

'OH! ISN'T THAT A BEAUTY?'

"Yes, Madam, It's a Peach," Admits Dealer at Auto Show.

HERE'S EVERYTHING IN AUTOS

Big Ones, Small Ones, Cate Ones, Workers, Any Kind You Might Imagine—All at Omaha Exhibition.

"What went you out for to see?" might have been the question asked the hundreds who patronized the automobile show at the Auditorium last night as it was addressed to certain folk in the days of old. It was peculiarly a sightseeing crowd that contrasted with the automobile show in the days of old. Although not altogether the out of the curiosity, the attitude was different. One displayed the keen appreciation of the connoisseur; the other heard the divergent points of the several machines expatiated upon with the interest of the man in the street. But the agents of the company were satisfied with the attention they received. It is not every day or night business can be done and they reconciled themselves with the thought that the grain of mustard seed dropped by the wayside might some day become a big tree—that the interest aroused casually might develop into a craving that would not be satisfied until the person possessed had become the possessor of a model de luxe.

Public Alive to Importance.
The promoters were gratified at the attendance as it showed that the interest in the show was growing and that the general public of Omaha was becoming alive to the importance of the exhibition as an adjunct to the development of the prosperity of the city. Many from out of town were to be found among the groups that sauntered through the aisles and the big hall glowing in the radiance of its myriad electric lights presented a scene of animation and beauty.
Tonight will be society night when it is anticipated the fair women and brave men of the city and the surrounding districts will give their patronage to the show and lend it their influence towards increasing its hold on the position it has attained as the leading automobile exhibition of the Midwest. Today will be the influx of a numerous contingent of dealers from various parts of the state, Iowa, South Dakota and Kansas and that day is being looked forward to as one of the great booming days of the show of 1910.

Many Buyers at Hand.
J. J. Deright will have a new car at the show Thursday which is expected to attract considerable attention. It is a Mercer and by some mistake was shipped to Ralph Smith at Nebraska City, which makes it somewhat late in arriving. Mr. Deright has already been compelled to take one of his cars from his booth to make room for the Lockmobile limousine which was ordered by C. N. Dietz, and will now have to move another out to make room for the Mercer.

"This has been the greatest selling show ever had," said Harry Van Brunt yesterday. He keeps in touch with the people and is perhaps one of the best posted business men in this part of the country. "We have received an order from one of our agents for 100 Overlands, to be shipped within the next thirty days. This agent had only orders for ninety-five cars for the season."

Sales Manager Peck of the Regal company is attending the show. He said this car will be pushed vigorously in Omaha this season. It has been improved and the 1910 model is far and away in advance of its last year's model. The Omaha agency has been placed with the Standard Auto company.

The Stevens-Duryea in Kimball's booth is one of the good cars in the show. The one exhibited now is model AA and was purchased yesterday by Mrs. McCord.

Guy Smith is exhibiting a polished engine of the Franklin which shows the operation of the clutch and valves, and the construction of the new fly wheel and fan and cooling system of 1910.

Wallace Automobile company is showing a pretty Stearns machine.

McIntyre Auto company is showing some very pretty Oakland.

The Omaha Auto company is exhibiting the Rider-Lewis along with the Auburn, and they make a great team.

The Rauch & Lang company of Cleveland, whose vehicles are shown by Electric garage, is a concern the growth of which has been most phenomenal.

Known for fifty-eight years as makers of the finest carriages in the country, the Rauch & Lang company ten years ago decided to enter the ranks of the electric car field.

Three years after the company entered the same the first machine was placed on the market.

The founder of the concern was Mr. Charles Rauch, who, in 1883, built a small way-side carriage shop on West Twenty-fifth street, which was then known as Pearl street. As business grew, shop space was added, until now the square feet of room utilized in the manufacture of the Rauch & Lang electric is 275,000.

At the Automobile show at Portland, Ore., the only air-cooled motor car shown was the Franklin, and in order to give its cooling system an extreme test a seventy-two-hour, nonstop run was made with one of the Franklin cars. This ended without a sign of overheating of the engine or adjustment or replacement of any of its parts during the three days of continuous work.

