

STEARNS-KNIGHT MOTOR SUPREME

First Engine Ever Shipped West of Chicago Now on the Streets of Omaha.

EIGHT-CYLINDER AT THE SHOW

"In 1908 when the old Stearns poppet valve engine was at the height of its popularity they began experimenting with the Knight sleeve valve principle," said J. S. McIntyre.

"For nearly three years they subjected it to the most grueling and exhaustive tests ever given a motor."

"In 1911, the proof of its superiority complete, they designed and built the first Stearns-Knight power plant, applying the new and greater principle to the time-tried standards of the old and introduced the Stearns-Knight, America's first Knight motored car."

"In the quality of design, performance, workmanship and material the Stearns-Knight stands unparalleled in American practice. In value it has been comparable with only the finest and highest-priced cars."

Five years ago Mr. McIntyre had his first experience with the Stearns-Knight. Today he handles nothing but Stearns-Knight motored cars, for the simple reason that when one is sold it adds another salesman.

Old Car Here Now.

The first Stearns-Knight motored car ever shipped west of Chicago is now in Mr. McIntyre's possession. It has been driven over 75,000 miles, and the expense outside of tires and gasoline has been practically nothing. And today the car is running quieter, has as much power as it ever had and is in perfect condition in every way. This car can be seen any time as it is on the streets daily, which is absolute proof of how they stand up and render service to the owner.

About a year and a half ago the Stearns people brought out what they term their "light 4," which sells at \$1,500, f. o. b. factory, and which is giving even better satisfaction than the larger cars.

They will also have at the show an eight-cylinder Knight motored car, and the F. B. Stearns company is also the pioneer with this type. And the extreme enthusiasm this car has created in the east is a guarantee of its reception here. What he has received here is delivered on arrival and the cars he has for show are already sold, with the owner's monogram painted on the side. The greatest trouble he anticipates will be in getting enough to supply the demand.

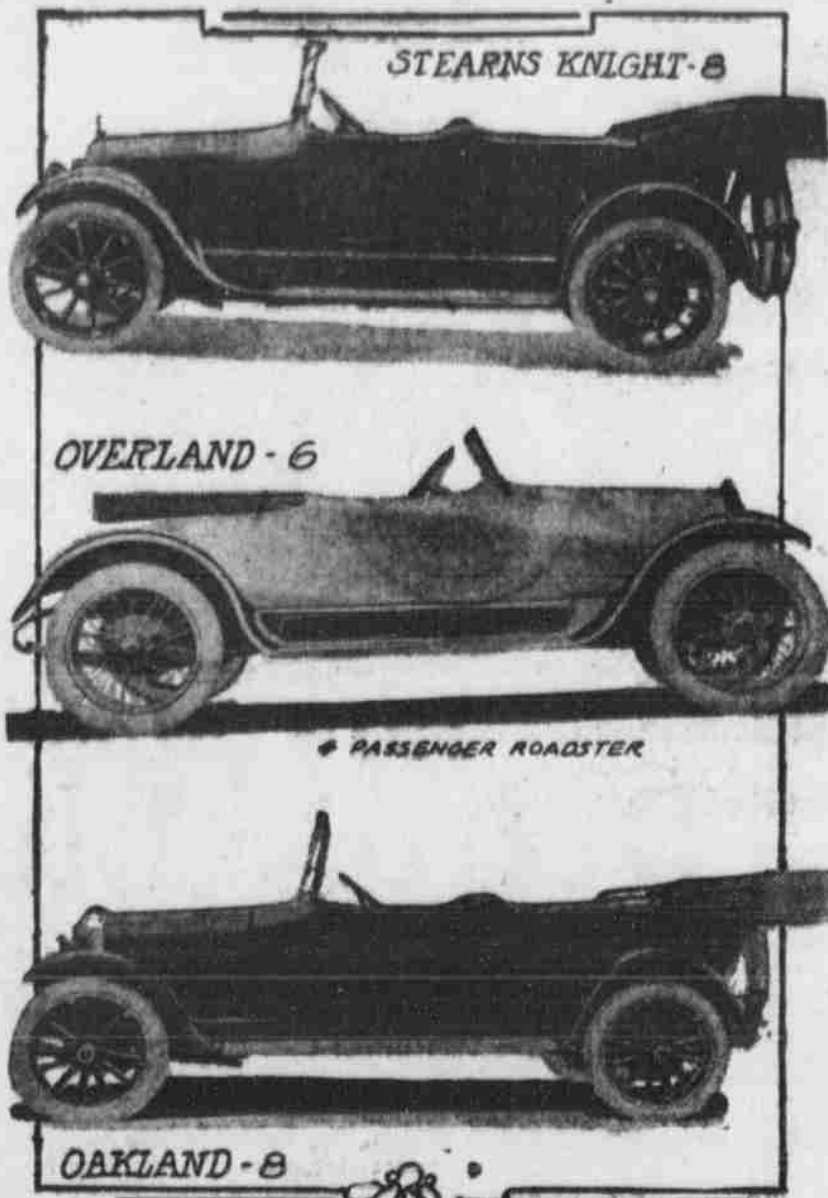
Detroit Electric is Taken Over by Electric Garage

