

Today, be Sure that you get a Glimpse of that Beautiful Car

"Stoddard-Dayton"

We are Showing This Car in our Booth Every Day

Here are Some Prices:

11-M—Touring Car.....	\$1,275	11-L—Roadster.....	\$1,175
11-B—Touring Car.....	\$1,700	11-H—Roadster.....	\$1,550
11-A—Touring Car.....	\$2,300	11-C—Roadster.....	\$2,200
11-F—Touring Car.....	\$3,000	11-K—Roadster.....	\$2,850
LIMOUSINE		LANDAULET	
11-T—Limousine.....	\$2,700	11-T—Landaulet.....	\$2,700
11-F—Limousine.....	\$4,000	11-F—Landaulet.....	\$4,000

More of these cars are owned by good people in Omaha than any other manufacture selling a machine anywhere near its class.

Deright Automobile Company
1818 Farnam Street

Reynolds makes tops He says:

Mr. Dealer: Automobile owners are asking about Reynolds' tops. Dealers are supplying them. There is a reason why our tops sell. Reynolds' tops are known, because they contain the best of workmanship and the best materials. People who buy Reynolds' tops are those who know how to judge top value regardless of price or advertising claims.

Visit our factory today while you are looking over the cars at the show.

We want to interest you, Mr. Dealer, with our samples and prices.

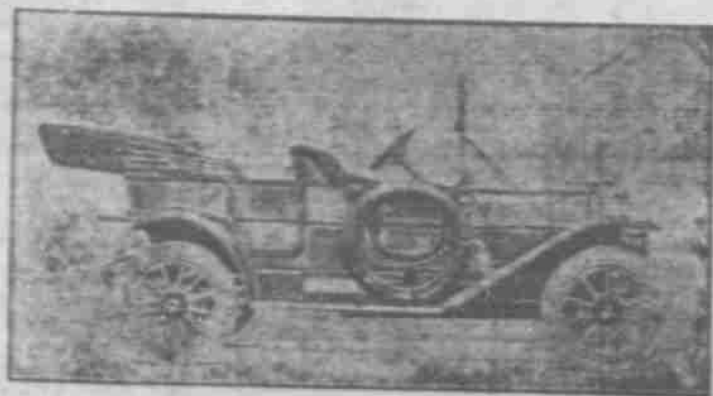
We make tops, seat covers, top covers and all kinds of trimmings and repairs.

E. W. Reynolds Mfg. Co.,
713-715 South 15th Street
Phone Douglas 3493

Vellie

MOTOR CARS

OUR EXHIBIT AT THE AUTO SHOW IS DIRECTLY TO THE LEFT OF MAIN ENTRANCE



40 H. P. Four Door Touring Car

NOTE—The doors can be entirely removed when warm weather makes the enclosed front seat too hot to be comfortable. Body interchangeable with Landaulet or Limousine.

JOHN DEERE PLOW CO.
DISTRIBUTORS
OMAHA
CITY SALES ROOM, 19th & FARNAM STS.

DEVELOPMENT OF THE CAR

Difference of the Machines of Today from Those First Produced.

NO PAINS OR LABOR SPARED

Big Results Have Been at Work. Perfecting the Modern Automobile for the Use of the Modern Man.

Since transportation has been the greatest factor in civilization, the modern motor car, which represents the highest type of practical mechanism, because of serious importance. From the time of the early Egyptians with their camels as the only means of transportation, man has been trying to increase his efficiency by improving his transportation. Centuries rolled on, with practically no improvement. The steam engine revolutionized the common carrier on land and sea, but still the individual's transportation remained almost as crude as it was 1,000 years ago. To be sure, the rubber-tired, ball-bearing buggy was superior in appearance to the ox cart of the long ago, but little better otherwise, writes Howard S. Coffin.

