

AUTO SHOW TO BE MAMMOTH

More Dealers Want to Show Than Can Be Accommodated.

DECORATIONS TO BE SPLENDID

Basement Is to Be Given Over to the Large Display of Commercial Vehicles Now on Sale Here.

The Omaha Automobile show the middle of next month promises to eclipse all former efforts of the Omaha automobile men in displaying their cars. There will be at least fifty more cars on exhibition than last year. So far fifty exhibitors have been granted space, which means that there will be at least 500 cars on the floor during the show. These cars range in price from \$200 to \$1,000.

A meeting of the association will be held tomorrow afternoon and will pass on dealers for membership. The drawing for space will also take place. The auditorium will be divided into sections. As many numbers as there are exhibitors will be put into a hat and drawn out by the exhibitors. The dealer drawing number one will get first choice of these sections, the one drawing two, second choice, and so on.

There will be thirty dealers on the main floor and stage and twenty exhibitors of commercial vehicles in the basement. All the scenery in the basement will be removed, making the room for display twice as large as it has been in the past. There will be about 500,000 in cars at the show this year. The show will not only be attended by the dealers in the state, but also by those in Iowa, Kansas, Missouri and South Dakota. The Kansas City show closes two days before the Omaha show opens and consequently many of the exhibits there will be brought to Omaha and from here to Des Moines.

Cargo of Maxwells Sent to Australia Constitute a Record

Loaded with automobiles until it was impossible to get another one aboard, the Australian steamer Schoenfels sailed from New York December 29 for Adelaide, South Australia, carrying the largest single cargo of motor cars ever shipped abroad by an American automobile manufacturer and leaving a big overland on the dock to follow on the next steamer.

All the cars were Maxwells, shipped by the United Motor Export company, the foreign division of the United States Motor company. They were sold to the Farmers and Producers Supply company, one of the largest companies of its kind in Australia.

In addition to carrying a record cargo, the captain of the Schoenfels unknowingly is participating in what may be a record for speed in the delivery of automobile export orders. The shipment was made as the result of a call by an American newspaper and trade journals reached Australia with accounts of the Maxwell victory in the Golden tour. Incidentally it showed that the merchandising power of great American newspapers extends to the remote parts of the globe.

Forty cars in one shipment were demanded by the table order and this demand was in addition to an ordinary shipment of thirty-five Maxwells which had been previously put aboard the steamer.

Regular shipments are being made to nearly every country on the map. The distribution of shipments by the last few steamers showed cars for Japan, Manila, New Zealand, South Africa, Montevideo, Buenos Ayres, Para, Brazil, Guatemala and Santiago de Chile.

Packard Company Has Unique Method of Showing Its Cars

In order to display to the best advantage a representative car from its extensive line of open and enclosed styles, the Packard Motor Car company is exhibiting only one vehicle, a 1911 "Six" phaeton, in the motor carriage division of the New York Automobile show in Madison Square garden.

The phaeton is set within a silver rail in the middle of the garden and the arrangement permits scores of persons to obtain a good view at one time. This plan was prompted by the fact that the arena is jammed during every session of the show.

During the week of the show, a large special display of Packard cars, with all styles of open and enclosed bodies, will be made at the store of the Packard Motor Car company of New York, Broadway and Sixty-first street. This permits persons interested to view their latest models in a row of cars that will represent the entire Packard line. Included in this display is a pulsed chassis which is about the last word in highly finished motor car machinery. This offers an exceptional opportunity to examine in detail the characteristic features of the distinctive Packard chassis construction.

Gossip Along the Automobile Row

Mr. and Mrs. A. Y. Mowrey of Portland, Ore., are spending the holidays at their home, having recently arrived from a tour of California. They have put in a considerable portion of the last two years touring the United States and Canada in their E-M-F "30" which, driven and cared for by Mr. Mowrey, has covered nearly 20,000 miles.

W. L. Huffman and C. W. Shoberg drove two Hupmobile roadsters to Sioux City Tuesday, and report that they had some difficulty in breaking through the snowdrifts in different places. They arrived at Sioux City safely and without a mishap of any kind to the cars.

Will N. Hallen, sales manager of the W. L. Huffman Auto company, reports that he has already contracted over 200 Hupmobiles for 1912. Mr. Hallen now expects to devote a great deal of his time to the Abbott-Detroit line, as they have just contracted for a large territory on the popular car. The Abbott-

Detroit line is a strong one for 1912, and they have added all the new features, such as self starters, electric lights, etc., and sell at a price that is tempting.

Manager Lee Huff of the Omaha branch of the Nebraska Buick company has notified that the Buick Motor company of Flint, Mich., has been given the position of honor at the Madison Square Garden show, which opened in New York yesterday. This honor, with the allotment of first place, is always given to the factory having the largest value of annual output, and has been awarded to the Buick people for a number of years.

