

Big Display AT THE AUDITORIUM Automobiles AND TRUCKS



Along Auto Row

Some Issues Gleaned from Among the Dealers Who Are Exhibiting the Beautiful 1911 Models at Auditorium.

A special model, a new speed car, is a feature of the H. H. Franklin Manufacturing company's exhibit at the automobile show this year. This car has all the lines of a swift and speedy vehicle. It is finished in battleship gray and resembles a runabout, with features of a larger car and the addition of a body built for fast traveling.

While the Franklin company has never made a feature of speed cars, the lightweight construction of Franklin models, coupled with the new sloping hood on the car, has made possible the construction of this type of automobile. While it is fast and efficient in service and has a speedy appearance, it is announced at the same time as a very desirable light runabout.

The observer's attention is attracted most by the construction of the car's body. Beginning at the front, the lines start from the level of the chassis frame and rise upward, sloping backward, following the design of the Franklin 1911 hood. The hood runs to the dash and its lines are there continued by the front of the body. The steering wheel is set with a greater rake than in other models. The seats are low and are so constructed that when driving the natural position for the driver is natural, but low down, with the feet on a level with the steering wheel. From the top of the back of the seat the aluminum of the body runs downward and backward to the rear of the chassis frame in a strikingly rounded "turtle back."

The car is equipped with a fore-door on the left-hand side, while on the right, where the control levers are, outside of the body, there is no door.

Its horsepower is rated at twenty-five, while the regular type of Franklin runabout is but eighteen. The speed car weighs only 1,800 pounds and has a wheel base of 118 1/2 inches. The body is supported on full-elliptic springs. There is a wood chassis frame tending to eliminate road shocks.

The three are 36x inches front and rear, size being intended by the designers as a factor in easy riding at high speed. Ignition is by jump spark from a Bosch high-tension magnet. The spark is automatically regulated, lubrication is by consumption of the force-feed and splash system, throttle control is by hand lever and foot accelerator. All levers and controls are within easy reach of the driver. Regular equipment on the car includes a muffler cut out and a Klaxonette horn.

The first of these cars was built for Chester Griswold of New York City. Another was built for R. C. Hamilton of Los Angeles, one of the best known automobile men on the Pacific coast.

No development of modern civilization has done so much to promote social intercourse as the motor car. Both in cities and rural districts the automobile has brought people nearer together. It has made those who live at remote distances, next door neighbors. It has brought the city close to the country and the country close to the city. It has brought all people who use motor cars, close to nature.

A prominent physician told me not long ago that "nerves" are becoming a thing of the past among women who use motor cars. "Nerves" are due to close confinement, to too little exercise. The automobile has taken womankind out doors in all kinds of weather. It has given that

vital thing which no amount of callisthenics or massage or physical culture can give indoors—plenty of fresh air literally forced into the lungs, plenty of red blood, a normal healthy appetite and the capacity to sleep well and refreshingly. The open car particularly means for both men and women more outdoor recreation and exercise, fewer frayed nervous systems, better digestion, less insomnia, better all around health.

Closed cars represent the height of automobile convenience and luxury. The social possibilities of the winter season have been inestimably enlarged by the enclosed motor car. There was a time when shopping, social calls, theater-going and all of the things which make the winter enjoyable, were a burden in any except the most pleasant weather. The daily grind of business used to be very irksome in the cold months.

Now, mindy goes shopping and calling in her limousine after the head of the family has used it to take him to business in the morning in comfort and privacy. In the evening the whole family can use the limousine for theater-going and miss all of the discomforts attendant upon a street car trip or a ride in a cold and draughty carriage. Nothing so adds to the enjoyment of a play as the knowledge that upon leaving the theater one may enter a comfortable, closed motor car.

For the suburbanite and for those who live in the country the value of a motor car cannot be computed. The country dweller is always more or less remote from his neighbors. There are few conveniences for travel and if one would go around socially he cannot well do without a motor car. The man who lives fifteen to thirty miles from his place of business is seriously handicapped if he has to depend upon trolley systems and railroads. With a motor car he suffers practically no inconvenience. A brisk invigorating sun in the morning carries him to the office and he arrives home at night refreshed by a pleasant drive in the open air. The motor car always brings the suburbanite close to his city friends. It enables him to enjoy the advantages of a residence in the city, without losing any of the benefits of a home in the country or in a small town away from the hurry and bustle of the larger city.

As a factor in social life the motor car has, in my opinion, played an all important part.

But few persons realize what an enormous amount of work was necessary to properly control automobile contests of all kinds in order to put the sport on a high plane, and to eliminate unfair methods in competitions.

George H. Strout, sales manager of the Apperson Brothers Automobile company of Kokomo, Ind., who is this week attending the Omaha show, has been constantly engaged in this work since the beginning. He was one of the seven men who met in New York three years ago for the purpose of correcting the many evils then existing.

