spring of the Other. BIG GROWTH IN THE TRADE

Harsen Are Fest Being Reginere by the Payler Wagon In the Work of Many Hig Business

Concerns.

It is a common mistake to think of the sommercity and industrial motor vehicle thoot of the pleasure car business. Nothing is elder than the cleasure

Historials of the motor car have all told of today but desired ten curve marsonrers

will be received by those who have watched of self-propelled industrial vehicles, the development of the automobile in In addition to these there are as many

From that period down to the present facturers. time a few manufacturers have been build-

hiele trials held in New York last October is putting through a first lot of 100 five freight machines. Chicago is using, as

was an efectric three ton truck that has ton machines for this year's disposal.

There there is "Old Adam," one of the from the making of a touring car. first shipment of fifteen electric machines. All parts are larger and beavier and reing repaired and repainted.

Great Progress in Judestey. Even persons in the motor car trade still erororiters in a few years, but the mater public in general thought that the pleasure however, the sum makes a big aggregate, broken down. right a few years, but the mater one, believe had developed marvelously Bestle the large amount representing a call year warm have been its which it really was of no greater magni-

on that the rations self-properly road to this matement it will doubtless surprise a wheels transmissions, and chains, and also the third week in January and the wide bicles, but its Transmissions, and chains and also the third week in January and the wide bicles, but its Transmissions, and chains and also the third week in January and the wide bicles, but its Transmissions, and chains and also the third week in January and the wide bicles, but its Transmissions, and chains and also the third week in January and the wide bicles, but its Transmissions, and chains and also the third week in January and the wide bicles, but its Transmissions, and chains and also the third week in January and the wide bicles, but its Transmissions, and chains and also the third week in January and the wide bicles, but its Transmissions, and chains are the chain and the wide bicles, but its Transmissions and the wide bicles, but its Transmissions and the chain and the wide bicles, but its Transmissions and the chain and the wide bicles, but its Transmissions are the chain and the wide bicles, but its Transmissions are the chain and the chai one are the total and the week steam were pretty well posted on the whole motor and other equipment. car trade, to learn that there are now 100 in this connection it is interesting to note companies in the United states that are that the show this week will for the first

America, that among the earliest models more that have built experimental work of electric and steam vehicles back in the machines or first models, thus raising the 90s, from twelve to fourteen years ago, present potential strength of the industry there were a considerable number of de- to approximately 300 manufacturers. There livery wagons, stages, brokes, and other is good reason to believ that in a comparamodels that were employed for business tively short time the number of commercial vehicle builders will equal if it does not exceed the number of pleasure car manu-

Value Twenty Millions a Year. Ing electric and gasoling commercial cars. The truck and wagon companies now in 5,000. At best this is little more than a continuously. Others that came into the business have facilities that would enable guess, based on certain known facts. field a little later have been building them to produce upwards of twenty thou delivery wagons, and other types sand vehicles a year, of an estimated agof industrial machines for fully ten years. gregate value of 50,000,000. Many of these As compared with present day vehicles companies have thoroughly organized fac. secretary of state for New York show that the early electric and kasoline freight and torics equipped with the most improved 31,500 of the motor cars owned in New York passenger cars were heavy, inefficient and automatic machinery for rapid and accepts designed, while the system wagons curate finishing of parts. One big plant The Adams Express company alone owns were too light and troublesome to be a alone is turning out upwards of forty big and operates 440—the biggest "fleet" in the too manufacture and expects to raise the world, with the exception of the motor omthe business muchines built ten years quota this year to fifty. Another promi- nibus fleets of London, which must also be ago are today in regular service. One of the nent automobile company that is just offer- classed as business vehicles, despite the

BUICK DAY

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Some of its Distinguishing Features;

Straight line drive. Tilted motor. New oiling system-doing away with smoky cars and

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Offset crank shaft. Lowest compression. Largest valves. The most beautiful design in

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Les Huff, Mgr.

booth. A revelation awaits you.

