

AUTOMOBILES

PURCHASERS FIGURE ON COST

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

SIMPLICITY IS DESIRED

"Now that prospective purchasers of automobiles are figuring closely on what expense is incurred in owning and operating a machine, it is interesting to note how closely they are investigating the mechanical construction of cars," said E. B. Wilson, who handles the Studebaker automobiles.

Mr. Wilson has experience with buyers who have driven expensive cars and now seek the same looks and comfort at a lower figure, and also with that vast majority of automobile buyers, the army of men who take care of their cars themselves.

"These days the man who is to pay the bills wants to know what the bills will be," he explained. "Those who have enjoyed high-price cars want to know what they will save on tires and gasoline by using a machine like the Studebaker, which, although it appears massive, is really a light car. Then they inquire about increased repair bills. But there is no argument on that score after I call to mind what they already know, the high standard Studebaker demands of its engineering and manufacturing department."

Two Dollars Per Car or Less.

"I emphasize it not only by showing what little repairs have been necessary on cars I have sold right here myself, but also by the fact that less than \$2 per car is the average in a city of 300,000 of the middle west since last August on 1913 models. This was an exact factory check."

"The questions of the man who will 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 other reason is that if he is paying a garage mechanic to make some repairs, he does not wish to pay for an hour spent in unscrewing plates and parts of mechanism, for work slowly done be-

cause of difficulty of reaching, and for another hour spent in screwing on the various parts again. What he wants is to remove three screws, lift something out, and be at the seat of the trouble.

"Accessibility is always one point on which I interest visitors to my showroom at once, whether they know anything about automobiles or not when they come in. And the more they know the greater their interest, being able to make comparisons. There are seven different divisions into which accessibility naturally falls. A man about to purchase a machine should give them all consideration."

Some Things Not Wanted.

"First, the oiling system must be accessible. It is no pleasure to crawl under a machine and reach up into the dark to turn a grease cup. Second, the rear axle must be accessible. The same is true of the steering gear, third on the list. Fourth, the clutch must be accessible. Fifth, it is important to have the gas line, carburetor and entire gasoline system perfectly accessible. Sixth, one should be able to get at the cooling system easily. In the Studebaker, this is done by taking out two bolts, the stay rod, and then removing two hose clamps. Last, but not least to consider, is the transmission unit. The Studebaker is so made that shafts, gears and bearings can be removed without removing rear axle or wheels."

"We have even figured it down to a matter of minutes for each operation. When a mechanic turns in a time card showing ten minutes to take off a generator, I go out myself to see what is wrong with the man or machine, because I know it should be done in seven minutes. It is the same with every other operation. I take care of my customers in my service department on the time schedule that factory and garage experience has established."

Stewart-Warner Service Station to Open in Omaha

The Omaha Speedometer Service Station will be opened for business at 204 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 line includes the Warner-Stewart speedometers and other accessories which are standard equipment on most cars. Mr. Zucker will bring a staff of men

from Chicago to conduct the service business. He will bring experts who are thoroughly familiar with the intricate mechanisms of speedometers and declares his station will be as complete and efficient as any in the country.

Gossip Along the Automobile Row

The Standard Motor Sales company, local agents for the Allen car, are remodeling their salesrooms.

G. E. Hemmingway, local manager of the Pennsylvania Rubber company is leading the branch managers of that company in a "togger" contest. His

"march" business far exceeds the March business of 1913.

Guy L. Smith again comes through with the novel evening display. After dark the salesrooms are indirectly lighted in all colors of the rainbow. Quite timely for the Easter season.

Mr. Head, secretary of the Lininger Implement company, returned last week from a trip to Detroit. The eastern selling is very brisk, is his report.

Dug Bowie, manager of the Murphy-O'Brien Auto company, is flashing a series of noisy silk shirts and is fast gaining the title of "Beau Drummel Dug."

Last week 20 of this cool, modestly announced that a fair young beauty paraded Farnam street driving a Stearns Knight, and consequently all the onlookers were strong for name, etc. This week several of the cars displayed drivers that caused us humans to walk into lamp posts. Among the cars thus favored were the Moline Knight, Hudson, Chalmers and

Studebaker. Send in their photos and we'll start a contest.

