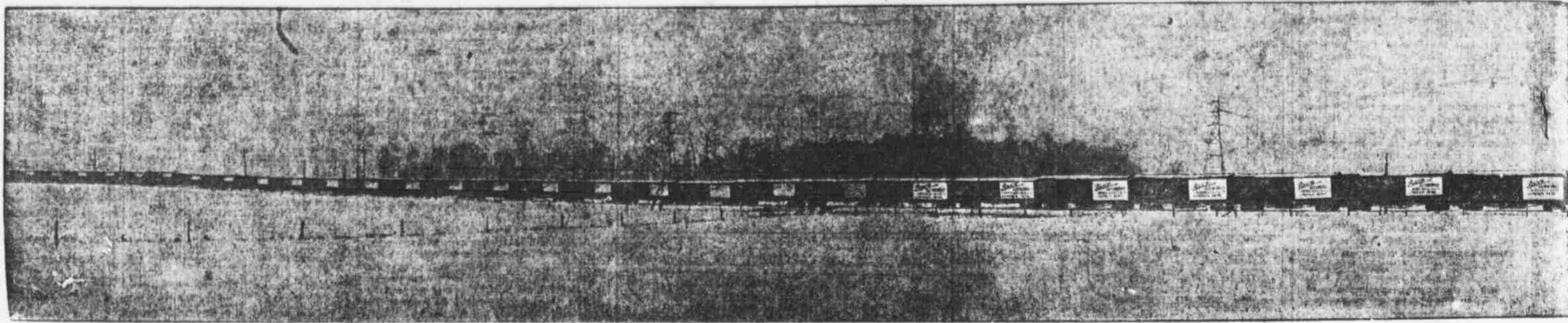


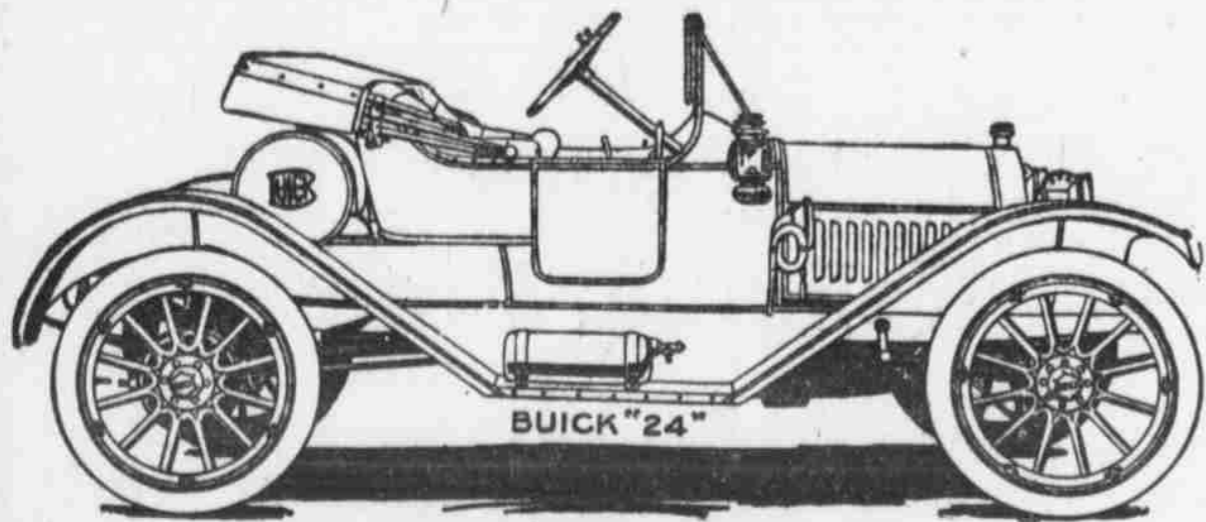
Three Solid Train Loads Like This Left the Buick



506 Buick Automobiles in three train loads to Nebraska and Iowa, valued at \$1,000,000.00

The largest individual shipment of first class freight ever carried by any railroad in the world.

The Buick is now acknowledged the best popular priced car on the market simply because it gives the American buying public what they demand and absolutely should have, viz: power, endurance, finish, low cost of operation



MODEL 24

A Splendid Roadster, Price \$950, fully equipped. It will stand more hard use and abuse than any light runabout ever offered for sale. It has no equal.

BUICK
 Highest Grade Popular
 Priced Cars in the
 Market
 See the Buick at Our
 Salesrooms
 and at the
 Omaha Auto Show
 This Week

Five Models

- MODEL 24—
Roadster, fully equipped \$ 950
- MODEL 25—
Touring car, fully equipped . . \$1055
- MODEL 30—
Roadster, fully Equipped. . . . \$1125
- MODEL 31—
Touring car, fully equipped. . . \$1285
- MODEL 40—
Touring car, fully equipped. . . \$1650

Always



LINCOLN: H. E. SIDLES, Gen'l Mgr.
 C. H. SHORE, Ass't Mgr.

NEBRASKA BUICK

WIRE WHEELS AT THE SHOW

Magnificent Cars Are Fitted with the Latest Type.

MAKE AUTOS MUCH LIGHTER

Experts Say They May Be All Right and that a Trial Will Convince All of Their Efficiency.

Wire wheels are proving to be one of the features of special interest at the Auto show, as they did at the Garden show in New York and at the Philadelphia exhibition. They are being taken a great deal more seriously this year than they have been before by American motorists, the reason being, perhaps, that this year for the first time an American car builder is showing a type of wire wheels which has been proved out thoroughly and has shown that it meets satisfactorily the objections that have been raised to such running gear in this country. The Stevens-Duryea company, which is the pioneer in this matter as it has been in so many other motor car developments, is exhibiting at all the shows, and is offering as "special equipment" Rudge-Whitworth wire wheels with Husk quick detachable rims, which have had great success in England and on the continent.

