

AUTOMOBILES

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 Promote Its Success.

Leading automobile dealers of Omaha lack no fervor 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 earnest and quite sincere. The prospects for the show are, in fact, altogether rosy.

Interviews with a number of dealers who will exhibit 1910 models reveal a single-minded purpose, to forget any jealousies—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. True it may be to say this, but in the present instance it is unquestionably true and must be asserted even at the risk of seeming commonplace. In common with other Omaha dealers I shall show a full line, including the Rauch-Lang, Packard, Detroit and Baker Electric cars."

J. J. DeRicht believes in futures. "I believe 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 public recognizes the value of the automobile in social and business life. I shall exhibit five 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," says 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 auto fever is likely to be low, but when prospective purchasers are, nevertheless, looking forward to the summer trips. I shall exhibit two makes, the Franklin and the Peerless. I shall endeavor to make an attractive exhibit and believe every man interested in the exposition will do his best to make it a success."

"We shall exhibit five makes of cars, the Rambler and the Mitchell," declared J. C. Coit of the automobile company bearing his name. "We shall have three cars of each make in four and six-cylinder touring cars. I believe the 1910 show will be the best ever, as every dealer will make an effort to exhibit his best plays. It was a good move on our part when we decided to make the exhibits uniform in regard to floor space and displays."

"No one is stronger for the auto show than I," said C. F. Louk, "because it is a good thing for everybody—public, dealers and those who may buy cars. It benefits Omaha by bringing people here. It unquestionably sells cars for the dealer, and the purchaser is given a chance to look around before he settles on a car. Not, of course, that there is any real question as to which is the best car in the world, but the individual dealer, but this is made a case in point. I shall exhibit models of five cars, the Haynes, Marmon, Empire, Halladay and P. A. R."

"Most assuredly I shall make an exhibit," answered W. H. Wallace to a question, "and I would for the sake of the show if for no other reason. It is an enterprise, good for everyone—the city, the purchaser and last, but not in our minds, of course, the dealer. There is every reason to believe that there will be more cars and better ones shown this time than at the last show and the same is true with 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."

"Uniform displays by the dealers and similar arrangement of booths and floor space will make the 1910 show better in every way than preceding exhibitions," 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, as the popularity of the motor grows, the 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 Fritchle Electric, the Chalmers-Detroit and the Thomas. No plans have been spared to make the 1910 show the best yet, and we believe we shall succeed in pleasing the public."

"Shall I exhibit any cars? 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 Auburn Six, the Hupmobile and the De Tomble. All the dealers 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 as 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 1909," said W. D. Hosford of the John Deere company, which handles the 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 the dealers, but for Omaha in general, and it also has real value to the prospective purchaser. He can get a line on all the offerings and make some comparisons, perhaps. For Omaha it is good because it comes at a time of year when there is nothing else in particular to attract outsiders to the city and the auto show does bring many such. This year I shall show three models—the Auburn and two of the Hider."

Two visitors. Mr. E. C. Jones of the Hudson Motor company of Detroit and Mr. Smith of the H. Thomas Motor company of Detroit are visiting the H. E. Fredrickson Automobile company this week. It is the policy of both these factories to have an expert in the territory at intervals of from four to six weeks to see to it that users of their respective machines are kept thoroughly satisfied.

A Few of Our Most Progressive Auto Dealers



W. D. HOSFORD, The Velle.

Along Auto Row

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

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 8,000 feet, and at this height he says he experienced no trouble in negotiating 50 per cent grades. At this height and on slopes so steep, he says, he had no trouble averaging fifteen miles per gallon of gasoline while on the easier stretches, the average was thirty miles to the gallon. The last 120 miles of the trip was made in five and one-half hours."

"Down among the Georgia hills, Ty Cobb is putting the Hupmobile through its paces. During the Atlanta show, Cobb drove his car from Augusta, his home, to Atlanta, a distance of 210 miles, in ten hours. What makes the time remarkable is the fact that the car was loaded with three men, including Cobb, and three suit cases. It also carried its complete equipment of wind shield, top, etc."

"Sigmund Eckerl, an Austrian who is taking a Hupmobile to Vienna, made a 500-mile tour of New York state before sailing for Europe, where he and his bride will tour in the car. Mr. Eckerl is an expert on foreign cars, and frankly admits his surprise at the fact, which was impressed upon him, that the twenty horse power Hupmobile requires no more gasoline for efficient road work than a foreign car which would rate at five to seven American horse power. Mr. Eckerl comments favorably upon the motor's action, the car's riding qualities and the splendid condition of three after his New York trip, most of which was made through continuous rains and over roads deep in mud."

