

AUTOMOBILES

FARMERS HAVE DAY AT AUTO EXHIBIT

Wednesday, February 23, Will be Designated as Farmers' Day at the Omaha Auto Show.

TRACTORS TO BE DISPLAYED.

The man who tills the soil will be given his due at the Omaha Automobile show this year.

For the management of the show association has made announcement that Wednesday, February 23, will be designated as Farmers' day.

It has come to pass that the motor car dealer finds in the farmer his best prospect. The man who works on the land is the man with the money in this modern age and it is the man with money who can afford a motor car.

That is why the Omaha Auto Show association has decided that a special Farmers' day shall be held. Other shows do not hold Farmers' day. If the farmer wants to visit the show let him visit it any old day, is the way other cities size up the situation. But Omaha is in the very midst of a vast agricultural community and Omaha knows how to appreciate the farmer.

It has been said that fully 80 per cent of the automobile sales made in this country are made to farmers. The farmer buys touring cars for pleasure and touring cars for business. He also buys automobile trucks for his business. Who, then, has more right to have a special day set aside for him than the farmer? As an added attraction for the farmers an exhibition of farm tractors will be included in the show.

MANUFACTURERS NAME WORKING COMMITTEES

A number of working committees of the Omaha Manufacturers' association have been appointed for the work of this year. Others are still to be appointed. Those already made up are as follows:

Advertising and Buy It in Omaha Committee—W. H. Clarke, chairman; A. S. Borglum, George H. Lee, J. O. Siford, G. Swingley, P. C. Hyson, H. A. Jacobberger, O. S. Goodrich, A. C. Hartman, City and County Affairs Committee—Duane Arnold, chairman; C. K. Smith, J. L. McCague, Jr.; N. T. Thorson, Paul Skinner and Vaco Buresh.

Entertainment Committee—E. A. Higgins, chairman; A. S. Borglum, A. C. Scott, Howard Goulding, A. J. Eggers, W. B. Roney and J. O. Siford. Good Roads Committee—J. L. Baker, chairman; A. C. Scott, Al Krug, M. M. Robertson, LeRoy Corliss, M. C. Peters, R. J. Dinning, J. F. Smith and David Cole.

Industrial Committee—R. A. Leussler, chairman; H. W. Williams, Howard Goulding, H. S. Weller, T. R. Tholl, T. B. Coleman, H. V. Burkley, J. W. Towle and H. M. Rogers.

Membership Committee—F. R. Vierling, chairman; F. Schneider, James Allen, Alfred Bloom, G. C. McKensie, James Cooke, J. J. Roosbach and Val Peters.

Transportation—Ball and Water Committee—J. W. Gamble, chairman; F. E. Kimberly, Al Krug, A. W. Carpenter, R. L. Carter, W. T. Page, A. N. Eaton, A. W. Gordon and P. F. Fodrea.

GOODYEAR TIRES BUILT WITH ALL PARTS EQUAL

"All parts of an automobile tire, like those of the famous 'one-hoss shay,' should be built to give equal service," declared R. S. Wilson, manager service department of the Goodyear Tire and Rubber company, Akron, O. "Uniformity in the wearing qualities of fabric, friction, breaker strip, tread rubber, bead and sidewall is essential if the tire is to be brought up to this position—with due consideration of type of rim, character of roads, rate of speed and the weight to be carried. An automobile tire should be designed with the idea of giving the user the lowest possible cost per mile.

"It is easy to strengthen some one part, but difficult to accomplish this without weakening some other feature, or nullifying the effect of the improvement as the part improved. So that special abnormal features in a tire are of no particular advantage and only serve to increase the cost of the tire as well as the cost per mile.

"We are building our tires along 'one-hoss shay' lines. Goodyear tires are essentially 'balanced' tires, constructed that under normal conditions, with proper care, the wear and tear on them is equally distributed."