The Franklin with which the test was made was a five-passenger touring car driven by a four-cylinder eighteen-horse power engine. The run was made through good and bad streets in the city and out to numerous suburban town steep grades and deep mud were encountered. The distance covered was 834 miles.

A safe rule by which the automobile owner will always know when his tires are rightly inflated, is the tires must stand up full and round under the load. The pressure gauges do not make allowance for overloading and practically all tires are subjected to frequent overloading.

"Suppose for instance," said Mr. Welgic, explaining the Diamond's contention, "that the car weighs 3,000 pounds and the tires are pumped to the pressure called for opposite this weight on the table of pressures. You have only 150 pounds to increase the weight upon the tires 10 per cent and then the tires are not sufficiently inflated. The desirability of keeping tires pumped up so hard that they will not flatten under a load lies in the fact that this will greatly increase the service."

Drummond was one of the busiest men in Omaha yesterday. It seemed to be a special day for admirers of the White and Woods Electric. They called in big bunches and Drummond is a great talker. He never grows tired. However, yesterday, he drew upon his reserve, and brought Peck and Pratt into the battle, and when

Along Auto Row

Show Gets Better, Crowds Pouring In and Automobile Men Are All Smiles—Today Will Be a Big Day

Among the numerous and interesting souvenirs the show given by the dealers is the coat hanger and the cigar lighter handed out by Edholm at Fredrickson's. They may be carried in the vest pocket.

The American, with forty-inch wheels, makes a great show in Sweet-Edwards' booth.

"Murphy Did It," printed on silk slips to be pinned on, is Bert Murphy's own stunt. These little badges were in evidence last night, and Murphy was happy.

Could he have an interesting booth, in which he shows the Ford. He is showing some attractive models and draws the crowd.

Dewitt and Knott held the fort Monday and Tuesday in the basement at the Auditorium, then they moved up stairs on the main floor. Dewitt wears the contented smile now of the man who has turned a trick.

The Rogers has made its appearance in the market. And a smart car it is. It is made by the Rogers Motor Car company in Omaha. It is a superior car and is sure to become one of the popular cars for business men of the west where there are hills and mud.

"No matter how good the car is or the fellow who sells it, it takes advertising to do the work," said an eastern auto man yesterday. "People listen to newspapers. Newspapers can speak to so many more than a dealer can speak to. They've got him skinned four ways. Besides, who wants to own a car about which nobody is talking, and of which the newspapers are saying nothing. The fellow who thinks he can sell cars by 'main strength' is a goner."

Howard Bauer, the racing man of the Oakland, is attending the show. Bauer enjoys the distinction of having driven in all of the Oakland races last year and of being the only American driver who has not been defeated.

C. H. Herring, president of the Atlantic Automobile company, is not in the show with the Regal, "but just outside." Herring has a way of impressing people, and no matter how much they wish to get into the Auditorium, they hang on and climb over his heels like kittens.

"Mister, please, I'm lost," sobbed Guy Smith to the supply man who exhibits speedometers, horns and compasses at the end of the Auditorium. The dealer hauled out a compass forthwith and the needle flew around to the bunch of Franklins and Peerless.

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The smoke clears up there will be some sold cars upon the field.

T. G. Northwell just moves right along saying little, but selling an awful lot of Brushers. Some fellow said that this little car might be run over by a railway train, and it would get up and run on.

The Winton Six and the Metzger are exhibited just across the street from the Auditorium. Both are popular cars and the Winton Six is by no means a new machine on the streets of Omaha.

One of the most interesting departments of the show is that devoted to commercial cars. In the basement, Murphy is showing the Frayer, Miller & Randolph; Velle Auto company is showing the Wilcox; Electric garage is showing the Packard. There are several other exhibits to be seen in the basement.

The Great Western and the Schocht are exhibited by the Western Auto Co. The Schocht is shown in low wheels and is one of the pretty cars of the show. The Great Western is becoming a popular car in this section.

