

AUTOMOBILES

THE OMAHA BEE'S DIRECTORY
Of Automobiles and Accessories

W. L. Huffman & Co. Headquarters 4 Cylinder Cars.
Inter-State \$1750; De Tamb's \$850; Napmobile \$750.
1824 Farnam Street.

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

Detroit-Electric JACKSON
Pioneer Implement Co.
Council Bluffs, Iowa.

Wood's Electric WHITE STEAMER
DRUMMOND
2024 Farnam St.

H. E. Fredrickson Automobile Co. Thomas, Pierce, Rapid, Chalmers-
Detroit
2044-48-49 Farnam St.

Deright Automobile Co. Stoddard-Dayton,
Waverly, Lexington,
1814-16 Farnam St

Henry H. Van Brunt Overland, Pope
Hartford
Council Bluffs, Iowa.

MARMON The easiest riding car in the world.
C. F. LOUK, 1808 Farnam Street,
State Agent.

"Murphy Did It" AUTO REPAIRING
HORSE SHOEING - WAGON BUILDING
PAINTING TRIMMING

Locomobile Mattheson
J. J. DERIGHT CO.
1818 Farnam St.

INTER-STATE \$1750 Fully Equipped—4 Cyl., 40 H. P.
W. L. HUFFMAN & CO., 2025 Farnam St.
Distributors

Chalmers-Detroit THOMAS, PIERCE, RAPID
H. E. FREDRICKSON AUTO CO.
2044-48-49 Farnam St.

Jackson Detroit Electric
PIONEER IMPLEMENT COMPANY,
Council Bluffs, Iowa.

Coit Automobile Co. Rambler,
Mitchell.
2209 Farnam St.

THE PAXTON-MITCHELL CO. AUTOMOBILES Storage and Repairs
Doug. 7281— 2318 Harney Street. —A-2011

Mason MIDLAND MASON
FREELAND BROS. & ASHLEY, 1102 Farnam St.

FRANKLIN PEERLESS
GUY L. SMITH, 2207 FARNAM ST.

Ford REG. FORD, PREMIER.
ATLANTIC AUTOMOBILE CO.,
Atlantic and Council Bluffs, Iowa

R. R. KIMBALL Stevens-Duryea, Cadillac, Stanley Steamer.
BABCOCK ELECTRIC
2026 Farnam Street.

BABCOCK R. R. KIMBALL,
2026 Farnam St.

BAKER ELECTRIC Electric Garage
DENISE BARKALOW, Prop.
1920 Farnam St.

ATLANTIC AUTOMOBILE CO., REG. FORD, PREMIER
Atlantic and Council Bluffs, Iowa.

AUBURN 2 Cylinder 24 H. P. RIDER LEWIS 4 Cylinder 33
4 Cylinder 30 H. P. OMAHA AUTO MOILE CO., 216 S. 19.
MAGNETO

HALLADAY In its class without a peer.
C. F. LOUK, State Agent,
1808 Farnam St.

Apperson APPERSON SALES AGENCY
1102-4 Farnam St.

Central Tire & Rubber Co. The Firestone Tire
2127 Farnam St.
OMAHA'S EXCLUSIVE TIRE HOUSE

WHITE Steamer Wood's Electric
DRUMMOND
2024 Farnam St.

VELIE Velie Automobile Co.
1902 Farnam Street.
JOHN DEERE FLOW CO., Omaha, Distributors.

Along Auto Row

New White Gasoline Car is Being Shown at Drummond's, Its Feature Being the Unit Cylinder.

Drummond named the much talked of White gasoline automobile last week. It is attracting a great deal of attention. The machine has several features not in any other American car. Drummond said the block system of casting cylinders is undoubtedly the best engineering practice for the reason that it gives great rigidity to the crank and so keeps the bearings in perfect alignment permanently; not only is this true of the crank shaft and crank pin bearings, but also of the piston pins and pistons themselves as the unit casting braces the individual cylinders in the most perfect manner.

"Instead of the usual number of joints to be kept tight, the White motor has only four to the whole set and no oil pipes to the whole block. This construction and the absence of numerous joints not only insures less operating trouble, but makes disassembling, when necessary, very much easier and quicker.

"The block construction lessens the distance between centers of the cylinders by reason of the absence of water-jacket walls between the cylinders and thus shortens the crank shaft to such an extent that the necessary rigidity of the shaft can be insured without any center bearings. The influence of this short construction is not only seen in the simplicity of the design, but also in the great reduction in weight consequent on the absence of water jacket walls and bearings between the cylinders and useless length of crank shaft and this much shorter distance from the dash to the radiator which reduces the chassis weight very materially.

"The tendency of modern design is all toward the smallest motor which can be made to deliver the required power.

"The four-speed change gear adds greatly to the efficiency of the motor, and continental authorities credit the four-speed car with 10 per cent to 15 per cent road advantage as compared with three-speed cars of the same horsepower."