Then came the agency that had been sought for since the beginning of time—the gas engine—and at last man had a self-propelled and self-contained unit of his own. The lad in his teens remembers when that engine first was used in vehicle propulsion. But nobody quite foresaw the automobile's future. Think what has been done in those few years to bring the first-class automobile within the reach of the moderate income! Ten years ago very little was known of the gas engine and vehicle construction was an entirely unknown science, except as applied to horse-drawn vehicles. That you see that, in ten years the whole invention and development of the automobile took place. It began as a proposition not taken seriously by very many people, struggled on until it became the plaything of the rich, and now it wields reach of that great class of moderate incomes. And the story of how one may buy an automobile today for a very reasonable figure that will prove a far more serviceable car than was possible at any price five years ago really tells the story of the whole automobile industry, which, I am told, has come to rank fourth among America's industries.

First Development Wrong.

As a starter, it was only natural that the crude gas engine should have been placed in a vehicle closely resembling a buggy, since our knowledge of vehicle construction was almost entirely along the line of horse-drawn affairs, which were rarely called upon to go more than ten miles an hour. That we should have embodied a hundred features of design, qualities of material and methods of construction that have been found satisfactory in the past was only natural. It took us several years of experiments and practice in motor car building to teach us the vast difference in mechanical requirements between horse-drawn and horse-drawn vehicles. Wheels, bearings, axles, springs, etc., which had given perfect satisfaction under the requirements of the horse era were found to be of little value for the more speedy motor cars.

It is easy to see that the shocks which must be sustained by wheels, axles and springs of a 50-pound carriage moving over a bumpy road present a very different and a very easy problem beside that of the 1,000-pound motor car, with speed possibilities of from fifty to sixty miles an hour.

When you are looking at a stripped chassis observe the "press-down" frame very carefully, and think of the fact that cars turned out in the early days of the industry. The great progress in other lines closely allied with the motor-car industry has played an all-important part in bringing down the cost of the car. For instance, the motor at the command of the motor-car engineer for 200 lbs. far superior to anything ever dreamed of ten years ago.

The machine toolmaker has done his part, and the special automatic machinery of today is capable of a production of vastly more parts per day than could have been obtained from the machines of even five years ago.

Effect of Factory Methods.

Factory methods have improved so amazingly that the vastness of the change seems impossible. I remember in the early days when I was with one of the first companies that manufactured automobiles we turned out twenty little one-cylinder jobs in a week, and a statement to that effect was sent to one of the trade papers. The paper wouldn't publish it until the wonderful feat had been verified by telegraph. Twenty cars a day is now considered a modest output. Think of the labor that had to be paid for by the buyers of that week's output a few years ago!

Standardization and interchangeability of parts have been recognized by the American maker as being absolutely essential and as being the only foundation upon which quantity production and low cost can be based.

During the development of the automobile vast and varied have been the materials, accessories, frites and gimmicks used on motor cars. They kept the cost up. Simplicity in design and construction has been one of the greatest aids in making a good car a possibility at a low price. Mind you, these materials put into a car as frites don't cost as much as themselves, as a rule, as the labor which handles them in the factory.

Simplicity is New Keynote.

Simplicity, making, as it does, for low factory cost, permits to the maker the use of better materials and insures to the user a far better motor car. The purchaser has to pay the whole bill, so, if he buys a car which is not simple in design and construction, he is merely paying double price for something he does not want. And later he will have to pay again for repairs on parts which should have been left off at the start.

The improvements in ignition and carburetion have entered strongly into the perfection of the modern car. Very rarely do we see an operator tinkering at the roadside with his car. That was a common sight only three or four years ago. And finally the knowledge we have gained of materials and the treatment of them, has enabled the engineers to put staying qualities into their cars. So that as much mechanical perfection can be found in a car of moderate price as in the most expensive turnout.