The Stanley Steamer is exhibited by the Stanley Steamer Co. This car is improved over last season very materially.

An Omaha made car is on exhibition this week at 309 South Seventeenth street. It is the Rogers car and is to be built in whole by the Rogers Motor Car company at Halston. The modern, up-to-date plant is nearly completed where cars will not be assembled, but will be built in their entirety. An experienced automobile builder has been secured as superintendent of the plant and the firm is now ready to take orders. This car is a business man's car, built for a specific purpose and designed especially for the rough roads of western Nebraska.

CUPID TRIES TO GET A FLYING HOLD ON HARRY PRIMEAU

Little Cherub is About to Pin His Man, Too—City Hall is Fertile Field.

Harry Primeau, of the city clerk's office, has been caught by one of the flying holds Cupid so often used. In the bottom of a box of lead pencils packed in Hoboken, N. J., Mr. Primeau found the address of a New Jersey damsel, who requested the finder to correspond.

Since making this discovery Primeau has been preoccupied in the task of framing up a letter, "just for fun," as he tells the men in the office. Many an attempt has been abandoned and the sheet torn up, until now every man and woman about the place is intensely interested in Primeau's performance.

"He's falling down in his bowling," says City Clerk Butler, "and is losing some of the good color he gained on his Texas vacation. Looks like he may have to go to New Jersey to settle his mind. And the city hall girls who recently put in The Bee their views on what kind of man makes the best husband, are getting letters from bachelors all over the western country. So the city hall is slightly love sick, you see."

A lot of bachelors around here are waiting to be picked up, and why they are being overlooked, even Treasurer Furry cannot explain. I gave it up long ago."

Bullet in Brain Failed to Kill

J. H. Sumner, Shot By Son-in-law, Sandle Morrison, Leaves the Hospital.

J. H. Sumner, who received a bullet wound in his brain, when Sandle Morrison, a mail carrier, attempted double murder and shot himself to death, has recovered from his dangerous wound, under treatment at St. Joseph's hospital. He left the hospital Wednesday evening. Mrs. Hattie Morrison, the outside's widow, who was shot in the neck, recovered sufficient to leave the hospital last week.

Mr. Sumner was thought to be in a dying condition when he was taken to the hospital. He bore up with rare fortitude after the shooting, at the Monadnock hotel, Fifteenth and Capital avenues, on February 2. With the bullet lodged in his brain he started to the police station at a steady gait.

A Safeguard to Children.
"Our two children of six and eight years have been since infancy subject to colds and croup. About three years ago I started to use Foley's Honey and Tar, and it has never failed to prevent and cure these troubles. It is the only medicine I can get the children to take without a row." The above from W. C. Ornstein, Green Bay, Wis., duplicates the experience of thousands of other users of Foley's Honey and Tar.—Sold by all druggists.

If you want to sell anything quickly advertise it in The Bee Want Ad Column.

COLDS CURED IN ONE DAY

GRIP



Munsy's Cold Remedy Relieves the head, throat and lungs almost immediately. Checks fevers, stops discharges of the nose, takes away all aches and pains caused by colds. It cures Grip and obnoxious coughs and prevents pneumonia. Price 25c.

Have you stiff or swollen joints, no matter how chronic? Ask your druggist for Munsy's Rheumatism Remedy and see how quickly you will be cured.

If you have any kidney or bladder trouble get Munsy's Kidney Remedy. Munsy's Vitalizer makes weak men strong and restores lost powers.



Buick Model 17, Price \$1,750



Buick No. 10, Toy Tonnage, \$1,100

All the World Loves A Winner

Regardless of price, horse power or number of cylinders, Buick cars have won more important stock car hill climbing speed and endurance contests and made more world's stock car records in 1909 than all other cars combined.

Nebraska Buick Auto Co.

Omaha Branch, 1912 to 1916 Farnam Street.
Lincoln Branch, 13th and P Streets.



Buick Model F, \$1,000



Buick No. 10 Surrey, \$1,000

Announcement!

