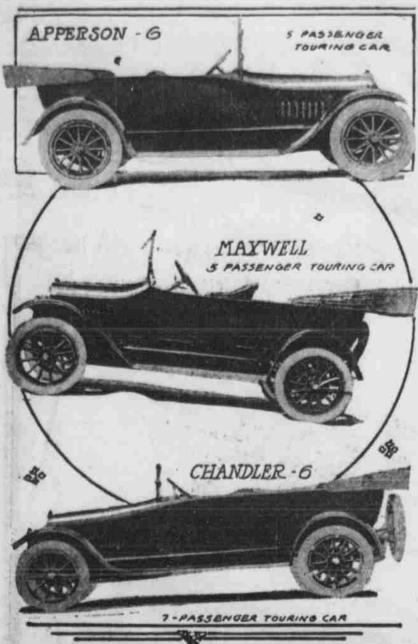
Dealers and Buyers Will Be Pleassd with These Autos



UNITED STATES IS GREAT MOTOR USER

Leads All Other Countries in the Number of Cars in Use for Various Purposes at This Time.

MILLIONS TURNED OUT YEARLY

That the people of the United States are the greatest users of motor vehicles in the world has long been claimed and generally admitted; how large is the margin of leadership has only just been proved by actual figures covering the

ples may be gained when it is known that the 714,000 cars in service in other sec tions of the world represent less than the total of cars registered in the states of New York, Ohio, California and Iowa.

Nation of Motorists, is an important factor in conwith the compliation of these figures which has to be reckoned with, most of the European automobils builders and users. In Great Britain, France. many, Austria, Russia and Italy pracvehicles have been requisitioned for milisence of official figures on the number of cars in use in these countries inakes it necessary to estimate the "motor population," using as the basis for this approximation the number of vehicles offifally recorded before the war, adding the machines shipped from the United States to the various countries since the spring of 1914, and also including a moderate alowance for the vehicles that might have been made at home during the war

In the latter consideration, it must be remembered that in view of the fact that the various factories are in effect government controlled the number of cars produced for private consumption is very small. In Great Britain practically all of the motor car factories have been converted into munitions plants, but in France several of the automobile companies are permitted to assemble parts made before the war into cars for private

Great Britain Banks Second. Many of the countries recorded in the accompanying table do not officially snumerate the motor vehicles within their borders, the figures shown having been obtained from reports from consular of ficers and United States government export statistics. The United States, of course, ranks first, having more than three times as many cars as all the other countries combined. Great Britain comes second with its 775,699 cars, which represents about one vehicle to every nine in this country. France and Germany, with their network of good roads and years of advance over the United States in the general manufacture of motor vehic es actupy third and fourth places, respenlively, with 98,600 and 71,450. It is interesting to note in connection with these 'ively the same as that given above for

Canada, on the other hand, has never sen a quantity manufacturer of automodies, but has always been the heaviest rehaser of cars made in this country. Within the last few years several Ameri- are the only accessory which has been can manufacturers have established purchased by the Ford Motor company plants in the Dominion where cars are for four consecutive years. While it has "anadian assembled machines getting a able to purchase the entire supply from preferential tariff over the United States the same concern, as in the case of

South America Has Few. While Canada ranks Lifth in the motor able service, Champion acark plugs nations with 15,600 cars, Mexico, on our attained this unique distinction

southern border, is well down in the list with but 4,296 cars. Australia is a counfry of exclusively imported cars, a large portion coming from America, and contains about 20,350 machines. Of the South American countries, with their total of over 23,200 cars. Argentina holds the leading position with 12,550 cars, with Brazil and Uruguay following with 5,400 and 1,810

Russia until three years ago imported all of its automobiles. About a year before the breaking out of the war two motor car manufacturies plants were established, one at Risa and the other at Moscow, but the little progress made along production lines was abruptly halted through the war. Among the concerns that distributed the 15,360 machines in use in Russia are several representadistribution of motor vehicles through-but the world. According to these ata-Austria's manufacturing activities are motors in use in all the countries of the globe, and of these 2,60,000 are in the United States. This gives the United States 77 per cent of the total.

