

**Gossip
Along the
Automobile Row**

The Omaha Auto company has closed contracts for the Nyberg car and delivered machines to the following last week: William A. Kurz, Scribner; W. P. Moore, Spencer; W. H. Menking, Geneva, and William T. Grace, Archer. Will Ellison of Geneva was also in the city last week and drove home a Nyberg "35."

Vice President R. A. McNabb of the Marion factory was a visitor at the local house last week. Mr. McNabb has been on a trip for the last month visiting the principal agencies of the country and left here Wednesday for Sioux City. He was more than pleased with the showing made by the Omaha firm during the last year.

Melbourne Phillips, aged 15, has just completed a 2,000-mile trip from Orlando, Fla., to Saluda, N. C. The trip was made in a Studebaker "30" which also carried Melbourne's mother and his two smaller brothers.

J. T. Stewart left for the Mitchell factory Thursday night, where he goes to confer with the heads in regard to increasing his allotment for 1913.

Jack Galbreth of Superior, Neb., and Hand & Woodard of Shenandoah, Ia., both purchased Rambler Cross Country from the Omaha house last week.

The universal convention of Cadillac dealers meets this year in Detroit, December 10-12, and will in all probability accommodate 300 or 400 dealers, together with their managers and head mechanics. This meeting is for the purpose of collecting the men interested in the Cadillac cars to discuss the problems with which the different dealers have to contend during the year and to make improvements both in the car and the selling organization. Manager Reim of the local house, together with Mr. Schantz and C. Nygaard will leave for Detroit December 8.

Samples of the Studebaker "25" and "35" were shipped from the Detroit factories to the Omaha branch during the last week, and they are expected to arrive either Friday or Saturday of this week. The distribution of samples to dealers will commence shortly after the Omaha branch receives theirs. There has been an immense amount of local interest aroused in these new Studebaker models through the announcement which appeared in the Saturday Evening Post a week ago.

The Ford Motor company has made the following retail deliveries during the last two weeks in Omaha. Touring cars to Dr. C. W. Pollard, George F. Abbott, the New England bakery, C. P. Dyball, E. T. Rector, P. A. Lawrence, C. A. Anderson, I. W. Smith, Dr. Charles Lieber, A. P. Dercus, Richardson Drug company, Dr. E. R. Porter and Dr. W. R. McCrann. Delivery wagons were purchased by T. F. Hatchford & Co., George Rogers and F. M. Arant.

The United Motor company unloaded a carload of 36 early in the week and delivered two to Swanson Bros. at Hastings, Ia., to J. S. Minken at Kearney and one to Stiner Bros. at Woodbine, Ia. Mr. Oppen of this firm has just returned from a trip through the state, where he reports business for the Maxwell car to be much above the average for the time of year.

Fielding H. Yost, better known as "Hurry-up," foot ball coach of the University of Michigan, is an enthusiastic motorist. Yost appeared on the campus at Ann Arbor this fall driving his second Chalmers car, a 36. His first car was a Chalmers 30, which he bought second hand. After having used this car for more than a year, Yost said it for more than he paid originally. "If I have a similar experience with my 36, I shall be tempted to become an automobile trader when I am not teaching foot ball," said the Michigan coach.

The J. J. Deright company will receive early this week the handsome \$6,000 Locomobile limousine ordered through them early in the fall by W. Hines of this city. The machine, which is of a dark green color, is said to be one of the handsomest ever turned out by the Locomobile people. It has sterling silver equipment.

Although disappointed at the inability of President Taft to be present when the convention of the American Road Builders' association opens in Cincinnati, O., the president's home city, on December 2, the officials in charge of the convention are gratified at the widespread interest in the convention which is being manifested more and more as the event draws nearer. It had been hoped that President Taft could be able to be present, but because of the opening of congress at the date of the convention he was obliged to decline the invitation sent him.

Manager Lindsey of the Velle Auto company has just returned from the factory at Moline, Ill. He found the factory very busy, the rush now taking place there being the cause of this trip which was for the purpose of securing stock in immediate shipments. Manager Lindsey has found he can secure deliveries much faster by going to the factory and hustling cars himself, than by writing numerous letters.

Out in Los Angeles the motorists have the banner fad. It has been popularized of late by the suburbanites and small-town folks who have flying from their cars, a pennant, with the name of their village thereon. This would not be a bad idea for the local enthusiasts. So many of our villages possess cars innumerable, that it would not be amiss to use this way to advertise the home town. Christmas is almost here, girls, so why not make a banner for "His" car.

