

Some of the "DADS" on Automobile Row



Along Auto Row

Dealers Able Now to Supply Demand for Cars and Are Selling Right Along—New Garages Done.

In spite of the uncomfortable weather since the season opened dealers have had about all that they can do to supply the demand for cars. The severe winter making it next to impossible to automobile, made everybody anxious for the season to open. They have been out in every possible weather and they have been buying cars. The game has been so strong that the majority of the dealers have sold their original allotment the first six weeks of the season. All of them have been to their factories urging additional cars and most of them have got them.

Ernest Sweet received the following from Kansas City, Mo., May 15.—Lester M. Dull, driving a Parry roadster No. 12, won event No. 2 of the Dodson hill climb yesterday afternoon, making the hill in 1:00. Mr. Dull drove a beautiful, spectacular race, giving the spectators a few thrills as he thundered around the bridge turn. The time of the Parry car was remarkable as it was better than eleven other entrants, ranging in price from \$300 to \$2,500 more.

Ernest Sweet has engaged a suite of rooms in the New City National Bank building and will be in his new quarters as soon as the building is completed. Sweet does not permit his automobile interests to interfere with his real estate affairs, indeed he is all of the time increasing his real estate interests.

W. L. Huffman received the following: Harrisburg, Pa., May 12, 1910.—Inter-State Automobile Co., Muncie, Ind.: Inter-State wins first prize, class B, Harrisburg reliability contest with perfect technical and control scores. Five hundred and five miles. I. W. DILL.

Colonel F. F. Stroud is now the owner of a seven passenger, fifty horse-power, Welch, bought of the McIntyre Auto company last week.

J. G. White of Omaha and F. P. Sullivan of South Omaha purchased Oakland



HENRY H. VAN BRUNT of Council Bluffs, Iowa.

ting and plugging for their cars has linked their names to their cars. When one speaks of Huffman, one thinks of the Inter-State, and his Hupmobile. It is natural to call Drummond's name when the White Steamer is mentioned. The Overland suggests Henry H. Van Brunt; Chalmers-Detroit, Fredrickson; The Cadillac and Stevens-Duryea, Kimball; Baker Electric and Packard, Dennis Barkalow; Stoddard-Dayton, Colonel Deright; The Rambler, Dick Stewart, and others who have entered the business since these, and who are persistent advertisers and are well known.

The official record in the office of the secretary of state shows the sale of cars

Brought down to the last analysis, however, it is found that he plays a most important part in the makeup of the car and its reliability. That man is the laboratory chief. At the Pierce-Arrow plant at Buffalo, the laboratory is in a conspicuous place in the factory, but the doors to it are kept closed except to those who are especially interested since aside from the huge physical testing machinery there is little in the rows and rows of bottles that would interest the casual visitor.

It is in this department, however, that no small portion of the success of the Pierce-Arrow cars is worked out. Some idea of the work done may be gained from the fact that between 10,000 and 12,000 determinations of the constituents of metals are made every year. Almost every form of metal used in the trades is tested out during the course of a year and should a shipment of forgings or castings fall below specifications, the laboratory is the first to announce the fact. It is here that the tensile strength tests are made, too, and for this purpose a 100,000-pound testing machine is kept in service.

The Mid West Auto company, agents for Cole 30, is being congratulated upon the showing made in Lake Geneva run last week. The Cole 30 not only made first in the Economy test, but where certificates were granted to winners in each class, according to the list price of the car, the Cole won the certificate in class.

Charles Merz, who was connected with the Standard Auto company here, is now in Indianapolis, getting the National in trim for the Speedway races. Merz is one of the best young drivers in the country.

Otto Nestman, an old racing man, has left the sales department of cars and is now running a repair house. Nestman knows the ins and outs of cars, and will succeed. The Paxton-Mitchell company will move into its new place during the coming month. This is one of the most modern exclusive



R.S. MANSFIELD

of the great automobile manufactory a pleasant time, and incidentally went over the season's business with him. Mr. Willis was delighted with Council Bluffs and Omaha. The record of sales made by the Van Brunt Auto company was particularly gratifying. The rise of Mr. Willis to the presidency of one of the greatest automobile concerns in the country, makes a story of intense interest. In another part of the paper Mr. Van Brunt tells the story. It is worth reading, whether one is a dealer or not, or whether one owns an Overland or any other make of machine.

