

# Automobile dealers invite you to make their garages your headquarters



## Along Auto Row

**Dealers Getting Ready for the Show—Will Show Cars This Week at the Omaha Land Show.**

Automobile dealers expect to meet scores of their customers here this week and next in Omaha. They have had advice from nearly every section and are making arrangements for the displaying of their cars. They will, perhaps, have some of their show cars on hand and visitors will have an opportunity of seeing what the display in February will look like.

The sign which the Interstate Auto company is placing over its garage on Eighteenth near Farnam is novel and will attract visitors this week.

J. L. Sternberg, manager for the Interstate here, expects a tremendous business during the season ahead. He has been over the territory and finds that the Interstate has many friends in Nebraska and Iowa.

Sales Manager Millan of the Electric Garage company is one of the most active young men in Omaha now. He knows just about everything that a Packard truck has done or will do, and if a business concern of the right caliber shows the least symp-

ton of owning a truck Millan is there before daybreak waiting. This is a killing tick and it is the safest prediction in the world that somebody will own a few Packard trucks before the season is over.

Henry H. Van Brunt was busy yesterday receiving a heavy shipment of Overlands. Assisted by his sons, Henry and George, he has placed this car at the head of the list in this section.

Colonel Deright is beginning to receive his Locomobiles and Stoddard-Daytons for the show. He will show these during the Land show and the late models of these cars will open the people's eyes.

William Drummond and George Reim are receiving a fine line of Cadillacs for the show. These may be seen this week and next at their garage on Farnam street. Reim has made some big records for the Cadillac and the people of the state know about it.

General Manager John P. Davis of the Pioneer Implement company of Council Bluffs predicts a great season for the Jackson. He has hurried out some very large shipments to begin the season with, and will be prepared to show them during the Land show. They will also be ready for the auto show later.

Lewis Doty, manager of the United

Motor company, is having abundant success with the Maxwell. This is an old standby in Nebraska and it has grown all along in popularity. The Columbia, which he is introducing, is considered one of the prettiest cars in the entire country.

Denise Barkalow has received some of the prettiest electric ever seen in Omaha. They will be a great attraction for visitors this week and next. Barkalow is in advance of any other Nebraska dealer in electric.

T. G. Northwall has shown just how a horse's buggy compares with his smart little car—the Brush—and he has made hundreds of friends for it throughout this section.

Manager Smith said: "The biggest industrial merger of the new year and one which is of unusual interest to Detroit, for the reason that it is backed almost entirely by local capital, was announced yesterday, when papers were forwarded to Lansing for the incorporation of the Flanders Manufacturing company with a capital stock of \$2,250,000.

"The consolidation will bring together five plants into one big manufacturing company, thus securing a compact community of interests which have heretofore been independent. The companies involved are the Grant & Wood Manufacturing company of Chelsea, Pontiac Motorcycle company, Pontiac Drop Forge company,

Pontiac Foundry company and the Vulcan Gear Works, recently transferred from this city to new quarters adjoining the other Flanders factories in Pontiac.

"The Grant & Wood company, which was organized less than a year ago, occupies the mammoth plant erected by former State Treasurer Glasier, which has been still further enlarged. Its specialty is the manufacture of automatic multi-spindle screw machines, screw machine products and steel balls for ball bearings.

"The principal output of the Pontiac factories, which comprise nine buildings just constructed, will be motorcycles and the making of automobile parts for other companies. The gear works and foundry are now running machinery being installed in the drop forging department, and the experimental department of the motorcycle plant has been busy for several months.

To individualize its product the company has coined a new name for the vehicle it will produce. It will be known as the Flanders "Hi-Mobile," a two wheeled automobile. As yet no definite information is forthcoming as to the particular design and features of the new hi-mobile, but it is no secret that Mr. Flanders has long held that thousands of men of modest means who cannot afford an automobile are waiting for the development of a motor vehicle of proved usefulness and within their reach as to price and maintenance."

Two grinning and dirty faced fellows last Friday morning shot down Broadway, New York City, in a very much dirtier car. It was the Warren-Detroit "Wolverine," which left the City of the Straits on the afternoon of December 20. The crew, by herculean effort, made the trip in a few hours less than ten days, thereby establishing a winter record between Detroit and New York in mid-winter.

The first day and a half out of Detroit there was nothing to contend with except the cold and frigid winds off Lake Erie. When the men left Cleveland, however, the drifts became so deep, from four to five feet, that in two days the car made a total of twenty miles.

Christmas eve saw the two plucky fellows who rode in the "Wolverine" snowbound near Ashabula. All day long they dug the little car out of first one big drift and then another. In places the road was obliterated. The tonneau was piled full of planks and logs, which Driver Bill Smith and his partner pushed under the rear wheels of the car whenever the latter dug themselves so far into the drifts that they could no longer secure traction.

Before the car left Detroit the car was equipped with everything from a pickaxe to block and tackle and the tourists found opportunity to use every bit of it. In Ohio and Pennsylvania the snow was the deepest, but was also a great struggle to get across the snowbound Montezuma marshes between Rochester and Syracuse. From Albany to New York the run was made in the mud and rain, a great contrast to the earlier days.

