

# AUTOMOBILES

## MAKE READY FOR AUTO SHOW

Dealers of Omaha Busy Preparing for Annual Exposition.

## MORE SPACE USED THIS YEAR

Pick of Thirty Thousand-Dollar Decorations at Madison Square Garden Secured—Garage Now Making Money.

Automobile dealers of Omaha are already making big preparations for the annual automobile show which will be held at the Auditorium February 23-26 March 5.

## Along Auto Row

Preparations for the Show in All of the Garages—New Cars Are Now Arriving Daily.

H. E. Fredrickson has a Gabriel trumpet on his Chalmers-Detroit "30" demonstrator.

Thomas B. Jeffery & Co., makers of the new Rambler automobile, have paid an unusual tribute to newspaper advertising.

He said that it was formerly the custom of automobile manufacturers to devote the greater portion of their advertising appropriations to the purchase of space in what are known as the standard magazines.

Joe Matson and his Chalmers-Detroit will attend the show in February, and inasmuch as H. E. Fredrickson's Automobile company will have a display at its garage on Farnam street, Matson will show there.

George Ade, the humorist, is a keen motorist. He likes to drive his own car. His motoring experiences have been tinged with incidents which abound in the quality which has made him famous—humor.

Mr. Ade's favorite machine is a Mitchell roadster in which he has driven thousands of miles over the Indiana highway.

Eight years ago, when living in Highland park, a suburb of Chicago, he purchased a curved dash Oldsmobile which the cartoonist chum, John T. McCutcheon, who is now shooting at lions and tigers in Africa with Colonel Roosevelt, christened "the rolling peanut"—a name which clung to it until its disintegrating days.

The Kiesel Auto company reports that it is more than pleased with the interest being displayed in the Kiesel Kar.

Mr. Holtzinger of the Kiesel Auto company makes arrangements with Mr. O. L. Curtis, sales manager, to be in Omaha during the auto show and states that Mr.

George Kiesel, president, and Mr. Frank Edwards, general manager, are trying to arrange matters so that they can spend at least one day at the show.

The flying machine is advertised right along in the automobile column of The Bee. At present the Apperson sales agency has put on the Matthews-Marys aeroplane.

Colonel Deright has engaged a flying machine and an operator for the show in February. It will be one of the attractions.

L. E. Doty, manager for Maxwell, Erling-Omaha company here, is attending the automobile show in Kansas City.

Guy Smith has received some of the cars to be exhibited at the show. They are attracting a great deal of attention.

The 1910 Velles are trim cars and strong. A few to be exhibited at the show have arrived.

Charles Meix of the Standard Auto Co. entertained a party of friends last week, touring through town in a National. The National 1910 is the fastest stock car made.

The Sweet-Edwards company received last week a large shipment of Parrys.

The garage of Charles Louk is progressing rapidly and will be one of the swiftest in the west.

Denise Barkalow has received some of the cars to be shown in February. The Peckard is one of the great cars of the country. The Baker electric is greatly improved over 1909.

Freeland Bros. & Ashley are getting in Masons and Midlands. Some of these will be exhibited at the show.

The Invincible Schacht will be here in all of its glory in February. This is one of the high wheel cars which has grown all along.

The International Harvester company has brought out a new car, the I. H. C., which will be shown in February, and which Manager Rees will push vigorously in this section.

Through territory never before entered by a motor car and over some of the roughest roads along the Pacific coast a Franklin automobile was recently driven from Seattle, Wash., to Los Angeles by R. Oster and O. B. Roney.

The Kiesel Auto company reports that it is more than pleased with the interest being displayed in the Kiesel Kar. While at the Kiesel Kar factory a short time ago Mr. Holtzinger of the Kiesel Auto company makes arrangements with Mr. O. L. Curtis, sales manager, to be in Omaha during the auto show and states that Mr.

was the only means of conveyance to some of the smaller towns. In order to make such places as San Jose, Fresno, Paso Robles, San Luis Obispo and Bakersfield the car had to be driven over many circuitous routes.

Colonel Deright will exhibit the Locomobile in February and will no doubt have some of the prettiest cars ever brought to this part of the world.

W. L. Huffman is attending the auto show in Kansas City.

The Chicago show begins February 5 and about all of the Omaha dealers will attend.

