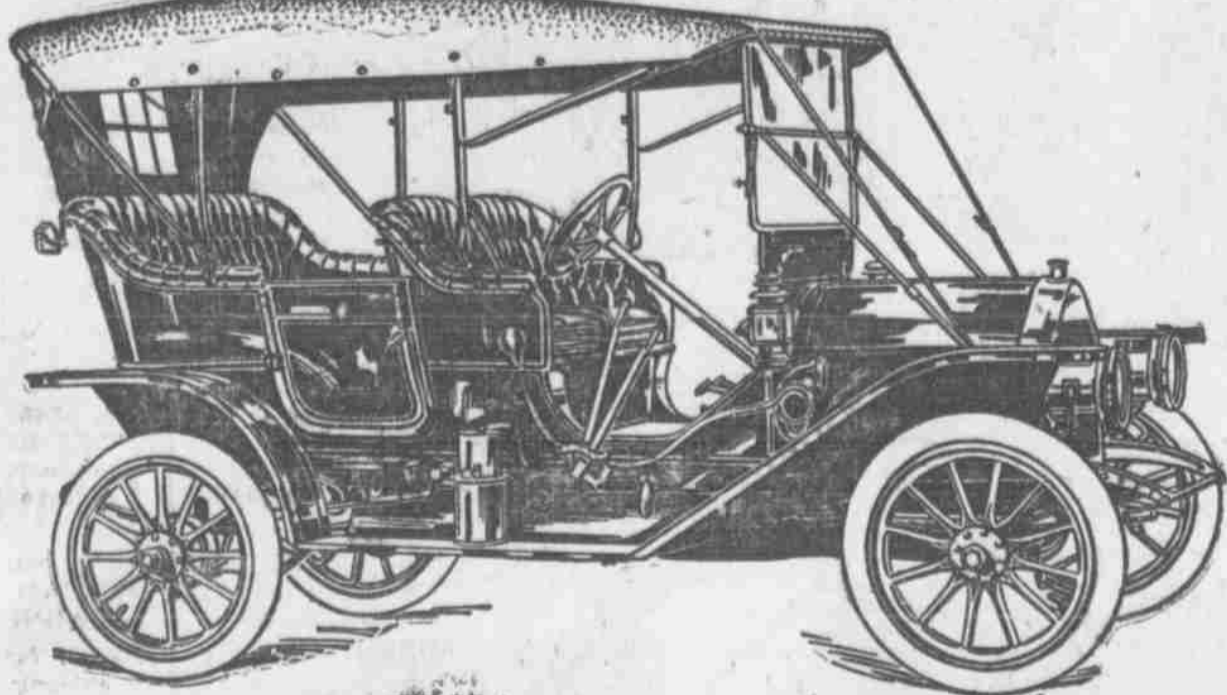


COLE "30"

A Car of Superb and Silent Service

Handsomest Car in the West in Its Class



Not a "Price" Car

We Will Be in Our New Garage April 1st South 19th St.

The COLE 30 was made up to a standard—not down to price. The market is overburdened with "price" cars. **EQUIPMENT:** Includes magneto; head lamps, oil lamps, foot rail, robe rail, generator and tools.

Call for Demonstration at Any Time

OUTLINE SPECIFICATIONS:

POWER PLANT. Unit type. MOTOR: 4-cylinder, 4-cycle, water cooled. 30 H. P. IGNITION: Double with magneto and battery. TRANSMISSION: Selective, 3 speeds forward and reverse. CLUTCH: Cone, with leather face. DRIVE: shaft. WHEEL BASE, 108. TIRES: 33x3 1/2 inches. WEIGHT: 2,000 lbs. **SPECIFICATIONS OF "COLE FLYER":** Like Cole "30" Palace Touring Car, except that it has 34-inch wheels. "Firestone" demountable rims, extra tire and 18-inch steering wheel. The COLE "30" has a four-cylinder, four-cycle engine that runs with the noiseless precision of an electric motor. Its velocity action and rhythmic precision is a delight to the driver. Its 30 horse-power gives him the ability to show his license number to the other fellows whenever and wherever he pleases.