J. H. De Jong is spending the week on a contracting trip through the state, where he expects to bag a number of Apperson "Jackrabbit" dealers for the coming year. He says the fine weather now being enjoyed in Nebraska has kept the fall motoring spirit up to such a pitch that he is having no trouble at all in making a splendid showing. He took retail orders for three machines Saturday.

Still another interesting detail of the plans of the Ford Motor company of Detroit in regard to maintaining the efficiency of its branches in various parts of the country is now being put into

operation. The managers of the branches are all to circulate around among Ford branches other than their own, thus becoming what might be called "journey-men" managers for a time. The result will be that each will see all the branches and discover how they are conducted, thus getting and giving many good hints. In making for a uniform and well-knit organization the plan will be of value.

S. D. Forter, western supervisor of the United Motor company, together with E. H. Butterley of the New York offices of the same firm, are in Omaha this week visiting the local branches of this big concern. Butterley is checking up the stock of the distributors, while Forter is here for the purpose of taking a general sliant at local conditions. Both men expressed their surprise to find Omaha so thoroughly a motor city.

The new model C Regal oversteering will reach Omaha Tuesday, the consignment

constituting of three machines. Considerable interest has been developed amongst the up-state Regal dealers, who are strong for the underswing type, and are anxious to compare this machine with their favorite.

The T. G. Northwall company has just received advance circulars for the new Detroit roadster, which will be ready for delivery early in December. The local dealers are expecting this machine to be fully as popular as the touring car. The T. G. Northwall company has also taken the agency for Empire tires and is erecting a large electric sign with the words "Empire Tires" upon it on the roof of their building.

The Cole Motor company received a shipment of two carloads of "30" Cole cars last Wednesday morning and sent four to purchasers throughout the state. Manager Corkhill is having excellent success on his trip through Oklahoma and has closed six large agencies in that state.

which have never handled Cole cars before. He says the south is motor crazy and predicts an unusually large business from this section for the trade in general during 1913.

W. H. McCord received two new Stevens-Duryea cars Saturday sold to him by the new distributors, Houser and Howe. Mr. McCord is a staunch admirer of this car, the two new ones making respectively the sixth and seventh Stevens-Duryea cars Mr. McCord has owned. One of the new cars is of the touring type, while the other is a limousine model.

Mexicans Race Autos. Mexicans are abandoning the bull fight for the excitement to be derived from automobile racing. A lively meet took place recently at Guadalupe. The feature event was won by a Studebaker "30" from a Renault 40 and a Fiat 10. Senior J. Monte Mousier drove the winner. A big road race is carded for Mexico City on Christmas day.

**Five Carloads of
Cadillacs for Omaha**

George Reim, president of the Cadillac company, is elated over the fact that he just received advice that five additional carloads of machines have been shipped to him. Mr. Reim has been behind in deliveries from eight to thirty-six cars since the season began. This new shipment will enable him to fill all back orders and have two coupes for immediate delivery. These are of the four passenger family style, mahogany interior top with equipment surpassed by no other cars. They are practical for both summer and winter. Four of these models have been delivered in Omaha already this season.

A Pleasant Surprise follows the first dose of Dr. King's New Life Pills, the painless regulator that strengthens you. Guaranteed. 35c. For sale by Beaton Drug Co.—Advertisement.

Motorcycle Notes

Larson, P. I., has a motorcycle club of about thirty-six members. Dwight Stabler has completed a motorcycle trip of 325 miles from Los Angeles to Fresno, Cal., without a single accident. Eleven motorcycles have been purchased for the use of fire wardens in their campaign for the conservation of Michigan forests.

In a recent economy run of the Queen City Motorcycle club at Cincinnati Joe Wendelrat traveled forty-eight miles on a little over a pint of gasoline. Rural Mail Carrier S. J. Ramsey of Algona, Ia., is planning to save about three hours' time each day in the future by covering his route on a motorcycle. William Jordan and Miss Beatrice Schlink of Port Wayne, Ind., eloped on a motorcycle and were married May 1, 1911. They succeeded in keeping the wedding a secret until a few days ago.