The car is exhibited at the White garage on Farnam street.

Mr. Adolph Storz and party, consisting of Mrs. Storz, Mrs. Edward Hayden and Miss Hayden, have returned from a very pleasant automobile trip. Minneapolis, St. Paul, Milwaukee and Chicago were visited, besides many interesting side trips being made. This is the first extended trip Mr. Storz has made in his new Pierce Arrow and he is more than enthusiastic about its road capabilities, stating that in the entire trip the tool compartment was never opened, and that during the 2,000 miles the total tire trouble was only one puncture. At the outset the roads were bad, the run from Jefferson to Fort Dodge, Ia., being through mud so deep that one of the lower speeds was called in service during the entire distance. Outside of this, the roads were good except in the Wisconsin sand.

A most interesting piece of motoring literature has just been received by the H. E. Fredrickson Automobile company. It consists of a thirty-eight-page booklet published by the Pierce Arrow Motor Car company, fully illustrated with twenty-five views of a thirty-day tour taken through Europe by one of their customers, and briefly tells of the principal points of interest, hotel accommodations, road conditions, etc., together with a very complete and expeditious manner of shipping, paying import duties, securing licenses, tripping keys, "courier valet," etc. The book also contains the most complete and instructive road map yet published of southern Europe.

Manager Doty of the Maxwell-Briscoe, an Omaha company, exhibited last week the new Q cars of the Maxwell manufacturing. These are a little the best cars of the particular type ever put out by the Maxwell people. And they have attracted a great deal of attention.

The Buick, Omaha company, has established temporary quarters at 200 Farnam street. Lee Huff is in charge. He is an experienced automobile man and proposes to make the little Buick fairly hum.

Ground has been broken for the erection of the Buick garage, two doors east of the Western Automobile Supply company's place at Twentieth and Farnam streets. The garage will be seventy-five feet front and could not be better located.

The Omaha Automobile company which has occupied the building at 215 South Nineteenth street, will have a new home next door to the Buick garage on Farnam, during the next few days.

C. F. Louk expects this week the 1910 Marmon and Empires. There is a large waiting list on these cars, and they will be snapped up before Louk can say "Jack Robinson."

W. L. Huffman was able last week to deliver the Inter-State, Napmobiles and DeTambies, exhibited in his garage, and the Ak-Bar-Ben visitors made the place rather lively during the week.

Colonel Deright will leave this week for Columbus, O., to attend the Good Roads conference. The colonel may make a speech and tell the Ohions something about the roads of Nebraska. When he returns he will tell the Nebraskans what is possible here.

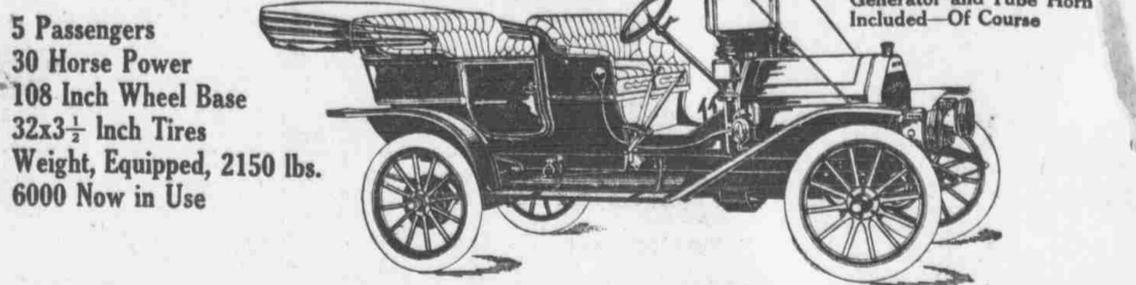
The Cadillac 30, which was exhibited in R. R. Kimball's garage last week, has attracted a great deal of attention and is considered the best machine of its type ever got out by the Cadillac people.

Down in Kansas City they are saying that Guy Smith has awful nerve. It is said that he went into that market two weeks ago, on a visit to friends, and before he left had done as much Franklin business as the agent there. And that when he could no longer sell the cars he turned round and began to buy them.

The Mid-West Automobile company, with temporary offices in the Omaha Commercial College building, 1534 Farnam street, is introducing the Cole 30. This is a pretty car and has fallen into the hands of active agents in Omaha. R. A. De Witt, formerly with W. L. Huffman & Co., is general agent.

(Continued on Page Seven.)

Studebaker \$1,250
F. O. B. DETROIT
MAGNETO, Gas Lamp, Generator and Tube Horn Included—Of Course



LAST YEAR'S SENSATION—THIS YEAR'S STANDARD

There Will be No "1910 Model" STUDEBAKER E-M-F "30"

EVERY YEAR, JUST ABOUT THIS TIME the newspapers are full of startling announcements of new models. This year it's "Our World-beating '1910' Models". Last October it was "Our World-beating '1909' Model". If you read one you have read them all—they are all alike in that they protest the later model is a wonder, while tacitly admitting that its predecessor was about the worst that ever happened.