The daily mileage of the "Wolverine" ranged from ten miles to 100. During the last days of the run the car and its crew were on the road before daylight and never left it until darkness set in at night.

It was up to Driver Smith to bring the car in for the Grand Central Palace show, and he did it with time to spare. It is the first time that a single car has made this trip in winter. Last year another company sent a squadron of cars through, but the "Wolverine" had to plow 1,000 odd miles alone.

The Michigan tourists will return by way of the Philadelphia, Chicago and Detroit shows and start then for San Francisco on a transcontinental trip.

During the Lincoln convention of the Buick company a dozen automobile men called upon Mayor Love yesterday and asked the mayor if the city was in the business of advertising any particular make of machine and upon receiving a negative answer they asked that the fire chief be forbidden to make an exhibition run during the afternoon for the benefit of a convention of salesmen of a particular make of automobiles. The mayor investigated the matter and found that some time ago H. E. Sides asked Fire Chief Clement if he would do what he could to make the convention interesting, and the fire chief replied that he would. Mr. Sides then printed as one feature of the program that an exhibition run of the fire department would be made. Mr. Love decided that as long as the chief had told Mr. Sides what he did, and it had been incorporated in the program, it would be best to allow the run to be made. Mr. Sides told the mayor that the convention was quite a large one and that the members had asked no favors of the Commercial club or other favors of the city, as is frequently done, and he thought that it was not asking too much to have the exhibition run made. The mayor told the delegation of rival automobile men that he would permit the run, but that the city would not discriminate, and in case an convention of their salesmen should be held here they will also be treated to an exhibition. The delegation, however, was not altogether satisfied. The fire chief's auto is of the same make as that sold by the members of the convention, and the salesmen of the other makes were not sure that they would want the chief riding at the head of the parade for their conventions in a different car than they were selling.

One of the best reliability performances ever made by an automobile was done by Dr. Eimer E. Porter, 464 Brandeis building, Omaha, who purchased an Oakland "40" from the McIntyre Auto Co., on the 28th day of last April, and up to the first of this month has driven 2,000 miles and the mileage made without expenditure, except tires, gas and oil. The car has been in the shop only three times during the summer and no time to exceed two hours for adjustment. The doctor has only words of highest praise for the Oakland and also for his drivers who guided his car over long night runs across country and never had the slightest mishap.

The McIntyre Auto Co. reports the sale of an Oakland "40" to Mr. J. H. Williams, the well known railroad contractor and retired farmer of Florence. Mr. Williams is now going to take things easy while

visiting his numerous grading camps. Mr. C. F. McGraw, 28 South Thirtieth avenue, also purchased a 1911 Oakland "40" with vestibule doors and full equipment. This will be one of the classiest as well as the greatest machines running on the streets.

Following was Wednesday's program of the convention in Lincoln:

Wednesday, January 11—2:30 p. m., the ladies were entertained at the Lyric theater, chaperoned by Mrs. H. E. Sides and Mrs. Lee Huff, meeting at the Nebraska Buick company office, 6 p. m., banquet at the Lincoln hotel, Mr. Lee Huff, toastmaster; 8 p. m., guests were entertained at the Lyric theater; special bill, "The Winning Miss."

Thursday, January 12—3 p. m., Chief Clements of the Lincoln fire department gave an exhibition run in his model 35 Buick on F street, accompanied by the department from engine house No. 1, 2:30 p. m., the ladies of the party were entertained at the Lyric theater, chaperoned by Mrs. H. E. Sides and Mrs. Lee Huff.

Would incidentally state that when it was time for the "Winning Miss" to appear on the stage she was brought before the audience in a model 32 Buick car, which is one of the new 1911 models, and was driven by Mr. Cunningham of Lincoln.

Mr. W. F. Wright of Benson, ordered a new Oakland to be delivered soon, which he will use to cover the distance between that fashionable suburb and the city.

Mr. E. A. Wilts, cashier of the First National bank of Pender, drove a newly equipped 1911 Oakland "40" from McIntyre Auto Co. garage Thursday. Mr.

Wilts has driven an Oakland car the last three years.

He says it takes something worse than zephyr weather to stop the sale of his popular car.

E. M. F. Omaha branch, delivered eight E. M. F. "20" and one Flander "20" cars the past week. Most shipments made were carload shipment, however. C. Hays, Minden, Neb., drove E. M. F. "20" home and W. P. Hertel, Clay Center, Neb., drove car home.

The room which has been occupied by Freland-Ashley Automobile company, at 115 Farnam street, has been leased by the National Motor Car company, who will occupy the entire floor space for salesroom and office. The new firm has a five year lease on the building and as soon as the outgoing firm removes the balance of their stock to their new quarters across the street, the new firm, handling the National car, will put in a new front, repaint and rewire the interior. A new National "40" four-door machine is now in transit and will be in the salesroom by the middle of the week.