Gossip Along the Automobile Row

James L. Pray of the Overland Omaha company has just returned from a six weeks' trip which included visits to the New York, Philadelphia and Chicago automobile shows.

The Delco Service station has moved into the quarters formerly occupied by the C. W. Francis Auto company, 2624 Farnam street. The old Francis location will be rearranged and fitted up as a service station for the Delco.

A. C. Haffner, formerly with the Parlin & Orlandorf company of Omaha, has just accepted a position as manager of the E. H. Wilson Automobile company. "The sales of Studebakers," says E. H. Wilson, "have increased so that I can no longer handle both the management and the sales end. From now on I shall devote my time to the sales end of the work and Mr. Haffner will manage the other work."

Red Sox Get Hurler.

Manager Carrigan of the world's champion Red Sox last week announced that E. Y. Bader, formerly of the Buffalo Internationals, had been added to the pitching staff.

Christy Mathewson Signs Up for a Paige Fairfield

Christy Mathewson—the very same Christy who has done so much to make the New York Giants famous—has signed up with the Paige for an indefinite term, thus adding one more to the long list of celebrities swearing allegiance to that car. When Matty put his name on the dotted line the other day in the office of the Paige Detroit company of New York, Manhattan distributors of the Paige, and became the owner of a Fairfield, one celebrated "Big Six" united with another "Big Six" of equal fame.

Mathewson played rather a mean trick on the Paige salesman. He concealed his identity when he was examining the car and receiving a demonstration, giving the name of the friend who was with him. But all who know the great box artist say that such a procedure would be quite characteristic, as he is of an exceedingly retiring disposition.

Mathewson has been an automobile fan for some time, but heretofore has owned only models of high priced makes. At the New York show he became interested in the cars of medium price, certain advantages in weight, cost of maintenance and the like impressing him. His choice narrowed to three cars, one of which was the Paige Fairfield "6-8." Matty did his shopping very thoroughly, making a close study of all that Auto row had to offer.

Two days after he had received his Paige demonstration, he returned to announce his decision. When the news is spread undoubtedly he will receive challenges from Donny Bush, George Moriarty, Ernie Richey and other base ball stars who are driving Paige cars. Mathewson, when asked why he had finally settled on the Paige Fairfield, said:

"After investigating, I found the car

was light on tires, that the mileage per gallon of gasoline was big, and that the mechanism was very accessible.

"I found it, also, the easiest riding car I have ever been in. One feature of the Paige I particularly appreciate is the tonneau for four or five friends and a bunch of golf bags."

DODGE BROTHERS CARS ARE BUILT FOR UTILITY

"The percentage of car owners who drive for pleasure only is growing smaller every year," says George C. Hubbs, assistant general sales manager of Dodge Bros. Detroit.

"Motor cars today are an economic necessity and this is true particularly of the cars in our class. Even the wealthy man, who has one or more big cars for pleasure touring, is turning to the smaller car with its light upkeep for business purposes.

"We had a striking example of this immediately after the last time Galveston was swept by the sea. Naturally we looked for a slump in business in the Galveston territory, but instead our representative there made demands for more cars and specified roadsters. When we inquired we ascertained that the big men of the community, who were throwing themselves heart and soul into repairing the damages done by the waters, were buying Dodge Bros. roadsters so that they could get around the city more quickly.

"It is the fact that more and more people are buying cars from the utilitarian principle that the business has grown despite the general business slackening in some sections of the country. Cars are no longer luxuries, but necessities, and there is no longer a demand for necessities.

See Want-Ads serve hundreds daily.

What Omaha Theaters Offer for the Week

(Continued from Page Five.)

Besides these the roster embraces Nolette, the violinist; the Leightons, singing and dancing comedians in a skit called "The Party of the Second Part;" Eddie and Birdie Conrad, in "A Vaudeville Classic;" Freeman and Dunham with syncopated melodies and comedy, and Leo and May Jackson, in a bicycle novelty.

