

FARMERS TAKE TO THE AUTO

Modern Mode of Travel is Popular on the Ranches of Nebraska.

GREAT VALUES AS TIME SAVER

Motor Car is a Powerful Factor in Promoting the Much Talked-Of "Back to the Land" Idea.

"You would find, if you figured up, that more automobiles are owned by farmers in Nebraska than are owned by city dwellers," said L. J. Brown of Creighton, who, with R. Jewell of the same city, brought a few carloads of stock to the South Omaha market.

"Automobiles are becoming numerous in our section of the state," said Mr. Brown. "I haven't bought one yet because my farm is only a mile or two out of Creighton and it is not so much of a time saver to me as to some of the rest in our section. Where a man lives a number of miles from town it is hard to calculate the benefit of a good automobile. He can save about half the usual time he spends in going to town. This doesn't make much difference in a time when work is not pressing, but in the busy season every hour means hundreds of dollars to the farmer. If he needs repairs or supplies, which is a daily matter in plowing, planting or harvest time, he can make his trip to the city and back in an hour, where in the old days he might spend more than half a day and wear his team down at the same time from over-driving. While his team is resting at noon he can rest himself and make his trip to town and get back in time to go to work promptly in the afternoon.

"Then we farmers like machines. We

have them for their comfort and style. They are great for Sunday rides." The two Creighton men are from one of the best townships of Knox county. They say the farmers in their section have suffered very little from the frost or the dry weather. Wheat raising is not so prominent in that section and the weather has been fine for oats. Farmers are now beginning to plant corn. Within the next five days the greater part of the corn crop will be planted. Knox county raises a large acreage of corn as a general rule and it is probable that this rule will be considerably stretched this year.

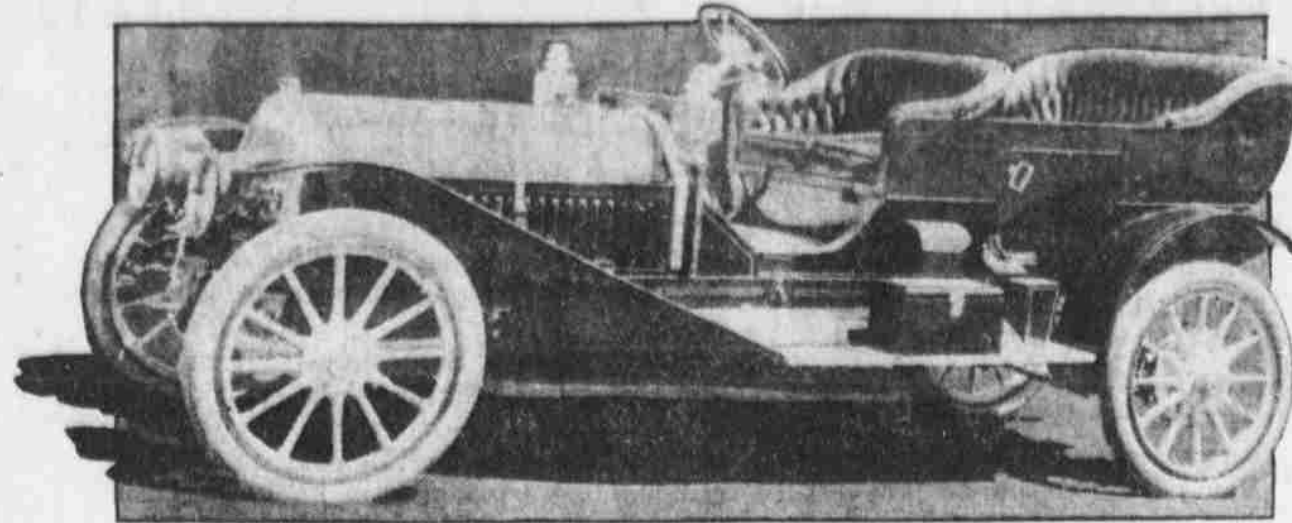
Frightful Summs
of the stomach, liver torpor, lame back and weak kidneys are overcome by Electric Bitters. Guaranteed. 50c. For sale by Beaton Drug Co.

