



Maxwell

2-Passenger Roadster

Model Q-11
4 cyl., 22 h. p.

\$750

Including Magneto

Possesses Every Desirable Feature

Low Price. You can buy this car without feeling that you are robbing yourself or "going it too strong."

Low Upkeep Cost. It costs so little to maintain (1 1/10 cents per mile, including depreciation) that upkeep is hardly a factor.

Simplicity. The engine is so simple that a child can readily learn to operate it and take care of it. No need of chauffeur. All parts are readily accessible.

Convenient Size. It is neither too big nor too small. In emergency cases where folks are to be entertained it can be converted into a 4-passenger car in a jiffy, and carry the load easily. Small enough to be handled with greatest ease and facility in traffic.

Reliability. This is a characteristic common to every Maxwell model and proven by the experience of over 40,000 owners. Ask any of them.

Handsome Appearance. There is a distinctive elegance to this model. Low, snappy, speed-suggesting lines—a general air of completeness.

If you're in the market for a car, this one deserves your attention. You certainly can't find such features in any other car.

Prove to Yourself Point by Point. Send for the new 1911 Maxwell catalogue and read it. Read our book "How to Judge an Automobile," and apply the tests. Then read "The Maxwell in Business," and see how 1243 business firms employ it to advantage. A postal will fetch them. Just write us "Mail Books."

United Motor Omaha Co.
2115 Farnam Street

Along Auto Row

Some Items Gleaned from Among the Dealers Who Are Exhibiting the Beautiful 1911 Models at Auditorium.

"A change in conditions in the automobile industry and one which is along the right lines lies in the fact that the agents and dealers of the various companies and through their friends and customers are receiving more attention and their opinions have more weight than was the case a few years ago," said E. R. Wilson of the E. R. Wilson company, who sell the Lexington.

"In many cases, even with some of the largest and strongest companies, an agent found it very difficult to get proper attention or to receive any consideration for the suggestions that his experience led him to offer. He was, in many cases, given to understand that he was lucky to get any cars at all from the manufacturer and that his views and judgment were worth little.

"Today, however, the most progressive concerns welcome and solicit the suggestions of their representatives."

One day recently W. Alfonso Craig proposed to Mr. Sam Foreman of the Foreman-Gresham Automobile company, dealers in Ford cars at Paducah, Ky., that if he would climb two flights of concrete and stone steps on the north side of the Paducah court house, go across the court house hall and down the steps on the south side of the building and yard, he (Craig) would buy a Ford Model T automobile at \$300 cash and no questions asked.

Mr. Foreman took him up promptly and made the trial, successfully motoring up the two flights of steps, through the court house and down on the other side with comparative ease. Up the steps the machine held its course at an angle of forty-five degrees with as much ease as on a level surface. Foreman sold the car.

"The Rudd Taxicab company of Brooklyn, N. Y., has installed a fleet of Franklin taxicabs and one omnibus to care for the thriving business of that lively city," said Guy Smith, Omaha agent for the Franklin.

"The installation of these cars attracted considerable attention, when it was known that they have air-cooled motors and replaced a squad of water-cooled cabs. The water-cooled cars did not give satisfaction, and, after troublesome experience and fruitless efforts to keep down the upkeep cost, Mr. Rudd decided to adopt the Franklin.

"An average kept for Franklin taxicabs shows a tire cost of 2 cents per mile, which is considered remarkable when tire upkeep costs for various types of cabs are considered. The Franklins are equipped with tires 30 1/2 inches front and rear.

"The elimination of a water cooling system makes light weight possible and is conducive to the long life of the tires and car."

Following the announcement by Hugh Chalmers that he will give a Chalmers "30" car to each of two players, one in the National league and one in the American league, who do the most to help their respective teams, Connie Mack, manager of the world's champion Athletics, has telegraphed Mr. Chalmers on his liberality.

Starting an automobile on the road without the use of a crank is a feat accomplished in a unique manner by S. S. Ingmah of Columbia, N. D. He was forced to this bit of ingenuity while driving his Franklin car. On the day in question the temperature was very low and water splashed up onto the front end of the crank shaft and formed ice.

When Mr. Ingmah wished to start the car he could not make the crank take hold. He was thirty-five miles from home, but found a way out of this first difficulty, starting the motor by means of an improvised crank made from a piece of one-inch pipe.

Five miles from home he stopped the motor when passing a team of frightened horses. He made several attempts to start the motor, but the crank would not hold and he was in a quandary. He could think of no way to start his motor until the grade on which the car stood gave him an idea. The car was facing uphill. He threw in the reverse and tried to start the motor by jutting the car back down the hill. This did not work, so he released the brake, turned the car around, threw in the high gear, and, letting the car coast down the hill, soon had his motor running.

A new and distinctive type of high powered roadster has been built by the Columbia Motor Car company. The newest Columbia is a striking car, and like all other Columbias it embodies many exclusive features. Excellence of workmanship is everywhere shown. It is painted Nolsetta, a new color, the second to be developed by the Columbia works this season.