At the Automobile Show being held in the Auditorium this week

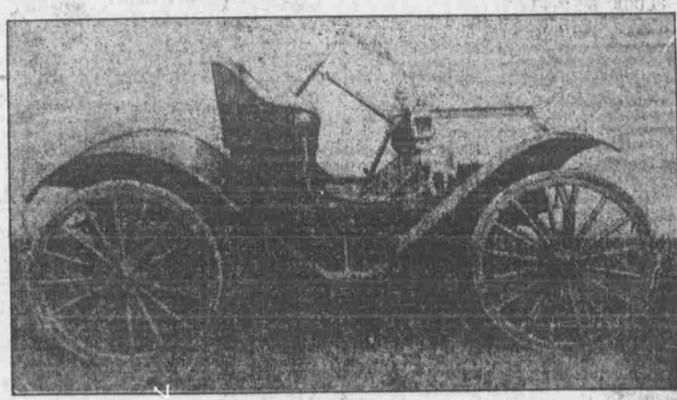
Diamond Wrapped Tread Tires

Equip 27 gasoline cars.
Nearest competing make equipping 22 gasoline cars.
Repeating the record made at all of the leading automobile shows.

The Diamond Rubber Co.,

1329-31 Union Ave., Kansas City, Mo.

The Omaha Car—The Rogers



\$650.

Here is the much talked of Automobile built in Omaha. It is made by western manufacturers—specially for western business men. It is high class in every essential—built of the best material, along the most modern and practical lines. No car exhibited in Omaha today will compare with it in reliability and low cost of keeping up. It will go through mud and climb hills, which other cars cannot possibly make.

RUNABOUT, \$650. SURREY, \$700.

DEMONSTRATIONS AT 309 SOUTH 17TH STREET.

ROGERS' MOTOR CAR CO.

Velle MOTOR CARS

"Built For The Man Who Knows By Men Who Know."

SPECIFICATIONS.	SPECIFICATIONS.	PRICE \$1,800.
Motor, 4 1/2 x 5 1/4.	3-16 inch channel section frame.	Can you find these parts in cars costing from \$2,500 to \$4,000. Look them all over, then call on us.
Timken front and rear axles.	Aluminum effect honey-comb radiator.	
Brown-Lipe selective transmission.	Rushmore head lights.	
Gemmer irreversible steering gear.	Finish second to none.	
115 inch wheel base.	Circassian Walnut Dash.	

JOHN DEERE PLOW CO. DISTRIBUTERS **VELIE AUTOMOBILE CO. 1902 FARNAM ST.**

Be Want Ads Will Sell Anything

Sound Sleep

Refreshes the body for the activity of the next day.

But if the food we eat is not fully digested it is liable to ferment in the stomach and cause gas and that may disturb sleep so that we rise more tired than when we went to bed.

Grape-Nuts

FOOD—

Made from wheat and barley is pleasant to the taste and so easily digested that sound sleep follows a supper of this food with cream or good milk.

It builds up the body, brain and muscle and gives a rosy glow of health.

"There's a Reason"

Postum Cereal Company, Ltd., Battle Creek, Mich.

You are cordially invited to make your headquarters at **R. R. Kimball's Exhibit No. 25, during the Automobile Show, February 21st to 26th, where a complete line of high class cars will be on exhibition.**

"Stevens Duryea"

"Cadillac Thirty"

"Babcock Electric"

Do not fail to see the wonderful Cadillac "Thirty" Chassis in full operation.

R. R. KIMBALL

2026-28 Farnam Street

Unqualifiedly Decided the Classiest Cars

The Oldest Cars by the Oldest Builders

Winton Six - - \$3000

The absolute limit of excellence and reliability.
The Newest Car by the Oldest Builders.

"The Everitt 30" \$1350

47 contracts closed for these cars. You must see this car to appreciate it.
On display directly opposite the Auditorium all this week.

Kemper Automobile Co.

1812 Harney Street OMAHA, NEB.