S. C. Douglas, manager of the Sioux City branch of the Nebraska Buick company, visited the Omaha branch last week.

Mrs. Lee Huff, office manager of the Omaha branch of the Buick company, returned last week from a visit with friends at Grand Island.

The Buick company is looking orders for January and February shipments to agents in their territory.

H. E. Fredrickson received a carload of Chalmers "30" last week, all of which are equipped with the latest device.

confering with General Manager Sides in regard to the shipment of cars to their agents.

The E-M-F Omaha company has changed the firm name to The Standard Corporation of America, Omaha branch. The change is in title only, the officers and organization remaining the same as before.

Manager W. L. Huffman of the Huffman Auto company is up in Dakota looking over the business and securing orders for the 1912 models of the Hupmobile.

F. W. Whitney, formerly in the employ of the gas company, has accepted the position of city salesman for the H. R. Kimball Automobile company.

T. V. Graves, manager of the Omaha branch of the Goodyear Tire and Rubber company, paid a visit to the factories last week.

The Goodyear Tire and Rubber company received a carload of tires last week.

Manager G. F. Ream of the Cadillac company, who has been visiting in the east for the last two weeks, returned Friday.

Stearns-Knight agency in Buffalo, N. Y., and will install a taxi-car line.

A working model of the Columbia Knight motor will be exhibited at the auto show next month. The motor has never before been displayed here.

A special force of 500 men has completed an inventory of the Packard shops in Detroit. The count showed about \$1,000,000 in material and unfinished cars.

In line with an important movement to increase factory efficiency, a rearrangement of machinery is being made in the Packard shops in Detroit. Under the new system of factory routing, the line-up of machines conforms to the sequence of operations in important parts. This saves much of the time formerly consumed in moving parts from one room to another.

The W. L. Huffman company has ordered two carloads of Abbott-Detroit cars, 1912 models. It is the intention of Mr. Huffman to exhibit these cars at the show next month.

The Marlin Automobile company has a good supply on hand of the Presto self-starters for gas cars, for which they guarantee first-class performance on any car they place one on. In two hours' time after you put your car in their garage it

will be ready for you, with never any more cranking to be done, and the price is only \$25 installed on the car and warranted to operate satisfactorily. This is much less than most people think must be paid for self-starters.

Guy L. Smith has just received some interesting information from Howard E. Coffin of the Hudson factory. Mr. Coffin writes: "Foreign motor car manufacturers are coming around to American ideas. America once looked to Europe for automobile advice, but this condition has been conspicuously turned around. At the importers' show in New York the Renault, Napier, Fiat, Lancia and others are emphasizing enclosed valves. The Mercedes, Lancia, Fiat, Berliet, Daimler and Marini have the fan in the flywheel. The multiple disc clutch has at last come into general European use. Numerous other changes point out the paving of the way by Americans." Guy Smith says that Mr. Coffin is evidently too modest to take credit for most of these improvements, but the fact remains that all these features are embodied in his Hudson "31."

"Can you beat it?" said Guy L. Smith as he proudly pointed to his new Franklin Model M "Little Six." "This seems to be just the car that scores of people have been waiting for. It's an actual fact that dozens of Omaha men have been on a quiet search for a six-cylinder car that was not so big it would cost them too

much to own. That this new 'Little Six' Franklin fills the bill is proven by the number of demonstrations I am making and the enthusiasm displayed by every one who sees the car. Yes, and by the orders I am looking. I tell you it is wonderful."

W. S. Weaver, who for the last seven years has occupied the position of Omaha branch manager of the Seager Engine works of Lansing, Mich., has recently resigned and accepted a position with the Interstate Automobile company. Mr. Weaver was in the automobile business here in Omaha in its early days and has constantly kept in touch with it even while engaged in other lines.

One commendable thing I have noticed recently is the lowering of the charge for fitting extra (limousine or coupe body to motor cars. For a long while the charge for such work was nothing short of exorbitant. Several manufacturers started a crusade for the reduction of extra body charges and, through their agents, managed to have about a third taken off the old charge.

M. W. Montgomery, manager of the Interstate branch, has just returned from a trip to the factory. He reports the outgoing business on the new models much better than any year in the company's history.

