

Yesterday at the AUDITORIUM AUTO SHOW

Along Auto Row

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

Bennett Irwin, a business man of Sheridan, Wyo., was a guest of McIntyre yesterday at the show. "I just wanted to see the car that the people of Sheridan are talking so much about," he said. "I came over the stage line from Sheridan to Buffalo the other day in one of these cars. It had been used, they told me, for more than two years over that rough trail and was making time like a driving locomotive every minute of the journey. They told me that the car had passed over more than 40,000 miles then."

Years ago, when Fredrickson came down from Fremont he distinguished himself by doing more things that nobody else would do. He was looked upon as a reckless sort of chap. He could ride a bicycle "to death," and do all sorts of stunts with any wheel on the row. When he turned into an auto dealer he "ripped" around with his car, performing perilous tricks until people were alarmed. But Fredrickson only smirked. He felt that he was master of the machine and he was always more pleased when it did as he said. He has never grown old enough to think that he should change his way, and now and then he causes pedestrians on Farnam street to hold their breath. The other day he was sending a Chalmers down the street at a lively clip when a hat blew off in front of his car. Instantly he got busy with his levers; the machine fairly throbbed as it approached the headgear and with a sort of animal instinct the car seemed to prick up its ears, tremble and then spring to the side nimbly, leaving the hat unharmed. That's Fredrickson!

One of the most successful adaptations of motor driven vehicles for municipal uses is the fire fighting apparatus used in many cities. Motor wagons and chemicals of this kind not only tend to reduce insurance, but reach fires with such speed that damage from fires is less owing to less opportunity for flames to gain headway. The gasoline cars can go anywhere, frequently where horse-drawn apparatus cannot reach. This is particularly true of slippery pavements and hilly portions of cities. Horses soon play out where it may be necessary to respond to several fire calls at once. The motor apparatus is tireless and easily maintains speed of forty miles an hour. Where there is any extended district to cover the motor vehicle has a decided advantage over the horse-drawn one. Usually one auto-chemical will displace several horse-drawn apparatus of the same kind and still cover the same district as efficiently and even quicker. Several instances could be cited where the motor apparatus covered more square miles of fire area, and in many cases these cars reach the fire sooner than the engines located in that particular district. The percentage of the inability of the motor apparatus to respond to a call is no greater than the horse vehicles. Accidents happen to both, but about the same proportion. This is attested by the fact that where there is any extended district to cover the motor fire apparatus is larger, but this is quickly offset to any city by quicker response and less fire damage, by oftentimes displacing several horse-drawn vehicles, and by more efficient service. Maintenance cost for motor chemicals is considerably less for service rendered, and the day when the auto-fire apparatus might be considered an experiment has long since passed. There is scarcely a person who has not known of one or more instances where a house or property could have been saved or the loss greatly reduced had the apparatus been on hand earlier. Those whose connections with fire departments and insurance make them familiar with the conditions are aware that about 90 per cent of all fires are discovered in their incipient stage and that the great majority of them could be extinguished with inconsequential loss if the means were at hand for distinguishing them.

Among manufacturers turning out fire apparatus is the Locomobile company, whose products are used in St. Louis, San Antonio, Newark and many other cities.

J. J. Deright & Co., selling agents for Locomobile cars, are showing the pleasure cars at the show.

J. T. Stewart said: "Miss Helen Miles Rogers, whose engagement to Miss Oden Miles Reid, son of Whitelaw Reid, American ambassador to England, has just been announced, is a sister of G. Vernon Rogers, secretary of the foreign department, of the

big \$10,000,000 corporation which is said to ship more cars abroad annually than any other American automobile firm.

"Miss Rogers, the bride-to-be, is a graduate of Bernard college and for the last few years she has been secretary to Mrs. Whitelaw Reid in London. Mr. Reid is a graduate of Yale university and the Yale law school.

"The young couple are expected to accompany the ambassador and his wife to Europe immediately after their marriage.

"Buyers of E-M-F '30' and Flanders '30' cars are the best salesmen we have," says Mr. Vogelsong of the E-M-F company.

"Once a man has purchased one of these world beating automobiles he is chafed down as a salesman. We know by 'past performances' that he will be a booster. Our satisfied users extend from Maine to the Golden Gate and one very seldom finds a second-hand E-M-F or Flanders car in the market. Personally I know that there are fewer cars of these types in the second-hand market than any other car made, regardless of price or power.

