

Along Auto Row

Dealers Doing Good Business and Outlook for Increase All Along the Line Very Promising.

"October was a bumper for us," said Denise Barkalow yesterday. "The electric and the Packard seemed to be in demand. Our allotment has been increased and the outlook is good. Packard trucks are going every day in Omaha."

William Drummond is back in Massachusetts on a visit. The Drummond family resides in Amesbury and, every year or two, William visits his mother and sisters, taking back to them New England's most glorious western war.

"That little fire didn't stop business," said George Reim of the Cadillac agency. "It burned plenty of tires and sundries, but we are selling cars like thunder."

One of the happiest men on the row is Tom Ironwell, at Fredrickson's. Ironwell has sold more Chalmers than any other man in this part of the world. High Chalmers is his ideal of an advertiser, and the man in the front row at the Chalmers parquet last week was Tom.

Henry H. Van Brunt has returned from the factory with another bunch of spanking new Overlands, which he thinks will be lapped up right away.

Col. DeLight, Clarke Powell and Willard Hoeford are squaring themselves for the great show this season. It will really be the biggest thing you ever saw here of the kind.

Ed Ehill, well known here, having been for years connected with the DeLight Auto Co., is now a landowner out in Montana. Ehill is making money. He is spending several days in Omaha with friends.

Fred Hill is now with the Ford company. Hill is one of the live salesmen on the row and will make the Ford hump.

The H. E. Fredrickson Automobile company has received the first shipment of 1911 Hudson "33's" and the amount of attention that this car is attracting foretells of extensive Hudson sales for the coming season. Perhaps one of the strongest recommendations that the Hudson "33" has is the fact that it was designed by Mr. Howard E. Coffin, president of the American Association of Automobile Engineers and chairman of the technical committee of the Association of Licensed Automobile Manufacturers. Mr. Coffin is accepted as one of the highest authorities in the world on automobile construction and during his years of experience has produced a number of the leading high grade cars of America and has no failures charged against his record.

Mr. Coffin's inventive ability has enabled him to produce a number of entirely new features in the past and through his extended European study, he has incorporated in his latest efforts a great many of the best ideas that have been conceived by foreign builders. He announces the Hudson "33" as his masterpiece.

For the first time in Omaha, the Chalmers "40" torpedo body is being displayed by the H. E. Fredrickson Automobile company and has been accepted by those who have examined the same, as the most beautiful car ever exhibited in Omaha. There is nothing startling or gaudy about this model, but it possesses a clean-out, symmetrical outline that immediately appeals to one's artistic sense.

One of the innovations that has been brought out with this car is a new type of ventilator, for the front section, which gathers the air as it is deflected from the sloping, hollow dash and conveys it around the edge of the dash down past the feet of the passengers. This feature, which is detachable, so as to be readily removed in the winter time, overcomes the only substantial objections that there have ever been to the torpedo body, namely, the lack of ventilation is hot weather.

Accompanied by his friend, Walter E.

Brown, and seated at the wheel of a Vello forty. This Speaker, the star center (feeder of the Boston American league "spend boys," arrived in Chicago Tuesday, November 1, completing the first 1,000 mile leg of an automobile tour from Boston to his mother's ranch down in Texas. Speaker will remain in Chicago until tomorrow morning, when he will resume the long hike to the Lone Star state.

The famous base ball player left Boston, October 12, bearing a message from Mayor Fitzgerald of the Hub to the governor of Texas, which he enclosed in a base ball mounted upon a radiator cap of his Vello car. Upon his arrival here Speaker and his companion were met by Manager Moore of the Chicago agency for the Vello and escorted to their hotel. They will go from here to Moline, where the Vello factory is located, at the invitation of the officials of the Vello plant. A big reception has been planned for the tourists at the factory. After a day at Moline the route to Texas will be struck for a rapid trip.

"During the tour here from Boston," said Speaker, "we stopped at New York, Buffalo, Syracuse and Cleveland, where representatives of the motor clubs entertained us as if we were making a tour of the world."

"Roads! I never dreamed that such a variety of highways would be encountered in a run from the Atlantic coast. Rough roads, hilly roads and muddy roads seemed to be about all that we encountered. But the Vello 'forty' took them all as if they were boulevards." The car was running

even better when we ran into Chicago than when we were in the environs of Boston." Speaker rapidly is becoming an automobile enthusiast and promises to utilize a touring map of Texas that he obtained yesterday in plotting the machine almost all over the Lone Star state this coming winter. The car that the ball player is driving is a present to his mother, to whom he will present the machine immediately upon his arrival home.

