

Big Display AT THE AUDITORIUM Automobiles AND TRUCKS



Along Auto Row

(Continued from Sixth Page.)

agent for this famous car, "are at once convinced that this machine is one of the best cars on the market anywhere." And what the manager said seemed to be correct, for yesterday people were making many favorable comments about the majestic White cars.

In the auto truck line the "Murphy D.D." cars were the center of much attention. The fact that Murphy has sold many motor trucks in Omaha convinces visitors that his cars have great merit. He reported that the sales for this year would exceed those of last.

That popular touring car, the Locomobile, was surrounded by hundreds of visitors, all of whom wanted to sit in the soft seats and many of whom did. The Locomobile, sold in Omaha by J. J. Derrig, is one of the cars that is popular in all parts of the country.

The Avery Commercial Auto truck, sold by the Johnson-Danforth Co., is one of the best trucks made and its sales this year will be a record breaker. At present time the sales for 1911 have far outstripped those for any previous.

The McAlister Automobile company, distributors of the famous Oakland cars, were pleased with the sales of their cars this week. This make of auto is one of the best. The cars give perfect satisfaction.

The Van Brunt were proud of their Overlands, for many visitors were sounding the praise of these cars all day. During the evening when society moved down upon the show, the Overlands were great attraction.

The Velle cars are making good in the show line. These machines have done great service in the west and are decidedly popular with all their owners. The sales during the present week will be large.

John F. Davis of the Pioneer Implement company reported that his cars are pleasing hundreds of visitors. His exhibit is one of the best at the show.

The Clark touring cars, sold by the Clark Sales company, is a pretty machine. It is reliable and has many interesting features. The dealers declare the sales will be large this week, surpassing those of several of the large shows in the west this winter.

Two of the foremost aviators in the country—Eugene Ely and Charles F. Willard—have come forward with words of praise for Apperson cars. During the recent performance of the aviators at Los Angeles and San Francisco, Apperson cars were placed at the disposal of these two for their trips between the cities and the aviation fields.

Max Rosenfeld of Frisco, when the latter drove racing cars—says he has always considered the Apperson to be one of the foremost of American cars. Willard says he has long known the Apperson as one of the best cars in this country, but the opportunity to get such a demonstration of it over the hills of San Francisco was certainly a pleasure.

A thorough test of the utility of the Buick model 14, a fourteen-horsepower two-cylinder business runabout, will be made by the Pacific Telephone and Telegraph company in the Pacific northwest, through Superintendent of Plants Teague of Portland. The Howard Automobile company's Portland branch made delivery of three of these cars this week. One each will be shipped to the company's representatives at Salem, Ore.; Tacoma, Wash., and Walla Walla, Wash. The runabouts are equipped with searchlights to enable licensees to follow the wires at night and will be used for emergencies in the development of cables along the lines of the telephone company. The cars are also equipped with tops and ample room is provided in the rear of the seat for carrying the licensees' repair outfit.

Get a line on a good thing. The Baum Iron company has the latest, best and most novel article at the show—the Little Red Pump. It is driven by an electric motor and will pump your tires, all four, in eight minutes to any required pressure. Large private garages and auto sales-rooms cannot afford to be without it. Sixty-five of these have been sold during the show. The local buyers are John Teer of the show, E. M. F. company, Van Brunt Auto company, who takes three; Guy L. Smith, Electric garage, Ford company, Nebraska Buick company, R. E. Kimball, Cadillac company, Mitchell Auto company, George A. Joslyn, E. A. Cudahy and Frank Chipstead.

Fred T. Baller, "Bill" for short, is one of the Chicago visitors at the show. He is one of the early arrivals in the auto game, having been identified with it for over fourteen years. Bill is so enthusiastic that he can't get away; says the Omaha show is the best he ever saw. While here he has been telling the trade all the good points of the little red pump. Bear auto top holders, Greg & Davis lamps, Bing burner cleaners, Red Devil spark plugs and a lot of good stories about the early days of Barney Oldfeld, Louis Strang, Ralph De Palma and the rest of the illustrious of the racing game. And what he doesn't know about the auto business hasn't been heard of yet.

"The greatest show of all with the greatest business of all." This is the general verdict among all the men in the audience at the 1911 Omaha Automobile show.

A year ago there came to Omaha from Kansas City two young men and with a frame or two and a few rolls of leather opened an auto top shop in a small room near the stadium.