These figures were countries of the globest, a majority of the 13,160 cars carrying Austrian license plates being made outside its borders. Italy, the home of several cars which have gained considerable prestige in this also modest, a majority of the 13,160 cars Tiese figures were compiled by the the land where the automobile owner Horseiess Age after a thorough investi-gation that amounts to a census of the & cents a gallon for his gasoline, is ninth tor vehicles of the world. An idea in the list of motoring nations with 13,000

Gasoline Price an Influence, The price of gasoline, not only in Italy, but in all of Europe, has had an important influence on the development of the automobile. While automobilists of the United States are at present in a furore over gasoline being retailed at an average of 22 cents a gallon, it might make them feel that their lot is not a hard but which tends further to advance the standing of the United States as a nation of motorists. This is the war on the other in the neighborhood of 20 cents a gallon side of the Atlantic. The leading nations side of the Atlantic. The leading nations and car owners of continental Europe involved in this struggle include the foremotor fuel. The great distances from the American and Russian oil fields to the European centers of population and tically all of the privately owned motor the government tax placed upon gasoline brought about these high prices. A comtary service in which their period of parison of the 6 cents a gallon levied on usefulness is decidedly limited. The abthe 1 cent a gailon tax proposed for this country is also interesting at this time

> World's Motor Population. The following table shows the motor

1	car "population" of seventy-one countries			
1	Afghanistan.	GS I	India	7,735
	Algeria	0,5007	REALLY	13,000
	Arabia	100/1	Jamaica	548
	Argentina	12,500,	Japan	1,500
	Australia	20,00	Laberia	406
	Austria	13,100	Madagascar.	75
	Belgium	2,400	Mexico	4.293
	Bolivia	19	Morocco	490
	Brazil	5,400	New Zealand	10,000
	British North		Nicaragua	. 18
	Borneo	:#3	MOLMWA.	975
	British South	W-0440	Panama	127
	Africa	0,090	Paraguay	18
	Bulgaria	2,000	Persia	- 27
	Burma	ME 440	Peru	3183
	Canada	90,060	Philippines	2.580
	Chite	4,100	Porto Rico	2,40
	China	758	Portugal	2,500
	Colombia	7 121	Roumania	1,800
	Costa Rica	1,101	Russia	15,363
	Cuba	2 606	Salvador	37
	Denmark	2,505	Samos	17
	Dutch East	0,040	santo Do-	724
	Indies	7 419	minge	45
	Ecuador	177	Siam	12N 750
	Egypt	976	Spain	
	France	55 400	Straits Settle-	9,000
	Germany	71 468	ments	2 190
	Great Britain	276 690	Sweden	6.080
	Greece	215	Switzerland	6,100
	Guatemala	210	Trinidad	275
	Haiti	50	Trunia	545
	Holland	3,750	Turkey	525
	Honduras	- 9	United States.	1.400.000
	Hongkong	65	Uruguay,	1.810
	Hungary	6,38	Venezuela	77
	Iceland	11	Zanzibar	4
	A CONTRACTOR OF THE PARTY OF TH		The state of the s	1.7

Only Champ Spark Plugs in the Ford

To make good on a strictly efficiency basis in a manufacturing plant where the term efficiency has been given a new significance is the enviable achievement 'o r countries that their standing in the of the product of the Champion Spark notor vehicle manufacturing line is reia- Pfug company in the home of the Ford

Every component part of the Ford automobile is tested and proven satisfactory according to the strictest interpretation of efficiency and while not generally known. Champion spark plugs essembled. Most of those cars, however, purchased other accessories from one have been made for export purposes, the concern for four years, it has not been cars when being shipped to the British Champion spark plugs in other words, polonies. prompt deliveries and uniformly depend

FRANKLIN KEEPS AT FRONT Cars to Be Seen at the Auto Show and the Firms Which Exhibit Them A BIG YEAR AHEAD Keeping Pace with Times in Adding Improvements-One of Pio-

TREND TOWARD LIGHT WEIGHT The days when automobile shows created sensations merely by the novelty of the horseless carriage are not so far distant as to be beyond the recollection of the crowds attending the big shows son Square Garden have shown wonder-

neers of Horesless Carriages.

The years since the first show at Madiful development, and if the succeeding and more popular shows have done nothing mere than bring this development to the attention of the public and to pro mote the further exchange of ideas between user and manufacturer, they can be said to be an institution that have done a great work. All Demands Not Alike.

Largely through the shows, the public has come to dictate what is wanted in an automobile. Naturally all demands are not alike, but as experience with automobiles increases and as the general knowledge concerning automobiles becomes broader, what the people ultimately remire in an automobile gradually becomes more defined. One need only have followed the shows each year to see the trend, or to review year by year the offerings of some of the older manufacturers, notably the Franklin, which has always seemed to have been designed with a keen foresight of what automobile equirements would largely reduce to. As an example, the demand for greater moothness of operation led to the adop

ion of four and later six-cylinder mo tors, both of which types were first put to use in America by the Franklin. The trend toward light weight to secure economy has gained from Franklin pioneer work along this line, in the same way as mark the evolution of the automobile feed carburetor represented, or the of conditions today because it consists in automobile design.