"The Maxwell will open the people's eyes," said Manager Doty. He was referring to the cost test being made now, in the east, to show that it is cheaper to operate and maintain a Maxwell, than it is to keep a horse and buggy. The guarantee proposition which this company is now giving with care is turning the eyes of the people to the Maxwell. It is a life guarantee. The manufacturers stand behind every car as long as it is in service.

Lewis E. Doty, manager of the United Motor Auto company said: "The preliminary figures of the first official economy test between an automobile and a horse and buggy, which is being conducted in New York and vicinity by the Maxwell-Briscoe Motor company to prove the economy of its automobiles, showed results that are very much in favor of the automobile as against the horse, the proportion of cost per passenger-mile, by automobile being less than one-half the cost of horse travel under identical conditions. This comparison is based only upon the first day's operation on Monday, September 26. The

test will be continued until both vehicles have been driven six days over the same route and the same number of hours. The test has been sanctioned and is directed by the contest board of the American Automobile association, according to stringent rules formulated by the Maxwell-Briscoe company, to secure the authentic basis of comparison. It is the first time that the two methods of transportation have been placed in actual competition and the final results should dispel any doubt as to their comparative economy.

"The Maxwell company turned a model Q four-cylinder car and a sound road horse and buggy over to observers appointed by the American Automobile association. From the moment of the start the test was out of the Maxwell-Briscoe company's control. The observers are George H. Lovell and Horace Dames, alternating each day in their riding assignments. The routes provide a fair average of road and traffic conditions. The first day's trip was entirely within the New York City limits and consisted of a circuit from Broadway and Sixty-first street to Spuyten Duyvil, returning via Lafayette boulevard and Riverside drive. The distance around the course was 17.5 miles. At the end of five hours the observers reported that the automobile covered 67.4 miles while the horse covered 28.3. The automobile expenses were 55 cents for five gallons of gasoline and 15 cents for one pint of oil. No repairs, replacements or adjustments were made. The horse expense was 56 cents for twelve quarts of

oats and twenty pounds of hay, fed before, during and after the test. There were no liens of wagon or harness upkeep. Each carrying two persons, the cost per passenger-mile was 7.16 of a cent for the auto and 14.16 for the horse.

The second and succeeding day's run will be six hours instead of five. During all neutral time until the test ends the automobile will remain in control of the observers.

"The contest is an important adjunct to the unprecedented offer by the Maxwell-Briscoe company to sell models identical to the one used in the test, under a guarantee that the passenger-mile cost will not exceed 2 cents or a refund of the purchaser's price will be made, plus interest. It can be seen, therefore, that the test is a public demonstration to back up the claims of economy on behalf of these cars."

F. B. Stearns, president of the F. B. Stearns company, said, written and published lately regarding the status of the automobile industry that it is time for the old and established firms to take a

public stand on the question.

"Among other things, it has been said by a number of people of late that there is a tremendous overproduction in the business and that before long the entire trade will feel the effects of it in the matter of cut prices, sales, etc. As a matter of fact, however, the only truth in these rumors lies in the quick failure of a number of concerns who were doomed to a speedy death almost before the first cars were turned out.

"Probably the best answer to the charge of overproduction can be answered by pointing to the export trade. Had there been any real overproduction automobile manufacturers would have turned to the foreign market long before this. As it is, however, the standard automobile makers are approaching this important business in the same quiet, conservative way that they have conducted their business from the start. They are considering the export trade, and when conditions are ripe they will go after the business and get it. There is no question but that American-made automobiles can hold their own with the best of any manufactured in Europe, and it will not be very long before we will lead in this line, as we do in so many other industries. When that time comes the old world will have awakened to the fact that America is leading in this business, as it leads in so many others."

