

FRANKLIN

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What the winner of the endurance contest says

To the public:—

It is just as I have said all along, there is but one test of an automobile—that is, the hurry up, on the road—the sands, the hills—

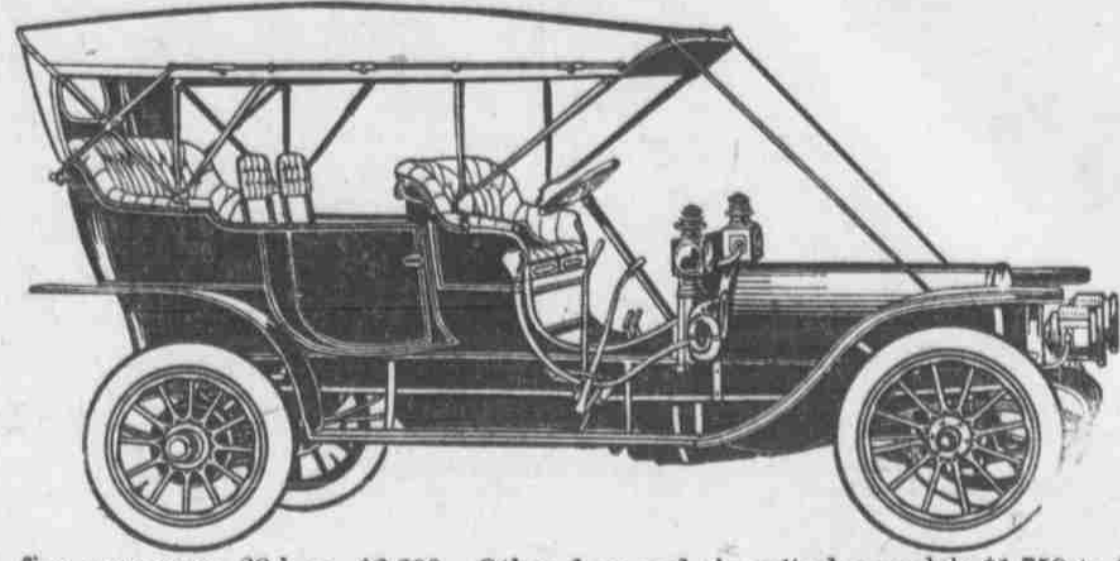
Not a slow gait—

Not a snail's pace—

But a pace that jostles bolts in a common car—that dismantles seats, breaks springs, damages axles—a killing pace—a pace in which ordinary cars cannot live.

With pardonable pride I commend to your favor the Franklin—the winner of the 400-mile endurance contest—the winner over 30 cars—all sold in this market, and all called good.

Guy L. Smith,
Farnam Street.



Model D, five-passenger, 28-h. p., \$2,800. Other four and six-cylinder models \$1,750 to \$5,000.

AN ENVIABLE LIST OF RECORDS

Do you realize that for the **PAST YEAR** the **FRANKLIN** has made more perfect scores and won more contests than any other one make? And in the majority of contests the **FRANKLIN D** has been entered singly and alone. Other makers have usually had two, three and four entries. Just run your eye over the list of **FRANKLIN** records attached

1908 Glidden Tour: FRANKLIN Model D and Model H, both won perfect score.

Bretton Woods Reliability Run: FRANKLIN Model D won a perfect score. It went through the 1,600-mile grind without a single adjustment.

Chicago 1,000-Mile Reliability Test: FRANKLIN Model D won a perfect score. The technical examination after the contest caused the penalization of many entrants.

Cleveland Endurance and Economy Contest: FRANKLIN Model D won the highest award. It had a perfect road score and also the lowest gasoline consumption.

Worcester Reliability Trial: FRANKLIN Model D won the only perfect score. The technical examination after the contest eliminated thirteen contestants who had clean road scores.

Pittsburg Endurance Run: FRANKLIN Model D made the run of 450 miles without penalization for repairs or adjustments.

Harrisburg Reliability and Endurance Test: FRANKLIN Model D won the Governor's Trophy, the highest award of the contest.

New York Automobile Trade Association One-Gallon Mileage Contest: The FRANKLIN won the grand prize as well as its class prize and established a world's economy record by carrying the greatest load the greatest distance on one gallon of gasoline.

Detroit Endurance Run: FRANKLIN Model D won a perfect score.

