

Automobiles



Oakland, Staver, Welch

This is a line of cars that must be seen to be appreciated.

The Oakland has been tried out in this section three years and grows more popular every day.

The Staver has never been sold west of Chicago before, but it is a car with more high class features than any car made at the price.

The Welch is a high class car embracing distinctive features giving it high power, style and mechanism found only in the leading cars built in America today.

Licensed under Selden patent:

McIntyre Automobile Co.

2203 Farnam Street.

ANNOUNCEMENT

Have Your Repairs Done at the Auto Repair & Garage Co.

Satisfaction Guaranteed

Call and see us at 2330 Farnam Street

Formerly H. W. Parker

WESTMAN & SMITH, Props.

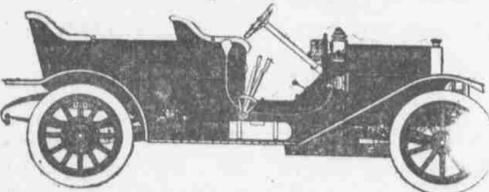
Phone Douglas 985.

Tires and Accessories

1911 Nineteen - Eleven 1911

A Year Ahead of Them All in Construction, Value and Price

Henry "35" Develops Power of the "45" H. P.



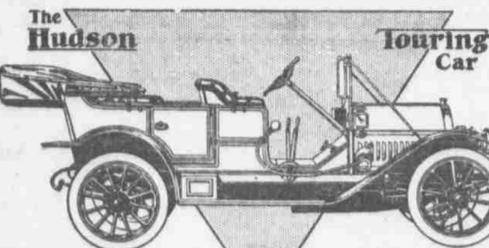
A \$2,500 Car for \$1,750

You Will Want this Car When You See It.

Full floating rear axle. F. & S. ball bearings throughout. Manufactured by Henry Motor Co., Muskegon, Mich.

Agents and dealers, we can offer 1911 inducements in a 1911 car.

See our Mr. F. C. Hill at 2025 Farnam street, Omaha, who has cars to demonstrate and is making factory contracts for immediate delivery.



\$1150

Look for the Triangle on the Radiator. This price includes three oil lamps, two gas lamps, generator, horn, tire repair outfit, tools and jack.

Power, Beauty, Room and Refinement At a Moderate Price

The Hudson is a big, roomy, aristocratic Touring Car, with all the improvements and refinements heretofore not found in any car under \$1,500.

Renault motor, selective spring gear transmission, and a sliding suspension equal to any car in the world. It has a long wheel base and large wheels, making it a wonderfully easy riding car.

From one class we are set off by our quality—from another by our price. When you buy a Hudson you share the satisfaction of both these distinctions with us.

H. E. Fredrickson Auto Co.

HUDSON CHALMERS PIERCE-ARROW THOMAS

Licensed Under Selden Patent. 2044-6-8 FARNAM ST., OMAHA, NEB.

Along Auto Row

Dealers Are Busy Shipping Cars to Every Section of the States of Nebraska and Iowa.

The following was received by the McIntyre Auto company: "Oakland Automobile Company, Omaha, Neb.—Gentlemen: Of course you all know I am an enthusiast over the Oakland, and an experience I had east might make me more so. As you know I am driving an Oakland forty, 1910, model, and you also know I have driven it in excess of 10,000 miles, with practically no expense for repairs, and when I had Mr. Bert Eastman at Clarinda, Ia., overhaul my engine this winter he accompanied his bill, which was small, with the statement that the engine was in excellent condition and only needed to be cleaned.

I left Red Oak, Ia., at 9 o'clock p. m. April 29, 1910, accompanied by Dr. R. D. Morris and Chauncey Powers of Red Oak. We had the machine standing on the floor in the Atlantic auto garage, Council Bluffs, at 11:30 p. m., driving via Glenwood. The distance is by auto road just about sixty miles, and we made the run with exactly three gallons of gasoline. These facts can be verified by employees of the North auto garage at Clarinda, Ia., as well as those of the Atlantic garage in Council Bluffs, Ia. Respectfully, A. F. KNOX.

Last week was a busy week on Auto Row. More cars went out than on the preceding week. The factory branches doing largely an agency business report fine business. The Buick agency will receive a shipment of twenty-four cars during this week. The E. M. F. agency unloaded several cars last week, and the Maxwell-Briscoe Omaha people are as busy as bees. The local agencies were busy. Many of them sold out of cars and booked deliveries for next month. It is difficult to say what class of car is selling best. The expensive car is selling like hot cakes. The middle grade car, medium-priced car, is more popular than ever, and there has never been such a demand for the aristocrat's car as now. Agents agree that now is the season to push and they are doing it. Just now is the time to get before the farmer. Now is the time for him to buy. A few weeks later he will be up to the eyes planting and he will not be pestered.

