

### Gossip Along the Automobile Row

Every dealer along the row was busy all day Saturday at the Auditorium preparing for his exhibits and all asserted late last night that four hours of sleep was enough for anybody, so it is a safe assertion to say that they were all back on the job early this morning.

The hotels are jammed to capacity with visitors who arrived Friday and Saturday preparatory to a week at the big event. Some of the guests registered are from cities and states several hundred miles away.

Factory representatives and experts are flocking into Omaha by every train. For the last week they have been arriving and will continue to arrive today and tomorrow.

The February number of the Regal Plugger is off the press ready for distribution. T. G. Northwall is receiving many requests for the interesting little sales paper.

E. J. Doran, technical expert from the Studebaker factory, was in the city a few days ago on one of his regular tours of inspection.

One of the longest winter drives made in Omaha was that a week ago by Leon Evans and H. O. Baucier, driving a new Studebaker from Omaha to Benkelman, Neb., nearly 80 miles.

C. C. Davis of the Davis Motor company has advised the Freeland Auto company that he will be with them during the show week.

T. H. Pollock, Henderson distributor, reports the closure of contracts with the following dealers: C. W. Rathke, Glenwood, Ia.; Emil Hoefler, Hartington, Neb.; Ernest Ostrom, South Dakota, and M. M. Nelson, Harlan, Ia.

The biggest man of the Studebaker sales force is back on the job. He is W. E. Babcock of Omaha, Ia. Mr. Babcock has returned from California to his native land to pursue his former occupation. Mr. Babcock is four inches over six feet and weighs 250 pounds. Needless to say Mr. Babcock is the boss of the Studebaker branch here when he blows into town.

Charlie Powell is the busiest man in Omaha without exception. He takes all the responsibility for the success of the show and that causes a deal of worry. He need have no fears this year, however, for the show is bound to be a success.

W. W. Freeland has written that he will be in Omaha the entire show week to assist in the sales of the Spaulding and Davis cars.

T. H. Pollock has received a Henderson coupe to exhibit at the show. It is without a doubt one of the nicest coupes on the market.

Guy Smith is lucky or perhaps he's unlucky. He is the possessor of space number 13 at the show. This makes

### SECRETARY AND SALES MANAGER THOMAS B. JEFFREY COMPANY.



E. S. Jordan

Smith feel very optimistic toward the show. He says 13 is some number. On January 13, 1913, Smith completed thirteen years of residence in Omaha. He once owned a machine numbered 13 which won a six-hour race. And he asserts that on the thirteenth of every month he invariably sells at least one car. Smith says he'll sell a trainload of cars at the show with 13 as a space number.

George Schindler has purchased of E. R. Wilson his second Studebaker machine.

Five carsloads of Abbott-Detroit cars have been shipped to the Motor Sales company of Omaha.

E. H. Spaulding of the Spaulding Motor company will be in Omaha during the show week.

R. P. Henderson, vice president of the Henderson Motor Car company, and L. S. French, the secretary, will both be in Omaha during the show. While here they will investigate western automobile conditions with a view toward increasing output to the west.

Guy L. Smith's light six roadster is bound to be an attractive car at the show, according to Smith. Smith thinks it's the best little car in the world, and maybe he's right.

The Studebaker Athletic club will prove a popular place for the traveling Studebaker men while they are here for the show. Some of the local men will issue handball challenges to the visitors and, as the local men have become quite proficient in the art due to practice in the tournament, some of the travelers will go home vanquished.

The entire exhibit of the Abbott-Detroit people at the Chicago show has been purchased and will be shown here. It is a very pretentious display and the Motor Sales company here was reluctant

to allow the Chicago show have anything on Omaha.

One mooted question along the row is whether Guy L. Smith will hang his picture of President Wilson, occupying a seat in a Hudson machine, in his booth at the show. He hasn't done it yet, but the gambling salesmen are betting even money he will before tomorrow morning.

Lee Oldfield, representative of the Ray Harroun Carburetor company, will be in Omaha during the show to demonstrate the kerosene carburetor on the Henderson car at the T. H. Pollock display.

C. C. Wilson, Spaulding expert, who has been assisting Texas dealers of the Spaulding, advises that he will return for the show.

