

# ANNUAL AUTO SHOW OPENS IN GREAT FALLS WITH BEST EXHIBIT EVER DISPLAYED HERE

### Immense Parade on Down-town Streets Monday Opens Program for the Week; Auto Show Dance Will Be Staged at Hotel Rainbow Tonight.

With the finest exhibit of cars ever shown in the northwest, the fifth annual Montana automobile show opened in Great Falls Monday afternoon under the auspices of the Montana Automobile Distributors association.

On the second floor of the Studebaker building, 721 Central avenue, in which the show is being held, there are 36 passenger cars and six trucks on exhibit, including 21 different makes, all set in a variable fairland of splendor and beauty.

The committee in charge has spared nothing to make the 1920 show the finest in the history of the automobile industry in the west, and has succeeded. The commercial side of the show has been placed in the background and everything possible is being done for the comfort of the visitors at the show.

Music is being furnished by a three-piece orchestra every afternoon and by an eight-piece orchestra every evening. Miss Pauline Slayter gave a number of pleasing selections at the show last evening. She will appear every evening during the week. An orchestra balcony

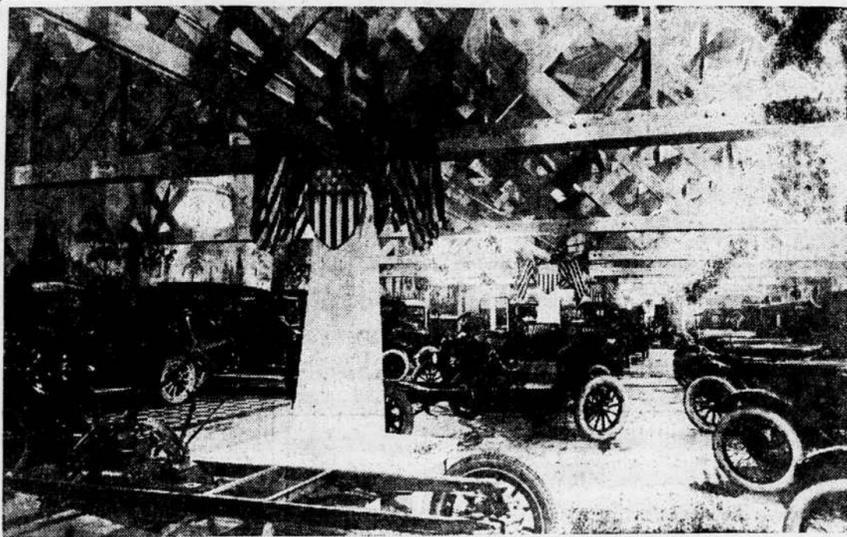


Photo by F. E. Rogers General display of the Fifth annual automobile show.

has been constructed in the center of the show room on the second floor, built in such a manner that it fits with the general Italian garden effect of the entire show quarters.

#### Parade Is Feature.

The show was opened Monday with the largest and most comprehensive parade of pleasure cars and trucks ever seen in Montana. It was headed by the Great Falls fire department and the Great Falls police department, followed by the famous army tank, "Ermentrude" which attracted much attention. A camouflaged staff car was used at the front during the late drives of the war, held a prominent position in the parade. Passenger cars and auto trucks followed. The number of cars which took part in the parade is estimated at 200 and they extended approximately 1 1/2 blocks. The parade started from the Studebaker building on Central avenue, proceeded down Central to Park Drive, thence to First avenue north, then to Eighth street, south to First avenue south, then to Park Drive, to Central and back to the show quarters. The show was formally

opened a few minutes later.

The attendance for the first afternoon and evening of the show was approximately 1,100, a record breaker for the first day. It is estimated that about 10,000 visitors from every section of Montana, and many from Alberta, Canada will attend the show before Saturday night.

#### Accessories Are Shown

The first floor of the show building has been given over to the accessories booths, which are attracting much attention among the show visitors. Cylinder grinding machines, pistons, castings, transmission drives, batteries and parts, spark plug, miscellaneous auto supplies and dolls are shown. A visible measure for use in gasoline stations, which occupies one of the booths on the first floor, is proving an interesting exhibit.

Lattice work and hanging lanterns, arranged tastefully by the decorating contractors, Kaufman and Hulder of this city, give realistic Italian garden effect. The decorations carried out on the

stairway leading to the second floor, at the rear of the first floor exhibits. At the first landing of the stairway, a battery exhibit has been arranged.

Upon reaching the second floor, the visitor is in a fairland of automobile wonders. The entire space is filled with 1920 model cars, picturesque scenery and at the far end, the six trucks are on display. They are the Maxwell, International, G. M. C. trucks, Ford, Stewart and Dodge.

The exhibit will open again this morning at 10, and will remain open until 10 this evening. Music and entertainment will be given during the afternoon and evening sessions.

