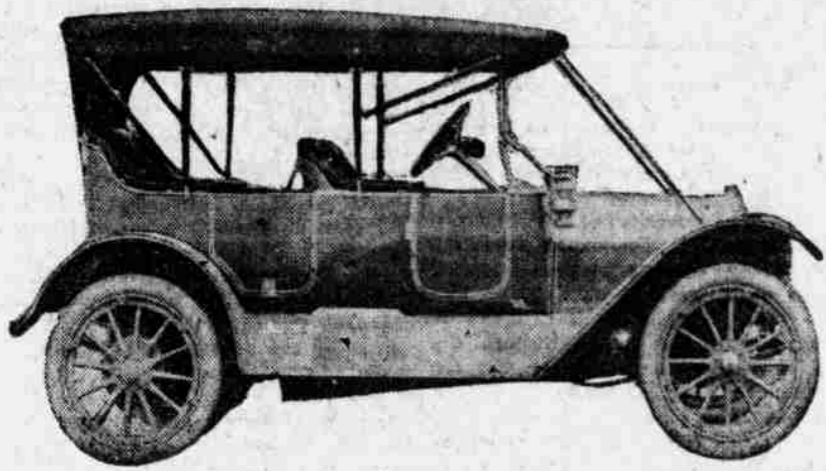


THE DRIVE

"The link between the motor and the road"

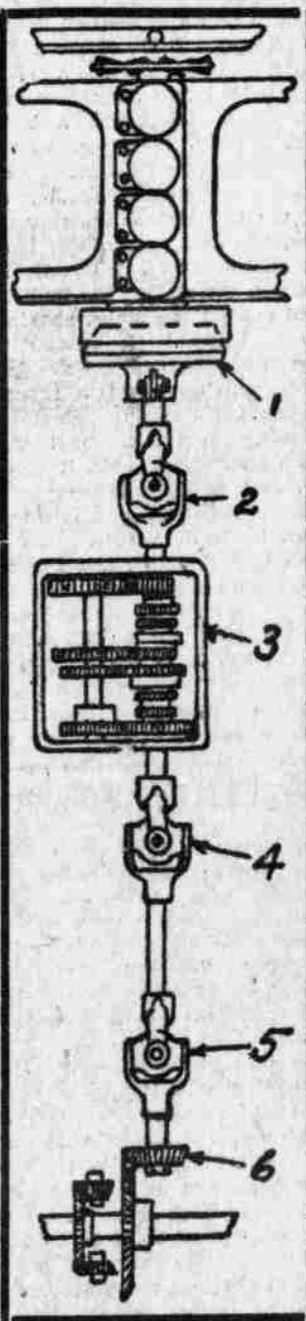


Model 99, 5 passenger touring car, 117 inch wheelbase Rutenber 40 H. P. Motor, 34 inch wheels with demountable rims, a beautifully finished straight line body fine upholstery.

\$1250

Other Cars Use This

1. A cone or multiple disc clutch.
2. A universal joint.
3. A troublesome and expensive series of gears for speed changes.
4. Another universal joint.
5. Still another universal joint.
6. A noisy, power consuming set of bevel gears.



Compare these six complicated units with the two simple components of the Lambert System in the opposite columns.

The Lambert

The Lambert may now be seen in Omaha. Arrange for your demonstration by wire, mail or telephone at once. It is the Pioneer Friction Driven Car and is sold at a remarkably low price.

The Lambert Motor Car Co.

In Connection with

The Independent Auto and Repair Co.

2416-18 Farnam St.

A Money Maker for Dealers. Write or Wire for Territory.

GARAGE EXHIBIT A SUCCESS

Thousands of Carnival Visitors Find Their Way to Auto Row.

NEW MODELS ARE ATTRACTIVE

While the Decorations Are Being Taken Down, the Show Will Continue Until the New Cars Lose Their Novelty.

Although the Ak-Sar-Ben festivities closed last night, the automobile exhibit in one sense of the word will go on growing bigger and better for some weeks to come. True, decorations will be taken down, but the show will continue to flourish until the 1913 cars lose their novelty.

Not a few of the handsomest and most popular models of the different makes have still to make their appearance, and it is doubtful whether all the cars will be in before another week has passed.

Still with the number of cars on hand last week, a very creditable estimate of the 1913 line was obtainable and judging from the amount of business reported from all points on the row, the new models were sufficient to secure an excellent start on what is predicted as the biggest auto year in the history of the state.