OMAHA GARAGES ARE CENTRAL
Showing of Motor Cars on Farnam Street Adds Greatly to Metropolitan Appearance of City.

One of the peculiar features of the automobile industry in Omaha—and it has become an industry rather than a fad—is the centralization of the garage district. It is a noteworthy fact that Farnam street from Eighteenth street to Twenty-fourth street, is almost entirely taken up with automobile garages, supply houses and repair shops. This centralization gives to the city a metropolitan appearance, indicating at once the supremacy of Omaha as an automobile market.

What better boost could there be for the town? Naturally, any community that is long on automobiles must be a prosperous community, for automobiles and prosperity go hand in hand. That being a settled fact, the prosperity of Omaha is evident at a glance.

The Great R. A. C. The sensation of the year, brought to Omaha by the Sweet-Edwards Automobile Co.



The R. A. C. is 50 horse power, 6 cylinder, 133-inch wheel base, 36-inch wheel, full floating rear axle, 3-point suspension motor, selective transmission. All easily accessible. Price \$2,200. A truly high power, high class car, sold at the price usually asked for an ordinary 4-cylinder machine. Only a few of these cars allotted to Nebraska for this year. Get in early.

Also agents for The Moon, a fine and powerful car. The Parry, the prettiest car in the country and the American, the aristocrat car.

SWEET-EDWARDS AUTOMOBILE CO.
2050 Farnam Street

Velie
Motor Cars
Velie Automobile Co.
1902 FARNAM ST.
John Deere Plow Co.
Omaha Distributors



G. M. WAGNER IN THE COLUMBIA, WHO MADE THE ONLY PERFECT SCORE IN THE THREE-DAY 60-MILE "ALL CONNECTICUT RUN." THE CAR SHOWN HEREWITH IS A STOCK CAR WHICH HAS BEEN DRIVEN UPWARD OF 11,000 MILES SINCE LAST OCTOBER.

This Car Has a History

Supreme road ability with the smallest tire and operating expense are combined in

Franklin Model D

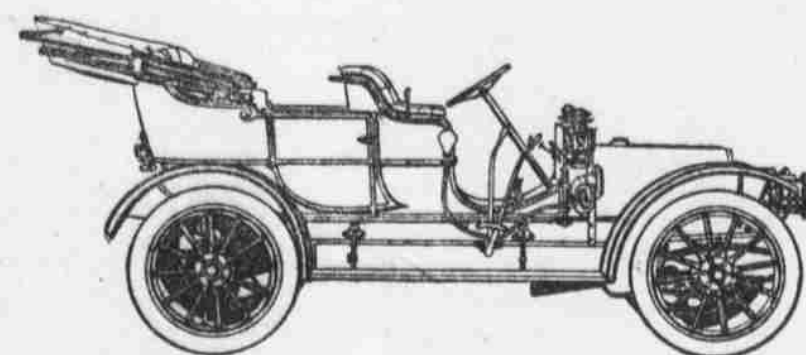
A five-passenger touring car, light and resilient, it offers luxury and comfort for the country road, beauty of line and ease of control for city use. Always powerful, always efficient, it is the ideal car for business and for the family.

Model D made and holds the Chicago-New York record of 39 hours, 53 minutes. Other automobiles have failed to cover the distance in less than fifty hours. Only touring efficiency of the highest type could make such a record possible.

Model D weighs a third less than the ordinary five-passenger touring car. The operating cost is lower, and the repair charges are less. The reliability of the automobile as a whole is on the highest plane.

Model D has tires 36 inches by 4½ inches. Other motor cars of its type have tires 34 inches by 4 inches. On an automobile of the same weight the larger tires would give double the service of the smaller. On an automobile of a third less weight and of extremely resilient construction they give four and five times the service.

Model D has no superior in comfort. Full-elliptic springs and wood chassis frame give it an ease of riding unknown to those not familiar with Franklin design. Road shocks are absorbed—not transmitted to the passenger. In comfort, reliability and economy of operation it is supreme.



