



The Story of the New Cars

OMAHA WESTERN CENTER OF AUTOMOBILE INDUSTRY

OMAHA is fast becoming the center of the automobile industry of the west and dealers are doing a thriving business in all classes of machines. The number of dealers is increasing at such a rapid rate that it is a task to keep track of the new ones as they appear with some new machines which have made a reputation in the east and which seem ready to be introduced in the west.

Automobiles have done wonders toward making the streets of Omaha more passable, and this season has seen many miles of new pavements laid, to the great delight of car owners. While this city had but one or two cars a dozen years ago, there are now 700 in active use and most of them are cars of late make.

Great improvements are yearly made in automobiles, although this is not so apparent to the novice, who simply sees them flit by from the side of the street. The general outline is changing but little, but new schemes are being put into use which makes automobiling more pleasurable.

With the beginning of the 1910 automobile season the manufacturers have in many instances been compelled to greatly increase their capacity for the production of cars, owing to the unprecedented demand from all quarters which increasing prosperity of the country has made almost a necessity. Twelve short years ago an automobile was a good deal of a curiosity in the United States, there being but a scant 1,000 in use. Times have changed and the latest statistics show there are over 250,000 in use in this country. Twenty years from now horses may be used but little to haul the heavy drays through the city streets.

Business Scarcely Begun

The automobile business has scarcely had its surface scratched. It costs manufacturers large sums of money to keep up with the demands of the business, but when they get anything new that is good they want it, no matter what the cost. The experimental days in automobiling cost large sums of money, but experimental days are over and cars are being made to meet the demands.

Omaha has kept up with the procession and Omaha owners have had as good cars as have been made in this country. H. E. Fredrickson had the first big car, and people thought he was foolish, but it was a small affair beside the giant which Herman B. Peters, proprietor of the Merchants, uses for himself and friends. While his car is practically new he has ordered another larger and with more power for next year, striving to keep up with the best the country has to offer.

When the automobile first reached Omaha it was looked upon as a luxury which only the rich could enjoy, but now it is a necessity in many cases. Real estate dealers use these speedy machines to whisk prospective buyers to suburban property, and several wholesale houses in Omaha maintain automobiles with which they entertain their customers when they come to the market city.

All over the state automobiles are put to good use. The progressive farmer has found that the automobile is a great money-saver for him to use in connection with his daily work. By means of these he is able to save half a day in going to the neighboring town and a half a day is often worth a good deal of money to a farmer.

Run All Winter

In Omaha the automobile is no longer regarded as some hot-house plant which might be injured if taken out in bad weather. Automobiles are no longer stored away for the winter, but are used all through the colder months. Some of the larger machines have double bodies, an open body for summer use and a limousine body for use in the winter. Some are provided with warming pans, which keep the riders comfortable, and some of the new limousines are provided with inside lights for use at night.

Thirty-one dealers are now doing business in Omaha, and more are planning to enter the game as soon as they can find a location. Good locations are at a premium and at present five new garages are in the course of construction. These are for the Standard Automobile company, the Buick Automobile company, the Maxwell-Briscoe Automobile company, the Sweet-Edwards Automobile company and the Wallace Automobile company.

Plans are now incubating for an automobile show in Omaha in the spring. Several meetings of the committee have been held and it is planned to completely reorganize the association, that all the dealers may be taken in. The problem with the committee is to find room at the auditorium for all who want to display their machines. For the last two years this has been quite a task, but it will be harder this time as there are so many more who will want space. Last year the large stage was used by the accessory men, who filled all the space. This year there are several more accessory men doing business in Omaha than before.

The automobile show has come to be one of the annual fixtures in Omaha and it brings many people from Nebraska and west-

Iowa to see what is new in the automobile world. It is no longer necessary for a country dealer to go to the New York or Chicago shows to learn what is new. He may learn all he wants to know at the Omaha show, where all the manufacturers have learned that it is to their advantage to send their new parts and new chassis and machines. The west will have nothing but the best and manufacturers have learned this.

Show an Annual Fixture

For the country trade special automobiles have been made, with plenty of clearance, that they may traverse the country roads which have been worn to ruts, without injury to the vital parts of the machines. These will all be shown at the automobile show.

