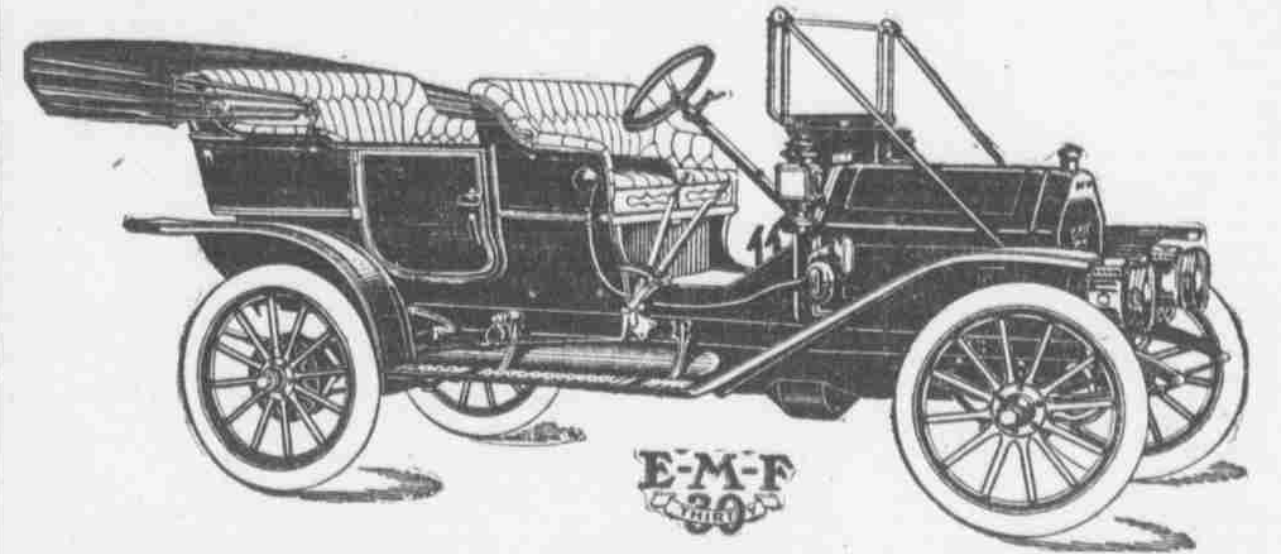


Latest Events on Auto Row



E. M. F. for Christmas



In this hour of Christmas giving, open your eyes as well as your purse.

Here is a plain solution of making the whole family happy in one big gift.

Say that you can afford it.

Give an Automobile.

You may have made up your mind to do it this spring. You can make it a Christmas present just as well.

Give your order for it now and let it be delivered Christmas morning.

The E. M. F. is the car to give.

The price is now \$1,000. It used to be \$1,250.

The E. M. F. embraces all the advantages of higher priced cars.

It is graceful,

Powerful,

Fast and reliable,

It costs much less to keep than other cars.

It lasts longer than other cars.

It climbs any hill.

Ploughs through any sand bed.

Negotiates show drifts as deep as the car.

It is the car for the man or woman who seeks comfort and wishes to be relieved of care.

It is the machine for the man or woman who likes convenience and who is opposed to extravagance.

It is the car for everybody who can't afford mishaps, mistakes.

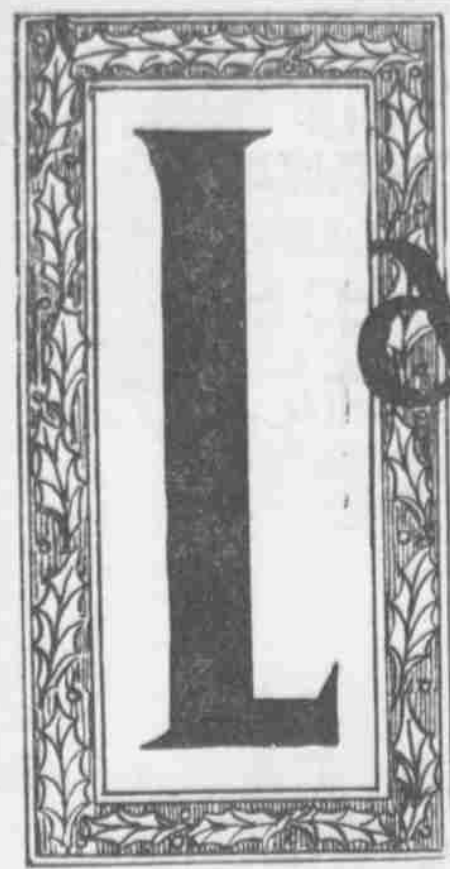
The E. M. F. management will be glad to demonstrate the character and endurance of this masterful machine.