Dick Stewart said: "Charles T. Jeffery, who for sixteen years was a partner with his father, the late Thomas B. Jeffery, in the firm of Thomas B. Jeffery & Co., now assumes complete control of the manufacture and sale of Rambler automobiles. "Mr. Jeffery is widely known in the trade, having contributed much to the development of the automobile industry since its inception.

"It is announced that the business of Thomas B. Jeffery & Co. will continue without change in policy."

The demand for cars has brought into the Omaha field several new machines.

Sweet-Edwards' auto company has brought out the R. A. C. This is a \$2,200 car and is attracting considerable attention. P. C. Hill has brought out the Henry car, a \$1,750 car which has plenty of admirers. The Standard Auto company is introducing the Westcott and the Omaha Auto company the Demot. C. F. Louk says this week a shipment of the Abbott-Detroit. This is a \$1,500 car and is designed by John G. Uta. There are other new cars which will make their appearance in this market during the coming month.

Henry Thompson of the White company of Chicago has been in Omaha several days assisting W. R. Drummond in pushing the White steamer and the gasoline car. Thompson began in Savannah and was said to be one of the best auto mechanics that ever left the south.

R. J. Mansfield, manager of Kissel car company, spent last week at his old home in the western part of the state.

The Olds Gas Power company handles the Reliance truck and will move into its new home May 15, 1910, Farnam.

Manager John P. Davis of the Pioneer Implement company, Council Bluffs, had the pleasure of a visit from Lame Horse, a Dakota Indian, last week. The Indian liked the Jackson machine and just ordered four of them shipped to his Dakota home.

Colonel Derright goes hunting with Congressman Havens of Rochester. "Anybody that you go hunting with is your friend," he said. Havens is the democrat who was recently elected from Rochester. When he offered to bet he would be elected, Colonel Derright laughed

at him and said that he would help on his campaign fund. Rochester always gives the republican candidate 10,000 to spare, and the Nebraska colonel, himself a republican, imagined that he was making a safe bet. Havens was sworn in last week and wired Colonel Derright to be present.

"Hang me if he didn't win," said the colonel. "He's a sort of a republican, anyway."

Otto P. Nestman, one of the best known automobile machinists in the country, has taken over the repair concern of Parker, on Farnam, near 24th, and will enlarge it and store cars. The new firm name will be the Auto Repair and Garage company. He will have associated with him Louis Schmitt, a well known machinist of Omaha. Nestman will sell automobile supplies also.

The Chadwick is handled by Wilcox of the Standard. One of these cars was delivered to A. Storz last week.

The R. A. C. is a new car in Omaha. It is handled by Sweet-Edwards Auto company. It is built along graceful lines and is said to possess great power.

The H. E. Fredrickson Automobile company received a few days ago a telegram from the McDuffee Motor company of Denver, Colo., of which the following is a copy:

"Today Chalmers 30 completed thirtieth and last trip, thirty consecutive round trips, Denver to Colorado Springs and return, 4,500 miles in thirty days. Escort of Chalmers owners two blocks long paraded city amid tense enthusiasm. Total cost parts replaced \$1.80. Never missed shot."

"One of the things that impressed me most upon my recent visit east," said H. E. Fredrickson of the H. E. Fredrickson Automobile company, "was the magnitude of the manufacturing plant now being erected by the Hudson Motor Car company at Detroit, Mich.

"While it was originally intended to invest \$500,000 in this proposition it has now been found that more money could be spent to very good advantage, and the original estimates will be considerably over-reached. The buildings are of the latest and most approved type, fireproof in every sense of the word, and the machinery to be installed is the most expensive and up to date that money can buy."

Guy Smith said: "The H. H. Franklin Manufacturing company believes in the young men of today. That there has been a lack of this development this company feels certain. With this in mind the technical class in the training division of the company has been established. This branch of our work is under the immediate charge of a competent instructor, who is a graduate of the mechanical course of Purdue university. Students entering this course have many advantages which were not possible under the old fashioned apprentice system, where a boy was turned loose to the tender mercies of this or that particular foreman."

Lee Huff said: "The American Sheet and Tinplate company is authorized for the statement that the Buick Motor company's contract on cold rolled steel is the largest single contract on cold rolled steel and shafting ever placed in the United States.