PLEASURE CARS. EXHIBITORS Standard Motor Car Co. Apperson Apperson Motor Co. Auburn Auto Co., "Omaha." Nebraska Buick Auto Co. Auburn Cadillac Company of Omaha. Prince Auto Co. W. L. Huffman Auto Co. Chalmers. Chandler Six. R. E. Davis & Co. Chevrolet ... L. E. Doty, Inc. Traynor Automobile Co. W. L. Huffman Auto Co. Detroit Electric Dodge Bros. Murphy-O'Brien Auto Co. Dort Foshier Motor Co. Drummond Drummond Motor Co. Enger..... Foshier Motor Co. Ford. Ford Motor Company. Franklin Motor Car Co. Franklin W. T. Wilson Auto Co. Grant Haynes Nebraska Haynes Auto Sales Co.

Hupmobile W. L. Huffman Auto Co. Hollier T. G. Northwall Co. Hudson Guy L. Smith Traynor Automobile Co. Inter-State . . . Jackson Jackson Auto Co., "Branch." Jones-Opper Co. Noyes-Killy Motor Co. Jeffery. Kissel Kar Locomobile Murphy-O'Brien Auto Co. Ryan Motor Car Co. Maxwell Motor Sales Cor'n. Marmon . . . Mercer. McShane Motor Co. Moline-Knight R. E. Davis & Co. Metz.... Oakland. Metz Co. Lininger Implement Co. F. C. Huffman Motor Car Co. Oldsmobile . Overland Omaha Co. Packard Orr Motor Sales Co.

it has reached today.

EXHIBITORS. PLEASURE CARS. Pathfinder Foshier Motor Co. Pierce-Arrow .J. T. Stewart Motor Co. .T. G. Northwall Co. Murphy-O'Brien Atto Co. Pollman I aige . . Rauch & Lang. Electric Garage Co. Regal.... McShane Motor Co. Jones-Opper Co. Saxon. Noyes-Killy Motor Co. Studebaker. E. R. Wilson Automobile Co. Marion Auto Co. Stutz..... Stears-Knight. McIntyre Auto Co. L. E. Doty, Inc. H. Pelton. White. Williys-Knight. .Overland Omaha Co.

TRUCKS AND TRACTORS. Avery Company Nebraska Bull Tractor Co. Bull Tractor ... Auburn Auto Co., "Omaha." G. M. C Andrew Murphy & Son. Rock Island Plow Co. International Harvester Co. Kelly Andrew Murphy & Son. Metz.... Metz Co. Packard Orr Motor Sales Co. Republic. Johnson-Danforth Co. Sayers & Scovill W. F. Weekly, Lininger Implement Co. L. R. Wilson Automobile Co. Service..... Studebaker....

MOTORCYLES. Harley-Davidson . . . Victor Roos, Indian Omaha Bicycle Co,

MISCELLANEOUS. Auto Tops Omaha Auto Top Co.

from a crude machine to the perfection throttle control to the engine, or auto- of a standardized product. No special is proportionately greater than ever bemat'e lubr'eation and spark regulation. cars or "new" models are to be exhib- fore. All manufacturers have not approached In these days of automobile perfection ited. The stripped chassis offers the The Cole Motor Car company during comfort, convenience, reliability and it seems incredible that there were times best possible opportunity of observing the last month and a half has set a the demand for greater comfort by dis- economy in the same manner. For four- when such things were unknown, yet how the various principles of construct record-breaking pace. Business directly

AUTO BUILDERS SEE

C. P. Henderson Says Cole Plant Has Set a Record Breaking Pace So Far.

MORE INTEREST THAN BEFORE

By C. P. HENDERSON. General Sales Manager, Cole Motor Car

Company. After a year of general uncertainty throughout the American industrial field. because of financial and material conditions brought about by the European war, it has been gratifying to the manufacturers of motor cars to find that the

promised improvement in business, pre-

dicted for the present year, has really

Everywhere in the industry things look most hopeful. The American motor car builder is preparing for a rich harvest. The signs of the times point to a full year-one that will mark a new epoch

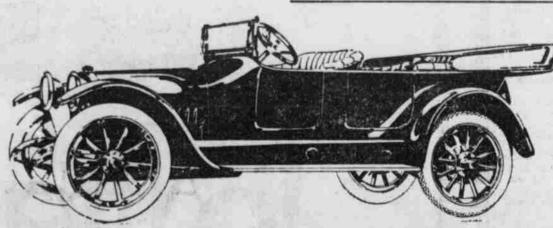
in production and selling. The national automobile shows, as well as the other important exhibits. hold annually in many of the larger cities of the country, which, long since. have come to be regarded as barometers of the ensuing year's business, are registering "clear and warmer." The interest taken in them is greater than ever before. Though competition is keener, perhaps, the motor buying public is more actively concerned, and as a result, every effort made by the manufacturer to improve his product and place it nearer the reach of the greatest number of possible purchasers is being compensated with an appreciable increase in sales that

