



Along Auto Row

Dealers Ready for This Week's Festivities—Many Cars in Upward Shape to Be Shown Off to Visitors.

(Continued from page four.)

marked, which will be purchased by the driver daily. Also, however, it is pointed out that her methods of instruction are along this line to teach and train the mind and habits of the young students without their suspecting it. Various and the like form the most of the work, but all is a part of a well studied system that aims to grip the interest of the pupils. The automobile will play a new role in this respect.

In discussing the cost of cars Henry H. Van Brunt said:

"An interesting tabulation of the average automobile prices since 1902 shows that the automobile prices have risen from \$300 to \$1,000, but that since that time the price has gradually declined.

"This decline, according to Will H. Brown, vice president of the Willys-Overland company, has not been brought about by radical reduction in the price of motor cars, but by the great increase in the manufacture and sale of machines selling for \$1,000 or less.

"In the early days of the industry a car selling for \$1,000 was rare, while now the greater number of machines sold for under that figure. The figures show that the trend in manufacturing has been to give more each year for the same list sum return than to make a cut in the selling price.

"There has been a great increase in the making of what are termed 'moderate priced cars, and a normal and healthy increase in the number of higher-priced machines.

"From \$1,125.47 as the average price for cars in 1902 the average has risen to \$1,127.50 in 1907, and since that it has decreased, until the first six months of 1910 shows \$1,026.55 as the average price."

On August 12 and 13th, the Philadelphia North American had a motor truck contest, in which the following trucks completed:

Car and Driver	Cost per mile
Frayer-Miller (winner), H. Webber	90.50
Schlesinger, Alfred Bossert	90.50
Standard Gas and Electric, W. Hunsberger	98.14
Craney, Archie, Noble	91.28
Packard, C. H. Smith	91.28
Packard, W. Danforth	91.75
Reliance Truck, W. Beachboard	91.91
Alex. G. Pohlman	91.91
Alex. P. Jones	91.91
Frayer-Miller (winner), A. Jones	95.95

While Ralph de Palma was breaking the world's records in his 40-horse power Fiat last Saturday at the Syracuse track, the Model T Ford, driven by Frank Kullek, easily proved the feature of the meeting. The Detroit car was second to come out of de Palma's record-breaking machine in any event and besides this captured the five-mile event for stock chassis cars under 60 cubic inches piston displacement, and although starting from scratch in the complete 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, Kullek 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 highly decorated Vette.

The Ford victory in the handicap event was the feature of the day. However, Kullek made the ten miles in 2:25 and defeated three Herreshoff cars, aided by a handicap of one and one-half minutes and a Mercer, Knox, National, Maxwell, Meyer and S. P. O.

The Stierma 45-8 five-cylinder automobile sold to the Omaha fire department by the Wallace Auto Co. arrived Saturday.

It is a standard five-passenger touring car with vestibule body mounted "fire department" red with "O. F. D." in monogram form on doors.

This automobile represents the latest and best in engineering skill and workmanship by the P. H. Stierma Co., of Cleveland, O., who have been making automobiles for fourteen years.

Auto row will be an interesting section of Omaha for the thousands of visitors who attend Ak-Sar-Ben this week.

Every dealer will have a show room full of spanking new cars and there will be plenty of keen, careful salesmen to demonstrate the cars.

It will be an exceptional opportunity for prospective buyers or mix business and pleasure and go through the stables most inviting to him and see really what the machine is of which he has read so much.

Roy Coffeen is receiving the congratulations of his friends on the brilliant work of the Precision Columbus during the speedway races two weeks ago. The superb car won first and second, hands down. The vice president of the company attended the races and was immensely pleased with the car's behavior.

W. L. Huffard, general manager is linked to that of the Hummobile, said:

"There are 2,000 Hummobile owners in America.

The great majority keep their cars at home.

You never see any second-hand Hummobiles.

There isn't any. A 'Hum' that has seen a year of service, with any kind of care at all, commands within a few dollars of the full price.

"And isn't it the handiest, smartest car of its type in the market?

"Do you ever see one whizz by without saying to yourself, or hearing someone else say: 'By jove, that Hummobile is a handsome little car!'"