All the Omaha dealers have their 1910 cars and country dealers need not wait for the show before finding out what is the latest in the automobile world. Automobile row in Omaha will furnish all the desired information. The trouble with the Omaha dealers is that there is such a demand for their cars that they have a task to keep a new car in stock to show prospective customers. One large dealer has fifty-five cars sold for future delivery, for which he is now waiting on the factories to deliver. Omaha dealers, however, have learned how to get cars and travelers say they get more than their quota. They have learned the value of buying early and paying cash, with a clause that they must have the cars. This is what is making Omaha the strong-automobile market that it is. When the new garages are completed on Farnam street there will be room for few stores of other character than automobiles, as the dealers will have most of the available space.

Former distrust in the expediency of commercial vehicles has been displaced by confidence in the trucks, and delivery wagons are now being placed on the market. When the machines were first

tried there was a disappointment with the capacity of the machines in respect to load and speed and with maintenance charges that created a prejudice difficult to overcome. Every salesman knows that it is far easier to interest a new customer than one who has previously bought and become dissatisfied.

A complete explanation of the causes of such a widespread condition of dissatisfaction is not as simple as it might seem. The first thought is that the early models were poorly built and could not possibly meet the requirements and stand up to the work. While this may be true in part, it does not entirely meet the situation. In the early days all sorts of artificially decorated junk was sold under the name of "commercial vehicle." Crude inventions, worked out by wild-eyed inventors, were marketed as being just the thing to revolutionize commercial street traffic. The only wonder now is how they managed to move along under their own power when empty and still hold together. The builders of pleasure cars, seeing the enormous profit in these cars, rushed into the market with a work body on a pleasure chassis and immediately rushed out again when he saw that he could not deliver the goods.

Knocking Out Obstacles

In the meanwhile the builder of commercial vehicles who knows the needs of heavy haulers and who had an earnest desire to supply these needs had a proper appreciation of these problems and sought to meet the demands. All obstacles to progress are passing away and business interests will soon be able to secure the machine which will meet their needs.

While on the subject of new cars it might be well to mention an Omaha invention which bids fair to revolutionize the automobile industry. Everybody knows that the carburetor is one of the most important parts of an automobile and the part which gives the most

trouble to the novice who tried to adjust his machine. W. R. McKeen, Jr., president and general manager of the McKeen Motor Car company, has perfected a carburetor for his motor car and has made a small model which he has successfully tried out on his Apperson that promises to remove all carburetor troubles.

The carburetor which Mr. McKeen has perfected, and which will be shown at the Omaha Automobile show, will do many things for a car and its owner which will add to the comfort and pleasure of automobiling. This carburetor has a downward feed instead of an upward one and is not affected by cold weather, so that the owner does not have to get out in freezing weather and try to warm his carburetor with a match.

Low Speed and Power

The most important thing which this new invention will do is to permit a driver to move along at low speed and still maintain his power. It will no longer be necessary for a machine to scoot up a little incline at high speed in order to keep his engine in motion, but instead he may let his engine go slowly and still have plenty of power at hand to move along out of the way of street cars or other threatening trouble.

Omaha is getting to be a great center for electric vehicles as well as for those propelled by steam and gasoline. When the electric car was first put into use it was thought the streets of Omaha were too steep for the use of these machines, but that idea is now dispelled and hundreds are seen driving the streets. Electrics are especially adapted for the use of women because of their cleanliness. Women may don their best togs, drive in their electrics to the matinee or make an afternoon call without fear of soiling their clothes. Nor is the electric as apt to go wrong as the steamer machines. To make these more adaptable to women, who might not be able to tend to tire troubles, hard rubber tires, some perforated for a spring, are being used to do away with the possibility of women being stopped by a punctured tire.

Omaha dealers extend the glad hand of fellowship to all dealers in this section of the country who are preparing to secure their cars for next spring. These local dealers have learned by years of experience about what the wants of the tributary trade are and are prepared to meet these demands. Several dealers have bought more than 200 cars and one has ordered 400 for delivery next year, taking no chances of a shortage after the demands for the cars become heavy. These dealers have all ordered their cars for early delivery, and will be ready to consign cars as fast as they are wanted.

"Omaha has more automobiles than any city of its size in the United States, I firmly believe," says John L. Bains, recently from Philadelphia. "I have been through New England and the other sections of the east where people are supposed to be in the vanguard with automobiles and all other such modern machinery, but I never run across a city of Omaha's size where autos were as thick as they are here."

Due to Two Reasons

"I believe this is due to two principal reasons—first, the people of Omaha have the money to buy autos and they have the progressive fever that makes them anxious to keep in the front ground of advanced thought and action. Here in Omaha this prosperity and progress seem to be so general that the young and old alike, and I was about to say the rich and poor, enjoy their automobiles. You can go out on most any street and see the strenuous business man driving his machine on a business errand, or the aged man or woman in their ease of their retirement from active life taking a pleasure ride; then you may see a young miss at the wheel with a machine full of her young friends out for a lark, and the young youth who is chancing down to pa's office to whiz him home to dinner."

