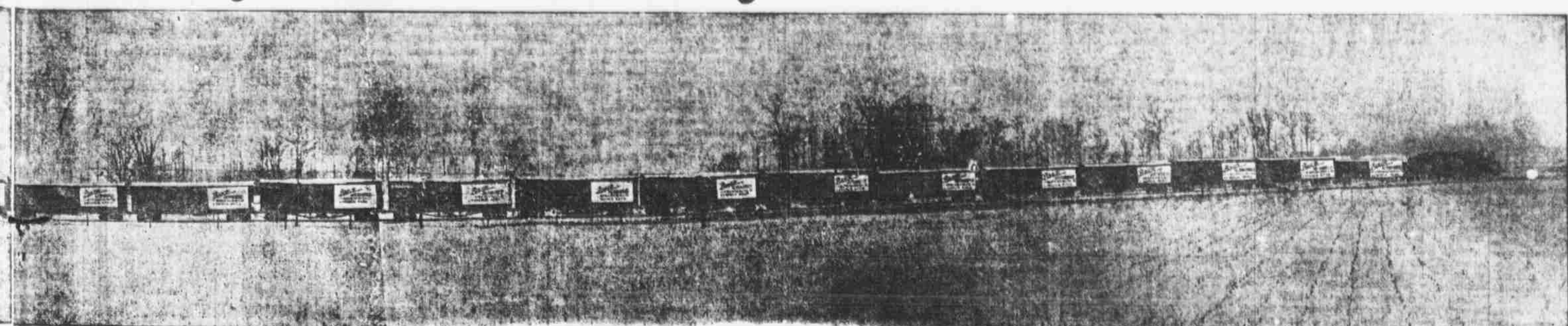


# Factory Since January 20 for Nebraska and Iowa



...s a Good Car

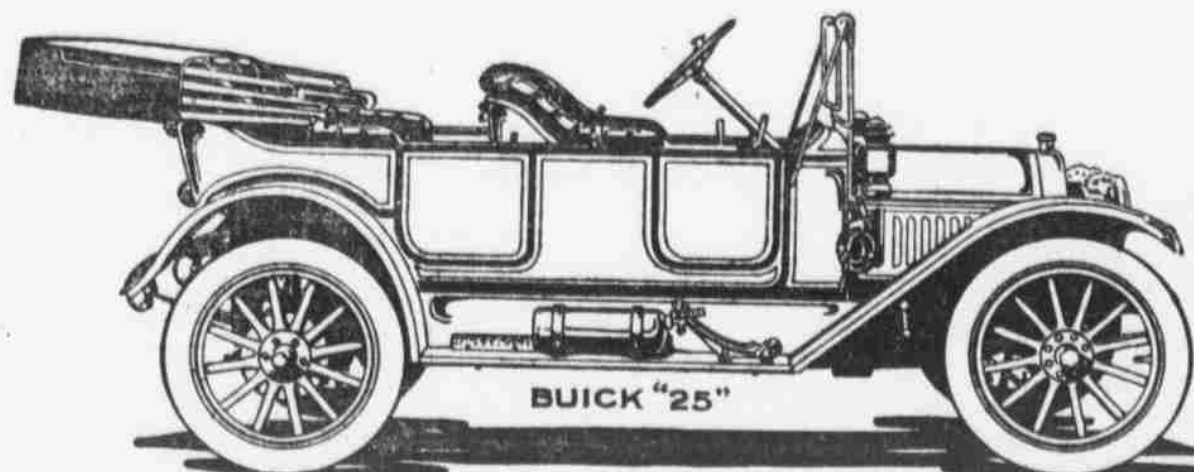


We guarantee the quiet Buick engine, with the wonderful overhead valve, to give you more power and run on less gasoline per mile than any other car of equal size engine. Don't fool yourself. See the Buick before you buy a motor car

For years the Buick has enjoyed the distinction of being the most powerful car on the market and the 1913 line is no exception.

## BUICK

*With the Overhead Valve Costs Us  
More to Build, But Cost You  
Less to Run  
See the Buick at Our Salesrooms  
and at the  
Omaha Auto Show This Week*



MODEL 25

We Are Going to Put 2,000 Buick Cars in Nebraska and Western Iowa This Year. Get Your Order in Now. They Are Fine.

