



# Automobiles



## Along Auto Row

Automobile Dealers Receiving 1911 Models. Activity in Club Matters.

The Omaha Motor club expects to entertain during the next month with an endurance run.

Guy Smith is in Syracuse bringing out his 1911 Franklin. Smith is greatly pleased with the new model and says that it will prove a sensation when it glides up the law. The new Franklin will likely be on exhibition next week.

Ernest Sweet left last week for a three days' tour through western Nebraska in a Moon. Sweet is wonderfully successful with this car and has made it very popular. The Parry, said to be the prettiest car of its class in the country, is forging to the front and is destined to be one of the great medium priced cars of this section.

Special representative Charles H. Bassett of the Studebaker company, in charge in Omaha of the Garford, is well pleased with the business he is doing. The car is going to the front rapidly. Bassett makes a liberal offer for all used cars taken in exchange for the new Garford.

Freeland Bros. & Ashley have moved into the building at 1117 Farnam street with the Central Implement company. This will be their temporary headquarters. As soon as possible they will move into their own new building on Farnam street.

Denise Barklow has had a phenomenal run on his 1911 Packards. He will receive more of these superb machines next week.

Henry H. Van Brunt has gone east to bring on the new models of the Overland. The Overland has moved into its new home on Farnam street.

Lewis Doty is pushing the Maxwell and the Columbia and will begin within a short time to get his new models.

The Wallace Auto company is making wonderfully good work with the Stearns. This car is a popular machine all over the country.

The Omaha Speedway company has leased the old fair grounds west of Elmwood park. The lease is for six years. W. W. Taylor has the contract for fencing and grading the track and it is said not less than \$15,000 will be expended in getting the speedway in condition. It is expected that the first event will be pulled off about August 25.

Another laurel has been added to the Auburn "40" by its recent showing in the 60-mile pathfinding tour through Iowa and Nebraska. The car came through some of the worst roads in the two states in a perfect condition. A. L. Avery of the Omaha Automobile company was the driver.

Guy L. Smith is spending a week at the Franklin and Peerless factories. Sidney Doherty, demonstrator and instructor for Guy L. Smith for the last three years, has been seriously ill, and was operated on at Bethany hospital last Thursday.

During the aviation meet last week, Guy L. Smith, in his 1911 Peerless, came to the rescue by pumping air in the Curtiss and Mars' aeroplanes by use of the four-cylinder pump attached to the engine, which is a regular equipment to the Peerless for 1911. Quite a crowd gathered when the auto was driven so close to the aeroplanes and came in for its share of the exhibition.

The H. E. Fredrickson Automobile company is just in receipt of the following telegram from Salt Lake City, Utah:

"Thomas Flyer established new world's record for one and two miles on three lap track last night. Time for one mile, fifty-five and three-fifths seconds, two miles, one minute and forty-six seconds."

H. E. Fredrickson of the Fredrickson Automobile company left Wednesday evening to visit the Detroit and Buffalo factories. Besides making arrangements for next season's line, he will hurry forward the balance of 1911 shipments.

The Hudson Motor Car company has covered many quarters of the globe recently by reappointing agents in Canada, Havana, Cuba, and establishing new agencies in Cairo, Egypt, the British West Indies and South America.

Mr. B. S. Wilson of Montreal visited the Hudson factory here and signed a contract for the ensuing year by which he purchased 20 cars, twenty of them for immediate delivery. The Hudson has secured a firm hold on the affections of Canadian motorists and the "triangle on the radiator is plainly discernible all over the dominion.

J. M. Euenas, who sold the Hudson last year in Cuba, was also a caller at the Hudson plant and signed for another year's business handling the Hudson on the island. He reported even better prospects for 1911 than the 1910 business, which was exceptionally good.

A Hudson touring car has just been shipped to Cairo, Egypt, and several more have been contracted for by the agents for the Hudson in that ancient city.

