

PIONEERS AND PROMOTERS OF AUTOMOBILE BUSINESS

Men Who Blazed the Way for the Gasoline Car and Then Pushed the Developed Machine Into Its Present High Position in the Favor of the Public

THE Fifth Annual Automobile show, which will be held this week at the Auditorium, will show most forcibly the growth of this industry in the west, and especially in Omaha, which is the distributing center for the entire western country. It will show that Omaha has grown from a city which twelve years ago boasted one second-hand automobile to an automobile center with 700 cars owned by individuals and a large list of cars in the garage for sale. The second-hand car of twelve years ago was worth about \$750, while today there are cars in daily use in Omaha which cost \$7,500.

Omaha may well be proud of its transition from the horse-driven vehicle period to the present when motor vehicles have practically supplanted the horse for family purposes and when the commercial autos are making fast inroads against the heavy Percherons which draw the drays through the city. The growth of the industry has been sure and certain and not marked by any such flurry as was witnessed when the bicycle became so popular that everyone had to have one. The bicycle craze soon died away, but it seems as though the automobile was destined to a longer life.

Automobile owners seem to be a skeptical lot and because of the cost of the machines, they study the problem and after looking around, buy something to suit them. Thus it seems that the automobile is coming to stay as few who ever owned one seem to be willing to give them up and do without.

H. E. Fredrickson was the pioneer in the automobile business. He owned the first second hand car and has been pioneering in the field ever since. Fredrickson was the first who had the nerve to buy one of the large high-priced cars and all thought he had gone crazy, as it was thought that no one in Omaha would be willing to pay \$3,000 for a car. Fredrickson claimed he knew better and his judgment proved sound because he not only sold that car, but has been selling as high priced cars as he is able to get hold of ever since.

Clarke G. Powell followed in the business and he combined automobiles with buggies. He soon saw the demand for automobiles and sold his stock of buggies to devote all his time to the automobile business. The business grew and Powell was the pioneer to establish his business on Automobile row. He has two large buildings, now occupied by Fredrickson, built for his use. Powell, after a few years thought he saw a better field in the automobile supply business, so he sold all his cars and has been engaged in the accessory business ever since.

Colonel J. J. Deright was the next to take up automobiles. The colonel was engaged in the safe business and carried automobiles simply as a side line for several years, until he saw the possibilities of the business, he broadened out and secured the services of Ed Estill as manager and now has one of the largest garages in the city.

From this small beginning the business has grown until there are now thirty-six automobile dealers in Omaha and five dealers in accessories. The dealers and the cars they handle are:

- Atlantic Automobile company, Premier, Ford.
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- Apperson Sales agency, Apperson.
- Avery company, Tractors.
- Baum Iron company, accessories.
- Bergers Automobile company, E-M-F., Flanders.
- Capron-Wright Auto company, Speedwell, Moline.
- J. I. Case Flow company, Ohio.
- Central Tire and Rubber company, accessories.
- Cott Automobile company, Rambler, Mitchell.
- J. J. Deright company, Locomobile, Matheson, Stoddard-Dayton, Regal, Waverly.
- John Deere Plow company, Velle.
- Drummond Carriage and Auto company, White Steamer, White Gasoline, Woods Electric.
- Electric Garage company, Packard, Baker, Rauch & Lang, Detroit.
- Ford Motor company, Ford.
- H. E. Fredrickson Automobile company, Hudson, Chalmers, Detroit, Pierce-Arrow, Thomas.
- Freeland Bros. & Ashley, Mason, Midland, Maytag.
- W. L. Huffman Automobile company, Inter-State, Anhut, De Tangle, Hupmobile.
- H. R. Kimball, Stevens-Duryea, Babcock, Cadillac, Stanley Steamer.
- International Harvester company, International.
- Kissel Automobile company, Kissel Kar.
- Brick P. Kuhn, Duer.
- Liningier Implement company, Oakland, Gleason, Staver, Welch.
- C. F. Louk, Marmon, Haynes, Fal, Halladay, Empire.
- Maxwell-Briscoe-Omaha company, Maxwell.
- Mid-West Auto company, Cole "30."
- Andrew Murphy & Sons, Frayer-Miller, Randolph Trucks.
- Nebraska Puncture Proof Tire company, Fires.
- Nebraska Buick Automobile company, Buick, Oldsmobile.
- T. G. Northwall company, Brush.
- Olds Gas Engine Power company, Reliance.
- Omaha Motor Car company, Caster car.
- Omaha Rubber company, accessories.
- Omaha Automobile company, Auburn, Rider-Lewis.
- Powell Supply company, accessories.
- Paxton-Mitchell company.
- Guy L. Smith, Franklin, Peerless.
- Rachne-Sattley company, Firestone, Columbus.
- Standard Automobile company, National, Badger, Standard Six.
- Sweet-Edwards Automobile company, Moon, American Traveler, Parry.
- Standard Oil company, oils, greases.
- Van Brunt Automobile company, Pope-Hartford, Overland, Marion.
- Velle Automobile company, Velle, Columbus, Wilcox Trucks.
- Wallace Automobile company, Stearns.
- Western Automobile company, Great Western, Schacht.
- Western Automobile Supply company, accessories.

