

Hardware and Implements



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Paxton & Vierling Iron Works

Manufacturers of
**STRUCTURAL AND ORNAMENTAL
IRON AND STEEL**
Office and Works South 17th St., and Union Pacific Ry.

WE MANUFACTURE
Round, Square and Jacket Cans, Oil
Tanks, Grocer's Display Caddies
And SHEET METAL SPECIALTIES

We operate the most complete retinning plant in the west, catering especially to the retinning of used creamery supplies.

Western Tinware Mfg. Co.,

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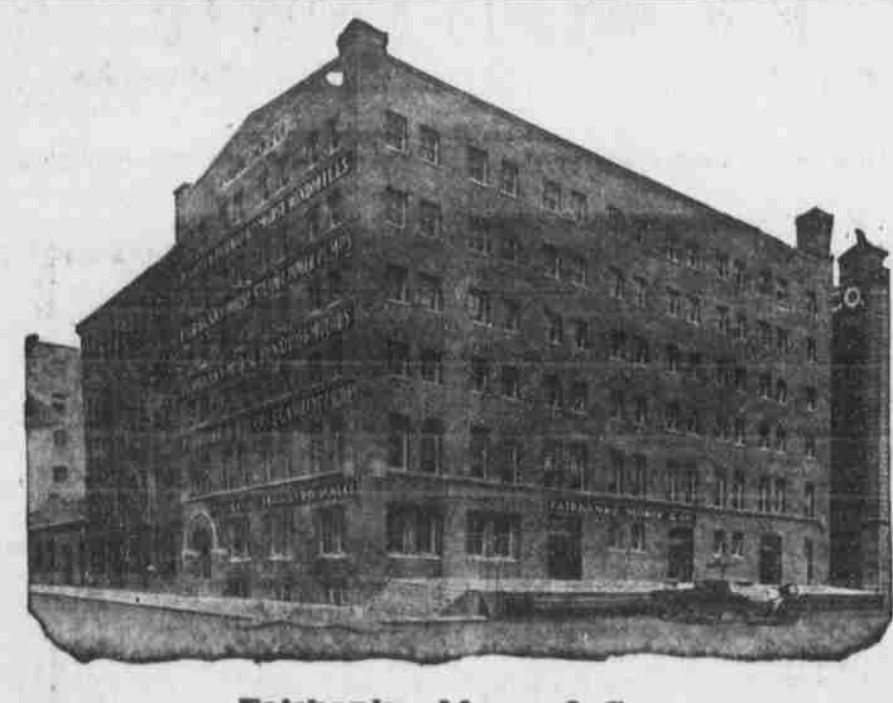
Oakland Cars

Hold the Hill Climbing Record

They have won more firsts in proportion to entries than any car built at any price. They have fewer parts, more liberal bearings, are well and strongly made. This makes the up-keep (an important item) less than on most cars. They can be more easily cleaned and adjusted than can any car built. It will pay you to look them over. Some open territory.

LININGER IMPLEMENT COMPANY

Omaha, Nebraska



Fairbanks, Morse & Co.

CRANE CO.

OMAHA, NEB.

Townsend Gun Co.

SPORTING GOODS
WHOLESALE AND RETAIL

1514 Farnam Street -- Telephone Douglas 870

MOTOR TRUCKS IN FREIGHT TRAFFIC

Self-Propelled Wagons Make Communication Easy to South Omaha and the Suburbs.

NUMBER IS INCREASING FAST

Business in Its Infancy, Spreading in Proportion.

BIG CARS THAT DO BUSINESS

Little Ones Plenty and Delivery is Made Easy.

IMPLEMENT HOUSES CONCERNED

Big Institutions that Deal in the Cars of Commerce Take Care of the Growing Trade in Style.

Long distances to be covered in the commercial business of the city with the towns hereabout have educated all the larger concerns into the use of motor trucks. The education has been a development of three short years and the results are gratifying in the guise of forty-nine commercial vehicles seen daily on the streets.

The Storz Brewing company is conceded to be the first local concern to adopt the most modern means of delivering its product. This company purchased a huge car three years ago and its example was quickly followed by the other breweries, several dairies, furniture establishments and ice companies.

Despite the presence of steep and frequent hills throughout the city and suburbs, the vehicles have made good to the extent that seven times the amount of hauling is done by them than that formerly accomplished by horse drawn vehicles.

One large establishment, doing business in all the suburbs and adjoining towns, reports that from \$7 to \$100 daily is saved in the expense of its delivery work since the adoption of motor trucks.

Omaha is just now confronting a general rehabilitation of road conditions. The paving of the streets in the city proper at present is in bad shape and is further rendered unsatisfactory by reason of the widespread work of repaving which is going on. It is the prospect that the entire central portion of the city will be completely repaved inside of several months.