sen used continuously since that by the Such figures perhaps sound small in con- trucks and wagons Central Brewing company for hauling best trast with the larger numeral familiarly | Such figures signify almost nothing in the in half barrais. This truck still averages associated with the pleasure car business, commercial field, whereas in the pleasure

to the Adams Express economy in 90t, quire more time and more men to handle; and wagons in one have been in the nature which has a mileage record exceeding machine work on the parts necessitates of experimental installations with the comthe Adams Express ecopany in 1901, quire more time and more men to handle: 28,000 taffer and is still in regular dally heavier special machinery, and proportionpantes using them. service. For the full term of business life ately more floor space is needed in the it has averaged 250 days of service a year, factory. Hence an output of half a hunincluding time fost while the nody was be- dred big trucks might be equivalent to punies have been willing beretofore to or touring cars.

Capital Invested Unknown.

factories for the making of component Getting down to cold figures to prove parts, such as frames, axles, springs,

Parls and Janden | actually producing and marketing motor time reveal a number of sundries manu-Exen entering flower to modern times. If trucks delivery wagons, and special forms facturers who recognise that motor trucks require equipment of a different character from pleasure cars. In the Auditorium searcher will discover among the lamps. jacks, ignition outfits, and other accesview to the harder usage they will be subjected to on the work vehicle.

Estimates that have been made of the number of motor trucks and delivery wagons at present in regular service in this country place the total at from 20,000 to

interesting features of the commercial ve- ing its trucks for sale for the first time, fact that they are passenger and not

nearly as can be cafeutared, itout about

Pleasure Vehicles Came Later as Off- from twenty-five to thirty miles daily and jout the manufacture of a three ton or a car business they have been a fair business the life of its batteries is tweive mentls. Live ten truck is a different proposition for computation of popularity of the machine and arobable increase in demand, Up to the present time the majority of trucks

Few manufacturing and mercantile con make a complete change from horse service sevents five or 100 high powered runabouts to power wagon transportation. But the records of performances of motor trucks and delivery wagons during the last five as a newspace to ascertain the years, which have been kept most minutely coming development," whereas the fast capital invested in the motor truck busing by large companies, have shown such 's farther from the truth. The business is that it is here already and is much more ness, because so many pleasure car com- superiority over horse service in realisstrongly intremened than is generally real panies are producing business vehicles hilly, speed, and mileage, and in economy the its proceedies, in fact. True, ized A few years ago normabile man'ar under the same roofs as their private past that the old, conservative lack of confi turers, nows, and trade papers, and the senger carrying model. Unquestionably, dence in the meter wagon has at last been

Conditions are ripe new for a wor complete truck preduction, there must be demand for commercial motor vehicles. The reloping sending white the pleasure car tude than the industrial motor car business taken into account the money invested in average daily attendance of 16.000 visitors during the commercial vahiele section of the spread interest in the Chicago commercial vehicle exhibition aignify that the demand for business cars this year will greatly exreed the production.

Sucress Means Big Gnins. To show why, the rate of increase in the use of machines heretofore is no index of the probable increase henceforth, it is only necessary to point out that an installation of three or four trucks or delivery wagons that have given satisfaction in the service sories more than a few designed with a of a large company may result any day in a blanket order for twenty-five, fifty or 100 similar machines to replace the entire horse equipment that has been retained through the trial stage of the power WARGINS.

For example, the Adams Express company will eventually supersede all its horses in big cities with motor wagons. So will the American, Wells-Fargo and United States, Registration of motor vehicles with the all of which are using a limited number of

Department stores that now have equipments of 100 to 300 horses in their delivery The Adams Express company alone owns service and from six to forty or fifty power

> Gimbel Brothers an Example. Not only is this transformation working out with houses that have satisfied themseives of the superiority of motor service by trial in their own business, but big companies having lots of hauling and delivering to do, yet which never have owned or used machines, are giving orders for otor wagons in lots of fifty to 100, and even go so far, as to rely solely upon these machines, as ic the case of the new Gimbel Bros. department store in New York City. which opened for business last fall with a fleet of ninety-seven electric and gasoline wagons in its delivery department and not a single horse. No provision whatever has been made for horses, special garage buildings having been erected by the firm