TOURABOUT, 2-Passenger \$1400 **PALACE TOURING CAR \$1450**
TOURABOUT, 4-Passenger \$1450 **LIGHT TOURING CAR \$1500**
COLE FLYER, Torpedo \$1500

Agents Are Given Liberal Contracts

Midwest Automobile Co.,

WESTERN DISTRIBUTORS

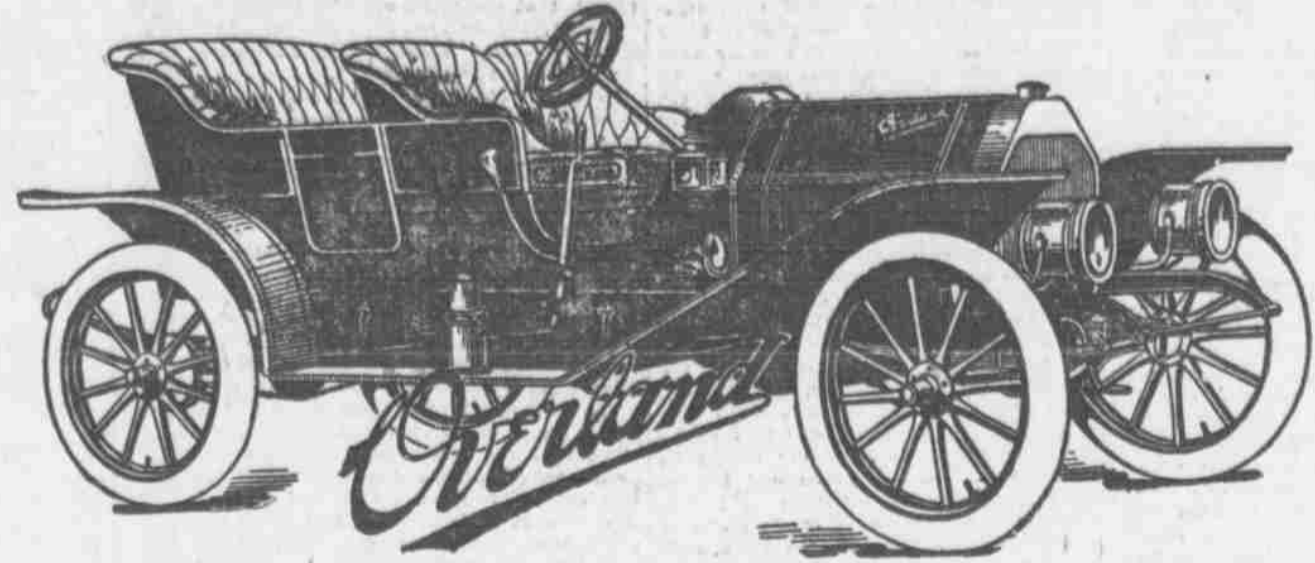
A FEW MORE LIVE AGENTS WANTED

1824 Farnam St.

Immediate Deliveries

Phone Douglas 5095

Overland



MODEL 40 40 horse-power, planetary transmission, 2 speeds forward, 1 reverse. Roadster, single or double bucket; 2, 3 or 4 passengers. Price \$1,250.	LOOK OVER THESE MODELS	MODEL 38 30 horse-power, planetary transmission, 2 speeds forward, 1 reverse. Roadster body, 2, 3 or 4 passenger touring. Price \$1,000.
MODEL 42 40 horse-power, sliding gear transmission, 3 speeds forward, 1 reverse. Close coupled or 5 passenger touring. Price \$1,500.		MODEL 41 40 horse-power, planetary transmission, 2 speeds forward, 1 reverse, close coupled or 5 passenger touring. Price, \$1,400.

THE "OVERLAND" is the equal of any car regardless of price... Little oil expense... Light on tires... Quiet as an electric... Smallest outlay for upkeep of any car... Made in models to suit everybody.

SPEED...POWER...GRACE

...CATALOGUE...

Van Brunt Automobile Co.

Council Bluffs, Iowa.

Omaha, Neb.

Sioux Falls, S. D.

OMAHA ON GLIDDEN ROUTE

Will Head for the Southwest and Will Cover Eleven States.

