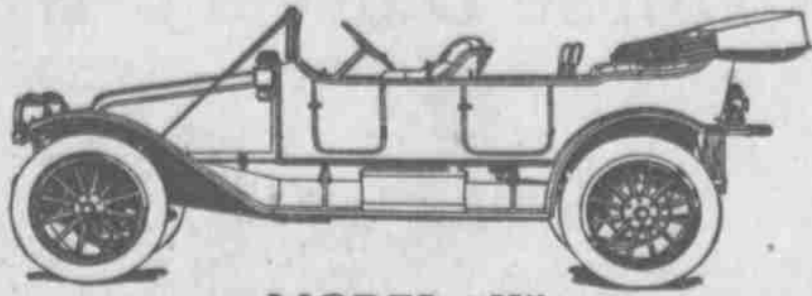


1911 **FRANKLIN** 1911**MODEL "H"**

Model "H" Seven-Passenger Touring Car, \$4,500. complete with top.

Model "H" for 1911 creates a new standard for large cars. With every refinement of construction and appointment it has the added merit of faultless riding quality heretofore unknown in seven-passenger cars. It has complete balance and smoothness; full of comfort in the rear seats as well as the front. Carrying a load of only one passenger it rides without a jolt or jar. The Model "H" has a six-cylinder motor, without which any large car is deficient. The wheel base is 133 inches. The weight of the car is about 25 per cent less than other large cars. No heavy water cooling apparatus to carry and no excess weight in any part. The large tire equipment insures freedom from tire trouble so common to large cars.

1909 PURCHASERS

D. H. Ledwith, Omaha.	Anna Wilson, Omaha.	James Millikin, Fremont.	E. A. Cope, Omaha.
E. M. Fairfield, Omaha.	E. S. Westbrook, Omaha.	George Keasling, Howard.	J. C. Drexel, Omaha.
A. P. Gufon, Omaha.	B. A. Cummings, LeBeau, S. D.	J. A. Cook, Falls City.	C. T. Kountze, Omaha.
R. Rosenzweig, Omaha.	A. L. Bowen, Scotts Bluff.	Dr. E. Kaufmann, Hardy.	B. R. Hastings, Omaha.
Gos Wiese, Omaha.	Frank Boehmer, LeBeau, S. D.	D. F. Walker, Red Cloud.	William Lock, Omaha.
A. I. Root, Omaha.	J. A. Sunderland, Omaha.	H. D. Neeley, Omaha.	H. D. Neeley, Omaha.
A. D. Brandeis, Omaha.	H. M. Thornton, Scotts Bluffs.	C. H. Hansell, Hastings.	H. R. Howe, Omaha.
F. G. Gardner, Omaha.	M. M. Johnson, Clay Center.	W. F. Barnes, Hastings.	A. C. Busk, Omaha.
		M. A. Taylor, Hastings.	H. W. Yates, Omaha.

SEE THIS MODEL AT MY BOOTH TODAY.

GUY L. SMITH, 2205-2207 FARNAM ST.**Along Auto Row**

(Continued from Page Ten.)

and the conquering of another mountain trail was added to the already long list of E-M-F "20" accomplishments. The precipitous and dangerous climb to Ballast's sawmill in the Rockies was forty-five miles in length. Five miles from the sawmill Buckhorn road is nothing but a lumber trail and was covered with a foot of snow.

The Brush exhibit shows four types of the model E 1911 car. These are the standard runabout for two persons, the runabout equipped with extra rumble seat, the roadster type and the coupe. With the exception of the coupe the bodies are practically the same as last year. The coupe body is now made so that what used to be a waste space in the rear is turned into a roomy carrying space for tubes, tools, etc.

No vehicle or automobile has often penetrated so far north into the frozen Canadian wilds as did a Cadillac 1911 car a few weeks ago, when the fifty-fifth parallel was reached and a short stop made at the northernmost point of the continent. The trip north was made from Edmonton, in Alberta province, by Tom Evans, Cadillac factory representative on the Pacific coast, and the Cadillac dealer at Edmonton. In the latter's new demonstration car. When the start was made the thermometer registered 13 degrees below zero, the ground was rough and frozen hard, and snow had newly fallen. At times the car traveled fifteen to twenty miles without passing a sign of human habitation, or animal life. After traveling about fifty miles, the Athabasca river—covered with four feet of ice—was reached, and the car was steered out on the ice. After another 100 miles, Athabasca Landing was reached, where the party was advised not to attempt to proceed further north. It was also learned that the Cadillac was the first automobile to make the trip from Edmonton to Athabasca, and that few wagons attempted the journey in winter.

