

**CLOSED CAR SALON  
OPENS THIS WEEK**

First Event of Its Kind Ever  
Held in United States Starts  
Wednesday in Omaha.

**ONLY WINTER CARS SHOWN**

The sovereign achievements of the master coachman's art will be arrayed before the collective gaze of all Omaha when the first annual Omaha Closed Car salon opens Wednesday morning at 8:30 in the Brandeis stores.

Thirty models of craftsmanship will be on display. There will be limousines, landlets, broughams, coupes, cabriolets, sedans, the height of luxury in automobiles.

The first annual Omaha Closed Car salon will be the first event of its kind ever held in the United States. The Omaha Automobile Show association, which is staging the exposition, is paving the way for all of the other big cities of the country and New York and Chicago, where the great national automobile shows are annually held, will have to follow the lead of progressive Omaha when they decide to hold expositions of winter cars.

**Has Another Distinction.**

The Closed Car salon has another distinction. It is the first automobile display ever held in a mercantile store. It will be held in the Brandeis stores, with the machines exhibited along the main aisle of the main floor, extending from the entrance at Sixteenth and Douglas streets to the rear of the store, west of Seventeenth street. This is said to be the longest mercantile aisle in the world.

The salon will be held Wednesday, Thursday, Friday and Saturday of this week. It will be open from 8:30 in the morning until 9 o'clock in the evening each day.

The exhibits will be limited to closed cars, cars for winter driving. No touring cars, roadsters, sportabouts, speed machines or the like will be exhibited. It will be an exclusive salon.

**Omaha Has Two New**

**Pleasure Automobiles**

During the last two weeks two new pleasure cars have been added to the list of pleasure cars sold in Omaha, making the total sixty-four. This would indicate that Omaha is growing to be "some automobile town."

The latest arrivals are the Elgin and the Peerless. The Elgin is a moderate-priced car manufactured at Elgin, Ill. The Elgin will be distributed by the Motor company, with M. J. Cavanaugh, jr., as manager. This car is a distinctive looking model and although new to this field has quite a circle of friends in Chicago, where it was first introduced.

The Peerless, an eight-cylinder car manufactured in Cleveland, O., will be distributed by the Hause-Bartlett Auto company. The Peerless is quite well known in this section and the new model, according to Tom Hause, is without a peer in its class.

**Auto Man Willing to**

**Report to One Woman**

R. W. Craig, local Chalmers distributor, found today that there is a "reason" why some men prefer to take a vacation in the fall instead of during the hot summer months.

John Ford, one of Craig's office men, has been looking forward to his vacation for some time and just before he departed he "cased up" to the boss and "broke the news." Craig says, "Good! Who is the lady?" but John didn't say. He just "broke the news" that he was going to be married and then "ducked."

**Scripps-Booth Distributer**

**Orders Carload of Coupes**

W. M. Clement, local distributor for the Scripps-Booth, returned Thursday from a trip to Indianapolis, Chicago and Detroit, which embraced a visit to numerous automobile factories.

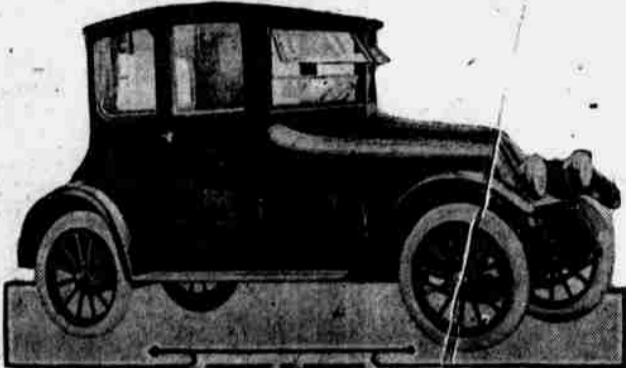
While in Detroit, Clement placed an order for a carload of Scripps-Booth coupes. This model is a clever-looking job and it is hoped that the shipment will reach Omaha in time to exhibit at the Closed-Car Salon, to be held November 1 to 4 in the Brandeis Stores.