Denise Backstow has received the following communication from Detroit:

"In view of widespread rumors of troublesome times in the automobile trade, the following advertisement, which is appearing daily in both morning and evening Detroit papers, is of special interest:

WANTED—Automobile workers in all departments, machine operators of all kinds, assemblers, body makers, painters and finishers. Packard Motor Car company.

This week 250 men were added to the Packard pay roll, and about 500 more will be employed within another week. In fact, men are being taken on at the rate of 100 a day.

During August, the Packard plant

shipped 80 cars and six trucks. This is the biggest month's deliveries in the history of the company. A comparison of the first three months of this season with last year's is as follows:

Year	July	Aug.	Sept.
1909	43	41	52
1910	112	107	104

Each one of these shipments means a car sold to a user, because under the Packard plan of doing business every car shipped has been actually purchased by an individual and is paid for on delivery. No cars are consigned to dealers or sold to dealers as stock to be carried for future sale.

When asked about conditions, General Manager Frank Beachboard said: "We are building the factory for full capacity output. Our new buildings are now about finished and we are adding every day to our force of over 5,000 men. Requests from Packard dealers for delivery dates indicate a very beautiful condition of trade, and orders are increasing each week. We see nothing ahead but an increase in both the retail and truck branches of the business."

Within the last few months over 100,000 worth of new machinery has been installed and nine and one-half acres of new floor space occupied. Work on the new 2,500-horse power engine and the main power plant and on a new power plant for the laundry is being pushed. Within two weeks the machinery for the recently completed drop forge plant will be received and another addition to the pay roll will be made.

Willard Hooford said:

"The bill climbing ability of the Vette, both '09 and '10, is well known and therefore the result of the annual hill climb of the Chicago Motor club, which was held on September 11 at Algonquin, Ill., on a specially prepared hill, was not surprising. The Vette car won a place in every event entered and easily won the class in the 1st to 20 cubic inches cylinder capacity class.

"The cars covered this first annual prepared hill of 1,100 feet in the morning and the Phillips hill of one-half mile in the afternoon. The grade on the special hill averaged 12 per cent with one stretch which pitched 15 per cent, and many of the cars found it necessary to use second speed on the hardest part of the hill. The Vette

was negotiated both hills on the high speed after starting on the low speed at the bottom. The speed reduction on the Vette car used was three and one-half to one which is the regular stock equipment.

"A Vette stock car fully equipped made the two hills in 1:12.8, while in the free-for-all stripped chassis the Vette's time was 1:06.8.

"Motor Aps in commenting on the events says: 'The Vette performed with the same consistency as marked its hill climb debut last year.' The 1910 Vette with a 154 motor won the 10-20 class from the Simplex with the same sized motor, while in the 20-49 class County and Stuckey in the larger Vettes, the ones with the 20-cylinder motor, ran second and third in the National driven by Greiner leaving the Kisselhat Jackson, Manning and Livingston. In the free-for-all County in the Vette ran third in the National and Bena, and outdistanced the big 50-hp Stoddard-Daytona driven by Eugene Beck. The other Vette driven by Stuckey ran fifth in the free-for-all and beat the Midland two Fords and the Livingston.

The four and ten-cylinder was knocked off the Phillips by Philadelphia overland record September 20 when S. D. Waldon, vice president of the Packard Motor Car company driving a Bill Packard "Thirty" touring car covered the 500 miles over the mountains between the two cities in twelve hours, fifty-one minutes. The trip was made with just one stop—eleven minutes at McDonoughburg for gasoline and oil. The previous record of fourteen hours, one minute was made by Mr. Waldon, September 12, 1909.

The first 13 miles of this trip is entirely over mountains and the road is a particularly difficult one on account of the worn condition of the road, which is an old stage route, from which the surface dirt has long since been washed away, leaving bare rock and loose stones on the steep, thin course which winds over the many ridges. Water breakers, or, as they are familiarly known to automobile circles, "bank-you-moans," are about seventy-five yards apart for the entire distance, even on the leveler and smoother highway east of Vicksburg.