Large and Small Wagons.

There are two distinct classes of motor wagons in use in the city, roughly comprising the heavy kind as one class and the smaller retail delivery wagons as the other. It is a notable fact that grocers, bakeries and all the tribes of small dealers are falling into line with the general modernizing trend. In all cases the change from the use of horse drawn vehicles to motors has been an easy one.

Teamsters, formerly the elevated lords of brewery and ice wagons, are now easy living chauffeurs of their monster new trucks. Accepting the innovation with ready skill, the reinmen find their new problems infinitely simpler than the troubles of balking, runaway animals of former times. This situation is also true of the delivery boys of the small dealers. Altogether motor vehicles in the city's commerce have a happy outlook.

Capacity ranging from one to three tons is that favored in heavy motor trucks by the local users. It is reported that with a machine of proven twenty horse-power thirty horse-power can be developed. Storz's three-ton thirty-two horse-power machine is the largest machine of its kind in the city.

One ice hauling motor truck of Omaha accomplishes the following work every day: Three trips to South Omaha, two trips to Benson, three trips to Durdee and one trip to Council Bluffs. The adjoining towns mentioned are reached by traveling from three to six miles, respectively. South Omaha represents a trip of four miles, Benson is six miles distant, Durdee is four miles away and Council Bluffs is four miles from Omaha. It is seen from this that the ice carrying motor truck covers nearly forty-five miles each day.

Thus far the Frayer-Miller, International and Randolph make of trucks are considerably ahead of other makes in point of sales in Omaha. The J. E. Murphy & Son company is credited with selling thirty-six of the forty-nine motor trucks now in use in the city. This firm has the agency for the three above mentioned machines.

Following is a list of the machines and their number in the city: Frayer-Miller, 5; Packard, 1; Randolph, 9; International, 17; Buick, 2; Reliance, 2; Alco, 1; Wilcox, 1; Holman, 4; Rapids, 1; Chase, 1.

Omaha the Center.

This is the bartering point in automobiles and all types of auto conveyances for the entire state of Nebraska and western Iowa. It is estimated that there are 500 dealers throughout the state and that business aggregating more than that of all the rest is done by those in Omaha.

In former years it was the custom of purchasers to get their machines direct from the factory, but with the growth of the business and the increasing facilities for getting machines before the public through dealers this is now changed. The direct sales have become a negligible exception to the rule.

An industry of enormous proportions in Omaha is that seen along Farnam street in Omaha, where from Eighteenth to Twenty-fourth street nothing but auto dealing establishments can be found. Besides these very commodious and prosperous establishments of the classer kind, numerous shops throughout the city are now members of the industry, with capacity to do all sorts of repair.

Implement Houses, Too.

Omaha has thirty-one implement houses, and most of these handle automobiles of auto trucks. These big concerns found it necessary to put in a line of cars to keep up with their competitors who had cars. They found the country implement man wanted to add a supply of automobiles to his stock and that he was more than likely to buy his plows, wagons and other farm implements from the jobber who could also sell him autos and auto accessories.

Nebraska is at this time submerged in the great movement of road improvement. It is generally conceded that the advance of the sales of cars and motor trucks has had a very large part in bringing the movement to a head. Even if the influence the motor industry exerts on road improvement were all it afforded, the gain would be great. But this influence of the industry is not all. The farmer's trading and his commercial tasks, besides his church and social duties, are made convenient now past all former possibility.

It is now recognized by actual experience in this action that a greater trade possibility through the sale of motor trucks has stimulated the merchant to carry larger, better and more varied stocks of goods than ever before. Orders formerly sent to distant cities are now placed at home, keeping a greater portion of expenditures and, of course, profits within the community.

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IMPLEMENT BUSINESS HUGE

Volume is Expected to Reach the Enormous Sum of \$14,000,000 This Year.

Omaha's Implement and vehicle business will amount this year to \$14,000,000, probably a little more. An accurate investigation made early in January showed that the total for 1909 was a little more than \$12,000,000, and there is assurance that the increase this year is between 12 and 15 per cent.

Everyone connected with the trade believes that this splendid condition is greatly to be improved in the next few years, due to the increased agricultural development of territory commanded by Omaha jobbers. These now have absolute supremacy in the implement line, as well as in many others, over western Iowa, all of Nebraska, southern South Dakota, eastern Wyoming and Colorado. This territory is rapidly intensifying its agricultural efforts, lands which were once held to be arid are going under T. F. Stroud Co., F. S. McLafferty, C. O. Nelson, Alamo Engine and Supply company, Allen P. Ely & Co., Lawson Gas Engine and Supply company, Oide Gas Power company, Fairbanks, Morse & Co., Basco Manufacturing company, Dempster Mill Manufacturing company.

