TTEL UMARIA SUNDAY DER: ATTRL 4, 1910

cause of difficulty of reaching, and for from Chicago to conduct the service busi- "march" business far exceeds the March Studebaker. Send in their photos and Auto company reports that they delivered ing the last week: PURCHASERS FIGURE ON COST various parts again. What he wants is thoroughly familiar with the intricate

Men Now Buying Automobiles Looking About for Cars that Will Require Least for Upkeep.

SIMPLICITY IS

"Now that prospective purchasers of automobiles are figuring closely on what divisions into which accessibility naturally ating a machine, it is interesting to chine should give them all consideration. expense is incurred in owning and opernote how closely they are investigating the mechanical construction of cars," said E. R. Wilson, who handles the Stude-

a machine and reach up into the dark baker automobile. to turn a grease cup. Second, the rear modeling their salesrooms. Mr. Wilson has experience with buyers who have driven expensive cars and axle must be accessible. The same is now seek the same looks and comfort at a lower figure, and also with that vast list. Fourth, the clutch must be acces- lending the branch managers of that posts. Among the cars thus favored were Mr. Huff. of men who take care of their cars them-system perfectly accessible. Sixth, one

selves. should be able to get at the cooling sys-'These days the man who is to pay the These days the man who is to pay the bills wants to know what the bills will done by taking out two bolts, the stay he," he explained. "Those who have en- |rod, and then removing two hose clamps. foyed high-price cars want to know what Last, but not least to consider, is the they will save on tires and gasoline by transmission unit. The Studebaker is so using a machine like the Studebaker, made that shafts, gears and bearings can which, although it appears massive, is be removed without removing rear axle really a light car. Then they inquire or wheels,

about increased repair bills. But there "We have even figured it down to a is no argument on that score after I call matter of minutes for each operation. to mind what they already know, the high When a mechanic turns in a time card standard Studebaker demands of its en- showing ten minutes to take off a gengineering and manufacturing department. erator, I go out myself to see what is wrong with the man or machine, because

Two Dollars Per Car or Less. I know it should be done in seven min-"I emphasize it not only by showing utes. It is the same with every other what little repairs have been necessary operation. I take care of my customers but also by the fact that less than \$2 per in my service department on the time schedule that factory and garage excar is the average in a city of 300,000 of perience has established." the middle west since last August on 1915

models. This was an exact factory check. "The questions of the man who will Stewart-Warner take care of the car himself, while dealing also with gasoline and tires, I find are concerned largely with accessibility. There are two reasons for this. The first is he wants to know how much trouble he will have in going over his motor and transmission himself. He knows there

are inevitable adjustments to be made. and he wants a machine that will give him the maximum of accessibility. What the Man Wants.

The Omaha Speedometer Service Station will be opened for business at 2044 Farnam street Monday morning. M. Zucker will be manager of the new station. A full and complete line of Stewart-Warner accessories will be handled at the service station. The Stewart-Warner

Service Station

to Open in Omaha

some Things Not Wanted.

"The other reason is that if he is paying a garage mechanic to make some re- line includes the Warner-Stewart speedpairs, he does not wish to pay for an ometers and other accessories which are hour spent in unscrewing plates and parts standard equipment on most cars. Mr. Zucker will bring a staff of mer of mechanism, for work slowly done be-

If the Judgment of Thousands

of

another hour spent in screwing on the ness. He will bring experts who, are business of 1914. Guy L Smith again comes through with Here is one on Joe Dine, local manager

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to remove three screws, lift something mechanisms of speedometers and de- the novel evening display. After dark of the Goodyear Tire and Rubber comout, and be at the seat of the trouble. clares his station will be as complete and the salesrooms are indirectly lighted in pany. Last week he bought a big yellow "Accessibility is always one point on efficient as any in the country. which I interest visitors to my show-

