



Automobiles



Along Auto Row

Dealers Ready for This Week's Festivities—Every Car in Special Shape to Be Shown Off to Visitors.

C. L. Gould said: While Ralph De Palma was breaking world's records in his 50-horsepower Fiat last Saturday at the Syracuse track, the model T Ford driven by Frank Kulick easily proved the feature of the meeting. The Detroit car was second to none but De Palma's record-breaking machine in the five-mile event for stock chassis cars under 600 cubic inches piston displacement and although starting from scratch in the ten-mile open handicap, finished ahead of all starters, many of which were aided by much higher power and handicaps.

In the five-mile open event, which De Palma won, Kulick in his Ford defeated such cars as the Simplex, Knox and National, while in the ten-mile open race it left these same cars far in the rear, besides beating a high powered Velle.

The Ford victory in the handicap event was the feature of the day, however, Kulick made the ten miles in 2:38 and defeated three Herreshoff cars, aided by a handicap of one and one-half minutes and a Mercer, Knox, National, Maxwell, Moyer and S. P. O.

The following was received by the Ford agency this week: "Ford breaks all records from Jacksonville to Asheville. Jacksonville Savannah record lowered three hours, winning trophy. Jacksonville to Augusta lowered two days. Jacksonville to Asheville lowered two and one half days. Total distance covered seven hundred miles in two and one-half days elapsed time. Car in good running order and ready to return. Received ovation all along the line, particularly Asheville. Meeting here in our honor at city hall tonight. Will send photos of car and reception here with papers."

Lee Huff, manager Nebraska Hulick of Omaha said: "For the last thirty days some very wild rumors and absurd statements have been going the rounds of the trade concerning the number of cars of its

1910 production this company still has on hand and which were being disposed of in many instances at the customers own figures.

"These rumors have been without foundation and were so ridiculously absurd that it seemed hardly worth while to explain them away or pay any serious attention to them, although they have occasioned many inquiries. Such rumors could emanate from but one source, i. e., our competitors, many of whom it seems have been spending much time and energy in spreading these stories rather than in pushing their own business.

"One of the stories that gained considerable circulation was to the effect that Sears-Roebuck & Co., a mail order house of Chicago, had purchased a large number of our cars and were selling them at greatly reduced prices."

To prove conclusively that there is nothing to this last report, Mr. Huff exhibited a newspaper item, clipped from a recent Chicago journal, bearing directly upon this subject, and which was a denial of the whole thing by Albert H. Loeb, vice president of Sears-Roebuck & Co., and which characterized it as a "ridiculous story."

Fredrickson's garage is usually a center of attraction Ak-Sar-Ben week. The Chalmers-Detroit is seen everywhere in the state and owners are anxious to see the late models and to show their friends the Omaha home of the wonderful car.

The Baum Iron company is showing the Abbott-Detroit, that smart car designed by the originator of the Chalmers-Detroit. This car is bound to be popular in Nebraska.

E. R. Wilson will show the Lexington this week in his new garage on Hartney. This is a new car in the state and will attract a great many people who read The Bee today.

William Drummond will be a much-sought-after man this week. He knows everybody in Nebraska and is popular from one end of the state to the other. Everybody knows that he handles the White Steamer, and since he and George Reim have taken the agency for the Ca-

dillac more of those from the country will Lewis Doty will meet his friends from the interior this week.

Doty has placed the Maxwell in every hamlet in the state and knows every man who can sit up and notice things. Doty is popular and has made the Maxwell go well.

call upon him than before. The Cadillac is one of the most popular cars in the state and the garage will be headquarters for Cadillac owners this week.

Guy Smith, as usual, will have one of the cleanest, nicest garages during Ak-Sar-Ben on the row. There will be plenty of people anxious to see that wonderful Torpedo Franklin, and Smith will be glad to know it. The Franklin is popular throughout the state and residents in the country are very deeply interested in it.

The electric garage, Denise Barkatow's, will be one of the prettiest for visitors this week. The 1911 Packard will be shown, as well as Baker electric.

Although the annual motor car show at Madison Square garden is several months away, inquiries have been received already at the offices of the Pierce-Arrow Motor Car company at Buffalo as to whether the company will have any cars with special bodies on display at the coming exhibition. It would seem from this that the displays of special cars shown by the company at former A. L. A. M. exhibitions has led the public to expect something of this kind from this company.

