date those purchasers who demanded, be-

expensive cars could be attached to a

light car. But the buyer, enjoying at the

time the heavy, expensive machines or

uncomfortable, light machines became

enamored with ideas of a happy medium

which would at once eliminate all the

objectionable features of the light cars

and maintain all the desirable features of

Light Six Accepted Now.

The light six, which has been on the

market for the last year or two, has be-

perfect.

EVOLUTION OF OMAHA SHOW the country over as one of the three or well Relates Difference Between

First and Ninth Events. WAHA NOW ONE OF LEADERS

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

When Clarke G. Powell, manager of the maha Automobile show, glanced remi- which make it of considerable significance scently through his old files of news- from a socialogical industrial standpoint. per clippings and photographs Saturn Omaha between the days of April 4 and 7 in the year of 1998. Those interest- of the principal ones is to promote the ing clippings and photographs of nine spirit of good fellowship among the memcars ago are vastly different from the bers of the organization. In a large omaha and the rapidly increasing suc- social organization in which all rub elcess of the big annual exhibits.

Mr. Powell officiated in the capacity of looks with a bit of pride toward the success of the venture. This year every ossible inch of space in the big Audium has been contracted and the calers are howling for additional room. 1 1906 conditions were far different. Then but five dealers exhibited, and in so doing it was necessary for them to so doing it was necessary for them to Fredrickson Talks the entire building. Those five dealers were Kimball, Fredrickson, Deright, the Oldsmobile agency and Powell. Powell ts the only one of the five still in busi-

At the first show it was a tight squeeze o 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 xhibits were arranged down the sides in front of the boxes. It was a pretty skimpy looking display, but the dealers thought it one of the nobbiest exhibitions er made in Omaha.

All Space Crowded.

hat a difference this year. The main floor will be packed from corner to cor- Nebraska. ner, the basement will be literally loaded with commercial cars, the upstairs cor ridors will hold the motorcycle and cycle car exhibits, while the stage will also be taxed to capacity by the large displays. The exhibits at the first show consisted

of gasoline cars, steam cars, electric cars, cessories and dires. All were jumbled gether promiscuously and no consistent m of display was followed, because it necessary to spread the exhibits out all any system would have made the show appear meager. The gas cars were small, nearly all being of one or two cylinders. Not a truck was shown, while all but one or two of the cars were the property of private owners and merely borrowed for the occasion.

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 glimmer of sharp little incandescent lights twinkle from every angle. This year Mr. Powell asserts the lighting effects and the decorations will make last year's look like a pent house on Hallowe'en.

Incorporate Show Association Three annual shows were held refere he dealers concluded that the success the venture was of sufficient importance to warrant incorporating a ompany to hold an exhibition every year. The Omaha Automobile Show association was incorporated in 1909 with sixteen charter members. Ten of those members are still in the association The first board of directors was elected and included J. J. Deright, C. G. Powell, William Hosford, R. R. Kimball and J. I. Stewart.

The association now includes fortythree members. This not only demonrates the rapid advance of the motor r event, but clearly manifests the ogressiveness of Omaha's dealers. ery agency in Omaha is a member of association

Omaha Show Big One.

omaha was one of the first cities in the Juntry to hold a local show. Its rise in the ranks has maintained at least an even ratio with the big national shows of New York and Chicago, if not more, until now the Omaha event is recognized



Compactness-

There's only one right way to build an automo-

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

A place for everything and everything in its place. carefully before Look 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 autocontaining a wealth of valuable information may be had in booklet form by asking-

Marion Automobile Co.

2101-2103 Farnam Street. Omaba, Neb. C. W. McDonald, Mgr.