CHALMERS AS THE PATHFINDER

Automobilists Will Go South of the Mason and Dixon Line on the Tour For the First Time in Its History.

Omaha may be on the route of the Glidden tour this year. This is the semi-official announcement which has been made.

The Chalmers Motor company has been awarded the pathfinding trip for the Glidden tour for 1910. The pathfinding car will leave Cincinnati about the 1st of April. It will be driven by one of the Chalmers champion racing team and will carry in addition to De Lewis, the official pathfinder of the American Automobile association, the official photographer and representative of the Chalmers Motor company.

The 1910 Glidden will extend through the southwest and the central parts of the country. The tour will pass through eleven states—Ohio, Kentucky, Tennessee, Arkansas, Texas, Oklahoma, Kansas, Missouri, Nebraska, Iowa and Illinois. The tour of 1909, which started from Detroit, was the longest in the history of the Glidden event. This year's tour will be fully at least as that of last year, and in many respects will be an even more thorough test of the participating cars.

The most difficult parts of the 1909 tour was encountered in Colorado, Kansas and Iowa. This year's tour will not only carry the cars over gumbo roads of Kansas and across Iowa, but will also take them over the mountains of Kentucky, Tennessee and Arkansas and over parts of Texas and Oklahoma where such a thing as a "made" road is almost unknown.

This is the first Glidden tour that ever went south of the Mason and Dixon line. It will open up to the automobile industry a vast and prosperous new territory. Arkansas, Texas and Oklahoma, all new territory for the greater part of American motor cars, and the other states through which the tour will pass offer some of the greatest business opportunities in the country. Much of this territory is practically unknown to the automobile. The country is rich in manufactures, commerce and agriculture. This year's tour should therefore bring the contesting manufacturers better results than did last year's event.

Much of the historical battleground of the civil war.

In Kansas City the 1910 event will for the first time overlap the route of last year's tour. From this point the route will probably carry through Lincoln and Omaha, Neb., straight across Iowa through Des Moines to Davenport and across the northern end of Illinois, finishing in Chicago.

Strenuous Trip Ahead. That the pathfinding trip for the 1910 Glidden tour will be more strenuous than that of any earlier tour is the belief of the American Automobile association experts. In April the roads of Kentucky are quite likely to be veritable seas of mud, and at all times the mountain traveling through Tennessee is extremely difficult. From Memphis to Dallas, the most southern point of the tour, and north to Kansas City, the much-feared gumbo and adobe prevail. It has been predicted by Texas motorists that it will be impossible for an automobile to traverse this territory during the wet season in the early spring.

The pathfinding task has been awarded to a Chalmers "Bluebird" by the contest board of the American Automobile association is a signal honor to the Detroit-made car. The pathfinding trip was desired by a number of the leading manufacturers of the country, but Chairman Spence made by this wonderful industry. Added to the above capital of motor car makers is another capitalization of over \$210,000,000 of the parts and material makers.

ENORMOUS INCREASE IN OUTPUT

Decade Has Seen an Advance Beyond

In 1909 there were but 232 cars made in this country. This year it is conservatively estimated that 200,000 cars will be made at an average cost of \$1,200, making a total retail business of \$240,000,000. There are now approximately 250,000 motor cars in daily use in America. About 80 per cent of the 1910 output will be made in the middle west and the combined capitalization of manufacturers is around \$200,000,000, while the actual value of plants runs up to extraordinary figures, which fairly takes one's breath away when he considers the remarkable strides made by this wonderful industry. Added to the above capital of motor car makers is another capitalization of over \$210,000,000 of the parts and material makers.

In a general way it can be stated that there are 125,000 employees in the automobile plants in America. In 1908, while the plants makers give employment to 40,000 more. Not even the great Standard Oil and Steel trust can quote figures which will compare with those of the automobile industry; that is, in so short a period of time. It is America's most wonderful business in many respects and in all the annals of industrial achievements, no figures are so impressive, no growth is so stunning, and no product is so popular as that of the motor car industry.

Half Billion in Cars.