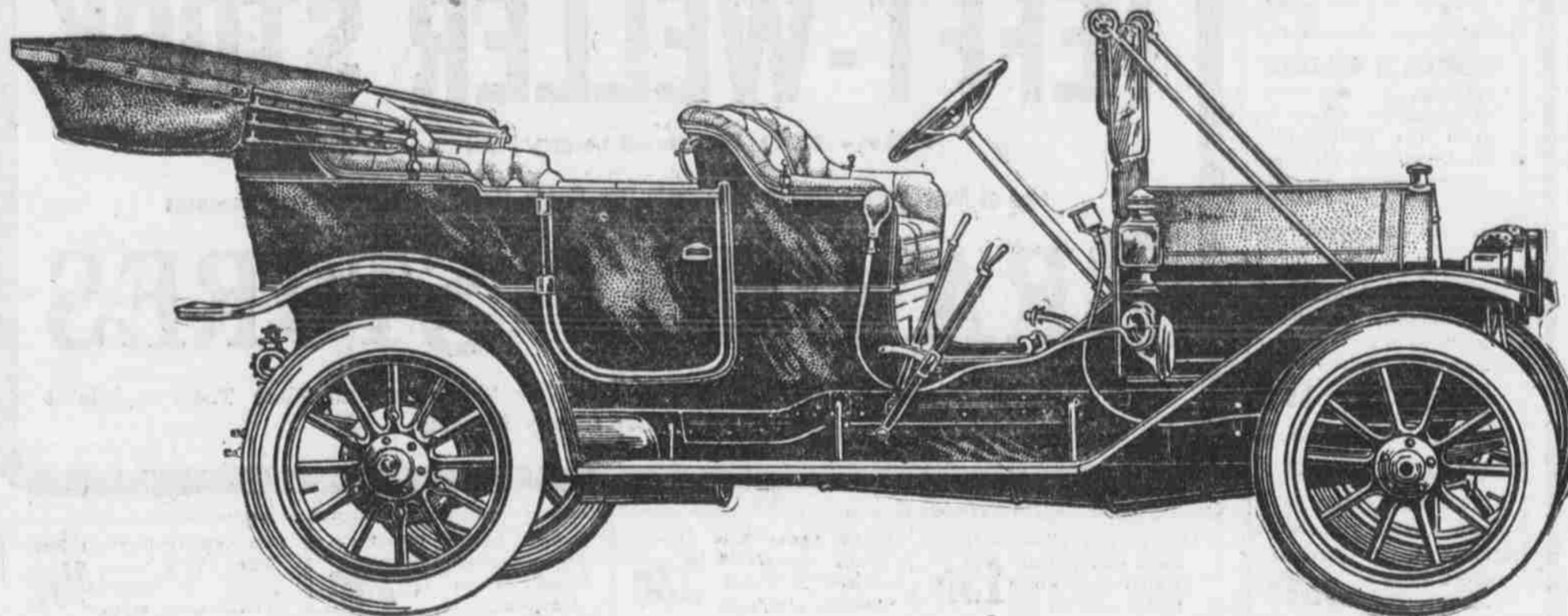
By special arrangement a travelling salesman from the Hudson company will spend the coming year in British West Indies and South America, with special attention being given to Argentina.

Colonel Deright hears that Mrs. Fisher of Trenton, N. J., who is touring the world in a Locomobile.

"The heat of the Colorado and Nebraska prairies," Mrs. Fisher writes, "during the latest week in July and when the thermometer readings were highest in 9 years, was not so oppressive as that encountered in India and more endurable than that of the deserts of the Holy Land. None of the sand or heat conditions had any appreciable effect upon the big forty horsepower Locomobile, the second machine of the make to be utilized by Mrs. Fisher since she surprised the motor world in 1908 by making what at that time was an unparalleled trip for a woman motorist, across the mountains of Pennsylvania.

Mrs. Fisher has been called the "most remarkable woman in America" by the Chinese statesman, Wu Ting Fang. The widow of a wealthy manufacturer and captain in the United States Army, Mrs. Fisher

## This car will add new lustre to an honorable name



THE most valuable asset the Cadillac Company possesses is its good name—a good name which is not merely the result of popular caprice but has been earned by what the car has done and what it has been. The Cadillac is, as you know, unique in the kind things that are said, and thought, and felt about it by thousands of people. This good name, and the extraordinary good will which it has engendered everywhere, we interpret as an obligation to build a car so fine as to remove itself automatically from the likelihood of competition.