**Latest Models of Autos to Be Shown  
At Closed Car Salon Here This Week**

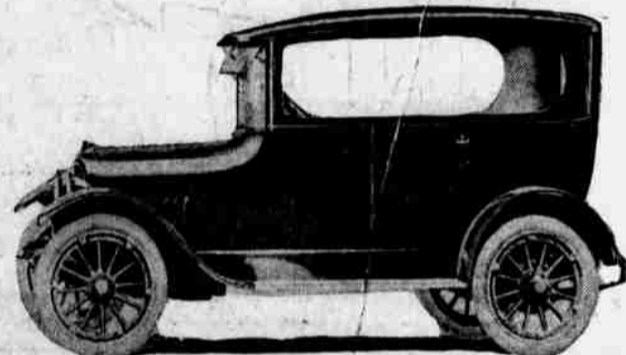
Hudson Touring Sedan



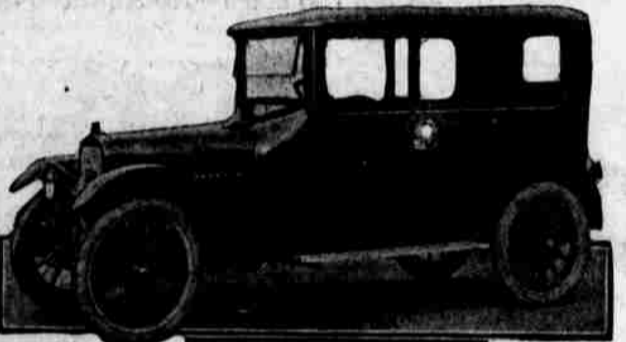
Franklin Brougham



Allen Sedan, Windows Down



Chandler Six Convertible Sedan



Maxwell Taxi Lineup



**Omaha Auto Supply  
Co. Signs With the  
Michelin Again**

Announcement has just been made by R. J. Eisenhardt, manager of the Omaha Auto Supply company, to the effect that they have signed with the Michelin Tire people again and that they have doubled their contract.

"The Michelin tire has been quite a popular seller since we have been connected with it," says Eisenhardt, "and the factory has been with us at every turn in the road. Their advertising campaign has been a great help to us in establishing the tire."

**Little Attention is  
All Automobile Needs**

"False economy and neglect causes more people to curse an automobile and its ignition system than any one factor," says R. C. Smith, Delco-Exide dealer.

"If we battery men could only impress motorists with the necessity of paying a little attention to the batteries, they would be saving money instead of letting their batteries run down to such an extent that they are hopeless.

"If a motorist doesn't know what attention when applied to a battery means, he should go to some battery man and let him explain. It costs nothing to ask questions and we are all glad to help the motorist if he will give us a chance to inform him."

**Closed Car Era is Here  
To Stay, Says King Car Man**

W. L. Kiley, local "King" distributor, has added himself and his enthusiasm to the "Closed car fans," and advocates a speedy conversion of Omahans to the use of closed cars. Mr. Kiley asserts that the closed car models will be the only thing in a few years. "The rattles have all

been done away with and closed cars of today are so arranged that it takes only a moment to convert them into open cars with the top up," said Mr. Kiley.

"Our business on closed cars is increasing rapidly and we find that instead of asking prospects to look at the closed car models, they are requesting us to exhibit them. The

many conveniences which they afford and the perfect ventilation system is dispelling all doubt regarding the wisdom of such a purchase from the minds of motorists.

Office and Showrooms 2415 Farnam Street.

Long Distance Phone Douglas 713.

