* DEALERS BOOST MOTOR SHOW

Automobile Men Enthusiastic Over Prospects for 1910 Exposition.

MORE EXHIBITS AND BETTER ONES

Good Thing for Public Dealers and Purchasers, Say Men Who are Working Together to Promotes Its Success.

Leading automobile dealers of Omaha lack no ferver in declaring that the coming automobile exposition will be better and bigger than ever before and while this sort of statement is not a new one with respect to annual "shows," they are in carnest and quite sincere. The prospects for the show are, in fact, altogether

Interviews with a number of dealers who will exhibit 1910 models reveal a single minded purpose, to forget any jealouster -if there are any-and to pull together with a long pull and a hard pull for the success of the exposition.

'It is conventional to say 'this year's show is going to be the biggest and best ever," said Denise Barkalow, "and the statement does not therefore carry much conviction. Trite it may be to say this, but in the present instance it is unquesanably true and must be asserted even the risk of seeming commonplace. In ommon with other Omaha dealers I shall show a full line, including the Rauch-Lang. Packard, Detroit and Baker Electric

J. J. Deright believes in futures. "I be leve every automobile show that we shall give will be bigger and better than the one preceding," he says. "The motor car business improves every year and the publie recognizes the value of the automobile in social and business life. I shall exhibit Eve makes of cars, the Stoddard-Dayton. the Locomobile, the Matheson, the Mercer and the Waverly Electric. I'm boosting for the best show that the Omaha dealers have yet put on."

The automobile show is a good thing for Omaha and, of course, for the dealers," saya Guy L. Smith, "and I am a booster for both. The attraction comes at the right time of the year, during, perhaps, the worst part of the winter, when the make an attractive exhibit and believe five and one-half hours every man interested in the exposition will do his best to make it a success."

plays. It was a good move on our part shield top, too, etc.

good thing for everybody-public, design Omaha by bringing people here. It unquestionably sells cars for the dealer, and, the purchaser is given a chance to look to which is the best car-in the mind of ie individual dealer, but this is bes'ds ar case in point. I shall exhibit models of five cars, the Haynes, Marmon, Empire, Halladay and F. A. R."

Most assuredly I shall make an exhibit," answered W. H. Wallace to a question, "and I would Ir the sake of the show if for no other reason. It is a good enterprise, good for everyone-the city, the purchaser and last, but not in our minds of course, the least, the dealer. There is every reason to believe that there will be more cars and better ones shown this time tings at the last show and the same is true respect to automobile accessories. The field of the latter is broadening at a wonderful rate and has become almost a separate business from the selling of cars." Mr. Wallace is agent for the Stearns car. PUniform displays by the dealers and milar arrangement of booths and floor space will make the 1910 show better in every way than preceding expositions." says J. T. Stewart of the Colt Automobile company, "Our incorporation of the automobile show means a better exposition in every way. The 1911 show will be an improvement, too, over the one of 1910, # of as the popularity of the motor grows, se nearer the makers come to perfecting

their models." 'I am very enthusiastic over the automobile business and am boosting for a bigger and better auto show," stated H. E. Fredrickson of the Fredrickson Automobile company. "Our firm will exhibit five lines -the Hudson, the Pierce-Arrow, the Fritchie Electric, the Chalmers-Detroit and the Thomas. No plans have been spared to make the 1916 show the hest yet, and we believe we shall succeed in pleasing the public.

"Shall I exhibit any care? Well, I should say so, most emphatically," says W. L. Huffman. "Our company will have ten models on the floor, including four makes the Interstate, the Annut Six, the Hupmoand the De Tamble. All the dealer are taking considerable interest in the exposition, and I'm sure its success is assured I think we'll be able to put on just as good a show an they do in Chicago; anyway, we're all trying our best to make a big

thing out of the 1910 event." "It certainly does look as if the coming show will be bigger and better in every way than that of 1908," said W. D. Hosford f the John Deere company, which handles Velle, Columbus Electric and Wilcox Commercial Truck. "This is more or less of an old story, but it is, nevertheless, true as regards the show to come. We shall do

all in our power to promote its success." The automobile exposition," declared A. S. Avery, "Is not only a good thing for us dealers, but for Omaha in general, and it also has real value to the prospective pur hazer. He can get a line on all the offerngs and make some comparisons, perhaps. For Omaha it is good because it comes at a time of year when there is nothing size in particular to attract omsiders to the co and the auto show does oring many in This year I shall show three mod .. the Auburn and Iwo of one Rider-so

Two Visitors.

