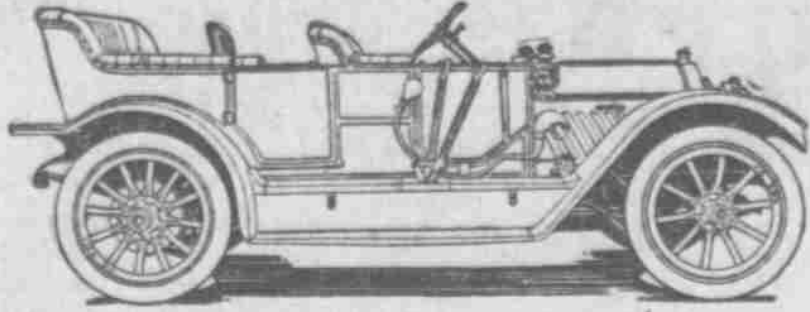


One of Omaha's brightest men said:

## "Greatest Car in the World,"

he exclaimed. "Revolutionary scientific discovery of a real Automobile. Grandest conception of human mechanical mind surely has been entered into."

He could not help but say it when he saw the new, beautiful 1911 OLDSMOBILE line. You will also say it is the prettiest and best constructed line of cars you ever looked at, the swiftest line of city cars you could imagine, at prices you can afford to pay.



There are more satisfied OLDS owners in the United States than any other. Just ask an OLDS driver if he has power enough, he'll tell you "yes." He has, he always has. We don't lack power, we never did; our 1911 cars are finished to perfection, no matter what others may tell you, don't fail to see the OLDS cars before you spend your money, as we are certainly giving a lot of car for the money.

We are on exhibition at the Omaha Show, and will be at the Sioux City and Lincoln Shows, also at all of our salesrooms.

Follow the crowd and you will find the OLDS.

## Nebraska Buick Auto Co.

LINCOLN,

H. E. Sidles, Gen. Mgr.

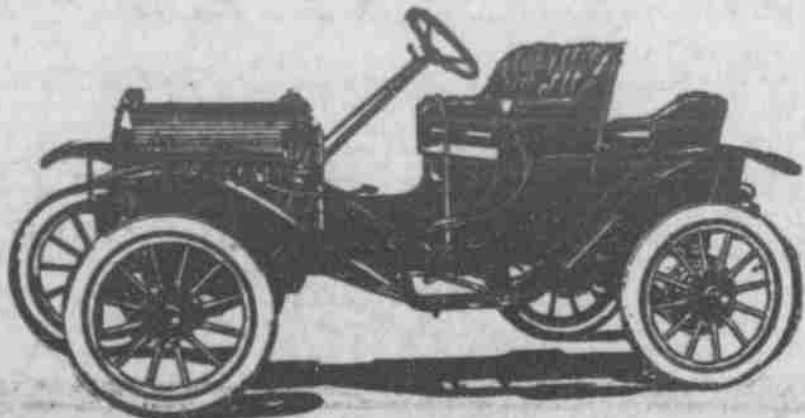
OMAHA,

Lee Huff, Mgr.

SIOUX CITY, IA.,

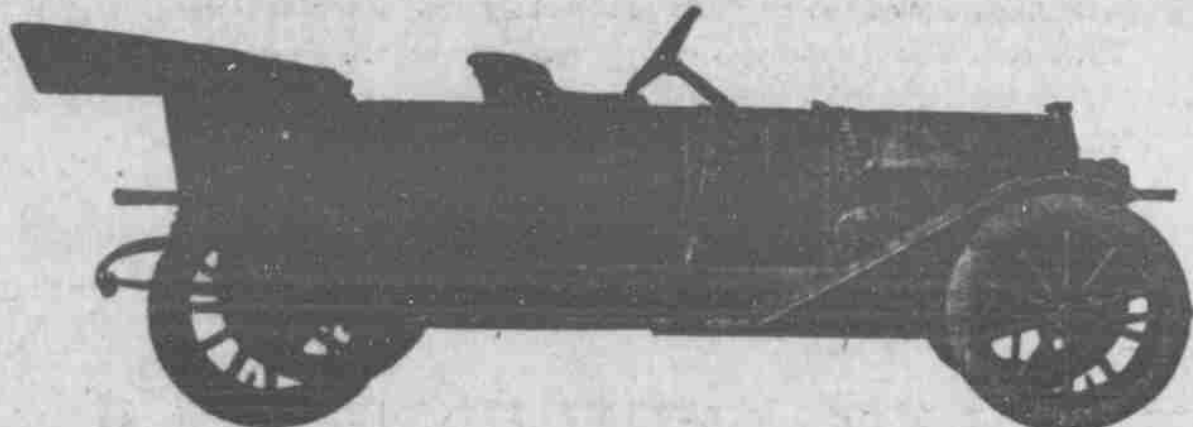
S. C. Douglas, Mgr.