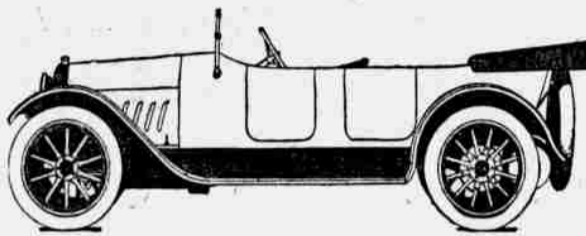
**THE MOTOR CO.**

OMAHA  
Distributors

**The Elgin Six**

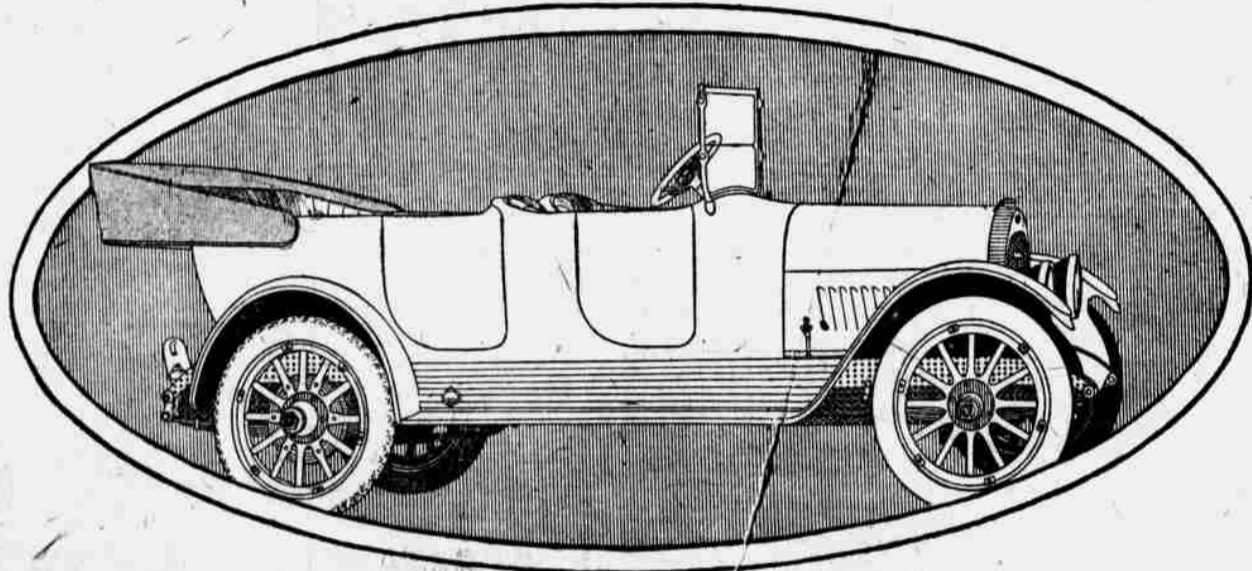
Built Like a Watch

The Sensational Six of Sixteen



Price \$845  
Factory

DEALERS Some choice territory still open. See this car before signing up for the coming season.



**Announcement of  
Advance in Price**



On January first the price of the Cole Eight will be advanced.

Since our previous announcement there have been enormous increases in the cost of materials.

Practically every material and manufacturing cost has gone up.

Consequently the price of the Cole Eight will be advanced

proportionately with the increase in the cost of manufacturing it under prevailing conditions.

Present prices, however, will prevail on all cars delivered prior to January first.

**PRESENT PRICES**

- 7 Passenger Cole Eight Touring Car.....\$1595
- 4 Passenger Cole Eight Roadster.....\$1595
- Seven Passenger Cole-Springfield Toursedan, \$2195
- Four Passenger Cole-Springfield Tourcoupe, \$2195

All prices f. o. b. factory

TRAYNOR AUTOMOBILE COMPANY

2210 Farnam Street, Omaha, Neb.

Phone Douglas 5268.

Cole Motor Car Company, Indianapolis, U. S. A.

**REGAL**

A WORTHY ASSOCIATE OF **32** HORSE POWER THE MORE EXPENSIVE CARS

**Specifications that Make  
The Regal-4-Thirty-two  
The Biggest Car in the Light Weight Class**

**THE MOTOR**—Has conquered every hill LONG WHEELBASE—108 inches—is the all-important dimension in a light car. It dictates the amount of leg room and comfort to be had. Five passengers in a Regal-4-Thirty-two by no means take up all the available room. This extra room is usually utilized for luggage and extra wraps.

**THE BODY**—Is beautifully furnished with straight grained semi-gloss upholstery. Rear seat 46 inches wide. Front seat 43 inches wide. Wide running boards covered with cork linoleum which provides sure footing. Four wide doors—easy entrance.

**THE AXLES**—Full Floating at Rear—And Cantilever Springs are designed to relieve all thought as to the condition of the roads. Maximum tire mileage is also obtained because of this perfect balance. May we demonstrate to you?

THE BIGGEST CAR IN THE LIGHT WEIGHT CLASS

TO DEALERS—We have the best money-making proposition to dealers that is open today. Get in touch with us at once, as territory is going fast.

McIntyre-Hayward Motor Co.,  
2427 Farnam St. D. 2406, Omaha, Neb.

**\$695**



Regal-4-thirty-two