Mr. E. C. Jones of the Hudson Moror . . empany of Detroit and Mr. Smith o-. R. Thomas Motor company of Ba. e visiting the H. E. Fredrickson A. shile company this week. It is the policy both these factories to have an experi to all weeks to see to it that users of their expective machines are kept thoroughly

A Few of Our Most Progressive Auto Dealers



Along Auto Row

C. F. Louk to Build New Garage. Council Bluffs Concerns to Establish Branch in Omaha Boon.

Huffman said: "E. W. Swanbrough of Denver is a Hupmobile owner who has been putting his car through some stiff places to see what kind of stuff it's made of, and to find, if he can, a limit to Its endurance.

"Mr. Swanbrough's latest venture was a 400-mile trip through the Colorado mountains. The major part of the journey was made at elevations averaging 9,000 feet, and at this height he says he experienced no trouble in negotiating 30 per cent grades. this height and on slopes so steep, auto fever is likely to be low, but when he says, he had no trouble averaging people-prospective purchasers, I mean- fifteen miles per gallon of gasoline are looking forward to the summer trips. while on the easier stretches, the average I shall exhibit two makes, the Franklin was thirty miles to the gallon. The last and the Peerless. I shall endeavor to 120 miles of the trip was made in or less technical knowledge of what the bile dealer has returned from a visit to Pioneer Implement company of Council

Cobb putting "We shall exhibit but two makes of through its paces. During the Atlanta to all of them. cars, the Rambler and the Mitchell," de- show, Cobb drove his car from Auclared J. C. Coit of the automobile com- gusta, his home, to Atlantic Automobile company will be carried an aristo- season. The first of these 1910 cars have the Atlantic Automobile company will be pany bearing his name. We shall have of 210 miles, in ten hours. What makes cratic name and an attractive cost of paint, now been in service some time. One of established in Automobile row before the three cars of each make in four and six- the time remarkable is the fact that the he now approaches me with an air of confi- them recently acquired the distinction of show. In case these concerns established cylinder touring cars. I believe the 1910 car was loaded with three men, including dence and a volley of questions concerning breaking a world's record as its intro- branches in Omaha, they will be entitled show will be the best ever, as every dealer Cobb, and three suit cases. It also car- vital points of construction, which go to duction to the public. That was in an to enter the show as Omaha concerns, will make an effort to exlipse past dis- ried its complete equipment of wind show that he has given the subject deep efficiency contest held by the Automobile study. "Sigmund Eckerl, an Austrian who is

and those who may buy cars. It benefits frankly admits his surprise at the fact, which was impressed upon him, that the twenty horse power Hupmobile requires nounces the completion of a new four-story no more gasuline for efficient road work factory building of immense proportions. In automobile construction. around before he settles on a car. Not, of than a fereign car which would rate at which, they state, will keep them up to the course, that there is any real question as six to seven American horse power. Mr. minute on 1910 deliveries. Eckerl comments favorably upon the motor's action, the car's riding qualities made through continuous rains and over reads deep in mud,"

> J. T. Stewart of the Colt Automobile com pany said; "When the Mitchell Ranger, 1910 model, achieved fame as the first automobile to carry a transcontinental wardispatch from General Leonard Wood, I'. 8. A., in New York to General J. F. Weston, U. S. A., San Francisco, it encountered experiences in the mud of Wyoming that quite often threatened to put Driver garage from Eighteenth street to the new Frank X. Zirbles 'up in the air.' But it garage, next to Fredrickson's, 2124 Farnam remained for an enterprising Atlanta, Ga., man to suggest the literal elevation of this famous machine. During show week in the Georgia city, the Mitchell Ranger was tomobile affairs, has raised a storm of the 'highest,' 'best swinging' and 'oft- protest because of an article by him apenest seen' automobile in the city."

Speaking of selling automobiles," said cars. In quality of steel and soundness H. E. Fredrickson to a group of dealers the of design, among other things, the Ameri-

"Notwithstanding the fact that I never ten years ago when I sold a machine, that Motor Car company, in heated fashion. I was loading both him and myself with a bunch of trouble, the fact being that sev-



BRICK P. KUHN,

J. C. COPT.

Rambier Mitchell

two for lowa delivery.

principally for use as demonstrators.

Max Pemberton, an English critic of au-

pearing in the London Field of recent

r both, getting the worst of it.

"It's mighty different now.

C. L. HERRING. Ford, Reo and Premier.

W. H. WALLACE, Oakland-Stearns,

FREDRICKSON.