"The Buick contract specifies delivery during 1910 of 10,000 tons of cold rolled steel and the American company says this exceeds the next largest by 2,000 tons.

"This in itself should be sufficient evidence as to the large scale on which the Buick operations are conducted at the great Flint plants, but other figures are equally interesting as showing the vast quantity of raw material required by the Buick company.

"The contract on sheet steel, which is used for fenders, hoods, drip aprons, etc., will amount to 1,500 tons for 1911 and 1,300 tons of steel forgings are used per month."

W. L. Huffman said: "One of the cars to win a perfect score in the recent 10-mile endurance run of the Savannah (La.) Automobile club was the Hupmobile. The run was over roads of wretched condition between Savannah and Jacksonville, Fla., occupying two days. The Hupmobile was in competition with cars of much greater weight and horsepower.

"Word has been received of a rather remarkable record made in Minnesota with a Hupmobile. J. B. Keller drove a Hupmobile from Minneapolis to Breckenridge, the distance of 250 miles was made in twelve hours and the gasoline consumed was only ten gallons—an average of twenty-five miles per gallon over rough and tumble roads."

Henry H. Van Brunt has made the Overland one of the foremost cars of Iowa. He knows just how to push a car and he is assisted by his two sons who know the

"innards" of about all of the cars that can go.

Bradley, Smith & Merriam are pushing the Deal and Imperial throughout Iowa vigorously.

Bert Murphy is spending the week at Excelsior Springs. Manager Wilson of the Paxton-Mitchell company said that work is progressing rapidly on the new garage and that the new machinery will be here ready for it when completed. The company will not sell cars, but store and repair them.

COMBINE OF AUTO CONCERNS

Promoters of the Deal Steadily Scooping In the Factories.

New York advices repeat with positiveness the rapid development of the merger of automobile manufacturing companies into a corporation financed by the banking houses of J. P. Morgan & Co.

While this was expected some time ago, when the Morgan interests organized the General Motors company, which this year will turn out 60,000 cars, the announcement is made that the United States Motor Car company of New Jersey had purchased the majority of the stock of the Columbia Motor Car company made it evident to Wall street that J. P. Morgan and his associates soon would control the automobile industry of the country, which has become one of its greatest industrial features.

Only recently Mr. Morgan secured control of the E. M. F. company of Detroit, one of the largest automobile plants in the middle west.

The Studebaker company had a third interest in the concern—the Everett-Metzger-Flinders Automobile company—and the Morgan banking firm, acting for the Studebaker company, paid \$4,500,000 for the other two-thirds of the stock.

This stock was turned over to the Studebaker company, but the Morgan interests are said to control the latter company.

In addition to this the United States Motor company will issue certificates, countersigned by the Central Trust company, giving holders of Columbia Motor Car company stock their share of revenue, under the Selden license.

The General Motors company, which is controlled by the Morgan interests, has a capital of \$30,000,000. This corporation is the largest and the most aggressive automobile concern of absorbing and expansive tendencies in the country. Its production this year will amount to \$60,000,000. It has acquired the following well-known companies: Buick Motor company, Cadillac Motor Car company, Olds Motor works, Oakland Motor Car company, Marquette company, Reliance Motor Truck company, Rapid Motor Vehicle company, Western Motor company, Northway Motor and Manufacturing company, Bedford Motor company, Ltd., of London; McLaughlin Motor Car company, Welch company, Elmore company, De Carter Car company, Randolph Motor Car company, Ewing Motor Casting company, Michigan Auto Parts company, Michigan-Church-Wilson company.

NOTED AUTO THIEF CAPTURED

Woman's Clever Swindle Successfully Worked All Over Country.

"A pretty young woman, with dark eyes and winning smile" is the pen picture given of a professional automobile thief, who made off with two cars in New York City this month. In her operations, which have extended from San Francisco to New York, she was assisted by a young man, supposed to be the woman's husband, who managed to elude the police. Two New York victims are placed to her credit.

