

Today at the AUTOSHOW AT THE AUDITORIUM

Enclosed cars of the Franklin 1911 line consist of two limousines and two landaulets. The cars are of two horse powers, thirty-eight and twenty-five, known as models D and M. The model M enclosed cars consist of a limousine and a landaulet, the motor being twenty-five-horse power. All enclosed cars seat seven passengers. The model D limousine and landaulet have the same capacity as model M enclosed cars, but are equipped with a thirty-eight-horse power motor. The interiors of the cars are equipped with a watch, two silver-topped bottles, hand mirror, card cases, fountain pen, pencil, note paper and envelopes.

The experience of 60 motor car owners, with cars of many different makes and extending over a period of ten years, has been drawn upon by the Thomas B. Jeffrey company in the publication of an unusual number of the Rambler Magazine, the most widely-known house organ in the automobile industry. The Rambler people have combined in a series of articles the best ideas of those 60 owners as to what constitutes the principal points to be decided by the purchaser in choosing his car. Choosing the maker is the first consideration. The owner's comfort and the advantages that he is possible is the subject of the article, while a third tells of the ideal reaction that should exist between the factory and the owner, insuring to the owner the service and satisfaction that he expects. The Rambler Magazine is of standard magazine size, printed in three colors and

is sent free to anyone who makes request of the Thomas B. Jeffrey company, Kenosha, Wis.

One of the most interesting cars for 1911 is the Locomobile—the make that if far famed on account of being the first American car to win the Vanderbilt cup. One of the pioneer machines and probably the first to be manufactured in quantities in this country, the Locomobile has always been known for its good materials and workmanship.

The chief feature of the Locomobile production for 1911 is the new six-cylinder model, known as the "48" type M. This is one of the only two new six-cylinder models brought out this season and one of the very few of the new cars. It is interesting to note that throughout the great automobile industry of this country, numbering so many makes, that there are only two or three complete new cars which have been introduced to the public for 1911. The new "48" Locomobile is provided with a highly refined carburetor, developed and manufactured at the Locomobile plant. This device provides a means of heating the gasoline by both hot air and hot water. As a result a very fine mixture is obtained and lower gravities of gasoline are used more successfully than would be otherwise possible. A device is located on the dashboard whereby the driver can control the quality of the mixture.

The new Locomobile six has high tension, imported dual ignition and a very simple multiple disc clutch. The shaft drive is another feature, this being the

first large passenger car that the Locomobile company has ever built that has been equipped with the shaft drive. Such previous models have been driven by chains.

This model has a wheel base of 52 inches which, in combination with three-quarter elliptic springs, makes a very easy-riding car. Ample seating capacity is provided for seven adult passengers. The body is a graceful form of the new type of four-door body.

The other Locomobile model for 1911 is the "37" type L, developed from the first four-cylinder shaft-driven car brought out by the Locomobile company a season or two ago. The four-cylinder model is different from that of preceding years in that the ignition is of the high tension variety instead of the make-and-break used in 1910. The carburetor is also new, resembling in appearance that used on this year's six-cylinder car. Type L is a shaft-driven model, seating five passengers and sells for \$2,500. The six-cylinder model, or "48" type M, sells for \$3,800.

The J. J. Derrig company, local agents for Locomobile cars, is exhibiting the above models at the show.

That air cooling is more efficient than water cooling for a gasoline motor is claimed by Franklin engineers who base one argument on the fact that water boils at a temperature of 212 degrees Fahrenheit. A gasoline motor works at its greatest efficiency when its temperature is in the neighborhood of 250 degrees. It is possible for an air-cooled motor to obtain this temperature and still work without being excessively hot. In case of a water-cooled

motor, however, the water tends to boil long before it has reached this point of greatest working efficiency and the water-cooled motor is overheated.

One particular feature which is attracting special attention to the Firestone Quick-Detachable Demountable Rim at this time is the fact that it is not a "split" rim in any sense of the word. Some rims are split diametrically across the rim—to expand them when demounting and others are split circumferentially—around the rim—so that they come apart in two halves when removing the tire by their quick-detachable feature.

The Firestone rim has a one-piece rim-base and the demountable and quick detachable features are both secured without resorting to the split idea. While this one-piece construction is superior in safety, simplicity and operation, J. F. Singleton of the Firestone company points out that there is one advantage which overshadows all others. This is in the prevention of any water or moisture whatsoever penetrating to the tire a thereby rotting the case or tube.

The makers have always taken every precaution to prevent the entrance of moisture into tires of any type and have insisted on the use of washers on all valve-stems and staybolts for this purpose.

Any one who has had experience with different types of tires and rims in actual service will appreciate the advantage of having rims which are perfectly water-tight and therefore impervious to rust and mud.

A large Locomobile shown by Colonel Derrig is one of the most attractive machines in the Auditorium. It is superbly appointed and was a car of such superior finish as to induce the managers of the Chicago show to place it upon the floor for general inspection.

Denise Barklow has an aggregation of Packards not seen before in this part of the country. His Baker Electric and Rouch & Lange Coupes are immensely popular.

Guy Smith has succeeded in what he undertook. He has made a prettier booth than that of last year. He has more cars in it and finer ones. It is one of the attractive corners in the Auditorium.

Dick Stewart is showing his 1911 Mitchell to better advantage than he did last year. This car is greatly improved over last year and is destined to be one of the most popular machines of the year.

R. W. Craig of the E. M. F. is exhibiting for the first time in Omaha. He is an old auto man and knows what looks good in cars. He has come to Omaha to make the E. M. F. the most popular car this side of the Missouri, and he may give somebody a race for their money.