One of the features of the week will be the official auto show dance, to be staged in the palm room of Hotel Rainbow this evening, beginning at 9. Dealers and visitors from all parts of the state will attend. Tuesday has been named, Society Day, and tomorrow, Wednesday will be Good Roads Day.

Exhibitors and dealers are enthusiastic over the prospects for the week. A telephone booth has been erected

in the show quarters, and the number is 6974. It has been placed there for the convenience of guests and show officials, as well as others who wish to get in touch with exhibitors and friends. Attractive settees have been placed in various parts of the show quarters for the use of the visitors.

Captain E. D. Gunning is in charge of the army tank and recruiting party, and is planning a number of spectacular "stunts" to be given on the vacant lot in the rear of the Masonic temple during show week. Trenches will be dug today, and it is probable that a program will be held each evening.

### Bits of Gossip From Auto Show

Scott Leavitt, secretary of the show committee claims the honor of selling the first ticket to the fifth annual Montana automobile show, and A. J. Breitenstein, manager of the show, collected the first fare. Before the show had been officially opened, at just 10 minutes to 1 on Monday, J. L. Peacock, prominent business man of Medicine Hat, Alt., appeared on the scene, and demanded a ticket. "I want to be the first man to pay a quarter to see the Montana show," he declared. As the official box office girl had not appeared, Scott took his place behind the wicket and "Breit" stepped beside the gate. Mr. Peacock then introduced himself. He is a frequent visitor to Great Falls, and is enthusiastic over the show which is being staged here.

Great Falls girls are going to have a chance for a rather novel ride. Very few up to the present have had a chance to do the shopping a la tank. Cleopatra had her swan boat on the Nile, Cinderella had her mouse chariot, and Ruth Law her plane, but here comes a chance for Great Falls girls to eclipse all other fair maidens of ancient and modern times by having a war tank taxi them about the city. As a matter of fact, the ride will probably not be as luxurious as a touneau of a big limousine, and the big waddling battle monster will probably make too much noise for the passengers to flirt with the driver, Sergeant Hall. When touring about in Ermentrude, there is no danger of the "hoop rind" crowding any girl off into the curb, and should the passenger desire a short cut some, Ernie does not in the least object to taking a path through the front fence or over the shade trees or even right into the house.

Captain Gunning, in charge of the recruiting party, says he wants every fair character in Great Falls to take advantage of his offer for a free ride. He says it is easy to get the tank trip. All any girl has to do is to bring her best fellow or some other girl's as a recruit for the tank corps, turn him over to the sergeant and claim the right to a ride.

The 1920 show is a knockout, declares A. J. Breitenstein, manager of

the show. "We have tried to make it the biggest success in the history of the automotive industry in the state, and we have succeeded. The exhibitors are satisfied, and the show visitors are pleased with the attention we have given to their comfort this year."

Many new cars are being shown for the first time at the 1920 show. The Air Cooled Holmes, exhibited by Rutherford Brothers who started in business in Great Falls five weeks ago, is attracting much attention. Although the company has been in existence only a ripple in the local auto sales world, Charlie and Harry Rutherford are both spending much of their time at their booth at the show, located on the second floor, meeting dealers and show visitors.

A. P. Heaney, one of the veteran auto men of the state, who was in charge of the monster parade held Monday, is boosting the auto show dance to be held tonight in the palm room of the Hotel Rainbow. Mr. Heaney says he never could resist a dance with pleasing partners, and that possible sales at the show couldn't keep him away from the palm room between the hours of 9 and 12 tonight. Mr. Heaney has considerable space on the second floor of the show building, showing Velie passenger cars and trucks.

Auto men and boosters from all over Montana, and many places outside the state are here for the show this week. Jack House, of Havre, Buick dealer, J. Dendinger of Denver, Horace Ensign, secretary of the state fair, and many others are here. G. L. Graham, manager of the Studebaker company in Minneapolis, will arrive here on Thursday for the remainder of the show.

The Montana Automobile Distributors association are paying the bills for the digging of trenches and stringing barbed wire entanglements, and the staging of the shows on the vacant lot north of the Masonic temple, where the war tank Ermentrude and the party of soldiers will put on a number of sham battles. Secretary Scott Leavitt announced Monday night that the first battle would probably be staged at some time Wednesday afternoon. The depression in the lot will afford an excellent place for spectators to stand about in order that all may see. Trenches will be dug Tuesday, and the entanglements constructed, at the east end of the lot.

"The 1920 show has started off wonderfully successful," declared Secretary Scott Leavitt at the close of the first day. "The attendance was good, and the exhibits have never been better. The decorating is the most attractive that any show of this nature has ever had in Montana. There is every evidence that this show will be the best in the history of the industry in the state."

The exhibit of the Great Falls Starter and Battery company, on the first floor of the show quarters near the entrance, is attracting considerable attention.