The foremost of these men was E. W. Reynolds. They pulled off their coats and worked like beavers. Before six months had passed they had business enough to warrant erecting a new building at 731 South Fifteenth street.

Today this concern is turning out twenty tops daily. They give employment to more

than twenty-five men and they are liberally patronized by dealers throughout this section. This concern is the E. W. Reynolds Manufacturing company.

"It certainly has been a fine show," remarked H. B. Van Brunt. "We have sold many machines and it is easy to see that 1911 will be a banner year for automobiles in all parts of the country. Our company is very much pleased with the way the show has gone along, and we believe everybody will agree that the present exhibit is the best of all. The Overlands and Pope Harfords have witnessed big sales."

"We have sold more motor cars than ever," smiled forth L. E. Doty of the United Motor Omaha company. "I never thought we could have such a successful show as this 1911 exposition has been. It surely has done great things for automobile dealers and prospective buyers. All the visitors who have been in attendance are glad they came. They have learned hundreds of new things about better and greater autos. All in all, I am delighted with the present show. The Maxwell and Columbias have met with favor everywhere."

"We have had more visitors in our warehouse and at our booth than there were during the convention of the Nebraska Implement Dealers." Thus L. L. Lease of the International Harvester company expressed his opinion last night. "Our sales have been greater than ever. This show has surprised everybody—dealers and visitors. It really is one of the best. We have sold more machines than we had expected and are mighty well pleased with the show."

"People were thick as bees around the Mitchell cars in the Calt Automobile company's exhibit all the day. The Mitchell roadster and touring car attracted lots of attention and visitors asked frequent questions about the reliable cars. J. T. Stewart, manager of the Calt company, was pleased with the manner in which the Mitchell cars were received and declared he never had done so much business in any week as he has done in this one."

T. D. Oim of the Magoli company, manufacturers of the famous Magoli polish, had a busy time at his booth. He demonstrated what his polish could do and convinced many that it is the best thing to buy.

C. H. Tully of Alliance, Neb., bought one of those four-door Vlies and started on the trip home Thursday evening. He said he thought the car a dandy.

"If all agents sold cars as fast as E. R. Wilson does," said a man connected with the show, "everybody in this section of the country would be supplied before long. That young fellow has had a remarkable run on that styling, Lexington. It is a good car and merits large sales."

Progressive Wilson agrees that the Lexington is a leading car and he is ready to book it against any field. The people believe in the Lexington, too, according to Mr. Wilson, for his sales this week have been enormous. Wilson Swaney, agent for the Lexington at Carroll, Ia., came to Omaha Wednesday and left Thursday. While he was here, he sold with the assistance of Mr. Wilson, five cars. Mr. Wilson has appointed several agents during the week. The O'Grady Auto company of Schaller, Ia., and Wunderlich & Haverlick of Lincoln, being among the many who have taken on the Lexington.

Nine car loads of Buicks have been sold so far this week by the Nebraska-Buick company to Nebraska dealers. The Nebraska Buick have sold no individual cars because they have not been able to get any for sale. The orders for the nine car loads were taken and will be filled by the dealers as soon as they can be made at the factory in Flint, Mich. The Nebraska and Iowa dealers of the Buick company who have been in attendance at the show,

however, have done a big business, disposing of many of the cars they have in stock. It was the aim of the Nebraska-Buick company to have the dealers come here and then sell the cars to the Nebraska and Iowa men who came to the show. Their scheme has met with great success. H. E. Sides and Lee Huff are enthusiastic over the manner in which their cars have sold and they have figures and facts to show that the Buick is one of the biggest sellers in the west.

"It is the best show that I have ever seen outside of Chicago," explained C. E. Giltner, manager of the Rambler Motor company in Omaha. "Until a few months ago I was in the east and saw only the big shows held in the large cities in that section of the country. I did not expect to witness such a wonderful show in Omaha as I have seen this week. It is without doubt one of the greatest that has been held west of the Mississippi at any time. The Rambler has enjoyed a big sale this year in Omaha. This week we have done more business than every before. I should say the sales have been ten times as great. I do not believe that there ever was a show when so many dealers did such a large business. The fine weather and the fine lot of cars certainly have been enough to draw the people here and to get them to invest their money in reliable cars. I look for the Rambler to have by far the best sales of their history this year."

Jack Sharp, Omaha agent for the speedy and solid Alco car, was a busy man yesterday, for his booth was surrounded by a large crowd all day. He was so busy that it was hard for his friends to get a minute or two's conversation with him. The Alco car is a hummer and the people who were at the show seemed to realize this fact. "The biggest sales ever," said the genial Sharp. "I could not wish for any better."

