

# Call us up and make date for demonstration



## Along Auto Row

Dealers Getting Ready for the Show—Will Show Cars This Week at the Omaha Land Show.

Lee Huff, manager of the Nebraska Buick Auto company, accompanied by Mrs. Huff, returned from Lincoln yesterday, where they attended a convention of the Buick company.

One hundred and eighty Buick automobiles dealers were in Lincoln. These dealers were from Nebraska, southern South Dakota and western Iowa. All of the expenses of the delegates while there were paid by the Nebraska Buick company, for which Lincoln is headquarters. Branches of this company are in Omaha and Sioux City. This is the first convention of the kind ever held in the state. The primary object of the convention is to gather the dealers at headquarters of the company to inspect the 1911 models. A study of the new changes in the car will be made and the improvements discussed by the dealers. In this the object of the company to enable dealers to work in harmony.

Although this is called the second annual convention it is really the first ever held by the Buick company. Last year the dealers were taken to the Buick factory at Flint, Mich. As the trip came in the fall of the year, it was impossible for the greater number of the agents to get away from their business. Only about thirty-

five made the trip. This year nearly all of the dealers working out of the Lincoln agency were present.

The first session of the convention was held yesterday afternoon. All of the dealers were then present. All gathered in the salesroom of the company at Thirteenth and P streets. The entire afternoon was spent in inspecting the new cars. Explanatory talks were made on the cars by managers of the organization. Discussions of the merits of the car then followed by the dealers.

Last evening a banquet was tendered in the ball room of the Lincoln hotel. Following the dinner speeches were made by several of those present. H. A. George, member of the Lincoln city council, made the address of welcome. Mr. George accompanied the delegation to Flint at the dinner conference and in his talk he told several incidents of that trip. Following Mr. George, H. E. Sides, president of the Nebraska Buick company, gave an address on "Organization." Mr. Sides said that there are no dealers of any other automobile company so thoroughly organized as those of the Buick company. He called attention to the fact that the Buick dealers work as one large family, all working for the good of the Buick company and the individual agent. H. A. Simpson of Omaha talked on "Salesmanship" and included loyalty to the goods handled. He not only applied this to the automobile business, but also to every other line of business. He said, "stand by the goods that you have to offer in preference to all others."

Lee Huff, manager of the Omaha branch and toastmaster of the banquet, made the closing address. Following the banquet, all attended the performance at the Oliver theater as guests of the Nebraska company. The ladies attending the convention with their husbands were entertained by Mrs. H. E. Sides and Mrs. Lee Huff. Tuesday afternoon they attended the Lyric. At 8 o'clock they were given a banquet in the ordinary of the Lincoln hotel. This latter affair was strictly social. Following this they were entertained at the Oliver theater, with the delegates. Wednesday afternoon they attended the matinee at the Orpheum. Mr. and Mrs. O. E. Cameron and Mr. and Mrs. H. A. Simpson of Omaha assisted in the entertainment of the delegates.

Wednesday all agents gathered again at the salesroom, for both the morning and afternoon sessions. At 2 o'clock Company No. 1 of the Lincoln fire department gave an exhibition run from the station at Tenth and Q streets, down P street, past the Buick company at Thirteenth and to Sixteenth and P streets. Wednesday afternoon the closing session of the convention was held.

Among those present at the convention were: T. H. Straub, J. C. Blackburn, E. C. Yont, W. L. Cook, J. K. Mahar, George Seagrist, D. P. Noonan, J. E. Folmer, John Beine, J. S. Davis, Frank Choperling, W. A. Binks, J. H. Walling, Peter Jepson, Walter Erickson, F. W. Kahoe, Kasee, W. C. Peterson, C. R. Hargrove, P. C. Hulsebus, A. E. Tunberg, W. J. Anderson, H. Rosenbaum, George Menkin, Seabury, William Criss, E. L. Donaldson, H. A. Reed, Lee Huff, F. J. Bell, Edward Lyman, S. T. Scott, P. C. Sandin, L. Groschans, M. M. Brunley, Fred Prinsley, F. J. O'Hara, J. C. Johnson, E. L. Pring, J. H. Mastin, John Jentz, L. M.

Lincoln, C. A. Overstrom, Adolf Boer, Edward Fruch, L. M. Hatch, O. A. Ripley, A. J. Atkey, H. E. Atkey, C. M. White, E. C. Douglas, E. Oederick, R. S. Simpson, E. S. Cushman, H. E. Ketchum, W. H. Mayard, J. V. Strough, E. A. Turnberg, August Grosshaus, I. T. Hensley, W. H. Jackson, R. N. VanGilder, Wade, Brunhart, Hoffman, Sims, Harward, Bryant, Peters, Kanick, Brayton, Bell, Lillis, Jackson, Priekard, Holz, Lewis, Dugan and Engle.

