

Today at the AUTO SHOW AT THE AUDITORIUM

QUICK DELIVERY VALUABLE

Merchants May Extend Their Service
by Use of Motor Wagons.

MORE WITH LESS EXPENSE

Figures Show The Saving of Expense.
Besides the Increase of Effi-
ciency of Service by Use of
Power Vehicles.

That merchants and manufacturers in all lines are alive to the value of the commercial car is evident to all who get a broad view of the situation all over the world. The progressive business man of to-day avails himself of every modern device for doing things economically, which at the same time is always a saver of time and labor. Past century methods, in this age of progression, are an impediment to any concern.

The development of the commercial car has reached the stage now where it is not necessary for the merchant to ask if it is practical, but rather, which type is most practical for his purpose and the conditions of the road within his business territory. Merchants of all classes in large cities and small towns realize that one of their most difficult problems is that of making deliveries. Prompt delivery service is an asset worth many hundreds of dollars. As a motor-propelled vehicle can cover three times as much mileage in a given time as a horse-drawn wagon, it stands to reason that deliveries will not only be prompt, but the service can be extended many miles, thus increasing the territory from which trade may be drawn without in-

creasing overhead expense.

The following figures give a fair estimate of auto-wagon delivery as compared with the horse wagon.

The average cost of one horse and delivery wagon, covering approximately 800 miles, for one month is as follows:

Stable board \$15.00
Shoeing 1.00
Feed, hay and wagon 1.00
Driver 50.00

Total cost per month \$70.00

The average cost of an auto-wagon, covering approximately 2,400 miles for one month, is as follows:

Fuel, 1 cent per mile, 2,400 miles \$24.00
Garage and up-keep expense 12.00
Driver 25.00

Total cost per month \$61.00

In comparing these two tables one must arrive at the following conclusions: that the difference in mileage is 1,600 miles in favor of the auto wagon. On the basis shown, the cost per mile for the horse and wagon is 4.375 cents, while the cost of the auto-wagon is only 2.54 cents per mile. From this above it is plain that the auto wagon is much the cheaper to operate, considering the expense per mile.

When one further considers that the auto travels three times the distance of the horse and consequently does the work of three horses with one driver, it is a very simple problem to figure out how an outfit of this kind will pay for itself in a surprisingly short time. One other thing to consider is that horses are an expense whether they are in service or not, while an auto costs no more to keep when not in use than the ordinary delivery wagon. When horses are sick or disabled, as they oftentimes are, the expense increases, and sometimes doubles.

The inadequacy of the horse in trans-

portation is now becoming evident to all, just as it has been apparent in the past to the discerning few, and the argument in favor of the power wagon is being made more forcible by the increasing cost of feeding and stabling horses and the decreasing cost of maintenance of power wagons.

Delivery in large cities is becoming more and more of a difficulty, owing to the enormous territory which has to be covered, especially with concerns where a large and successful trade is to be established and maintained. The range of delivery service has gradually become extended until the horse is incapable of covering the necessary distances during the day, and when used is practically unfit for service the following day wherever extended routes are attempted. With motor trucks these long routes can be easily covered with dispatch, making possible earlier deliveries of goods in districts which previously did not receive deliveries until the following day.

The increased efficiency of service of this sort means increased satisfaction among the merchant's patrons. It is a strong force in attracting a greater volume of trade to his store. Quick deliveries are always appreciated, and the trade will inevitably drift to the store which can guarantee such service.

Electrics Become More Popular Each Succeeding Year

New Styles Will Be Shown at the
Coming Exhibit at the
Auditorium.

Gasoline may be king at the coming Auto show at the Omaha Auditorium, owing to force of numbers, but popular in its particular line is the electric, which is enjoying more of a vogue here than ever before.

It is estimated that over 100 electric pleasure-cars are driven in this city, mostly by women, who find in this type a machine that is easily handled and which perhaps is more fitted to their needs than a gasoline car. Most women would have a hard time starting a motor in the first place. Again many of them object to having to tinker with the machinery or perhaps change a tire, solids or cushions being preferred by many of the women because of the immunity from puncture.

"The electric tendency for this year make an interesting study," says Dennis Barklow, manager of the Electric Garage company. "In the first place the purchasers of this type are striving to get away from many of the new-gaws with which the interior of the cars have been decorated—vases for flowers, smelling salts and the like. Now the plainer interior fittings the more aristocratic the appearance of the car, seems to be the opinion of many. Handbuilt leather instead of upholstery has the call this year and in general there has been a refining of the product.