There are approximately 175,000 automobiles of all kinds in operation today in the United States. These cars represent an investment of \$250,000,000. They consume 40,000 gallons of gasoline daily and 25,000 gallons of lubricating oil.

MAIL COLLECTORS TURN TO USE OF AUTOMOBILES

Tests in Kansas and Massachusetts Prove Practicability of Motor Vehicle for Travel.

An exhaustive test recently has been made in Kansas City, Kan., in the collection of mail from 150 street letter boxes scattered over a thirty-one-mile route. By the ordinary method of collection this takes two men and two horses seven hours and twenty minutes to collect. By the use of a steamer oil collector went over the route in a little more than one-third the time.

A similar service has been installed in Newton, Mass., a suburb of Boston, and which has astonished the Postoffice department at Washington both through its financial economy and through the improvement in the service. In this service on the woody collection a steamer carrying a chauffeur and one collector, start at 9:30 and arrive at their starting point again at 12:30, after having covered thirty-five miles.

On this collection the program is a collection of six boxes on the way to Newton Lower Falls, and one wagon mail addressed to the place is left at that post-office. Before 10 o'clock the carrier is at Auburnroad, in season to forward by train all mail that may be addressed to Boston or beyond. From the boxes he visited last the collector probably has taken mail addressed to postoffices at which he already has collected. He cannot double on his tracks in order to leave it, but he arranges to connect with a circuit train which practically retraces his route.

An evening collection, which takes up fewer boxes, covers a route of twenty-two miles in about two and a half hours. Midnight collection follows, when the car runs out from Boston makes a wide sweep of sixty-five miles, gathers the contents of some 200 letter boxes and returns to the city to unload shortly before 3 o'clock.

On the morning collection one man does the work that otherwise would call for six men.

FARMERS' VIEW OF MOTOR CAR

Fits Into His Scheme of Life as Happily as a Bumper Crop.

Careful estimate of the number of automobiles owned by farmers in the entire United States is 75,000.

Why does the farmer want an auto? It is interesting. The farmer has more good reasons for having an auto than any other man. It is commonly said now that many city men are buying autos who cannot afford them. Garage and chauffeur costs are largely responsible for this condition.

But the farmer takes to an automobile quite like the proverbial duck to water. In the first place, he knows machinery. He handles it all day long, and has to be his own repair man. As a result he is his own best chauffeur, and so is his son. The auto fits into the farm work as it made for it. It doesn't replace the horse and a bit of it. The horse goes into the field in the morning, and the auto runs the milk to town, or goes to the mill for flour in a hurry, or makes a quick dash to the machine shop in town for a part to repair the binder or the threshing machine. It saves the time in many instances (as

many farmers testify) of a big gang of men in the field, in an emergency. It pays for itself in real service by the end of the year or two.

And then comes the extra measure of value it gives, in the pleasure sense. Writer after writer has told of the dreariness of farm life—the loneliness, oftentimes leading to insanity. It is well known that the greatest percentage of insanity in cities is among the farmers. The horses are needed in the fields every day of good weather, and on Sunday they need rest. The farm wife and family therefore are practically prisoners for a large part of the year. They are at the mercy of distance. Such a condition cramps them, stunts them and drives the children to the cities in search of more life and companionship. It has been the sad cry of the farm and the village for fifteen years that its best young men were going to the cities—that they refused to stay on the farm because of lack of pleasure as well as lack of opportunity.

Nowadays there is no more cry about lack of opportunity on the farm. Sixteen automobile makers are advertising autos to the farmer in the 40 farm papers of the country, and most of them are arguing that the automobile will keep the boy on the farm and make life more livable for the wife whose dreary round of labor has been the pity of the country.

This farmer with an auto can take his family for an evening call, or lecture, without using his horses. He can go to church on Sunday more regularly; he can visit distant relatives and friends more frequently; he can go to town oftener and more quickly. One Dakota farmer who is extremely fond of hunting, but lives forty miles from the game district, takes his son with him on Saturday during the season and comes back Sunday night with a deer or two slung across the radiator, and bubbling over with tales of his trip.