J. T. Stewart of the Colt Automobile company said: "When the Mitchell Ranger, 1910 model, achieved fame as the first automobile to carry a transcontinental westward dispatch from General Leonard Wood, U. S. A., in New York to General J. P. Watson, U. S. A., San Francisco, it encountered experiences in the mud of Wyoming that quite often threatened to put Driver Frank X. Zibbles 'up in the air.' But it 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 the 'highest,' 'best swinging' and 'off-sneet seen' automobile in the city."

"Speaking of selling automobiles," said H. E. Fredrickson to a group of dealers the other evening. "It's a snap to what it used to be. "Notwithstanding the fact that I never sold anything but the best, I used to feel ten years ago when I sold a machine, that I was loading both him and myself with a bunch of trouble, the fact being that several of our more prominent citizens who were numbered among the earliest automobile owners could relate many funny experiences of the troubles they encountered."

In those days, of course, machines had not reached anything like the perfection which they now embody, and the operator went at it in a bit and miss sort of a way that insured either he or the machine, or both, getting the worst of it. "It's mighty different now. "Nine out of ten of my buyers have more or less technical knowledge of what the machine they want must embody and the more salient merits of construction and automobile engineering seem to be known to all of them."

"Where a man used to buy a machine in fifteen minutes because it carried an aristocratic name and an attractive coat of paint, he now approaches me with an air of confidence and a volley of questions concerning vital points of construction, which go to show that he has given the subject deep study. "The automobile has developed very rapidly and has now reached a state of perfection which insures the up-to-date manufacturer of high efficiency product, and the wide-awake, hustling dealer, all the business they can take care of."

The Chalmers-Detroit Motor company announces the completion of a new four-story factory building of immense proportions, which, they state, will keep them up to the minute on 1910 models. During last week two large Pierce-Arrows and a 670 Thomas were delivered to Mr. E. A. Cudahy, Mr. Butterfield and Mr. Herman Peters, while of the four Thomas cars remaining two are for the city and two for Iowa delivery. "Twelve Chalmers-Detroit and three Hudsons were widely scattered, a majority of them going to out-of-town subagents, principally for use as demonstrators."

L. S. Doty, manager of the Maxwell-Briscoe Omaha company, will move his garage from Eighteenth street to the new garage, next to Fredrickson's, 224 Farnam street. Max Pemberton, an English critic of automobile affairs, has raised a storm of protest because of an article by him appearing in the London Field of recent date adversely commenting on American cars. In quality of steel and soundness of design, among other things, the American machines, he asserts, are inferior to those of the British Isles. Mr. Pemberton's conclusions have been challenged by F. S. Bennett, manager of the Anglo-American Motor Car company, in heated fashion. Ernest Sweet of the Sweet-Edwards Automobile company spent last week in Indianapolis and St. Louis hurrying up the Mooms and the Parry cars, which he expects tomorrow. He said that both factories are working overtime to get out cars. The Moon people have been working a large force of men night and day. They have increased their plant, putting in heavy machinery and adding to the already com-



C. F. LOUK, Maxwell.



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



HENRY H. VAN BRUNT, Overland.



DENISE BARKALOW, Electric Garage.



C. J. CORKHILLS, Apperson.



W. D. HOSFORD, The Velle.



BLUCK P. KUHN, The Holman.



W. H. WALLACE, Oakland-Stearns.



F. E. BUTLER, Apperson.



A. S. AVERY, The Auburn.



J. C. COIT, Rambler Mitchell.



H. E. FREDRICKSON, Chalmers-Detroit, Thomas Flyer.



J. T. STEWART, Mitchell, Rambler.



J. J. DERIGHT, Stoddard-Dayton.



GUY L. SMITH, Franklin.



JOHN P. DAVIS, The Jackson.

that of any other entry it finished at the head of its class and with a perfect score. This is the fourth great reliability run in which the Premier has participated this season, in all of which it has finished perfect.

"I certainly am heartily in favor of such contests as these and believe them to be of inestimable value to the maker, the dealer and the individual buyer. To the maker they show the weak points of the car (unless like the old boss—shay—it has no weak point), to the dealer it inspires confidence in the maker's ability to build

