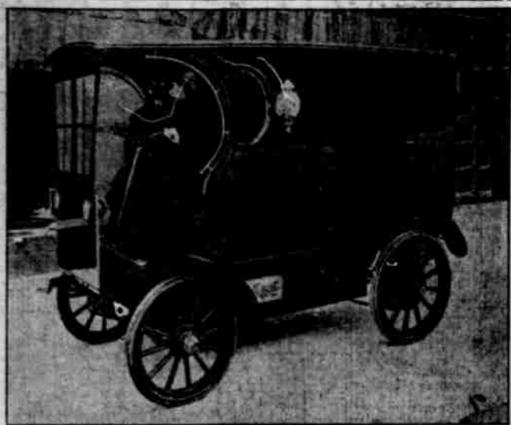
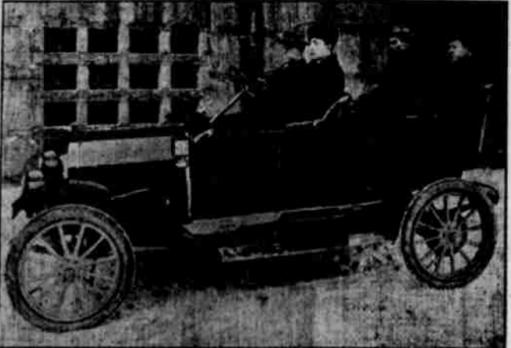


Two New Agencies in Omaha



DETROIT ELECTRIC AGENCY CLOSED WITH ANDREW MURPHY & SON.



ELMORE VALVELESS TWO-CYCLE MOTOR, WESTERN DISTRIBUTING AGENCY CLOSED WITH ROGERS SALES COMPANY.

EXHIBITORS LIST TO BE BIG

Forty-Six Have Been Assigned Space at the Auto Show.

MANUFACTURERS TO HELP OUT

Local Managers Go to the Chicago Show to Arrange to Bring the Best Exhibits There to Omaha.

Forty-six exhibitors will have space at the Omaha Automobile show next month at the Auditorium. These have all been allotted space on the floor and they are all making arrangements with the factories for the exhibits to be displayed at the show.

There will be exhibits ranging from a pair of goggles to the highest priced and most magnificent cars on the market today. With the beautiful decorations and the magnificent cars, with their shining bodies, the Auditorium will, indeed, be a scene of splendor and beauty.

Nearly every manager of the city will attend the Chicago show this week. Many while there will make arrangements with the factories for the exhibits to be shown at the Omaha show. Several of the exhibits at the Chicago show will be brought to Omaha.

The display this year will far excel any in previous years.

The following will be exhibitors at the Omaha show:

- Made Floor Exhibitors. Apperson Auto company, Ardley, Merriam & Smith, Cadillac Auto company, Carver Car company, John Deere Plow company, Deight Auto company, Electric Garage company, Studebaker corporation, Freeland Auto company, Ford Motor company, Fredrickson Auto company, W. L. Huffman Auto company, International Auto company, J. R. Kimball Auto company, Lindner Implement company, Mitchell Motor company, Andrew Murphy & Son, Marion Auto company, Molins Auto company, Nebraska-Buick Auto company, T. C. Northwall, Nebraska-Regal Sales company, Omaha Auburn Auto company, Pioneer Implement company, Rambler Motor company, Jay I. Smith, Jack Sharp, Traylor Auto company, Van Brunt Auto company, Y. R. Wilson Auto company, Wallace Auto company.

Motorcycle Notes

Reading, Pa., has 300 motorcyclists and expects to double the number during 1912. It is estimated that there are 3,000 enthusiastic motorcyclists in the United States.

Officials at Jacksonville, Fla., have purchased a motorcycle for the use of inspector of building materials and sidewalks.

The Wichita, Kan., Motorcycle club is planning a race to Topeka, Kan., and return, a distance of about 200 miles, on July 4.

Blue and yellow, the official colors of the Federation of American Motorcyclists, have been adopted for the motorcycle number plates in Maine.

Every motorcyclist in Germany is subject to the call of the government for military duty, in view of the strained relations with other countries.

The North Shore Motorcycle club of Chicago expects to host a thousand guests at an elaborate smoker to be given during the motorcycle show in February.

