

Stoddard-Dayton



Model H, 4-Cyl., 25-H. P., \$1,575.00

Other 1909 Models,
\$2,000 and \$2,500

The Velie "30", \$1,750

INCLUDING
Magneto, storage battery, speedometer, robe rail, foot rail, complete lamp equipment and an absolute guarantee for one year.

Waverly Electric.
Rauch & Lang Electric.

Columbus Electric
Deright Automobile Co.,

1814-16-18 FARNAM STREET, OMAHA.

MATHESON

Licensed Under Selden Patent. :: :: 90 Days Guarantee.

Have You Seen It? Six-Cylinder 1909 Matheson, \$3,000

Six cylinders 4 1/2 x 5—50 h. p., shaft drive. Overhead valves—2 in. in the clear. Cylinders offset from crank-shaft. Cams and cam-shafts one solid forging. Balanced crank-shaft—gear-driven fan. Box-type motor base. Drop frame. Three-quarter elliptic springs in rear. Multiple-disc clutch. Bosch Magneto. Selective Transmission. I beam front axle. Floating rear axle. 36-inch wheels—12 1/2-inch wheel base. Imported Hess-Bright bearings.

Matheson Construction Throughout

Tourabout, \$3,000 Touring Car, \$3,000
Toy Tonneau, \$3,000 Landaulet, \$3,750
Close-Coupled, \$3,000 Limosine, \$3,750

At the price of only \$3,000 the Matheson "Six" is guaranteed by its makers to be better constructed, swifter, more economical in fuel consumption and tire wear, quieter, more comfortable and to have more thoroughly mechanical and approved features in design than any other 6-cylinder car on the market, European or American make, at any price.

We also continue the well-known Four-Cylinder, 50 H. P., Matheson, three of them winning first, second and third time places in recent 300-mile mid-winter contest from Philadelphia to Wilkes-Barre and return against a field of 32 contestants in the severest endurance contest ever held in America. Only three cars out of 32 contestants finished with perfect time scores and these three were Mathesons.

On Exhibition at Omaha Automobile Show, Feb. 24-27
Demonstration by Appointment.

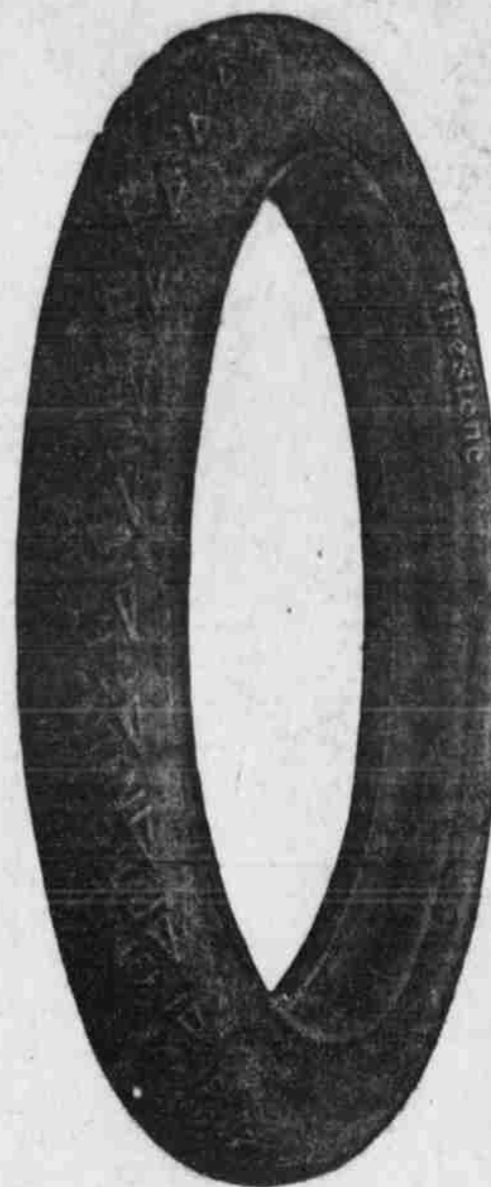
J. J. Deright Co.,

General Agents. 1814-16-18 Farnam Street, Omaha.

Automobile Tires

Tires Our Life's Study

We carry the largest stock of tires and tire accessories in this territory; are equipped to supply the highest quality of tire repairs. Our facilities for giving prompt service are nowhere excelled and we solicit your patronage on the strength of our ability to serve you.



We are under no obligation to any tire or tire accessory manufacturer but purchase our goods outright on the open market, selecting the lines throughout which our experience and investigation have proven to be the most serviceable, considering their price, quality and utility.