"There is one supreme test of an automobile—the test of time. The motor car which fulfills these conditions must be the one well worth while. The products of the E-M-F company have passed the test of time—they are worth while. The automobile buying public know what these cars can do. Those who own other makes know too well how many times they have been passed on the hills by the E-M-F company's products. Let every prospective motor car buyer conscientiously compare E-M-F specifications with those of cars selling at any price and he will no longer wonder at the unprecedented success and wonderful growth of the E-M-F company."

W. A. Peck, well known in Omaha, having managed Drummond's auto department, is now factory representative of the Midland Auto company of Moline. Mr. Peck is attending the show and can say a "right" of the Midland, which Roy Coffeen and Jim Freeland are pushing.

Guy Smith said: "The cost of tires is acknowledged to be one of the chief costs of maintenance of an automobile. In their endeavor to solve the tire problem many manufacturers of covers have only served to increase the actual expense which they have been forced to bear. That the tire problem has been solved by the designers of the air-cooled Franklin car is well borne out by the records of 1910 owners, which show an average mileage in excess of 2,500 without a puncture and frequently 10,000 miles.

"In contrast with other cars Franklin, admittedly superior in economy of tire service, do not use de-mountable rims. The adoption of de-mountable rims by many cars has not solved the difficulty, but apparently has only served to make the tire bill as large as possible. They have proved satisfactory so far as they could go in solving the quick tire change, but they have not and cannot be expected to reduce the cost of tire expense. Engineers have come to the point where they are willing to say that the only solution of tire difficulties is to use tires that are large enough to carry the weight put upon them.

"If the tire sizes used on the 1911 models are to be accepted as an indication of tire service for the coming year, Franklin air-cooled automobiles seem to be in a position to increase their present high average. Franklins are very light in weight, and the tires used on Franklin models are much larger than those ordinarily used on other cars of the same size and carrying capacity, but of much greater weight. Taking the figures of the manufacturers of the Franklin car as one basis of comparison and the guaranteed carrying capacity of the tires as given by their manufacturers as another basis, Franklin tires on the largest model of the Franklin have a carrying capacity of 2,000 pounds in excess of the weight put upon them. This 2,000 pounds represents what Franklin engineers call 'factor of safety.'"

Mr. R. H. Collins, general sales manager from the Buick factory at Flint, Mich., was in the city yesterday conferring with the Nebraska-Buick Auto company. He is on his way back to the factory from the Kansas City show, and he reports the sale of 79 Buick cars at the Kansas City show. He was accompanied by Mr. W. A. Brush, who is the sales manager's consulting engineer. Although the entire output of Buick cars for 1911 is sold, Mr. Collins is now busy lining up the shipments for May, the output for April and March having already been scheduled for shipment. The Buick factory are now turning out ninety cars a day. The Nebraska-Buick company's booth is the center of attraction, as they have on display the finest line of cars ever

brought out in each of their respective divisions. The H. N. Peters' Olds Autocrat 'tourabout' is well worthy of the excitement it is causing, as well as the Olds Autocrat seven-passenger touring car. They also have a line of trucks in the basement that is well worth your time to investigate.

The exhibit of Bohn Iron company is on the stage to the left as you enter. It is complete, with a thousand and one articles indispensable to the dealer. This is one of the pioneer houses in this part of the world and is a strong one. When the automobile came to stay, accessories were added to the Bohn stock, and they enlivened the branch of the business throughout the field.

The Bertsey Motor company of Council Bluffs secured an order today from the Columbian Hardware company of Cleveland, O., to build by the autogenous process 2,500 collars on crank shafts and 6,800 heads on valve stems. The work submitted by the local concern was so superior to work being done in the east that they eliminated all competition on future orders from the Columbian Hardware company.

The Powell Supply company has the center of the stage. This exhibit embraces about everything required by dealers. This company is a branch of the Goodyear Tire & Rubber company. It is one of the first concerns of its kind in this sec-

tion and is regarded as one of the most progressive.

Yesterday Richard Kitchens purchased the Lexington roadster exhibited by E. R. Wilson Auto company at the auditorium. This company has attracted a great deal of attention. It is considered one of the prettiest machines ever seen in Omaha in a roadster.

Wilson has many other pretty models of the Lexington, and before the season is over he will make it one of the popular cars of Nebraska.