F. E. BUTLER, Apperson.



HENRY H. VAN BRUNT, DENISE BARKALOW, Overland, Electric Garage.

J. J. DERIGHT.







W. L. HUFFMAN, The Regal.



GUY L. SMITH,

Stoddard-Dayton

the Hupmobile automobile engineering seem to be known where he went to inspect and become acclub of Buffalo, in which the Franklin

J. T. STEWART.

Mitchell, Rambler

demand for St. Louis cars.

"because it is a bride will tour in the car. Mr. Ecker and the wide-awake hustling dealer, all the ride in and drive cars of the new model New Young the cars of the new model New Young the cars of the new model New Young right in declaring that for 1910 it would The Chaimers-Detroit Motor company an- put on its air-cooled motor car in a form that would mark a distinct development

The new cars are being made in fifteen models, the range of horsepower being forty-two, twenty-eight and eighteen. The During last week two large Pierce-Arrows engine shows a new application of the his New York trip, most of which was and a 6-70 Thomas were delivered to Mr. current of cooling air, which tests are E. A. Cudahy, Mr. Butterfield and Mr. Herman Peters, while of the four Thomas Is the abolition of the front fan which

cars remaining two are for the city and marks the construction of other automobile engines. Mr. Smith found the factory running to Twelve Chalmers-Detroits and three its capacity. With delivery of 1910 cars Hudsons were widely scattered, a majority well under way, the full factory force is of them going to out-of-town subagents, being employed to bring forward the entire season to meet the growing demand for motor cars which throughout the country L. S. Doty, manager of the Maxwell-

Briscoe Omaha company, will move his is expected in 1910 to exceed the supply. The factory itself has been enlarged by the construction of a sixth story for the second largest of the buildings, thus making an increase of 15,000 square feet, or a total of nearly 300,000 square feet in floor space. In addition a neighboring factory building has been leased for use of the commercial car department.

date adversely commenting on American Drummond has one of the best show come and garage in Omaha now. He has renovated and overhauled the former other evening, "it's a snap to what it used can machines, he asserts, are inferior to buggy repository, glass doors have been those of the British isles. Mr. Pemberton's put in and an approach for cars from conclusions have been challenged by F. S. Eighteenth street, making the place, both sold anything but the best, I used to feel Bennett, manager of the Anglo-American from a show room and repair standpoint. one of the best in the country.

President Deright of the Retail Dealers' Ernest Sweet of the Sweet-Edwards Aueral of our more prominent citizens who tomobile company spont last week in In- association said that there has been no were numbered among the earliest auto- dianapolis and St. Louis hurrying up the intention to cut the Council Bluffs dealmobile owners could relate many funny Moons and the Parry cars, which he ex- ers out of the show and the chances are experiences of the troubles they encoun- pects fomorrow. He said that both fac- that they will be in it if they wish. He tories are working overtime to get out explained that the number of Omaha deal-"In those days, of course, machines had cars. The Moon people have been working ers had been increased since the last show not reached anything like the perfection a large torce of men night and day. They and h was not an easy matter to take which they now embody, and the operator have increased their plant, putting in heavy care of them with the present accommowent at it in a hit and miss sort of a machinery and adding to the already com- dations. However, he said that the added, Phone Douglas 4937. Ind. A4412.

way that insured either he or the machine, plete plant in order to meet the increased visubility of allowing the additional room to be used by the corn show, to remai for the automobile show, would be con "Nine out of ten of my buyers have more | Mr. Guy L. Smith, the Franklin automo- sidered by the association this week. The the machine they want must embody and the factory of the H. H. Franklin Manu- Bluffs has an Omaha branch and is en "Down among the Georgia hills, Ty the more salient merits of construction and facturing company in Syracuse. N. Y .. titled to exhibit at the show. It is under stood that the Van Brunt Automobii o all of them.

"Where a man used to buy a machine in in car and to arrange for the coming Farnam, and it is more than likely tha

Representatives of the Atlantic Aut. The automobile has developed very went 46.1 miles, carrying a combined car company of Atlantic and Council Bluffs, form in regard to floor space and dis-plays."

taking a Hupmebile to Vienns, made a plays."

taking a Hupmebile to Vienns, made a 500-mile tour of New York state before "No one is stronger for the auto show."

went 46.1 miles, carrying a combined car and passenger weight of 2,948 pounds on one perfection which insures the up-to-date gallon of gasoline.