It is backed by a written guarantee for a year by the biggest plant in the country, which keeps faith with its customers to the letter.

A phone message to Douglas 363 will bring our car out for a demonstration at any hour.

E. M. F. Co.

2026-28 FARNAM ST.



Mr. J. L. Pratt, for some time past secretary and treasurer of the Paxton-Mitchell company, has resigned his position and will assume his new duties as business manager for Guy L. Smith on January 1. In his new position Mr. Pratt will have full charge of the popular Franklin garage and repair shop, leaving Mr. Smith his entire time to devote to the sale of the popular Franklin and Peerless cars. Mr. Pratt's automobile and garage experience and his natural ability and courtesy in handling customers will make him a valuable asset in his new position.

The confidence of the older and most stable automobile manufacturers in the continued prosperity and certain growth of the industry is evidenced in the announcement by the Thomas H. Jeffrey company of the completion of a new giant electrical power plant for the Rambler factory. The new engine room covers 6,000 square feet and the equipment has been so installed that even its great capacity may be doubled at any time. There are four power units, including a 1,200-horsepower Cross compound noncondensing alternator, with three other units of 500, 125 and 100 horsepower each. The boiler room covers an area of 8,000 square feet and includes three boiler units of 500 horsepower each, with automatic stokers. A complete coal handling equipment is now being added. Each of the boiler units is equipped with an individual steel stack five feet in diameter, 120 feet high. The area of the boiler room permits of a future complement of 2,500 horsepower or seven such units as are now installed. The construction of the entire group forming the power plant is of concrete and steel trusses, with fire-proof tiles for roofs. In addition five new buildings have been added to the Rambler plant during the year.

The Ford people on Harney are telling that Mr. J. R. Whiteside, 76 years of age, of Batavia, N. Y., has been for many years in the service of Uncle Sam as a mail carrier. Mr. Whiteside's years do not show in his actions and he attends to his business affairs with an alertness that is sometimes hard to find in men at half his age. Two years ago Mr. Whiteside bought a Ford roadster with which to cover his long mail routes, and since that time it has been in constant service. A tourabout seat was purchased and the car was very quickly converted into a tourabout with larger seating capacity. Through all kinds of roads and weather has the model T daily traveled, for it must be a mighty rough road or an extremely blustery day to keep the messengers of Uncle Sam from duty. Just recently Mr. Whiteside left Batavia for Wakarusa, Neb., where he expects to reside in the future. The long trip was made on the model T, the gentleman driving it through from New York to Nebraska alone, without any assistance and without any trouble.

George W. Hipple, the Philadelphia representative of the Chalmers Motor company, has been elected treasurer of the Automobile Trades association of Philadelphia. This association of motor car and accessory dealers now has a membership of thirty-nine automobile dealers, twenty-one dealers in accessories and supplies and ninety contributing members. It is one of the most prosperous local trade associations in the industry.

Mohler and De Gress are probably the first automobile dealers in the world to sell and deliver a car in a territory where a war was in progress. Perhaps the revolution in Mexico did not attain the dignity of a war, but it was at least pretty serious to the people of Puebla, where the revolutionary uprisings were most serious. When the uprising was at its worst and while fighting was actually in progress in the streets, Mohler & De Gress sold a Chalmers "30" touring car to one of the principal business men of Puebla. The gentleman did not specify whether he wished the car as a means of hurried retreat, but he asked that it be delivered immediately, as he would probably wish to use it before the revolution was over.

F. H. Smith, said to be the highest priced salesman in the country, is here with the E. M. F. company temporarily. Smith is said to have done some big things in the sales of the E. M. F. cars. "It is the best piece of mechanism on earth," he said. "It is made of the best features of many of the best cars. It has stood up and done anything that any other car did and hundreds of performances not possible with other cars. It is the thing to give as a Christmas present, and it will be given as Christmas presents all over the country." Smith will be here during the next few weeks and will be glad to supply the E. M. F. to the Society of Charities distributing donations to the poor.

E. J. Gay of Honolulu has just bought a 1911 Chalmers "40" touring car to use in rental service in the Hawaiian city. Mr. Gay has a 1910 Chalmers "40" which has been run 15,000 miles in this service.

William G. Hirsch of the Deeds & Hirsch Manufacturing company, representative in Nashville, Tenn., of the Chalmers Motor company, has been elected president of the Nashville Base Ball club of the Southern league.