The dealers and salesmen were in a merry mood; they seemed to be cutting up a great deal and their antics caused someone to remark about the cutting up. A witty reply was: "This is Washington's birthday—why shouldn't we cut a few things?" Some of the autos had to be restrained from rushing forth from the Auditorium.

The Reynolds tops, sold by the E. W. Reynolds Manufacturing company, 715-716 South Fifteenth street, are popular with a great majority. They are serviceable. Several people at the show who own Reynolds tops declared them to be the best they ever possessed.

The Republic Staggard Tread tires have opened the eyes of many auto owners. The Baum Iron company are telling visitors some interesting and instructive facts about tires. All owners should visit the booth of this company.

The Lexington car, sold by the E. R. Wilson Automobile company, is proving a drawing card for its progressive dealers. It has many remarkable features that will interest all prospective buyers.

Visitors to the show were struck by the large number of cars which surrounded the Auditorium. Many people inspected the machines that stood in the streets.

J. J. Deright is one of the real busy men about the show. He knows many of the visitors and he is kept on the go telling them just where to find certain people and things. He delights in the show. The Stoddard-Dayton and the Locomobile are two of the popular cars he sells. They make a favorable first impression with everybody. They are reliable, durable and beautiful machines.

The Apperson Jack Rabbit car is one of the feature machines of the show. It is making "good" in every way in the exhibit line, and Charles J. Corkhill, local manager, thinks the present show will do a great deal toward making the Apperson cars among the best liked in the west.

"You can bank on the Oakland as being a reliable car," said a visitor from Iowa who owns one of this make. "It will do all the dealers say and more. I know, because I own one." This statement pleased the McIntyre Automobile company very much, for it had not been solicited.

The strong Ford cars received much attention. The low price of this machine seemed to be a drawing card and many of the visitors made their way to the booth of the Ford company just to see what a wonderful little car was located there.

Clarke G. Powell was the hardest man to find of any person connected with the show. He had to keep going all the time in order to get things done.

The Powell Supply company interested many visitors in the automobile articles handled by them. Their salesmen were able to tell the guests of the show many things about the big machines and their equipment.

The famous Packard trucks are on exhibit and they are causing a great deal of comment. These machines are of a superior type and are among the best trucks made.

If the Carson City News had not been enterprising enough to have an automobile in its service, a large part of the state of Nevada would have missed its daily news paper on several occasions when a bulky electric power house failed to furnish "juice" to run the newspaper plant. Having no auxiliary power and no prospect of electric current, the News was unable to operate its linotype machines or presses and the paper could not be got out.

An ingenious master mechanic suggested that if the company's Maxwell runabout could be got into the pressroom, he could start the machinery. After removing several partitions, the automobile was placed in the desired spot. The rear of the car was jacked up and by the use of improvised shafting and belting the machines set in motion. After the publishers realized what they had accomplished, they issued this statement in the News:

"Hereafter the News will not miss an issue even if the electric power fails, for when the lights grow dim and the power weak, the headlights of the car will be lighted, the motor started and the News will appear in record time, ground out by an automobile."

Out of the Mojave desert in southern California has come a Mitchell car—a Mitchell touring car of the vintage of 1908—with a record that one might suppose is good enough to challenge the world. "Old Faithful" this car is called by A. T. Hay, who for some years has been operating a stage between Mojave and Lone Pine, and he says that if ever a piece of machinery had such a thing as a came

(Continued on Page Twelve.)



Tomorrow, I want you to see the machine in my booth, said to be the best automobile built in the United States.

J. J. Deright—

The Locomobile

High Tension Ignition—Shaft Drive—Four Speeds.
Four Door Bodies and Demountable Rims on all 1911 Models.
The "30" Four Cylinders \$3,500—the "48" Six Cylinders \$4,800.
Prices include Tops and Demountable Rims. Complete information on request.