"Take a stroll out Farnam street and get your eye full of that Automobile Row, one garage after another, until you think the town has turned into an automobile manufacturing center."

"They tell me Denver boasts of having more automobiles than any city its size. Well, if that is true, I'll bet Denver is a larger city than Omaha."

Automobile owners are learning how to avoid tire troubles, which have been the bug-a-bear of drivers since the benzine buggies with the pneumatic tires have come into such general use. The matter is a simple one and requires nothing more than care in tire selection to see that a heavy enough tire is bought to carry the machine. Many Omaha automobile owners had enough trouble to try the patience of Job until they learned the lesson of buying a heavier tire which would carry their cars without trouble. A heavy tire will give just as much resiliency without so much danger from a puncture as from a small tire which has to be pumped so hard to carry the load.

Omaha Automobile Dealers and Accessory Houses

| DEALER. | ADDRESS. | CARS. |
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| Berger's Automobile Co. | 1919 Farnam St. | The Studebaker E. M. F. |
| Western Automobile Co. | 868 Brandeis Bldg. | The Great Western. |
| Pioneer Implement Co. | 1000 S. Main, Council Bluffs. | The Jackson, The Fuller. |
| T. J. Northwall Co. | 914 Jones St. | The Brush Runabout. |
| Maxwell-Briscoe Omaha Co. | 18th, near Farnam. | The Maxwell. |
| C. F. Louk. | 1808 Farnam St. | Marmon, Haynes, Fal-Car, Halladay, Empire. |
| Lininger Implement Co. | 6th and Pacific Sts. | Oakland. |
| Brick P. Kuhn. | 19th and Harney Sts. | Holsman. |
| R. R. Kimball. | 2126 Farnam St. | Cadillac, Stevens-Duryea. |
| Stanley Steamer Co. | 2315 Leavenworth St. | Stanley Steamer. |
| International Harvester Co. | 801 Capitol Ave. | The International. |
| W. L. Huffman Auto Co. | 2025 Farnam St. | The Interstate, Hupmobile, DeTamble. |
| Omaha Automobile Co. | 216 So. 19th St. | The Auburn, Rider-Lewis. |
| Freeland Bros. & Ashley. | 1102 Farnam St. | The Apperson, Midland, Mason. |
| H. E. Frederickson. | 2046 Farnam St. | Pierce, Thomas, Chalmers-Detroit, Hudson. |
| Drummond Carriage Co. | 18th and Harney Sts. | White Steamer, White Gasoline. |
| J. J. Deright & Co. | 1818 Farnam St. | Locomobile, Mattheson, Stoddard-Dayton. |
| The John Deere Co. | 9th and Howard Sts. | The Velie. |
| Velie Auto Co. | 19th and Farnam Sts. | The Velie. |
| Coit Automobile Co. | 2033 Farnam St. | Rambler, Mitchell. |
| Central Implement Co. | 1115 Farnam St. | Schacht. |
| Atlantic Automobile Co. | Co. Bluffs, Ia. | Ford, Reo, Premier. |
| Council Bluffs Auto Co. | Co. Bluffs. | Rambler, Mitchell. |
| Guy L. Smith. | 2205 Farnam St. | The Peerless, Franklin. |
| Wallace Auto Co. | 24th near Farnam. | The Stearns, The Oakland. |
| The Buick Agency. | 20th and Farnam Sts. | The Buick. |
| Omaha Motor Car Co. | 1117 Farnam St. | The Carter Car. |
| Sweet-Edwards Auto Co. | N. Y. Life Bldg. | The American, Moon, Parry. |
| The Standard Auto Co. | 302 Neville Block. | The Standard-Six, National, Traveler. |
| Mid-West Auto Co. | Commercial College Bldg. | The Cole. |
| Van Brunt & Co. | Co. Bluffs, Ia. | Overland, Pope-Hartford. |
| Deright Automobile Co. | 1814-1816 Farnam St. | The Lexington, Regal, Mercer. |
| Western Automobile Supply Co. | 20218 Farnam St. | Automobile Accessory House. |
| Powell Supply Co. | 2020-22 Farnam St. | Automobile Accessory House. |
| Baum Iron Works. | 13th and Harney Sts. | Automobile Accessory House. |
| Central Tire & Rubber Co. | 2127 Farnam St. | Automobile Accessory House. |