The residents of Omaha are interested in the value and convenience of better roads. In Riverview park, three blocks east of Tenth street and running south from York street for about 1,000 feet, is a circular road that was coated in August with No. 3 road-

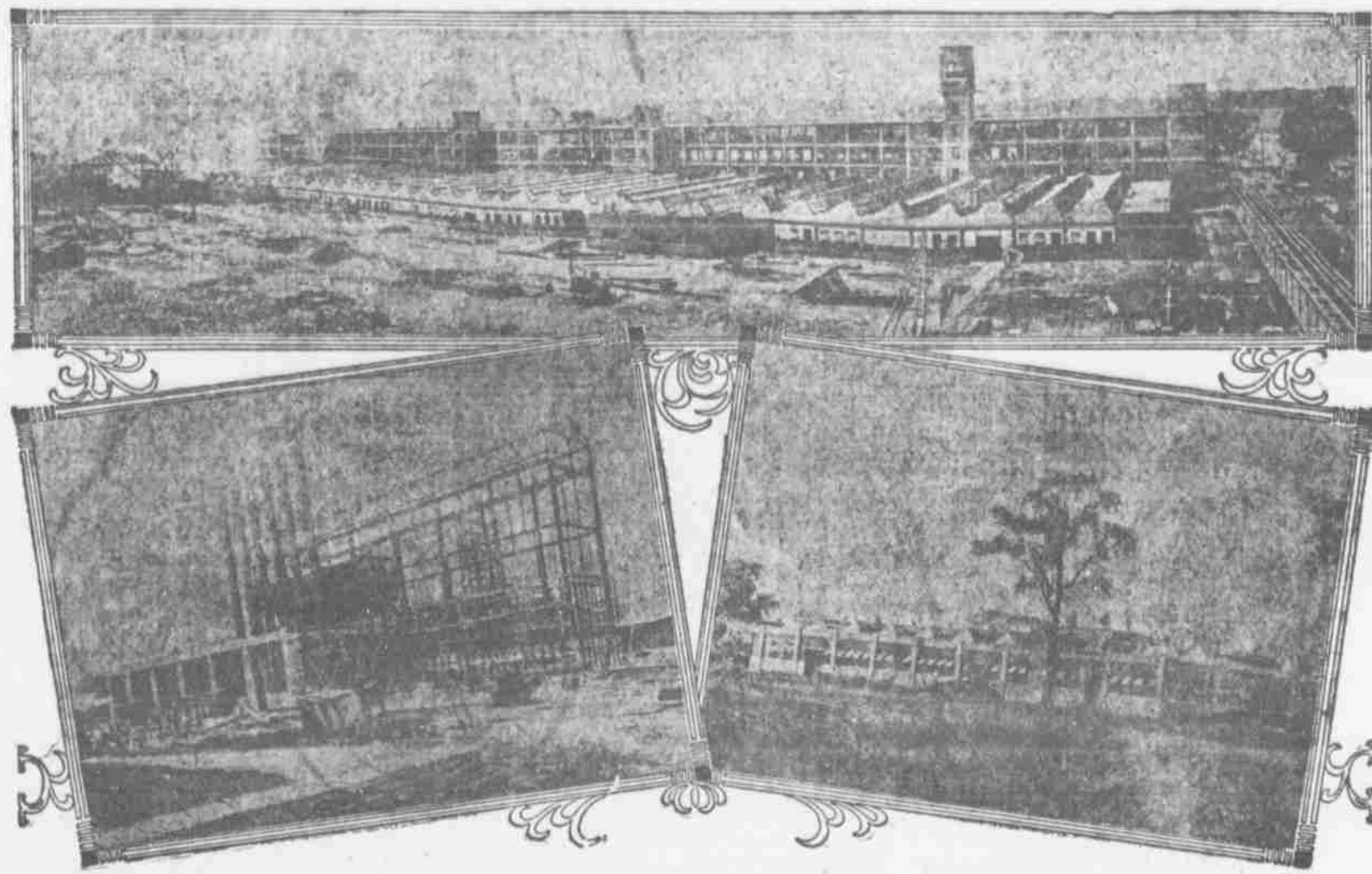
way tar, furnished and applied without cost by the Omaha Gas company as an illustration of what can be done with special heavy tars in building, with cinders for light traffic, substantial and clean roads. This road was not crowned or rolled before the application of the tar, yet it presents a splendid appearance. The illustration of what can be done with special heavy tars in building, with cinders for light traffic, substantial and clean roads is substantial and lasting for the automobile and light vehicles. Residents of Omaha should take special notice of this road on account of the excellent result obtained at little expense in making an old cinder road smooth, dustless and permanent.

The Omaha Gas company is prepared to furnish road tars suitable for different types of roads and it has put in special skills for the purpose of manufacturing these tars in large quantities.

A Matter of Opinion.