19202222222222222222

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 characterses 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

The first meeting, held recently in the e, he dug out a little bundle, carefully plant at Ford, was for the purpose of apped and tied, that contained the accorganization, W. R. Campbell, assistant unts of the first motor car show held manager, in the opening address, explained the objects of the society. One ippings Powell has collected so far this institution, like the Ford plant, there are car and are excelent examples of the many men in the shops who do not know volution of the automobile industry in the men in the offices, and vice versa. A bows on the same plane of good fellowship binds the organisation in one commanager in 1906, just as this year, so he mon bond and cannot fall to promote the esprit de corps of the company. Unity of effort is aimed at and the promotion of healthy enthusiasm. The one point, in fact, is co-operation, as without this a great industrial body cannot work as a

Highway on Coast

sul-at-large for the Lincoln highway after he 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 who participated were proud of it and cast. Mr. Fredrickson has also institled a spirit of enthusiasm in the motorists of Stockton and other cities along the route of the highway and expects that in a little while California will become as interested in the Lincoln highway as is

> 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. In such cases it is advisable for the owner to ascertain for himself the real cause of the trouble rather than to trust to the possibly careless attentions of some repairman.

PRESIDENT OF THE MOLINE AU-TOMOBILE COMPANY



W. H Van Dervoort

One of the really big shipments of utomobiles into this western territory was ordered at the Chicago show by W. E. Foshler, president of the Carter Car company of Nebraska. A special trainload of 105 Carter cars was ordered the expensive machines. by Mr. Foshier for his Nebraska trade. It is understood that the order is the largest single order ever received by the Carter Car company.

MOTORCYCLE NOTES.

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

PUBLIC CREATES LIGHT SIX B. M. Burbank Orders Packard Company Thirty Carloads of Discrimination of Experienced Pub-Paige Automobiles

REGARDED AS IDEAL MACHINE B. M. Burbank, manager of the Paige Formal announcement of a readjust-Light Six, Containing Desirable Feafor immediate delivery in order that cus-The primary foundation which undertomers who purchase machines at the lies and acts as a base for every fundamental factor involving the reformation ommodated as quickly as possible.

ination of the buying public, which has FREELAND RETURNS FROM

tinguish every minute feature in a first class motor car. It was because the manpfacturers and their designers anticipated the positive discernment of the buying mobile factories, is very much elated over mandy of the public cause of past experience with other cars, that kind of a machine which they described as the nearest approach to the 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

Readjusts Plans for Season's Sales

agency in Omaha, has recently placed ment of selling seasons has been made an order for thirty carloads of Paige cars by the Packard Motor Car company. The for distribution throughout the Nebraska statement, issued over the signature of territory, for which Mr. Burbank is the President Henry B. Joy, explains that distributing agent. The cars are ordered the operations of the company have finally crystallized into a plan which conapproaching automobile show may be ac- forms as nearly as possible to the demands of patrons as recorded in fifteen years of experience.

"Our chassis have become standardize-CHICAGO MOTOR EXHIBIT and our present design promises to remain substantially unchanged for sev-J. A. Freeland of the Freeland Auto eral years," writes Mr. Joy. "Shop concompany, who has returned from the ditions have been simplified and we are east, where he attended the Chicago auto in a position to outline our future proshow and visited a number of the auto- gram in accordance with statistical de-

the Davis line of cars, for which he has "We have labored carnestly to get into contracted. The George W. Davis Motor position to meet the demands for deliv-Car company build a complete line of cries in the 'peak load 'months. April 30s, 40s and sixes of the better class of was 'peak load' month last spring, with moderate priced cars which have become May, March and June close up in the very popular in the east. The Freeland order named. By operating our manu-Auto company will continue to handle facturing departments at a constant rate the Spaulding forty, but they will also in the winter months when the delivery feature the Davis "30," as a popular requirements are from one-third to onepriced automobile. Both of these cars half of the spring demand, we are able will be exhibited at the Omaha Auto to accumulate bodies in the rought together with machined stock for chassis

TWENTIETH

CENTURY

110,000 of the best farm

homes of Nebraska and the

Good for the reader --

good for the advertiser.

For sample copies and any

desired information, address

Twentieth Century Farmer

Bee Bldg., Omaha, Neb.

Missouri valley.

By this method we are able to finds hodies and assemble chassis at a rate to meet, as for an practicable, the heavy demands during the other months."

Examine the Piston Rings When Your Car Is Overhauled

The horse-power your engine will deliver depends upon the state of its piston rings. You can-not bring rated and delivered power into agreement where piston rings are defective.

