

## RECORDS BROKEN AT AUTO SHOW

Attendance for the First Two Days is Double that of a Year Ago.

SHOW OPEN FORENOONS

And Those Who Desire a Quiet Time May Come Then.

TONIGHT IS SOCIETY NIGHT

Evening Wear Will Be Seen, but is Not a Requirement.

ORCHESTRA IS ATTRACTION

Exhibits of Mechanism in Action Attract Large Numbers—Commercial Display Almost as Popular as Pleasure Cars.

Attendance at the Omaha automobile show for the first two days has been twice as heavy as for the first two days of last year's show. This is a conservative statement, for it is based on the actual number of tickets taken at the door, while the crowd came so fast and furiously on the opening night that the ticket takers were pushed aside and many tickets were not collected.

It is estimated that 1500 people were turned away from the show Monday night, unable to get in when they arrived at the Auditorium.

It is not thought that the building will be crowded full enough the remainder of the week to make it uncomfortable, though the show management expects last year's records to be broken every day and evening. Those who are afraid of finding too many people on the floor to suit them may come early in the afternoon, or even in the forenoon, for the doors are open at 9 o'clock every morning. If one is bent on quiet inspection and doesn't intend to ask many questions, the forenoon is perhaps the best time to visit the show, for then most of the automobile men are with customers in their garages on "automobile row." If one

has many questions to ask it is better to come after noon.

**Dealers Pleased to Show.**  
Dealers are jubilant over the sales that have already been made, the "prospects" that have been discovered and the hundreds of prospective customers who have either already arrived in town or are on their way. Omaha yesterday was "fairly alive" with dealers from all over Nebraska and western Iowa, practically every one of them having with him one or more prospective purchasers. One dealer from a little Nebraska town secured twenty-four tickets of admission yesterday, indicating that he had brought twenty-four persons to the city who are in the market for motor cars.

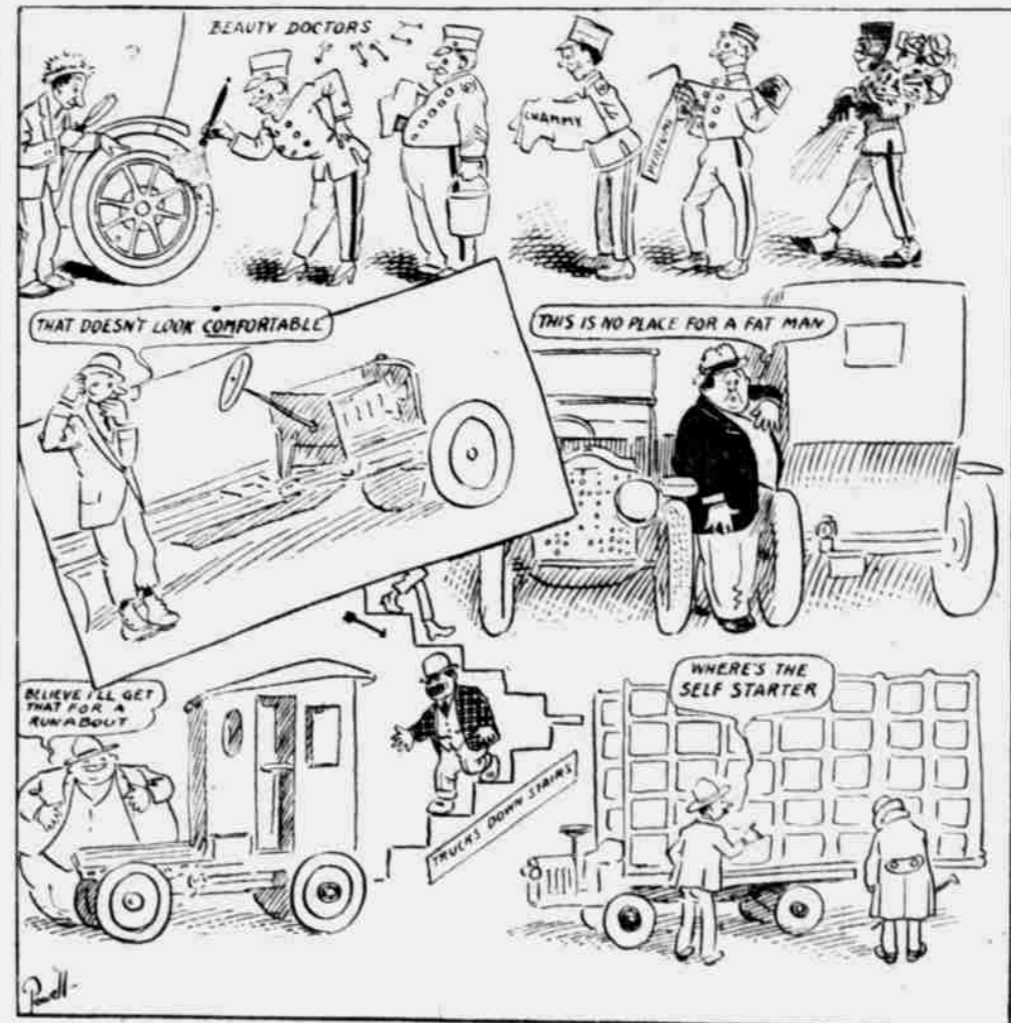
Tonight will be society night at the show and the social feature promises to be even more brilliant than that of society night last year, when Omaha's social elite were out in force and the "young bloods" of the city and stately matrons graced the interiors of the polished exhibit cars with their presence. Exhibitors will all be in evening dress tonight and visitors may wear evening dress if they wish, though there is no requirement that they do so.

