

Dealers Who Make Omaha the Automobile Center of the West



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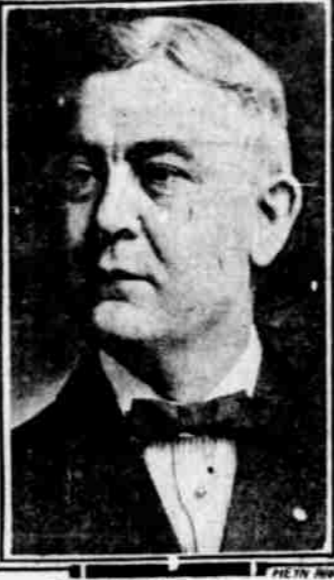
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Omaha is the automobile center of the west. Dealers of Omaha took the initiative in this industry in the west, they have built it up in this section of the country and now this is the recognized chief motor car market of several states. Omaha is the objective point of prospective buyers in Nebraska, western Iowa, South Dakota, northern Kansas, Wyoming and even in Colorado, because they know that they will have a larger variety of types to select from in Omaha than in any other accessible market. When a man in Omaha's tributary trade territory gets the idea of buying a car, the first place he thinks of is Omaha. It is a well-known fact to him that Omaha dealers have the most complete line of cars and he has heard from his neighbors who have bought that he will get square treatment in Omaha.

It is not only the city and town men who buy cars in Omaha, but the farmers as well. The farmer knows as well as the city man where the largest line of cars can be found and where the dealers put out a car which is what they say it is. While he is slow to buy, he is nearly always sure of what he is buying and always wants to get the best on the market.

A few years ago the dealers used to cater strictly to city business, thinking the business men alone would buy cars. In the course of a short time, however, they discovered that the farmer was as ready a buyer of automobiles as the city man. Consequently the dealers branched out and established agencies in the country towns.

The business soon grew to such proportions that several Omaha houses gave up the city trade altogether and went in for the farmers' business strictly. In doing this they changed their cars to suit the use of the farmer. A car that would be all right for city use, would probably be of little use to the farmer who had no paved streets to drive on and had many hills to get over.

These companies soon began putting out such excellent cars for country use that Omaha soon became the farmers' headquarters in the automobile trade. Now, whenever he needs a car, the farmer will either come directly to Omaha or buy through one of the Omaha agencies in his territory.

Sales of automobiles in the city have made as rapid strides as those in the country. Years ago the Omaha man when buying an automobile would order from a dealer in the large eastern cities. This is all done away with now. The prospective buyer simply walks up along automobile row, drops in on the dealers and looks over their line. Every make and model of car can be found in the salesrooms of the dealers, and they are the cars that will give service to the buyer. An Omaha man never thinks of buying a car in Chicago at the present time. The reason for this is the many well established houses along the row that are reliable and put out the quality of cars from which a buyer will get full value.

The dealers along the row have been an important factor in making Farnam

street what it is today—one of the busiest and most important streets in the city of Omaha.

The Omaha dealers have practically built up the automobile industry in the western section of the country. Seven years ago a few dealers, all in Omaha at that time, decided to hold a show. The Auditorium was rented and a small number of cars were exhibited. This first show was by no means a great success. The attendance was very small, automobiles at that time being in their infancy in this part of the country. The cars exhibited at that time looked, when compared with the motors of today, like a pile of scrap iron. This first show by no means dampened the ardor of the dealers, but made them work all the harder to make the next show a great success. They did and the result of their work can be seen this week at the Auditorium, where the Seventh Annual Automobile show will be held. This show will demonstrate what the dealers of Omaha have done towards making the automobile business one of the chief industries of Omaha.

The show will also demonstrate what the local dealers have done in advancing the use of motor trucks in this part of the country. The basement of the huge Auditorium will be full of commercial vehicles and each dealer can point to his own make and say, "You will find this truck used by the Brown company in your home town, for use in delivering general merchandise," or "You will find this truck used for heavy hauling by the Jones company in the town of Blank." These motor trucks are in use in many towns of Nebraska and adjoining states, and those who have them say they would never go back to the old-time horse power. Prospective buyers of power trucks can fully investigate their efficiency by inquiring of the numerous com-

mercial and industrial concerns in Omaha that use them.

One of the chief advantages of the Omaha automobile market is the compactness of the automobile row. Outside of the salesrooms that can be reached in a three minute walk from the railroad station, practically all the automobile concerns are located on Farnam and Harney streets west of Eighteenth. A look up Farnam street, from Eighteenth west, tells the buyer at once that here is a real market, an automobile row in which he can spend days investigating various makes of cars. Finally settling on one to his liking. More dealers make a better market, more dealers make more

buyers. This is a recognized principle of business in the automobile trade and the Omaha dealers are willing and anxious to have newcomers among them.