Three years ago it inaugurated this custom by showing a suburban car, the interior of which was finished in hand-tooled Cordovan leather. This was a new material as applied to motor car upholstery, but so cordial a reception was it given that it has now become a stock material for this purpose. Two years ago the Pierce-Arrow Motor Car company had on display a car finished in the style that took its name from Louis XVI. As an example of the exquisite in motor car body construction this car, in the opinion of those artistically inclined, has never been approached. At the last show the special part of the Pierce-Arrow exhibit consisted of a six-cylinder, sixty-six-horse power landau fitted for

long distance touring. It was fitted with a number of baggage and toilet facilities that would appeal to the tourist and was received with such approval by the public that it is now one of the company's regular stock models.

No announcement has been made as yet by the Pierce-Arrow company about what it will show at Madison Square garden at the coming A. L. A. M. exhibition and it is not expected that any announcement will be made until a week or so before the show opens.

B. W. Twyman, sales manager of the Studebaker E. M. F., spent last week in Omaha.

Glenn Curtis, with the Wright Brothers, one of the three most famous American aviators and the holder of several aerial records, is now the possessor of a 1911 Chalmers "30" car. Mr. Curtis, who is a deep student of the mechanics of transportation and has designed some of the most efficient aeroplane motors, has chosen the Chalmers "30" for his travel on land because it most nearly approximates the theoretically perfect motor car.

Freeland Bros. & Ashley are receiving the congratulations of their friends on the magnificent showing made by their Midland Model L in the speedway races two weeks ago. The car won first in the stock car event, in which five good cars competed. It won second in the stock car event with eight entries.

Volney E. Davis of San Francisco has ridden an Indian motorcycle from San Francisco to New York via Mexico and Canada and is now returning to San Francisco on the same machine via Chicago, Omaha and Cheyenne, being the first time that a round trip across the continent and return has ever been attempted. Route of eastward trip was via Los Angeles, El Paso, Mexico, back to El Paso, Dallas, Kansas City, St. Louis, Chicago, Cleveland, Buffalo, Canada and New York. Left San Francisco February 5, 1910, arrived New York June 9, 1910. Distance about 6,000 miles. Returning, left New York September 5 and expects to arrive in San Francisco about November 1. Not trying to

break records, just traveling on his own resources.

Fredrickson covered himself in glory last week when he rolled into Des Moines ahead of the gang in the sociability race. Fredrickson never goes into a race half hearted. He believes in the Chalmers. He knows in his own mind that it can go along at an awful clip and he is afraid of nothing on top side of earth. He sent it loading

enough that Iowa gambo at break-neck speed and was an easy winner.

Will H. Brown, vice president of the Willys-Overland Automobile company, has designed and constructed a self-propelled car which will be used this year to take the children to and from Knickerbocker Hall school, Indianapolis. The car is beautifully built, will carry several people and stimulates interest in the school

among the children, who are eager to attend in order to have the "picnic party" in the car to and from school.

Miss Julia Lively, who has charge of the kindergarten, declares that the automobile will greatly add to the work of the school. Besides being ideal for nature study trips into the woods, it will teach the little folk principles of self-reliance and primary methods of business, as every child will be given a book with fare

(Continued on Page Five.)

Announcement

We beg to announce to Ak-Sar-Ben visitors and the public generally that we will exhibit this week in our new garage a beautiful line of those celebrated cars, E. M. F. and Flanders 20.

You have not inspected before, in your life, cleaner machines or prettier.

In their class they are peerless

We shall be glad to demonstrate the power and speed and grace of these cars at any time.

Phone Douglas 363 and make appointment.

We shall be glad for you to make our garage your headquarters while in Omaha.

