

PREPARING FOR AUTO SHOW

Local Dealers Arranging with Factories for Cars.

KEEN INTEREST IN THE EXHIBITS

Indications Are for a Bigger Year Than Ever in the Automobile Business in This Section of the Country.

Omaha automobile dealers are already arranging with their factories for cars to be exhibited at the show of the Omaha Automobile Show association, which is to be held at the Auditorium February 25-27.

Members of the association will meet this week to determine on some of the details for the distribution of space in the big building. Indications are that there will again be a contest for space with some of the dealers disappointed in not being able to secure as much as they would like.

Omaha is the natural distributing point for the middle west, and here is where more machines are sold than in any other section of the country. The farmer is now the big buyer of automobiles, and judging from the immensity of the corn crops he will be the big buyer again next year.

"We are looking for a big trade next year," said Lee Huff, manager of the Nebraska Buick company. "All firms which sell to the farmer trade are preparing to handle more cars than ever. There is not now a town in Nebraska but what has an automobile agency, and the Omaha show will draw heavily in the way of attendance from these dealers. They have long since found that Omaha is their logical buying point, because of the time saved in getting cars and also in securing parts to cars in case of a breakdown. This element of time is a great thing in the automobile business. When a man has a car it is because he wants to get around the country quickly and he does not want to have it laid up for any length of time. We look for big things this year."

Clark G. Powell of the Powell Supply company, one of the managers of the coming show, is also quite enthusiastic over the show. Mr. Powell is printing a little booklet relative to the supply business.

Along Auto Row

Dealers Selling Cars and Making Preparations for Big Show—Big Business for Next Year.

While auto row looks cold, and cars are standing up resting, dealers are flying around at a lively rate picking up anything in sight.

And they are selling cars. Arrangements are going forward looking to the making of the biggest automobile show ever given in this section of the country. About every dealer expects to be in the show, and some have made arrangements for their show cars.

Guy Smith has a nice, spanking new bunch of Franklins. Smith makes the Franklin go when ordinary business is at a stand still.

The big locomobile expected by Colonel Dwight arrived last week and attracted considerable attention.

That vanadium steel is destined to become the standard automobile material is being conceded more and more each day. Henry Ford, the first of the automobile men to adopt it and the only manufacturer who is using it entirely in his product, has been watching the experiments of the navy department with much interest.

"My claims for vanadium are being proven by the navy experts," says the Detroit manufacturer. "It is the intention of the navy men to use vanadium in the manufacture of the steel work in the making of a warship, including the great guns. The use of vanadium the weight of the vessel will be greatly reduced, thereby increasing the speed without the loss of fighting efficiency. Another advantage of the newly accepted material is that it will prevent erosion of the big guns, which is now a problem before the bureau of ordnance."

"The value of vanadium is in the fact that it is what steel men call a 'scavenger.' It clears out the impurities that may be in the steel and gives the other elements of high grade steel, chromium and nickel, a chance to do the work for which they are intended without interference by gases and other deleterious matters. The use of vanadium prevents all blow holes, such as caused much discussion and trouble in navy circles a few years ago."

"While vanadium is sometimes referred to as a 'new element,' its value in the making of steel has been shown to some extent since 1858 when it was discovered by a French scientist. Later, a German discovered it in Sweden, but not until recently was it found in quantities sufficient for commercial use. For years steel men have been searching for vanadium and the whole world has been spent in the search."

"Much of the vanadium used at present comes from the mountains of South America. The Andes are very rich in it."

C. L. Gould, manager Ford Motor Co., has moved into his new home on Harney street. Gould is making a big record for the Ford.

William Drummond and George Reim have put the Cadillac on a high plane, and have greatly improved its sales in this section of the country.

Denise Barkalow rolled out another bunch of new electric last week.

Manager Sternberg of the Interstate Auto Co., has begun to push the Interstate in this section and he is making a good showing in the outfit.

The Rambler Auto Co. is succeeding wonderfully with the Rambler.

The E. M. F. has finished its garage on Farnam and has one of the prettiest and largest show rooms in this part of the country.

Henry H. Van Brunt has brought out the new Overlands and is trying to supply the big demand created here for that car.

Freeland Bros. & Ashley will be in their new home on Farnam within a short time. This will be one of the largest garages in the west.

Heading a fast railroad train by fifty-five minutes, clipping one hour and fifty-

Brush Runabout and Horse and Buggy Contest



The economy contest between the Brush runabout and the horse and buggy, which has been conducted on the streets of Omaha during the last two weeks, came to a close Saturday night.

The results of this contest show very interesting figures. For instance, the total traveling time of the automobile was forty-one hours and forty minutes, with a total mileage of 602 miles. The consumption of gasoline was 174 gallons and lubricating oil four pints, at a net cost of \$2.24, making a trifling less than 1/4 cent per passenger mile.

The total traveling time of the horse and buggy was fifty-three hours and twenty-three minutes, in which time it covered 336 2-10 miles, and in the meantime consumed 300 pounds of hay and five bushels of oats. This amount does not include the feed consumed on Thanksgiving day and last Sunday, when there was no contest, and it really should be added to the upkeep cost of the horse and buggy, but the total cost for the days in which it was entered in the contest was \$3.70, or 1 1/2 cents per passenger mile.

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Reflections of a Spark Plug.

A chauffeur, in the abstract, is any chap that drives an automobile. In the concrete, he is the person whom you pay to let you ride in the tonneau. The word chauffeur comes from the French, and means something warm, like hot air.

The chauffeur is commonly supposed to be human, but not necessarily humane. With him the killing of chickens is a pastime, and the maiming of pedestrians a fine art. He has no speed limit, and leads a fast life with little to chat-for it. He has more brass than his machine, and a double molar has less nerve.