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

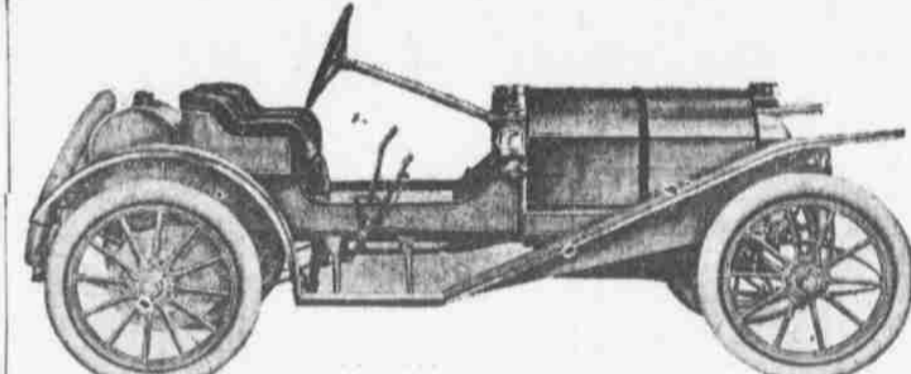
Otto Neatman, manager of the Sweet-Edwards Automobile company, accompanied Mr. Sweet to the Missouri and Indiana factories last week and overlooked the mechanism of the cars to be handled in the Omaha market. Neatman pronounced them the best cars in their class and believes he will be able to make them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

"Wells, the racing man for the Moon people, who was in the Vanderbilt cup race in 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 fall 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 backwards at a little better than twenty-five miles an hour."

Frank Sloan has come out from the National factory to manage the mechanical department of the Standard Automobile company. 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 Fredrickson's garage on Farnam street and closed a deal with Contractor Partridge for the erection of a brick garage to be completed by January 15. The building will be 22x132 and the specification calls for one of the best appointed automobile houses in the country. Louk has been very successful in the automobile business since he came to Omaha four years ago. He has held the place just west of Eighteenth street and from there has carried on a thriving trade in Nebraska and Iowa. His mechanical department is managed by E. E. Edmonds and the office is managed by P. C. Johnson. Louk now handles the Marmon, Falcon, Halladay and Empire.

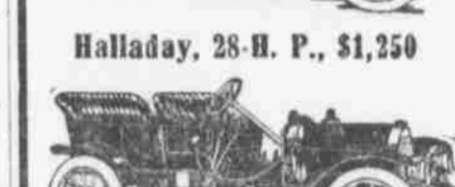
HERE is the niftiest aggregation of record-breaking machines yet offered the public. It is quite possible to select a car from this line up, no matter who you are or what your ambition may be. The Marmon is the classy car for the discriminating man of taste. He can find no better car, while the Empire is low enough priced to permit the man of moderate means to sail around as fast as any of them. Look over the list and let me give you a demonstration of the car that seems to please you.



