

# AUTO SHOW THIS YEAR WILL BE "UP TO SNUFF"

### Most Up-to-the-Minute Models Booked for Display When Doors of Palm Room Are Thrown Open Tomorrow at 2.

When the doors of the fourth annual automobile show are thrown open tomorrow afternoon at the palm-room of Hotel Rainbow the patrons passing through the turnstile will behold the most up-to-the-minute display of motor vehicles ever shown in the Electric City, or anywhere else in Montana. Details of the exhibition are in charge of special committees, and each of these sub-organizations of the Montana Automobile Dealers' association is devoting much time and thought to the work. Roy McKnight, the show secretary, says he believes the show this year will eclipse anything heretofore held in this city.

To begin with, the dates for this year's show, March 17 to 21, inclusive, were selected because they are most convenient to the farmer and rancher. It is a season of the year when they can conveniently get away from home, and there are counter-attractions in the city during the week which, when coupled with the automobile show, will be certain to bring them to Great Falls at least one day.

#### Concert and Show.

In addition to the automobile show, there will be the concert by the French military band at the Grand opera house on Thursday evening, and there are few who will care to miss this unusual treat. Every one of the 54 members of this band is a veteran of the great war and has spent some time in a hospital recovering from wounds received in battle.

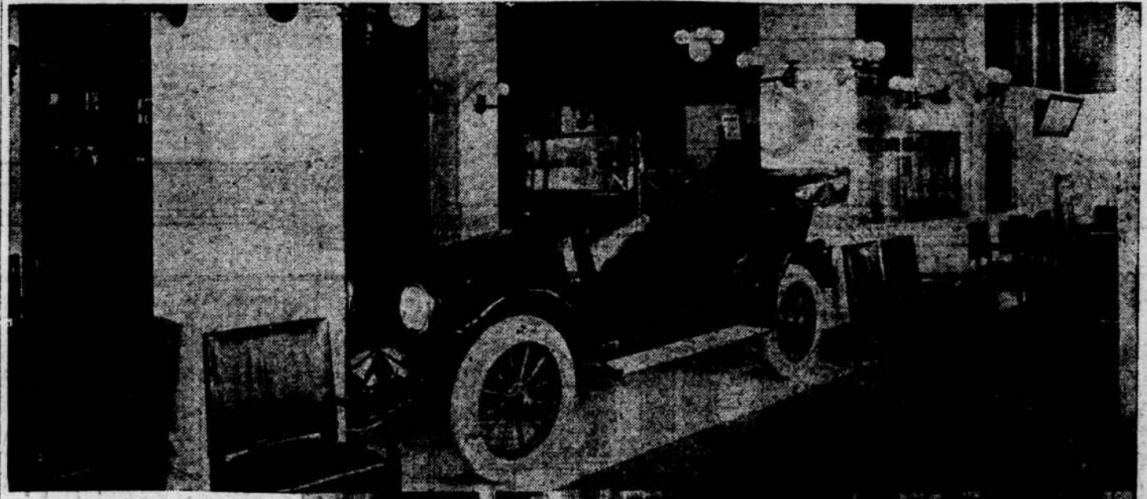
Then there will be the tractor show in the Milwaukee freight house, where the most modern fuel-propelled farm machinery will be shown, together with some of the motor trucks sold by local dealers.

#### Entertainment.

Entertainment has been provided for the patrons of the show by a committee composed of A. P. Heaney and William Thurston. Pierce's orchestra, occupying the little balcony at the south end of the palm room, will dispense music, both popular and classic, for two hours each evening. Horace Ensign, secretary of the Montana State Fair association, will attend the show Tuesday, and has consented to sing both afternoon and evening. Mr. Ensign was a member of the famous Tabernacle quartette of Salt Lake City, and has also appeared in grand opera. In addition to this, there will be other entertainment by local talent, and the committee may have a surprise or two to announce during the week.

#### Children's Status.

At the weekly luncheon of the association last Tuesday it was decided to ask a nominal charge for the admission of children to the show, and they will be admitted only when accompanied by parents. This was decided upon as a guard against the admission of children, especially of boys who have no other interest in the show than to have a place to kill a few hours, to the inconvenience of those attracted to the display for other reasons. Children under 5 years of age will be admitted free; those between that age and 12 years will be admitted for 10 cents, while the general admission will be 25 cents.



Patrons of the show, which will be opened tomorrow afternoon at 2, and remain open until 11 p. m., and then daily from 10 a. m. until 11 p. m., until Friday night, will find many makes of cars on display. Each dealer will have a model on exhibit, and the prospective purchaser will find a car of some sort to meet his particular needs, and also his pocket-book.

#### The Exhibitors.

Among the higher-priced cars to be seen at the show will be the Hudson and Packard, shown by the T. C. Power Motor Car company. They will also display the Essex.

The Willys-Knight, also a high-priced car, will be shown by the Overland-Great Falls company, who will also display the well-known Overland.

The Velie will be shown by A. P. Heaney, state distributor of Velie cars, trucks and tractors.

The Cadillac, another well-known make among the higher-priced cars, will be shown by the Western Motor company.