The dominant characterization of "Snuffy" Dave Marion is his untiring ambition. No sooner is the current season's show under way than he is at work on one for the next year, which he intends will surpass the present. His ambition to do big things knows no limit. If this season should be the last, however, it will be one that will be long remembered because of the present production, entitled, "Around the World," undoubtedly the greatest burlesque show that ever has been offered to lovers of that class of entertainment. The book or plot of the play is more consistently entertaining than others. A Marion chorus is distinctively superior. Marion music has the right ring to it, and, as is well known by every patron, a Marion show is always the same—that is to say that they

always give a good performance, for the reason that Dave himself is always in personal demand and command, and you know what that means. This all sounds somewhat bombastic, but the most convincing evidence of its truth is at the popular Gayety for the current week. Others of importance are George Banks, Barney Fagan (of minstrel fame), Frank Schand, Ines Deverder, Helen Byron, Agnes Dehler, Rose Mack, Mlle. Bartolotti, Alf Harrington, James Detrich, the Arion Four and a dozen other well known performers in the cast. Today's matinee starts at 3 o'clock. Matinee daily all week.

The Parlatan Trio Singers are the headliners in an unusually good bill at the Empress beginning today. Combining both vocal and instrumental music, they offer a wide and varied selection for the enjoyment of the audience. Humor runs rampant throughout "The Last Laugh Comedy Company," one of the most pleasing comedy sketches in vaudeville. The Camille Trio, a comedy bar act, never fails to captivate an audience. "The Rough Neck," with Billy Anderson, is a depiction of underworld life. "The Get-away," a comedy film, is both laughable and interesting. The third chapter of the great mystery drama, "The Strange Case of Mary Page," will be shown. The many dramatic situations that proved so interesting in the preceding episodes continue, proving it to be one of the greatest film productions yet produced.

"The Man From the West," the bill of the North Brothers Stock company at

the Krug theater for the week commencing matinee today, is a comedy-drama with a setting in "Little Old New York." The story relates to a westerner who hies to New York and is able to hold his own with the easterners. There will be an epidemic of fun all week at the Krug theater. Manager Cole promises patrons another treat. Roy E. Hilliard, who came direct from the American theater, Philadelphia, has joined the North players and will be seen in comedy roles. The scenic artist of the Krug will have some fresh settings for the week and the Chicago Ladies' orchestra will be in evidence again with another program of popular selections.

Advertisers and customers profit by the "Classified Ad" habit.

MOTORCYCLE PRICES MAY BE BOOSTED BY MAKERS

"Motorcycle and bicycle manufacturers all agree that high cost and scarcity of material, as well as the steadily increasing wage scale, is likely to cause increases in price of their finished product," says Victor H. Ross, the local Harley-Davidson distributor.

"One motorcycle manufacturer bought steel some time ago at \$20, and last week the man who sold him the steel offered him \$20 per ton for the same lot.

"The three largest motorcycle manufacturers who, no doubt, purchase their raw materials a season or two in advance, are at present standing pat on prices of their product, but one well known manufacturer has already raised his price \$20."