G. E. Douglas, manager of the Electric Garage, has taken over the Detroit Electric agency for Douglas and Potawatamie counties.

An exhibit of the Detroit line will be staged at the Auditorium together with the Rauch and Lang line which Mr. Douglas has handled for some time.

Electric car owners will no doubt be glad to know that the Detroit agency is placed with Mr. Douglas owing to the excellent facilities for handling electric automobiles which are installed at the Electric Garage.

Cars Which Catch the Eye at the Automobile Show



Feminine Taste Determines Lines of the Pathfinder

The automobile industry has endorsed the votes for women idea. Woman's suffrage has come into its own in the realm of gasoline. Men can howl to their heart's content, but the maker of motor cars will go right on building to please her royal highness, the American woman, because a manufacturer will invariably build what he knows he can sell, and it is a poor judge of demand these days who doesn't concede that motor cars are selected by woman, in the vast majority of cases. The men may sign the checks, but the women dictate to whom the checks shall be made payable.

The body lines of Pathfinder cars are determined by feminine taste. Women select the upholstery, in an indirect but nevertheless certain manner. It is for women the Pathfinder is built, because every Pathfinder that is sold is either bought for some particular woman or what some particular woman thinks

of the purchase, wielding the deciding influence.

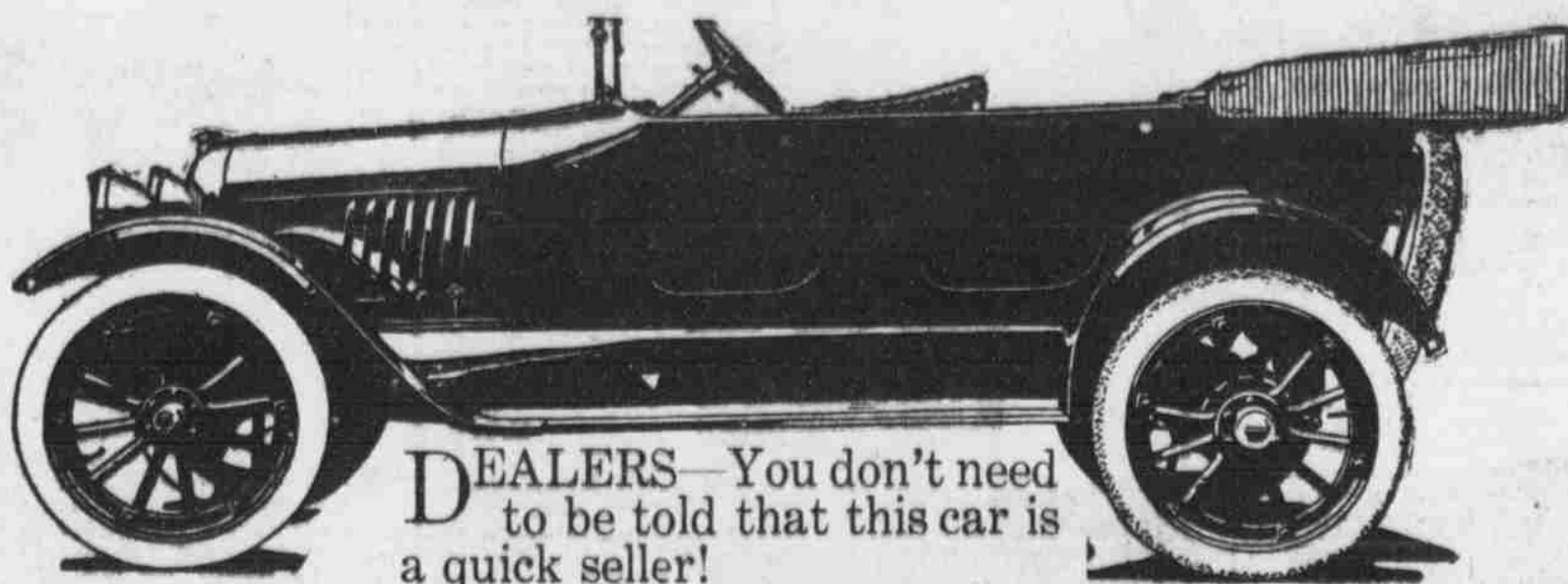
"Build your car to please the woman, and the men will buy them," says W. E. Stalnaker, vice president and director of sales of the Pathfinder company of Indianapolis.

STEEL MAGNATE IS READY TO SELL MITCHELL CARS

"I shall be pleased to furnish you the data, photographs, etc., together with a letter having special reference to the excellent performance of the new Mitchell Six," is the way one of the executives of the largest steel company in the world wrote to General Sales Manager G. G. Friend of the Mitchell-Lewis Motor company.