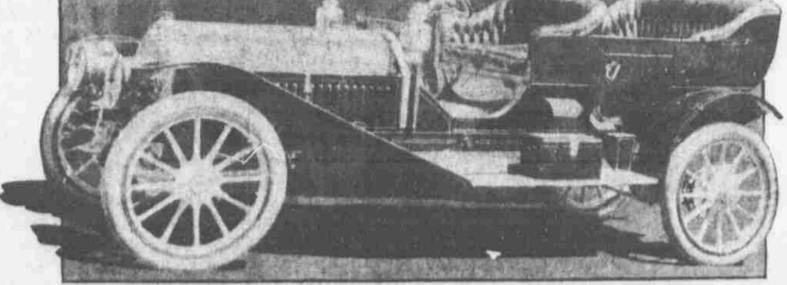
At the Fairmont hotel in San Francisco she registered as Mrs. Ortega, Mr. Ortega being along. They visited a dealer and pretended that they wanted to buy a \$5,000 car. A demonstrator was sent along with them and he was left a few hours later in the same fix that Mr. Homan found himself last Thursday afternoon.

They registered at the Auditorium Annex in Chicago as "Mr. and Mrs. N. J. Spalding," and worked the game with neatness and dispatch. Denver entertained the couple next and the Brown Palace had the honor of their patronage. From Denver they apparently came straight to New York, since the date of the Denver theft and the date of Burgess' loss were only a few days apart.

What bothers the New York detectives most of all is how the pair got away with the automobiles. A big touring car is not like a necklace or a watch. You can't put it in your pocket. It has prominent markings, peculiar individuality and usually it is as easily traced as an express train. According to the police the couple have been able to sell as well as steal. One of the cars stolen in the west was sold at Lansing, Mich.

The Great R. A. C.

The sensation of the year, brought to Omaha by the Sweet-Edwards Automobile Co.



The R. A. C. is 50 horse power, 6 cylinder, 132-inch wheel base, 36-inch wheel, full floating rear axle, 3-point suspension motor, selective transmission. All easily accessible. Price \$2,200. A truly high power, high class car, sold at the price usually asked for an ordinary 4-cylinder machine. Only a few of these cars allotted to Nebraska for this year. Get in early.

SWEET-EDWARDS AUTOMOBILE CO.

2050 Farnam Street

THE OMAHA BEE'S DIRECTORY Of Automobiles and Accessories

BABCOCK

R. R. KIMBALL, 2026 Farnam St.

Jackson

Detroit Electric PIONEER IMPLEMENT COMPANY, Council Bluffs, Iowa.

Rambler Coit Automobile Co.

2209 Farnam Street

THE PAXTON-MITCHELL CO. AUTOMOBILES

Storage and Repairs Doug. 7281— 2318 Harney Street. —A-2011

Mason

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

FRANKLIN

PEERLESS GUY L. SMITH, 2207 FARNAM ST.

Ford

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

R. R. KIMBALL

Stevens-Duryea, Cadillac, Stanley Steamer. BABCOCK ELECTRIC 2026 Farnam Street.

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.

KISSEL KAR

\$1,500 30 H. P. KISSEL AUTO CO \$2,000 50 H. P. \$3,000 60 H. P. 2129 Farnam St

VELIE

MOTOR CARS VELIE AUTOMOBILE CO., 1902 Farnam St. John Deere Plow Co., Distributors.

Ford Motor Co.

Temporary Location 1818 Farnam St., Omaha, Neb.

Locomobile

Mattheson J. J. DERRIGHT CO. 1818 Farnam St.

Detroit-Electric

JACKSON PIONEER IMPLEMENT CO. Council Bluffs, Iowa.

Mitchell

Coit Automobile Co., 2209 Farnam St.

Stearns

WALLACE AUTOMOBILE CO. 24th—Near Farnam Street.

W. L. Huffman & Co.

Inter-State, 4-Cylinder Cars Headquarters \$1,750; DeTemple, \$650; Hupmobile, \$750. 2025 Farnam Street.

BRUSH RUNABOUT

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

Apperson

APPERSON SALES AGENCY 1102-4 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 Painting Trimming 14TH AND JACKSON

MARMON

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

SWEET-EDWARDS AUTO CO.

AMERICAN \$4,000 MOON \$1500 PARRY \$1285 2052 FARNAM STREET

Nebraska Buick Auto Company

Lincoln Branch, 13th and F Sts., E. E. RIDLES, Gen'l Mgr. Omaha Branch, 1912-14-16 Farnam St., LEO HUFF, Mgr. Buick and Oldsmobile Cars.

INTER-STATE

\$1750 Fully Equipped—4 Cyl., 40 H. P. W. L. HUFFMAN & CO., 2025 Farnam St. Distributors

AUTOMOBILE INSURANCE

500 Brandeis Building Phone Douglas 29 H. E. PALMER, SON & CO., John W. Redick, Mgr. Auto. Dept.