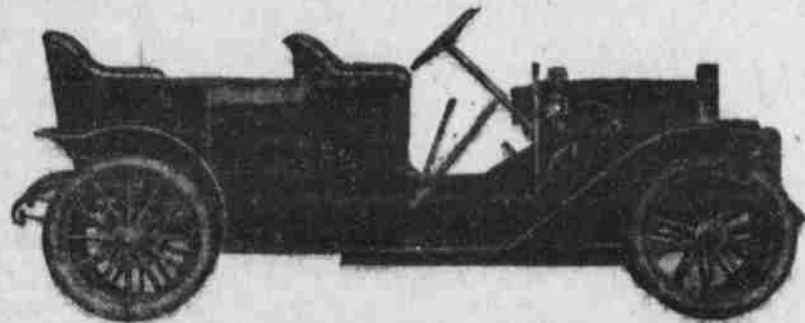
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Central Tire and Rubber Co.

Omaha's Only Exclusive Tire House
2127 Farnam Street OMAHA, NEBRASKA

The VELIE LIMITED



VELIE LIMITED MODEL A TOURING CAR

Complete Including

\$250 equipment, consisting of high-grade magneto, full set of five lamps with gas generator, speedometer, odometer, horn, tool kit, storage battery, pump, tire repair outfit, etc.

Price \$1,750

THE IDEAL CAR FOR TOWN OR COUNTRY

Read these specifications and compare them with those of \$3,000 cars, remembering our lighter weight means low cost of up-keep, then see the car at the show, and you will agree that the Velie marks an innovation in the automobile world.

MOTOR: 4-cylinder, 30-h. p., water cooled, Hess bright bearings, offset cylinders, self contained oiling system. Noiseless and powerful.

TRANSMISSION: Selective type, 3 speeds forward and reverse. Shafts mounted on Timken roller bearings.

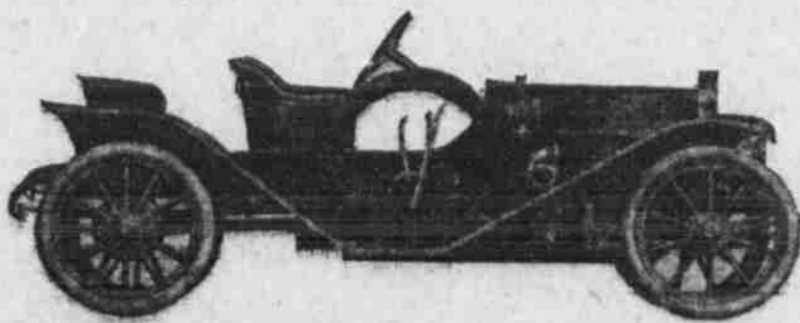
AXLES: Timken front and rear roller bearings, externally adjusted; two sets of 12-inch brakes.

CLUTCHES: Leather-faced cone, backed by spring to permit easy engagements.

IGNITION: Absolutely double, 8 spark plugs, 2 coils, 2 timers with wiring systems independent for Magneto and Storage Battery.

WHEEL BASE: 110 inches; wheels and tires 32x-3 1/2 inches.

BODIES: Five-passenger Touring, four-passenger Tourabout, three or four-passenger Roadster and Baby Tonneau Car.



VELIE LIMITED MODEL B ROADSTER

Our Reputation

for being builders of "Quality" Goods is more than maintained in our VELIE AUTOMOBILE. HOW CAN WE GIVE SO MUCH FOR THE MONEY? Ask us at the exhibit and we will tell you. Make your headquarters with us. We will both gain by your doing so.

Call on Us at Section B5 at Auto Show Feb. 24-25-26-27.

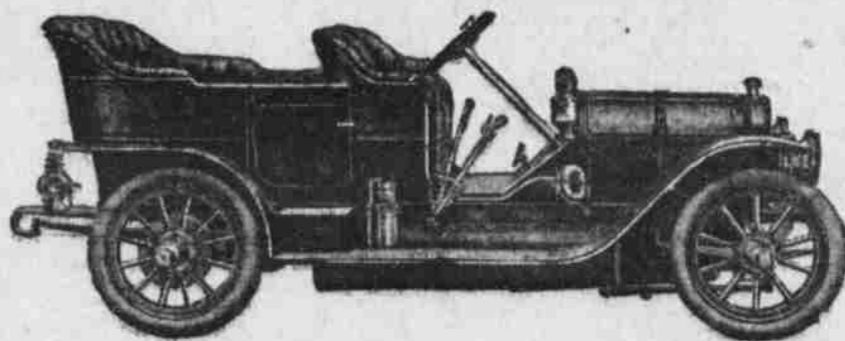
JOHN DEERE PLOW CO.

