

# AUTOMOBILES



## Along Auto Row

Agricultural Conditions in Nebraska Indicate Prosperity for the Auto Industry This Season.

Mr. and Mrs. Denise Barklow and Mr. and Mrs. George Hedick left Thursday for an overland trip to Cheyenne, Wyo., where they will deliver a new Packard touring car to a customer of Mr. Barklow's, manager of the Electric garage. The party will camp along the route, and take observations on the conditions of the road for the use of tourists who may make the trip afterwards.

The Fiat 15-horsepower racing car was sent to Sioux City Friday to its owner, Cy Seymour of the International aviators, who were the attraction at the Speedway two weeks ago. The big racer has been in the garage of the Wallace Automobile company for the last week undergoing adjustment. It is of the French racing type, with a 64-inch bore and 7 1/2-inch stroke. It was the winning car in the Grand Prix race of the National circuit at Savannah last November.

The MacIntyre Auto company delivered Oakland cars the last week to Mrs. Carrie Paul and A. L. Fettingill.

An unusually prosperous business for the last week is reported by the H. E. Fredrickson Auto company. Mr. Fredrickson states that buyers at this season of the year have been numerous and that the next few months will see a great shipment of motor cars from Omaha as a distributing point. While at the factories of the Hudson Motor company in Detroit two weeks ago, Mr. Fredrickson ascertained that dealers all over the country were asking for larger allotments of cars this year than in any other year past.

While demonstrating a Red roadster on Thursday afternoon Miss J. T. Boice of the R. R. Kimball company was arrested on the charge of speeding. At the time she was arrested she was showing the merits of the car to Robert Probers.

The R. R. Kimball company disposed of the following cars during the week past: Stevens-Duryea AA, to C. H. Brown; two Reos to Mr. Slama of the Slama Auto company of Humboldt, Neb.; Stanley Steamer to Robert Garrison of Guide Rock, Neb., and a Reo to Olson Bros., of Ithaca, Neb.

William T. Lewis, chairman of the board of directors of the Mitchell-Lewis Motor company of Racine, Wis., accompanied by Mrs. Lewis, has just returned from a tour of nearly a whole year in the British Isles and through Europe. Both Mr. Lewis and his wife sought this means of taking a vacation, and their mileage reached the total of 24,670 miles.

The Ford Motor company has compiled figures which show something of the gigantic business done by it in its eight years of existence. They estimate that every fifth car sold in America is a Ford; that in Nebraska there are two Fords for every car of one make; every fourth car in Iowa is a Ford, and every third one in Alabama. The statistics also show that the agricultural class are leading in the purchase of motor cars. In 1910 the farmers of Iowa bought slightly more than half of the cars sold in the Hawkeye state.

The United States Tire company is preparing to invade South Africa with the products of its five factories and to this end has appointed J. B. Ritchie of Johannesburg its South African representative. Mr. Ritchie considers the outlook for American motor products in South Africa particularly brilliant.

The Motager Motor Car company manufacturers of the Everitt "30," have just secured a valuable acquisition to their selling organization in the person of L. L. Barnes, one of the best known salesmen in southern automobile circles.

Detroit gets still another automobile factory and the latest addition to the list is the largest organized in the last year. It is the King Motor Car company, with a capitalization of \$500,000. The company gets its name from the man who designed its product.

Ten years ago the automobile was the subject of sneers and derision," says Henry M. Leland, advisory manager of the Cadillac Motor Car company of Detroit. "Today it ranks as one of the fastest methods of transportation or travel. The rapidity of the growth of the industry has surpassed that of any other business in the world's history. Today the automobile has ceased to be the rich man's hobby—it is the world's necessity."

The Michelin "Twins" two Broodingian machines, twisted and distorted themselves before wondrous crowds in the show windows of the Nebraska-Buick company on Friday evening and Saturday of the week past. While an advertising feature solely for the Michelin Tire company, the "twins" are so out of the ordinary that their appearance in the large cities of the country has been the occasion of numerous press notices.

The figures, which are about twelve feet tall, are made of rubberized silk and are seated in mammoth seats on an improvised platform in the window of the automobile company. Underneath the platform are arranged electric air pumps which keep the manikins inflated. By means of cords and partial deflation of the figures they assume some very grotesque positions and keep the spectators roaring with laughter.

The manikins were first shown in Paris, the home of the Michelin company. Later they were sent for exhibition purposes to several of the capitals of Europe and finally to this country. The figures are replicas of the familiar figures seen in the advertisements of the company, apparently made of rubber tires of different sizes. Goggles and huge cigars complete the illusion created by the "twins."

Reports from Atlantic City, where the postoffice authorities discarded the last

mile from a standing start in 40:35 seconds, eclipsing Barney Oldfield's record of 50:35 seconds.

M. Seagar has received from Guy L. Smith a new Peerless seven-passenger touring car. This car is painted royal blue, with fancy mohair top, seat covers and full nickel trimmings. The car is one of the most attractive in appearance seen on the streets of Omaha.