THE IMPRESSION LEFT IN YOUR MIND is that you were a sucker to buy a car from that maker last year. He promised you life long service from it—now he proclaims it obsolete. Under a thin disguise he confesses he nunced you, offers no redress and makes your car, only a few months old, practically worthless in the second-hand market, where you had hoped to sell it for at least a fraction of the price you paid him.

YEAR AFTER YEAR THE SAME PROMISES are made by the same makers—and year after year they are compelled to admit between the lines, that their promises have not been fulfilled. Look up your old files, read the "ads" of 1908, 1907 and on back to their beginning. You'll be surprised—and disgusted—at the similarity. All agree in admitting past failures and in predicting future success. Reminds one of nothing so much as a cornered—and therefore penitent—confidence man, who unblushingly confesses past offenses, but protests he will do better in the future—if given another chance.

WE'D HATE TO HAVE TO ADMIT that our engineering force of a few months ago was so deficient in the science of designing and making motor cars—our product of the last twelve months so defective—that radical changes were necessary to produce a salable car!

STUDEBAKERS WOULD HIDE THEIR HEADS in shame if called upon to confess they had sold to a confiding, trusting customer, cars that, one year—or five years—later had to be branded, and by the maker, a failure and openly discredited by another model differing in many important features.

WOULDN'T THAT BE EVIDENCE of rank incompetence—some might say bad faith? Wouldn't it indicate that promises made had not been fulfilled? And wouldn't it prove to a reasoning man that promises now made would be as worthless?

DON'T MISUNDERSTAND US; Of course improvements will be made from time to time, constantly, in automobile building as in every other department of human endeavor as long as the world lasts. The perfect car will never arrive. But where the engineering force was woefully deficient in the fundamentals of the art will radical changes be necessary.

IF YOU BUY AN AUTOMOBILE from a hair-brained inventor or an unscientific experimenter because some new-fangled idea of his caught your eye, you have surely no right to expect satisfactory service. You pay for the privilege of trying out his theories—and you get all you deserve.

STUDEBAKERS HAVEN'T THAT KIND of an engineering force. Won't tolerate an inventor in the place. Inventors are mostly folks who think they've found something that wasn't lost. Scientists had it filed away, ready when wanted—out of the way of foolish folk who don't always know how to apply simple principles. Burn their own fingers and other peoples' money.

A CHINAMAN ONCE SAID to an Occidental who criticized his garb: "Yes, I suppose my clothes do look queer to you—they are not like yours. Yours look funnier to me—yes—beg pardon. But had you considered that my mode of dress is the result of more centuries of experience and of observation than your race can trace its history back? I suppose thousands of years ago my countrymen made a light suit do for summer and a heavy one for winter regardless of intermediate variations in the weather. Now we put on several light coats—or few—and we add to or take off as the weather changes. I see you are still experimenting—yes—beg pardon."

LIKE THE WISE ORIENTAL—and Chinese are proverbially honest, too—Studebakers did all their experimenting years before they thought of offering the first automobile to the public. Sent their engineers to Europe and scoured the world for talent. Not satisfied with the results, they decided that no engineer, no factory, could successfully manufacture more than one model—a car so good it would outclass any other car of its own type and at its own price.

WALTER E. FLANDERS we considered the greatest manufacturing producer in the automobile industry, by long odds. Had our eyes on him for years. When he began the manufacture of E-M-F "30", Studebakers watched him closer than ever. Here was the car for which we had been looking to fill out our line—the car which, best suited to the needs of the greater number of buyers who want a serviceable, economical touring car, would be most in demand and have the longest life.

STUDEBAKERS STILL CAUTIOUS—couldn't afford to lend their name to any but a product of sterling quality—purchased half the output of the factory—and watched. Not only our own experts, but 6,000 buyers, put these cars to the most grueling tests. And we were satisfied—well enough satisfied to invest millions in this car and its future.

BOUGHT OUT FLANDERS' ASSOCIATES so that this man and his genius and his unequalled organization would be available to Studebakers alone and that we might control the entire output of this car which we believe has no equal in its class.

RESULTS HAVE BEEN MOST GRATIFYING No other car has made such a record of satisfaction in owners' hands—they are unanimously enthusiastic. Every owner brings ten prospects.

SEPTEMBER WAS LARGEST MONTH in our history. October orders from dealers fifty per cent in excess of possible output. November, ditto. December we hope to more nearly approach the demand by increased factory facilities that will then be available. It's been a wonderful year for Studebakers and for E-M-F "30".

Studebaker Automobile Co. South Bend Indiana

Bergers Automobile Co.
1919 Farnam Street