

Gossip Along the Automobile Row

In speaking of the auto show, Guy Smith said: "I know it will be the biggest and best show we have ever held, and from all indications I am sure the Franklin 'Little Six' will make a big hit at the show, as it did in New York and Chicago."

The Hupp model '12' that will be exhibited at the automobile show, and the crumpled chassis, showing the working parts of the motor, are the same car and motor that were exhibited at the New York and Chicago shows. The Hupp motor people assert that over 10,000 orders have been received for these cars since they have been on the market. W. L. Huffman will have one of these cars at the show, and will give a demonstration to all who desire.

Two carloads of the famous Abbott Detroit '14' cars have arrived and will be exhibited at the show by the W. L. Huffman company. One of these cars, which was exhibited at the Chicago show, has already been sold.

The United Motor Omaha company received a large Columbia Knight limousine last week, which will be on exhibition at the show.

"Our dealers in Nebraska and Iowa all write that they will spend a part, if not all, of next week at the Automobile show," said Guy L. Smith. "In nearly every case the dealers will bring a number of prospective buyers with them, and I look for a big volume of business to be done right at the show."

Mr. L. A. McKay, general sales manager for the Franklin Automobile company, has written Guy L. Smith that he will spend next week in Omaha, to assist in the Franklin work at the show.

When Mr. Clarke G. Powell of the Powell Supply company was in Youngstown, O., arranging for the agency for Republic tires, he was much impressed with the size and efficiency of the factories. The new Calendar building, now under process of construction, will be the finest and most thoroughly up-to-date building of its kind in the world. Starting from a very small plant a few short years ago, this company has grown into a commanding position in the manufacture of rubber goods. Republic Staggard tread tires and Republic solid truck tires are two of the world famous products of the Republic Rubber company.

It is surprising to see how much interest the public has been taking the last two seasons in endurance, economy and reliability runs. The results of these contests seem to be watched more closely than any of the great annual speed events. People are looking for everyday reliability and dependability over difficult roads and not for death-defying records or smooth tracks. The tendency to study the road record of different cars has greatly added to the popularity of the Dreadnought Moine '12.' This car was the first in America to adopt the

The Murphy "Did Its"



HEIN PHOTO
ANDREW MURPHY BERT MURPHY

long stroke motor now so popular, and the remarkable victories won the last three seasons attract attention to this splendid machine wherever it goes. In the last 1,000-mile Chicago reliability run, four Moine stock cars were entered. All finished with perfect road scores and won three out of the possible four trophies awarded to all contestants. This feat has never been duplicated by any other car in the world. A working model of the famous Moine long stroke motor will be shown this week at the company's exhibit at the Omaha show. This is the motor that attracted so much attention at the Chicago and New York shows. A full display of the new models is also carried at the company's Omaha branch, Twentieth and Harney streets.

The Powell Supply company will have all its traveling men in during the coming week for the show. The reports from all over the territory is that the dealers are coming in with practically no exceptions and will be accompanied by an army of prospective customers.

"Within the last few weeks there has been a great deal of comment and discussion on the worm drive for automobiles," said Guy L. Smith. "The worm drive idea is by no means a new one, as demonstrated by the fact that the Franklin has used the worm gear in their commercial automobiles for the last five years."

The V ray spark plug will be demonstrated in the Powell Supply company booth at the show. The exhibition plug will be the largest model ever shown and is quite a curiosity.

Among other notable exhibits to be made by the Powell Supply company are those of the National Carbon company, makers of Columbia dry cells; Badger Brass company, makers of Solar lamps; International-Achson company, makers of special lubricants.

The International Tank & Pump Co.,

and he will have a complete exhibit of the Franklin, Peerless and Hudson '12' at the garage. This arrangement will give the public an opportunity of inspecting his cars both at the show and at the garage.

Guy L. Smith announces that Richard (Capit) Bacon will be the Hudson factory representative at the Automobile show. Dick Bacon has been at the Omaha shows for several seasons and is perhaps the best known of the factory men who visit us on these occasions.

"One thing the Omaha Automobile show will demonstrate thoroughly is the fact that Omaha is the market town for automobile tires, supplies and accessories. We believe," said M. P. O'Connor of the Powell Supply company, "that not even the two big national shows surpass the Omaha show in these respects. The display of the new things in accessories makes the show doubly interesting to the man who owns a car."

"The Farnam street automobile row, which now has a matter of fact existence, was merely a dream a few years ago, when I opened up the first garage in that district," says Clarke G. Powell, who is now managing the Automobile show. "Few people thought then the industry would so rapidly assume such large proportions in Omaha. I always had faith in its future, however, and that is what prompted me to take up the supply end of the business. The growth of the business has compelled us to change quarters four times in the last six years and finally to erect our present new specially designed 'street house.'"

Drummond Motor company reports the largest number of pleasure autos for painting and repairing which they have ever had at this time of the year. The repairing of an auto means wheels, body work, doors, axles, springs, tops, seat

covers and padding, which takes all the way from six to sixteen coats of paint and varnish, besides all kinds of machine work which may be done at the same time and in one shop by competent mechanics in each department. Drummond says "get your cars in now, for there will not be enough good mechanics in Omaha to do all the work required this spring."

Because of the great interest in starting devices, one of the most attractive features of the Chalmers exhibit are Model Thirty-Six motors equipped with start-

ing devices and operating just as they do in regular service. This exhibit has been the object of a great deal of careful study, both by the buying public and by motor car experts. The exhibit shows in detail every operation of the Chalmers starter, but in none has there been more general interest than in the Chalmers self-starter with which all Chalmers models are now equipped. The Chalmers starter is of the compressed air type, being merely a development from the compressed air-starting system which has

been used for years for the starting of large stationary and traction gasoline engines.