R. K. Hitchens, factory representative of the Alco company, was on the job along with Jack Sharp. This is a great place—the Omaha," said Mr. Hitchens. "I am from the east, but you can take my word for it that Omaha is some great city. I did not expect to see such a show as you are having here. The people here are live ones. They know good cars when they see them. All the dealers have done good business this week, and I have no doubt that the total sales will be ten times greater than they were last year. The Alco is having the biggest sales of its history. This Omaha is a great town and we are showing the people a great car."

Michael O'Connor, secretary of the Powell Supply company, is one of the believers in the efficacy of the automobile show as a business getter for the dealers and Omaha. He is convinced that the 1911 exhibit is the best ever held here. The business done by the Powell company during the week has exceeded even that which was expected. "Give me the auto show every time for doing good for the whole state," said Mr. O'Connor. "The people learn at the Omaha show that the very best cars are sold in this city and when they learn this they buy machines. The sales of cars and supplies have been enormous this week."

SPIELER CHANGES HIS TUNE

Voice of Protest Modulated by the Clerk of Hippocket Artillery.

"There is much virtue in it," said the man from Boston to a man from Kentucky while the two were in the lobby of the Gibson house, Cincinnati.

"Yes, and there is also much—very much—virtue in the word 'but,' as I had an illustration quite some time ago. Want to hear the story?"

"A friend of mine—a young lawyer—who lives in one of the live counties of Kentucky, had been out of town for several weeks. As he was driving his horse up to the gate of the house where he resides

he noticed a large crowd about the court house. "What is the matter, boy?" he asked. "Why, they have taken a negro from the jail and they are going to lynch him," the excited lad shouted.

"Now, my friend was a public-spirited citizen, and he likewise was a candidate for congress. He felt that if a lynching was pulled off in front of his house he would lose his chances of getting the position. So he pushed his way through the crowd, which was composed of some of the toughest citizens, and began to talk: "Fellow citizens, I ask you not to cast this blot of shame on our fair city. As peaceful citizens I ask you to desert. Go to your homes." A gruff voice in the crowd was heard to suggest, "Kill the fool."

A dozen revolvers clicked. "But," shouted my friend, at the top of his voice. "But if you are bent on committing this deed, let it be done in an orderly manner."—Cincinnati Commercial-Tribune.

GOT THE MILK-WHITE DEER

Rare Animal Pursued for Years Was Brought Down on a Texas Ranch.

The famous phantom deer, milk-white, and said by the Mexicans to bear a charmed life, carrying the "madstone," after eight years' persistent hunting, has been killed. The white deer was brought low on the Taft ranch in San Antonio county, east of San Antonio, by the trapper, assistant foreman, G. B. Patterson, owned by Charles E. Taft, of Cincinnati, O., brother of the president. Hunters from the north, from San Antonio and many other points have camped out for weeks, year after year, but though many glimpses were obtained, never had a spot stained the white of the fleet-footed phantom.

Eight years ago a fence rider on the ranch saw what he supposed was a white goat, and attempted to rope it. When he came up closer he found that the animal was a milk-white deer, and too fleet for pursuit by an ordinary cow punch. The deer is known all over the country because of its collection of steer horns, deer heads, antlers and other trophies of the hunt, pursued the deer every season for the past five years, and while he saw it several times, it was always so far away and running so rapidly that it was useless to shoot at it. As soon as he killed the deer Patterson telephoned Friedrich and the carcass was ordered shipped to San Antonio. It will be sent to a taxidermist and mounted after the most approved fashion. The animal is a buck and has a most unusual horn formation, three spikes on one side and twelve on the other.

The Mexicans believe that the "madstone" is obtained from the stomach of milk-white animals. They were certain the phantom deer carried it, but when Mr. Patterson removed the viscera, looked in both apartments of the double stomach, peculiar to all deer, he failed to find the "madstone." Some hold, however, the stone is not contained in the stomach, but is found in the connecting part of the stomach. He will make another examination of the viscera in an effort to ascertain if this is true.—Fort Worth Gazette.