"Mechanically speaking, the average wheel base has been increased somewhat. Lever steel continues to be popular, although some makers fit a steering wheel, such as is found on gasoline cars. Generally an option is given of pneumatic or solid tires. Some dealers prefer the solid, because so many owners are women, who fear puncturing of tires.

"Also there is an option in most cases of lead or Edison batteries. The mileage of the average owner is from fifty to seventy-five miles on a charge. The average speed has jumped from about fifteen miles to twenty miles an hour."

La Grippe Coughs

Strain and weaken the system, and it not checked may develop into pneumonia. No danger of this when Foley's Honey and Tar is taken promptly. It is a reliable family medicine for all coughs and colds, and acts quickly and effectively in cases of croup. Refuse substitutes. Sold by all druggists.

Entries Are Made For 500-Mile Race For Decoration Day

Seven Are Already Entered and it is
Expected Thirty Will Face
the Starter.

INDIANAPOLIS, Feb. 11.—Seven entries have been made in the 500-mile international sweepstakes race to be held on the Indianapolis motor speedway next Memorial day, the last entry which has been named being a Westcott specially built car, with Harry Knight, one of the youngest speedway drivers in the business, nominated as the pilot.

The cash prize of \$5,000 which the speedway management has hung up for this one race is proving to be a magnet for the greatest drivers in the automobile racing sport. Almost without exception the men who have been successful in motor racing during the last three or four years will start in the big race, and the speedway management, basing its estimate upon the intentions announced by the various manufacturers and drivers, reports that fully thirty cars will be entered in the contest and probably more. The entries thus far made are Lewis Strang, in a Case car; C. R. Baldwin, in an Inter-State "60"; Johnny Aitken, in a National "40"; Louis Dabrow, in a Pope-Hartford; Frank Fox, in a Pope-Hartford, and a Simplex. It is probable that Ralph De Palma, the mile track champion of 1910, will pilot this last car, but no driver has been nominated as yet.

Other drivers who will participate in the event, according to advice received from them, are: Harry Grant, two times winner of the Vanderbilt race; "Wild Bob" Burman, Arthur Chevrolet, Spencer Wishart, in an imported Mercedes; Eddie Hearne, Joe Dawson, Arthur Greiner, Ralph Mulford, Joe Horan and a score of others.

LONG A MOTORCYCLE CONVERT

This Year He Will Cover Fifty Thousand
Miles Around English
Coast Line.

Harry Long, who rode more than 25,000 miles on a bicycle during 1910, has been won to the motorcycle and has started out to reel off 50,000 miles during 1911 on a power-propelled machine.

Long's 1910 trip was made around the entire coast line of Great Britain—which will be his course this year. This is his very first whir at the motorcycle, but he started out like a veteran rider after only ten minutes' coaching.

"The speed of a motorcycle," said Long, "is very deceptive after riding a bicycle. It comes so easy. Thirty miles an hour on a motorcycle seems no more than ten miles on a bicycle. I had to watch my corners at first."

Along Auto Row

Manager Craig of the E-M-F company, Omaha, has just received word from the factory that "Bullet" will arrive in Omaha on Monday to remain here during show week. "Bullet" is the wonderful E-M-F car, which in the last two years has a mileage of more than 75,000 miles, made on track and runs of practically every character. This car will be shown at the E-M-F company's salesroom, 2055 Farnam street. The prize cups will also be on exhibition.

The Baum Iron company will have a continuous demonstration at their show, Thursday and Friday, during show week repairing and welding by the new oxy-acetylene process. This is a method of fusing metals by which any and all kinds of metals can be joined together in one piece. It is the only method by which breaks in aluminum, iron, bronze or other low base metals can be successfully repaired.

Guy Smith is showing today a torpedo type of car with three cross seats seating six passengers. This car is a torpedo type developed by the designing department of the H. H. Franklin Manufacturing company and is radically different from torpedo models commonly seen. It has a wheel base of 14 inches and from its torpedo-like construction has the appearance of even greater length.

A point of difference between this and other cars is the arrangement of its seats. The front seat has at its back a wind shield which rises and meets the front of a cape top which covers the rear of the car only. Beneath this top are two seats, each having a passenger capacity of two. The door to the rear is not high. It swings out over the rear mudguards. An auxiliary step is provided in front of the rear mudguard and is used by the passenger in stepping from the running board into the rear seat.

The forty-six horse-power, six-cylinder motor is covered by the Franklin type of sloping hood. The two headlights with which the car is equipped are mounted upon the highest point of the forward fenders, their bases being connected for purposes of stability by a horizontal metal rod. Gear shift and emergency brake control levers are outside the right hand side of the body, there being no door at that point.