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for the Easter season. less to say, the tires were soon changed. Mr. Head, secretary of the Lininger L. E. Doty is wearing the smile that Implement company, returned last week won't tarnish these days, having sold

from a trip to Detroit. The eastern seli- more Rees and Chevrolets this year than ing is very brisk, is his report. in any previous season. Dug Bowle, manager of the Murphy- H. E. Sidles, general manager of the O'Brien Auto company, is flashing a Nebraska Bulck Auto company, spent series of noisy silk shirts and is fast last Tuesday, Wednesday and Thursday

gaining the title of "Beau Drummel Dug," with Manager Huff in Omaha. Mr. Last week yo ed of this col. modestly Sidles had just returned from the Butck announced that a fair young beauty factory at Flint, Mich., and stated that

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we'll start a contest.

paraded Farnam street driving a Stearns the Buick factory was very busy retting Knight, and consequently all the onloss- out the orders they had on file for ship-for the coming month of April, having ers were strong for name, etc. This week ment. Mr. Wade of Wade & Burnight, just received orders for 445 Bulck auto-

several of the cars displayed drivers that Akron, Ia., and John Davis of North mobiles to be shipped to their dealers during the month.

The Nebraska Buick Auto company has

owners.

company reports a tremendous business Curo Mineral Springs.

BUICK COMPANY SELLS

Life Pills for constipation, indigestion and sour stomach. Get a bottle. Only 25c.

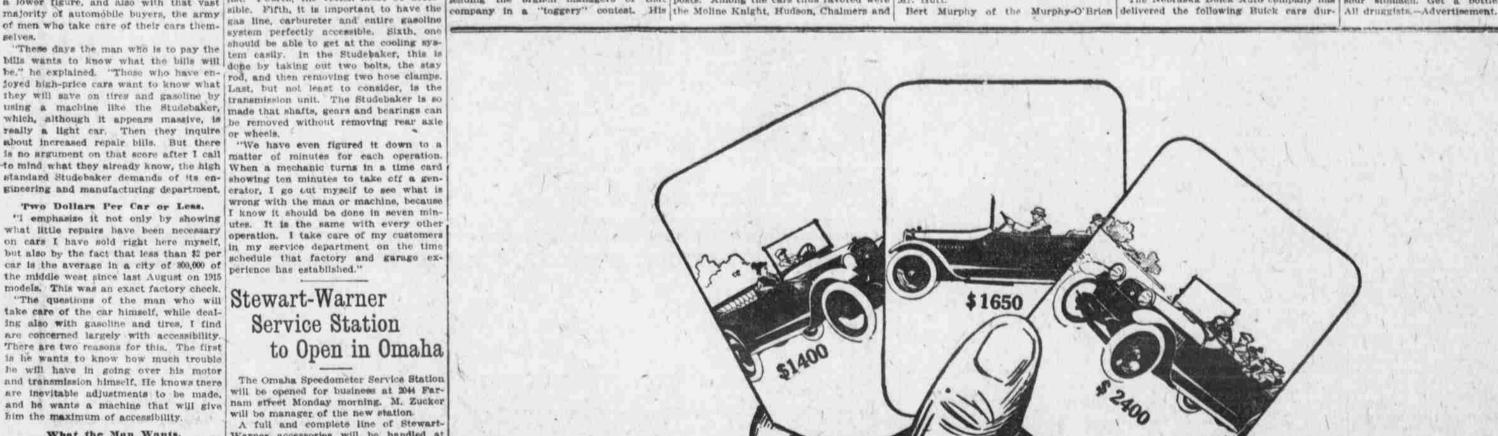
a large number of Paige and Dodge cars Larkin, South Omaha; a model C-24 to to Omaha motorists this last week. Kerkow & Ickman, West Point, Neb : a A Stewart-Warner service station will model C-24 to Dr. G. D. Cleaver, Council open at 2044 Farnam streat tomorrow Bluffs, Ia.; a model C-37 to W. E. Tyson all colors of the rainbow. Quite timely Eriscoe, equipped with Ajax tires. Need- morning, with M. J. Zucker in charge. A of the Wright & Wilhelmy Co.; a model