The Chalmers car is gaining quite a reputation among the members of the court of Japan. Dr. Jekiki Takamini, a member of the Japanese commission who visited the United States, was the first to purchase a Chalmers. Dr. Takamini later bought a Chalmers "30" for the mikado. The latest to acquire possession of one of the Detroit made cars is Baron Ishizawa.

There probably has never been a more

thorough investigation of automobile conditions in England than that recently made by President Briscoe, said Lewis Doty. Mr. Briscoe says: "There is no actual census published of the number of cars manufactured in Great Britain, but from the registration and import and export figures, I arrive at figures which may be accepted as approximately the number of cars manufactured in England. There are now registered in England 106,773 automobiles, of which number there are 84,840 private cars, 11,181 trade vehicles and 10,752 public service cars. These figures give a total increase of 18,184 for 1909, divided as follows: 13,435 private cars, 2,077 trade vehicles and 2,672 public service cars.

"The imports for 1909 amount to 3,698 cars at a valuation of \$3,921,597.05; 4,873 chassis at a valuation of \$6,409,740.50, and with a parts valuation of \$8,594,096, there is a total valuation of imports of \$28,925,433.55. Of the cars and chassis imported, 550 cars and 224 chassis, having a total value of \$1,238,214.75, were re-exported; and

also parts to the value of \$871,651.05. Deducting the re-exports, the net imports of cars and chassis is reduced to 7,547 cars. There were exported during 1909, 2,583 cars at a valuation of \$4,628,153.19, and 219 chassis valued at \$498,229.25.

"From these figures it will be seen that the total cars built by British manufacturers is approximately as follows: Increase in registration as above, 19,184, deducting the net imports of 7,547 and adding the British exports of 2,802, makes a total of 14,439 British cars and chassis manufactured during 1909.

"The average value of car imports was \$1,612.06, while the average value of British built exports is \$1,789.65.

"These figures are interesting and show the value of imports and exports to and from the various countries of the world and a steady rise in the export of British manufactured goods. In four years British exports have increased over 100 per cent, whereas the imports and re-exports are almost stationary. At the present time,

the importation of American cars is insignificant when compared to the imports from France, which far exceeds the imports from any other country. The comparative import figures for 1909 are as follows: France, \$12,254,992.15; Germany, \$1,002,550.75; Belgium, \$1,772,214.30; Italy, \$1,093,590.40; while the United States imported only \$79,187 worth of automobiles to England. The United States during 1909 only supplied 3.3 per cent of the total imports. The total turnover in money of the British trade in 1909 amounted to \$61,232,872.40.

"At the present time there are some forty-five makes of pleasure cars in Great Britain, and about fifteen additional occupied in building commercial vehicles exclusively."

Most Wonderful Healing
After suffering many years with a sore, Anos King, Fort Byron, N. Y., was cured by Bucklen's Arnica Salve. For sale by Beston Drug Co.



"Once a Vellie owner, always a Vellie owner."
The Vellie car didn't spring into sudden popularity by an unusual price, or through big advertisements attempting to show its superiority to all others.

Instead it won its way by convincing proof in the hands of owners, and those owners in most instances are experienced through having owned and driven other cars in the past.

It is an interesting fact that two years ago today there were no Vellie cars in this state; that one year ago today there were only about 150 cars in the state; that today there are over 400 cars in the state; and, if present indications are fulfilled, that number will be more than doubled one year from today.

What is still more interesting is that the first cars sold are still giving good satisfaction and many of them have run 20,000 miles or more.

We have just delivered the third Vellie car to a customer who believes in disposing of his car after it has served him for about 10,000 miles and "keeping up with the procession" by getting the latest model.

Present owners of Vellie cars, if they are considering the purchase of a new car at all, are thinking about a new Vellie.

The kind of a car you want for yourself is one that will be all that you expect the first time, and not one that you will soon dispose of in hopes of doing better the next time.

Our new models are ready for your inspection.

JOHN DEERE PLOW Co.
DISTRIBUTORS
OMAHA

CITY SALES ROOM, 19TH & FARNAM STS.

A Fine Christmas Gift

Give a Cadillac 30 this Christmas.

It is the best gift of all.

Runs like the wind.

Lasts longer than steel.

Costs a trifle to keep.

As pretty as a picture.

The Cadillac is better than ever—40,000 owners—ask any of them.

Phone us today or tomorrow and let us show you what it is, and how much superior to all others it is.

CADILLAC CO. OF OMAHA

Doug. 4226

2050 FARNAM STREET