The result was the formation, in February, 1908, of the Manufacturers' Contest association, an incorporated organization to which every manufacturer of automobiles who has produced fifty or more cars is eligible for membership.

This association has a general rules committee of twenty-five, of which only one person can represent any one automobile manufacturer. There is also an active rules committee composed of five men. The active rules committee formulates all the rules covering automobile contests of every nature. The result of the work of this committee of five is then submitted to the general rules committee of twenty-five for consideration and adoption. In their final

form the rules are referred back to the committee of five, who then turn them over to the contest board of the American Automobile association, which association is the board that interprets the rules and sanctions automobile contests of all kinds. A working agreement in the form of a legal contract is executed between the Manufacturers' Contest association and the American Automobile association.

Briefly stated, the results have been to purify automobile sports. For the coming year a paid technical committee of the American Automobile association has been provided for, and all automobiles which have entered into any contest held under the American Automobile association rules must first be registered with the American Automobile association on a certificate of description blank at least thirty days prior to the time that such car engages in the contest.

The technical committee will visit factories and check up these certificates of description with the cars themselves. It is manifestly impossible under the present mode of procedure for a stock car listed as a stock car not to conform in every part with the stock cars that are regularly sold to the public.

At the present time the active rules committee of five of the Manufacturers' Contest association is devoting a considerable amount of time to the formation of rules for covering contests between trucks and delivery wagons. It is the aim of the association to so standardize competitions of this kind as to permit the merchant drawing an accurate conclusion from the result of these contests as to the reliability, economy, etc., of the competing commercial vehicle.

One of the hardest problems the association had to solve was formulating the proper definition of a strictly stock car or stock chassis. It is generally believed by all interested and well informed persons that much has been accomplished during the last two years by the Manufacturers' Contest association through their working agreement with the American Automobile association.

Although in the past Apperson cars have competed in a great many races—in fact an Apperson competed in the first legally organized race ever held in this country, on Thanksgiving day, 1906—it will not be the policy of Apperson Bros. to enter largely, if at all, in racing during the coming year, as the Apperson company believes that the reliability, speed, endurance and hill-climbing powers of Apperson cars has already been generally established throughout the country.

For two years Mr. Strout has served on the general rules committee of the Manufacturers' Contest association, and during the current year he is serving on the active rules committee of the association.

Hugh Chalmers, president of the Chalmers Motor company, whose famous Chalmers "30" touring car is sold by the H. E. Fredrickson Automobile company, is of the opinion that there is not going to be any material reduction in the prices of good motor cars; at least not under present conditions nor for some time to come. This opinion is concurred in by Mr. Fredrickson, and if these two men do not know—well, who does know?

The Chalmers "30" received a deal of attention from the throng of visitors yesterday.

An auto salesman who has traveled over many states and been in attendance at hundreds of shows was free to say that the Omaha exhibition "looks like one of the best ever held in the west. You'll have to give it to Omaha; this city is surely a comer. There are lots of people

here and they are buying cars—cars of various grades, too."

Guy L. Smith was a busy man yesterday. The 1911 Franklin model is a great car and the genial Smith was doing the explaining stunt all day. The general verdict was that the Franklin is a cracking good car.

Denise Barkalow was the center of much attention yesterday, for most of the women visitors were anxious to see the Baker electric. The Packard cars received much attention, too.

R. S. Mansfield was wondering when the new six-cylinder, seven-passenger, Kissel car would get here. It should have arrived last week, and been on exhibition all week. It has been delayed in transportation, but it is expected to arrive soon.

The Nebraska-Buick Automobile company report the sale of another Olds Autocrat (tourabout to Mr. McCluskey of Randolph, Neb. They also report a total sale of fourteen Buick cars. Their salesroom on Farnam street is a busy place as also is their booth at the show. A number of their dealers have brought a lot of buyers with them in order to show them

the complete Buick line. The Nebraska-Buick Automobile company has employed a truck salesman in the person of J. N. Finckerton, who is well known to Omaha as the Hawser tank man.

Mr. E. 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 Auto show. He reports the sale of 280 Buick cars at Kansas City. He was accompanied by Mr. W. A. Brush, who is the sales manager 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 of April and March having already been scheduled for shipment. The Buick factory is 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 classes. The H. N. Peter's Olds Autocrat tourabout is well worthy of the excitement it is causing, as well as the Olds Autocrat seven-passenger touring car.

The Buick people also have a line of trucks in the basement that is well worth your time to investigate.

The crowd seemed to number all the Auditorium could hold during the afternoon. The people "just kept going and coming and it seemed as though the ticket-takers would grow sick of their jobs."

The reliable Midland car seems to make a hit with everybody. The Freeland Auto company is handling it. It is one of Model L, 2 and is a popular fore-door touring car-five passengers and 40-horsepower. It sells for \$2,100.

