

AUTOMOBILES

Along Auto Row

All the Gossip is of the February Show—Unusual Activity Among the Dealers.

Omaha dealers are getting in their cars for the annual Automobile show which will be held at the Auditorium, February 21 to 27. These prize cars are not being run over the muddy streets, but are being kept spin and clean for exhibition purposes.

Many of the Omaha dealers are preparing to attend the Chicago Automobile show next week and many Omaha owners will go as well. Dealers wish to see if they might not pick up some special part for exhibition purposes and also to look after their interests. Last year at the Chicago show an Omaha dealer sold the highest priced car that was sold during the show and it was sold to an Omaha man.

All the space at the Auditorium is gone and all the dealers will be represented, assuring visitors the best show ever held in the west.

The records in the secretary of state office show that Chicago automobiles were sold last year in Nebraska.

This business represents an expenditure for cars approximating \$4,000,000.

Following is the way the cars were distributed: Buick, 517; Reo, 229; Ford, 238; Maxwell, 228; Jackson, 226; E. M. F., 190; Overland, 188; International, 187; Rambler, 121; Cadillac, 117; Mitchell, 97; Chalmers, 85; Velie, 81; Oakland, 81; Brush, 74; Olds, 62; Homestead, 55; Franklin, 57; White Steamer, 55; Stoddard Dayton, 54; Regal, 53; Interstate, 51; Auburn, 50; Holman, 50; Lambert, 50; Fuller, 40; Mason, 23; Stanley Steamer, 23; Stevens Duryea, 22; Winfon, 21; Schachtel, 19; Hudson, 15; Sears, 15; Buick, Carter, each, 15; Victor, 14; Thomas, Orient, each, 11; Kissel, Black, each, 10; American and Moline, each, 9; Premier and Hudson, 8; Northern, Apperson, Pierce Arrow, Rapid, each, 7; Wayne, 7; Packard, Queen, Pops Toledo, each, 6; Aurora, Emblett, Locomobile, each, 5; Auto Car, Ricketts, Midland, Gleason, each, 4; McIntyre, Everett, Kiblinger, Eureka, Marlon, each, 4; Peerless, Jewel, Stretzer, Knox, Glide, each, 3; Bloomstrom, Sterling, Earl, Richmond and Great Western, each, 3; Success, A. B. C., Wisner, Economy, Johnson, St. Louis, Metz, Avery, Cole, Angus, each, 2; Rogers, Nelson, Dolson, Dragon, Freedman, Monitor, Reeves, Cushman, Meyers, Matheson, Owen, Chadwick, Buckley, Haynes, Logan, Swanson, Reading, Hall, Albany, Riley, Petrol, Randolph Truck, Columbus, Howett, Scotch, each, 1.

ELECTRIC CARS.
Woods, 10; Detroit, 10; Baker, 8; Columbia, 7; Waverly, 4; Babcock, 4; Anderson, 3; Raack, Land, 2; Dayton, 1.

Taken from The Lincoln Daily Star, January 2, 1910.

The McIntyre Automobile company expects to get in their cars at 2209 Farnam street about the middle of next month and will have a great line of cars, consisting of the Welch, Oaklands, Staver "E" and Gleason.

Mr. McIntyre is in receipt of a letter from the general manager of the Detroit United States Railway company, who purchased one of these Welch cars in 1908, and which has been in continued service ever since and has traveled upward of 200,000 miles and is still in daily use.

Speaking of the White gasoline car yesterday to William Drummond, A. E. Cresser of Minneapolis said: "We have been using the little 'Gar' car and have pulled off a number of stunts, and as far as gasoline cars are concerned believe it is the best thing in the country for the money. With four in the car we drove 100 miles in four and one-half hours over country roads and through mud, and sometimes we would have to resort to No. 3 gear, never going into No. 1. I was trying to see just how much grit the car would stand. The car is running just as it did when the car arrived and is getting the usual hammering and pulling about such as the customer would give a new car."