Estimates of the number of business motor cars in use, as made by different authorities, range all the way from 10,000 to 25,000, the discrepancies being due, first, to the difficulties attending the collection of reliable data, and, second, to the inclusion by some compilers of the taxicabs in use and of municipal vehicles such as patrol wagons, ambulances and fire ap-

Several thousand touring cars have been transformed by their original or secondhand buyers fitte Bitt delivery wagons, of which no record exists.

Average Lives Ten Years. The possible market for commercial venicles is indicated to some extent by the census reports that show more than 200,000 horse-drawn wagons for business and farm uses are manufactured annually in merica. If it is insumed that these have in average life of ten years there are at resent in use in round figures about 9,000,-

00 such vehicles. One motor truck or wagon will do the work of three of these, and consequently a possible market exists for about 2,600,000 motor wagons before the horse is retired from slavery. Even granting that not more than one in three wagons will be displaced. this leaves a potential market for 1,000,000 motor wagons, plus an annual absorption of 300,000 in place of the horse wagons now eing produced annually.

ELECTRICS START EASILY

Are the Most Reliable of All Cars in Stormy Wenther, and Child

Can Run Them. One of the best tests of the cold weather reliability of the electric automobile is the fact that the motor cannot be stalled by any degree of cold. It was a common sight wo weeks ago to see cars in front of theaters and the big stores with blankets over the hoods in order to keep the mo tors from setting chilled, and the effort was not always successful, as many times the drivers or owners could be noticed exerting all their strength turning the crank in order to get the engine started for the journey home. With the electric car it mattered not how long they were aft out in the cold. The motor was ready just as soon as the lever would be moved to turn on the current. Starting the elec-tric motor is just about the easiest thing in the world-not any harder than turning the switch of an electric light bulb or moving the key, to turn on the gas. Any child to years old can start an electric motor, and the guiding of an electric car a just as easy as starting one. The woman who could steer a haby coach or the child vho can handle a little toy express wagon an guide an electric automobile, so easy to they answer the steering wheel.

There are many points that can be of-fered in favor of the electric automobile, out there is none as strong as the one of sy manipulation. They can be started. stopped, turned in, any direction with al most no exertion. It is not possible to get n a prespiration over the handling of an lectric car, even in the hottest weather, ence there is no suffling or musaing the lothing, he the driver of either sex. Bo ertain is the application of the power that the cars can be stopped in less than their own length without jar or jolt. There is no possibility of stalling the car at a railroad crossing or in the narrow, congested districts of the big cities. In the latest styles of electric coupes everything is losed in. thoroughly protecting the ocupants from the elements, although the car can be instantly opened for comfort on warm days. The starting and stopping ever, the brakes, the bell signal and 'in act, everything connected with the operaloss is inside the car, just at the hand of the operator. It would seem impos to add any improvement to these cars that the makers have not already provided.

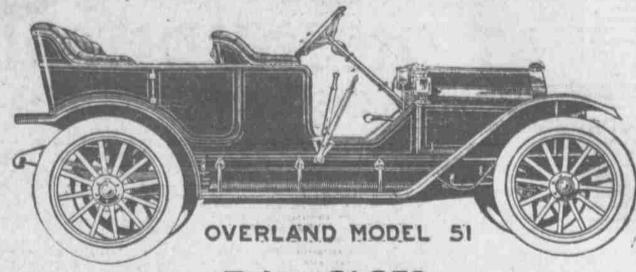
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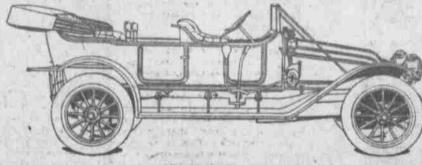
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The pioneer small car and the only strictly high grade car of its type Model "G" is more than ever the leader in its class.