Horace Orr of the Packard is trying to figure out how he can be at his exhibit of pleasure cars on the main floor and at his exhibit of trucks in the basement at the same time. If it is physically possible rest assured Orr will do it.

Most of the leaders along the row will have their showrooms at their places of business decorated in some special manner during the show because if they can get a prospect into their own salesroom where no rival can get his fingers in, the prospect has bought something.

The famous Spaulding "Scout" car will be among the exhibits at the show. The "Scout" holds records for speed over dirt roads.

The Council Bluffs boys promise that, although the show is called Omaha's, they will be very much in evidence. As they are admitted to membership they assert that they will exact every privilege and the Omaha boys will have to go some to make more sales.

The truck exhibits promise to be of interest to the business man more than ever. The different sizes and types of trucks are so varied that some kind of commercial vehicle is provided for every kind of delivery service.

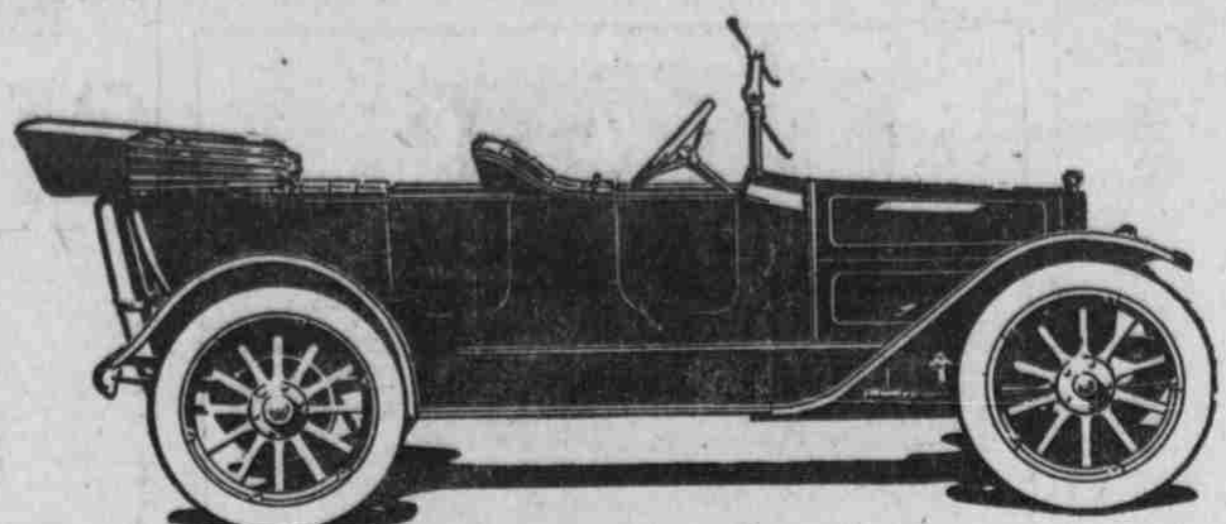
The Nebraska Cycle company is making preparations to give the Imp cycle car a big boost at the show. The little machines are of such novel character that they are little more than a curiosity at this time. After they have been on the market awhile, however, they should prove immensely popular.

The essential question for show week is weather. It's a safe gamble all dealers will be hot on the trail imploring Allah to let the sun shine for those seven days at least.

### RECEIVES BIG SHIPMENT OF BUICK AUTOMOBILES

The Nebraska Buick agency has put in an order for three solid train loads of Buicks to be delivered to this city. Already the cars are arriving. The shipment comprises 750 completely equipped machines.

College Men Interested. That the automobile enters in the larger universities is becoming one of the most popular in the college curriculum is attested by J. M. Gilbert, president of the Losier Motor company. " Replies received from a letter written the leading universities in the middle west indicate that the study of motor car construction has been taken up with enthusiasm by many college men," says Mr. Gilbert.



1914 OHIO 35-4 \$1275.00

# OHIO

The two vital points in connection with the marketing of automobiles at the present condition of business are the quality of the car and the price. The Ohio is made by the world's most experienced and "Pioneer" Motor specialist, R. E. Northway. When you buy an Ohio you have an established Service that is an asset to all owners.

The Ohio is a moderate priced car, sturdy, comfortable, powerful yet simple and economical in operation. Ohio cars are for the man who wants the utmost luxury and yet wants to pay a fair price for what can be embodied in a motor car.