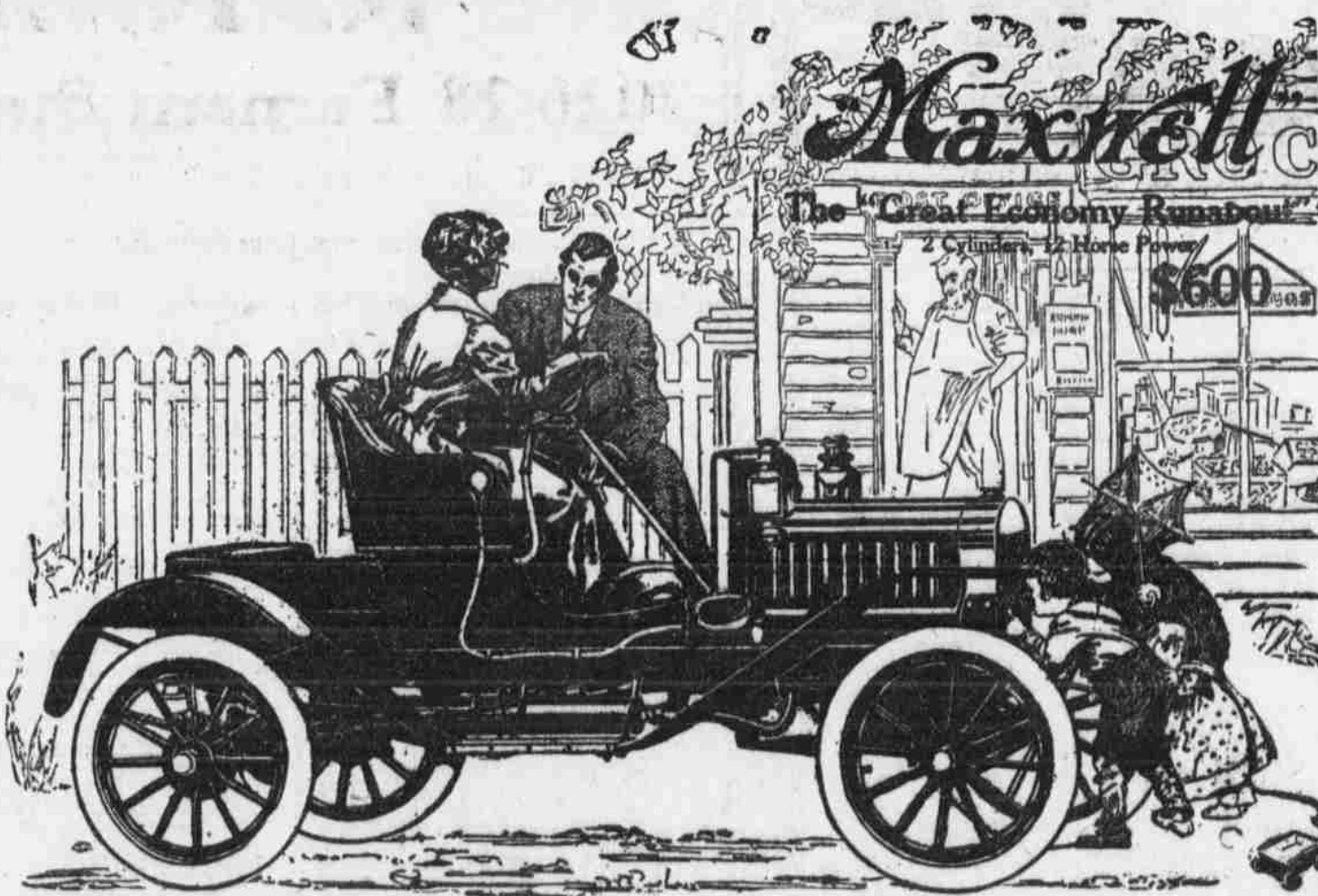
Model D is furnished in touring car form, as a run-about with hamper or with rumble seat, with close-coupled or surrey type of body. It meets every motoring need.

GUY L. SMITH

2205 Farnam St.

Omaha, Neb.

It Only Costs 29 Cents a Day To Run This Maxwell 100 Miles a Week



"Since this advertisement first appeared letters from many owners of this little car say that our estimate of cost of maintenance is too high. I do not believe that the Maxwell has an equal on the market. We are selling all that we can possibly get. We can make prompt deliveries."