## BRUSH \$450



## SAMPSON "35," \$1,250

6-Passenger Touring Car With Fore Door.



The T. G. Northwall Co.  
At the Show and 912-14 Jones St.

## Along Auto Row

(Continued from Page Ten.)

Baker engineers and its final perfection two years ago in the Baker electric.

Chain drive manufacturers the country over decried the "experiment" as a foolish waste of power. "Beautiful in theory," they said, "but not in practice; chains are more efficient."

Not after one season's operation the shaft driven Baker had permanently established its superiority. People had seen its unqualified success in the hands of over 1,000 owners. One world's record after another afforded still further proof. Chain drive was doomed.

Now that all leading motor cars are dependable and will take the owner anywhere he desires to go, designers are paying unusual attention to comfort and convenience.

The E. M. F. "30" designers have built with infinite care a line of bodies that are as comfortable as a parlor rocker. The cushions are built—not stuffed. The long hair is selected with care and none better can be found in the market than that used in E. M. F. "30" cars. The seats are wide and the backs are high enough to give ease and comfort over the roughest roads. The tonneau is large and roomy—the detachable and demountable are larger than found on many touring cars.

Charles T. Jeffery, head of the Thomas B. Jeffery company, has just finished a trip in the west, where he conferred with Rambler dealers and representatives regarding further extensions of the big Rambler sales and service organization throughout this territory.

"The west," said Mr. Jeffery, "got the first good rain it has had since last September on Monday, February 13. This was followed by a few days of fine weather, with the result that the Omaha motor car show was crowded with farmers and business men anxious to buy cars. We sold fifty Ramblers during the week, most of them to farmers and ranchmen through that territory."

"The attitude of the western business man and farmer," said Mr. Jeffery, "has undergone a change very similar to that experienced by bankers and commercial capitalists in the cities. I found everyone out there optimistic and, with a prospect of record crops this year and good prices, sales will be very large."

"I met one farmer who told me an interesting fact about the steady increase in the average price paid for cars by farm owners. He said that of fifty men in his section who owned automobiles most of them began the first year with a \$1,000 car, bought a better one the next year for about \$1,500, and last year raised the average above \$2,000. It is very interesting to note that the farmer is a careful buyer, demands quality and cannot be deceived by price."

"Our sales at the Omaha show have averaged very much as they did at the Chicago show, that is above \$2,000."

Johnny Aitken, famous driver of National motor cars, really did try to quit the long game, but the sport proved too strong for him, and now he is going down to the Mardi Gras. After quitting the game "trocably" last summer, he started in the Vanderbilt and ran third.

Then he won his big class race at Fairmount. And then he quit. "For the time being," he said, "I'm going to stick to the game." He gripped himself firmly and refused to accompany Whoox and Mers of the National squadron on their triumphant parade at the Los Angeles motordrome.

Safely stowed behind the desk of the Indianapolis National Branch Sales company, "Johnny Aitken salesman," laughed at the lure of the fascinating sport. Of course he would start just once more in the \$25,000 International 500-mile sweepstakes. And that was to be all.

Then came the Mardi Gras races, which are to be run at New Orleans February 28, 29 and 30. The cars were entered. The question, "Who will drive them?" arose. It was decided to give Louis Diebrow his wish and let him pilot one of the big blue cars.

Miss Helen Miles Rogers, whose engagement to Ogden Miles Reid, son of White-law Reid, American ambassador to England, has just been announced, is a sister of G. Vernon Rogers, secretary of the Mitchell-Lewis Motor company of Racine, Wis., and in charge of the foreign department of the big \$10,000,000 corporation, which is said to ship more cars abroad annually than any other American automobile firm.

Everyone acknowledges the nerve and daring of the automobile racing mechanic, but just at present the palm must be awarded to a Nebraskan, Orrin A. Curtis, born in Shelby and now employed as a mechanic at a garage in David City, Neb.

In a six-cylinder, fifty horsepower Mitchell car, and with Miss Lillian P. McCracken as his "driver," Curtis threw in the high speed one evening last week and started on a journey that may end only with death, according to J. T. Stewart of the Colt Auto company, Omaha agent for the Mitchell.

