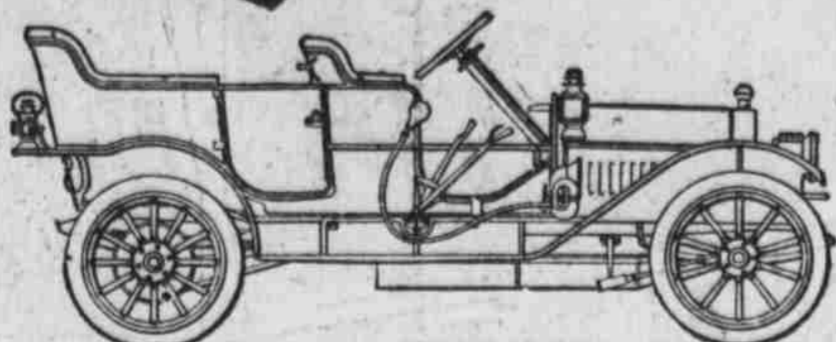


**Oldsmobile**

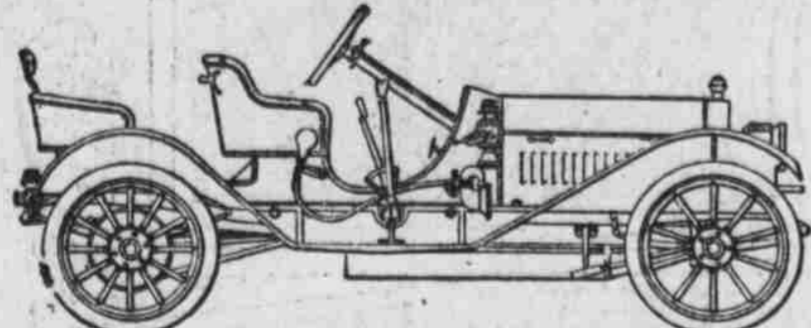
Horsepower, 40.  
Four-Cylinder.  
Seating Capacity, Five.  
Wheel Base, 112 inches.



MODEL "D" PALACE TOURING CAR, PRICE \$2,750.

**EQUIPMENT.**  
8-inch Headlights, Generator, Oil Side Lamps, Tail Lamp, Full Set Tools, Coat Rail, Foot Rest, Trunk Rack and Horn.

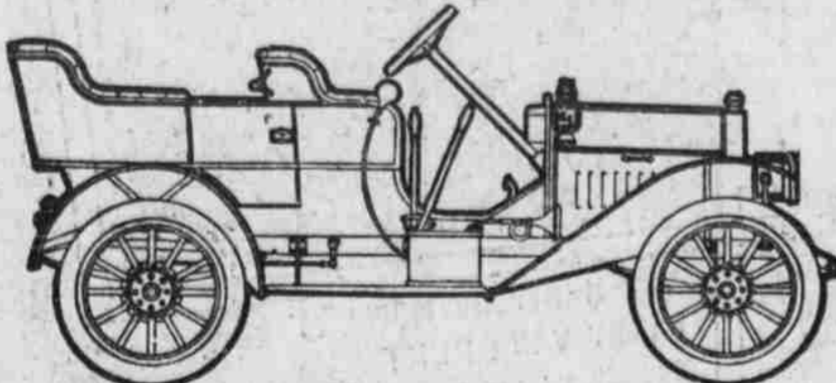
Horsepower, 40.  
Four-cylinder.  
Seating Capacity, 2, 3 or 4.  
Wheel Base, 112 Inches.



MODEL "D R," THE FLYING ROADSTER, PRICE \$2,750

**EQUIPMENT.**  
8-inch Headlights, Prestolite Tank, Oil Side Lamps, Tail Lamp, Full Set Tools, Tire Irons and Horn.

Horsepower, 22.  
Four-cylinder.  
Seating Capacity, Four.  
Wheel Base, 91 Inches.



MODEL 20, LIGHT RUNNING CAR, PRICE \$1,200

**EQUIPMENT.**  
8-inch Headlights, Generator, Oil Side Lamps, Tail Lamp, Full Set Tools, Horn.

If you want a large type—the Oldsmobile, Model Z, 6-cylinder, at \$4,500.00 is again the logical car at the logical price. You cannot pay less and get a good "six." You cannot get a better "six" for more.