The Stearns-Knight runabout will be shown by Hoffman & Simpson.

C. W. Flory, who recently took over the Studebaker agency in Great Falls, will exhibit this popular car.

The Buick is a car with many friends in this city and vicinity, and the latest product of the Buick factory will be shown by the Western Motor company.

The City Auto company will show the Chalmers cars.

The Chevrolet, a class car among the more moderate-priced machines, as well as the Oakland, will be displayed by the Pierce Auto company.

For many years the Maxwell has stood the test of wear and proved its right to be considered a durable car. It will be shown by the Willys-Thurston Motor company.

"You can tell it by the hood" is a trade phrase by which the Franklin is easily identified. This car and the more moderate-priced make, the Dodge, will be exhibited by the Motor Inn.

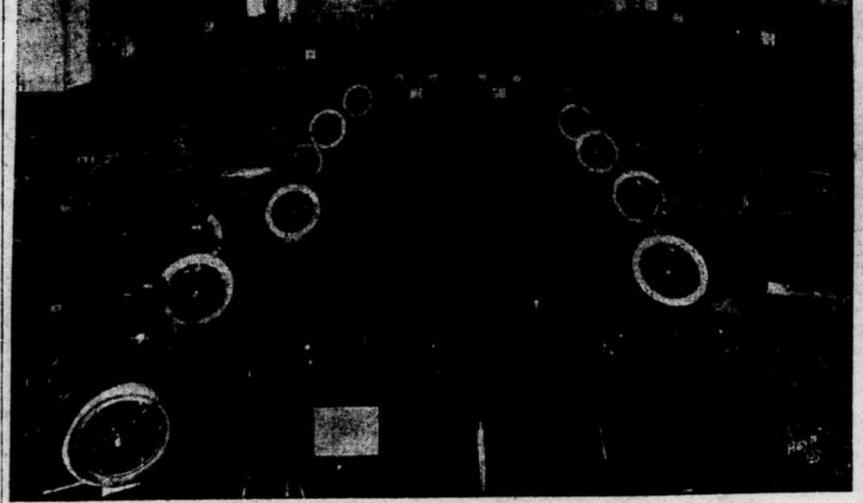


Photo by Heyn.

Great Falls approaching show recalls the first automobile show ever held in the city. The above pictures were made when the first show was in full swing. The top section shows a machine standing in the hotel lobby while the lower view shows the palm room filled with machines. This is the finest automobile show room in the west.

The Hupmobile, another car which has stood the test, will be shown by the Bickford Motor company.

The faithful Ford model will be there, shown by the McKinney Motor company.

Owing to the lack of space, there will be no display of automobile accessories.

Many trucks will be shown at the tractor show in the Milwaukee freight house.

The work of transforming the palm room from a comfortable lounging parlor into an automobile display room will commence before sundown tomorrow.

The committee on decorations, composed of W. S. Hoffman and E. A. Pierce, will have charge of this work and, while the decorations of the room are beautiful as they stand, the committee believed that a canopy effect of botanical creations, together with wicker vases filled with

flowers, would add to the attractiveness of the place.

At the same time one of the great plate-glass windows will be removed early Monday morning and at 8:30 the task of placing the show cars in position will be started. It is estimated that it will require four hours to do this work, which will be in charge of Frank Bates and Lee Forest, the floor committee. With all the cars in position, the window

will be returned to its position and the doors closed until 2 p. m., after which one door will be thrown open and the public admitted.

**Service First.**  
Service will be rendered at all times, and a special committee to see that every possible courtesy is shown patrons has been named. H. K. Bickford and Walter Wright are the courtesy committee. A telephone has been installed and should some patron or exhibitor be needed at any time, all that will be necessary will be to call 6006.

The turnstile through which all patrons of the show will pass has been secured from the state fair grounds at Helena and it will record the exact attendance at the show each day. R. S. Skinner, secretary of the Commercial club, and C. W. McKinney will be in charge of the tickets and the auditing of the various accounts and expenses incurred in connection with the show. The turnstile will serve as a check on the attendance and ticket sales.

One of the big features of the show this year will be dealers' day, which will be observed Thursday. On this day dealers from all sections of the state will

gather and inspect the display of machines offered by various exhibitors. Special arrangements have been made to make this a big day, and a dinner will be given the visitors in the evening. Then the visiting dealers will be the guests of the Great Falls Automobile Dealers' association. A special committee is in charge of arrangements, and they promise a most entertaining program of music and speeches. George Prentice and Roy McKnight are arranging the details of dealers' day.

When the show passes into history, on Friday night at 11, the floor committee will immediately begin the work of tearing down the decorations and early Saturday morning the automobiles will be removed from the hotel through the window. By evening there will be nothing remaining in the palm room as evidence that a show was ever held there. Instead, the settings will be the usual ones for a ball, and the dealers and their friends will enjoy the evening dancing. The program will be rendered by the same orchestra that will furnish the music each evening, and the dealers, their wives and sweethearts, will trip the light fantastic until midnight.