Large and Roomy Touring Car \$1,050. The most perfect light touring car ever built. The best designed and best finished moderate priced car.

# AUTO COMPANY

OMAHA, Lee Huff, Manager  
SIOUX CITY, S. C. Douglas, Manager

### Automobile Shows Have Come to Stay

That the automobile shows always will be with us is the opinion of Wayne K. Bromley, secretary and treasurer of the company that builds Pathfinder '40' motor cars at Indianapolis.

"The automobile show may well be regarded as the big brother of the old-time market place," says Mr. Bromley, who is fresh from the New York and Chicago shows, where the Pathfinder line gained immediate recognition among fussy metropolitan motor critics.

"The automobile show gives the buyer an opportunity to come to the appointed place and see with impartial eyes the whole gamut of motor cars, foreign and domestic, from which he may select one for his own use.

"It is a time for announcements, large display advertisements, if you will—in time when the manufacturer meets the multitude, tells his story, shows his wares and takes his chance in competition with the very best on the market.

"Builders of motor cars are realizing more and more the utility of going to the automobile show with an inferior product. If he can't show up every season with good stuff, he had better stay away.

### Huffman Auto Co. Secures New Home

The W. L. Huffman Automobile company is now located in its new location at 1516-18 Farnam street, formerly the J. J. Dwight garage.

They have completed one of the handsomest show rooms in Omaha and will have their opening during the Automobile show.

W. M. Clement, formerly with the George Rogers Cigar company, has been appointed general manager.

Mr. Huffman has turned the management over to Mr. Clement in order to give him an opportunity to spend more time looking after his branch houses and extensive outside interests.

N. J. Marvin, who has been bookkeeper for Mr. Huffman for two years, has been promoted to the management of the Sioux Falls, S. D., branch, and will leave for there to assume his duties next week.

### Inter-State Shows Some New Models

The western branch of the Inter-State Automobile company of this city, C. S. McKee, manager, is showing three models at the auto show—models 33, 43 and 45.

The model 33 needs no introduction, as there are so many satisfied users of this model giving a recommendation of their own and demanding nothing but the highest praise.

The model 43 is the same model as was shown at the Omaha show a year ago, being one of two makes of automobiles at that time which was using an electric starter as part of standard equipment.

In conversation with Ray W. Royer, factory representative, he stated: "In the authorized shows a year ago there were

**I**F you want a car that its maintenance won't cost you \$100 per year for four years, buy an Auburn.

If you want a car with a guarantee that it can be put in as good shape as new for \$200 or less after running 40,000 miles, buy an Auburn.

If you want a car that has the best motor, transmission and full floating axle, buy an Auburn.

If you want a car that uses the least gas and oil per mile for the horsepower, buy an Auburn.

If you want a car that has the best lighting system and the best electric starter that is made, buy an Auburn.

If you want the most handsome car that is on the road, you must buy an Auburn.

If you want a car that will give the most for the money, you will buy an Auburn.

Fourteen models, \$1,150 to \$4,500. Roadsters, touring cars, coupes, limousines, sedans and town cars.

## Auburn Automobile Co.

"Omaha"  
W. T. WILSON, Mgr. 2558 Farnam Street.

but two makes of electric starters shown by the manufacturers of automobiles. At this time there are several makes, some being a part of regular equipment, others being an accessory, inasmuch as the motor must be made for the starter and the starter for the motor. None of the electric starters have undergone a test as the Inter-State uses the Apico, it being in use for more than year without any change in design whatever."

### Cadillacs Have Some of the Latest Designs

Phillip Merrill of the Cadillac factory is in charge of the Cadillac exhibit at the Omaha Automobile show. He has helped to build Cadillacs and is able to answer any question that may be asked him about the car. A cut open chassis, electric-lighted and exposing every point of the Cadillac in operation, being operated by its own electric starter, will as-

st Mr. Merrill in explaining different parts of the car.

There is also on display a Cadillac touring car, six passenger, and a specially built coupe upholstered in the new mohair.

### SHARP SAYS CAR BUYERS SEEK MAXIMUM COMFORT

After reviewing the shows and noting the improvements in cars, Jack Sharp, local distributor of Alco cars, stated that of greatest interest are the features which make for quietness and comfort.