Hartford Endurance Run: FRANKLIN "Six" won a perfect score.

Baltimore Sealed Bonnet Contest: FRANKLIN Model D won perfect score and was the only regular stock car which was not penalized for repairs or adjustments or at the technical examination following the run.

Omaha Endurance Run: FRANKLIN Model D, driven by an owner, made a perfect score.

Norristown Endurance Run: FRANKLIN D made perfect road score.

Ottawa (Can.) Endurance Contest: FRANKLIN D and G both made perfect scores. Only perfect scores in this event.

Catskill-Berkshire Endurance Run: FRANKLIN D and H both made perfect scores.

Denver-Pueblo Endurance Run: FRANKLIN D won second place. Lost first place only by .4 of a point.

Buffalo One-Gallon Mileage Contest: The FRANKLIN G won the Grand Prize as well as its class prize and established a new world's economy record by carrying the greatest load 46.1 miles on one gallon gasoline, thereby beating its own record made May 10th in New York of 35.8 miles.

Model G, \$1,850
Model D, \$2,800
Model H, \$3,750

GUY L. SMITH 2207 Farnam Street



CONSERVE INFANTS' HEALTH

New Haven Conference of Physicians Will Discuss All Phases.

BABIES HAVE MONETARY VALUE

At Birth They Are Worth \$90 Each, the Value of the Human Life Gradually Increasing with Age.

All phases of the problem will be considered at the Conference on the Prevention of Infant Mortality which is to be held at New Haven in November by the American Academy of Medicine. Special emphasis will be laid on the responsibility of health officials for the enforcement of the laws which concern the health of the community in general, but of the babies in particular.

In this year of grace, 1909, and in these enlightened United States, it is startling to be told that less has been done for a

baby a chance to grow up into healthy maturity, than has been done for the average calf. But cattle have long been recognized as national assets. They have a definite money value, so state and federal authorities have enacted and enforce laws in their behalf—laws which secure hygienic surroundings, intelligent care in feeding an abundance of fresh air and sunlight, and to a certain extent immunity from preventable disease. That a baby is worth anything in dollars and cents to the community is a new idea.

Babies Considered National Resource.

But the babies are coming into their kingdom at last. On the continent of Europe and in England, royal commissions and other tremendously dignified boards of investigation have been appointed to discuss ways and means of looking out for their welfare. Here in the United States we are going a step farther. We are beginning to consider human beings—babies among them—as a part of our national resources. We have even gotten to the point where we count them in with the timber supply, the coal and other mineral resources and the water supply as worthy of conservation.

In Prof. Irving Fisher's report on na-

tional vitality recently prepared for the National Conservation Commission, all humans, big and little, are given a fair showing and a financial rating. In the past, the estimates of political economists, the reports of insurance companies and of industrial concerns have gratified the curiosity of anybody who was interested in the money value of the grown-up wage earner. But it is slightly different where the baby is concerned. He has not figured extensively in the records. But, according to the conservation report, his or her value, at birth is \$90. By the time he has reached the age of 5 years his net worth is \$4,100. After that his net value begins to decline and at 60 it is \$2,300, while at 80 it is \$100. These figures represent the capitalization of the earning power of the individual. In the case of the baby, the \$90 represents the discounted value of his future earnings, taking into account, also, the cost of the care given him until he is able to look out for himself, and the cost of the care which may have to be accorded him in old age.

Fifteen Per Cent Die in Infancy.

It is estimated that about 2,500,000 babies were born in the United States last year, and that 375,000, or 15 per cent of that number died within the year. To find the value in dollars and cents of this appalling loss of human life you only have to multiply 30 by 375,000. It amounts to \$11,250,000. Add to this an average of \$25 a piece spent for medical care and other attention and you pile a few more millions on to the total loss.

Physicians who have gone straight to the heart of the matter, believe that 50 per cent, if not more, of this tremendous waste of life could be prevented. They fix the blame partly on social conditions and partly on the indifference or negligence of health officials. They declare that the problem could be solved by the registration of births, and in connection with that, the instruction of the mothers in the proper care of the babies; the enforcement of the regulations which prevent the contamination of the food and the water supply and of those which secure improved housing conditions, with an adequate supply of fresh air and sunlight for rich and poor alike. These physicians who work among the babies say that if a pestilence were to carry off only one-tenth as many babies as die from the "ordinary" diseases every year, the entire country would clamor for remedial measures. But people are used to seeing the little hearse on the street and nobody gets excited over them.