Litigation which has been carried on almost continuously the last twelve years concerning the validity of the German patent, generally known as the Kelley two-wire rubber tire, has resulted in placing the Goodyear Tire and Rubber company in the unique position of being the only company that does not have to pay a royalty to the Consolidated Rubber Tire company on tires made under this patent.

The New York fire department will go to blaze fast as the result of a recent purchase of ten Ford Model T cars for the use of its division chiefs.

The last two weeks the Apperson Automobile company has received and delivered to customers in its territory carloads of the famous "Jack Rabbit"

cars. The agencies of the company about the state report a stronger demand for cars than can be supplied.

C. J. Corkhill, western sales manager for the Apperson factories, is in Houston, Tex., at the present time, where he is opening a branch house. Mr. Corkhill writes that cars were delivered overland the last week to Tilden, Neb., and Farragut, Ia.

Three new Midland "40s," with foredoors and equipment, were seen on the streets of Omaha this week. J. A. Freeland, manager of the Midland agency, reports that cars were delivered overland the last week to Tilden, Neb., and Farragut, Ia.

## OLD ENOUGH TO STAND ALONE

Five Real Veterans, Hitched Together to Insure Perfect Safety.

King Louis of Bavaria, resolving to relieve the needs of one of his poor but brave aides-de-camp, sent him a small portfolio bound like a book, in which were deposited 500 crowns. Some time afterwards he met the officer and said to him: "Ah, well, how did you like the new work which I sent you?" "Excellent, sire," replied the colonel. "I read it with such interest that I expect the second volume with impatience." The king smiled, and when the officer's birthday arrived he presented him with another portfolio, similar in every respect to the first, but with these words engraved upon it: "This book is complete in two volumes."

## JOHNSON AND THE SMART CHILDREN

Full of indignation against such parents as delight to produce their young ones early into the talking world, Samuel Johnson gave a good deal of pain by refusing to hear the verses the children could recite, or the songs they could sing. One friend told him that his two sons should repeat Gray's Elegy to him alternately, that he might judge who had the happiest cadence. "No, pray, sir," said he, "let the dears both speak at once."

## A GALLANT CABMAN

An old lady getting into a cab in Grafton street, in Dublin, was heard to say to the driver, "Hello me to get it, my good man, for I'm very old." "Begorra, ma'am," said he, "No matter what age you are, you don't look it."

The Key to the Situation—Bee Want Ads.

# Most miles for the least money

The Brush is incomparable on this score—take it from any view point. In first cost, in operation, in repairs, it costs less than any other dependable car made.

Recently a New York editor told us he had paid only \$4.65 for repairs during an entire season's constant running.

Innoculated with the big car virus, he bought a big car—but his wife insisted that he keep the Brush for her use.

She could drive it herself, feared no mechanical difficulties—having no big car complications to oppress her.

That's another beauty of the Brush.

It's so simple anyone can drive it.

It's so dependable no mechanical knowledge is necessary to handle it.

It's so economical anyone can afford to own and operate it.

That's why it's called Everyman's Car.

Let us show you why hundreds are using it to advantage both for business and pleasure.

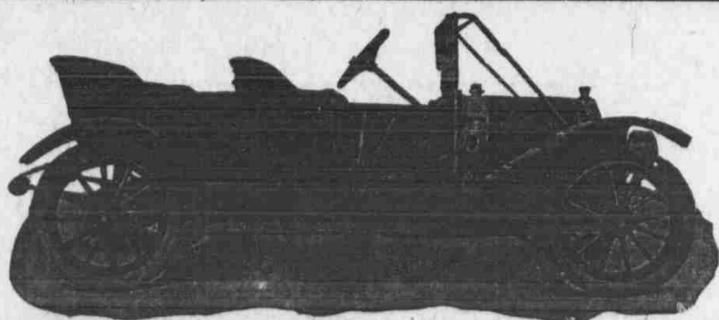
## Everyman's The Brush Runabout Car \$450



Let us give you a ride.

## The T. G. NORTHWALL CO.

914 JONES STREET OMAHA, NEB.



FOREDOOR TOURING CAR—\$2,000, \$2,100, \$2,250. Forty H. P. and Fifty H. P.

## MIDLAND The Car With the Full Floating Motor

The only car that can stand twists, jars and jolts of any road, and in no matter how strained a position, produce power to the full limit of its power plant. A car that combines Power, Durability and Beauty.

Midland Cars Come Up to the Mark of Quality

## NO TROUBLE TO GET JOY RIDERS IN A MIDLAND.

Colorado City, Colo., Dec. 13, 1910.

Midland Motor Co.: When I left your factory last June, I promised to write you in regard to my overland trip. When I arrived at Colorado Springs, I immediately got busy hauling tourists to the different points of interest in the Pike's Peak region. They kept me busy day and night; this, in fact, being the only day I have not been busy. Outside of a puncture at Rocky Ford, Colorado, I made the trip without a mishap. I never stopped for anything but food and water except at Lyons, Kansas, where I pulled a five passenger—out of the sand. They could not move either way. They had a rope with them which I guess all—some other cars carry so some one can pull them out when they get stuck. I have never yet been stuck with my car and don't expect to be. The power my car has in hill and grade climbing surprised the people out here. There is one hill out here known as the Jones hill that only one of two cars in this vicinity can make on high gear, and mine is one of them. I often have seven passengers in my car besides myself, and I go up the hills and down the grades without any trouble.