There are 48,000,000 people living on farms and in towns of less than 4,000 in this country. This means that over half of our population is practically in the country. About 25,000,000 of these are young people, and they are just as keen for pleasure as young people anywhere else. That is one big reason for the automobile on the farm. Ten or fifteen years ago farmers bought organs for their daughters and buggies for their sons. A great many of them are today buying autos for the whole family.

An entirely new meaning has been given to the village social life in consequence.

In fact, the farmers themselves are the best champions of the auto.—Leslie's Weekly.

How to Avoid Accidents.

To avoid accident from back-firing when cranking, place the thumb against the index finger and take the handle between the four fingers and the palm of the left hand. Should you, through accident, receive a blow from the back-firing crank, it will descend on the palm and not the wrist or back of the hand, as would be the case if the right hand were used.

Five Buyers to One Car.

It has been estimated that for every automobile manufactured this season there are at least five buyers now available, who are waiting for the delivery through the regular channels of the automobile trade. Added to this enormous figure there are

in the United States at least 500,000 more possible purchasers who will be developed by good roads, sensible legislation and the popularity of the automobile.

NO EXCUSE FOR SMOKE NUISANCE

Careless Drivers and Faulty Engines Are Responsible for Trouble.

George J. Dunham, president of the Royal Tourist Car company, is outspoken in his condemnation of the smoke nuisance in connection with the running of automobiles. He attributes it to the carelessness of the drivers, as well as to the faulty motor construction, and suggests that the Association of Licensed Automobile Manufacturers should wield its influence in mitigating the evil before drastic legislative action is taken.

"All the streets of our big cities," he said yesterday, "are reeking with foul exhaust smoke odors as a result of carelessness and ignorance on the part of many drivers of automobiles on the one hand and faulty designed motor construction on the other. There is little, if any, excuse for this smoke nuisance—the garage is the place to 'burn in' new bearings, and for general cleaning purposes—and the public should not be made to suffer on this account."

EXCESSIVE LUBRICATION IS PRACTICALLY THE SEAT OF THE EVIL, BUT POORLY FITTED PISTONS, TOO MUCH RELIANCE UPON THE OLD STYLE OF SPLASH FEEDING DEVICES AND FAULTY SYSTEMS OF LUBRICATION CONTRIBUTE MATERIALLY TO THE EVIL.

"It is an evil apparent on all sides, and the sooner it is corrected the better it will be for the motor car industry as a whole."

NEW GARAGE AND SHOW ROOM

Plans Drawn for Ford Company for Twentieth and Harney Streets.

Plans have just been completed by Mr. Alfred Kahn, the Detroit architect, for a new Ford branch in Omaha. They have secured a long-term lease of centrally located property, corner of Harney and Twentieth streets and will erect a \$40,000 building. When finished it will be the largest and handsomest automobile showroom and garage in Omaha, and probably one of the handsomest west of Chicago. In addition plans are being drawn for a similar building to house the Ford interests in Cincinnati, O.

Work already has been started on the new branch building in Atlanta, Ga., and arrangements are being made for similar structures in Dallas, Houston, Pittsburgh and Cleveland.

Beware of Leaky Pumps.

A leaky pump is not altogether an uncommon occurrence. A treatment found successful consists in rebushing the pump spindle bearing, drilling quarter holes into the bush, and drawing them tight with plumbago. The plumbago is said to combine with the water, forming a coating over the spindle which effectually prevents leakage of any water through the latter.

Rain Water is Best.

Rain water is the best for the cooling system. The use of ordinary water, especially that obtained in some regions, means that a deposit of mineral matter is constantly being made in the water jackets and radiators. This deposit not only makes

cooling more difficult, but predisposes the radiator to premature leaks.

MINER HAS NARROW ESCAPE

Leg Almost Knocked Off by a Bear, but the Man's Nerve Saves the Limb.

"For sheer nerve lead me to a Westerner at all times," said A. P. Mathleson. Mathleson is a miner, works in the West Colusa and is one of the best doers on horse racing in Montana. "I know what I am talking about when it comes to Western nerve," he continued, "for I have seen a number of instances of it. One notable one I can recall just now, and I am going to tell you about it. At one time a party of three of us were hunting in the Piute mountains in California. One day a ranchman came to our camp and told us that a big cinnamon bear was making regular raids upon his sheep pasture and unless someone got her scalp she would eat him out of house and home. He said he had hunted for her several times and each time the hunt was a failure. We told him we would get her scalp, but we were none too sanguine about it; we only wanted to encourage him.