Baby's Vitality Greater Than Adult's.

There is another feature that emphasizes the extravagance of this waste of baby life. When an adult recovers from an illness, it usually leaves him with lowered vitality. A baby's recuperative powers are much greater. A baby may be dragged down to death's very door by summer complaint, but the disease leaves no weakening handicap. If he recovers he is likely to be in the running the next year for the prize for the plumpest, healthiest youngster in the baby show.

The total amount spent by the United States government to protect cattle from disease counts up into the millions. Bearing the estimate on the \$47,500 appropriated for the bureau of animal industry of the Department of Agriculture for

the current fiscal year, not less than \$15,000,000 or \$20,000,000 has been expended in the last five years by the federal government to protect animals from disease or deterioration. Of this sum set apart for 1909, \$2,000,000 is for meat inspection alone, and a large slice of the rest goes toward the suppression of bovine tuberculosis and the improvement of the milk supply—preventive measures of incalculable benefit to human kind. But while such expenditure conserves public health in the end, it usually has been sanctioned at the beginning because important commercial interests were at stake. When the public health measure was up for discussion in an Indiana legislature recently one of the legislators said that he had been requested over and over again by his constituents to vote for laws to protect hogs from cholera and trees from scale, but he had never before been asked to vote for a measure to protect women and children from preventable disease.

Since the world began the crop of babies has been fairly constant. The quality of the crop; the diseases that have carried off hundreds of thousands every year, have never caused the slightest flutter in the stock market. Commercially considered, the American chick has loomed up much larger in financial calculations than the American baby. But the baby is a potential American citizen. And since he has been officially recognized as a national resource it becomes a national duty to protect him from disease and deterioration, and to give him the chance that is his due to grow up into healthy maturity.

BUFFALO BILL WILL BE BUSY SHOWING TO HIS OLD FRIENDS

Expects to Spend the Week in Nebraska on Grounds Familiar to Him.

Colonel Cody, "Buffalo Bill," has spent years in touring the continents of America and Europe with success. When one is an accepted prophet in his own country, and when the nations beyond the seas find instruction and delight in the same exhibition there must be something exceptionally meritorious in its composition and its features. This is explained by the fact that the exhibition of life in the old west far west is real, actual and true. Realism here found its highest type in reflection through the simple and faithful methods that Colonel Cody conceived and executed—genuineness of people—no tin-plate—no clap-trap.

While bringing this year his Wild West with several new numbers he has added a fresh interest by forming what is really an epitome of the races of the world. Thousands have seen the Wild West and the Great Far East separately, but now one can renew acquaintance with those wonderful exhibitions of the human race from throughout the universe together. Colonel W. F. Cody and Major Gordon Lillie have combined their forces in order to give the untraveled a comprehensive understanding and knowledge of the many aspects of the human race as it exists in the east, west, south and north, for they have collected a great assemblage of types from all quarters—Indian pithed ponies, bucking bronchos,

cajones of the plains, camels, musically educated elephants and other animals, including the wild buffalo, are show in the arena, while the feats of the horsemen and the footmen are of the marvelous character. For diversity and kaleidoscopic variety in color and in costume, for complexity and contrast in human characteristics, the combined Wild West and Far East stands without a peer or competitor, because it is unique, unapproachable. Without the tinsel and glare of the artificial this exhibition gives an entertainment possessing value and instructive quality through its simplicity and reality. There is no attempt to imitate or deceive, for every man, woman and child that marches or rides into the arena is a genuine specimen of their race or class.

Every day at 11 o'clock and at 6:45 p. m., a free exhibition will be given to the general public by Puzos, the Mohammedan Dervish, who dives through the air from a high mast to an inclined platform without any mechanical device or apparatus whatever.

During the coming week visits will be made to Lincoln, Fairmont, Hastings, Kearney, Columbus and Fremont, covering grounds where the old Scout has hunted, trapped on, scouted and fought over, returning to Omaha on Labor Day.

CZAR'S FOUR DAUGHTERS

Healthy, Happy Girls, Who Have Been Brought Up in Simple Manner.