Reduction of Taxicab Rates And Announcement of the Gray Bonnet Taxi Line

THE Gray Bonnet Taxi Line "Tyler 1-2-3" is a reorganization and enlargement of the Franklin Taxicab Service Co. It is a bigger and stronger concern which has absorbed and added all the Franklin equipment to its service and placed an order for eleven more cars of the colonial type, two of which are now on the road. The old concern established not much more than a year ago by G. E. Douglas and H. H. Hawks has had such a phenomenal growth and success that today it is the largest concern of its kind in the west offering to the public the service of a dozen beautiful cars. By giving superior and efficient service at fair rates and by skillful management this concern has assumed the leadership in this line of business in Omaha and now handles the greater part of the taxicab business of this city. Upon its books will be found the names of nearly all of Omaha's foremost families. At the debuts' parties its cars are the ones carrying the guests to and from the functions. At social affairs, both afternoon and evening, its cars are the ones the guests employ. At the country clubs and the down town clubs and theaters this company's taxis are the ones in evidence. Perhaps part of this success is due to the fact that this company, to a large degree, chooses its patronage. By this is meant that it is not its policy to accommodate any character that may produce the fare. A respectable woman or family ordering taxicabs from "Tyler 1-2-3" runs no chance of getting cars that have become notorious for the characters they haul. Neither does one run the risk of getting a driver who drinks or is in any way irresponsible. If the hood of the car is painted gray you run no risk; you know the driver is experienced and competent and that he is sober as well as courteous. When you call "Tyler 1-2-3" you deal with a concern that does not pander for the dollars from questionable characters nor parade them through the town in its cars just because their dollars are dollars. No auto livery concern or individual rental car owner in Omaha doing a "fly by night" street corner business or pretending to do a legitimate taxicab business can substantiate such a statement. It is a big thing to be able to conduct this business on such a high plane but it is a source of satisfaction that the public appreciates the effort and calls "Tyler 1-2-3" for taxis when all other cars stand idle.

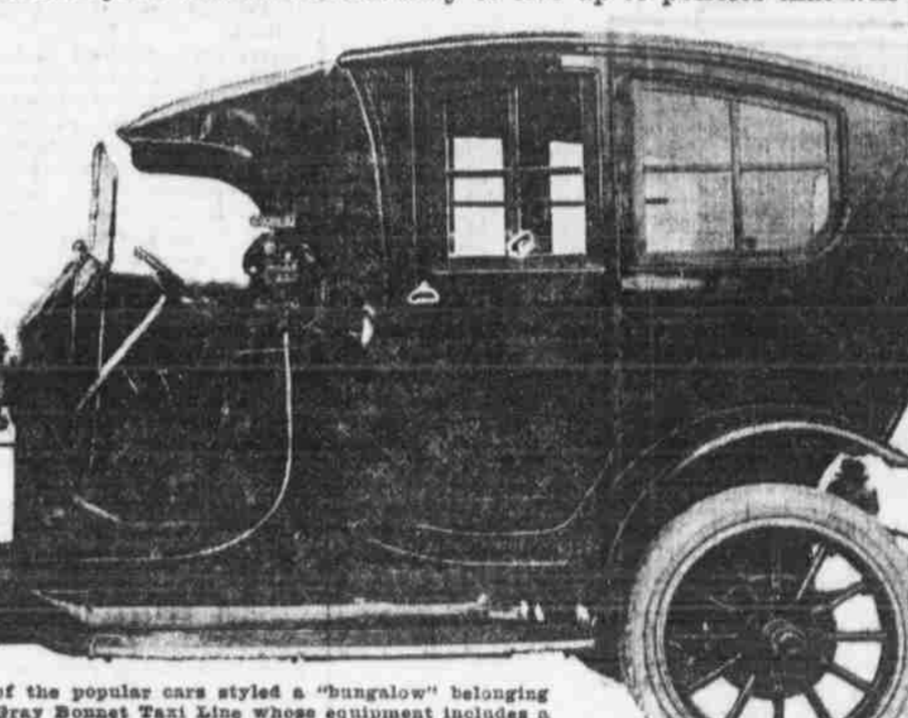
To distinguish these cars from the other sort that chug and wheeze up and down the streets, the hood of each one has been painted a beautiful gray. In addition, the old firm name, "The Franklin Taxicab Service Co." was dropped with the old year and hereafter the concern will be known as the "Gray Bonnet Taxi Line." The old telephone number "Douglas 1802" has been changed to a simpler one, "Tyler 1-2-3." The present quarters are too small and when the new "bungalows" arrive will be inadequate so the building now occupied by the Electric Garage at 2214-16 Farnam Street has been leased and will be used after February 1st. The same young men who founded the business a year ago continue as its proprietors and the same policies that have made success for them will apply to the Gray Bonnet Taxi Line "Tyler 1-2-3." When you desire a perfect car, good service and do not want to run chances of being "held up" just call "Tyler 1-2-3" and do business with a concern that appreciates your business sufficiently to live up to policies that will warrant it.