"The last day of December, 1909, saw fifty-five cars manufactured in the old and outgrown plant of the Ford Motor company—the first day of 1910 saw sixty cars shipped from the new Ford plant, at Highland park. The change was made quickly and quietly, without a brass band, a clam-bake or a ball, but nevertheless was thoroughly done, and the various departments are already settled down to regular routine," said Manager Gould of Ford Motor Car company.

The old factory on Piquette avenue will be used as a parts factory, tool room and pattern shop.

The present capacity of the new plant is 200 complete automobiles per day. In addition to the assembly plant, a 75,000 four-story concrete and glass building, there is a machine shop 58x140, one-story; a shop office building 75x140, four-story; a power house and a 5,000 horsepower gas producer plant already built. A foundry 30x200 is to be started at once and a three-story 10x300 office building will be built in the spring. Other buildings being planned will soon cover the entire sixty acre tract, which the Ford company owns at Highland park.

The occupation of the new plant by the Ford Motor company should get at least the rumor which has secured considerable circulation, to the effect that the buildings were unsafe had been condemned. It is said these stories were started by disgruntled contractors and cement makers. In this connection, the report of the building inspector, Dalton Russell Wells, a part of which reads as follows, is interesting copy:

Various floor constructions were tested with a thirty-two and forty-seven one-hundredths per cent (24.7%) uniformly distributed overload, which showed a maximum deflection of forty per cent (40%) for a slab, and twenty-six and two thirds (26.6%) per cent for beam of the allowable deflection of each under a load for which such construction was designed.

The various deflections, under the tests made, also showed a great uniformity of mass throughout the floor constructions, which is a strong factor.

These results prove without the least doubt the absolute safety of the structure for the carrying of the live loads for which the structure was designed.

The E. C. Bennett company, electrical contractors, is in its new location, 209 South Nineteenth street, in the new Kennedy building, and has completed arrangements for the exclusive agency of the special auto batteries made by the French Battery company. This firm has also the sole agency for a new dynamo which generates current for lighting and starting the car and charging storage battery sim-

ply from the motion of the car itself, thus doing away with the trouble of having batteries recharged. Enough current is generated for as many as 100 tungsten lights on the car if desired. One will soon be on exhibition here.

The Carl H. Page company has placed an order for 89 Chalmers-Detroit 36 and 28 Chalmers-Detroit 48. The total net business, exclusive of equipment, is \$1,500,000. We have not seen the Chalmers-Detroit 36 models yet," said Mr. Page, "but I have confidence in Mr. Chalmers, and I am perfectly willing to sign the biggest contract ever made by an automobile dealer with a manufacturer, and to put my deposit on the cars. I know that when Mr. Chalmers says the 1911 models will be right they will be right. That is enough for me to know about them."

Manager Gould of the Ford Motor Car company spent last week in western Nebraska. He said that the outlook is flattering for a heavy business. "Snow is all gone and the people are happy," he said.

Sweet-Edwards Auto company broke into Lincoln with a carload of two of Fords last week.

The American Traveler, handled by Sweet-Edwards, made its appearance in Omaha last week. This is one of the high-class cars that finds it difficult to meet calls for it.

Charles Stewart of the Buick office in Lincoln spent yesterday in Omaha with Manager Huff. He reports the outlook for Nebraska business encouraging.

The latest cartoon of Colonel Deright has the sealman member of the governor's staff astride an aeroplane sailing along serenely through the air.

Henry H. Van Brunt spent last week in Sioux City looking after the Overland. The Van Brunt Auto company has made a remarkable showing in Iowa with this car.

The Pioneer Implement company is finding it difficult to meet the demands upon it for Jacksons. When Manager Davis brought out a few yellow cars last year he did not dream that they would set Iowa afire. But they are the most popular cars in his lot.

President Herring of the Atlantic Auto company, spends a great deal of his time in Des Moines. At one time he thought of establishing a branch in Omaha, but by reason of his district he found that Des Moines would be nearer his territory.