## TIRE ECONOMY

Let us prove it



## Goodrich Tires and Tubes

### TEN REASONS

Why You Should Equip Your Car With

## SILVERTOWNS

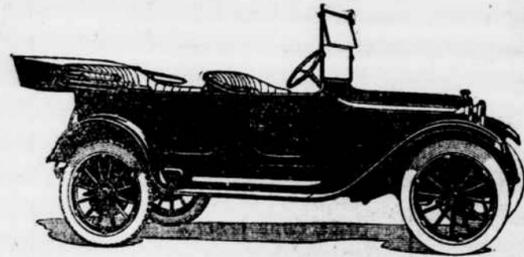
1. Develop greater power in your engine or batteries. This means great hill climbing ability.
2. Greater load carrying capacity.
3. Save in fuel consumption.
4. Wider range of mileage.
5. Additional speed—the fastest tire in the world.
6. Quicker starting.
7. Easier to guide and coast farther.
8. Greater carcass strength.
9. Practically immune from stone bruises and very hard to puncture.
10. Easily and successfully repaired.

#### RIBBED TREADS OR SAFETY TREADS

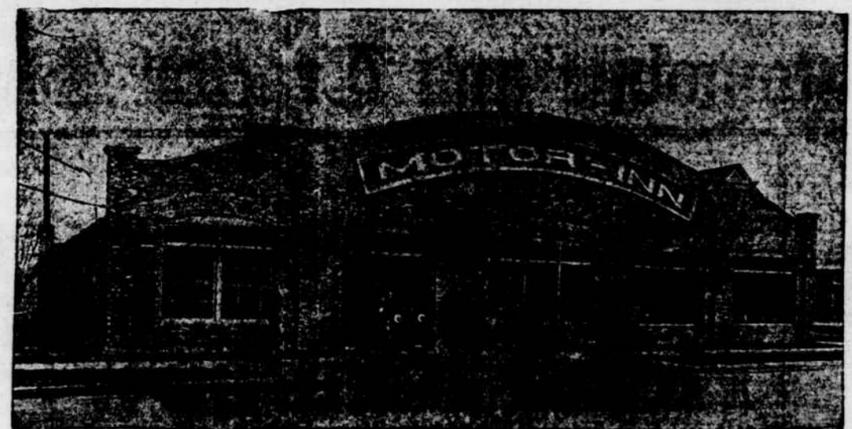
We specialize in washing and polishing of automobiles. Gasoline, Lubricating Oil of all kinds—Accessories.

## Auto Wash & Oiling Station

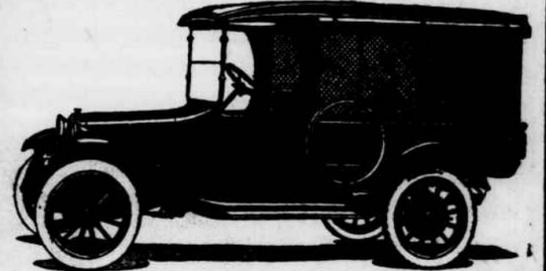
627 Central Avenue. Phone 8953.



Dodge Brothers Touring Car



Motor Inn, 113-119 Second Avenue North, 100x150 feet with part basement, built by the Prentice Automobile Co. in 1913.



Dodge Brothers Commercial Car



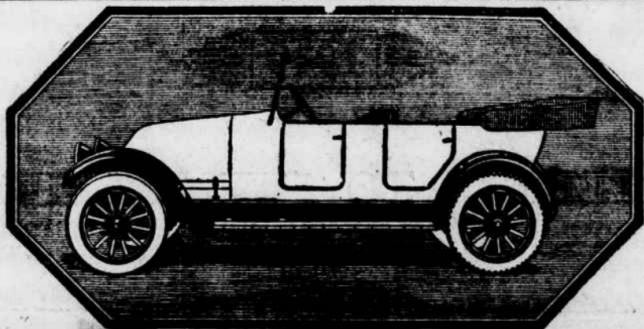
Everitt Garage, 113 Fourth street south, 25x50 feet, one floor, where Geo. D. Prentice, manager and co-owner of the Prentice automobile company, started in the automobile business in 1912.

**Prentice Auto Co.**  
GREAT FALLS—HAVRE  
Dodge Brothers Franklin Reo  
Cars and Trucks



Prentice Auto Co., Havre Branch, 110-112 First street, Havre; 50x100 feet, part two story, built by Prentice Auto Co. in 1917.

**F**ROM twelve hundred fifty to more than thirty-two thousand square feet of floor space represents our growth and advancement in seven years. The Motor Inn, our Great Falls headquarters, our branch at Havre and our warehouse, gives us more than 32,000 square feet of floor space devoted exclusively to our automobile business and makes us, we believe, the oldest and largest exclusive automobile firm in northern Montana.



Franklin Air Cooled Touring Car

**O**UR continued growth and success we offer to you as the greatest recommendation possible of the high quality of our cars, trucks, service and accessories. You naturally expect more from a long established, large and successful firm like ours and it is our whole-souled intention to fulfill your expectations for at least another seven years.