The original purpose of the run was to give several Packard dealers a mountain tour, the Packard company having prom-

ised a trip of this kind to the motorists. Truck selling proportionate to the passenger car business of the respective backward dealers. The winners of seats to the tour were B. H. Oules of Dayton, C. E. Morton of the Standard Auto company of Detroit, L. C. Lock of the Chicago Motor Car company and E. P. Moriarty of Kansas City. Moriarty backed out at the last minute, having revocations of a previous licensing over 120 horsepower and his place was filled by E. I. Foster, advertising manager of the Packard company. On the two passenger cars a considerable figure will find food for thought in the following story of E. A. Becker, general manager of the Elmore Manufacturing company, when the same quest was made to him:

"Economy of maintenance," said Mr. Becker, "is the most important feature of speed. I expect to see a radical limitation of speed by laws of well used national application, and small welcome that day.

"Of course we make speedy cars—ours are faster—but that is not their chief recommendation. We make a contest, for instance, for the purpose of demonstrating the economy of our cars. The season of 1910 has been a busy one for the Meindinger boys, George and Jake, who are known to fame as two of the most expert pilots of motor cars in the country. The E-M-P. company, which employs the brothers, has been a frequent participant in endurance runs and races and the Meindingers have been on the job about all the time."

LOW SPEED LESSENS COST

Elmore Company Official Declares Cost of Maintenance Can be Limited by Low Speed.

Present automobile owners and prospective purchasers of cars for 1911 will have observed the fact that in marked reduction of price among standard makes of automobiles and who are seeking to determine the way the cost of maintaining it will be kept at a reasonable figure, will find food for thought in the following story of E. A. Becker, general manager of the Elmore Manufacturing company, when the same quest was made to him:

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most considerable but the most entertaining fishing. Anything above that detracts from the interest in the surroundings that is a large part of the wholesome pleasure to be found in automobiling."

Low Gasoline Record Made.

Two western men recently negotiated some of the worst roads of Oregon in a 100-mile run, incidentally, set what is believed to be a new low record for gasoline consumption in the Portland district. It was the Ak-Sar-Ben and Dr. H. T. Tins covered much of Washington and Yamhill counties and traveled some sixty miles on less than three gallons of gasoline. "This in spite of the poor and sandy roads."

"We spots we were forced to drive through sand into which the car would sink to the hubs," said Tins, "and in other places ruts and ruts were encountered in great numbers. In several places we found hills of 15 per cent grade and more, but had no trouble in negotiating them."

Chalmers Cars

Contain the stuff from which victories are made

V-I-C-T-O-R-Y

was written large upon the Chalmers' "brow" before its birth

It was conceived of men who had never known defeat

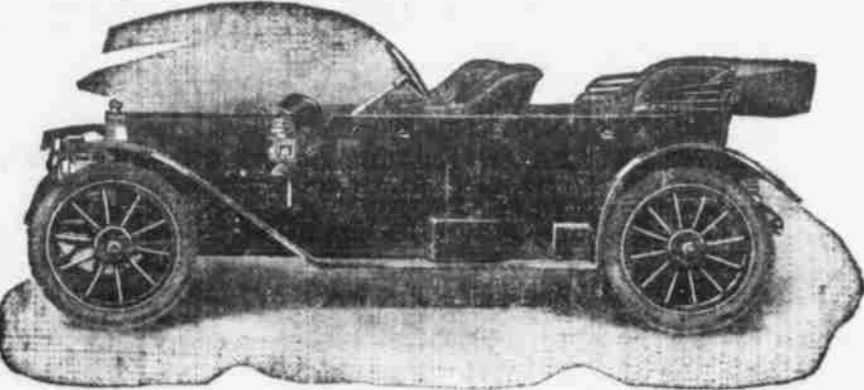
You like the horse that wins the race.
 You like the player that puts the ball over the fence with the bases filled.
 You like the man that does things.
 You like the car that does things, too—the car that wins.

It is true that you do not want a Racing Car, but you do want the things in a car that victories in races and contests stand for

Stop and think what the following means to him who desires a reliable, trustworthy automobile:

FIRESTONE COLUMBUS

This is a Model 86 C
 5-Passenger Intermediate



Have you noticed the wonderful records made by this car during the past 12 months?

It has cleaned up some of the best cars in the market.