The Brush will be one of the great little cars at the show. T. G. Northwall has received some very pretty cars for February.

W. D. Hoeford, manager of the John Deere company's automobile department, is pushing the Velie more vigorously than ever, and is building up a demand which exceeds the supply of cars.

The Kissel Kar will be displayed at the show in all of its glory. The three young men, who are pushing it in Nebraska, are live, wideawake business men, and the car is bound to go fast.

L. E. Doty, manager of Maxwell-Briscoe Omaha company, has returned from Kansas City. He saw all of the new cars down there and will make a great exhibition of the Maxwell here in February.

W. L. Huffman attended the Kansas City auto show. He saw many new cars, but he believes that the display in Omaha in February will be the largest seen this year in this part of the country.

The Standard Automobile company sent over some National cars to western Nebraska Saturday. The National is making its way in this part of the country. It is a trim, graceful, fast car, with all of the power necessary. "The more it is known the better it is liked," said Merz.

Charles Louk is watching the last louches put on his new garage next to Sweet-Edwards on Farnam street. He said that he expects to have one of the prettiest garages in the country, and he will.

Freland Bros. & Ashley are receiving show cars for February.

The Omaha Auto company has received some pretty Auburns and will have the famous Rider-Lewis in time to show in February.

Mid-west Auto company has received its extra supply of Cole cars for February and will make a beautiful exhibit of this popular car.

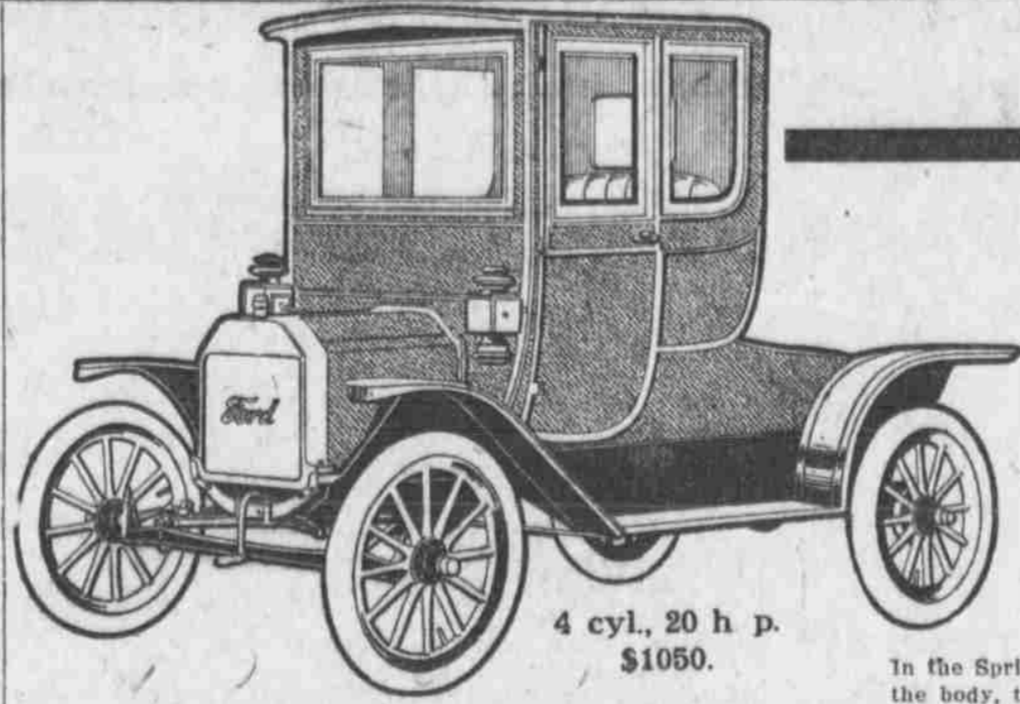
The Rambler and Mitchell exhibit at the show will be one of the attractions.