The company manufactures the "Montana Storage Battery" in this city, the first manufacturing company of this kind in the state. Steps in the manufacture of the battery are shown, and the new battery fully described. The company also handles a complete line of parts for electrical systems of practically every make of car. The method of handling the 5,000 parts at the local service station is explained at their booth.

The Mutual Oil company of this city has one of the finest exhibits of oils ever shown here, arranged on the first floor of the show quarters. Various grades of oils and greases are exhibited.

### REALESTATE TRANSFERS

Elmer L. Sanford to Burton T. Severance, 155 acres in section 5, township 22, range 5 east, \$1.  
J. W. Thelsen to Luke F. Cpry, south half of lot 1, block 269, \$1.  
Fred H. Sturm to James B. Reynolds, lot 11, block 221, \$1.  
Jesse A. Crabtree to W. N. Hulett, west half of lot 12, block 350, \$1.  
J. W. Thelsen to James M. Curry, north half of lot 1, block 269, \$1.  
E. F. Cobb to Cascade county, land in township 17, range 9 and 10.  
E. F. Cobb to Cascade county, land in section 18, township 17, range 10 east.  
Montana Ranch company to Cascade county, land in township 17, range 9 and 10 east.

### SOUND HEALTH

to many thousands is practically a matter of the right use of reliable means of maintaining vitality.

### SCOTT'S EMULSION

time-honored and reliable, combines palatability, inherent virtues and unrivaled efficacy. At the first sign of weakness take Scott's Emulsion.

It is known everywhere by the "Mark of Efficacy" - the Fisherman



### Scientific Wrinkle Remover Easily Made

A few dermatologists long have held the secret that a certain product known to the drug trade as saxolite, had the property when used in solution, of almost instantly reducing wrinkles and furrows. Anyone can readily make this same solution by dissolving an ounce of powdered saxolite in a half-pint of witch hazel. Bathe the face in this—and note the quick transformation! The skin tightens, becomes firmer—deeper wrinkles and crowfeet at once begin to smooth out. This action will of course also reduce hanging cheeks or double chin.

When the hands show signs of aging, the skin becoming coarse, creased or flabby, bathe them in the solution. Since the first publication of this formula, men and women all over the country have taken advantage of the information, according to reports, with most satisfactory results.—Adv.

## A World-Wide Good Name

This business has not grown just because the automobile business has grown.

It has grown because there has grown up in America, and all over the world, a demand for the kind of a motor car Dodge Brothers build.

It has grown because the users of these cars have given Dodge Brothers a good name as careful, conscientious manufacturers.

The result is that wherever these two words—Dodge Brothers—are seen, they stand as a symbol of exceptional motor car value.

Even when they appear, all alone, on a window, or a wall, or a bulletin board, they instantly mean something special and significant to the passer-by.

They call up a picture of a particular kind of a motor car.

Or, to be exact, a particular kind of motor car workmanship, which people have come to associate with the name Dodge Brothers.

The two words—Dodge Brothers—are an advertisement in themselves, not merely in America, but the wide world over.

The first thought that follows, wherever they are seen, is the thought of a car that is reliable.

The name has come to suggest integrity—integrity in the car, and integrity in the manufacturing and business methods of the men who build it.

Such a good name is, of course, almost priceless in value.

Dodge Brothers are keenly alive to that fact.

They realize that the permanence of their business rests upon the continuance of that good name.

They realize that such a name is a perpetual promise to the people, which must be perpetually fulfilled by a finer and finer product.

As long as the name is attached to their motor car, Dodge Brothers may be depended upon to safeguard and protect it.

As long as they build motor cars they will be the best motor cars Dodge Brothers can build.

PRENTICE AUTOMOBILE CO.  
117 Second Avenue North Phone 9535

## Steels that make a Maxwell Alert

That quick, sympathetic action you get when you call on a Maxwell to pass the car ahead, to flatten out a hill, to escape from the crowd in traffic has a story.



More miles per gallon  
More miles on tires

It's a story of steels. You can analyze a Maxwell pound for pound with any car built and you will find it quite the equal in fine steels.

A Maxwell had to be made of fine steels. There was no other way.

Because it was built to deliver economic transportation. That meant no superfluous weight. It meant light weight.

But it also meant excessive strength.

Because a rare combination of strength with lightness had to be provided in its steels.

Any metallurgist will tell you that the only answer was the very finest of steels.

They never burden the Maxwell engine, so when you call for results you get them in a Maxwell.

That's one of many reasons why the friendly drift towards Maxwell continues to increase day by day.

Now there are nearly 400,000 of them on the roads of the world.

The demand so far exceeds the supply that only 60% of those who have set their minds on a Maxwell can succeed in possessing one this year.

### WILDS THURSTON MOTOR CO.

314 First Avenue North

Phone 6926

Great Falls, Montana