BEARWOOD BUGLE NOTES

A new family has moved in next to Anse Judson's and they must be some folks. Their first washin' showed five white vests and a pair of pajamas. Some women seem to never grow old. Liddy Finlum doesn't look a day older than she did when we see her picture in the paper away back when Bryan ran for president. Undertaker Rusrod Hilliker is gettin' ready for his spring plannin' and says he is 'lookin' forward to a rustlin' season. Reginald Fink of this village has been takin' art lessons down to the city for three years, and he can now draw almost anything but a salary.—Judge.

Franklin Individuality

BEAUTY

A motor car of exceptional beauty in design; graceful outline, elegant, luxurious, satisfying ideal.

ECONOMY

King of cars in the matter of economy. The lightness made possible by the use of aluminum nickel steel and ash timber, coupled with air cooling, reduces fuel, oil, tire and upkeep expense to a minimum. This is why the Franklin won the "500 punch bowl, two gallon efficiency contest" against sixty-five competitors, making eighty-seven miles.

LIGHTNESS

Largely because air cooled, eliminating heavy radiators, pumps, pipes, tank, water jackets, strut and rear rods used on all water-cooled cars.

Weight makes tire expense. On the average car tire expense is more than all other expenses combined. Franklin cars are also equipped with extra large tires, so it is impossible to overload them. Tires are serviceable until worn out.

HIGH POWER

Pre-eminent in the matter of high power, coupled with light weight, the result of which means net ability. Because of this fact the Franklin is the prince of cars in the mud and on the hills. It travels fast over rough roads with perfect comfort to the passengers.

ELASTICITY

Resilient and flexible, adjusting itself to all uneven road conditions with remarkable ease and readiness through the use of laminated wool sills. These are 30 per cent lighter than steel and as much stronger. Large elliptic springs all around. This, combined with light weight, makes the Franklin the most perfect riding car made. Fatigue from riding is unknown in the Franklin. Speed in any car is more a matter of comfort than power.

DURABILITY

The Franklin is built on honor along lines of correct mechanical principles. It is constructed of the highest grade material obtainable, in the selection of which quality, not cost, is the first consideration.

AIR-COOLING

Franklin air-cooling has been a success for nine years. It is simple and efficient. Nothing to get out of order. It is certain in operation and cools perfectly. The engine cylinders have vertical cooling flanges and are set in an air-tight compartment. At the rear sets the fly wheel with a fan attachment which draws cool air through these flanges. The air passing one cylinder does not pass another. It cannot over-heat, leak, freeze, or get out of order.

RELIABILITY

Dependable and reliable at all times under the toughest conditions. Capable of the highest rate of speed over the roughest roads with comfort and safety. Proof: Trip from San Francisco to New York in 15 days, 2 hours and 13 minutes; Chicago to New York, 33 hours and 53 minutes, and the continued winning of perfect scores in most severe contests.

ACCESSIBILITY

Practically all working parts are easily reached from above. The annoying minor troubles so perplexing and disagreeable in the average motor car are largely eliminated in the Franklin. While these parts are easily accessible, they are also neat and clean in every detail, since the whole mechanical system, although thoroughly lubricated, is thoroughly protected from mud and dust.

PRE-EMINENCE

National in its reputation and occupies the foremost position among high-grade cars. This popularity has been won on merit. It is the only car which can be driven in the frozen regions of the North, or in the tropics of the South with an equal degree of satisfaction. In very truth the Franklin is "The Automobile of the Future."

GUY L. SMITH, 2205-7 Farnam St., Omaha.

Final words for the Apperson

Go out of this show today to our auto sales room, 1102 Farnam street and we can close with you in ten minutes if you are in the market and if you have seen the Apperson. If you haven't bought yet, let us demonstrate the Apperson's efficiency and power.

Ranging from \$2,000 to \$4,200 in price.

Remember, none of them can climb like the Apperson. None of them will wear like the Apperson. They cannot run like the Apperson. Others cost more to maintain than the Apperson. The Apperson gives the most genuine pleasure. Remember our number—1102 Farnam Street.

Phone Douglas 3811
Apperson Auto Co.
Chas. T. Corkhill, Mgr.

Republic Tires

are like tailor made clothes, always look well, keep their shape and do not rip out at the seam --- *The Staggard Tread* is the dress suit of the automobile. Make your car the gentleman of the highway by specifying *The Republic Staggard Tread Tires.*

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YOUNGSTOWN, OHIO

Booth Rims...

are real, demountable, safe, sane, simple, time savers. You don't have to fish around in the dust for a lot of nuts and bolts, and you can change a Booth demountable rim while the other fellow is getting ready to change his.

Try it yourself in our exhibit

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