It is light but wonderfully constructed, so as to be powerful.

It is easy riding and graceful.

It is fast, and costs but a little to keep.

It is mounted on 112-inch wheel base, and is driven by 32 horse power motor.

Other Features--

- Front doors and straight line in body effect
- Right hand control.
- 56-inch track.
- 34x3 1-2 wheels.

Special Notice--

We are always glad to make demonstrations of this superb machine. We make liberal contracts to agents and have some good territory not yet allotted. AK-SAR-BEN visitors will find entrance to sample room from the Tenth street viaduct. Demonstration by appointment.

Racine Sattley Co. of Nebraska
 Phone Doug. 2300. Roy Coffeen, Mgr.

A fifteen hundred dollar Chalmers "30" won the 1910 Old-Dog trophy over the longest, hardest, most trying course ever laid out for this event. It won from cars of twice its price and twice its rated horse power.

The Chalmers "30" held its perfect score, with hood sealed and without the slightest adjustment of mechanism for five terrific days after every other car was penalized. Never before has any car, selling for less than four thousand (\$4,000) dollars won this grueling contest.

The record in the Glidden tour answers every question of power, speed, endurance and durability. There is nothing that could be required of an automobile that the Chalmers will not deliver in generous measure. Any one who is familiar with the exacting conditions under which the Glidden tour is conducted knows this.

With thirty-four contestants in line, the Omaha-Des Moines sociability run left Omaha on September 22, for Des Moines. Hardy had the country been reached before a down-pour of rain began, which lasted all day. The clay and gumbo, for which Iowa is famous, presented to the tourists obstacles which in time became almost unsurmountable, causing car after car to give up in despair until finally there were only four machines that finished the trip; two of these being Chalmers "30's." H. E. Frederickson, driving the first of these, finished one minute ahead of a nineteen-mile-an-hour schedule, while his nearest competitor—a \$4,200 car—was three hours and forty-one minutes late. Miss Bessie Amos drove her Chalmers "30" through the last forty miles in fog so dense that at times it was necessary for one of the passengers to walk ahead with a lantern, so as to locate the road. These two cars won the only two cups for which Omaha cars could compete, shutting out entirely all competitors.

The Chalmers Motor company have never built a racing automobile. They never will. They don't want one. But they have repeatedly entered contests of every nature, and during the last two years have won eighty-nine first places, thirty-two seconds, and twenty-one thirds. By such a record they have been conceded the position of champion stock car of America. These contests were not entered to demonstrate that the Chalmers Motor company were "good sports." It was strictly a business proposition. They had claimed, without qualification, that they were making the best car in the world for the price, and a better car than many makers were producing for a higher price. It was but fair to the prospective buyer that these statements be verified by actual Chalmers performance. This has been done. In addition to this, such contests afforded every opportunity to the engineering department to test every component part of the Chalmers in a way not possible through ordinary road work, and these tests have left the Chalmers the same in essential points of construction from year to year.

If the service that a motor car renders is of importance to you, if you believe that the dealer who sells the car that does the best work and lasts the longest is offering the best value, you will not fail to call at our showroom and examine the Chalmers "30".

H. E. Fredrickson Automobile Co.
 2044-46-48 Farnam Street
 Pioneer Automobile Dealer of Nebraska.
 PIERCE ARROW THOMAS FLYER CHALMERS-DETROIT HUDSON

AK-SAR-BEN VISITORS

Are cordially invited to use my new AUTOMOBILE showroom for headquarters while visiting the Carnival.

Incidentally you may inspect the new models of the three American Automobile Standards—
 The Stevens-Duryea, the Stanley Steamer, The Babcock Electric

They comprise all that is best in gasoline, steam and electric automobile science, and in each line my agency is the oldest in the city.

R. R. KIMBALL,
 AUTOMOBILES,
 2027-9 FARNAM STREET, OMAHA NEBRASKA.

The True Follow Up System

Wherever you go, let The Bee follow you. Subscribers need only notify our circulation department and the address will be changed as often as desired. Getting The Bee is the same as getting

A Daily Letter From Home

Keeping you posted on what's doing among friends and associates. It's the only up-to-date way.

Let The Bee Follow You