The Omaha Automobile club is one of the active institutions of the city in the summer time and its life is practically contemporaneous with the history of the automobile industry in Omaha. When Omaha was the proud possessor of four automobiles a club was formed and out of that has grown the present Omaha Automobile club, which has done such valiant service on several occasions, notably in the entertainment of the women who accompanied the dele-

gates to the National Eagles' convention to Omaha last August and in the entertainment of many visitors. When the Glidden tour passed through Omaha the Omaha Automobile club joined in the entertainment, although the visitors stopped over night at Council Bluffs. When Kansas City sent its road race through Omaha the Omaha Automobile club acted as host for the evening.

When there were but two garages in Omaha they were located at Fifteenth and Capitol avenue. Now that there are thirty-six dealers, they are all trying to locate on "Automobile Row," which is the name given to Farnam street from Eighteenth to Twenty-fourth streets. Clarke Powell was the pioneer and since that time there has been a continual scramble to get a location along Farnam street. Large tenement houses have been elevated and garages built under them. New garages too numerous to count have been built during the last year and others are under way.

R. R. Kimball built what was considered the finest garage in the entire west two years ago, but now it is entirely too small and he has prepared plans to build one twice as large across the street. This will provide a permanent home for the Stanley Steamer and will enable Mr. Kimball to have his salesroom in an entirely separate building from his workshop. The building will have some architectural pretensions, as the Farnam street front will be worked out in the Doric order, with triglyphs and details as entablature decoration. The ample and striking entrances are provided and effectively flanked by flambeaux, the wall veil between being given up to plate glass and spectacular show windows. The structure is to be fireproof and the floor space so arranged that two model show rooms with offices and other accessories are provided on Farnam street, while in the rear space is left for the Stanley garage and machine shops and a commodious elevator service to the storehouse on the second floor. In general appearance the building will match the Kimball garage across the street.

The Omaha Automobile company will move into its new garage at 1910 Farnam street soon, where the new fireproof building will provide a splendid salesroom. The present quarters at 216 South Nineteenth street will be retained as a storeroom.

The Western Automobile Supply company has doubled the size of its place of business during the last few weeks by securing the adjoining store room at 1920 Farnam street. This firm has met with great success since locating here last August and the necessity for more room forced them to secure additional quarters.

Denise Barkalow, manager of the Electric Garage company, who last fall built a large commodious structure on Automobile Row, has also found his room insufficient and has plans drawn for adding another story to his present building, which is 66 by 125 feet.

Guy L. Smith, a pioneer with Clarke G. Powell in the business, who some time ago opened for himself in the old Christian church on Nineteenth street and who last year moved into his new garage on Automobile Row, has also seen the necessity for more room and will add 100 feet to the rear of his present structure.

The Nebraska Puncture Proof company has moved from 706 North Sixteenth street to 2201 Farnam street, on Automobile Row. Alterations were made in the building to suit the new tenant.

The Sweet-Edwards company is a new firm, with one of the finest salesrooms in the west. The design for the new building was made by Ernest Sweet, who is quite a builder of houses. A new feature is the overhead skylights and also the front windows, which extend to the floor. The building is one of the best lighted in the country.

C. F. Louk has a new home for his automobiles on Automobile Row and will be located in time to show visitors to the show in his

new quarters. The salesroom is distinct from the garage and workshop and away from the noise of hammers and incoming machines.

The Nebraska Buick company has one of the largest salesrooms and garages in Omaha. It is located on Automobile Row, between Nineteenth and Twentieth streets, and houses a host of cars, as Manager Huff has a large territory to keep supplied with cars.

H. H. Van Brunt of Council Bluffs has seen the advantages of Omaha as an automobile center and is building a large garage on Automobile Row. He had expected to have the building done in time for the show, but the severe winter kept back the work of building the basement and delayed the work all around. Mr. Van Brunt will put in a full line of well known cars.

Numerous other dealers are established on the Row and others are now building garages, while others have sites in view. Gould Dietz is building a garage for the McIntyre Automobile company on the lot adjoining Guy Smith on the east.

Every dealer in Omaha has prepared to exhibit his cars and accessories at the coming show, which will without doubt far surpass any of its predecessors, both in the number of cars exhibited and also in the beauty of the show. Eastern shows have demonstrated

that people are anxious to see what the year 1910 has to offer in the way of new cars and both the New York and the Chicago shows were packed from the time the shows opened until the doors closed. It is said that the Omaha show will equal the Chicago show in every way, and some even say it will surpass it in beauty and in the ability of the visitors to see the cars.

The Auditorium was given over to the association last evening and today an army of artisans is at work installing the cars and decorating the building. The work in the basement had been done before, as that was not in use. The management assures all that everything will be ready for the opening Monday.