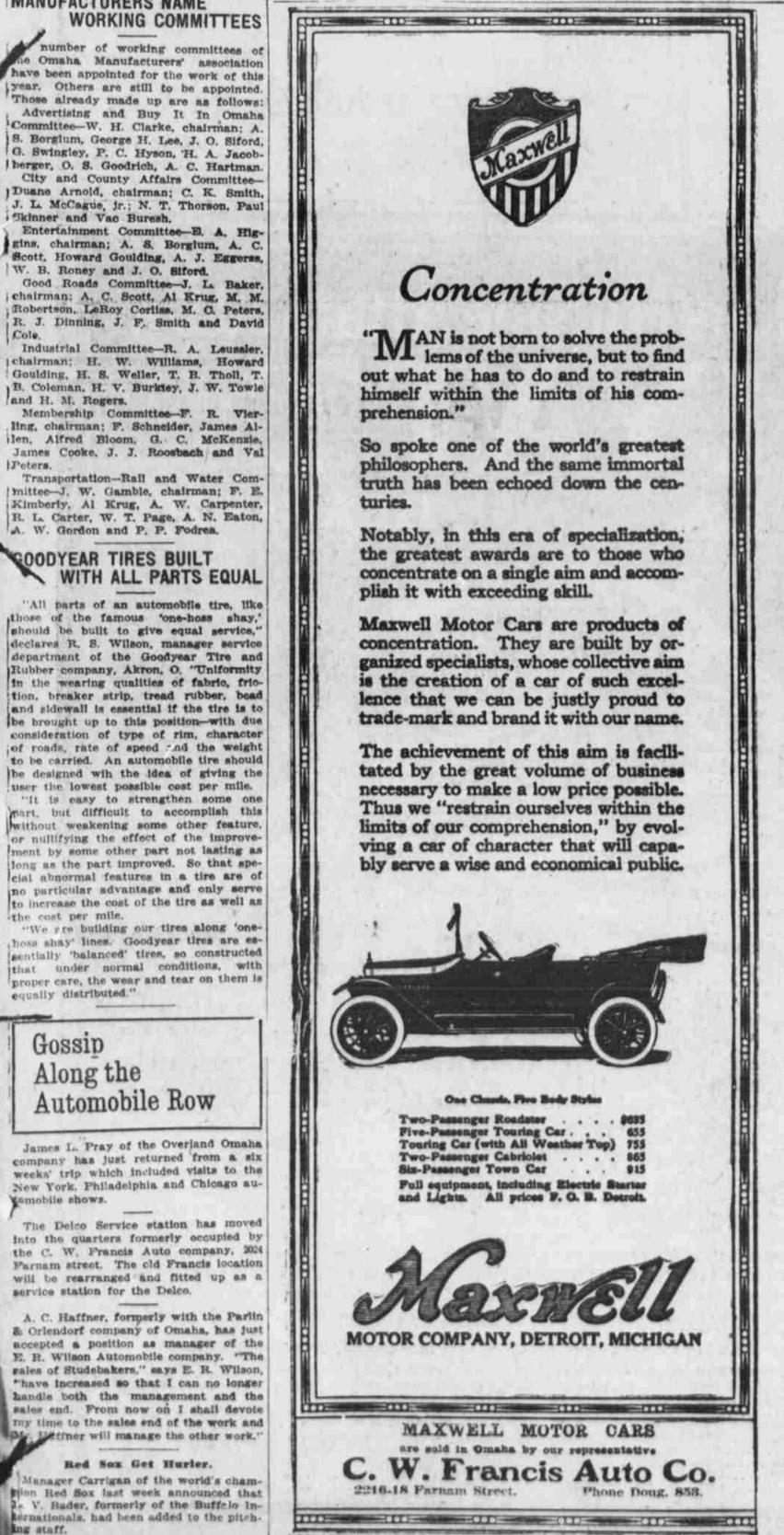
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Maxwell

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"MAN is not born to solve the problems of the universe, but to find out what he has to do and to restrain himself within the limits of his comprehension."

So spoke one of the world's greatest philosophers. And the same immortal truth has been echoed down the centuries.

Notably, in this era of specialization, the greatest awards are to those who concentrate on a single aim and accomplish it with exceeding skill.

Maxwell Motor Cars are products of concentration. They are built by organized specialists, whose collective aim is the creation of a car of such excellence that we can be justly proud to trade-mark and brand it with our name.

The achievement of this aim is facilitated by the great volume of business necessary to make a low price possible. Thus we "restrain ourselves within the limits of our comprehension," by evolving a car of character that will capably serve a wise and economical public.

One Chassis, Five Body Styles

Two-Passenger Roadster	\$695
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