"Maw!" Father's voice rolled down the stairs and into the dim and silent parlor. "Yes, papa dear?" "Ask that young man if he has the time." "A moment of silence." "Yes, George has his watch with him." "Then ask him what is the time." "He says it is 11:45, papa." "Then ask him if he doesn't think it about bedtime."

Another moment of silence. "He says, papa," the silvery voice announced, impersonally—"he says that he rarely goes to bed before 1, but it seems to him that is a matter of personal preference merely, and that if he were in your place he would go now if he felt sleepy!"—Harper's Bazar.



SHOWING THE FORD FACTORY, IN DETROIT, WHERE 250 CARS ARE MADE IN ONE DAY.

In Detroit you see the heart of the motor world. In 1910 Detroit built 100,000 automobiles. The Ford Motor company will increase its production to 30,000 during 1911.

Twenty years ago, the man who mentioned the feat of 4,000 men in making 30,000 perfected machines in one year, each capable of crossing the continent in twenty days, would have been committed to a retreat as incurable. The Ford year of 1910 ended with September and showed a production of 20,000 cars. The value of the year's business totals \$10,000,000. This business was conducted through 4,000 salesmen, the largest automobile sales force in the world.

The new Highland Park plant of this company will turn out 300 cars in one day. It will ship six cars per day. The company at the present time has \$1,200,000 invested in its business. This one factory on sixty acres of ground. The principal plant is a four-story building with a half million square feet of floor space and built with one purpose. Raw materials literally go in at

one end and come out at the other completed cars.

In the rear of this building is an 800-foot cranesway with a fifty-seven-foot crane under which all raw materials are stored to be shot to their stations when needed. Automobile builders have developed many special steels. The secret of the Ford success is Vanadium, an alloy, melted into the crude steel, which adds to the tensile strength, prevents crystallization or crumbling of the steel and gives added elasticity that is not found in any other steel. Automobile steel is under constant vibrational strain, torsional strain, or shock.

For this reason every piece is separately treated by a process which toughens the steel. Out of every shipment of steel that is made from the mills to the factory, three pieces are selected at random and thoroughly tested in a laboratory. There are really five checks on the steel parts which go into the car. The extreme care exercised in the treatment and inspection of steel is but one step in the actual building of the car. The foundry is a large building, 200x300 feet, and employs 500 men. Five articles necessary in the construction of a motor car are turned out here. First come the cylinders,

then the cylinder heads and piston ring, pistons and brake shoes.

The foundry is equipped with two 60-inch cupolas. All the patterns are inserted in molding machines. There are fifteen inspection machines, which are inserted in the rough and about five times after that, as they pass through various stages of transformation.

The machine shop alone is 800 feet long and 150 feet wide. It is impossible to make a mistake in turning out parts, because it is almost entirely machine work.

In the cylinder department special machinery has been installed, which enables the machinists to turn out fifteen cylinders at a time. The crank work is all done with grinders, which insure perfect work. Each gear and pinion is tested before it goes out of the room. These parts are all interchangeable.

There is an automatic department, where nuts, bolts, studs, etc., are turned out by the thousand, each piece to be inspected before it leaves the room, to insure absolute perfection.

The axle and motor assembling department has a capacity of 300 a day. The first operation is putting on the lugs for the body and braces for the fenders, then the front axles and fender irons are put on and the springs, rear axle and wheels follow.

The motor and transmissions are all in one, making a unit power plant which is set in one operation. From the assembly room the cars move to the general finishing room, where the bodies and remaining parts of equipment are put on. After the wheels are painted and dried the tires put on. In the storage room there are ten carloads of tires ready to be slipped on the wheels.

In the painting room everything of iron on the car is dipped. Every part of the motor is made with a jig so that there is no possibility of variation in the making of the parts. It is possible to test fifty motors at one time. Any part of a motor can be shipped with twelve hours after the communication is received, at the very latest.

In another department cars are prepared for shipment to foreign countries. The cars must be carefully crated for shipment, for it is often necessary to load the cars on boats by means of slings.



WEED CHAINS

"As Necessary as Gasoline"

Winter weather means bad roads and slippery streets—ice, snow, mud. You can't go far without skidding. WEED CHAINS positively prevent skidding. Don't take chances—buy Weed Chains to-day. You really need them.

JONES SPEEDOMETER

The coldest day has no effect on the JONES, because its principle is centrifugal force, which is impervious to temperature changes. Accuracy is of prime importance in a speed-indicator. You do not want an instrument which is affected by cold weather—therefore you MUST have a JONES.