For 1911, therefore, our first thought—our one and only thought, in fact—has been to satisfy that widespread and implicit confidence which always expects the exceptional from the Cadillac.

We believe we are justified in saying that in this larger, more powerful, more luxurious car, the Cadillac organization has surpassed itself.

In spite of ten years of devoted adherence to the manufacturing principle that any one of ten thousand Cadillac's should be interchangeable in its parts with any other Cadillac of the same type, we were not ready so short a time as twelve months ago to build a car as worthy and as wonderful as this.

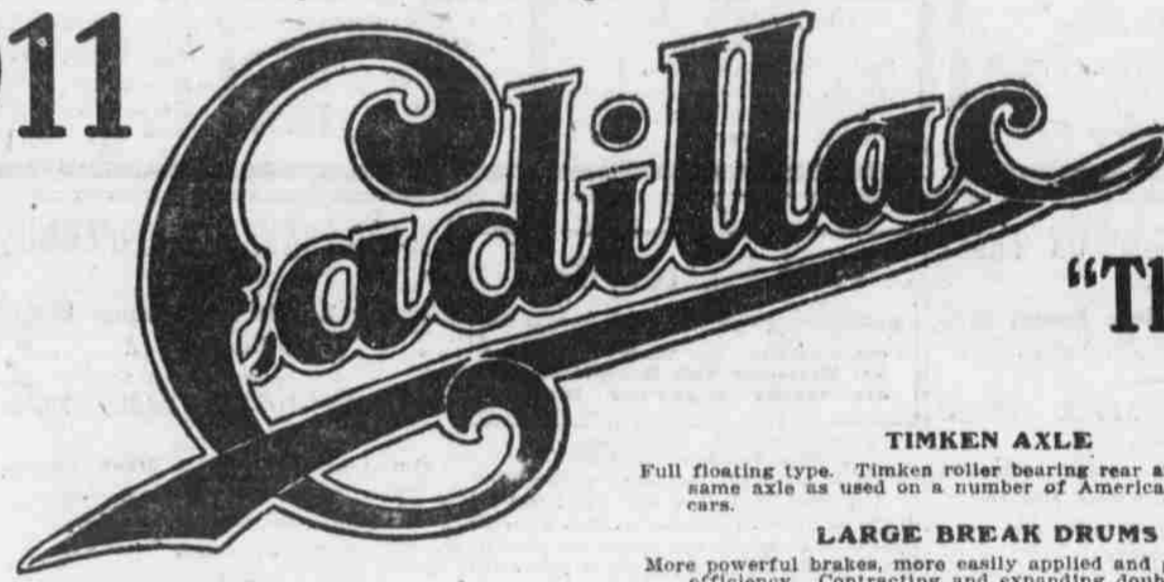
Manufacturing plants, like men, must fit themselves to do truly great things. Even with a system of standardization which has no equal in the world and which insures an absolutely perfect alignment of parts and the almost final elimination of friction, the value of 1911 was not possible in 1910.

You are receiving now, we verily believe, the most advanced type of exact and scientific motor car manufacture which the industry has produced.

Please co-operate with your Cadillac representative by the earliest possible inspection.

### Important Improvements in

# 1911



# "Thirty"

- INCREASED POWER**  
Cylinder bore increased from 4 1/2 inches to 4 3/4 inches. This, with more efficient carburetor, (Schebler) which is water-jacketed, effects a material increase in power. Piston strokes, 4 1/2 inches. The four cylinders are cast singly, with copper jackets applied, retaining the exclusive Cadillac features throughout.
- INCREASED COMFORT**  
Wheel base increased from 110 to 116 inches, making the car ride easier than ever.
- IMPROVED APPEARANCE**  
Double drop frame, 2 1/2-inch drop, which makes car set lower, and this with the larger hood and more roomy tonneau greatly improve the appearance.
- LARGE RADIATOR**  
The radiator is slightly larger, hence has greater cooling capacity. This is notwithstanding the fact that the Cadillac is never deficient in this respect.