Buying for 1914 will soon be on in real earnest and the dealer who can offer Ohio cars to his customers will enjoy an easy and profitable business. May we send you a catalog?

We will exhibit the Ohio at the Omaha Show—Space 36. Address all communications to the General Office of

**CONVINCING PROOFS**  
35-4, \$1,275.

- Electric Starting and Lighting.
- Multiple Disc Clutch.
- Wheel Base 110 inches.
- Unit Power Plant.
- Northway "E" Head Motor, 4 1/2 x 5 1/2.
- Tires, 28 1/2 inches.
- Demountable Rims, One Extra.
- Gasoline Tank in Dash Shroud.
- Steering Wheel, 18 inches.
- Luxurious Upholstery.
- Rain Vision Windshield.
- Quickly Adjusted Curtains.
- Speedometer.
- Floating Axle.
- Electric Horn.
- Complete Equipment.



50-5, \$1,985.

- Electric Starting and Lighting.
- Multiple Disc Clutch.
- Wheel Base 120 inches.
- Unit Power Plant.
- Northway "E" Head Motor, 4 1/2 x 5 1/2.
- Tires, 30 1/2 or 32 1/2 inches.
- Demountable Rims, One Extra.
- Gasoline Tank in Dash Shroud.
- Steering Wheel, 18 inches.
- Luxurious Upholstery.
- Rain Vision Windshield.
- Quickly Adjusted Curtains.
- Speedometer.
- Four Speeds Ahead, Direct on Fourth.
- Full Floating Axle.
- Electric Horn.
- Complete Equipment.

**Bullock Machinery & Supply Co.**  
2520 FARNAM STREET  
Omaha Distributors, Nebraska and Western Iowa.



612 South Main Street  
**COUNCIL BLUFFS, IOWA**

- DISTRIBUTORS
- C. D. BRENNER, Atchison, Kansas.
  - OHIO MOTOR CO., Hannibal, Missouri.
  - O. W. HANSON, Topeka, Kansas.
  - CENTRAL MACHINE WORKS, Sioux City, Iowa.
  - A. D. BOTTNE CO., Des Moines, Iowa.



## Chalmers

The Master "Sixes"

- "Six-60" -- \$2250  
Six body types
  - "Six-48" -- \$1850  
Two body types
- With full equipment  
f. o. b. Omaha.

### Two Great New Cars At the Motor Show

The Chalmers line offers a fine car for every motoring need. Two models give the buyer of a Chalmers "Six" his choice as to size, weight and price. Chalmers dealers can suit the most exacting with such a variety of body types and such unusual quality as the Master "Sixes" offer to 1914 buyers.

These are the worth-while things of the show. You can't duplicate all of them anywhere. And you can't afford to miss seeing them, for you haven't seen all the best features of 1914 cars until you have visited the Chalmers exhibit.

#### The Master "Six-60."

The finest product of quality-car builders, but a car with an enormous market because of its moderate first cost, long life and low up-keep.

This Master Chalmers car has every quality that careful, experienced buyers could ask for. It gives the very best in looks, comfort and service. Some features that make this new "Six" the "Master motor of them all" are:

- Chalmers-Entz Electric Starter—the wonderful device that makes the Master "Sixes" absolutely non-stallable. A marvel of simplicity, power and sureness.
- Non-stallable motor—2 1/2" x 3 1/2" — 40-45 h. p. All moving parts enclosed. Genuine steamlike bell-shaped bodies, molded oval fenders; clean running boards; tapered motor bonnet; Chalmers patented doors with invisible hinges; absence of moldings, windshield stay rods, etc.
- Full electric lights—Electric horn under hood.
- Left drive, center control. Enter from either side.
- Four-forward speed transmission.
- 12 feet wheelbase, 37" x 5 1/2" tires. Demountable rims.
- And full equipment to complete this car de luxe.
- "Six-60" \$2,250.00 f. o. b. Omaha. Six body types.

#### A "Square Deal" Business Policy.

The Chalmers Company has always given its dealers and customers a "square deal," has given full value for money received, has always rendered reasonable service. And the Stewart-Toozler Motor Company is second to none in rendering immediate and efficient service.