Last year the Cadillac was one of the popular cars at the show. It is much improved for 1910 and will be a greater favorite than ever. It is represented here by R. R. Kimball.

Wallace will make them open their eyes when he rolls the Stearns in the Auditorium in February. This is one of the greatest cars of the country and is making good in Omaha.

Murphy & Son will exhibit a bunch of trucks at the February show. They represent the Froyer-Miller and the Randolph. They are doing a great business in trucks in Omaha and Nebraska.

Manager Reese of the International Harvester company has bought out the 1910



4 cyl., 20 h. p. \$1050.

Now is the time to buy an automobile. If one only wanted a car for sunny-Sunday-afternoon pleasure riding it might be all right to save your money for warm weather, if he were sure he could get a car when he wanted it, but the man who expects to get useful service out of the car he buys ought to buy and secure delivery now. Winter has just started—it isn't one-third the way along yet, and if there is one time more than any other that the owner of a Ford appreciates his car it is in these cold, wet, winter months. Any old kind of transportation is all right in June, but in January there is nothing so acceptable as traveling warm, dry and quickly in a Ford.

And here's another point to remember: There are usually three buyers for every car that can be delivered in the Spring—many an order will be placed in March that cannot be filled before September. It has always been so, and will be worse than ever this year. It's just that fact that makes a profit for the manufacturers of inferior cars. You order a Ford for instance, and failing to get immediate delivery look around only to find it is the same with all the reliable cars. But you have the fever, cannot wait, so you buy anything you can get and are disappointed. Anybody can order an automobile in April—it's the wise man who buys in January.

If you want a Touring Car and don't want to ride in an open car this kind of weather, buy a Coupe and ride inside.

When the snow starts to melt, you will wish you had a Ford.
**Coupe \$1050; Touring Car Body, \$125;
Two Cars for \$1175.**
Atlantic Auto Company, Council Bluffs, Iowa.
Distributors Southwestern Iowa.

**This Is the Car You Want—
Now Is the Time You Want It**
The Best Looking Coupe in Omaha

In the Spring get a Touring Car body for it. \$125.00 buys the body, two hours' labor makes the change, and the Coupe body is laid aside for next winter. You cannot properly appreciate a Ford automobile until you have tested its 365 days in the year practicability. The men who know by experience are enthusiastic over the operation of this car out of "season."

The worst old "junk heap" will run in June, especially if it is not bought until May—it's a good car that is run all Winter. Count the Ford cars that pass you today and you will begin to realize that Ford owners do not store their cars in the winter. They may have bought them for warm weather, but they are using them more than ever right now. The next Ford car they buy will be bought in December, or February, or any other winter month in which they decide to get a car.

A prominent and well-to-do manufacturer in this city has a number of relatives scattered around the rural districts—he was born on a farm himself, same as a lot of the rest of us. About once a week, no matter what the weather or how bad the roads this manufacturer visits one of these farmer brothers, as much to escape from the worry of business as to visit his relatives, he says, and his Ford Coupe is always ready to take him anywhere. You wouldn't believe us, anyway, if we were to tell you all the truth about the performance of this car—you need to own one to appreciate it.

Then, there's a doctor—one of several score of Omaha physicians who own Ford cars—who has a large practice in the outskirts of the city. There are no paved streets where he calls. Before he bought his Ford Coupe he never could complete his rounds of visits within decent hours. Now he makes more calls in less time and has more time to give each patient. If you as a doctor want to enlarge your practice and still have more time with your family, there's nothing better than a Ford for the purpose.

When you buy, remember a heavy-weight car makes a light-weight pocket-book, that quality, not quantity, makes strength, and that the low-priced light-weight Ford not only is low in cost, but is low in gasoline consumption, tire demands and repair bills. It will go further for less money than any other car manufactured. Just let that fact sink deep down into your thought reservoir, for if you overlook it now and buy a heavy car you will have little chance to forget it later on.