- TIMKEN AXLE**  
Full floating type. Timken roller bearing rear axle. This is the same axle as used on a number of America's highest priced cars.
- LARGE BREAK DRUMS**  
More powerful brakes, more easily applied and greatly increased efficiency. Contracting and expanding double acting brakes, both equalized.
- TWO IGNITION SYSTEMS**  
Two complete and independent ignition systems, each with its own set of spark plugs. The two ignition systems consist of Bosch high tension magneto and the new and improved Delco system with single unit coil, high tension distributor and controlling relay. Either system alone is efficient for operating the car.
- ENCLOSED WIRING**  
All electrical wiring enclosed in copper tubes.
- COPPER MANIFOLDS**  
Copper manifolds are used for water inlets and outlets in the circulating system.
- REMOVABLE CLUTCH**  
Clutch may be removed in a very few minutes without disturbing other members.

### 1911 Cadillac Specifications in Brief

- MOTOR**—Four Cylinder, four cycle; cylinders cast singly. 4 3/4 inch bore by 4 1/2 inch piston stroke. Five-bearing crank shaft. 1 3/4 inch diameter. Bearings, Cadillac make, bronze with babbit lining. Five-bearing cam shaft.
- HOSEPOWER**—A. L. A. M. rating \$24.
- COOLING**—Water. Copper jacketed cylinders, copper inlet and outlet water manifolds. Rear driven centrifugal pump; Radiator, tubular and plate type of unequalled efficiency. Fan attached to motor, running on two point ball bearings, center distance of fan pulleys adjustable to take up stretch in belt.
- IGNITION**—Jump spark. Two complete and independent systems, including two sets of spark plugs; Bosch high tension magnets; also new and improved Delco system, single unit coil with high tension distributor and controlling relay. (Delco apparatus located in former commutator position.) Wiring enclosed in copper tube.
- LUBRICATION**—Automatic splash system, oil uniformly distributed. Supply maintained by mechanical force-feed lubricator with single sight feed on dash. Most economical and simplest system ever devised.
- CARBURETOR**—Special Schebler, water jacketed. Air may be adjusted from driver's seat.
- CLUTCH**—Cone type, large, leather faced with special spring ring in fly wheel. Clutch readily removable and most easily operated ever devised. Universal joint between clutch and transmission practically noiseless in all positions and easily removable.
- TRANSMISSION**—Sliding gear, selective type, three speeds forward and reverse. Chrome nickel steel gears. Chrome nickel steel transmission shaft and clutch shaft running on five annular ball bearings.
- DRIVE**—Direct shaft to bevel gears of special cut teeth to afford maximum strength. All gears cut by us. Drive shaft runs on Timken bearings. Two universal joints, the forward telescopic, each enclosed in housing and running in oil bath.
- AXLES**—Rear, Timken full floating type; special alloy steel live axle shaft; Timken roller bearings. Double torsion tubes arranged in triangular form affording unusual strength. Front axle, drop forged I beam section with drop forged yokes, spring perches, tie rod ends and steering spindles. Front wheels fitted with Timken bearing.
- BRAKES**—One internal and one external brake direct on wheels, 14 inch x 2 1/2 inch drums. Exceptionally easy in operation. Both equipped with equalizers.
- STEERING GEAR**—Cadillac patented worm and worm gear sector type, adjustable, with ball thrust, 1 3/4 inch steering post, 1 1/2 inch steering wheel with corrugated hard rubber rim, aluminum spider.
- WHEEL BASE**—116 inches.
- TURNS**—On Touring Car, Demi-Tonneau, Roadster and Coupe, 24 1/2 inches; Limousine 32 1/4 inches.
- SPRINGS**—Front, semi-elliptical 26 inches long by 2 inches wide; Rear three-quarter platform; sides 43 inches long x 2 inches wide. Rear cross 25 inches x 2 inches wide.

Price \$1700 F. O. B. DETROIT

Touring Car, Demi-Tonneau and Roadster (Coupe \$2,250, Limousine \$3,000). Prices include the following equipment: Bosch magneto and Delco system, one pair gas lamps and generator. One pair side oil lamps and tail lamp, one horn and set of tools, pump and repair kit for tires. 60 mile season and trip Standard speedometer, Robe rail, full foot rail in tonneau and half foot rail in front. Tire holders.