A league to promote motorcycle meets in several Indiana cities is proposed by the Richmond, Ind., Motorcycle club. Muncie, Indianapolis, Anderson, Marion and Evansville are counted prospective members.

Take Warning. Don't let stomach, liver or kidney trouble down you, when you can quickly down them with Electric Bitters. For sale by Weston Drug Co.

Gossip Along the Automobile Row

The W. L. Huffman Automobile company reports that it has almost all the South Dakota territory contracted for. Orders for thirty cars were received last week.

The Lions "W" Motor company has taken the agency for the Marathon car. A shipment of cars will be received the first of next month. Manager R. B. Held will go to Chicago next Sunday to meet a representative of the Marathon factories and if possible make arrangements to handle the Marathon trucks.

Manager R. B. Held of the Lions "W" company has closed an agency at Lincoln for the handling of Lions and Marathon cars.

Prof. H. G. Crane of the electric engineering department of Harvard college wrote R. B. Held, manager of the Lions "W" company, telling of the good qualities of the car. In the letter he says that since he bought the car last July he has driven it 5,000 miles and is still using the original tires. He states that the car is as good now as it was when he bought it, and that he likes it better every day.

The Interstate Automobile company will exhibit the same cars at the Omaha auto show as are now being displayed at the Chicago show.

L. H. Ross, manager of the Studebaker branch at Portland, Ore., was in the city last week and visited L. A. Keller of the Omaha branch. Mr. Ross is on his way to the factories at Detroit. He will also attend the eastern automobile shows.

Manager L. A. Keller of the Omaha branch of the Studebaker corporation spent two days last week in Iowa and Nebraska. He sold eighteen E-M-F and Flanders cars for immediate delivery.

H. E. Mason, general manager of the Silent Motor Car company of Lincoln, was in the city last week and made arrangements with the W. L. Huffman Automobile company to take charge of its Lincoln agency.

Sales Manager Helen of the Huffman Automobile company returned Thursday from a visit at Sioux City.

H. E. Fredrickson was in Chicago last week visiting the auto show. He reports that unusual interest is being taken in the Chalmers "36" self-starting motor. The exhibit was so arranged as to show the compressed air starter in action. The exhibit will be shown at the Omaha show.

The H. E. Fredrickson Automobile company received three carloads of Chalmers cars last week. Among the cars was the new seven-passenger Chalmers "36."

H. E. Fredrickson while in the east paid a visit to the factories and made arrangements for a large shipment of cars. These cars will be stored in the warehouse. With this stock on hand he will be able to take care of the spring run when it comes.

The first shipment of the Chalmers cars for the Gray-Bennett Taxi company will be received this week by the Fredrickson company.

Extreme cold weather, with falling temperature, did not delay R. R. Kimball delivering a Stanley steamer touring car sold by F. W. Whitney at Long Pine.

The first shipment of Geo. cars is expected daily. If the gossip already circulated about this car proves anywhere near true, it bids fair to be the sensation of the season. R. R. Kimball writes from Florida that he "hears little" she talked along the popular priced division of the gasoline cars.

The Nebraska Buick company's display of cars will be the most talked of exhibit at the Omaha show, according to Lee Huff, who states that the Buick Motor company has started the car of 1912 with an advertising campaign for Buick cars, which includes a factory display of models ranging in price from \$500 to \$1,500, all of which will be shown at the Omaha show.

The Buick Motor company has invaded

the markets of Europe by securing controlling interest in Vickers Sons & Maxim, Limited, of London, England, who will be Buick distributors for the continent.

Lee Huff of the local branch of the Nebraska Buick company reports the sale of four Buick cars to private parties during the last week.

Following the policy of the majority of motor car builders, the Cole line of automobiles have dropped the figures 30 and 35-hp, which have been used after the trade name of their car, Cole. These figures, which signified the horsepower of the car, had a real value from an advertising standpoint, but the officials of the Cole Motor Car company in increasing the horsepower of the car, found that the figures were really confusing. Therefore the board of Cole directors of the Cole family, the Cole distributing agents, at a conference decided that in the future the name of their car should be just The Cole.

Harry Webber of the Stuart & Clark Co., visited the Powell Supply company last week. While in the city he made arrangements to have a very fine exhibit at the auto show next month.

L. Wilson, formerly with the Midland Glass and Paint company, has accepted the position of credit and collection manager for the Powell Supply company.