carding rigid construction and eliminatten years the Franklin has depended they show the development from year to
tion are worked out. In addition, a
traceable to this rear's automobile shows
ing much unsprung weight, or in other
on direct-air-cooling, lightwe at, wood year which the early automobile shows
present day developments like efficiency,
frame, full-elliptic springs and large tires
first revealed in the Franklin. which require finer workmanship, better to attain these results. The advance in design and better materials then ever the industry which these principles mark tional shows show no startling innovabefore. All these points and many more are not unlike the adoption of the float tions like these, yet it is again typical evidences of the advances being made at a price nearly \$300 less has fairly



Booth 34

"Before You Buy Ride in a Regal"



LIGHT FOUR SPECIFICATIONS:

MOTOR-27 Horsepower. Cylinders cast en bloc. Valves of large diameter.

Valves of large diameter.

CRANK SHAFT—Drop forged from 49 point carbon open hearth steel, heat-treated. Supported on two babbitt lined bronze shell bearings; front, 1½ inches in diameter, 2% inches long; rear, 19-15 inches in diameter, 3% inches long.

LUBRICATION—Splash system. Circulation maintained by plunger pump, operated from cam shaft. Lower half of crank case forms reservoir, holding sufficient oil for long drives without frequent refilling.

CLUTCH-Cone. leather facing with apring inserts. Operates inside flywheel which is completely en-

TRANSMISSION—Selective sliding gear type, three speeds forward and raverse. Mounted in unit with motor. All gears and shafts cut from 31/6 %

STARTER—Dyneto single unit motor-generator, mounted on side of motor and operated direct by crank shaft through silent enclosed chain.

FRONT ANLE-I-beam drop forged from 40 point carbon open hearth steel, heat-treated. REAR AXLE—Full floating type. Bower roller and New Departure annular ball bearings. Removably cover plate, making it possible to take out complete differential without removing axle. Drive is through bevel gears, and four-pinion type differential.

SPRING SUSPENSION—Front, semi-elliptic, 1% inches wide by 34 inches long; rear, genuine cantilever, swiveled at three points, 2 inches wide and

BRAKES—Two sets of two each operating on rease wheel drums, 1½ inches wide by 10½ inches in

PRICE-\$650 F. O. B. Detroit.

STEERING GEAR-Worm and gear, irreversible

GASOLINE SUPPLY-Gravity feed, from tank in

CONTROL Left-hand steer, center goar shift, and emergency brake levers. Spark and throttle levers on steering post. Foot accelerator.

WHEELBASE-106 inches. TREAD-56 Inches.

TIRES-30x314 inches; non-skid on rear.

EQUIPMENT—Dyneto electric starter-generator, storage battery, electric headlights with dimmer attachment, electric tail-light, electric horn, one-man mohair top, too silo covor, Stewart sp.edometer, rain-vision ventilating windshield, demountable rims, one spars rim, spare tire holder at rear, complete set of tools with jack and tire versity outfill with summer. repair outfit with pump.

A REGAL FOUR AT

This is one of the latest additions to the Regal line and one that meets every requirement of high standards the Regal cars have set during the past eight years. A real automobile at \$650 that you will be proud to ride in.

It is not an experiment, but has proven to be just what we claim it to be, a sturdy, reliable, economical car. How has it proven this? By standing up and accomplishing not only every test we have put it through, but by giving its owners complete satisfaction. Over all kinds of roads, in all conditions, it has stood up and given service. That's what concerns you most. You have firmly fixed in your mind some standards for judging a car. Judge this Regal by them.

The policy of the Regal Company has always been to avoid exaggeration and overdrawn statements. One ride in the car will prove that. You will say that it far surpasses any description we might write of it.

REGAL STANDARD FOUR

A high quality car from radiator to tail lamp. Powerful motor (3 % x5). beautiful streamline design, roomy tonneau and driving compartment, long wheelbase, genuine leather uphoistery, 33x4-inch tires, non-skid on rear, Stewart vacuum feed gasoline system, Dyneto non-stallable electric starting and lighting system-a practical car for the man who must have an automobile to meet all his needs, at

REGAL DE LUXE EIGHT

Its vibrationless, flexible motor, its ability to pick up and get away the instant you touch your foot to the accelerator will captivate you. This, like the other two Regals, is a serviceable quality car at a moderate price. Let our representative take you for a spin, the car will prove by its performance that it is the one you should buy. Fully equipped - - -

MCSHANE MOTOR CO.,

2054 Farnam, Omaha, Neb.

Distributors.

Phone Douglas 6486