The average chauffeur is unbearable, but when driving a Fiat six he is insufferable. Never careless about his appearance, except at court, he dresses like his employer and looks like 30 cents. He is usually in bad odor, and smells like numerous scents. One chauffeur can bankrupt two bankers, and sometimes earns more than his employer ever did.

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BRUSH WINS

a remarkable two weeks' test which was made on the streets of Omaha to prove definitely and unquestionably the relative cost of using a horse and buggy and a Brush Runabout.

An accurate record of the amount of hay, grain, etc., for the horse and the gasoline, oil, etc., for the Brush Runabout has been kept and an affidavit made to prove its correctness.

YOU CAN SAVE MONEY

Various stops, such as a business man would require, were made, and the records show that the horse and buggy averaged 20 miles per day and the cost per passenger mile was 1 1/2 cents. The Brush Runabout averaged 65 miles per day and the cost per passenger mile was less than 1/2 cent. In other words, the Brush covered 31-5 times as much ground as the horse and the cost per passenger mile was over 13-10 cents less for the Brush.

You cannot figure, without investigating, how many thousands of dollars is represented in the new business made possible by this greatly increased mileage.

LET US PROVE

by practical demonstration that the Brush is worth thousands of dollars to you. LEND US YOUR STAR OUTSIDE MAN FOR A DAY AND WE WILL MORE THAN DOUBLE HIS BUSINESS. Moreover, we will prove that these results cost you less than your present results cost.

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Automobile Races to Be Bigger Than Ever Next Year

Grand Prize Event Will Be Held at Savannah and French Cars May Enter.

NEW YORK, Dec. 3.—The grand prize race, wherever it is held next year, is to be a bigger thing than ever. Probably—in fact, almost certain—the race will be held at Savannah, where two grand prize races have been conducted. Whatever the disposition of this contest, the date and place will be announced about eight months in advance and a campaign for a thoroughly international representation will be carried on.

This year there were American, German and Italian cars in the race. Next year, it is hoped, there will be French entries. Perhaps there will be British, too. But at any event, the plan now is to have more varieties of cars from the foreign countries than was the case this time.

There has been an idea that certain foreign countries agreed to boycott racing. As a matter of fact certain makers abroad did agree not to race for a couple of seasons, but that agreement apparently is at an end. There has not been anything in the way of a big automobile road race abroad since Lautenschlager's victory in the Grand Prix in a Mercedes in 1908. The foreign makers are coming back to the game again and it is thought will be willing to compete in this country.

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FREE TO THE RUPTURED

A New Home Cure That Anyone Can Use Without Operation, Pain, Danger or Loss of Time.

I have a new Method that cures ruptures and I want you to use it at my expense. I am not trying to sell you a Truss, but offer you a cure that stays cured and ends all truss-wearing and danger of strangulation forever.



FREE COUPON Mark location of Rupture on Diagram and mail to DR. W. S. RICE 202 Main St., N. Y.

THE OMAHA BEE'S DIRECTORY Of Automobiles and Accessories

Mid-West Auto Co. Cole \$351,500. Cole Flyer \$1,500. Westcott \$62,000. FULLY EQUIPPED. Phone D-4028. 218 South Thirteenth Street.

THE PAXTON-MITCHELL CO. AUTOMOBILES Doug. 7281— 2010-14-16 Harney St. A-2011

MIDLAND MASON Freeland Bros. & Ashley 1118-1117 Farnam St.

Rambler MOTOR CO., 2052-54 Farnam St., Omaha.

FRANKLIN PEERLESS GUY L. SMITH, 2207 FARNAM ST.

BAKER ELECTRIC Electric Garage DENISE BARKALOW, Proprietor 2218 Farnam Street.

AUTOMOBILE INSURANCE 500 Brandeis Building Phone Douglas 29 H. E. PALMER, SON & CO., John W. Redick, Mgr. Auto. Dept.

Velje MOTOR CARS VELJE AUTOMOBILE CO., 1902 Farnam St. John Deere Plow Co., Distributors.

Ford Motor Co., 1916 HARNEY STREET Omaha, Nebraska.

4 MODELS W. L. HUFFMAN AUTO CO. 2025 FARNAM STREET. Distributors for Nebraska and Western Iowa.

Stearns WALLACE AUTOMOBILE CO. 2203 Farnam Street

BRUSH RUNABOUT A MARVEL OF WORKMANSHIP T. S. NORTHWALL CO. 314 JONES ST.

H.E. Fredrickson Automobile Co. Thomas, Hudson, Pierce, Chalmers. 2044-46-48 FARNAM STREET

Nebraska Buick Auto Company Buick and Oldsmobile Cars... Lincoln Branch, 15th and F Sts. H. E. KIDLER, Gen'l Mgr. Omaha Branch, 1912-14-16 Farnam St. LEE HUFF, Mgr.

"MURPHY DID IT" Auto Repairing 14TH AND JACKSON Repainting, Painting, Trimming

Mitchell for 1911 includes top and full lamp equipment. 1911 cars now being delivered. COIT AUTOMOBILE CO. 2203 Farnam Street.

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Stars and Stripes Bottled Beer

The only beer brewed from pure spring water on the market. Order a case for your home and get the best. A beer just suited to quaff at home—a night-cap for the sociable evening—a refreshing draught for the late supper—a delightful glass to sip under the evening lamp. Stars and Stripes is a foaming, sparkling beverage for the keen palate—for the connoisseur.

Have a Case Delivered to Your Home

J. S. CROSS RETAIL DEALER, 1402 Douglas Street

Telephones—Douglas, 1306; Independent, A-1306 WILLOW SPRINGS BREWING CO.