Here is one on Joe Dine, local manager of the Goodyear Tire and Rubber company. Last week he bought a big yellow Buick, equipped with Alax tires. Needless to say, the tires were soon changed.

L. E. Doty is wearing the smile that won't tarnish these days, having sold more Reos and Chevrolets this year than in any previous season.

H. E. Sidles, general manager of the Nebraska Buick Auto company, spent last Tuesday, Wednesday and Thursday with Manager Huff in Omaha. Mr. Sidles had just returned from the Buick factory at Flint, Mich., and stated that the Buick factory was very busy getting out the orders they had on file for shipment.

Mr. Wade of Wade & Burnight, Akron, Ia., and John Davis of North Platte, Neb., also spent a day here with Mr. Huff. Bert Murphy of the Murphy-O'Brien

Auto company reports that they delivered a large number of Paige and Dodge cars to Omaha motorists this last week.

A Stewart-Warner service station will open at 204 Farnam street tomorrow morning, with M. J. Zucker in charge. A full line of Stewart-Warner products will be carried, such as speedometers, horns, vacuum systems, motor driven pumps, parts and repairs. Two factory trained repair men will be at the service of auto owners.

BUICK COMPANY SELLS MANY AUTOS FOR APRIL

Lee Huff of the Nebraska Buick Auto company reports a tremendous business for the coming month of April, having just received orders for 46 Buick automobiles to be shipped to their dealers during the month.

The Nebraska Buick Auto company has delivered the following Buick cars dur-

ing the last week: A model C-37 to B. J. Larkin, South Omaha; a model C-24 to Kerrow & Lokman, West Point, Neb.; a model C-24 to Dr. G. B. Cleaver, Council Bluffs, Ia.; a model C-37 to W. E. Tyson of the Wright & Wilhelmy Co.; a model 3-A, truck, to the Hamm Brewing company; a model C-37 to F. G. Coad, president of Packers' National bank, South Omaha; a model C-37 to Gus Wulff, Benson, Neb.; a model C-24 to T. Volz, tailor of South Omaha; a model C-4, truck, to the Gard Coal company of Sioux City, Ia.; a model 4-A, truck, to Hans Siemsen of Leish, Neb.; a model C-35 to C. T. Dunkle of the Nebraska Moline Flow company; a model C-35 to W. W. Jacobs of the Curo Mineral Springs.

Keep Bowels Regular. Nothing better than Dr. King's New Life Pills for constipation, indigestion and sour stomach. Get a bottle. Only 25c. All drugists.—Advertisement.



Three Economical Chalmers Sixes

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

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 toward the solution of the up-keep problem. One after another, 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.

Elimination of Repairs Gives Real Economy
For it is in the matter of repairs that a car incurs the 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 its 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 directly responsible for this remarkable "stay put" ability.

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 necessarily 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 Right, Too
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 Built of Flawless Material
Fourth—the materials put into the Chalmers Light Six-48 are of top quality.

For instance—the frame construction is of pressed steel—the transmission gears are 3 1/2% 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. Every essential part is built complete in our great plant. This is done because we are determined to build this car just as

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 its leading edge 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
Though the claims we make for this car are all fortified 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 consideration if you are contemplating purchasing a car under \$2000 in price.

Come in and see it Today

STEWART-TOOZER MOTOR CO.

2048-52 Farnam Street, Omaha, Neb.

If the Judgment of Thousands of Enthusiastic Owners Counts

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

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| Oaklands
Six-49. Queen of the Sixes, for \$1,685 | King Eight
The Car of No Regrets for \$1,350 |
| Saxons
Four-37. Best Four Built for the Money... \$1,200 | Briscoe
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—built with the "trouble left out." |
| Light, easy going, dependable and economical. | |

Lininger Automobile Co.

2200-02 Farnam Street. Omaha, Neb.

Light Four \$1,750. Big Six \$5,000.

If every man buying a new car knew the Stearns-Knight

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.

We have all models ready for demonstration.
The Light Six-48 at \$1650 is a Leader
Let your next car be a Chalmers