"Until death doth part," read the Rev. Cleveland Kleihauer of David City as he stood on one foot in the tonneau of the swaying Mitchell car and pronounced Orrin A. and Lillian P. man and wife, with another young couple, Earl Able and his wife, as witnesses, and Frank Jones, chauffeur for this twentieth century bridal party, looking back over his left shoulder every now and then and letting the speeding car swerve so each time that the blushing bride and pretty Mrs. Able punctuated the wedding ceremony with screams and exclamations.

The young people never will be able to tell exactly where they were married, because Frank Jones was hitting it up at something like fifty miles an hour, but it was somewhere on the high road between David City and Foley, and the Rev. Cleveland Kleihauer declared he never had made a better job of it on terra firma. Despite the fact that the charming bride was hanging onto his left shoulder most of the time and that the best man butted him twice on the right ear and the groom tumbled onto his corns with each lurch of the whirling fifty horsepower Mitchell.

There is a distinct field for the steam motor car, more particularly in those parts of the country where roads are bad, and where hills, mud or sand require maximum power and flexibility. Steam has the advantage, because every atom of steam is available when needed, whereas in a gasoline engine, only a mixture of proper richness can be used. Beyond that, there is no reserve.

There is no cranking in the steam engine; one simply turns on the steam. And there is no gear shifting or disconnecting the engine from the transmission. There is no clutch problem. Greater speed is obtained by opening the throttle. Consequently, so car is so flexible or so quickly adapted to every possible road condition as the steam.

The invention of the flasher boiler, and its adaptation known as the White generator, have probably done more to make the use of steam practical in automobiles than all other inventions combined.

## 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
<b>LIMOUSINE</b>		<b>LANDAULET</b>	
11-T—Limousine.....	\$3,700	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

## Stearns

THE ULTIMATE CAR

Experienced Motorists Drive the Stearns

The majority of Stearns owners have driven other makes. They have finally come to the Stearns because, as they say—"It's the ultimate car." These men know motor car value. They know what is necessary in automobile construction—and they realize their ideals in the Stearns.

The Stearns is purchased to keep—to be used year after year, not to be traded in. It is built for severe service—service that a motor car seldom encounters. That Stearns design is right and Stearns construction the best, is admitted by every man conversant with automobiles.

### A Popular Stearns Model

The 15-30 H. P. Stearns Model is a most popular one. It has all the best qualities of Stearns construction—and Stearns cars have been built since 1894. Although rated at 15-30 horse power, its motor develops more than 35, allowing extreme speed when desired.

Flexibility has been developed to a marked degree. The small distance necessary to turn this car—less than 36 feet for the complete circle—renders city driving exceptionally easy.

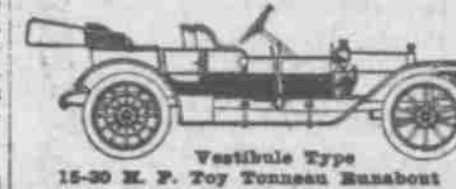
The 15-30 H. P. Model is built as a four-passenger Toy Tonneau Runabout, five-passenger Touring Car and five-passenger Limousine and Landaulet.

### Investigate This Car

It will pay you to investigate this car, and see for yourself the wonderful Stearns construction. Examine the ball-bearing motor, the automatic double jet carburetor, the dry multiple disc clutch and the solid rear axle construction, with its full floating drive shafts. Note its easy-running qualities, its reserve power to meet any emergency, its worth as a hill-climber.

Examine the body construction—not only for the grace of its lines and excellence of finish—but for its strength and durability. Note how the drop frame permits low doors, while giving that greatest safeguard of all—a low center of gravity. Examine the Stearns in detail—and then you will appreciate it as do those who own "The Ultimate Car."

**WALLACE AUTOMOBILE CO.**  
2203 Farnam Street, OMAHA, NEB.



Agents Wanted in Unoccupied Territory



## BOOTH RIMS

Are Real Demountable

## Labor Saving Rims

3 Turns of 3 Screws Takes It Off—Do It Again and It's On  
—Try It Yourself in Our Exhibit

**The Baum Iron Company**

Distributors for  
Booth Demountable Rim Co., Cleveland, Ohio.

## REPUBLIC TIRES ARE BETTER

STAGGARD Tread Republic

## TIRES DO NOT SKID

Specify Them on Your New Car.

**THE BAUM IRON CO.**

Distributors

Republic Rubber Co., Youngstown, Ohio.