OLDS MOTOR WORKS, LANSING, MICH.

**OLDSMOBILE CO.**

C. J. CORKHILL, General Manager

1018 FARNAM ST. OMAHA, NEB.

**R. R. Kimball**

2026 FARNAM STREET

**Omaha, Neb.**

The Most Important Exhibit at the Auto Show

**Stevens-Duryea Model Y**

6-cylinder, 40 horse power, 7 passenger touring car with 142-inch wheel base; price \$4,900. Model X, 4 cylinder 24 horse power, 5 passenger touring car; price \$2,750. Model Triple X, 4 cylinder, 24 horse power, 3 passenger runabout; price \$2,850.

**Cadillac**

Model "30," 4 cylinder, 30 horse power, touring car, demi-tonneau or runabout; price \$1,400.

**Stanley**

Model F, "30" horse power, speedy roadster; price \$1,800. Model E2, 10 horse power runabout, seating two or four; price \$850.

**Babcock**

The finest electric carriage built.

Inspect this display at the Auditorium and call at the garage and see the finest automobile establishment west of Chicago. Bargains in used cars on exhibition at the garage.

**Doctor, Lawyer, Merchant, Chief**

Is it the thought of big expense for up-keep that makes you hesitate? If this is the only obstacle, get into communication with us and learn how the

*Mitchell*

takes this trick. We have the following models on hand for immediate delivery:

- 2-passenger Runabout, 4-cylinder, 20-horse power... \$1,000
  - 5-passenger Touring Car, 30-h. p., with Magneto... \$1,500
  - 3-passenger Runabout, 4-cylinder, 20-horse power... \$1,050
  - 7-passenger Touring Car, 40-h. p., with Magneto... \$2,000
- We can also equip the runabout with a folding tonneau, making a four passenger car for \$1,100

**COIT AUTOMOBILE CO. TELEPHONE DOUGLAS 782 2025 FARNAM STREET**

Omaha, Nebraska, January 4th, 1909.

Coit Automobile Co., Omaha, Neb.  
Gentlemen:—

Sometime ago you wrote me asking what I thought of my RAMBLER No. 34. I neglected answering same and a few days ago was in your garage, and in looking over a number of letters from other owners of the No. 34 RAMBLER, noted they had driven their cars from 2,000 to 5,000 miles with very little expense. I believe I have them all beat for mileage and small expense. I bought my Model 34 March 9th, 1908, and drove it until November 12th, 1908, and at which time I was run into by a street car and put out of business temporarily. In that time, a little over eight months, I had covered 24,600 miles, a great deal of this was over country roads, and quite often with six or seven people. The expense on my car during this time would not amount to over \$25.00 at the most. This does not include tires and fuel.

I have never had to be hauled in, and never lost a run on account of car stopping with me.

I am greatly pleased with my Model 34, and am going to invest in one of your Model 45, seven passenger cars this spring, to be used in my livery business, as I believe the four-cylinder RAMBLER has them all beat for simplicity, durability and price.

Thanking you for your promptness in furnishing the few small parts which I have needed. I remain, Yours for success.

(Signed) C. F. SHOWALTER.

Here is a letter telling of a World's Record for a

*Rambler*

24,600 miles in 247 days, or almost 100 miles a day for eight months straight. Can you beat it? Possibly---with a Rambler.

**Locating Transmission Case.**

During the winter, English motorists have had a source for discussion in the question of the placing of the transmission case, whether it should be attached to the main frame proper or hung on the rear axle. Letters from engineers have flown back and forth and arguments, new and old, have