The E. R. Wilson Automobile company will exhibit at the show a new six-cylinder roadster, which has an entirely new feature in the way of an exhaust manifold. The car has a twin exhaust pipe with twin mufflers instead of the old single exhaust and muffler. This car, which is put out by the Lexington Motor company, is the first to introduce this feature in the 1912 models.

Cars at the Omaha Show

- Abbott-Detroit, two cars.
- Apperson Jackrabbit, four cars.
- Aico, two cars.
- Aico truck.
- Aterbury, two cars.
- Anubis, four cars.
- Five Avery Trucks.
- Baker Special Extension, Coupee.
- Brush, two cars.
- Brush delivery wagon.
- Buick, three cars.
- Three Buick trucks.
- Cadillac, five cars.
- Caterpillar, four cars.
- Case, three cars.
- Chalmers, two cars.
- Columbia, two cars.
- Courier Clermont.
- Outing, five cars.
- Detroit, two cars.
- Detroit Electric delivery wagon.
- Detroit Electric, two pleasure cars.
- Drummond Motor Co., three G. M. C. trucks.
- Elmore, two cars.
- E-M-F, two cars.
- Flanders, two cars.
- Flanders delivery wagon.
- Flanders electric.
- Ford, four cars.
- Ford delivery wagon.
- Franklin, four cars.
- Hudson.
- Hupp-Moine, two cars.
- Hupp-Yates, two cars.
- Imperial, two cars.
- Inzeriale, three cars.
- International delivery wagon.
- Jackson, three cars.
- Six Kelly two and three-ton trucks.
- Leasington, three cars.
- Locomobile.
- Marion, two cars.
- Marmon, two cars.
- Marquette, two cars.
- Mauch, four cars.
- Two Mason trucks.
- Matheson Elliot Six.
- Maxwell, three cars.
- Michigan, one car.
- Midland, two cars.
- Mitchell, four cars.
- Moline, three cars.
- National, two cars.
- Oakland, three cars.
- Ohio Electric.
- Overland, four cars.
- Packard "Six" phaeton.
- Two Packard three-ton trucks.
- Paige-Detroit, two cars.
- Perless, three cars.
- Pierce Arrow, two cars.
- Rambler, four cars.
- Rauch & Lang electric.
- R. C. H., two cars.
- Reo The Fifth.
- Seasme Knight, two cars.
- Sevens-Buryas, two cars.
- Stoddard-Dayton, three cars.
- Vellie, four cars.
- Three Veit trucks.
- Waverly five-passenger electric.
- White truck.

THE Marquette

At the Show

See the Car that Has
Established a New Class
Among High Grade Cars



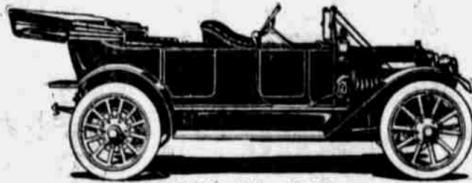
PROBABLY no other motor car has done so much to combine the better luxuries of automobile ownership with reasonableness of outlay as has the Marquette.

In every detail of construction—in its handsome appearance as well as mechanical excellence—the Marquette measures up to the highest standards thus far set in this country or Europe. It is a car of genuine distinction. Back of it are the ample engineering resources of the General Motors Company organization, assuring all the benefits of thoroughly dependable service after purchase.

These handsome cars will be shown at the Omaha Automobile Show, of course, but the

Real Display is at Show Room 1912-14-16 Farnam Street
NEBRASKA BUICK AUTO CO., Distributors

Omaha, Lee Huff, Mgr. Lincoln, H. E. Sidles, Gen. Mgr. Sioux City, S. C. Douglas, Mgr.



Model 25—Price, \$3,000.

DRUMMOND MOTOR CO.

SUCCESSORS TO DRUMMOND CARRIAGE COMPANY



W. R. DRUMMOND



W. B. HUGHES

*The Building and
the Men Behind
the Enterprise.....*



JAS. DRUMMOND



L. W. SCHEIBEL



ABOUT THE NEW DRUMMOND MOTOR COMPANY

The new Drummond Motor Co. succeeds the Drummond Carriage Co., which has been established twenty-seven years in Omaha, and the new incorporation hardly requires an introduction to the general public and especially to the carriage and auto owners of this vicinity. Wm. R. Drummond, the president, has been prominent in the auto business since its beginning. James Drummond, the vice president and general manager, is a new arrival from Massachusetts, but has had a life-long experience in this same class of work. Mr. L. W. Scheibel is treasurer and has for many years held an important position with the Nebraska National bank and is still its assistant cashier of that institution. Mr. Wm. B. Hughes, the secretary, is the well known manager of the Omaha Clearing House association and also well known to every banker in the state as the secretary of the State Bankers' association.

ABOUT THE NEW DRUMMOND MOTOR BUILDING

The new building, as sketch shown above, is to be at the corner of Twenty-sixth and Farnam streets and will be three stories and basement, 70 feet front on Farnam street and 140 deep. The plans are now in the contractor's hands and work will be begun in a week or ten days.

The principal business of the company will be repairing and painting of pleasure autos, attention to every detail in wood and iron work, painting and trimming, building of limousine and touring car bodies, making of four-door, wheels, etc., and besides this work the company has taken the agency for the General Motors Co. trucks, both in gasoline and electric, which are made from 1,000 pounds up to six-ton capacity, and they will be well prepared in their service department to give a customer every possible attention. The Drummond Motor Co. will exhibit 2 and 2 1/2-ton gasoline trucks at the show as well as a 3,000-pound and 3-ton electric truck in the basement, and they will also have representatives from the factory and experts on both the gasoline and electric trucks.