To this policy is due the enthusiasm of over 40,000 Chalmers owners. Seven years of real service to the buyers of Chalmers cars have borne fruit. We refer you to any Chalmers owner to substantiate our claims.

#### The Master "Six-48."

A new car, but one proved by two years of strenuous testing and thousands of miles' service. The Light "Six" has all the qualities of the model 24—the larger Chalmers "Six."

It is up-to-date in every respect, built with the utmost care and of the finest materials, only lighter in weight and with a smaller motor than the big "Six."

The Chalmers "Six-48" is a light car, but not a little car. It has style, beauty, ample power and unusual economy; yet it sells for a surprisingly low price—\$1,850. It's the kind of car that dealers have waited for before taking on a light "Six."

A Master Motor of Small Size.

The light "Six" motor, 3 1/2" x 3 1/2" in size, has unusual power for the size and weight of the car. Careful design and building have made it a marvel of smooth, silent operation, steady power and economy.

Like the Model 24, it is positively non-stallable—made so by the one-motion Chalmers-Entz electric starter.

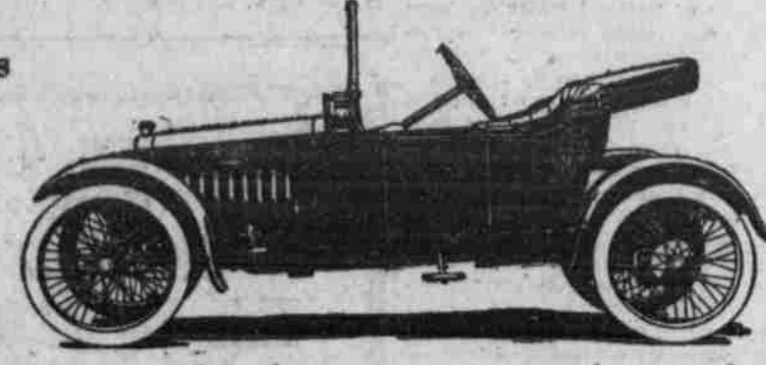
In other things this car is an almost exact duplicate of the larger Chalmers car. It is the car-ideal for the man who has thought he couldn't afford a "Six." It has real big "Six" qualities and features, at the price of a "four."

"Six-48" \$1,850.00 fully equipped. Two body types.

Dealers—Come to the Omaha Motor Show and see the worth-while things of 1914 at the Chalmers Exhibit. You'll see why the "Six" is the car to handle. Take the Chalmers Test Ride and see our representative about selling Chalmers cars in your territory.

## SAXON, \$425.00 F. O. B. OMAHA

- The Above Price Includes
- Top--
  - Windshield--
  - Lamps--
  - Tools, Etc.

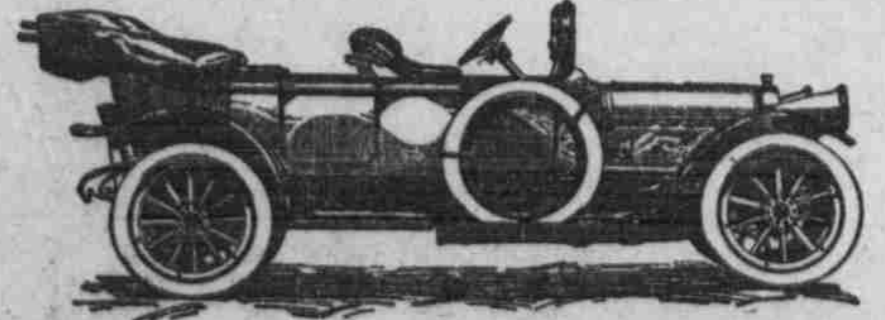


This is the car that drew the biggest crowds at the New York, Chicago and other motor shows. It is the talk of the motor world--a real automobile at \$425.

The SAXON is not a cyclecar, but a genuine automobile—the first to offer all the essential features of standard motor car practice at a price under \$500.

### SEE IT AT THE SHOW

## PIERCE-ARROW



PIERCE-ARROW CARS are without radical changes, but offer many new refinements of interest to every enthusiast, whether a PIERCE-ARROW owner or not. Our service is particularly interesting to PIERCE-ARROW owners.

# STEWART-TOOZER MOTOR CO.

2044-46-48 FARNAM STREET. OMAHA, NEBRASKA.