He has handled the big Indianapolis speeders in the Vanderbilt Grand Prix and other great motor contests. He took second place in the 100-mile Presto-Lite trophy contest on the Indianapolis speedway last May and has a score of victories in other events to his credit since that time. Tom Herr made his debut as a member of the national squadron last summer and won honors in numerous events on the local speedway. He is a motor car expert and will have charge of the racing camp when not at the wheel of one of the powerful blue ribbon racing machines.

Louis Dury said that the Columbia car for the season of 1911 offers the finest examples of the coach builders' craft, mounted upon chassis of the approved design and construction. The Columbia represents the best mechanical thought of the day, in plan and build nothing in left undone to combine the best of comfort and convenience, with the greatest measure of mechanical efficiency. That this policy has resulted in an artistic and highly finished product is evident in the models displayed. The great Columbia works in Hartford, which has a capacity of five thousand cars annually, is building but 1,000 cars for the season of 1911, and the number of cars with which these cars are being produced is everywhere reflected.

The Association of Licensed Automobile Manufacturers, commonly known as the "Automobile trust" and which is built around the so-called Selden patent, was handed a severe blow last week when the circuit court of appeals by unanimous vote declared in favor of the independent manufacturers.

In arriving at the verdict, the higher courts explained that "while the decision leaves the patentee empty handed with respect to the patent for the short time it has to run, it cannot be regarded as depriving him, through any technicality, of the reward of his labor. He did not do so, but anticipated the possibilities of the motor vehicle at the time when such ideas were regarded as chimerical. Had he been able to see far enough he might have taken out a patent as far reaching as the circuit court held this one was. The Brayton engine was the leading engine at the time, and his attention was naturally drawn to its supposed advantages. He chose that type. In the light of events, we can see that had he appreciated the superiority of the Otto engine and adapted that type for his combination, his patent would cover the modern automobile. He did not do so, but made the wrong choice and we cannot, by placing any forced construction of the patent or by training the doctrine of equivalents, make another choice for him at the expense of these defendants, who, neither legally nor morally, owe him anything."

The early history of the Selden patent makes interesting reading. While the original application covering road locomotives, designed with suitable running gear, propelling wheel, steering mechanism, motor, clutch, etc., was filed by George B. Selden in 1895, the patent was not granted until November 4, 1898, having been before the patent office for sixteen years. During this interval numerous improvements were made and the application amended from time to time to cover them. It may be interesting to know that a successful car has never been built under the specifications of the Selden patent, and there can be no doubt but that if such a machine were possible, it would have been manufactured long before this.

During the next few years several infringement suits were started in the lower courts and in 1908 a majority of the automobile manufacturers formed what is known as the Association of Licensed Automobile Manufacturers. This organization was built around the Selden patent and attempted in various ways to control the motor car industry, but new companies sprang into existence with great rapidity and these soon became so strong that the American Motor Car Manufacturers' association was founded, this organization being independent of the Seldens and refusing to pay tribute to them.

Thus matters stood until September 15, 1909, when Judge C. M. Hough in the United States circuit court for the southern district of New York rendered his now famous decision in favor of the Selden interests. This decision, coming so high an authority naturally caused a wild scramble among their dependents, many of whom applied for and received licenses to operate under the Selden patent, paying for the privilege a fixed royalty on each car manufactured.

The new responsibilities of fathering the automobile industry now began to weigh heavily upon the alleged "Automobile trust," as it now became generally known, and careful plans were laid to exterminate the few remaining companies, from whom tribute could not be extorted. Automobile agents and dealers were prohibited from handling "unlicensed machines," manufacturers of parts and accessories were intimidated, advertising agents threatened with boycott if they accepted business from the independent companies and prospective buyers were given to understand that they were buying a "lawsuit" if they purchased independent cars. These drastic measures naturally had considerable effect upon the sale of "unlicensed cars" and interfered greatly with the business of the independent companies.

One of the largest of the independent concerns who had steadfastly refused to contribute to the association was the Veeco Motor Vehicle company, Moline, Ill., who in 1910 instituted proceedings under the Sherman anti-trust law, declaring the association to constitute a monopoly in restraint of trade and praying for reimbursement for damages in the sum of \$50,000. This suit is now pending in the circuit court of the state of Wisconsin and everything possible is being done by the plaintiffs to rush the work through to completion.