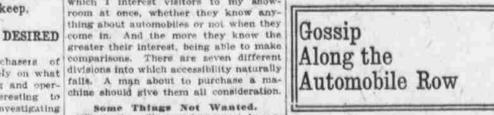
full line of Stewart-Warner products will 2-A, truck, to the Hamm Brewing combe carried, such as speedometers, horns, pany; a model C-37 to F. G. Coad, prerivacuum systems, motor driven pumps, dent of Packers' National bank, South parts and repairs. Two factory trained Omaha: a model C-37 to Gus Wulff, Benrepair men will be at the service of auto son, Neb.; a model C-34 to T. Voiz, fallor

of South Omaha: a model C-4, truck, to the Gard Coal company of Sloux City, Ia.; a model 4-A, truck, to Hans Siemsen of MANY AUTOS FOR APRIL Leigh, Neb.; a model C-55 to C. T. Dunkle of the Nebraska Moline Plow company: Lee Huff of the Nebraska Buick Auto & model C-25 to W. W. Jacobs of the

A model C-T to

Keep Bowels Regular. Nothing better than Dr. King's New





"First, the offing system must be ac-The Standard Motor Sales company, cessible. It is no pleasure to crawl under local agents for the Allen car, are re-

G. E. Hemmingway, local manager true of the steering gear, third on the the Pennsylvania Rubber company is caused us humans to walk into lamp Platte, Neb., also spent a day here with

## Enthusiastic Owners Counts

Then you should step into our salesroom and look over these up-to-the-minute cars-

Oaklands	King Eight
Six-49. Queen of the Sixes, for \$1,685	The Car of No Regrets for
Four-37. Best Four Built for the Money\$1,200	Briscoe
Saxons	Four-cylinder Clover Leaf Roadster \$785
Four-cylinder Runabout for \$395	Four-cylinder Touring for \$785
Six-cylinder Touring for \$785	Easily the monarch of the light fours. One type of car that's here to stay—
Light, easy going, de- pendable and economical.	built with the "trouble left out,"

Lininger Automobile Co.

2200-02 Farnam Street.

Omaha, Neb.

Big Six \$5,000.

Light Four \$1,750.

IF every man buying a new car knew the



as the man who has driven one for four or five years knows it-there would be no doubt about his choice.

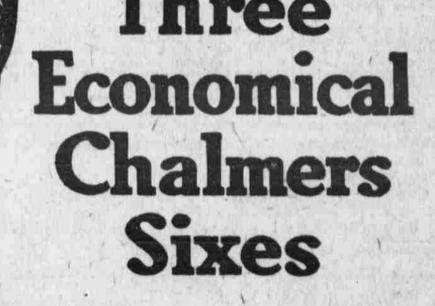
Stearns-Knight owners automatically become Stearns-Knight boosters. Come to our salesrooms and let us show you why.

**McIntyre Auto Company** Phone Douglas 2406. 2427 Farnam St. Some choice territory still open for responsible dealers.



Quality First

- \$1400 The New Six-40 1650 The Light Six-48 2400 The Master Six-54



and share the state of the state

We believe they are the most satisfactory cars measured by up-keep cost and performance ever built. Class is bound to tell and it is the Light Six-48 at \$1650 that is really the leader of its class. It may interest you to know why.

Right now the tide of motor car interest has turned to-ward the solution of the up-keep problem. One after anoth-er, automobile manufacturers have begun to concentrate their efforts on building cars with lower operating cost.

Some have bent their energies in the direction of gasoline economy. Some are absorbed in the problem of reducing oil consumption.

Both of these economies-though well worth while-are not, after all, so nearly desirable as repair economy.

For it is in the matter of re-Elimination of Repairs pairs that a car incurs the Gives Real Economy severest expense.