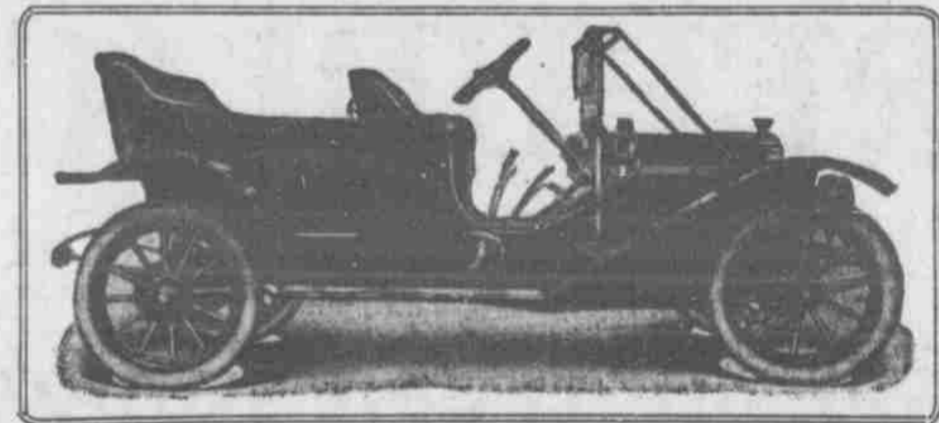
DERIGHT AUTOMOBILE COMPANY

Douglas 353

1818 Farnam Street

Thought for to-day
If all cars were as good as the
Cadillac
"Thirty"
the subject of maintenance cost would be a dead issue.

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



Model L No. 1, Midland Touring Car, 40 H. P. 5-passenger.

Only \$2,000

This is the car which won the five mile free-for-all, equipped stock cars, against the American traveler and a number of others in Omaha last fall. This is our 40 H. P., 5-passenger Touring car, Model L 1. Drop in and look it over today. It will please you. It is made precisely right—not a flaw in its construction. It goes and comes on time. Its upkeep is less than any car of its class. It will outwear and outrun them all. Don't leave the auditorium today until we have shown you this machine.

Freeland Auto Co.,
Farnam and 12th St.

THE Lexington

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

Rutenber motor, 4½x5 in., 40 h. p.
Schwartz wheels, 34 in. or 36 in.
Timken axle (full floating).
Spicer universal joints.
Tires, your choice.

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

Lexington \$1,650

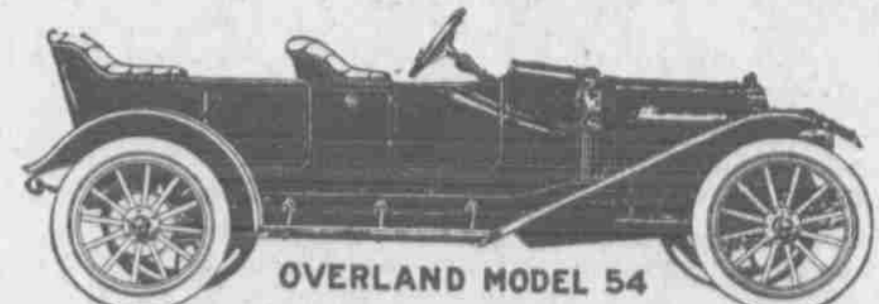
If you will compare this car part for part with other motor cars you are bound to come and see us.

SEE US AT THE AUDITORIUM.

E. R. WILSON AUTOMOBILE CO.
2010 Harney Street

Overland**Cars Are Good Cars....**

THIS IS OUR



OVERLAND MODEL 54

Price \$1,675

OVERLAND Model 54 is the edition de luxe of Overland cars. Its forty horse power engine is one of the quietest and most flexible four-cylinder motors ever built. It is capable of any variation in speed between four and fifty miles an hour, even on its high gear. This car is constructed along masterful lines only before attempted by makers of cars costing considerable more. A strict adherence to the Overland policy in automobile construction has enabled us to give you a car containing more essential and distinct features than any other car on the market at anywhere near the price. This car stands ready to prove the needlessness of paying more than the Overland price.

We cordially invite you to call and inspect the "Overlands" in our booth at the Automobile Show.

Van Brunt Automobile Co.

Omaha, Neb.

Council Bluffs, Ia.

Sioux Falls, S. D.