Wants Anticipated. As the manufacturers become better acquainted with what the public demands in their motors progress in construction and equipment is bound to be made. But when the wise heads of the different factories anticipate the public's wants by several years, as is the case this season, then the business is bound to boom, and boom big. This the 1913 models show to a degree that is astounding. Construction probably has reached a position where it will remain dormant for some seasons to come, as there is little left but eternal youth to be desired in the running of a modern automobile. Equipment and improvements that tend to the comfort of motorists know no bounds, and it is seemingly with this idea in mind that the 1913 car has come to life.

Close to 75,000 people were visitors of the different automobile companies and branch houses last week, the majority of which took a great deal of interest in this phase of advancement.

Dealers Satisfied. All dealers are thoroughly satisfied with the impression their cars made on the public, and naught but praise has been heard for the fall show. The visitors were accorded more attention as individuals than is possible in a central exhibit. Their minds were concentrated on one make of machine at a time, with the result that they left the row after the show with real knowledge instead of a jumble of mixed ideas and phrases fired at them from a mob of rival salesmen, each bent on out talking the other. Certainly the garage exhibits have been a success.

Black Hills Train is a Shorter Route to Yellowstone Park

"The primary idea of the Black Hills trail was a shorter route to the Black Hills from Omaha and extreme eastern Nebraska points, than the route now in general use by the way of the transcontinental lines to Sidney, and thence northward by way of Alliance," said Mr. O. C. Turner, secretary of the Nebraska State Automobile association. "The Black Hills trail leaves the transcontinental route at Fremont, running in a northwesterly direction by way of Hooper, West Point and Norfolk, to O'Neill, thence westward, following the general route of the Northwestern, to Chadron, thence northwest by way of the best traveled roads to the Black Hills country."

"The official sign adopted for this was a band of blue, eighteen inches wide, and a strip of white, three inches wide above and below. This sign to be painted upon telephone and other poles at all intersecting roads."

"Later developments, however, particularly the opening of the Yellowstone National park to automobile tourists, has given to this route a greater importance than was at first anticipated. In addition to the route as above indicated, there is now a projected road connecting with the transcontinental lines of Iowa at Sioux City, and following nearly an air line westward to O'Neill, where it joins the southern branch of the Black Hills trail, and continues westward. At Chadron this line joins the Yellowstone trail and continues westward through the state of Wyoming to the Yellowstone National park. This line from Sioux City westward through the state of Nebraska forms the connecting link for the shortest route between Chicago and other eastern points and the Yellowstone National park, causing an estimated saving of 216 miles in distance over any other recognized route of travel and being on an almost exact parallel with Chicago and the entrance to the park."

AMERICAN CARS SELL FAST ON BRITISH ISLES

DETROIT, Mich., Oct. 5.—Nowhere are there better roads than on the British Isles, according to P. L. D. Perry, manager of the Manchester factory of the Ford Motor company, who has been spending a few weeks at the Detroit factory.

Mr. Perry believes that prospects for the sale of American cars in the British Isles and also on the continent are very bright for the coming year.

He says the Ford Motor company's factory in Manchester manufactured and sold 2,300 cars on the British Isles this season, which was more cars than were built and sold by the next three largest English automobile factories. Believing the demand will be much greater next year, Mr. Perry says the Manchester factory will build 6,000 cars for sale in the British Isles alone, and approximately 3,500 more for the European market.

TIRE COMPANY DONATES TO OCEAN TO OCEAN ROAD

INDIANAPOLIS, Oct. 5.—Impetus, to the tune of \$300,000, has been given the proposed ocean-to-ocean national highway by the Goodyear Tire and Rubber company of Akron, O. Over \$1,000,000 has already been pledged, and some of the largest makers of automobiles and accessories have yet to be heard from.

Baker Electric Dealers Meet. A convention of the Baker Electric dealers and salesmen will be held in Cleveland, where the Baker Motor Vehicle company is located, October 17, 18 and 19. About 100 Baker dealers and salesmen will convene. They will be shown for the first time the new Coupe model, which has just been announced.

Gossip Along the Automobile Row

The floral parade last week, which was the admiration of over 300,000 Omahans and their friends, was, for the most part, born in the capacious rooms of the Drummond Motor company. Here a large proportion of the automobiles and auto trucks received their decoration, among which were several of the prize winners. The Drummond house, which is situated at Twenty-sixth and Farnam streets, was selected for its general available location as a good point to decorate the machines and for the generous amount of floor space in which to carry on the work.