A seven-passenger Oakland car was sold by the McIntyre Automobile company last week in spite of the bad weather.

The new model T put on by the Heald Automobile company will be shown at the auto show next month.

The International Atchinson company will have a working model of an electric furnace in the Powell Supply company's booth at the auto show.

Great Auto Year Expected

The year of 1911, just closed, proved by far the greatest twelve months ever experienced in the automobile industry. More cars were manufactured than in any previous year. There were fewer failures recorded than in any previous year since the number of factories reached twenty-five or thirty. The general trade conditions were most satisfactory to the men who have millions invested in automobile manufacturing plants. Remarkable progress was made in the designing and production ends of the vast industry. The old year is dead. Long live the new year.

For 1912 the outlook is most bright. Despite the general impression that election year will have an effect on the automobile business, the big men of the trade do not think so, and more cars by 40 per cent will be built in 1912 than were turned out in 1911. Better cars at lower prices. Deliveries will be more prompt and more attention will be paid by the manufacturers to the service end than ever before. In fact, the service department of many of the big factories today is considered as important as even the designing and manufacturing branches.

Far-sighted manufacturers realize that the next year or two will witness the buying of machines by farmers and others far less mechanically inclined than the purchasers of cars in the past. These new customers, and the old ones for that matter, will naturally demand service that is real service and not the kind which many buyers of automobiles during the last few years have had to put up with.

In consequence there will be service stations in the more important cities throughout the country. There will be large stocks of all parts of the machine turned out by that respective factory.



Good machines will be on hand also, to look after extreme cases. The makers have finished their new factory buildings, caught up with their orders and will now turn their attention, or a great part of it, to looking after their customers. In the past, some of them have not had time to spend on cars after they were sold. But it is different now and "service talk" will come as near selling a car these days as will an eulogistic argument on the construction, style and equality of the car under scrutiny.

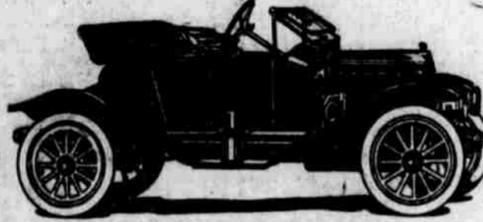
Will the Wire Wheel Come Next? Recent experiments on the part of American motor car manufacturers with the wire wheel as a substitute for the wooden wheel, now in use, has centered the attention of designers and motor car owners upon the experience of English and French makers with the demountable rim and demountable wheel.

THE NEWEST CAR IN TOWN Doctors, THE NEWEST CAR IN TOWN

Here is your car!

COMFORT

PRICE



STYLE

QUALITY

Studebaker-Flanders "20"

FORE-DOOR ROADSTER

\$865 Complete, Mohair Top, Plate Glass Windshield, Speedometer, Prest-O-Lite Tank, F. O. B. Omaha \$865

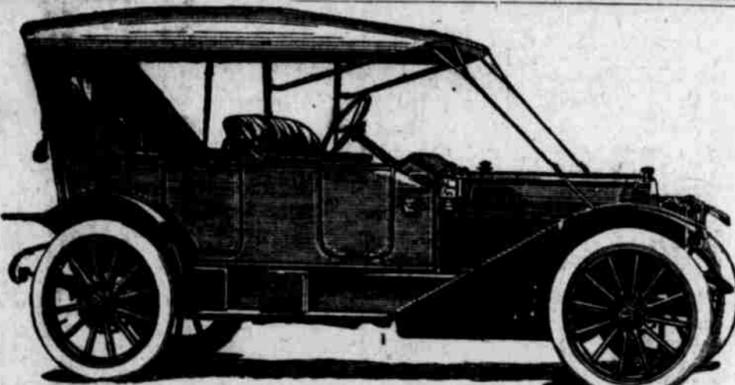
STUDEBAKER SERVICE!

STUDEBAKER GUARANTEE!

The Studebaker Corporation of America

OMAHA BRANCH

Douglas 368; A-8679 2026-2028 FARNAM STREET L. A. KELLER, Mgr.



WHEN you buy an automobile, the first one you ever bought or the twenty-first, it will interest and pay you to take a good look at the Mitchell car.