One more thought; perhaps you want to buy a car, but feel you cannot afford it. The inexpensiveness of the Ford will surprise you. It does not require a big bank balance to buy, a large income to keep and a technical education to operate. The average man on an ordinary income can easily afford to own a model "T." When you have time, stop in and let us show you.

Temporary Location,
1818 Farnam St. Phone Douglas 353

Ford Motor Company

THE OMAHA BEE'S DIRECTORY OF AUTOMOBILES AND ACCESSORIES

Mitchell
Coit Automobile Co., 2209 Farnam St.

BOWSER
TANKS and PUMPS
J. M. PINKERTON
582 1/2 Brandeis Building.

The CHASE
AIR COOLED AUTO
The car that solves the delivery problem. Call up for demonstration.
COMMERCIAL AUTOMOBILE CO.
201 South Tenth Street, Douglas 5724.

Stearns
MOTOR CAR
Wallace Automobile Co.
24th—Near Farnam Street.

W. L. Huffman & Co.
Headquarters 4-Cylinder Cars
Inter-State, \$1,750; DeTamplo,
\$650; Hupmobile, \$7.50.

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

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

Wood's Electric
WHITE STEAMER
DRUMMOND
2024 Farnam St.

H.E. Fredrickson Automobile Co.
Thomas, Hudson,
Pierce, Rapid,
Chalmers-Detroit
2044-46-48 FARNAM STREET

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

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

"MURPHY DID IT" Auto Repairing
14TH AND JACKSON

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

SWEET-EDWARDS AUTO CO.
2052 FARNAM STREET
AMERICAN \$4,000
MOON \$1500
PARRY \$1205

H. E. WILCOX OMAHA, NEB. CHAS. REZ
Standard Automobile Co. Garage and Repairs
Standard Six & National

Nebraska Buick Auto Company Bulok and Oldsmobile Cars...
Quake Beach, Lee Ruff, Neager H. E. FIDLER, Geo' Neager Lincoln Beach, C. H. SMOLE, Hager

Coit Automobile Co., 2209 Farnam St.

JACKSON
PIONEER IMPLEMENT COMPANY,
Council Bluffs, Iowa.

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

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

FRANKLIN
PEERLESS
GUY L. SMITH, 2207 FARNAM ST.

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

R. R. KIMBALL Stevens-Duryea, Cadillac, Stanley Steamer.
BABCOCK ELECTRIC
8026 Farnam Street.

BABCOCK R. R. KIMBALL,
2026 Farnam St.

BAKER ELECTRIC Electric Garage
DENISE BARKALOW, Proprietor
2218 Farnam Street.

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

Apperson APPERSON SALES AGENCY
1102-4 Farnam St.

WHITE Steamer Wood's Electric
DRUMMOND
2024 Farnam St.

KISSEL KAR \$1,500 30 H. P. KISSEL AUTO CO.
\$2,000 50 H. P. \$3,000 60 H. P. 2016 Farnam St.

VELIE MOTOR CARS
VELIE AUTOMOBILE CO., (202 Farnam St.
John Deere Plow Co., Distributors.

Ford Motor Co., Temporary Location
1818 Farnam St., Omaha, Neb.

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

JACKSON PIONEER IMPLEMENT COMPANY,
Council Bluffs, Iowa.

Coit Automobile Co. 2209 Farnam Street

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

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FREELAND BROS. & ASHLEY, 1102 Farnam St.

FRANKLIN PEERLESS
GUY L. SMITH, 2207 FARNAM ST.

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

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J. J. DERIGHT CO.
1818 Farnam St.

Announcement!

The Sweet-Edwards Auto Co. announce the opening of their fire proof daylight garage and salesroom Wednesday and Thursday, February 2-3, afternoon and evening. We shall be much pleased to have you call in and inspect our new quarters.

Sweet-Edwards Auto Co.
2052-2054 Farnam Street