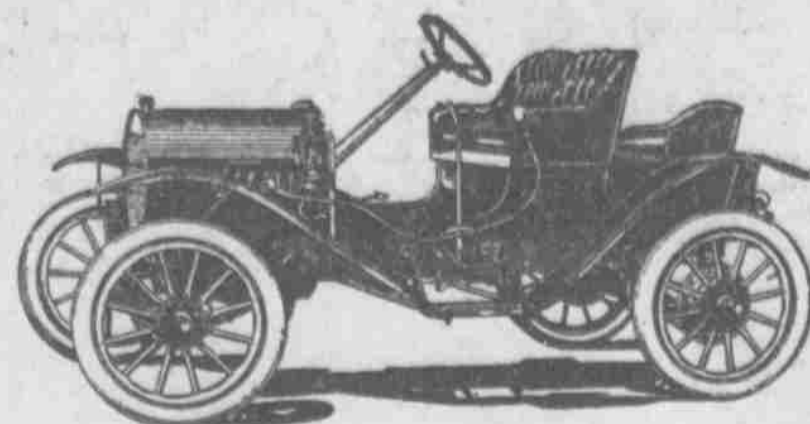
O. L. Curtis, traveling representative of the Kiesel Kar, arrived last night for the show. He makes all of the big shows. "You have the best one of them all," he said.

H. W. Holtzinger of the Kiesel Auto company, who has been in California the last few weeks, is here for the show. "It is awful dry out there," he said. "The speed limit is twenty miles in many sections, and for a Kiesel this is rather slow going."

The quicker a cold is gotten rid of the less the danger from pneumonia and other serious diseases. Mr. B. W. L. Hall of Waverly, Va., says: "I firmly believe Chamberlain's Cough Remedy to be absolutely the best preparation on the market for colds. I have recommended it to my friends and they all agree with me." For sale by all dealers.

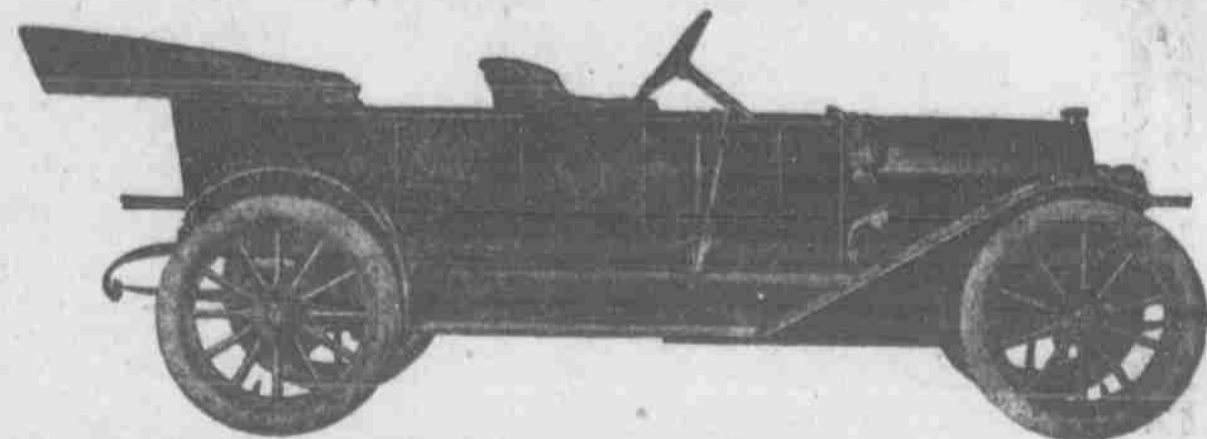
The Key to the Situation—Bee Want Ads.

BRUSH \$450



SAMPSON "35," \$1,250

5-Passenger Touring Car With Fore Door.



The T. G. Northw Co.

At the Show and 912-14 Jon.

10,872 Miles

The most marvelous non-stop performance in the history of motordom made by a

Flanders "20"

This remarkable endurance feat has demonstrated that high prices do not guarantee quality—for this world-beating car sells for \$700.

On December 2nd, in the city of Los Angeles, Cal., a stock model Flanders "20," Suburban type, was sent upon its epoch-making journey.

Carrying the full complement of four passengers, this phenomenal car, day and night, week after week, rolled off the miles.