Noble's concert orchestra is an attractive feature of the show. Seated high in the balcony, the orchestra offers a varied musical program afternoon and evening. Much admiration is expressed by showgoers for the way the Auditorium is decorated. The many Japanese lanterns hung directly overhead, the rose covered trellises around the balcony rail, hiding from sight the vacant seats of the balcony, the palms, the ornamental lamps and the green floor covering add wonderfully to the beautiful visual effect produced by the handsome motor cars.

To get the full benefit of the scene one must mount the stage and look over the cars, down the middle of the building. In the center of the stage is a sort of grotto filled with palms and cut flowers and the stairway leading upon the stage directly opposite the grotto is flanked by rows of palms.

**Commercial Cars Popular.**  
The exhibit of commercial cars in the basement is almost as popular a place as the ground floor. After looking over the many types of pleasure cars on the main floor the casual visitor varies his entertainment by going down into the basement and sizing upon the huge trucks, the light delivery wagons, the motor ambulances, etc. One can get an excellent idea of the various uses to which the motor car is put in modern

## Snapshots at the Omaha Auto Show



commercial life by a visit to this basement.

The stage, where the accessories are, is also popular. Even if you are an automobile owner you will find things on the stage that you never saw before. And it is an excellent time to learn

about them, for there is a man or two with every exhibit to answer all questions.

The chief wonder of the show is the self-starter. It is a new invention and few people understand its mechanism, though they realize its importance. Con-

sequently the self-starter demonstrators are kept very busy showing how the contrivance works from the time they arrive in the morning until the show closes at night.

Any bit of mechanism in action, and there are many of them, attracts a knot of spectators. Groups of people may be seen here and there about the building, gathered around an exhibit of moving machinery.

Wilson company that he will be here Thursday to attend the show.

What's an automobile without gasoline? And what's an automobile show without salesmen from the oil companies busily plying their wares? Many such salesmen haunt the Auditorium these days.

Demonstrators of the Hudson machines and employees of the Electric garage are interesting features of the show, for these demonstrators are attired in full dress suits which lend the show a tone of quality.

A. C. Post, the mechanical expert in the service department of the General Motors Truck company, who is now attending the Omaha show, assisting the Drummond Motor company, was formerly a crack bicycle rider.

W. W. Montgomery, demonstrating the Interstate electric self-starter, says the show is a success already. From a standpoint, for it has given him the opportunity to tell people of the workings of the machine, as well as to bring him a large number of prospective buyers.

One of the motorcar aristocrats on exhibition at the show is the six-cylinder sixty-horse power Peerless. This car is a Road machine and is coveted by everybody that sees it. It is attractively finished in maroon and has all of the comfort and conveniences for motoring that could be desired.

Monday evening's attendance at the show, although huge, was composed principally of "rubber necks" to use the autoist's vernacular. Yesterday a good many people were settling down to the serious thoughts of buying. "We expect to land two or three before tomorrow," said one demonstrator yesterday afternoon.