Lee Huff's display of Buicks and Olds machines is an exceedingly creditable one. Huff always makes a good show.

Northwell's display of Brush machines was one of the attractions of the show last year, and he has succeeded in making it even better this year. This is one of the small cars with individuality. It is fashioned after no big car. Everything about it is original. Northwell has made it immensely popular in Nebraska. "And I have just begun," he said last night.

Willard Rosford, the head of the Velle Auto company, is one of the busy men of the show. He has had much to do with the arrangement of the Velle booth and it is very attractive. The Velle is one of the strong cars of the west now.

Motor Delivery is a Strong Asset for the Big Stores

Chicago Firms Boast of Their Ability to Make Quick Deliveries.

Remarkable evidence was presented during the final days of the week just preceding Christmas of the value of motor trucks and delivery wagons to the big stores that depend to a great extent upon motor delivery in the principal cities. This evidence took the form of three-column and five-column advertisements by The Fair and Marshall Field & Co. in the Chicago dailies and similar announcements by leading general merchandise stores in New York, calling particular attention to their ability to deliver promptly all purchases made up to the close of business Saturday night.

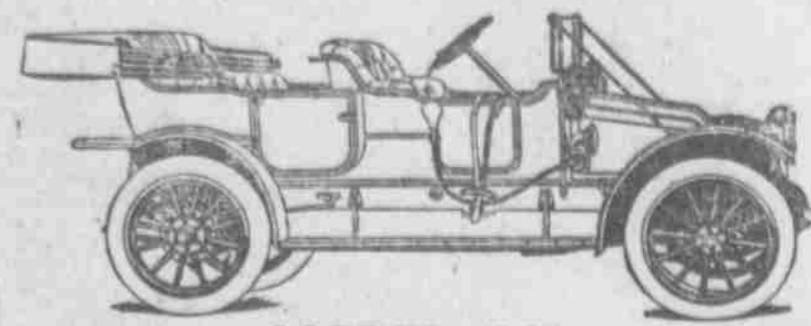
Occupying valuable space clear across the heads of these announcements appeared pictures of motor trucks and delivery wagons maintained by these stores, with prominently displayed legends reading, "Immediate Delivery of Christmas Purchases," and "We Will Deliver Everything." Following these were statements that as a result of the use of these rapid, untiring and capacious power vehicles, every purchase made up to the closing hour would be delivered promptly after that hour the same night in all territory in or adjacent to the residential districts of the city, whether it was a small toy of a suite of furniture.

There is no doubt that the power wagons proved a valuable asset at that time to these stores, attracting the late trade of thousands of customers who must have their purchases delivered before Sunday, yet who would naturally doubt the ability of the stores which depended solely upon the inadequate service of horses to take care of the rush. When a big department store devotes more than a third of all its advertising during the two days before Christmas to calling attention to the peculiar advantage given it by its motor delivery service, no better proof is required of its satisfaction with the system or of the superiority of the service.

A Bloody Affair
is lung hemorrhage. Stop it and cure weak lungs, coughs and colds with Dr. King's New Discovery. See and \$1.00. For sale by Benton Drug Co.

Sales of Damaged-by-Handling Goods—
A sure cure for this class of sales is found in Bee advertising.

1911 FRANKLIN 1911



MODEL "M"

Model "M" Touring Car, \$2,700, complete with top.

Model "M" combines the features of the large car and send the small car in a happy medium. Its sensible proportions adapt it to all general uses. It has ample power and speed. It rides so comfortably and is handled so easily that on roads it out-travels heavy, rigid cars of twice the horsepower. Useless weight is always a handicap; rigid design a draw-back. Tire saving alone makes Franklins the most economical of all automobiles.

1907 PURCHASERS

- | | |
|-------------------------|-------------------------|
| C. M. WILHELM, Omaha | E. M. FAIRFIELD, Omaha |
| J. P. O'KEEFE, Omaha | A. P. GUIOU, Omaha |
| W. J. HYNES, Omaha | J. A. SUNDERLAND, Omaha |
| G. E. DOUGLAS, Omaha | J. J. MAHON, Omaha |
| J. L. GWYNN, Shenandoah | E. S. WESTBROOK, Omaha |
| E. A. COPE, Omaha | |

SEE THIS MODEL AT MY BOOTH TODAY.

GUY L. SMITH, 2205-2207 FARNAM ST.

**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,
Winton, Stearns, Pope-Hartford, Chalmers**

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
THE BAUM IRON COMPANY, DISTRIBUTERS

THE Lexington

If specifications appeal to you, read these and you will readily understand why this car has such a phenomenal record:

- Rutenber motor, 4 1/2 x 5 in., 40 h. p.
- Schwartz wheels, 34 in. or 36 in.
- Timker axle (full floating).
- Spicer universal joints.
- Tires, your choice.

Lexington \$1,650

- Wheel base, 118 inches.
- Bosch magneto (two independent systems of ignition).
- Warner transmission.
- Double drop frame.
- Springs, full or semi-elliptic.
- Schebler carburettor.
- Weight 2,650.

If you will compare this car part for part with other motor cars you are bound to come and see us.

SEE US AT THE AUDITORIUM.

E. R. WILSON AUTOMOBILE CO.
2010 Harney Street

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
OMAHA

Thought for to-day

No experiments for the users to try out at their own expense.

Cadillac
"Thirty"

Experimenting is done before the buyer gets his car. It embodies only time-tried and proven principles.

To locate the Cadillac at the show just look for the busiest exhibit