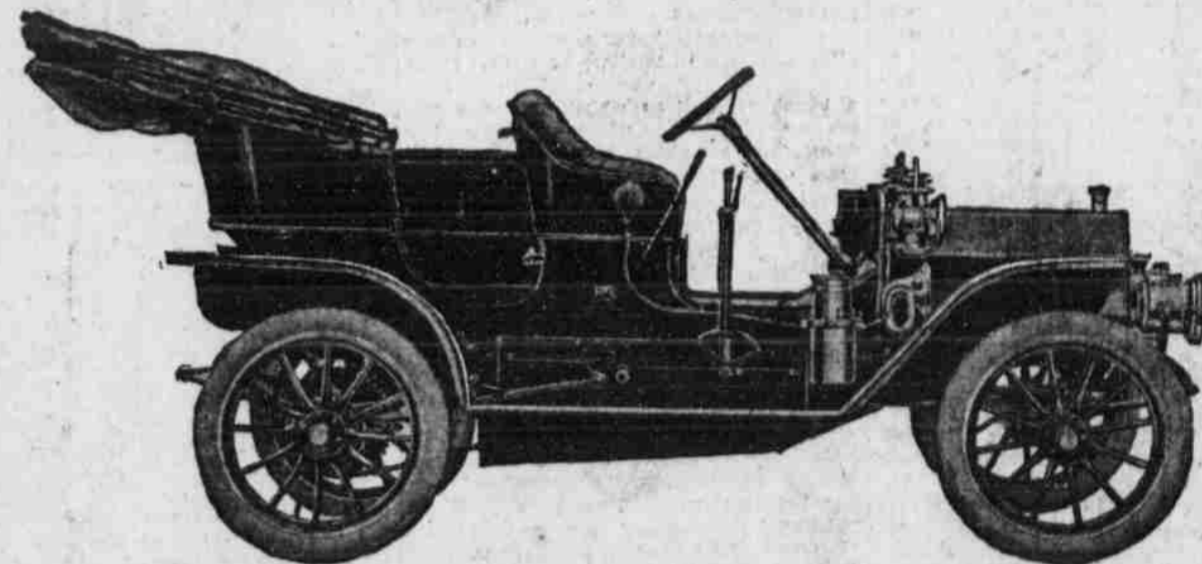
been sent in every direction. Judging from the information on the course of events the advocates of the mid-frame suspension have had by far the better of the argument, as the following clipping from The Autocar, an English publication and apparently a firm friend of mid-frame suspension would show:

"The other day we read an entirely new and erroneous argument in favor of un-

sprung weight upon the road wheels. The writer was arguing in favor of heavy back axles or back axles combined with change speed gear boxes and stated that the extra unsprung weight prevented the wheels from slipping when the driving effort was applied. This has appeared in more than one paper and it has been corrected by Mr. Austin, who has pointed out that the more dead weight there is included

in the wheels and axles of a vehicle the less it will hang to the road when driven at a predetermined speed. Apart from its being right theoretically, the experience of all those who are thoroughly versed in the science of building automobiles is that the less dead weight there is on the axles (front or back) the better the car rides and the less is the amount of wear on the tires and mechanism that takes place."

**REO -- \$1,000**



REO Five-Passenger Touring Car—Top Extra

**Get the Real Thing**

Wasted power in a motor car is like a bad temper in a man—wears it out, and doesn't do anybody any good.

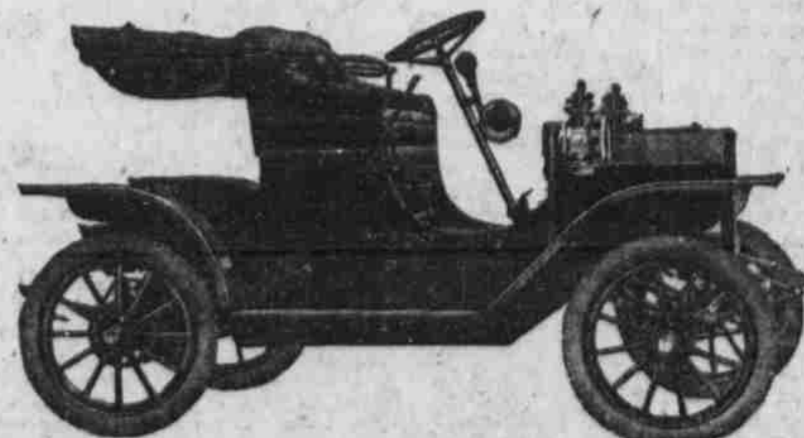
Whatever you do, get the real thing. Get real power that does real things.

And, most of all, you want get-there-and-back ability.

Get the REO—the car which, instead of making promises, has made good every day for years.

**REO RUNABOUT \$500**

Folding seat, holding two extra passengers, \$25 extra. Top extra.



Call at our Exhibit at the Automobile Show and let us show you the powerful REO motor.

**ATLANTIC AUTOMOBILE COMPANY**

ATLANTIC AND COUNCIL BLUFFS, IOWA

Distributors FORD AND REO AUTOMOBILES, Western Iowa and Eastern Nebraska.