Regular Franklin torpedo models are known as double torpedo phaetons. This car is known as a triple torpedo phaeton. It is finished in a fawn color.

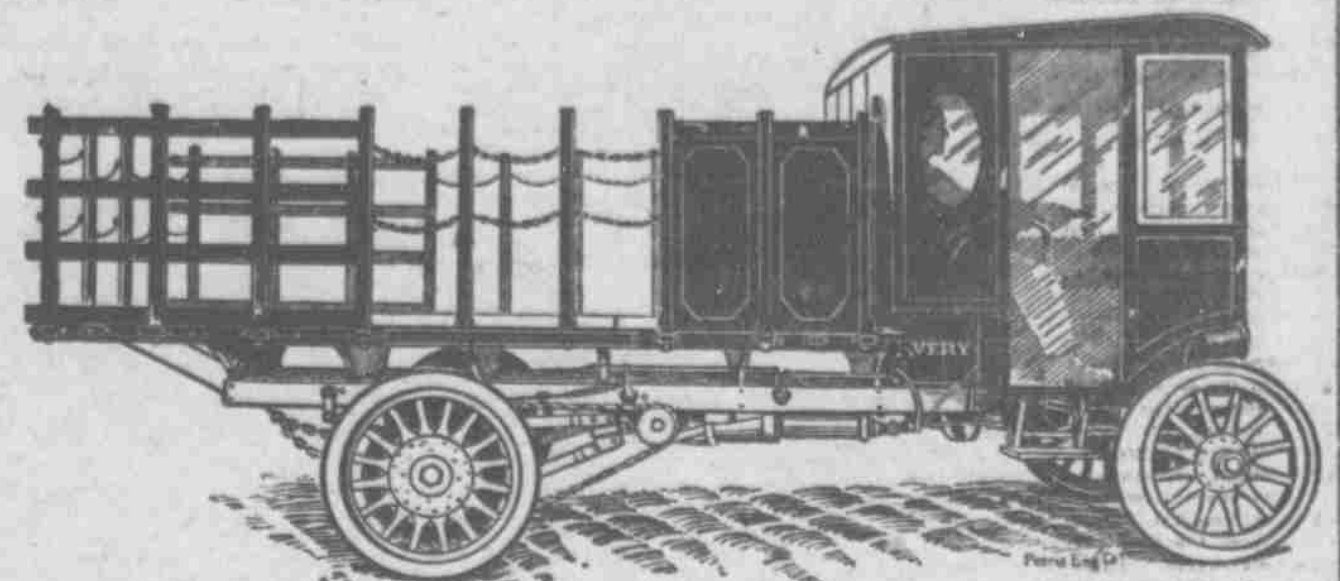
The American Locomotive company, makers of Alco cars and Alco trucks, has recently issued a most attractive little booklet, written by Harry Grant, who won the Vanderbilt cup two years in succession with the same identical car.

It is very well written and a most "humane document." Beyond most racing drivers, Grant has the ability to analyze the conditions surrounding the riding of a race and the book is a most interesting bit of reading to every one, whether he is interested especially in automobile racing or not.

A Shooting Scrape

With both parties wounded, demands Buckle's Arnica Salve. Heals wounds, sores, burns or injuries. 25c. For sale by Beaton Drug Co.

GET AN AVERY COMMERCIAL TRUCK AND CUT DOWN YOUR HAULING EXPENSE



ONE COMPANY WRITES—"Our Avery Truck takes the place of three teams and two men, and is saving us \$9.00 per day." (Think what this means—\$225.00 saved per month, or \$2,700 per year.)
ANOTHER FIRM REPORTS—"The Avery Truck has cut our hauling expenses from 60 to 75 per cent. We have not had one cent expense for repairs."
ANOTHER, A TEAMSTER, WRITES—"Myself and one man have done the work with this truck which formerly required four teams. It is saving me \$160.00 per month."

YOU CAN DEPEND ON AN AVERY TRUCK.