"Next morning, having received minute directions as to the probable locality of the old girl, we started out, vowing that we would bring that bear's hide into camp. We did, but we brought the leader of our little bunch of hunters, Milford Lowe, into came a cripple, and we had three little cub bears cuddling up in our pockets and a lot of bear meat, which never did taste good, for it was too early in the spring. In addition we had a lot of experience. This is how it happened:

"When we reached a point near where we had a good opportunity to jump the old bear we were riding Indian file, a rod or so apart. Lowe was in front, my partner second, and I had the honor of being rear guard. We reached one of the wildest points in the Piute mountains, when Lowe suddenly stopped and gave us the signal to slow up. An instant later he beckoned us to come on, and when we reached the little point of a hill where he was waiting we looked down the valley a few hundred yards and there we saw a cinnamon bear rooting around a rotten log. Honestly, when I first got a peep at her she looked to be as big as a 3-year old bull, and the three cubs, rolling about in the grass near by, playing like puppies, looked as big as a shepherd dog. Immediately Lowe outlined a plan of action. My partner and I went down the hill, where we had a chance to attack the old bear from either side, and Lowe was to advance straight upon her when a signal, the shrilling of a tree squirrel, twice repeated, was given. The plan worked all right at the start. Lowe was promptly on the ground and he got the first shot, wounding the old dame in such a manner that it only made her get up on the poke so bad that she naturally wanted to lick anything in sight. She rushed Lowe, and before my partner and I could realize it, she was upon him, striking at him with her strong paws and biting savagely.

"The first stroke she made caught his right leg and the bone snapped, and in an instant we saw the leg fly up toward his head and then double back against his joints. I fired the instant and hit the old bear so she jumped back to lick her

wound, and just as she turned to finish Lowe, my partner made a lucky shot and got the old dame square through the eyes. All this occurred within a few seconds. Then we ran to Lowe and found he had fainted with the pain. As tenderly as we could we removed the clothing from the broken leg and we found it was fractured in such a manner that the case looked hopeless.

"By and by he came to his senses again, the pain brought him back from dreamland. Then he immediately took charge of the situation. He told me to strip some bark from one of the trees near by, and when his leg was pulled out so that the points of the bone were close enough to touch each other to place the leg in the improvised splints. I did so, stiffening these improvised splints with a lot of stiff pieces of wood. Then I took all the suspenders and handkerchiefs in the crowd and tied the splints firmly in place. When this was done Lowe insisted on getting on his horse and riding to the nearest ranch, ten miles away.

"Lowe stood the long ride with fortitude, and never whimpered, save when we took him off the horse at the end of the journey. Then he did a little cussing at our awkwardness, nothing more. About a week later, as there was no physician near, he decided his leg was not doing as well as it ought, so he hired the farmer to take him to the nearest settlement, forty miles away, where there was a doctor, and when the journey was completed and the broken leg taken out of the primitive bark cast and the pine tree splints, the medical man said that one of the finest jobs of amateur surgery he had ever seen in his life had been accomplished. The last time I saw Lowe he had as straight a leg as any man you ever saw, but he has steadfastly refused to go on any more bear hunts."—Butte Miner.

Uncle Allen.

"A preacher who draws a big salary," said Uncle Allen Sparks, "sometimes gets a tempting offer to go somewhere and give a lecture, and he asks a college young man who is studying for the ministry to fill his pulpit for one Sunday. The college young man does it, and all he gets is thanks. Such things happen sometimes, and I suppose it's all right. I'm only kidding, because the young chap lets that sort of game be played on him, by jinks!"—Chicago Tribune.

GOODYEAR

Rubber tires wear longer and ride easier than others. We do wagon repairing, painting and general blacksmith work.

Watch us grow.

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S. W. Corner Tenth and Jones Streets. Phone Doug. 337.