Nolsetta is a strong, warm gray, ideal for touring, since it doesn't show dust. It is found originally in the basement after it has had opportunity to dry for three weeks. If allowed to dry longer, the color is darker and less than three weeks drying makes a lighter shade.

"I have every confidence," said Sales Manager Benson of the Cadillac company, "that 1911 is going to be one of the greatest years the automobile industry has ever known and the early spring months will see a big shortage of cars. I feel quite safe in saying that it will be well along in the summer before the output can catch up with the demand. In our own case, we have for some months been working a larger force than ever before in our history. During December we shipped 1,824 cars, as against 70 in December a year ago. Up to and including December 21 we shipped 4,380 cars of the 1911 model, as against 2,306 1910 models up to the same time last year. We hear nothing but encouragement all along the line, so, naturally, can hardly feel otherwise than very optimistic at the outlook."

Ferdie (having dinner with his side partner of the ribbon counter)—How do you manage on your small salary to have such a nice fowl, a wide variety of vegetables and other nice things? I am single, as you know, and it is all that I can do to make both ends meet.

George—I own an automobile.

Ferdie—What has that to do with it more than to complicate the whole situation?

George—Well, it has this to do with it: I have not had to buy a chicken or a duck since I owned it.

Ferdie—Do you run over celery, potatoes, beets, pumpkins, apples, etc., too?

George—No; they grow by the side of the road and they are so tame that I walk right up and take them.—The Automobile.

Now that shaft drive in electric has become so universal, it is interesting to recall the prediction made nine years ago by the Baker company that shaft drive would supersede chain drive in both gas cars and electric. The foresightfulness of this prediction is more apparent when one stops to consider how far back into the dim past of motor car construction nine years takes us. At that time shaft drive was a mere theory. And that it today is an accomplished fact in electric, is due entirely to the years of shaft drive designing done by

(Continued on Page Eleven.)

LOOK over this list of satisfied owners of the Franklin---all sold last year.

Franklin 1911

1910 PURCHASERS

- | | | |
|-----------------------------|------------------------------|-------------------------------|
| W. C. McKnight, Omaha. | W. J. Hynes, Omaha. | Sherman Saunders, Omaha. |
| Dr. R. B. Davis, Omaha. | J. A. Munroe, Omaha. | S. S. Smith, Washington, Ia. |
| Dr. W. C. Upjohn, Omaha. | J. L. Kellogg, Lincoln. | Ed. Klopenstein, Washingt- |
| C. F. Schaab, Papillion. | F. E. Buchan (two cars), | ton, Ia. |
| H. V. Hayward, Omaha. | Des Moines, Ia. | Frank Nance, Hastings. |
| A. H. Voss, Chalco. | Dr. L. Grummer, Omaha. | D. W. Titus, Litchfield. |
| C. D. Brown, Papillion. | O. H. Schenk (two cars), | C. R. Livingston, McCook. |
| T. A. Fry, Omaha. | Pawnee City. | Frank Toepper, Blue Hill. |
| A. V. Kinsler, Omaha. | W. H. Kilpatrick, Beatrice. | J. S. Davis, North Platte. |
| N. B. Updike, Omaha. | S. C. Houghton, Hampton. | J. D. Harrison, Grand Island. |
| Levi Baker, Shenandoah, Ia. | David Cole, Omaha. | F. E. Slusser, Grand Island. |
| Fremont Brewing Co., Fre- | C. D. Robinson, Pawnee City. | C. E. Eldred, McCook. |
| mont, Neb. | A. L. Reed, Omaha. | P. M. Peck, Litchfield. |
| Dr. Louis Swoboda, Omaha. | Fred Bragg, Norwood, Wyo. | Wm. Herzog, Harvard. |
| John Reimers, Grand Island. | W. H. DeFrance, Omaha. | Emil Polenski, Hastings. |
| L. B. Scott, Omaha. | H. H. Fish, Omaha. | R. G. Gaston, Hastings. |
| Mr. Carger, Pasadena, Ia. | C. A. Lord, Lincoln. | George Price, Hastings. |
| A. H. Viele, Omaha. | Dr. T. J. Dwyer, Omaha. | H. P. Sutton, McCook. |
| B. R. Hastings, Omaha. | City of Omaha (two cars), | J. R. House, Pender. |
| | Omaha. | Frank Vrtiska, Pawnee City. |

GUY L. SMITH

See my bunch of Cars at the Auditorium Today. 2205-2207 FARNAM STREET.

..OAKLAND..

The Car That Maintains a Leadership Not Disputed by Any Manufacturer Making Cars at Competing Prices

OAKLAND automobiles have met and DEFEATED 142 cars, ranging in price from \$1,000 to \$4,000. In the past two seasons, OAKLANDS have piled up over thirty hill-climbing, road and track records. These records are proof positive of honest and scientific construction, proper materials and expert workmanship—and they stand for all that we might say for OAKLAND cars. It is prima-facie evidence of leadership.