The Kissel Kar people have brought out the Warren Detroit. They have made a success so far with the Kissel, and it looks as if they will make the Warren Detroit go like hot cakes. Mansfield & Holt are a team of good strong workers and generally impress a customer.

George Reim, manager for R. R. Kimball, has a faith in the Cadillac that will move a small mountain, his friends say, and his love for Stevens Duryea amounts to a worship of the fiercest sort.

Willard Hosford wears a great smile these days. The Velles have begun to come. He is filling orders to beat the band, and if the shipments keep up, there will be "some Velles gwine on around here."

H. E. Sidles, general manager at Lincoln, of Nebraska Buick company, is looked upon as the best automobile man in his part of the state. He is one of the coming men of the west in his line.

Lee Huff, local manager of the Nebraska Buick, is one of the best posted men in cars in the country.

It is about as important for a dealer to advertise the cars that he has sold, as it is to advertise those he hopes to sell. Satisfied customers of cars are the greatest strength of the dealer's business. Men and women like to see their car written about. They like to know that Mr. Dealer thinks enough of his machine to make a fuss over it, and that his sales did not stop with their purchase.

The special automobile editions of The Bee have been praised unstintingly over the country. In some sections their makeup has been adopted by good papers, their front pages taken and the matter used in the ads has been appropriated.

The Bee's special editions are boosts for the automobile game. They are the same thing to it, that a fair is to agriculture and stock raising.

In these editions is centered every good thing, and interesting thing that can be said of automobiles. Wide awake dealers welcome these specials. Their advertising is worth just about four times as much as it is in an ordinary number.

GLIDDEN TOUR TROPHY DESIGN IS ANNOUNCED

Chicago Motor Club Accepts Unconventional Bronze Plaque of Large Size.

CHICAGO, May 25.—The design for the Chicago trophy, which is hung up for competition in the roadster class in the annual national tour of the American Automobile association, familiarly known as the Glidden tour, has been accepted by the Chicago Motor club. It differs from the conventional in that it is a huge bronze plaque, instead of the shield that has been up in previous years, and also in that it is not of a stock design. Thomas M. Wilder of Motor Age, Chicago, is the artist who executed the

idea. The plaque is thirty-two inches in length and sixteen three-fourths inches in depth. In general the idea shows the Glidden trail coming out of the southwest and entering Chicago, which is vaguely shown in the foreground by lowering buildings. In the right of the plaque are two figures, one representative of Chicago holding out the palm leaf of victory, while the other is a female figure symbolical of motor technique. These two figures are seated on a

curved bench, on the side of which is the American Automobile association emblem. In the left-hand lower corner are the shield of Chicago and the emblem of the Chicago Motor club. All three emblems are to be finished in colored enamel, while more enamel work will be found in the upper corners of the plaque.

Adjustment of Brakes. The adjustment of the brakes is even

more important than that of the bearings. They require treating according to their individual construction. Two points, however, should be borne in mind: First, that the pedal or hand lever should not be at the limit of its stroke, even when the brake is a hard one; and, second, that the braking surfaces should not rub anywhere when the brake is off.

The Key to the Situation—Bee Want Ads.

THE WESTERN UNION TELEGRAPH COMPANY.

23,000 OFFICES IN AMERICA. INCORPORATED. CABLE SERVICE TO ALL THE WORLD.

RECEIVED at 212 South 13th Street, Omaha, Neb.

18 ch 1 K H 32 Paid.

Paris, Ill., May 19, 1910.

McIntyre Automobile Co.,
Omaha, Neb.
Oakland wins free-for-all in Paris hill climb today.
Time, 26 3-5 seconds, standing start. Defeated Palmer-Singer
Sixty, time, 27 4-5 seconds, and Buick time, 29 3-5 seconds.
Paris Auto Company.