"We believe in the sincerity and enthusiasm of this man," says Mr. Friend, "and when the national shows are held in New York and Chicago and big motor car exhibitions are held in many other cities, we shall go to this man who voluntarily wrote us this fine testimonial and get the details of the offer. We have figured the usefulness of the overlook of this voluntary tribute. This big man, by the way, gave the Mitchell his personal attention in many practical tests before he arranged to buy."

GRANT SIX, \$795



DEALERS—You don't need to be told that this car is a quick seller!

W. T. Wilson Automobile Company

1910 FARNAM ST. IOWA—DISTRIBUTOR—NEBR. BOOTH 11—AUTO SHOW

Stearns-Knight



Stearns-Knight 4 Cylinder Model, \$1395

Stearns-Knight 8 Cylinder Model, \$2050

The Motor Car of Quality Unsurpassed in Design, Workmanship and Material.

Offering all the advantages of the highest priced cars—plus a distinctive quality of performance and riding ease possible only in that combination extraordinary—a Stearns built Knight type power plant and the final development of the long famous Stearns chassis.

We will be pleased to have progressive dealers communicate with us regarding some good territory still unclosed.

See 4 and 8 at Show Booth No. 20

McINTYRE AUTO CO.

2427 Farnam Street, Omaha.

Phone Doug. 2406.



Champion

TOLEDO MADE FOR THE WHOLE WORLD'S TRADE

Dependable Spark Plugs



If you could look at the spark plugs in all the new motors as they leave their makers' shops you would find four Champions to one of any and all other kinds.

The men who build Fords, Overlands, Studebakers, Maxwells, and over eighty-five others, equip their motors with Champions—to get results which their tests show that Champions alone will give.

There is a Champion Spark Plug designed to get results in your motor—better results than you can get with any other plug—or it wouldn't be branded "Champion."

Your dealer knows which plug to sell you when you tell him what car it's for.

Look for the name Champion on the porcelain—not merely on the box.

Champion Spark Plug Company, Toledo, Ohio