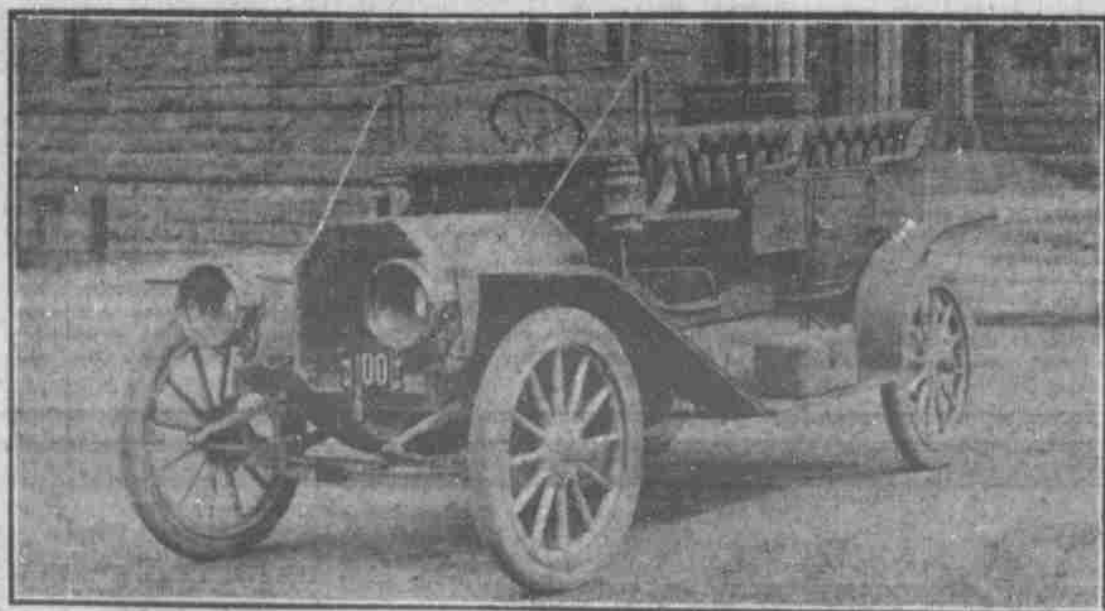
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McIntyre Automobile Co.

Show Room and Garage, 2203 Farnam St.

ONLY \$1,500 TODAY

WHEN YOU SEE THIS CAR TODAY YOU WILL AGREE WITH US THAT IT IS THE BEST CAR FOR THE MONEY EXHIBITED



Call at our booth between the hours of 10 a m and evening and we will show you this car. It is wonderfully constructed. We will go up any hill or negotiate any sand bed

International Harvester Co.

TODAY IS APPERSON

DAY AT THE AUDITORIUM

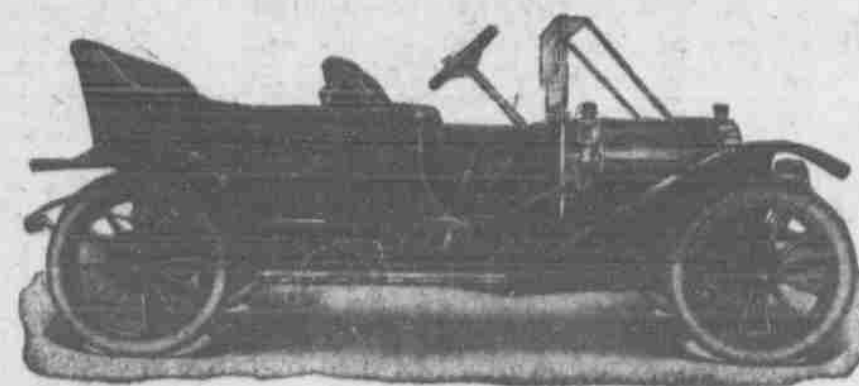
You Are Invited to See the Apperson

See the three splendid Apperson models. They are the best in the country.

Give Us a Chance and We Will Show You

Apperson Auto Co.

1102 Farnam Street



Fore Door Toy Tonneau, Model L, 40 H. P., 4 Passenger

\$2,100

See this fine model at the Auditorium today. It goes a little beyond anything you have ever seen—no doubt. It is our Model L 2, fore door Toy Tonneau, 40 H. P., 4 passenger. Sells for \$2,100.

It is elegantly finished and well equipped. It has enviable records piled up, and is making new ones all of the time.

The Midland is the one car that never gives to its owner trouble. This is the car which won second in the 5-mile Free-for-All Equipped Car Event here last fall, and finished second in the 700 Mile Race Through Nebraska and Iowa last year.

See it at our booth today.

Freeland Auto Co.

Farnam and 12th Streets