THE OAKLAND

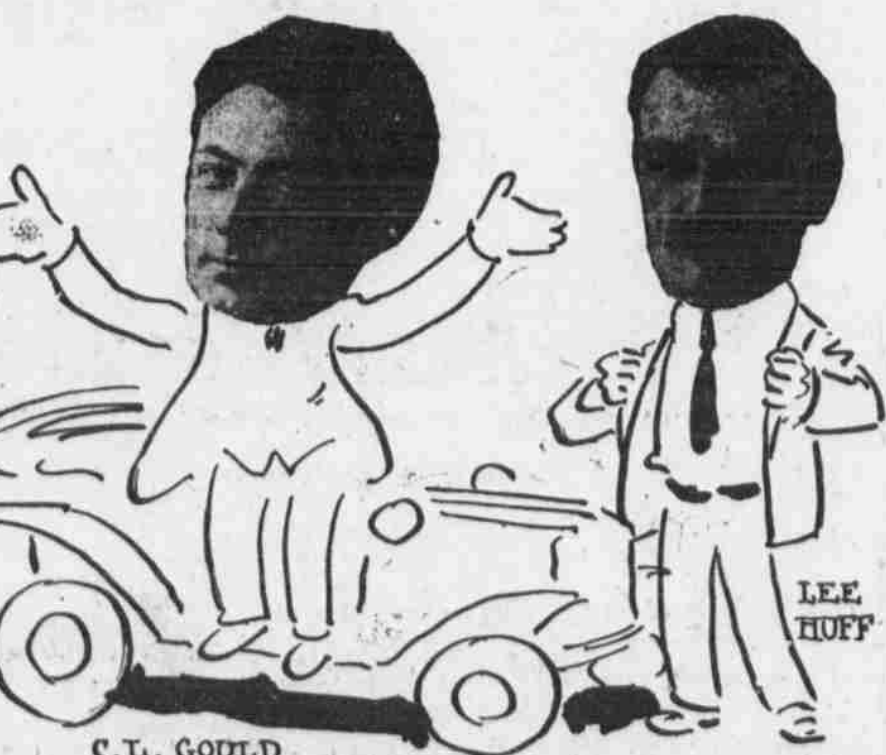
The Oakland is the best all around car in the market today. It is built strong. It is graceful, easy, reliable, and is no doubt the least expensive car to maintain. It is used by those who are compelled to have a good car and one that never fails. It is used by the class who seek an easy riding car with enough surplus power so that the car is never strained. The Oakland is made in 3 colors, Brewster Green, Royal Blue and Red. The little 30 roadster is a real automobile, built on graceful and powerful lines and does not throw you out of the seat if it happens to run over a lead pencil. We can make immediate delivery on these cars. Outside of wrecks we keep this car in repair for you the first season free of charge.

McIntyre Automobile Co.

2203 FARNAM STREET



DENISE BARKALOW



C.L. GOULD

In Nebraska last month as follows: Buick, 156; Ford, 102; Overland, 98; Maxwell, 95; Reo, 77; E. M. F., 44; Oakland, 34; Jackson, 31; Cadillac, 30; Velles, 17; Chalmers Detroit, 16; Rambler, 14; Regal, 12; Oldsmobile, 7.

During the week ended May 21, registration of motor cars in New York state showed Buick again first, with 135 cars. Ford was second, with eighty-nine cars.

Henry Peterson of South Omaha has opened an automobile garage at 436-38-40 North Twenty-fifth street, styled the South Omaha Auto company. He has associated with him his son, H. N. Peterson, who is an expert automobile man. They will handle the Carter car, Deal and Imperial, and do all kinds of repairs.

Henry H. Van Brunt has bought another large shipment of Overlands and is ready to make his usual immediate deliveries. "This is how to get ahead of Henry Van Brunt," said an auto man yesterday.

So far as outward appearances go, there is one man in the high grade motor car factory whose services show very little.

Denise Barkalow hasn't handled the Packard longer than a season, but he has made its sales in this section far exceed his allotment.

The Stearns has attracted a great deal of attention since the Wallace Auto company brought it out. Its sales have been fine and many of these cars are seen on the streets.

The R. A. C. brought out by Sweet-Edwards Auto company, is attracting attention now along auto row. It is a large, roomy car, graceful and powerful, and for \$2,300 is considered one of the best cars in the country. It has made good cars and Ernest Sweet will make it a winner in Nebraska.

President Willis of the Oberland company, was the guest of Henry H. Van Brunt of Council Bluffs, not many days ago. He was returning from California where he had spent the winter. Mr. Van Brunt, in his usual hospitable manner, showed the head

46 last week of the McIntyre Auto company.

Charles F. Louk is in the east to bring out new shipments of cars.

Guy L. Smith has made the Franklin and Peerless cars one of the most popular cars in this section of the country. Smith has pulled for them in season and out. He has booked no cars except the Franklin and Peerless, and his name has become linked to them so that whenever either is mentioned, one naturally thinks of Smith. There are several dealers in Omaha, however, whose persistent adver-