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. Don't put up with continued power shortage

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 unscaled openings. Proper compression is impossible and surplus oil works up past them into the com-bustion chamber, causing excessive carbonization.

EAK-ROOF PISTON RINGS

have no such defects. Their design and construction will never fail to

FULL MOTOR POWER — Because being two-piece they have no unsealed openings. The halves being interlocking and concentric and having opposing points of expansion, tension on the cylinder wall is always uniform.

MINIMUM CARBONIZATION — Because surplus oil cannot get up into the com-bustion chamber. SERVICE—Because they are made of special Processed Gray Iron of wonderful tough-ness, that never loses its elasticity and will outlast the motor.

STRENGTH — Because of construction on the angle-iron principle which gives them the greatest strength. OPERATING ECONOMY -- Because they make every drop of fuel count and save waste of lubricating oil.

MAINTENANCE ECONOMY — Because they do not wear or mar the roundness of the cylinder.

MADE IN ANY SIZE

from 1 inch to 100 inches in diameter to fit
my engine, pump or compressor. They are
astly adjusted. (5) "Ask the User"



over 180,000 Automobiles Installed by all garages and repair shops.

The following supply houses are distributors:
Omado, The Baum Iron Co., 13th and 'larnes
Sta., Powell Supply Co., 2119 Farram St.
Western Auto Supply Co., 1920 Farram St.

Manufactured by
McQuay-Norris Mfg. Company
St. Louis, Mo.

There's no leak proof ring but the YEAK ROOF RING - insist

Carter Car Company Orders Big Shipment

One thing about the order, 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 as- is nothing to cut out. It is the closest sert 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

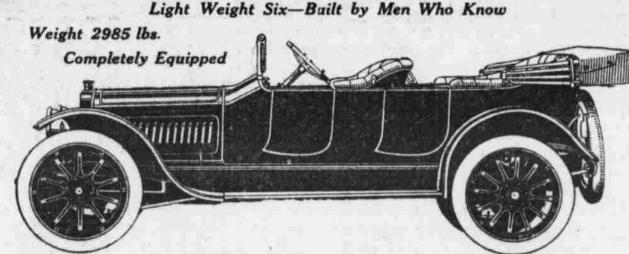
Mayor W. K. Abbott of Quincy, Ill., has asked the council for a motorcycle officer to regulate traffic in the down-

come the really popular motor car. These **FARMER** men who once ridiculed the idea have now accepted it and are foremost among those boosting for its welfare. There is nothing to add to the light six and there The middle west's greatest possible approach to the ideal car. Topping the summit of every other car farm paper. Read weekly in

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 sug-A twenty-mile motorcycle race will be a feature of the Memorial day celebration at Davenport, ia.

The above is a summary of a talk by L. Huffman, Inctory distributer 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

CHANDLER \$1785



See the Stripped Chassis At the Show

ing 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

Don't take too much for granted in select- 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 gasloine, 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.

SIOUX CITY, IA.

SIOUX PALLS, S. D. 222 S. Phillips Ave.

HI

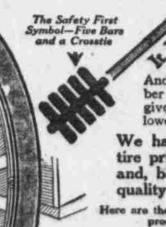
CHANDLER MOTOR CAR COMPANY, CLEVELAND

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 Tires are quality through and through. Goodrich Unit Molding-the original Safety First idea in tire makingproduces a tire which wears as a unit-every part helping every other part to render the service demanded of it. Don't experiment. Insure Safety First for your car and its occupants by equipping at least the rear wheels with

> Goodrich Best in the Long Run



thick, tough Goodrich rubber fingers dig down through mud, slush and ooze - they clean and grip the road. They stop the skid before it starts: they make the brake effective; they give confidence and control. And the extra thickness of Goodrich rub-

The five

ber in the tread at the point of contact gives you longer wear, longer service and lower cost mileage. We have been pioneers in bringing

tire prices to their present low level, and, besides we set the standard of quality by which others are judged are the prices to pay for the best tires ever

Size \$12.65 \$33.00 36.05 34.00 18.10 37.10

Omaha Branch, 2034 Farnam St.