For 1911 it has a larger body and longer wheel base. In appearance and quality it ranks with the most costly cars made. For the man of moderate means it affords the best; the man of wealth finds it the most convenient and attractive small car possible to buy for family use. It does the work of a large car more easily and at less cost.

1906 Purchasers

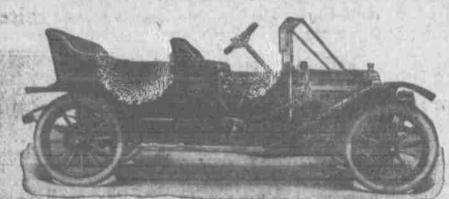
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What benefit do you, as a prospective automobile scalar or owner, derive from the great Stock Chassis track and road mose being run throughout the country? If you take interest in their merely for the pleasure of seeing the cars make speed or if you ignore them chirely as the actions of "speed maninca." YOU are the loser. These races in the final analysis ambody the results obtained from the best construction and design of the respective makers and are highest that the final analysis ambody the results obtained from the best construction and design of the respective makers and are highest that the highest seems of the word. As speed contest they have only a sporting interest.

In all full races during both days, better average speed was made by the following cars only. 1 Losler 2 Nationals 2 Marmons 1 Simplex 1 Fulcar

body and equipment ever looked at.

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All these with one exception, sell at over \$500 higher price than the Mid-land, and with but two exceptions are of greater H. P. The Midland inside tetter average time than the following:

Knox Siz-En- Also Six-Brok-gine trouble, en clutch.

1 Enter 1 Lexington 1 Herz 1 Warren Detroft 2 Staver-Chicagos 1 Marron 1 Overland The following list, due to the fall-ure of some part reither tadly de-signed or mootly constructed; were unable to finish;

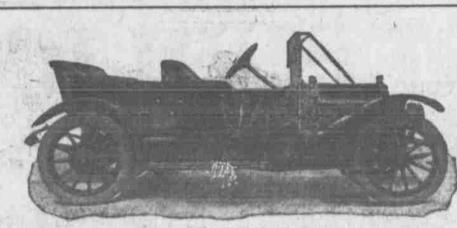
This record over an imperfect country road (and in-cluding rour right angled, or worse, turns on every lap —a sotal of nearly one handred turns), is better time than is made by the Twentieth Century or Pennsylvania Limited flyers, over their level, hallasted and by com-parison, curveless courses. Kisselkar— Kisselkar—
Broken radiator
Black Crow— Corbin— Broken
Broken wheel
Jackson— Broke
Enstearing gear
Matheson Six—
Broken wheel
Kisselkar—
Broken connecting red.
Cino—Ditched
Broken radiator
Staver-Chicago

Sloux City

S. C. Douglas, Mgr.

Immediately after the Electric races the Midland was driven overland to Indiannolis without a single repair or adjustiment where it entered the 100 mile race on the speedway for the Henry Grand Brassard, on Sept. 3d. There it made 170 miles in 56 minutes without a single step or black. It was defeated only by I Nationals and I Speedwell, sars of greater power and higher selling price. In this race the Midland defeated 2 Margoons, I National, I Palcare 1 Meducian sixus, I Black Crow, I Firestone Columbus and I Cine. For full information as to Midland merit and replicability, address

law of New York has been declared unand action is now threatened to test the Crain of New York City holds that the section of the Callan law which provides that a person who runs down another with an automobile must stop and give his name and address violates that part of the state constitution which says "that no peron shall be compelled to be a witness



This is our Model L. 2, fore door touring car. 5 passenger-40 horsepower and sells for \$2,100.

It is one of our best machines. In its class we confidently believe that it has

The springs are long, easy riding, semi-elliphic front and three-quarter scroll eliptic rear firmly and securely fastened to both frame and axle. The wheels are grade A, hickory, equipped with Marsh Q. D. rims. Tire equipment, 34x4.

Brewster green body and gear or green, show on red wheels-Upholstered in No. 1 M. B. black leather.

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