So repair economy-elimination of need for frequent adjustments and replacements-is the economy most worthy of attainment. And here—in the saving of repairs—is where the Chalmers Light Six-48 outranks its class. In the matter of oil and gasoline consumption we will freely concede that there are other light sixes equally as sparing.

But in ability to "stay put"-to "stand up" for season after season and give continuous efficient service the Chalmers Light Six-48 must be conceded the foremost place.

Nor is this a mere claim. It is a visible, provable fact. The unimpeachable testimony of time and test-the verdict of over 5,000 owners-a frank comparison of its record during the past season with the records of other light sixes, render this statement undeniable.

The highest tribute—among motor-wise men—that can be paid to any car is, "it stays put." And it is this quality—this superlative measure—that enables the Chalmers Light Six-48 to dominate the light six field.

Five Features of Chalmers Superiority Chiefly-five features are di-rectly responsible for this re-markable "stay put" ability. Superiority

First-the construction is right. The basic principles of its design are correct. Strains and stresses that - if not provided against - will eventually tear a car under hard service to pieces have been eliminated.

Note-if you will-the full floating rear axle with heavy pressed steel housing.

Examine-especially-the Chalmers torque tube. It is securely bolted to the big heavy frame on one end and to the rear axle on the opposite end.

This tube takes up all the strains of driving—prevents the car from swaying sideways — holds it rigidly in place on even high crowned, rough country roads.

Notice the length and width of the Chalmers springs. The main leaf is of Vanadium steel.

This Six is Right Second—the weight is right. Not too light—for an underweight car is neces-sarily flimsy. And a flimsy car quickly succumbs to road punishment. Nor yet-is it too heavy.

Of course we could build the Chalmers Light Six-48 lighter — and such construction would give us greater profit per car. For steel costs money.

Its Balance is Third—it has proper balance. The load is apportioned with marvelous engineering skill. The rear axle carries just the right amount of weight. The front axle — drop forged and of great strength-is not overburdened.

Moving parts are adjusted with infinite accuracy.

So it is that racking of parts and pounding of pistons that will so quickly disable a car never have a chance to develop in the Chalmers Light Six-48. And because of the perfect distribution of weight—the perfect balance of the Chalmers Light Six-48—the wear on tires is at the minimum.

This Six is Bailt of Fourth-the materials put into the Flowless Material Chalmers Light Six-48 are of top quality.

For instance-the frame construction is of pressed steel -the transmission gears are 31 % of nickel steel -exhaust valves are of Tungsten steel-the piston rings are formed of a very high grade of tempered spring steel.

To Build It Right Fifth — it is a manufactured car. We Build It Ourselves plete in our great plant. This is done because we are determined to build this car just as Fifth - it is a manufactured car.

good as we can. No maker of parts could possibly possess the interest that is ours in manufacturing every part absolutely right.

In Beauty, too Yet there are other features besides It Leads its Field the notable one of repair economy that will interest you in this class car leader—the Chalmers Light Six-48.

Few costly cars can claim equality with it in beauty. The streamline body possesses a distinctive grace of line that makes it noteworthy even when contrasted with the finest foreign models.

There are no fenders built whether flat or merely crown that are as handsome as the Chalmers molded oval fenders. They conform with exquisite harmony to the clean-cut sweep of the body lines.

The doors are wide and flush-fitting. The running boards are clear. The tires are carried in the rear.

Take the Measure of This Car's Quality Yourself by fact — we do not ask you to accept them on our assurance,

But we believe that you should personally investigate their truth.

We believe that the record of the Chalmers Motor Company during the past seven years and the record of this car — its fastest selling six — during the past season have earned the right to your serious con-sideration if you are contemplating purchasing a car under \$2000 in price.

Come in and see it Today



We have all models ready for demonstration. 2048-52 Farnam Street, Omaha, Neb. The Light Six-48 at \$1650 is a Leader Let your next car be a Chalmers