Wallace Auto company expects to have some of the smartest Stearns cars made on exhibition at the show.

The new plant of the Ford Motor company is located at Highland Park, a suburb of Detroit, about seven miles from the center of the city.

strictly suburban residence district, with its corner grocer, village marshal, interurban cars and those other conveniences of which all similar villages can boast.

The new factory has worked a complete change. The store is there, but so are a dozen more; the suburban residences remain, but their number has more than tripled; the interurban also connects, but so does a regular short interval service of the Detroit Urban railway.

The little village has been converted into a bustling, bustling manufacturing center with a new bank, a new church, a new business block and several new business enterprises.

Midwest Auto company has received more pretty Cola cars and will have a large display at the show.

Manager Gould of the Ford Motor company spent last week in the southwestern part of the state.

A run from Oklahoma City to El Reno and return, a distance of sixty-seven miles, in one hour, fifty-seven minutes and three

seconds was recently made by a Franklin motor car in a race between those two cities.

Of eight contestants the Franklin, entered and driven by Ray Colcord of Oklahoma City, was one of three to finish the course. The other five were put out of the race by rough roads, which made fast time impossible.

The Pioneer Implement company is placing more Jacksons this year than in the history of the car.

It is a matter of impossibility to meet the demands for Fuller cars.

Drummond is receiving some of the nicest White steamers ever brought to this section of the country.

The Auburn is to be displayed by the Omaha Auto company, and also the Rider-Lewis.

The Overland is becoming one of the most popular cars ever brought to the

states of Iowa and Nebraska. Henry H. Van Brunt Auto company is pushing the car vigorously.

President Herring of the Atlantic Automobile company is pushing the Reo, Premier and Ford in Iowa and Nebraska, and is meeting with abundant success.

London Cabs Increase. At present there are over 4,000 motor cabs in London, and the number is increasing at the rate of 1,500 a year.

Terrible Nervous Strain. A rather seedy-looking man hurried excitedly from the rear coach into the one ahead. "Has any one got any whiskey?" he shrilly inquired. "A lady back there has fainted."

Half a dozen flashes were offered to instantly. Seizing one, he looked at it critically, uncorked it, put it to his lips, and took a long, lingering pull.

"Ah!" he exclaimed, with gusto, "I feel better now. Seeing a woman faint always did upset me."—Cosmopolitan.

# A Wonderful Business Story

We have told in a book—which we ask you to send for—one of the greatest business stories ever told. A story of how John N. Willys stepped in two years to the topmost place in motordom. Of how Overland automobiles rose in 24 months to this year's sale of \$24,000,000. How a factory has grown like magic to a payroll of 4,000 men—to a daily output of 30 carloads of automobiles. And how a large part of the demand of the country has been centered around one remarkable car.

## The Discovery

Here is an outline of the story—just enough to make you want it all.

Two years ago, Mr. John N. Willys was a dealer in automobiles. There came to him one day a remarkable car—evidently the creation of a mechanical genius. The simplest, sturdiest, smoothest-running car that anyone around there had seen.

The name of the car was the Overland. And the price—then, \$1,250—was as amazing as the car itself.

The sale of this car spread like wildfire. Each car sold brought a call for twenty others like it. Old and new motor car owners came by the score to deposit advance money—drawn by the Overland's matchless simplicity.

But the cars did not come. And when Mr. Willys went to the makers he found them on the verge of receivership.

The genius which had created this marvelous car could not finance the making in the face of the 1907 panic.

## The \$1,000 Overland

This year an Overland—better than last year's \$1,250 car—is being sold for \$1,000. That is because the tremendous production has cut the cost 20 per cent.

A 25 horsepower car, capable of 50 miles an hour, for \$1,000, complete with lamps and magneto. Never did a maker give nearly so much for the money.

There are higher-powered Overlands for \$1,250—\$1,400—\$1,500. They are just as cheap in comparison as the \$1,000 model.

The Overlands are unique in simplicity. They operate by pedal control. A ten-year-old child can master the car in a moment.

They are made in the same factory, and by the same men as made the Pope-Toledo—a \$4,250 car. The reason for the price lies in the production of 125 cars per day.