Among the notable visitors of the automobile show are F. W. Roberts, district manager of the Olds Motor company, with headquarters at Chicago. Mr. Roberts is a former Omahan and is very well known here. Frank C. Harvey, president of the Kansas City Polished Products company, is also inspecting the cars on exhibition.

F. W. Whitney, in charge of the Stanley Steamer, Reo the Fifth, and the Stevens-Duryea demonstrations, is a busy man this week. The steamer is attracting much attention and requires a large part of Mr. Whitney's time because of the questions asked concerning it, and the Reo such an attractive machine that everybody wants to handle it.

The publishers of the Motor Car, an automobile journal of Kansas City, are about the only unhappy people in the place. They had engaged a large space in which to display a new-fangled machine used in getting out their magazine. The machine is to be used with direct electric current. That in the Auditorium is alternating current and cannot be made to work with the machine.

Guy L. Smith's 1912 exhibit is characterized by the same elegance and taste that has been displayed in former years. Smith always has an array of beautiful cars, but this year he has eclipsed his former splendor. Other details conform to the artistic display of the cars. Last night Mr. Smith and his entire sales organization were in evening dress. Last, but not least, was "Lewis" in his gray liver.

A. E. Butler, with the Apperson Motor company, is showing the first forty-five horsepower Jackrabbit that has been seen in Omaha. The car is a light one, built along the same general lines as other Appersons, but it has an inviting look and offers a temptation to the prospective auto buyer. Mr. Butler says that since the opening of the show Monday he has added more than a dozen names to his list of "prospects."

The Franklin Motor company has one of the prettiest and most conservative looking touring cars of any that are being shown this week. This car is a late model and is equipped with every modern accessory and convenience, and yet it is not a complicated or overloaded affair. Another car the Franklin company is showing is a "beholder colored" touring car, the very latest model.

E. H. Broadwell, vice president of the Hudson Motor Car company, is in Omaha attending the show and he says that it is the best exhibition of automobiles that he has ever seen outside of New York and Chicago. The only reason the New York and Chicago shows surpassed the Omaha exhibition is that they were larger. Mr. Broadwell is accompanied by Richard (Cupid) Bacon of Detroit.

## WOMAN IS DEMONSTRATING

Miss Boyce is the Only Feminine Demonstrator at the Exhibition.

### SHE KNOWS ALL ABOUT AUTOS

When a Little Girl Miss Boyce Preferred to Play with Dolls Rather Than Spend Time with Her Dolls.

Miss J. T. Boyce is the only woman demonstrator in the show, in fact she is one of the very few feminine demonstrators in the country. She is secretary to Thomas R. Kimball, who is out of town. She knows automobiles as well as she knows her name and has been through every phase of auto experience from tinkering with the most intricate mechanism of the machine to being arrested for speeding along Omaha roads.

She says that if she had been a man she would have been an engineer. As it is she learns everything that can possibly be learned about the machines with which she works. She drives steam, gasoline and electric cars, a record which most masculine drivers would be proud of. She says that it is very hard to keep from speeding when demonstrating a car as one naturally wishes to show the prospective buyer the speed as well as other good points.

Her eyes light up with as much pleasure at the sight of a well-made automobile or in fact any other kind of machine, as most women's would over a new spring bonnet of the latest style. The intricacies of machinery are as fascinating to her as the fine points in bridge whist are to many of Omaha's females.

When she was a child, while the other little girls were playing with dolls and playing houses, Miss Boyce was playing with engines.

## Delivers Cattle With Auto Truck

One of the many uses to which an auto truck can be adapted, says Mr. Clear of the Clear Transfer and Storage company, is to haul cattle. He made the delivery of six head of cattle to each load from Council Bluffs to South Omaha in thirty minutes.

Mr. Clear bought two Avery trucks from Johnson & Danforth Co. a few months ago and he says that he would not think of using teams again, especially on long hauls, for with these trucks he can make deliveries for one-fifth what it cost to deliver by team and wagon and he can do it in much less time.