Lewis Stroth of Indianapolis has returned from a 15,000-mile motorcycle trip through the southern states. Stroth's expenses for repairs on his motor during the trip amounted to \$2.75. In order to win a wager F. G. Keegan

is traveling from Reno to Globe, Ariz., on his motorcycle. He reports many hardships in crossing the desert, but his motorcycle came through in fine shape. Keegan expects to complete the trip in thirty-five days. Motorcycles are proving a great boon to hunters. Lovers of this sport have been greatly discouraged by inconvenient ways of arriving at a satisfactory hunting ground. Since the arrival of the motorcycle, sportsmen are no longer bothered with this difficulty. They can easily and quickly get within reach of game.

A motorcycle was the means of saving the life of Mrs. Richard Wharton of Louisville, Ky. Recently Mrs. Wharton became seriously ill. The nearest doctor was several miles away. Mr. Wharton jumped on his motorcycle, sped to the doctor's office and persuaded the physician to return home on the rear of the motorcycle.

Boy Makes Long Drive. Melbourne Phillips, aged 15 years, has just completed a 2,000-mile drive from Orlando, Fla., to Saluda, N. C. The trip was made in a Studebaker "30" which also carried Melbourne's mother and his two smaller brothers.

Overland



In 1908 we made 400



In 1913 we will make 40,000 cars

100,000 Cars

From 400 cars in 1908 to 40,000 cars in 1913

UNDER the present ownership and management the Overland has been before the public just six years. These have been the most trying and bitter years of the industry. The last six years have given birth, growth and expansion to the modern automobile as you see it today, and have determined which cars were to survive the fierce struggle and become permanently established.

During this historical constructive period, the Overland has progressed more rapidly than any other car of its type made. This is important and significant.

In six years we have jumped from 400 cars a year to 40,000 cars a year. This is an increase of nearly 10,000 per cent. This growth is greater than that of any other single concern in the industry. This growth is greater than the growth of the combined factories of the world. In ten years the entire industry has shown an increase of 8000 per cent. The United States alone shows an increase of 5270 per cent; Germany an increase of 1281 per cent; Italy an increase of 683 per cent; United Kingdom an increase of 321 per cent; France an increase of 160 per cent. But our individual increase in six short years has been nearly 10,000 per cent.

In round numbers we made 400 cars in 1908; 4,000 in 1909; 15,000 in 1910; 15,000 in 1911; 25,000 in 1912; and we will make 40,000 cars in 1913. The grand total is almost 100,000 cars, which translated into American money means that the American people have had faith enough to invest over \$100,000,000.00 of their money in this car.

The Overland, by virtue of this unusual act of implicit confidence, warm appreciation, and exceptional recognition, is today the most prominent, permanent, and popular car of its type produced.

We give these amazing figures to prove the indisputable evidence of our production skill, strength, and economical manufacturing ability. We have done what others could have done—if they had possessed the foresight

to realize an opportunity. There are those who are now manufacturing cars, that started five or ten years before we did. They had our opportunity—but failed utterly. Six years ago we knew the secret of automobile success was quantity production. For increased production in any line of business is bound to decrease the selling price.

Big production, growing each year has made it possible for us to increase our car value, and in consequence decrease our retail selling price which accounts for and explains our phenomenal progress. By sheer force of huge production, which was our original conception of capturing the automobile markets of the world, we were able to give each succeeding year more actual car for less actual money than any one else in the business. This big, broad manufacturing policy resulted in our rapid and remarkable growth.

Take our present \$985 car as a specific case. This car upset the entire industry. When announced abroad the trade stubbornly refused to believe such a car—at such a price—was possible. Jealous European competitors made every possible endeavor to pull it apart in a frantic effort to pick a flaw. But not one could be found, and the result is—we have more European orders alone than we will be able to fill. Of the demand for this car in America we need hardly say much, except to mention the fact that we are over 3,000 cars behind immediate orders, and have been for over three months.

If you are in the market for a car see this Model 69 Overland. If you will compare it with others you will be convinced, you will save considerable money. It is a self starting, thirty horse-power, five passenger touring car, magnificently finished, modernly appointed, and completely equipped with every necessary essential. No other maker can give you its equal for a cent less than \$1,200.

Phone our dealer today

The Willys-Overland Company, Toledo, Ohio
Van Brunt Auto Co., Distributors, Council Bluffs, Iowa
OMAHA BRANCH--203 South 19th St.