C. J. Corkhill of the Cole Motor company returned late last week from a business trip to Kansas City, where he reports a considerable amount of business for the Cole car. Mr. Corkhill leaves this evening for Indianapolis, where he goes to attend the annual meeting of Cole dealers, which is to be held there October 8 and 9. The local house closed a contract with Barr & Morgan of Sioux City during the last week for the 1913 line.

F. G. Salisbury, traveling representative of the Moline Auto company, spent the past week with the local branch. Mr. H. G. Tubbs drove home a new Moline Drednought Thursday. He lives near Nebraska City.

Clarke G. Powell, who managed the 1912 model exhibit, is receiving congratulations all along "Automobile Row." The Ak-Sar-Ben governors appreciated the substantial boosting given the fall festivities by the automobile trade.

The W. L. Huffman Auto company claims the pennant on sales during carnival week. They made the following deliveries: Monroe Auto company, Monro, Neb.; Hupmobile; Mr. M. Choate, Albion, Neb.; Hupmobile touring car; H. S. White, Lyons, Neb.; Hupmobile roadster; A. H. Harmon, Loreto, Neb.; Hupmobile touring car; W. E. Montgomery, Orleans, Neb.; Hupmobile touring car; Clyde McNeal, Atlantic, Ia.; Abbott-Detroit "48" seven-passenger.

All the Cartercar men reported last week from their territories throughout the state. It is the general opinion among them that a good fall business will be enjoyed, barring the interference of bad weather. The local Cartercar house is carrying the largest stock in the history of the branch in anticipation of a big fall business.

During the Ak-Sar-Ben parades, the local Cartercar company took care of thirty different machines from out of town, all of which were Carter cars. Mr. Bromwell of the Cartercar company, states that he has never seen a collection of machines since he has been in the business that was in such uniformly good condition as these same thirty cars, many of which were several seasons old.

W. N. Hellen, sales manager of the W. L. Huffman Automobile company, claims the auto show week during the Ak-Sar-Ben was one of the most successful in the history of Auto row. "We had more actual interested buyers in our store than in any previous year, and from the records of stability of the Hupmobile '22,' the public are convinced record breaker during the 1913 season, and we will have the cars to deliver this year. We have been handicapped by not getting deliveries, but we are assured by the factory that we can depend on 2,000 cars, and that sounds good to me."

E. V. Abbott of the Michigan Auto company reports the arrival of the 1913 Mighty Michigan 40 demonstrator, and invites Omaha in general to come and see the best car on the market for the money. E. East, secretary of the company, has just returned from a trip through the state, where he says prospects for the car could not be better. He also secured the contract of Gus Hollander of Schleswig, Ia., for the 1913 machines.

Doty & Hathaway report the best week's business in "Little Four" roadsters that they have so far enjoyed. This classy little machine is fast becoming one of the common sights on the streets of Omaha.

A. T. Hunt, pushing the Atlas Auto company products; Milo Cass, representing "Trenow," and E. H. Holmes, looking after the Stewart Speedometer interests, made their headquarters with the Powell Supply company during the 1913 model exhibit. They were all enthusiastic over sales, as well as over the beauty of the floral parade and electrical pageant.

W. S. Hathaway of Kansas City and C. H. Stapler, representative of the Ro factory, were visitors at the Doty & Hathaway Auto company last week. Both men were favorably impressed with the automobile situation in Omaha and expressed a wish that conditions over the entire country might be as promising.

The E. R. Wilson Auto company did an excellent business during the festivities last week and closed a large number of contracts with visiting automobile men. Mr. Wilson said: "This kind of an exhibit will do more for the trade than any event of the year, for the simple reason that in this way we can devote our services to a small number of people at a time, and explain more fully the merits of our stock. You can count me as a booster for shows of this nature every time, for I truthfully believe they are the strongest producers of motor enthusiasm."

At last the Ford prices have come down—after several months of rumored cuts ranging from \$100 to \$250, Henry Ford has put the quietus on all such wild state-ments and has by the increased production of his famous car, lowered the price by \$50, that is on the touring car. Other models have also come down, the runabout, \$55 and the town car \$100, making the present cost for the touring car, \$600, the runabout, \$225, and the town car \$300.

The United Motor company made four retail sales last week, all of which were to visitors from out in the state. A shipment of Maxwell "22" roadsters arrived Thursday, one of which is to be used for demonstration purposes. In body lines and designs the Maxwell "22" is decidedly

English, and the general appearance of the little car is pleasing. Left hand drive and center control are features.