Omaha has a much greater reputation now as a dry goods center, with two big houses here, than it had when there was but one house, and the pioneer house does several times as much business as it did before the second concern came. There are now about 30,000 cars in Nebraska, which is in itself an assurance that the trade will continue to be big, for when a man sees a neighbor with an automobile, he will want one himself. Approximately \$10,000,000 was spent in Nebraska for automobiles in 1911. It

seems likely that this figure will be materially increased for 1912 and the Omaha dealers expect to get the big share of the business.

Motorcycle Notes

The San Jose, Cal., Motorcycle club has decided to hold weekly runs in different parts of California during the coming summer. "Make it a 20 club." That's the motto of the Rochester, N. Y., Motorcycle club, which is preparing to increase its membership. The motorcycle is again in politics. Joe D. Hanna of Tampa, Fla., motor-

cycle police squad is a candidate for justice of the peace. C. P. Grandfield, first assistant postmaster general of the United States, has recommended motorcycles to replace the horse delivery wagon for collecting mail in Los Angeles, Cal. The Ontario, Cal., Motorcycle club which was recently organized, adopted as one of its first by-laws one providing

for club members to observe city and county speed ordinances. Harry Long of Yorkshire, England, has recently completed a 4,000-mile journey throughout the country on his motorcycle. Four members of the Jacksonville, Fla., Motorcycle club recently made a record trip from St. Augustine to Jacksonville in one hour and forty minutes.



The Cheapest Mile With Exclusive Style

Costs Less Than a Horse

Have you ever asked yourself, Mr. Horseowner, how high prices and the increased cost of living were affecting your stable expenses? Here are figures given us by a prominent physician of Boston, covering expenses of a single horse for two entire years:

Total feed bills	First	Second
Blacksmith bills	\$117.52	\$129.24
Driver's wages	25.30	32.60
Driver's board	206.60	268.00
	182.00	258.99

Total expenses... \$529.00 \$729.94
An increase of \$190 in the cost of keeping a horse and a man for a single year is worth thinking about.

Just compare this cost with that of using an interior-driven Waverley Electric for a year, dispensing with the services of a man. These figures are taken from the experience of a large number of owners of Waverley Electric in various dates and types, and represent average costs for extended periods:

Cost of current per month	\$ 4.11
Cost of battery renewal per month	4.55
Cost of tire renewal per month	4.40
Sundry repairs, per month	2.02
Total average cost of an Electric per month	\$ 15.25
For one year	\$182.25

A saving in favor of the Electric of \$346.68
\$546.68 more in your bank account and all the trouble and nuisance of keeping a man saved at a single stroke. Is that worth while?

Silent Waverley Limousine-Five

The Waverley Company has introduced this year the most important innovation in motor carriage construction of recent years, viz: AN INTERIOR-DRIVEN CAR, WITH THE DRIVER OCCUPYING THE FRONT SEAT.

This is a prototype of this new Waverley design it would be necessary to go to France in the period of the first empire. The carriage, de ville, or town chariot, of that interesting age was sometimes built with a long curve, extending, as in this model, from the upper rear corner of the carriage body in a full round sweep below the rotunde and interior to the coupe pillar.

When in the earlier period mentioned this curved design was used in an open carriage, it was called a landau. The Waverley designers have refined upon the curve in the Limousine-Five, giving it unusual elegance, and have combined it with other features in a rarely artistic whole.

Perhaps the most striking feature of the design is its low center of gravity, that gives both the reality and the appearance of great stability to the Limousine. A projecting panel, with rounded top, connects the battery box and front of the carriage, breaking the severe lines that mark the usual junction of the perpendicular with the horizontal. This feature is balanced at the rear by an upward curve of the battery box, producing an equally novel and pleasing effect at that end of the carriage.

The wide expanse of plate glass windows, front, side and rear, is surmounted by a broad, substantial roof, with just sufficient curve to harmonize with the other curved lines of the body, while detracting nothing from its dignity. Every line of this unique design speaks of comfort, amplitude and stability, those three essentials of modern art in carriage building.

With this, as with every Waverley product, goes Waverley service. Free inspection by Waverley experts, and the Waverley unconditional guaranty. All mechanics, parts of Waverley cars are guaranteed for life against defects. See the exhibition of 1912 Waverleys at the Omaha Automobile Show.



Sold in this territory by

J. J. Deright Co.
1818 Farnam Street

Booth 10 at the Automobile Show
Supplementary Exhibit in Basement



See the complete line at our show room, 1912-14-16 Farnam Street THE limited space that was allotted to each dealer at the automobile show made it impossible for us to make much of a showing there of the big Buick line. Our large show room has the complete 1912 line priced at from..... \$850 to \$1,180

Giving you a free demonstration incurs no obligation whatever

Nebraska Buick Automobile Co. Factory Distributors LIN OLN.-H. E. Sidles, Gen. Manager. OMAHA.-Lee Huff, Mgr., 1912 Farnam. SIOUX CITY.-S. C. Douglas, Mgr.

BUICK FEATURES
Deep upholsterings; big springs; big wheels; easy riding; large brakes; roomy; straight line body.