## Get the Whole Story

Send me this coupon to get the whole story, told in a fascinating book. Learn about the car which in two years captured so large a share of the whole trade of the country. See what has done this—what there is in the Overland to make it the most desired car in existence. Please cut out this coupon now.

## Marvelous Sales

Dealers had ordered 16,000 of the 1910 Overland models before the first car was delivered. That means that each Overland sold the previous year had sold four others like it.

And without any advertising. This year's Overland sales will exceed \$24,000,000. Yet the Overland is but two years old.

## The New Start

Mr. Willys in some way met the overdue pay roll—took over the plant—and contrived to fill his customers' orders.

Then the cry came for more cars from every place where an Overland had been sold. As the new cars went out the demand became overwhelming. The factory capacity was outgrown in short order. Then tents were erected.

Another factory was acquired, then another; but the demand soon outgrew all three.

During the next fiscal year these factories sent out 4,075 Overland cars. Yet the demand was not half supplied.

- CAR NO. 1—Type 1, Rambler, 5 passenger Touring Car, 4 cyl., 16-24 H. P., color blue, complete, full equipment, paint and tire first class condition. Sale price \$1,400.00.
- CAR NO. 2—Type 1, Rambler, 5 passenger Touring Car, 4 cyl., 16-24 H. P., color green, complete, full equipment, paint and tire first class condition. Sale price \$1,400.00.
- CAR NO. 3—Model 21, Rambler, 5 passenger Touring Car, 4 cyl., 22 H. P., color red, complete, full equipment, paint and tire first class condition. Sale price \$1,600.00.
- CAR NO. 4—Model 22, Buick, 5 passenger Touring Car, 4 cyl., 20-23 H. P., color dark red, complete with top, full lamp equipment, just painted, tires good, car looks like new. Sale price \$1,600.00.
- CAR NO. 5—Model 20, Buick, 5 passenger Touring Car, 4 cyl., 20-23 H. P., color dark red, complete with top, full lamp equipment, just painted, tires good. Sale price \$1,400.00.
- CAR NO. 6—Model 1907, Auburn, 5 passenger Touring Car, 4 cyl., 22 H. P., color dark red, complete with top, full lamp equipment, just painted, tires good. Sale price \$1,600.00.
- CAR NO. 7—Model 24-A, Rambler, Roadster with double rumble seat, 4 cyl., 24 H. P., color blue, complete with top, full lamp equipment and tools. Brand new, has never been used, original selling price \$2,250.00. Sale price \$1,400.00.
- CAR NO. 8—Model 31, Rambler, 5 passenger Touring Car, 4 cyl., 22 H. P., color Brewster green, full lamp equipment, top and tools, has detachable tonneau. Car used very little, tires in new condition. Sale price \$1,600.00.
- CAR NO. 9—Model 24, Rambler—5 passenger Touring Car, 4 cyl., 24 H. P., color maroon, full lamp equipment, paint and tire first class condition. Sale price \$1,400.00.
- CAR NO. 10—Peerless, 5 passenger Touring Car, 4 cyl., 40 H. P., color Royal blue, full lamp equipment and tools, newly painted, tires in good condition, cost new \$4,000.00. Sale price \$1,600.00.
- CAR NO. 11—Model 9-F, Stoddard-Dayton, 5 passenger Touring Car, 4 cyl., 25 H. P., color red, with top, speedometer, glass front, full lamp equipment, gas tank, tire iron, extra tires, tools, paint in good condition. Sale price \$1,600.00.
- CAR NO. 12—Model 9-F, 1909 Stoddard-Dayton, 5 passenger Touring Car, color Brewster green, full lamp equipment (electric) magneto, shock absorbers, gas tank, Jones' electric oiler and cost \$2,000. Complete. Sale price \$1,600.00.
- CAR NO. 13—Model 2, 1909 Maxwell, 5 passenger Touring Car, 4 cyl., 25 H. P., color red, complete with top, speedometer, glass front, full lamp equipment, generator, tools, horns, etc.—tires first class condition. Sale price \$1,600.00.
- CAR NO. 14—Stoddard-Dayton, 5 passenger Touring Car, 4 cyl., 25 H. P., color red, with top, speedometer, glass front, full lamp equipment and generator, tires good as new, guaranteed in good shape throughout. Sale price \$1,600.00.
- CAR NO. 15—Cadillac "90," 1909 Model—4 cyl., 30 H. P., Roadster, single rumble seat, used one season and in extra good condition. Just repainted and tires good as new. With top and wind-shield. Sale price, now \$1,100.00.
- CAR NO. 16—Rambler, 1909 Model 34-A, 4 cyl., 24 H. P., roadster, color French gray with double rumble seat, electric lamps and dust shield. Just overhauled and repainted. Sale price \$1,600.00.
- CAR NO. 17—Matfield, Buick, 1908 model, 2 cyl., 12 H. P., high wheel runabout. Used less than six months and a great bargain. Sale price \$475.00.
- CAR NO. 18—Waverly Electric Runabout, Piano box body. Batteries alone worth the price. Sale price, now \$600.00.
- CAR NO. 19—Jewell, 1908 model, 1 cyl., 2 cycle, 8 H. P. motor, top, paint and tires in good condition, used one season. Sale price \$175.00.
- CAR NO. 20—Chalmers-Detroit, 1909 model P. Touring Car, 4 cyl., 26 H. P., color red, complete with top, automatic glass front, \$150.00 speedometer, Bosch magneto, generator and tools. Driven 400 miles. Just repainted. Original cost \$1,875.00. Sale price \$1,250.00.
- CAR NO. 21—Chalmers-Detroit, 1909 Model P. Touring Car. This was our demonstrator and we guarantee this to be in first class condition. Price includes top, generator, and tools. Sale price \$1,000.00.
- CAR NO. 22—Enox, 1908 model Sportabout, 4 cyl., 20 H. P., Roadster, color red, with double rumble seat fitted with dust shield. Atwater Kent system. Plus demountable rims, tire iron, generator and tools. Car and tires in good condition and repainted. Cost new \$1,800. Sale price \$1,200.00.
- CAR NO. 23—Reo, 1909 model, 2 cyl., 22 H. P., Touring Car, with top, etc. cost new \$1,250.00. Sale price, now \$750.00.