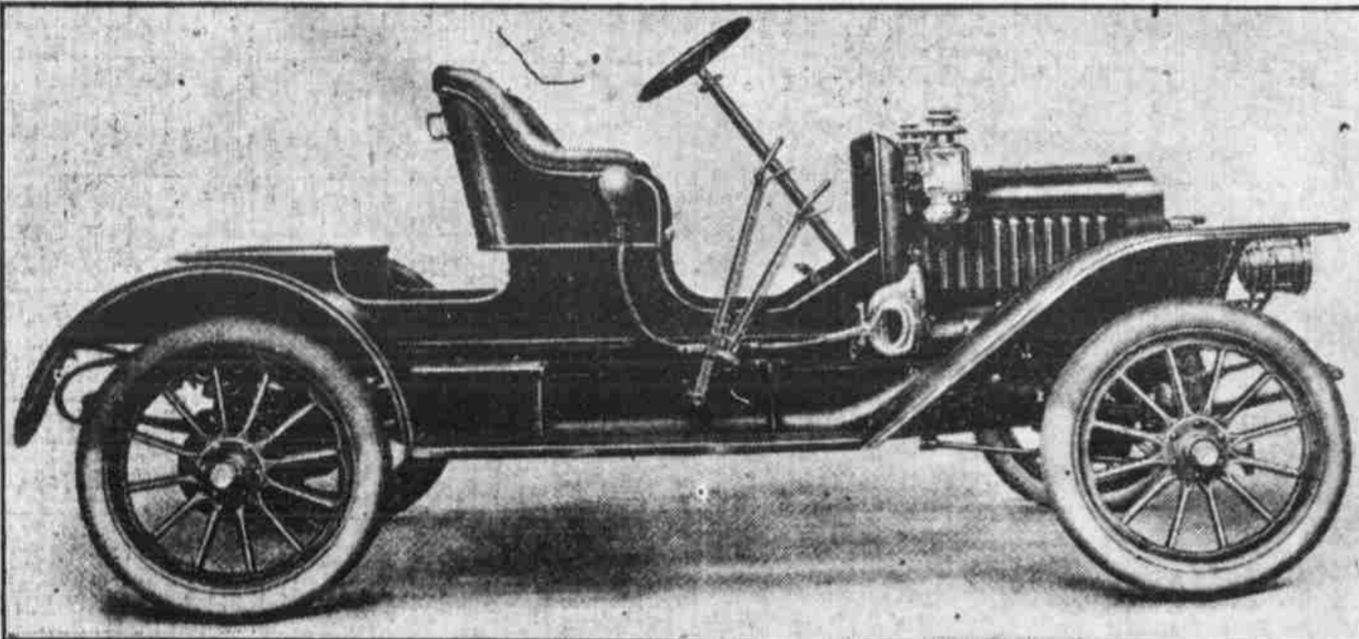
Call at 2026 and 2028 Farnam St.

The "Maxwell" 1911 The Ideal Runabout

Model Q-11 \$900

Including Magneto, Horn, Oil Lamps, Tools, Tire, Repair Kit, Etc.

For Physicians, Contractors, Real Estate Men, Merchants, Etc.



4-Cylinder, 22-H. P.

Deliveries Now!

Here is one of the newest Maxwell models—a Runabout that will meet every demand made of the biggest cars for Power—that is equally serviceable for business or pleasure—that readily seats three people comfortably—with the addition of the Rumble Seat, and four people when the Surrey Seat is used. This Runabout is typical of the wonderful value given in every Maxwell product for its strength and symmetry—its rugged durability and mechanical simplicity. Its light or dark blue body, and cream colored wheels, offer a choice of colors that is unusual for an automobile of this price.

Wonderfully Economical To Maintain

Anyone can drive this car with half an hour's practice. Before making delivery to you we teach you how to operate and maintain it economically. We want to emphasize particularly that for long, hard tours this runabout is just as adequate for two or four passengers as is our largest touring car—any hill that any car will climb—this car will climb. Let us give you a ride, make us prove its power, speed, ease of control and extreme simplicity.

Years of Reliable Service

But this Runabout not only offers cheaper traveling per mile than a horse or trolley—it is so perfected in every part—so substantially built, that you are not subjected to the petty annoyances met with in many cars. This Maxwell gives years of staunch, durable service and the wear is evenly distributed throughout. There is not one untried feature in this car—not an experiment. Backed by the "Maxwell" name its reliability is absolutely assured. Don't buy until you see this car.

This is the Runabout You Can Afford

Maxwell cars and runabouts have made motoring pleasures possible to thousands who never before could afford to own an automobile. Won't you let us explain why to you fully in person. We want you to come around and receive a demonstration. We want to show you all the records and perfect scores Maxwell cars have made in numerous grilling contests. Then you will appreciate the wonderful value these cars give at such a remarkably low price.

Send to us for a copy of the new Maxwell 1911 catalog today. Just say, "Mail Catalog."

United Motor Omaha Co.

2115 Farnam Street.

L. E. Doty, Mgr.

AUTOMOBILE RACES

Extra Attraction During the Ak-Sar-Ben Festivities

OMAHA SPEEDWAY

Saturday and Sunday

October 1st and 2d

Under the Auspices of the Omaha Motor Club

6 BIG THRILLING EVENTS 6
Each Day at 2:00 P. M.

Fast Racing Cars From All Over the Country, Driven by the World's Greatest Drivers

\$10,000 in Cash Prizes

STREET CARS WILL POSITIVELY RUN TO ELMWOOD PARK

THREE MINUTES WALK FROM END OF CAR LINE TO SPEEDWAY

Music by Dimick's Band