LONDON, Aug. 14.—The four daughters of the czar made a pleasant impression on those who saw them during the visit of the Russian imperial family at Cowes. In their short white dresses, blue velvet coats and blue straw hats, trimmed with flocks of white chiffon, all exactly alike, they formed a pretty picture of healthy, happy childhood. Their first trip of exploration around Cowes was made with two governesses and they accomplished a great deal in two hours, buying all sorts of things at the shops—post cards, dolls, souvenir spoons, fancy work, and all the things that girls of from 8 to 14 like to possess, whether they are grand duchesses or just ordinary youngsters. They chatted with their British royal relations, Princess Mary and Princess Edward and Albert.

Of the four, Olga, the eldest, who is 14, is the cleverest. Tall for her age, she has a graceful figure and a bright smile. Tatiana, the second daughter, is really a beautiful girl, with the rose leaf skin, curly dark hair and regular features of an English child. She was the only delicate one of the four girls. Marie is placid, well behaved and obliging.

Anastasi, the youngest, is described by her governess, Miss Eager, as "a regular little pickie." Her name Anastasi, which means chain breaker, or prison opener, was given to her because to celebrate her birth the czar pardoned and reinstated the students taking part in the riots in Moscow and St. Petersburg in the preceding winter.

All the grand duchesses speak English, French and some German, besides Russian. From an early age they have all had lessons in piano playing, drawing and painting. All four are excellent riders. After

HADLEY AT THE CHAUTAUQUA

Governor of Missouri Speaks at Bellevue and is Entertained at Omaha Club.

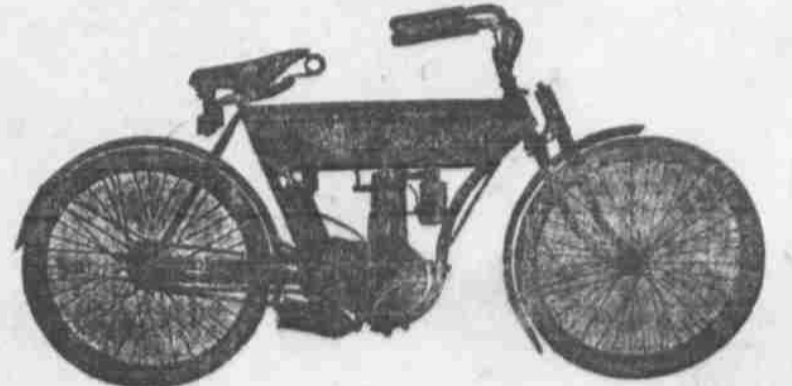
Governor Herbert L. Hadley of Missouri, arrived in Omaha Saturday morning from Atlantic, Ia., to deliver an address at the Bellevue chautauqua as one of the opening orators. Governor Hadley comes here from three weeks in Colorado, where he declared he had found it cool throughout his stay. He was entertained at noon at a luncheon at the Omaha club.

The Russian grand duchesses have been brought up with just the same simplicity which has marked the childhood of the little Wales children. Indeed, it was only lately that they began to realize their rank. The magnate of the Russian empire is the young czarovitch. All his sisters bow before him and his will is law.

Bishop J. J. Keane of Wyoming, who speaks at the chautauqua Sunday afternoon, also reached Omaha Saturday.

Clearing Sale of the Light Motorcycle

FORMERLY SOLD FOR \$175
WILL BE SOLD NOW FOR \$135



These are first class machines in every respect. The manufacturers are making a clearing sale of this particular model and have made the price low enough to sell them rapidly.

\$175.00 is the regular price.
\$135.00 is the closing out price.

This machine is 2 3/4 horse power, spring fork, double grip control, equipped with Thor motor, carbereter hubs. This is the biggest bargain I have ever seen, and I expect to sell my allotment during the next two weeks. If you think of purchasing a motorcycle do not wait a minute, but come in and inspect this machine.

LOUIS FLESCHER
1622 Capitol Avenue.

Prove Our Claims.



The Panhard Can; It's Sealed

By Trying Panhard Oil in Your Automobile

Every cylinder oil manufacturer claims his oil to be free from carbon—we prove it. You can quickly satisfy yourself that Panhard oil will not carbonize and that it gives perfect lubrication at all temperatures.

PANHARD OIL

The Oil in the Checker Board Can.

Proves not by color, but by actual test in your motor that it is free from carbon.

If you value the life of your motor, end your lubricating difficulties at once by getting Panhard Oil. Write today for our book, "Lubrication," will recommend the grade suited to your motor.

GEO. A. HAWS, NEW YORK, U. S. A.

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