The dealer who tries to unload his overstock of grease doesn't care about your car. But you do, and it's up to you to ask him point blank and insistently for the genuine—

NON-PAID OIL

to insure perfect lubrication and to get the kind of economy that means dollars saved on repairs, not pennies saved on a can of lubricant.

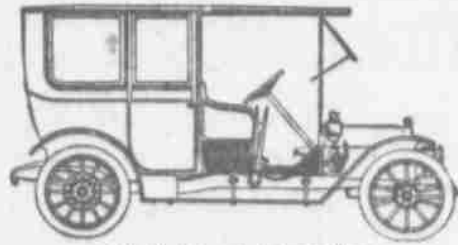
UNITED MANUFACTURERS 250 W 54th ST. N. Y.



THE ULTIMATE CAR

Prepare Now for the Winter Months

While the touring car and runabout are practically indispensable to those who have learned the joys of motoring, the limousine, offering absolute protection to the occupants, is a real necessity. It enhances



15-30 H. P. Limousine

the pleasure of a car and renders its owner absolutely independent of ordinary transportation facilities.

Heavy Limousine Buying

Local motorists are buying Limousines more than ever before, and with the advent of the moderate powered high-grade closed car—represented by the Stearns 15-30 H. P. model—we are supplying this demand without forcing upon the owner the expense entailed by the use of a large chassis.

The Stearns 15-30 H. P. Limousine seats five comfortably inside, the body being roomy and comfortable. The interior is upholstered in broadcloth, goatskin or

whipcord, and is appointed with every imaginable convenience. Fittings include dome light, card case, cigar lighter, ash tray, note books, flower vase, speaking tube, clock, umbrella holder, etc.

Bodies Are Interchangeable

Many motorists are buying limousine bodies to be placed upon their touring car chassis. The change can be made in a very short space of time. Limousine bodies may be placed upon either the 15-30 or 30-60 Stearns models, or the car may be purchased with both bodies.

We cannot deliver limousines as quickly as open cars, and we urge the advisabil-



30-60 H. P. Limousine

ity of early consideration. By placing orders before the rush of winter buying begins, careful individual attention can be given each car, and the individual tastes of the owner worked out.

Wallace Automobile Co.,
315 S. 24th St., Omaha, Nebraska
Agents wanted in unoccupied territory.

JUST ARRIVED!

Hudson "33"

\$1250

You will be surprised at its Beauty, Quality and Smoothness

H. E. Fredrickson Auto. Co.,

2044-46-48 Farnam Street.

THE OMAHA BEE'S DIRECTORY

Of Automobiles and Accessories

Mid-West Auto Co.

Cole 2051.500, Cole Flyer \$1,500
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FULLY EQUIPPED
216 South 114th Street. Phone D-8095.

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Rambler MOTOR CO.,

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FRANKLIN GUY L. SMITH, 2207 FARNAM ST.

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Electric Garage
DENISE BARKALOW, Proprietor
2218 Farnam Street.

AUTOMOBILE INSURANCE

500 Brandeis Building
Phone Douglas 29
H. E. PALMER, SON & Co., John W. Redick, Mgr. Auto. Dept.

Wells MOTOR CARS

VELIE AUTOMOBILE CO., 1902 Farnam St.
John Deere Plow Co., Distributors.

Ford Motor Co.,

Temporary Location
1818 Farnam St., Omaha, Neb.

W. L. Huffman Auto Co.,

2025 FARNAM STREET
SELLS THE BEST CARS
Interstate \$1,750
Hupmobile \$750

Stearns WALLACE AUTOMOBILE CO.

MOTOR CAR - 24th—Near Farnam Street.

BRUSH RUNABOUT

A MARVEL OF WORKMANSHIP
T. G. NORTHWALL CO.
914 Jones St.

H. E. Fredrickson Automobile Co.

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Thomas, Hudson, Pierce, Chalmers

Nebraska Buick Auto Company

Buick and Oldsmobile Cars...
Lincoln Branch, 12th and F Sts., H. E. KIDLER, Gen'l Mgr.
Omaha Branch, 1915-16-18 Farnam St., LEE KUFF, Mgr.

"MURPHY DID IT" Auto

14TH AND JACKSON
Repairing
Painting
Trimming

Mitchell COIT AUTOMOBILE CO.

for 1911 includes top and full lamp equipment. 1911 cars now being delivered.
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The Lexington

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Douglas 7261 A-2011

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Overland & Pope
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