Overland Model 38—Price \$1,000. 25 h. p.—102-inch wheel base. Made also with single rumble seat, double rumble seat and Toy Tonneau at slightly additional cost.



Overland Model 41—Price \$1,400. 40 h. p.—112-inch wheel base—5 passenger. Five lamps and magneto included.

# Van Brunt Auto Co., Omaha, Neb.

JONES AND BRANDES, EASTINGS, NEB. Distributors for Western and Central Nebraska.

## AUTOMOBILE BARGAINS SNAPS IN SLIGHTLY USED CARS

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## H. E. FREDRICKSON AUTOMOBILE COMPANY

2044-6-5 FARNAM STREET, OMAHA, NEB.

## Mr. Prospective Purchaser!

In your automobile you want the maximum efficiency, speed and durability for the minimum price, don't you? Of course! This 30 H. P. MOON 4-CYLINDER, 4 1/4 in. x 5 in., at \$1,500, embodies the latest in design, workmanship and material. Call at our new garage, look the car over, test it and we will prove it to be the best car on the market for the price. Better even than most higher priced cars.

We are showing other good cars at different prices to suit your pocketbook and inclination. 32 H. P. PARRY, 4 Cyl. \$1,285 45 H. P. MOON, 4 Cyl., 7 Passenger \$3,00 50 H. P. AMERICAN TRAVELER, \$4,050 H. P. AMERICAN TRAVELER, \$4,0

Our storage facilities and repairing equipment are as good, if not better, than any in the west. Our new concrete and steel building insures your car against loss by fire. We invite inspection and our watchword is PROMPT SERVICE.

Mr. Agent! We want agents in unallotted territory, in Nebraska and Western Iowa.

# Sweet-Edwards Automobile Company

2052-2054 Farnam Street.



MOON, Model 30, \$1,500.00.

## At Last We Have It!

All you have ever desired in a car—even moderate price—is embodied in

# THE KISSEL KAR

We will be pleased to meet our friends and patrons and demonstrate this old and reliable car. :: :: ::

## KISSEL AUTO CO.

CARL E. HOLT H. W. HOLTZINGER R. J. MANSFIELD 2016 Farnam Street MEET US AT THE AUTO SHOW.

A BEE WANT AD—will rent that vacant house, fill those vacant rooms, or secure boarders on short notice at a very small cost to you. Be convinced