Maybe you intend to spend \$6,000 or \$7,500 for a car; all the more reasons for looking at the Mitchell. You'll find so many points in the Mitchell six-cylinder cars at \$1,750 and \$2,250 that are features of the \$6,000 cars that you'll begin to wonder what it costs the manufacturers to put these things in a car.

Of course, there are some things in the \$6,000 car that you won't find in the Mitchell cars at \$2,250, but they aren't things that make the car run well, or climb hills easily, or last a long time with little expense. The Mitchell has all of these.

- 7-passenger Mitchell-six, 6 cylinders, 60 horse-power, fore doors, tires 32x3 1/2. Price, equipped, \$2,250.
- 5-passenger Mitchell-six, 6 cylinders, 48 horse-power, fore doors, tire 36x4. Price, equipped, \$1,750.
- 5-passenger Mitchell thirty, 4 cylinders, 30 horse-power, fore doors, tires 32x3 1/2. Price, equipped, \$1,250.
- 4-passenger Mitchell, 4 cylinders, 30 horse-power, fore doors, tires 32x3 1/2. Price, equipped, \$1,150.
- 2-passenger Mitchell Runabout, 4 cylinders, 30 horse-power, fore doors, tires 22x3 1/2. Price, equipped, \$950.

Mitchell-Lewis Motor Company Racine, Wisconsin Mitchell Motor Company 2050 Farnam Street, Omaha, Neb.

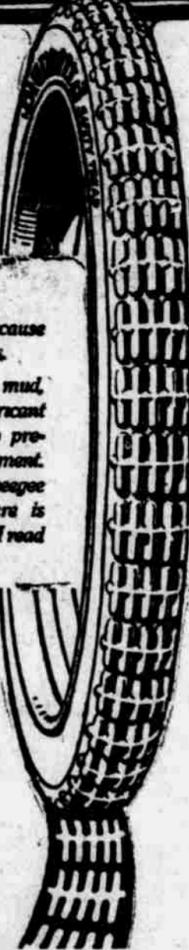
The Diamond SAFETY TREAD TIRE

Any curbstone will stop a skid—what you want is something that prevents the tire's starting to skid.

The Diamond Safety Tread is not a mere matter of buttons, knobs or ridges.

It is a safety tire that is safe because it is based on scientific principles.

Tires skid because a film of mud, water or grease acts as a lubricant between tire and pavement. To prevent skidding CLEAN the pavement. How? The same way the squeegee dries a window. That's all there is to it—but the Diamond Safety Tread Tire is the only tire that does it. The only tire that is based on a real understanding of the skid problem.



The Diamond Safety Tread Tire is an all-year-round tire. It gives even Greater Mileage than the regular Diamond Tire—and the regular Diamond Tire is greatest in mileage among smooth tread tires.

At your Dealer—or The Diamond Rubber Company 215 So. 20th Street, Omaha.

THE OMAHA BEE'S DIRECTORY Of Automobiles and Accessories

MIDLAND CARS FREELAND AUTO CO., 1122-24 Farnam Street.

Nebraska Buick Auto, Company Buick and Welch Cars... Lincoln Branch, 13th and F Sts.—E. E. SIDLES, Gen'l Mgr. Omaha Branch, 1512-14-16 Farnam St.—LEE HUFF, Mgr.

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

Stearns Wallace Automobile Co. MOTOR CAR 2203 Farnam Street

VanBrunt Automobile Co. Overland and Pope-Hartford Consul Maris 14 Omaha, Neb.

Apperson "Jack Rabbit" APPERSON AUTO COMPANY 1102 Farnam St.

MARION FOUR MODELS Prices—\$1,150 to \$1,700. OHIO ELECTRICS Marion Auto Company. C. W. McDONALD, Mgr. 2101-2103 Farnam St.

Vehle JOHN DEERE PLOW COMPANY Salesroom—Cor. Tenth and Howard Sts. Omaha, Nebraska.

FRANKLIN PEERLESS HUDSON GUY L. SMITH 2205-2207 Farnam Street

THE BEER WITH A REPUTATION Metcalf THE OLD RELIABLE Your patronage of this Home Brew is a Boost for Omaha Wm. Boehhoff, Retail Dealer—PHONES 1-2410, 2-2110

ITCHING, SMARTING CHILBLAINS Quick relief and speedy cure using SHERMAN'S CHILBLAIN CURE Price 25c; by mail 30c. Sherman & McConnell Drug Co.

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