## GUY SMITH DISTRIBUTES LITTLE BOOK ON TOURS

One of the most attractive and sensible souvenirs given away at the Auto show is the one being distributed by Guy L. Smith. It is a carefully compiled and well printed book of tours from Omaha. There are six Sunday tours, seven week-end tours and two vacation tours. Sectional maps are shown, as well as complete logs for each route. The book provides a whole season of touring and Mr. Smith should be complimented on this work. Mr. Smith wants all prospective buyers and all owners of cars to have one of these books.

NO VALVES  
TO GRIND;  
NO MOTOR  
ADJUSTING;  
JUST GET IN  
AND GO.



A  
PROVEN  
SUCCESS  
BY 12  
YEARS  
TEST.

## The Famous Valveless Car is Here

### SUPER-EFFICIENCY and SIMPLICITY OF THE ELMORE VALVELESS CONSTRUCTION

is now universally recognized and admitted by automobile manufacturers. Today, the whole automobile world is ringing with discussion as to the fate of the poppet valve motor with the numerous gears, springs, cams, push rods, etc., which actuate it. The public has come to realize the simplicity and super-efficiency of the valveless construction. The strongest claims and arguments are being made for the valveless motor, but just

### GRASP THIS PARAMOUNT FACT ABOUT THE ELMORE.

Every such claim put forth for valveless motors applies with two-fold force to the Elmore valveless motor because its dozen years of successful service, in the hands of owners throughout the country has proven both its claim for simplicity and superiority. This valveless motor passed the experimental stage years ago, and the Elmore with its wonderful valveless motor and superior construction does not cost \$3,000, \$4,000 and \$5,000. There is a model to fit every motoring need, at a price well within the means of the most conservative.

### To Dealers

Some unallotted territory is still open in Nebraska, Iowa and South Dakota. Agents with this car have a good seller and our proposition is an attractive one.

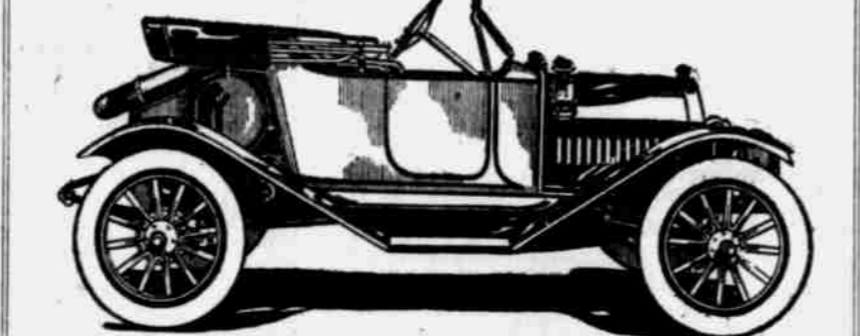
## At the Automobile Show

These wonderful cars will be exhibited at the Omaha Automobile Show, February 19th to 24th, and the Sioux City Show, February 26th to March 2d, when the simple and efficient features of the Elmore valveless motor will be explained and demonstrated.



FIVE-PASSENGER TORPEDO, \$1,250.  
Elmore Construction.

There could be no better built car than the Elmore. Skilled workmanship and careful supervision accompany every detail. The factory aims to make the car itself a worthy setting for the gem of a motor that runs it.



TORPEDO ROADSTER, \$1,150.  
Elmore Inspection and Guarantee.

There is no more rigid inspection system in the world than that which assures Elmore owners the absolute flawlessness of every Elmore part. To still further protect the owner, every car is fully guaranteed against faulty parts or construction. The same painstaking care is used in the selection of the materials and the finishing of the product.

**ROGERS SALES COMPANY**  
FACTORY DISTRIBUTERS  
2025 Farnam St., Omaha Opp. Postoffice, Sioux City, Iowa

**Stoddard-Dayton**

The "Saybrook" — pictured below

is aptly described as a "complete" car. Every detail of design, construction and equipment has been tested and proven worthy of a place on the "Saybrook."

The satisfaction any automobile can give depends on the whole car—and on that basis we claim your attention for the "Saybrook."

Its many features which make it so successful have been chosen with a fine eye to comfort in riding, long service and wise investment.

We will appreciate an opportunity to show you the "Saybrook"—\$2800 (f.o.b. Dayton)—or any of the other Stoddard-Dayton 1912 models.

We are at your convenience by 'phone, mail or personal call.

**J. J. DERIGHT COMPANY**  
1818 Farnam Street.