The Avery trucks are more than making good in the eyes of the big crowds. These machines are sold here by Johnson & Dunforth, two progressive men who seem to be able to show visitors that their trucks are of superior make.

The Overland cars, exhibited by the Van Brunt Automobile company, were put into

fine condition. When the cars were brought over from Council Bluffs they looked dirty—and were dirty—because of the dusty trip. They were cleaned soon after arrival, and now are looking as fine as any of the good cars in the show.

The International, manufactured by the International Harvester company, is fast convincing visitors that it is a fine machine. Assistant Manager Lease is on the job all the time and he proves to questioners that his car is a cracking good one.

"That is the car that makes faster time in Omaha than any other machine," said a local man, pointing out the Stearns machine to a visitor from out in the state. "The fire chief uses one, you see, and he goes through the streets at lightning speed many times. It's a good machine."

A new Rambler roadster with lots of style and individuality is being shown by the Rambler people. It is destined for the man who wants exclusive style as well as the convenience of the two-passenger car. It has plenty of power and its balance, due to the arrangement of passenger seats

and power plant, is perfect. The wheels are thirty-six inches. A new feature in the equipment for carrying the spare wheel behind instead of on the running board.

C. W. McDonald, who sells many of the Marion cars, was pleased with the show yesterday. His cars attracted great attention. The Marion flyer is one of the best cars that has been turned out by this firm.

The booth of the Baum Iron company was surrounded by many visitors during the day, who were giving close attention to the demonstrations of the utility of the Booth demountable rims.

In an attempt to save a lumberman's life who had been dangerously wounded in a mountain sawmill and to get a physician to him, Wallace Link of Fort Collins, Colo., drove an M-M-P touring car to the extreme upper reaches of Buckhorn canyon, where an automobile had never gone before. Sheer wood hills, well known to those familiar with the territory surrounding the Buckhorn canyon, was climbed over snow, ice, rocks and stumps of trees without a falter.

(Continued on Page Eleven.)

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Scores of you have doubtless held back your orders because you have thought there is going to be a reduction in prices. *That will not be the case with cars that are worth their prices.*
So far as the Mitchell-Lewis Motor Company is concerned, you may as well know now as any time that *there will be no reduction in prices*—not even a penny's worth—and if you want a Mitchell you had better go to a Mitchell agent today.
Who started this talk about a reduction in prices? No one but those concerns which made cheap cars and *over-priced them in the beginning*. Certainly the Mitchell-Lewis Company is not in such a class. The demand for Mitchell cars is healthier than it ever has been. We have already delivered more cars, twice over, than we had delivered at this time last year.
Moreover, we will not be able to make within 30% of the cars that our agents have asked for.
We are not offering this announcement for any other purpose than to save proposed Mitchell owners all annoyance in securing cars when the hour of their need arrives. "A bird in the hand is worth two in the bush." Order now and be sure. Order later and run your chances.
Remember this one thing—that this year Mitchell Service reaches the highest point of its development and the word "Service" practically means **FACTORY INSURANCE ON YOUR CAR**. Moreover, we have scattered "TROUBLE MEN" throughout the country whose sole business is to visit Mitchell owners and see that Mitchell Cars are kept tuned up and in good condition.
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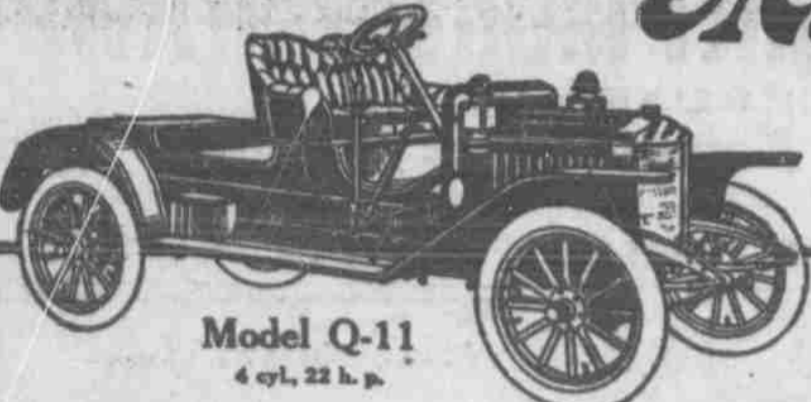
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Handsome Appearance. There is a distinctive elegance to this model. Low, snappy, speed-suggesting lines—a general air of completeness.

If you're in the market for a car, this one deserves your attention. You certainly can't find such features in any other car.

Prove to Yourself Point by Point. Send for the new 1911 Maxwell catalogue and read it. Read our book "How to Judge an Automobile," and apply the tests. Then read "The Maxwell in Business," and see how 1243 business firms employ it to advantage. A postal will fetch them. Just write us "Mail Books."

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