TRANSPORTATION by taxicab has progressed to such an extent that the individual operating one, two or three cars in an irresponsible haphazard way from curb stones and street corners cannot hope to continue to profitably apply his vocation. Until late this trade has been in the hands of ex-horse cab drivers forced by modern conditions to give up their horses, scraping together a few hundred dollars and securing an old second hand car of ancient vintage. Some were enabled to eke out an existence while others by charging outlandish rates and "soaking" every one coming within their grasp accumulated neat sums. The latter still ply their trade and take advantage of every one they can. You will find them on street corners here, there and everywhere. To distinguish our cars from this sort we keep them well painted and in perfect order. In addition we have painted the hood of each a beautiful gray. You can see them on the streets everywhere and by stepping to any phone and calling "Tyler 1-2-3" one will call for you anywhere day or night.

Having so many cars at our command we can promptly take care of all calls day or night and because of this our service has been termed "Instantaneous Taxi-Service."

At the theaters and large social affairs, where there is usually a confusion of traffic and long waits by private car owners as well as others, we always have a man who handles our taxicabs and saves our customers waiting to find their taxicabs come up first and that they are comfortable inside and whizzed away ahead of others. That's just one of the features of Gray Bonnet service.

We have more than 20 employees on our payroll. All taxicabs are regularly inspected, cleaned and kept in perfect condition. When the car reports in it is searched for lost articles which are returned to their owners as quickly as possible. The drivers are neat, courteous and competent. They know the city thoroughly. Just try "Tyler 1-2-3."



One of the popular cars styled a "bungalow" belonging to the Gray Bonnet Taxi Line whose equipment includes a number of cars of this style with several more due to arrive January 15. For a "bungalow" call "Tyler 1-2-3."

THE taxicab business is the result of the progress and invention of the last few years. It is the demand of the time. It is quicker transportation in a field hitherto not invaded. We called for the railroad and we have it; we called for the steamboat and we have it; we called for the telephone and telegraph and we have them. The present age demands the taxicab as a rapid and economical means of city transportation and in Omaha we have the "Gray Bonnet Taxi Line, Tyler 1-2-3." Through the aid of invention all these things have been placed within the means of man in all walks of life. The latest in the taximeter, placed on motor cars for economical transportation to the public. The taximeter has placed the taxicab business upon a solid basis automatically measuring the time and distance and thus establishing a basis for computing standard rates in keeping with the service given. All taxicabs of the Gray Bonnet Taxi Line "Tyler 1-2-3" are equipped with taximeters which automatically make the charge for each trip. Drivers cannot tamper with meters; for a meter is sealed—a broken seal means the driver's disapproval.

Reduced Rates.

For the advantage of persons shopping or calling we have special rates in effect daily and Sunday, excepting holidays, up to 6 P. M.

The reduced rates are governed by the following conditions: Excepting on holidays and before 6 P. M. If the taxicab when finally dismissed is within one mile of the point where customer first entered the car and the charge for a continuous trip, at the regular printed rates, amounts to \$1.00 or more a reduction is made of 25%.

A continuous trip is understood to mean all the time and distance consumed between first entering the car and the second final dismissal. Ordering the car back to its stand regardless of further instructions is considered final dismissal on any one trip.

Acc'd rates for	In effect daily and Sunday before 6 p. m. excepting holidays. When customer dismisses the taxicab within one mile of the point at which customer entered the taxicab and the amount of service amounts to \$3.00 or more for each continuous trip, a reduction is made of 25 per cent. A continuous trip is understood to mean the time and distance consumed between first entering and finally dismissing the taxicab.
1	For the first half mile or fraction.....60c
2	For each quarter-mile or fraction thereafter, price will be.....10c
3	For every four minutes.....10c
4	Five-passenger cars, per hour.....\$3.00
5	Seven-passenger cars, per hour.....\$4.00
6	For 1 additional passenger over 1 passenger-limit, 25 per cent extra.
7	For 2 additional passengers over 1 passenger-limit, 50 per cent extra.
8	In calling or dismissing a taxicab over 18 blocks and not more than 30 blocks from 16th and Farnam Streets the minimum charge for service rendered will be \$1.00.
9	In calling or dismissing a car more than 30 blocks from 16th and Farnam Streets, an extra charge is made of 25 cents per mile or fraction that the taxi-car travels outside this 30-block radius.
10	For each piece of baggage carried outside 50c
11	For each piece of baggage carried inside 20c
12	(Passengers are requested to carry baggage inside the car whenever possible.)
13	Drivers are not permitted to open new accounts and terms are cash unless previously arranged or customer is supplied with a special identification card, which may be obtained at the main office.



Taxi? yer 1-2-3



Taxi? yer 1-2-3

GRAY BONNET TAXI LINE
209 North Fifteenth Street.
Cars with the hood painted gray, also always in front of Henshaw and Merchants Hotels. after February 1st, Office and Garage, 2214-16 Farnam Street.