C. W. McDonald, of the Marion Auto company, left early last week with General Granville M. Dodge, for Peoria, Ill., where a reunion of the Grand Army of the Republic is being held. The party made the trip in the general's touring car.

The Omaha Cadillac company sold 1913 touring cars to the following people last week: A. J. Blotky, Jacob Krug, Herbert King of Norfolk and W. E. Schourup of Grand Island.

The United Motor company sold a seventy horse-power Columbia Silent-Knight to W. M. Paul of Thurman, Ia., last week. The price of the machine is \$4,300, and to say that the car is a beauty would be but stating the case mildly. Mr. Paul left for home Saturday in his new machine.

The bull moose car, which attracted so much attention in the recent floral parade, and which is a product of the local Cadillac company, has for the last two days occupied a place of prominence on the show room floor of this company. Wednesday night, previous to and immediate following the electrical procession a crowd of several hundred people stood before the windows of this firm, admiring the originality of the decoration. In fact, the people were packed so closely at one stage of the evening that it required the services of several policemen to prevent the show windows from being pushed in.

A. G. Selberling, for several years secretary and treasurer of the Apperson Bros. Auto company, has accepted the position of general manager of the Haynes' Automobile company of Kokomo, Ind.

Other old automobile men who are in new positions are C. J. Corkhill and George H. Stout, who are now with the Cole Motor Car company of Indianapolis.

AUTOMOBILES SAVE WOMEN FROM MEXICAN BATTLE

The continued activities of the Mexican revolution are making exciting days for the American citizens along the border. What is still more interesting, the war in the southern republic is demonstrating the possibilities of the automobile as a valuable adjunct to field service. It is quite probable that the present unpleasantness in Mexico is the first real war in which this military service has been put to a practical test.

Hostilities have recently centered along the Arizona border near the American city of Douglas. There has been a lot of trouble just south of that town, keeping the citizens in a perpetual state of excitement. The other day the insurgents had a mining camp surrounded and a lively battle resulted. Automobiles were dispatched at once by Douglas citizens to the scene of activities to bring out the women and children, the twenty machines including twelve Cadillacs.

HASTINGS DISCUSSES HUPMOBILE 1913 LINE

The policy of the Hupp Motor Car company of Detroit is not to make seasonal changes. Speaking on behalf of the company and commenting on its new line for 1913, General Manager C. D. Hastings said:

"Practically the only radical changes we ever made came at the time of last season's shows. Then it was that we made known that great advance in automobile engine construction, the long stroke motor. We were the forerunners with this feature; and that we had secured a valuable innovation has been proved not only by the success of our cars, but also by the general unanimity of other manufacturers in adopting this type for their 1913 line. The reason why the long stroke motor has become standard is because it increases the pulling power."

LAWRIE STARTS IN HIS AUTOMOBILE FOR CHICAGO

Mr. and Mrs. Harry Lawrie left Omaha Thursday morning in their new five-passenger Drednought Moline for Chicago, where they intend spending a few weeks shopping and having a general good time.

Mr. Lawrie stated before leaving Omaha his intention of doing all in his power along the way to promote the interests of Omaha as a possible station along the route of the proposed Cross Continental Highway.

Reliability Event Off.

The American Automobile association national tour committee has decided to postpone the annual reliability event until next year. Presidential campaign activities are held responsible for a depleted entry list, and suspended interest in long-distance touring competition. Many cities guarantee teams for next year, and several sections of the Detroit-New Orleans route now under improvement will have been finished.

Astos in Australia.

DETROIT, Oct. 5.—The outlook in Australia for the sale of American built cars during the coming year is most bright, according to R. J. Durance, manager of the Ford Motor company branch in Melbourne. Mr. Durance, who has just visited the Ford factory, opened the Ford branch in Melbourne three years ago and found conditions anything but encouraging to American manufacturers. Now it is different.

Balance a Penny.

A test of a vibrationless motor which is often applied in the chassis room of the Peerless Motor Car company is to balance an ordinary copper cent on the cylinder head while the motor is turning over. When the 1913 Peerless six-cylinder have been thoroughly tuned up, this can be accomplished in almost every instance.

Modern Stage Demands.