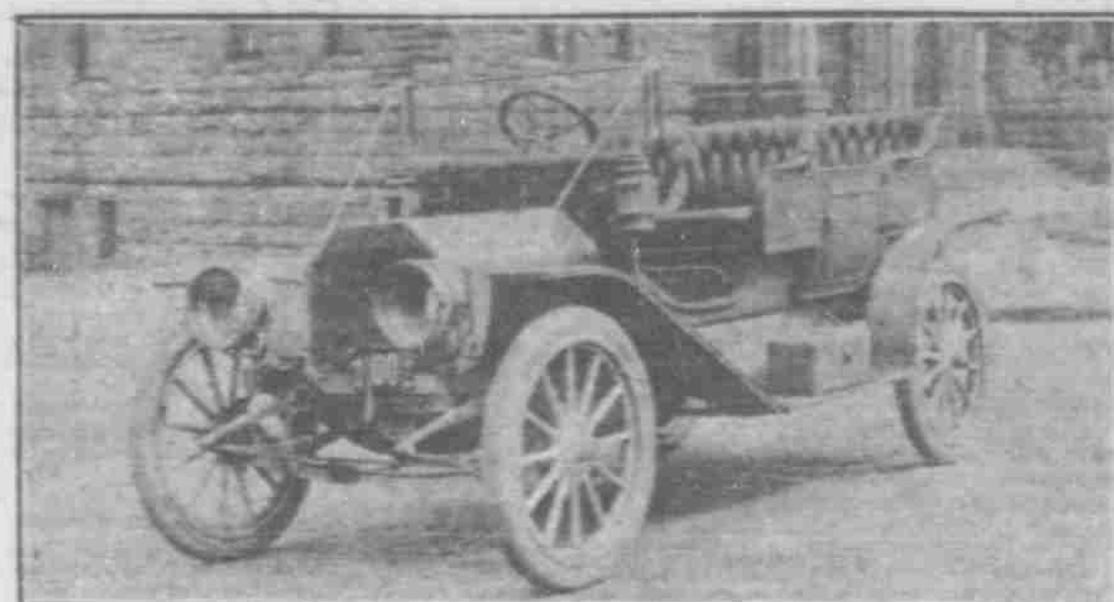
BAKER AFTER LONG RECORD

Will Try for Three Hundred-Mile Non-stop Distance.

Ervin G. Baker, whose 200-mile non-stop record at the Indianapolis Motor speedway last November was said to be the first of its kind ever made, is not content. Baker is going after a 300-mile non-stop record. "I'd like to make the trial right now," said Baker. "But I guess it will be better to wait a little while until the weather is more settled. Besides, I don't believe a rider could stand the 'heat' right now. It's too hot. Three hundred miles at high speed would certainly be strenuous with the temperature where it is now. But not as soon as the weather turns, I'll be out and at it."

Only \$1,500 Today

When you see this car today you will agree with us that it is the best car for the money exhibited



Call at our booth between the hours of 10 a. m. and evening and we will show you this car. It is wonderfully constructed. Will go up any hill or negotiate any sand bed.

International Harvester Company



This is our Model L. 2, fore door touring car. 5 passenger—40 horsepower and sells for \$2,100.

It is one of our best machines. In its class we confidently believe that it has no equal.

The springs are long, easy riding, semi-elliptic front and three-quarter scroll elliptic rear firmly and securely fastened to both frame and axle. The wheels are grade A, hickory, equipped with Marsh Q. D. rims. Tire equipment, 34x4.

Brewster green body and gear or green, show on red wheels—Upholstered in No. 1 M. B. black leather.

We have patent pending on our 3 point suspension, which is in advance of anything known to auto manufacturers.

Visit our booth today—See this Great Car.

Freeland Auto Company
Farnam and 12th Street.

To Automobile and Supply Dealers

About your definite plan for this year's business campaign. What's going to be the target aimed at?

THINK THIS OVER; WHAT IS YOUR RECOMMENDATION WORTH, AND WHO SAYS SO?

The man who bought once and came back bringing his friends, or the man who never came back unless to protest, and

steered the other way every possible patron he met

You are going to line up to one plan or another. The long profit you can get by recommending inferior tire casings and tubes, simply because they give a bigger making—or the permanent making your recommendation an asset of constantly growing value through your profit on an individual transaction may be less. Take, for example—

Diamond

TIRES

We could make cheaper tires. Tires on which your profit and our's would be much larger.

But if you are building for permanency you wouldn't want them, and because we are building for permanency you can't get,

that kind marked Diamond, anyway. You will line up one way or the other as to the sale of tires, casings and tubes, this year. By your own recommendations you will land one place or another, and it is as sure as fate, where.

The Diamond Rubber Co., Akron, Ohio.
215 South 20th St., Omaha, Nebraska
Des Moines, Kansas City, Minneapolis, Denver and all Principal Cities