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



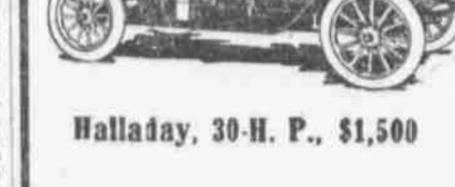
Marmon, 40-H. P., \$2,650



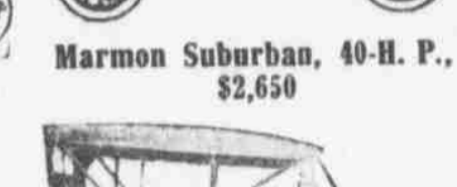
Halladay, 28-H. P., \$1,350



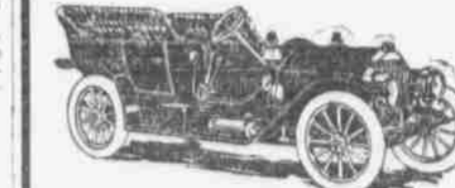
Marmon Suburban, 40-H. P., \$2,650



Halladay, 30-H. P., \$1,500



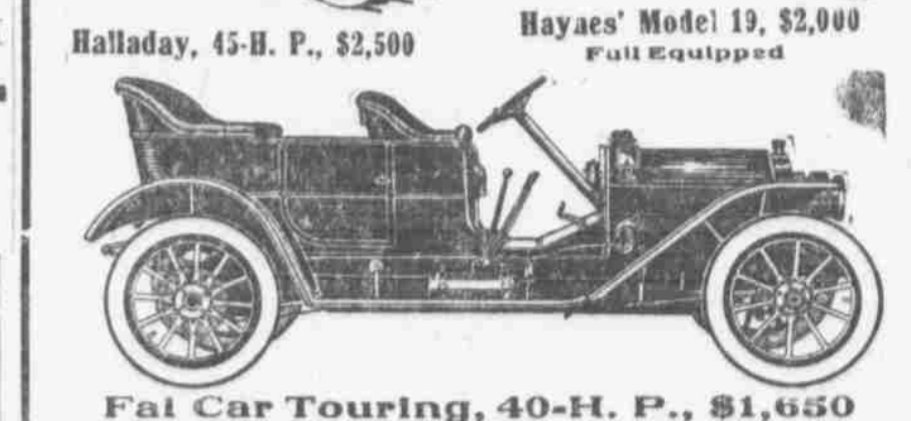
Haynes' Model 19, \$2,000 Full Equipped



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



Fal Car Touring, 40-H. P., \$1,650



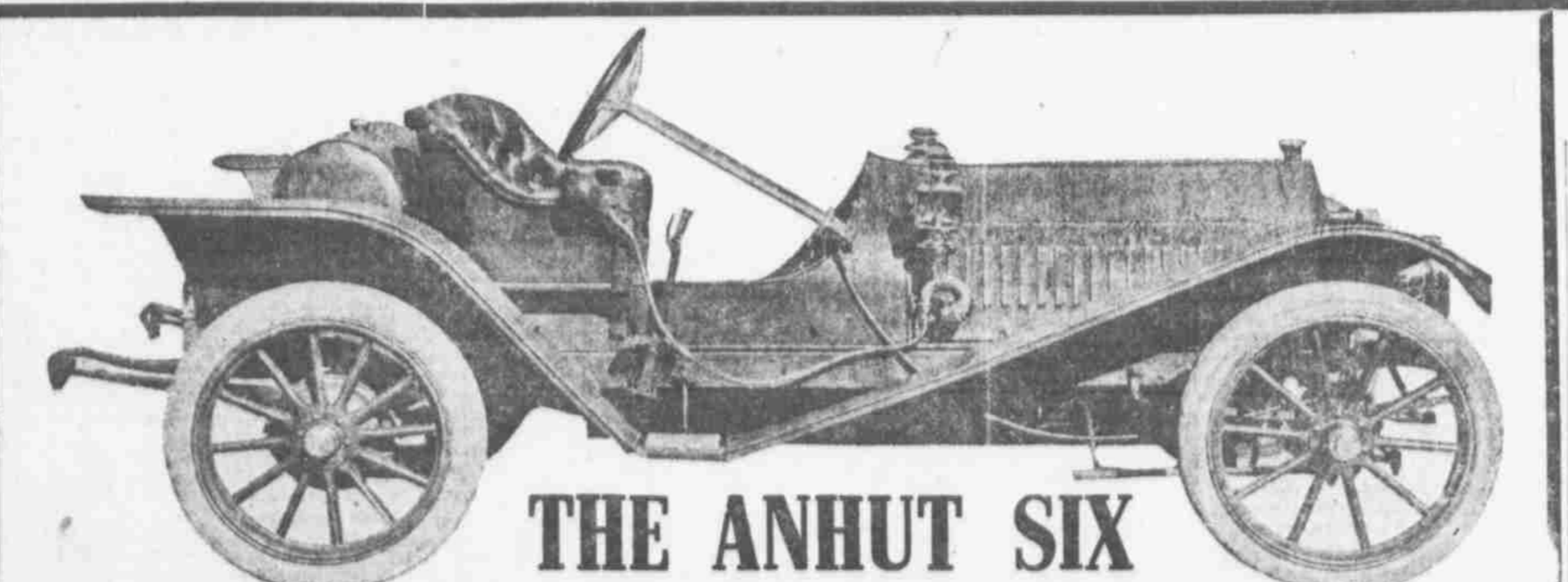
Fal Car Touring, 40-H. P., \$1,650

C. F. LOUK STATE AGENT 1803 Farnam Street

Don't Have a Puncture

Every automobile owner hails with delight the new Lewis Puncture Proof compound. It is a remarkable invention, which vulcanizes to the inner tube and absolutely protects automobile tires from all kinds of punctures. The treatment is a wonderful success, and is fully guaranteed. Don't worry and stew over another puncture. Investigate the process at once and you will be pleased and profited.

Nebraska Puncture Proof Co. Office and Treating Plant, 706 N. 16th Street.



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Here is the Prettiest Car That You Ever Saw for \$1,700 Isn't It?

Have you ever seen a prettier car at any price? It is a 6 cylinder. It is standard from tires to steering rim. There is no experimental work in it. Every feature is proven. The engine clutch transmissions are built in one unit with all moving parts enclosed and running in oil. Power is transmitted to the rear wheels through a multiple disc clutch, selective type, three speed and reverse transmission. Two pairs of brakes located on drivers and rear wheels. The Anhut Six is such a good car that we do not have our claim on price—it could not be made better at any price—Roadster, \$1,700; Tourabout, \$1,800. Deliveries December 10—Distributors for Nebraska and western Iowa

W. L. Huffman Automobile Co. 2025 Farnam Street OMAHA