On December 28th, the Flanders "20" completed 10,074.4 miles and another engineering and endurance triumph was given into the safe keeping of the E-M-F Company.

Every yard of the way and every minute, representatives of the Automobile Club of Southern California, also enthusiastic and competent motorists kept strict watch. Affidavits are now in the E-M-F Company's possession.

On the night of December 30th, after covering 10,872 miles, the car slipped into a treacherous street excavation and this most marvelous motoring feat came to an end.

BUT—the most important fact of all was—

What the Motor Revealed

Immediately, the car was taken to the Los Angeles Automobile Show and there the chassis was sub-

jected by experts to the most rigid examination. THEY WERE AMAZED AT WHAT THEY SAW. Despite the gruelling test there were

No Signs of Wear

The car was ready to go out at a moment's notice for another 10,000 miles. Again the E-M-F Company had proved what 30,000 owners of their automobiles know—that this Company builds the world's record-breaking LOWEST PRICE AND HIGHEST QUALITY CARS.

To own a Flanders "20" or an E-M-F "30" is a warrant of absolute supremacy in design, materials and workmanship.

Production in immense quantities by automatic machinery, insures perfection of engineering construction; every part made and tested in the E-M-F Company's plants, together with distribution of cost over this unlimited production, has made the price possible.

It places a car of surpassing durability within the reach of the most moderate income. A car any man will be proud to own, backed by a most liberal service insurance.

One Year Guarantee

on the car and its equipment, tires excepted

The 1911 Flanders "20" Roadster and Runabout models at \$700, the four passenger Suburban at \$725, and the much admired Coupe at \$975.

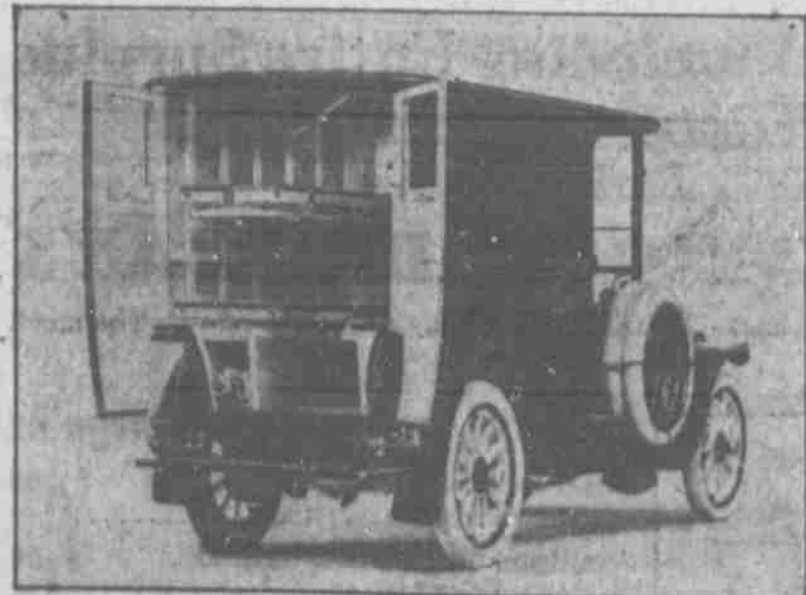
Inspect these Cars Draw Comparisons. Remember the Guarantee.

THE E-M-F COMPANY, Automobile Manufacturers, DETROIT, MICHIGAN

Omaha Branch: E-F-M CO., Omaha, 2026 Farnam Street

TELEPHONE 363 DOUGLA

Brought in the Potatoes



Express service with a Packard truck is conducted between Philadelphia and Paulsboro, N. J., by Mr. C. C. Thompson, of the latter place. A farmer living on the route gave Mr. Thompson a contract to haul a load of potatoes to the Philadelphia market, about fifteen miles.

An hour before the truck started, however, he sent a team to town with another load, as he was somewhat skeptical of the truck's ability to get through the snow-drifts.

Mr. Thompson left on the train shortly after

the truck started, reached the Philadelphia market in due season and proceeded to wait for "that danged truck."

He waited quite a while before he found out from the commission house that the truck had been hit and his potatoes had been delivered and sold before he got there. A telephone message from the driver of his team saying he couldn't get in account of the heavy snow confirmed the agriculturist's newly-borne opinion that Packard trucks are reforming produce hauling.