"Silencing of noise in cars and building them more comfortable have been done to meet the standards set by motor car buyers, who are yearly becoming more exacting. Most of the improvements incorporated in our product lead to comfort and quietness. The replacing of the semi-elliptic springs by three quarter elliptic springs, the incorporation of shock absorbers and the increase in the size of the tires tend to make the

\$985

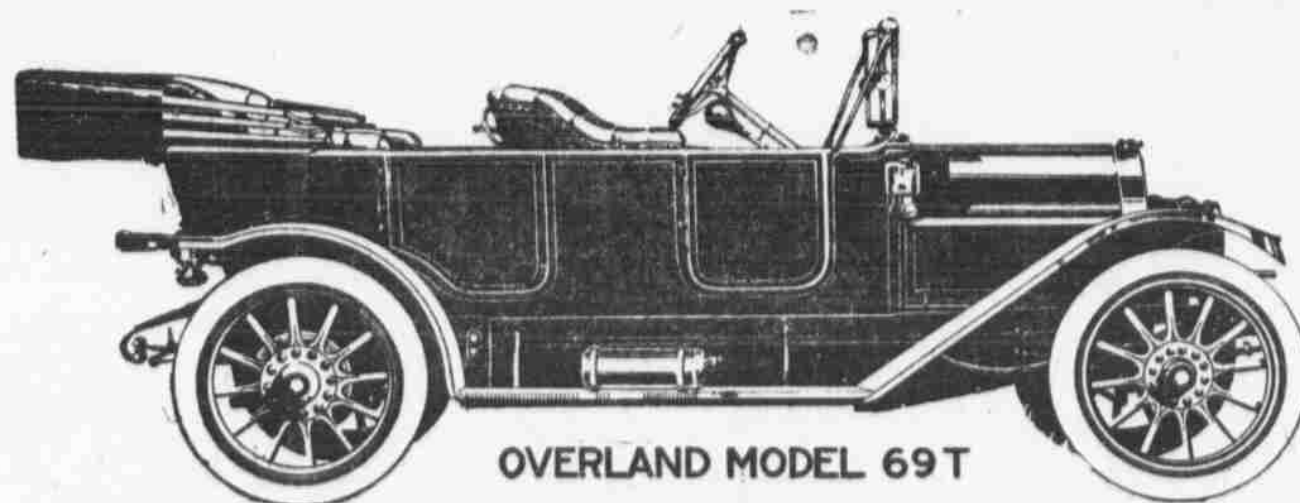


\$985

## The Watchword of the Overland is Quality

THE first consideration is to make a car as good as it can be made; the second, how many of them can be produced with faithful regard to superior value. Strict adherence to both these conditions has made the OVERLAND 69T what it is—

**THE BEST AUTOMOBILE VALUE THAT MONEY CAN BUY**



OVERLAND MODEL 69T

Completely **\$985** Equipped

Self-Starter  
30-Horse Power  
5-Passenger Touring Car  
110-inch Wheel Base

Timken Bearing  
Center Control

Remy Magneto  
Warner Speedometer

Mohair Top and Boot  
Clear Vision Rain  
Vision Wind Shield  
Prest-O-Lite Tank

Our space at Auto Show is Booth 34 on the stage.

**VAN BRUNT AUTOMOBILE CO., Distributors**  
Council Bluffs, Iowa, 35 Fourth St. Omaha, Neb., 2010 Farnam Street.

### UNIVERSITY STUDENT PASTOR TELLS OMAHA OF ITS WORK

Rev. Dean B. Leland, university pastor at the University of Nebraska, accompanied by Rev. Fred Mason, pastor of Westminster Presbyterian church, Lincoln, came up from the state capital to meet with a body of churchmen at the

Omaha Young Men's Christian association. The purpose simply was to give the churchmen a clearer idea of the work done by Mr. Leland, which is similar to that in many other state universities. "Our purpose," says Mr. Leland, "is simply to aid students in their spiritual life and is in no sense proselyting. We make our work fit into the education of the students and have, of course, the

sanction of the university authorities, or we would not be there." Mr. Leland was not here on a money-making mission, though it requires some \$2,000 a year to maintain his work. This is defrayed by the Presbyterians of the state, some of whom, he says, however, are not as familiar with the character and benefits of the work as they should be.