WESTERN DISTRIBUTERS

J. J. DERIGHT & CO., Omaha Agents

POPE-HARTFORD

Model S Pony Tonneau
PRICE \$2,750

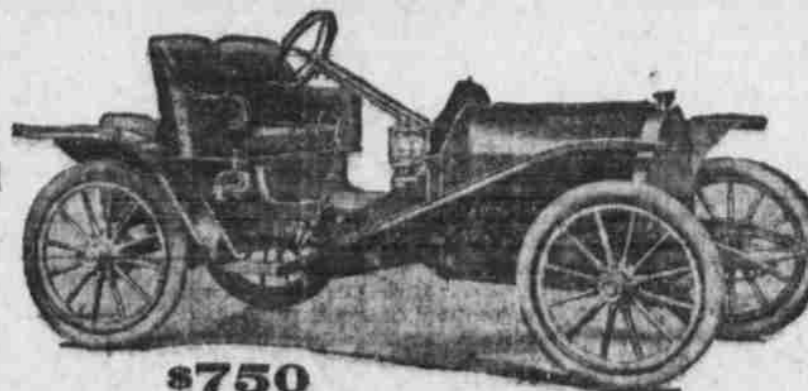


A car whose mechanical excellence and reliability is already fully established

A car of comfortable dimensions for touring, and yet not so large as to be unwieldy in management, or high in first cost, or expensive in maintenance. That the Pope-Hartford in the last three years of its manufacture has proved itself to be of marvelous flexibility, the best hill climber in its class, the fastest on the level and the most reliable in contests of every nature, is a matter of common knowledge throughout the country. It answers fully the requirements of the most critical, no matter what those requirements be. We shall exhibit at the Omaha Automobile show, February 24th to 27th. Come and make our booth your headquarters. HENRY H. VAN BRUNT, Council Bluffs, Iowa, GENERAL AGENT.

\$750 Hupmobile \$750

4 CYLINDER
Twenty H. P.
Water Cooled
86-inch Wheel
Base
Shaft Drive
Sliding Gear
Transmission



Bosch
High Tension
Magneto Included

Starts on Half
Turn of Crank

Speed
45 Miles Per
Hour

Latest Product of Modern Designers—High Speed, High Grade and High Art

The only car selling for less than \$1,500 having sliding gears and Bosch high tension magnets as regular equipments.

This car was designed for 1910 model, but owing to exceptionally fine factory facilities a limited number will be ready for immediate delivery. See the only 1910 model exhibited at the Omaha Auto Show.

W. L. HUFFMAN, 1824 Farnam Street, OMAHA, NEB.
General Western Distributor

Motor Row Looks Like a Show

Automobile row, as upper Farnam street has come to be called, will look like an automobile show in itself this week while the show is in progress. A score of dealers have their places of business on Farnam street between Eighteenth and Twenty-fourth streets and all these have secured special cars and have decorated their places of business in anticipation of the show.

The space at the Auditorium is quite limited when it comes to putting on a big show like the National Corn exposition at the Omaha Automobile show, and the dealers were held down to the limit on space and none had as much space as desired to show the different lines of machines carried. To make up for this lack of space all the dealers will keep some of their forces of demonstrators at the garages and visitors will be able to see more machines at the

different garages than at the show. The garages will be decorated and many will be embellished with cut flowers and potted plants and made to look as attractive as possible. Not that all the garages need these decorations, for Omaha has some of the finest automobile garages in the country. A special invitation is extended by all the dealers to visit their places of business. This applies to all and not only those who

are located in Automobile Row, although there are but a few without the defined precinct. When Clarke Powell was in the automobile business he made a move from Fifteenth and Capitol avenue to Farnam street near Twenty-second, and many thought he was moving out of the line of business. Time has demonstrated that his foresight was good, for not only did he get the business out that way, but a majority of

the dealers have moved their garages into the district first discovered by him as the place for automobile row. The row is increasing all the time and new garages are springing up every month. Drummond has secured a location for his White Steamer next door to R. R. Kimball, and has a fine looking store, while at the first of the year the Powell Supply company moved a few doors west that it might secure double the floor space.

The Colt Automobile company is a new concern since last summer and is on the south side of the row, while just a few doors west Gould Diets is building a splendid garage for the joint use of the Colt Automobile company and Guy L. Smith. Nero's Grievance. Nero had strolled down to the bank to meet Charon when the boat came ashore. "By," he called to the old boatman,

"what's the latest thing that man Ferraro has been saying about me?" "He says you didn't fiddle when Rome burned," replied the skipper of the Styx. "and that you were just an ordinary sort of tyrant." "Confound his impudence," roared the imperial shade, "he is robbing me of my hard earned character! What does the man mean?" And he hustled up to the strand to console his troubles to his bosom friends, Cyprius Kidd and King Herod—Cleveland Plain Dealer.