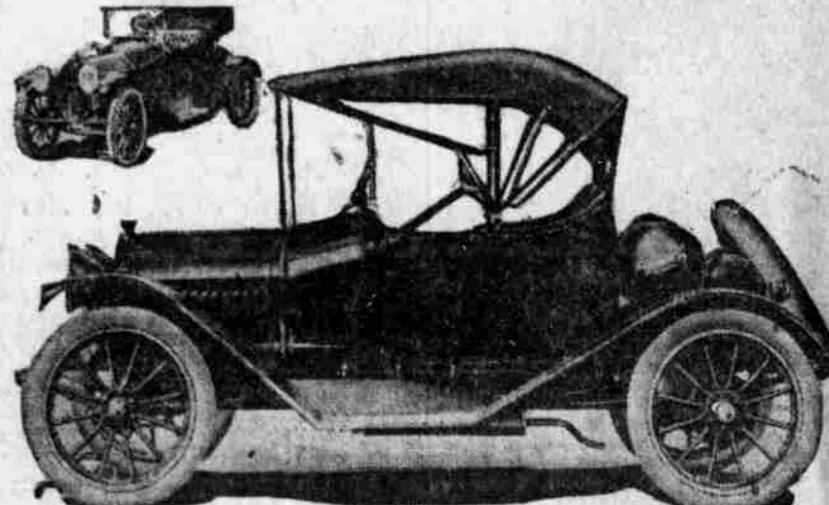
"I have had twenty offers of marriage in my short career," cooed the fair applicant. "The theatrical manager looked at her reflectively." "I don't dispute you," he said. "And I don't object to the phrase short career. But will be a good deal better for my purpose if you make it twenty divorces and lengthen the career." "Very well," said the fair one.—Cleveland Plain Dealer.

Pointed Paragraphs.

A woman's headaches are natural; a man's are usually acquired. A banana peel on the sidewalk is a standing invitation to sit down. Many a girl with the hammock habit has a mother with the wash tub habit. If you would acquire a reputation quickly set yourself up as a weather prophet. Where ignorance is bliss it is folly to cultivate the acquaintance of a chap that knows it all.—Chicago News.

THE DRIVE

"The link between the motor and the road"



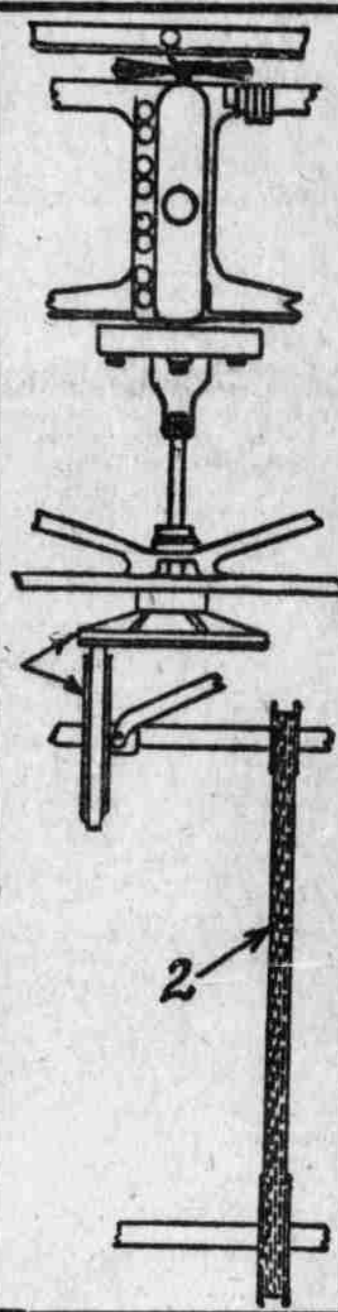
Wherever cars of class congregate you will find the Lambert Model 99 Roadster well to the front

At the Country Club, on the boulevard, on the avenue, it is pointed out and admired. The same chassis as the touring car with a 30 gallon gasoline tank and a 10 gallon oil tank. Price—

\$1250

The Lambert Patented Friction Drive

1. A clutch and speed changing device combined.
2. A Renolds Silent Chain which transmits 20% more power to the rear axle.



Consider which would be the more satisfactory for your service. Real sim-

licity is a vital factor in all mechanisms. The Lambert form of transmission has proven its worth by 14 years of continuous service

The Lambert

The Lambert embodies every modern convenience and luxury of the medium priced car and incorporates a mechanism that is famous the world over for its hill climbing ability. See it at once.

The Lambert Motor Car Co.

In Connection With

The Independent Auto and Repair Co.

2416-18 Farnam St.

A Money Maker for Dealers. Write or Wire for Territory.