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Were Smith was given an opportunity to Mr. Smith was given an opportunity to showing made by that car in the Atlanta

"Even though we are becoming quite ac customed to such results," said C. L. Her. ring, president of the company, "we are extremely proud of the showing made in this tour. The car was appointed as official representative by the city of Charlotte, N. C., which is the first instance we know of where a motor car has been nominated official boomer of a town. Notwithstanding the fact that the car had previously been driven 26,000 miles (more than double

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M. Pinkerton, Sales Agent, 1825; Bra:



JOHN P. DAVIS.

nfidence in the makers' ability to build Marmon, Falcon, Halladay and Empire

right and to the buyer it furnishes the best criterion of all-proven performance."

Otto Nestman, manager of the Sweet-Edwards Automobile company, accompanied Mr. Sweet to the Missouri and Indiana factories last week and overlooked the mechanism of the cars to be handled in the Omaha market. Nestman prenounced them the best cars in their class and be-lieves he will be able to make them wonderfully popular in Nebruska and Iowa.

Wells, the racing man for the Moon people, who was in the Vanderbitt cup race New York ten days ago, made me open my eyes when it comes to speed," said Ernest Sweet yesterday. "Wells said that he was whizzing around the track, his speedometer showing sixty-four miles an hour. He thought he was going about the limit, when he heard something filt by. It was Strang in the Flat. He was clipping off ninety-four miles an hour. Wells said that the Moon seemed to be going back-wards at a little better than twenty-five

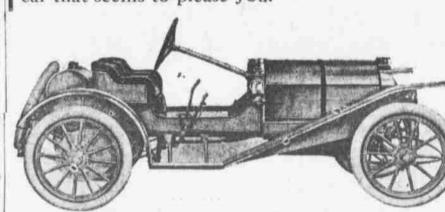
Frank Sloan has come out from the Naional factory to manage the mechanical department of the Standard Automobile ompany. He is an expert machinist and this company will be in position to carry on a first class repair department.

C. F. Louk signed a lease last night for the property just west of Frederickson's garage on Farnam street and closid a that of any other entry) it finished at the deal with Contractor Partridge for the head of its class and with a perfect score. erection of a brick garage to be completed This is the fourth great reliability run in by January 15. The building will be 22x which the Premier has participated this 132 and the specification calls for one of season, in all of which it has finished the best appointed automobile houses in the country. Louk has been very successful in the automobile business since its "I certainly am heartily in favor of such came to Omaha four years ago. He has ontests as those and believe them to be held the place just west of Eightoenih of inestimable value to the maker, the street and from there has carried on a dealer and the individual buyer. To the thriving trade in Nebruska and Iowa. His maker they show the weak points of the mechanical department is managed by E. ear (unless like the old hoss shay-it has E. Edgcomb and the office is managed io weakest point), to the dealer it inspires by P. C. Johnson. Louk now handles the

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Empire, 20-H. P., \$800



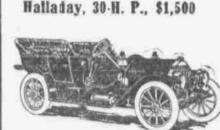
Marmon, 40-H. P., \$2,650

Halladay, 28-H. P., \$1,250





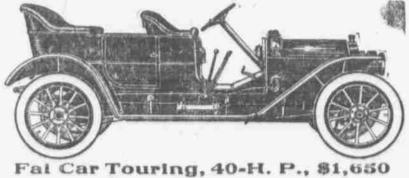
Marmon Suburban, 40-H. P.,





Halladay, 45-H. P., \$2,500

Hayaes' Model 19, \$2,000 Full Equipped



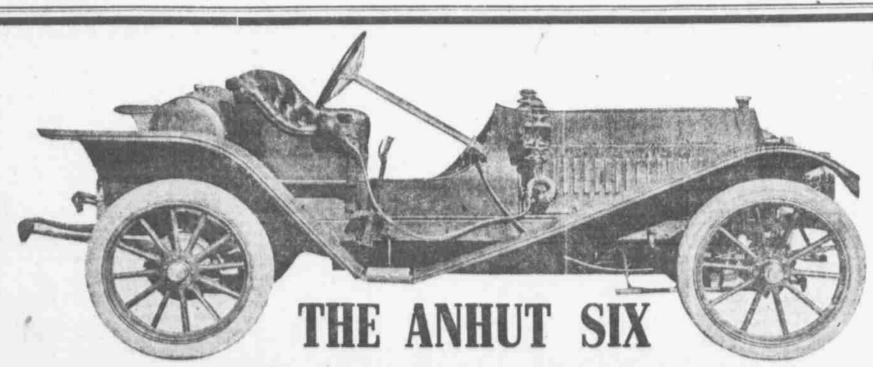
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