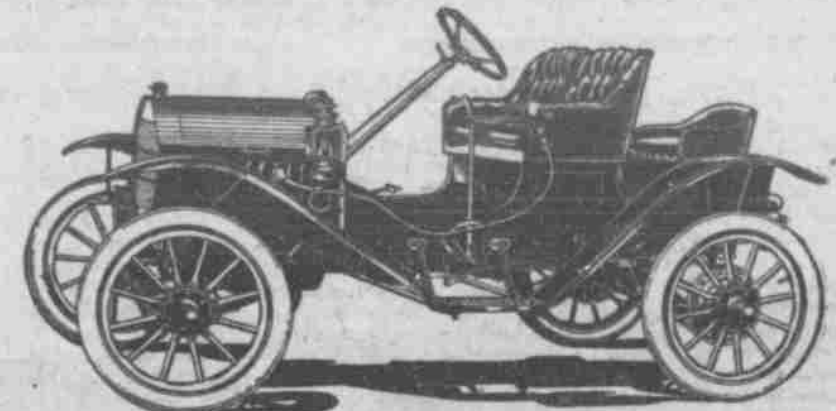
It's built by a Company having 29 years' experience in building power hauling machinery. This experience has given us full knowledge of the requirements for such work. The first Avery Truck went at once into successful service and is still hauling loads as large as five tons, although it has a rated capacity of but three tons.

PUT IT UP TO US TO SHOW YOU HOW AN AVERY TRUCK WILL REDUCE YOUR COST OF HAULING.

See them at the Automobile Show or at our Warehouse, or write for complete Truck Catalog. Territory not already taken is open for contracts with Live Dealers.

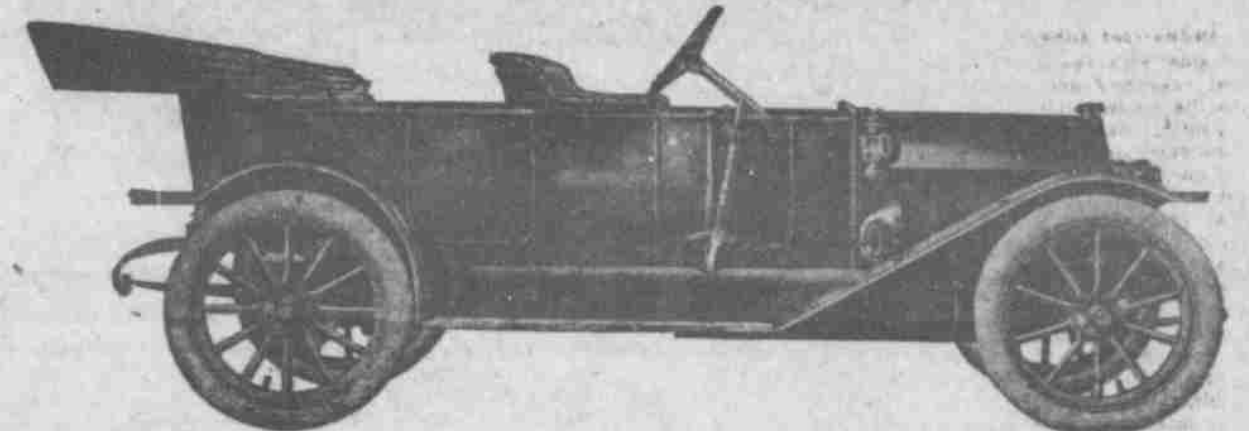
JOHNSON-DANFORTH COMPANY, Special Agents,
SOUTH-WEST CORNER 10TH AND JONES STREETS. OMAHA, NEBRASKA

BRUSH \$450



SAMPSON "35," \$1,250

5-Passenger Touring Car With Fore Door.



The T. G. Northwall Co.
At the Show and 912-14 Jones St.

REPUBLIC STAGGARD TREAD

The Tire Perfect

No skid to dread With Staggard Tread

The "Staggard Tread" is the only non-skid tire that combines resilience in forward motion—sufficient traction to prevent slipping on the start or in hill climbing and—a "safety grip" that positively prevents skidding.

The Republic Staggard Tread Tire is really two tires in one, as the big solid rubber studs that form the staggard tread are equal in thickness to the tread of any ordinary tire.

Republic Staggard Tread Tires

are the most economical—not in first cost, but—in the safety from accident they insure, and the length of service and satisfaction and service they give.

The Baum Iron Company

Distributors

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No nuts, no bolts, no clamps, no bunk, no junk

Weigh this carefully

And remember we guarantee the Booth demountable rim for life

INDIVIDUAL OWNERS OF

Peerless, Pierce-Arrow, Packard, Lozier,
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And scores of others are asking us to equip their cars with
our rims and are specifying them when ordering new cars.

"The only perfect demountable rim"—Barney Oldfield.
Adopted as standard equipment on all Benz Cars.

The Booth Demountable Rim Company
CLEVELAND, OHIO

ASK ANY REAL ENGINEER OF ANY AUTOMOBILE FACTORY

On exhibition at the show---in the space of

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