The implement trade in this vicinity has been served twenty-four years by a special publication in its own field, "The Weekly Implement Trade Journal."

the plow, and the demand for farm machinery grows most constantly.

Jobbers of implements in Omaha carry some of the largest stocks known, and one house alone is supposed to have \$4,000,000 worth almost constantly on hand. What the total value of stocks is no man is in a position to say, but that many millions of dollars' worth are kept here is a certainty.

Jobbers and manufacturers of agricultural implements have a little organization of their own, which exists to promote mutual interests and friendly feelings, but it is in no sense a price-fixer. Competition between the various houses is as keen as between any other set of business men in the world.

This organization is known as the Omaha Implement and Vehicle club. It came into being three years ago, and E. A. Hatfield of the Kingman Implement company was chosen president, a position the club has insisted ever since that he continue to hold.

The agricultural implement business has grown mightily diverse in recent years because the farmer has found that new machinery of all kinds is necessary to him. In this connection the wonderful development of the gasoline engine has played a big part and motors of this kind are being not only sold separately, but as an integral part of machine after machine.

It is a long list, just the names of the companies and firms which are engaged in Omaha in the implement and agricultural vehicle business, and while a few are small the great majority have enormous warehouses filled to the roof with every sort of harvester of cultivator, harrow, plow, thrasher, stacker, cornplanter, reaper, rake, manure spreader, seeder and mower.

Also the automobile. Several of the larger companies some time ago found it a profitable scheme to utilize their highly specialized equipment and offices of distribution for the sale at wholesale of motor cars, and this collateral branch of the business has grown to tremendous proportions.

In Omaha these jobbing firms are engaged and in addition to them as much business is done in Council Bluffs from which Omaha receives a valuable indirect benefit:

- Central Implement company.
- John Deere Plow company.
- Emerson-Brantingham company.
- Kingman Implement company.
- Linger Implement company.
- Nebraska-Moline Plow company.
- Parlin & Grendorf company.
- Racine-Sattley company.
- Wagner Bros.
- Western Rock Island Plow company.
- Avery Manufacturing company.
- International Harvester company.
- Janesville Machine company.
- Acme Harvesting Machine company.
- Briggs Implement and Supply company.
- J. C. Case Plow works.
- Grand DeTour Plow company.
- Hayes Pump and Planter company.
- Herschel Manufacturing company.
- Independent Harvester company.
- Janesville Machine company.
- Kansas City Hay Press company.
- T. B. Northwall company.
- T. B. Patterson.
- Peters & Edholm company.
- Smith Manufacturing company.
- Sterling Manufacturing company.

Wright & Wilhelmy Co.

Wholesale Hardware



Bicycles and Sporting Goods

Omaha -- Nebraska

A. COHN

SCRAP PAPER, RAGS,
IRON AND OLD METAL

2209 CUMING STREET, OMAHA, NEBRASKA.

PHONES—Bell, Douglas 2474; Independent, A-2474.
Established 1892.

A. B. ALPIRN

Scrap Iron and Metal Dealer

OLD RAILROAD MATERIAL

OFFICE 801 FARNAM STREET.

YARDS, 7th and Farnam Sts., C. B. & Q. Ry. OMAHA, NEB.

"An Out-of-the-Ordinary Concern"

In the "specialty" lines enumerated below, "we begin where the usual dealer leaves off." Send for special catalogs, lists and exceptionally easy terms on

"Edison" Phonographs, "Victor" Talking Machines, 20th Century Bicycles, "Thor" Motorcycles, "American" Cash Registers, "White" and "Free" Sewing Machines, "Rebuilt" Typewriters, Pianos and "Wurlitzer" Automatic Pianos.

The house that carries over 100,000 talking machine records. Write for late lists.



GEO. E. MICKEL, Manager

Cor. 15th and Harney Sts., Omaha, Neb. or 334 Broadway, Council Bluffs, Iowa

The Largest Implement Building in the World



DISTRIBUTERS of the most complete line of Plows, Cultivators, Harrows, Planters and all kindred Farm Tools, Farm Wagons, Vehicles, Automobiles, Etc.

John Deere Plow Co.

Ninth Street, Howard to Harney.

Wooden Package Mfg. Co.

Manufacturers of

Boxes, Butter Tubs, Slack Cooperage and Tanks

27th and Marsha Streets

ALLEN M. ROBINSON, Treas. and Mgr.

Jobbers in Heavy Hardware

Iron, Steel, Woodstock, Blacksmiths' Tools and Supplies, Contractors' Supplies, Buggy Tops, Cushions, Etc.

THE OMAHA IRON STORE COMPANY,

1209-1211 Harney Street. Omaha, Nebraska.