Levin E. Doty

Our recent advertisement showing in actual figures the LOW cost of MAINTAINING our big Maxwell touring car aroused greater public interest than we predicted. The results proved that we were right in believing that most people want to know just how much a car COSTS TO RUN—before they buy it. We wait with interest to see if other makes dare follow our lead and tell how much their cars cost to run.

Here are the Figures

These figures, established by Maxwell owners represent an average total cost, if you run your own car and store it on your own place. Here's a fair sample of the letters we receive from owners of Maxwell runabouts.

"I have had one of your runabouts for a year, and have kept an accurate record of all my expenses. I was surprised to find that it only cost 29 cents a day to run this Maxwell 100 miles a week. My total expense for 5,000 miles was \$106.40—itemized as follows:

"Gasoline, 217 gallons, \$43.40; oil, 20 gallons, \$10; one ball grease, \$1.50; 3 spark plugs, \$3.00; one new spring, \$2.50; small repairs, \$2.60; five punctures vulcanized, \$2.50; one extra casing and three extra inner tubes, \$39.80.

"I have never been laid up on the road for repairs, and my car is going today better than ever.

Fac-simile of this letter sent on request.

For long, hard tours this Runabout is just as adequate for TWO passengers as our big 30 H. P. Touring Car is or FIVE passengers—the difference is in the carrying capacity only. Any hill that ANY CAR will climb THIS CAR will climb. The name "Runabout" does not do it justice—it is a 2-PASSENGER TOURING CAR with a speed of 35 miles an hour.

SALE OF MAXWELLS TO DATE
Sold to Jan. 30, '10..... 21,669
Sold during Feb., '10..... 1,300
Maxwells in use today..... 23,229
WATCH THE FIGURES GROW

Cheaper to Keep Than a Horse and Buggy

utes a day is all that is required to keep a Maxwell. Compare this with the time taken to feed, groom and harness a horse. Any-one can drive the Maxwell with half an hour's practice.

Maxwell Construction Adopted

metal multiple disc clutch—now generally adopted here and abroad.

Every one may not thoroughly understand these MECHANICAL FACTS, but we give them to show that when you buy a Maxwell you get a car that is

Among thousands of letters received, hundreds have been from people who have no need for a big, five-passenger touring car. These ask for SIMILAR FIGURES on our famous Maxwell Runabout. Here they are! We gladly show how LITTLE it costs to operate the Maxwell. Its remarkable ECONOMY and great UTILITY—for pleasure and business—appeal to thousands of people who have considered even a horse and buggy beyond their means.

With this Runabout your radius is unlimited—you can drive it 100 miles each day—or more. When not in use all expense stops—a horse is a constant care and expense. Three horses will not do the work of this Runabout—yet one horse costs more to keep. Consider the saving in time; 15 minutes to fill it with oil, gasoline, etc. Compare this with the time taken to feed, groom and harness a horse. Any-one can drive the Maxwell with half an hour's practice.

Every article used in this Maxwell is found on one or more of the high priced cars. For example—the Maxwell engine is water cooled by the thermo-siphon system, the same as the Renault, one of the costliest French cars. We use the unit construction and three point suspension, as do the Napier and Motoblo, famous English and French machines. The Maxwell was the first to use the

the result not only of our eight years of experience, but reflects the BEST judgment of the able European engineers.

For Traveling Salesmen

Every salesman and every manufacturer who employs salesmen should write for the "Economic Runabout" booklet, just off the press. It is the story of a competitive test made by a large New England concern to determine if its salesmen could do their work cheaper by automobile than by railroad. Their report was overwhelmingly in favor of the Maxwell Runabout. It was an impartial test, a test in which we did not figure. We reprint it by permission. You should learn why railroad expenses were more than "cut in half and orders increased 800 per cent."

We Cooperate with Maxwell Owners

to know what a great convenience it is.

This is not just an advertisement—it is NEWS. Thousands of people will read it with interest, because they will learn that the Maxwell Runabout affords the CHEAPEST TRANSPORTATION FOR TWO PEOPLE. Many who do not keep a horse can own this Maxwell—it costs so LITTLE to maintain.

Maxwell Briscoe Omaha Co., 2115 Farnam St., Omaha, Neb.