The National Motor Car company has just received the following news information from the National Motor Vehicle company at Indianapolis, Ind.:

National pilots go west to drive at Motordrome, Wilcox and Merz will be at the wheels of Indianapolis cars in Los Angeles races. Herr is mechanician. Howard Wilcox, Charles Merz and Don

Herr have gone to Los Angeles, where they will pilot the big National Motor cars upon the mile board track, Motordrome, January 14 and 15. The trio of National cars, which the pilot will handle in the two-day speed carnival, were shipped to the "golden west" several days ago.

Wilcox and Merz were nominated as the pilots to drive the blue cars from Indianapolis, while Herr, who is a promising aspirant for speed honors, will relieve his two older team mates at the wheel. At the close of the Los Angeles races this trio will go to San Francisco and participate in the annual Portola road races next month.

Wilcox is one of the youngest and most brilliant pilots in the country. His last notable performance was his non-star victory in the 100-mile race for the Romy Pirard and trophy cup on the Indianapolis motor speedway last September. He covered the century in 83 minutes and 3 seconds, after a great battle with the foremost stock chassis performers of the country. Merz, who finished without a stop, 3 seconds behind Wilcox in the Romy magneto manufacturer's classic, is a veteran driver of National cars despite his youth.

Wilcox was scheduled to drive at Guttenberg, N. J., New Year's day, but the races were postponed and the National company called him home to start on the long transcontinental trip. Although the fortunes of motor racing are varied and uncertain the National company feels that with an even break in luck Wilcox and Merz will make a great showing in their efforts at Los Angeles.

## "3 Double Teams of Good Horses can do no more than One Packard Truck"

Denise Barkalow shouted this from the top of a Packard 3-ton Truck.

Horses can't stand the pull—can't deliver as quickly.  
They fag in hot weather;  
They freeze in cold weather;  
They balk and slip on icy streets with only half loads.  
**THEY ARE SLOW! SLOW!! SO SLOW!!!**



**MOTOR TRUCKS**

**"ASK THE MAN WHO OWNS ONE"**

We only want an opportunity to show you what a Packard Truck will do. Here is what it did for the Nebraska Fuel Co. on December 29th, 1910:

We hauled 19,900 lbs. between 9:05 A. M. and 12:45 Noon; traveled 15½ miles, took one load of 9,850 lbs. up Dodge St. from 17th to 20th—backed into places where it is almost impossible to get horses. We did this at a cost of 12½¢ per ton per mile. Why pay 30 to 60 cents per ton per mile when a Packard 3-ton Truck will haul for you in ½ the time and for a fraction of the cost!

ELECTRIC GARAGE CO.  
2218-22 Farnam St.

*Denise Barkalow*

## "I Sell Two Fine Ones"

Louis Doty says:

"They are the Maxwell and the Columbia. Both good cars.  
"The Maxwell is the first car put out in Nebraska. It is more popular today than ever. It is the car for the country. It will go anywhere—do anything that another car will. Its medium price enables everybody to own it. Here are the recent reductions in price:

Model E A Touring Car reduced from \$1,600 to \$1,400.  
Model G A Touring Car reduced from \$1,600 to \$1,400.  
Model G A Roadster reduced from \$1,600 to \$1,450.  
Model E 11 Touring Car reduced from \$1,500 to \$1,400.  
Model G 11 Touring Car reduced from \$1,575 to \$1,450.  
Model I Touring Car reduced from \$1,100 to \$950.  
Model Q 11 Runabout reduced from \$900 to \$750.  
Model Q 4 11 Roadster reduced from \$1,000 to \$800.  
Model Q 5 11 Touring Car reduced from \$1,000 to \$800.

"The Maxwell is guaranteed for life.

"The Columbia at \$3,500 is a gem. It will last 10 years. Costs almost nothing to keep. It has made big records.

"I want you to come in and let me show these cars to you. You want one or the other before you leave Omaha. I can fix you out."

UNITED MOTOR  
OMAHA CO.

2115 Farnam Street

*Louis E. Doty*  
Manager.

## "I Can Show the Car

which has out sold all others in Nebraska and Iowa."

Henry H. Van Brunt, head of the Van Brunt Automobile Co. of Council Bluffs and Omaha, has pushed the Overland into almost every hamlet and home in Nebraska and Iowa.

He says:

"If Land Show visitors will come to my garage I will show them this wonderful car, of which they have heard so much and which has grown so amazingly popular.

"Once they have ridden in it and have seen its performance they will understand what gave rise to its favoritism

"The Overland is the best car I ever saw for the money. There is not as much value in another car made.

"I have very pretty models now, as follows:

Models 45 and 46.....\$775 to \$850 Models 52 and 53.....\$1,000  
Models 50 and 51.....\$1,250 Model 54.....\$1,650  
Other Models.....\$900, \$1,100, \$1,300 and \$1,400

Phone Douglas 2643 and let me show you this car.

VAN BRUNT AUTOMOBILE CO.

Council Bluffs, Ia.  
2102-04-06 Farnam, Omaha, Neb.

*Henry H. Van Brunt*