**CADILLAC MOTOR CAR COMPANY, - - - - - Detroit, Michigan**  
Licensed under Selden Patent  
**CADILLAC COMPANY OF OMAHA**  
Phone Douglas 4226. 2050 Farnam Street, Omaha, Neb.

gained fame in two hemispheres for taking up the management of the big Trenton interests and conducting them so well that she became very wealthy. But here health demanded outdoor recreation. At a dinner in her honor a year ago in the Automobile club of New York she announced her intention to visit her Italian villa, taking her Locomobile touring car with her and to continue from there on a tour of the world. Accompanying her on the longest motor car tour ever essayed by a woman, is Harold Fisher Brooks, her nephew, who acts as driver and secretary; a maid and two canine pets.

right away and the "Row" will know that the new car is about.

Colonel Deright entertained Mrs. Fisher, the business woman of Trenton, N. J., while she was here last week. She expressed a wish to meet Curtis and the colonel, introduced him. Mrs. Fisher is touring the world in a Locomobile.

**LEGAL STATUS OF CHAUFFEUR**  
Relations of Owner and Hired Driver as Defined in Court Decisions.

After a careful review of the leading cases dealing with the relation of an automobile and his paid driver, says Clinton M. Marshall, it will be seen that the following propositions have been definitely established:

First: That the chauffeur is an employe

and a servant of his employer while engaged in and performing business for which he is hired and paid.

Second: That he is employed to operate and drive his employer's automobile only at such times and such places as designated by his employer personally or by his employer's agent, either by express direction or by implication.

Third: That any driving by the chauffeur for his own pleasure or business at such times or to such places not authorized expressly or by implication by the employer does not constitute performance of his contract of employment, and an injury caused by his negligent operation of the car while so driving will not have to be accounted for by the employer in damages.

Fourth: That in order to hold the owner of an automobile responsible for an alleged injury caused by another person driving his machine, the relation of owner and chauffeur or master and servant must be shown to have existed at the time.

Fifth: That the borrower of an automobile cannot make the person loaning it responsible for the former's conduct or acts for the reason that there is no relation of master and servant in such a case; there is no hiring.

There are probably more decisions on the relation of owner and chauffeur and the owner's liability for his chauffeur's conduct in driving than there are regarding any other legal aspect of motoring. It can readily be seen why this is true. There is at all times a presumption that any one employed to drive a car for another, while so doing, is the servant of his employer, and, therefore, the burden of proving otherwise and rebutting this presumption is on the defendant, yet the burden is on the plaintiff when attempting to hold the owner liable for an injury caused by the employe or chauffeur

to show that the general relation of master and servant existed. When this is shown to have been the case, it is presumed to continue until proven otherwise, ordinarily.

The doctrine of agency are playing an important part in everything that has to do with the automobile, and our courts are being frequently called upon to determine the rights and liabilities of parties rising out of the acts and conducts of their agents. The vital question on which their controversy hinges is "was the party acting as agent or servant at the time he committed the unlawful act or made or broke the contract?"

That a chauffeur is such an agent of his employer that he can bind the latter for certain current supplies purchased is probably settled beyond a doubt. A dealer or manufacturer has the right to presume that a chauffeur acts for his principal in making such purchase and can look to

the owner for payment. For a chauffeur to obtain a secret commission on the sale of supplies or parts to the detriment of his employer is clearly illegal under both the common and the statutory law. It is his duty to give to his employer every possible advantage gained from any transaction connected with his employment.—New York Herald.

**A Straggling Citizeness.**  
Fellow citizens and voters, we take pleasure in putting in nomination as a non-partisan, or fusion candidate for president of the United States Mrs. Emily Loden, sister of the late Mrs. Emily Loden, with a base ball bat in one hand and a halpin in the other, the fair and forceful Emily defeated the attempts of three deputy sheriffs to eject her from a building she occupies as a printing office. This praiseworthy exemplification of the power of the press, and wholesome application of the big stick policy, in our opinion, stamps Mrs. Loden as especially qualified to fill the highest office in the land.—Springfield Union