It is generally understood that the Selden patent case will be carried to the United States supreme court for final judgment, and while it is possible that the decision just rendered may be reversed, this is not at all probable, and under the ruling of the circuit court of appeals, the highest court that has yet passed upon the merits of the case, the modern automobile, a direct descendant from the original Otto engine, is not in any way an infringement of the Selden patent.

The following is the report of the secretary of state at Lincoln showing the number of cars of each make in the state:

Buick	700	Interstate	28
Ford	682	Stoddard-Davison	28
Maxwell	588	Sears	28
Brush	450	Lambert	28
E. M. F.	375	Olds	28
Oakland	275	De Tomaso	28
Cadillac	250	White Steamer	28
Jackson	225	Stevens Duryea	28
International	175	Metz	28
Michell	150	Everitt	28
Chalmers Detroit	125	Carter Car	28
Regal	100	Holtzman	28
Rambler	75	Parry	28
Vette	50	Wayne, Mason	28
Fisher	25	Pierce	28
Auburn	25	Leocomobile	28
Hudson	25	Midland	28
Imperial	25	Parkard	28
Franklin	25	Warren, Marion	28
Stander	25	Peeries	28
Stanley Steamer	25	Rider, Lewis	28
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"It beats a horse to death,"

Says T. G. Northwall, agent for the famous Brush Runabout.

"I tried it alongside of the horse and buggy on the streets of Omaha two months ago and demonstrated that the machine beat the horse and buggy to death."

The Brush is a 10 h. p. balanced single cylinder, 4 cycle vertical 4x5 inches and sells for \$450. It is the one car that is indispensable and inexpensive. Anybody can own one. Everybody should own one. I have several pretty models that I expect to sell to land show visitors. If you want one of these cars better phone us the moment you land in Omaha. We are ready for you.

T. G. NORTHWALL CO. 914 Jones Street.

*T. G. Northwall*

"There Is One Car Which Leads in the State of Nebraska"

Said Lee Huff, manager of the Omaha Branch, Nebraska Buick Auto Co. "This is the 'Buick' christened 'Buick Money Saver' by hundreds of pleased users. This car is a \$550 car.

"Read this:

"Buick Money Savers" have the finest lines, workmanship, material and equipment of any low priced car. They have pressed steel frames, selective gears, disc clutches and full equipment, including top, wind shield, magneto, two oil lamps, tail lamp, two gas headlights, generators, horn, repair kit, dry cells, etc., with mechanical oil feed. "Buick Money Savers" are 20 horsepower, exceptionally quiet in operation and economical to run.

Inspection is cordially invited. No importunity to buy. For those who wish all the conveniences of an automobile at minimum cost the "Buick Money Saver" is ideal for city solicitors, light delivery, or in fact, any use to which a horse and buggy can be put, with much less expense.

NEBRASKA BUICK AUTO CO., 1912-16 Farnam Branches—Omaha, Lincoln and Sioux City.

*Lee Huff*

## Franklin---the Car Beautiful

Speaking of the car beautiful, Guy Smith has this to say:

"Ask the man"—and in the same breath I will give you his name.

JOHN DREXEL, the largest retail shoe dealer in the west. He will talk. He has just bought a new Franklin, which is his second.

Here are others:

- A. I. ROOT, the head of the largest printing house in the West.
- THOMAS FRY, manager of the Booth Packing Co., the largest oyster house in the world.
- DAVID COLE, president of Cole Creamery Co., the largest creamery in the west.
- N. B. UPDIKE, president Updike Milling Co., the largest grain concern in this part of the world.

They have the Franklin. They like my car. If you want to see how it performs, call Douglas 1970 and I shall be glad to show you. It is positively the cleanest, prettiest, smoothest, most reliable machine made. Anybody knows.

GUY L. SMITH, 2205-07 Farnam St.

*Guy Smith*

## "We have cut our price to \$1000

"The E. M. F. was \$1250, but in order that they may cover Nebraska like the dew the E. M. F. Co. has cut the price to \$1000.

"We have more pretty models than ever, and we expect to sell them during the Land Show.

"Our garage will be headquarters for our friends from the interior. They shall see what there is in this wonderful car," said Manager Smith.

He said: "Nothing can equal our machine at \$1000.

- "It runs like a \$2,000 car.
- "It rides like a \$2,000 car.
- "It lasts like a \$2,000 car.
- "It looks like a \$2,000 car.

"The man that owns it feels as if he owns a \$2,000 car—it is better than many \$2,000 cars. We are glad to make demonstrations at any time. Call us up—Douglas 363.

E. M. F. CO. 2026 Farnam St

*E. M. F. Co.*