Each Auto Body is Built for a Purpose

"One of the big developments of the season in Omaha and, in fact, in all the big American cities, is the growing demand for the privately owned closed car," said Manager L. A. Keller of the Studebaker corporation's Omaha branch at the show. "To meet this, manufacturers seem to have agreed on three body types, each of which is usually worked out in individual style. "We are all familiar with the coupe. This is a two-passenger type with one auxiliary seat, in which a third passenger can be accommodated, riding backward. The coupe is the runabout of the enclosed family car. "Another conventional model is the familiar limousine, in which the driver occupies the front compartment, apart from the four or five passengers in the main part of the car. This model usually implies a hired driver. "The third enclosed type is the Sedan model, which consists of one large compartment and has five seats for five passengers, all of whom face forward. This is the style of body usually picked by owners who do their own driving and enjoy taking their families along."

Tires Must Keep Pace With Autos

"Who outside of the rubber industry has any idea of the headway which has been made in the manufacture of automobile tires and the difference in construction of the tire today from that of ten or even five years ago," said John Lounberger, local representative of the Flak Tire company. "Anyone can see the remarkable changes made in automobile building during the last decade, but he scarcely



Stevens-Duryea
 "Nearly a Quarter-Century of Leadership"

Three-Point Support

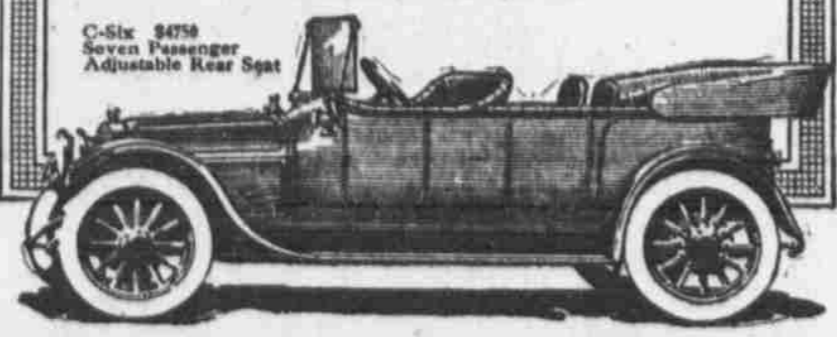
For years we didn't realize all that the Three-Point Support accomplishes. What we knew, however, amply justified its adoption: keeps the mechanism in alignment, saves power, avoids wear and repairs, keeps the car young.

Then a man came along who saw something even more important. He said: "It dampens the lurch of your engine, and keeps it away from the passengers. Greater comfort."

That's true, and largely accounts for the extraordinary ease of riding in a Stevens-Duryea.

Demonstration by appointment. Catalogue on request

HOUSER & HOWES, Distributors.
 On the Stage at the Automobile Show,
 2108 Farnam Street, Omaha.
 Stevens-Duryea Company Chicago Falls Mass
 "Pioneer Builders of American Sixes"



that the tire has had to keep pace with the car. Ten years back there were few automobiles that exceeded 2,000 pounds in weight and their possible speed was rarely above fifty miles an hour. Today the speed mania races along at anything up to 100 miles an hour and the modern tire has to meet that possibility. The 2,000-pound car of yesterday has been replaced by the sumptuous 5,000-pound touring car of today. The tire gives better service in spite of the additional weight than ever before.

Enthusiasm Over Car Helps Sell It

W. A. Simonson, district manager of Woods Electric, and who has a reputation of being able to scent a prospect for an electric car a mile away, is in the city for the automobile show. Mr. Simonson, or "Si," as he is familiarly greeted by his many friends in the auto-

A New Cross Country At \$1875



Eighty per cent is the increase to date over last year's Cross Country sales.

In spite of this popular success, and ignoring the old idea of yearly models, here is a new Cross Country at \$1875, with U. S. L. starting and lighting system, long stroke motor, fifteen per cent increase in power, and dual ignition.

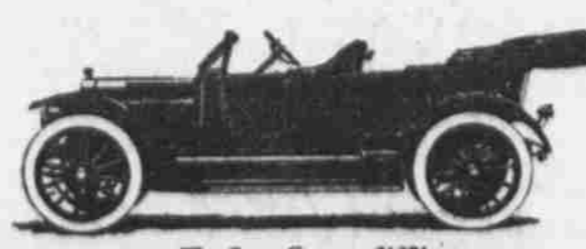
It is a car of exceeding beauty, richly finished in light Brewster green. Rakish, low and balanced perfectly, it has grace, suggestion of speed and lines that catch and hold the eye.

It's the easiest riding car we know. You may tour all day with pleasure and return without fatigue. Lots of leg room in front and rear; plenty of elbow room at the wheel, which turns easily but firmly; long springs of deliberate action.

You will never know the meaning of Jeffery service until you get a Rambler. Any one of thousands of owners will tell you what it is.

Equipment includes top and envelope, wind shield and speedometer, two 11-inch electric head lamps, flush electric dash lamps and electric tail lamp; extension lamp; tonneau hinged robe rail, adjustable foot rest; complete tool equipment.

See the new Cross Country at Space 7, the Auditorium.



The Cross Country \$1875

Rambler Motor Company
 2052-2054 Farnam Street, Omaha, Neb.