I am sending you some post cards of some of the roads and places I go with my car. I go to Denver and Pueblo, nearly every week with passengers. Every one wants to ride in my car because it rides so easy. It is no trouble for me to get a bunch of ladies for a joy ride, which I do quite often. The tourist season is over now, but I have all I can do hauling people that live here. I have never had any work done on the engine and have never had all the spark plugs out yet; but am going to clean the plugs and valves if I can get a chance. I have earned half the price of the car this summer and fall and she is still running as good as ever. I am sending you a photo of myself and a load of Oklahoma people in the garden of the Gods. That is a hard drive to make, but I have been there dozens of times. I will say this of the Midland car—it beats them all for the price of two thousand dollars and under, and some of the higher priced cars for power and endurance, and I know I will never want any other. I have to go to Illinois next May and have decided to come through in my car, and you can see how it has stood up. Hoping to see you next June, and with best wishes to the Midland Motor Company, I am, Yours very truly, C. W. REYNOLDS.

## Freeland Auto Co. 12th and Farnam Sts., OMAHA, NEB.

## 650,000 No-Rim-Cut Tires

And Each Displaced a Clincher

That's the record to date. And every day we add to this output 2,200 tires. The demand has grown to an avalanche. Our mammoth plants, with three shifts of men, are run 24 hours per day. The Goodyear No-Rim-Cut, with amazing quickness, has become the leading tire in America. All because these patented tires—for tens of thousands—have cut tire bills in two.

### Which Tire?

The ordinary tire—the clincher tire—rim-cuts if run flat. A punctured tire may be wrecked in a single block. The Goodyear No-Rim-Cut tire has been run flat in a hundred tests—as far as 20 miles. Of all the 650,000 sold, not one has ever rim-cut. These tires are now sold at the same price as standard clincher tires. They fit the same rims. Which tire will you take?

10% Overize No-Rim-Cut tires—because they are hookless—can be made 10 per cent



THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio Powell Supply Co., Mgrs., 2020-2022 Farnam St., Omaha, Neb. Branches and Agencies in all the principal cities. We make all sorts of Rubber Tires.

oversize without any misfit on the rim. And we do it. That means 10 per cent more air—10 per cent added carrying capacity—without any extra cost. And that, with the average car, adds 25 per cent to the tire mileage.

These two features together—No-Rim-Cut and oversize—under average conditions, cut tire bills in two. Yet these patented tires now cost no more than tires that rim-cut, tires just rated size.

Which is your choice? The demand for No-Rim-Cuts is larger than ever before came to any one tire. It has multiplied six times over in the past two years. It is growing faster than ever before. Ask for our Tire Book and know the reasons. Get rid of the worry, the bother, the cost of the old-style clincher tire.

## THE OMAHA BEE'S DIRECTORY of Automobiles and Accessories

Apperson "Jack Rabbit" APPERSON AUTO COMPANY 1102 Farnam St.

Baker Electric Electric Garage DENISE BARKLOW, Prop. 2218 Farnam Street

BRUSH RUNABOUT A Marvel of Workmanship. T. G. NORTHWALL CO., 914 Jones St.

FRANKLIN PEERLESS GUY L. SMITH, 2207 Farnam St.

H. E. Fredrickson Automobile Co. Thomas, Hunson, Pierce, Chalmers 2044-48-48 FARNAM STREET

MARION FOUR MODELS Prices—\$1,150 to \$1,700. OHIO ELECTRICS Marton Auto Company. C. W. McDONALD, Mgr. 2101-2103 Farnam St.

MIDLAND CARS FREELAND AUTO CO., 1122-24 Farnam Street.

NATIONAL Motor Car Co. National "40" Badger "30" 1115 Farnam Street.

Nebraska Buick Auto. Company Buick and Oldsmobile Cars... Lincoln Branch 10th and F Sts.—H. E. SIDLES, Gen'l Mgr. Omaha Branch, 1912-14-16 Farnam St.—LEE RUFF, Mgr.

Rambler MOTOR CO., 2052-54 Farnam St., Omaha.

SEARCHLIGHT GAS F. J. McSHANE, Jr., 2129 1/2 Farnam Street MORE LIGHT, MORE HOURS for Lell Money

Stearns WALLACE AUTOMOBILE CO. 2203 Farnam Street

Vehe MOTOR CARS VELIE AUTOMOBILE CO., 1902 Farnam Street John Deere Plow Co., Distributors

VanBrunt Automobile Co. Overland and Pope-Hartford Council Bluffs, Ia. Omaha, Neb.

## FIRST GRAND PRIZE THE BEE'S BOOKLOVERS' CONTEST FAMOUS Apperson Jack Rabbit Touring Car

READ PARTICULARS IN MAGAZINE SECTION