

THIS LAMBERT FRICTION DRIVE CAR IS UNUSUALLY GOOD

Of necessity you must have a car that will climb hills easily. Consequently you should investigate the Lambert car thoroughly.

The long full elliptic springs, the Rutenber Motor, long wheelbase, make motoring an extreme pleasure in a Lambert.

Especially does its Patented Friction Transmission appeal to the lady who motors.

Consider the specifications of this machine with all others and you will wonder at the price.

FIVE EXCELLENT MODELS AT PRICES VARYING FROM \$800-\$1450

The Independent Auto Sales Co. 2416 Farnam Street, Omaha, Nebraska SEE IT AT THE SHOW

BERG'S FINAL CLEAN-UP SALE. Omaha's Greatest Clothing House. Men's Furnishing Goods, Men's Suits and Overcoats, In the Boys' and Children's Dept. In Every Department We Are Offering Merchandise at Less Than One-Half Original Price.

AUTO LIKE THE HUMAN BODY

Cadillac Manager Draws Comparison of the Various Parts.

GASOLINE FOOD FOR THE CAR

Engine is the Heart and the Carburetor the Lungs—Each Part Has its Own Specific Function to Perform.

"It is safe to estimate that nearly 75 per cent of motor car troubles can be eliminated by educating the public about the construction and action of the various mechanisms."

"When one looks at an automobile chassis perhaps its first impression is confusing, particularly to one who is not mechanically inclined. But just stop a moment and segregate one unit from another and firmly fix it in your mind, and then the process of connecting them up into a complete machine is not so difficult."

"To make it easy for the layman, let us compare the different mechanisms of the car with the organisms of the human body. It is really remarkable how close the resemblance will be. First, the frame with its cross members, corresponds to our skeleton with its ribs and bones."

"The carburetor is the lungs of the car, for it breathes in the air which vitalizes the gasoline and makes it the life giving fluid or mixture. The clutch is

a muscle for it picks up the load and passes it over to the power giving point. The transmission is the brain of the car, for it directs the control. It tells us or permits us to go forward and backward, fast or slow, just as the brain tells us to walk or run, go forwards or backwards. The steering gear is also an isolated coil of the brain, for it directs the car to the right or left, avoids an object here and there.

"We find numerous little rods which correspond to ligaments or cords, framing connecting links, and making possible action in some distant part. For instance, the brake bands are muscles and the brake rods the cords which work the muscles and stop the car. Universal joints in the drive shaft are like the wrist and elbow, they permit flexibility of action. The radiator represents the pores of the car, for it radiates the heat and keeps the system cool."

"The lubricating system, with the grease cups at all important joints, corresponds to the lymphatic glands of our human system, which keep all of our joints working free. The ignition system is the nerve center or system. The rear wheels are the feet. They propel us. The front wheels are the hands and the springs the muscles for they receive the shock of the road. The tires, the flesh of the hands and feet, which must be soft and springy to meet hard surfaces."

"So that we have incidentally the same functions performed by these various mechanisms as are performed by corresponding organisms of the human body. Now there are certain vital qualities that must be embodied in the make up of a motor car, just the same as in the human body."

"The heart must be strong and durable the lungs capable of handling poor air and good air, poor blood as well as good; the nerve system must be strong and well regulated and protected. The brains must

be well proportioned and capable of handling sudden changes, to respond, as it were, with dependability—and so on.

"In other words, we must first have correctness of design, which like all things in the world is venerated by the ideas of different engineers. Now correctness of design means this: A design that will give the maximum results with the least possible trouble, the lowest cost of maintenance for the longest period of time. Also it must be accessible, adjustable and carry with it a low cost of replacement of individual parts."

TWO BIG BATTLES IMPENDING

(Continued from Page One.) Similar condition at Sanjil in Coahuila prevents railroad operations to the north over the national lines. The roads to Tampico also are interrupted, making a detour by way of that port from the United States to this city impossible.

Zapata Will Surrender. Ramon Martinez, who for several months conducted semi-official negotiations for peace between Madero and Zapata, declared today that Zapata would surrender and co-operate with the central government.

According to the private secretary of provisional President Huerta the situation in the state of Sonora is grave. Bandits, he said, are overrunning portions of the state and many families in the city of Hermosillo are among their number fearing an attack.

Jose Maytorena has abandoned the governorship of Sonora and his place has

been taken by Ignacia Pesquera. The retiring governor declined to support the new regime in Mexico City and is organizing troops to sustain his position.

EMILIO MADERO IS KILLED

Report of Death of Brother of Late President Confirmed.

WASHINGTON, Feb. 28.—Official announcement of the killing of Emilio Madero, brother of the former president of Mexico, reported several times recently, was contained today in a dispatch from Ambassador Wilson, who reported Madero shot while leading a rebel force in the northern states. This brings the death list of Maderos in the recent Mexican troubles up to three. No confirmation has been received of the reported death of Raoul Madero, another brother.

Conditions in southern Mexico, Am-

basador Wilson reports, seem rapidly to be improving. The governor of Yucatan, brother-in-law to former Vice President Suarez, is reported to have advised the Huerta government of his submission, as have the governors of Tabasco, Oaxaca and Campeche.

The consul at Nogales, reporting Madrist activities in eastern Sonora, says a band of rebels is gathering to oppose the Huerta government. Reporting the burning of fifteen bridges on the Mexican Central railway, north of Torreon, the consul at Durango says there is a rumor that Campa's rebel band of 1,200 shortly will lay down their arms.

A Shooting Scrape

with both parties wounded, demands Bucklen's Arctica Salve. Highs wounds, sores, burns, boils, cuts or piles. Only 25c. For sale by Beaton Drug Co.—Advertisement.

Messenger Tells of Taking Money to Anhut for Thaw

ALBANY, N. Y., Feb. 28.—Horace A. Hoffman, who said he had been in the employ of Harry K. Thaw as a "messenger," today told Governor Sulzer's committee of inquiry his version of the latest attempt to liberate Harry K. Thaw from Mattawan.

Hoffman testified that on November 12, 1912, Thaw gave him an envelope containing Consolidated Gas stock and \$5,000 in cash to be delivered to John Nichols Anhut, a lawyer, at his office in Wall street. Hoffman corroborated Anhut's testimony regarding the "contingent retainer" of \$5,000. The witness said that at the request of Thaw he received two

receipts from Anhut, both of which he had photographed. On January 2 last Anhut returned 100 shares of the stock and Hoffman sold them for "nearly \$14,000" under Thaw's direction.

Hoffman told of having carried messages to Alfred Henry Lewis of New York for Thaw and of having seen Lewis at Mattawan. He said he heard Lewis and Thaw talking about "writing some stuff—something Thaw thought the people ought to know."

"Was Lewis in the employ of Mr. Thaw?" asked the committee's lawyer. "I don't know," replied Hoffman. The witness admitted having paid money to Lewis for Thaw, the amount of which he declined to state. "I supposed I was paying him for the writing he was going to do," added Hoffman, who said he also had paid Lewis "some expense money."

Persistent Advertising is the Road to Big Returns.

Of All Cars at the Show, See Reo Fifth Before You Go

Concentration on One Model Exclusively

Reo Fifth With Complete Equipment \$1.195

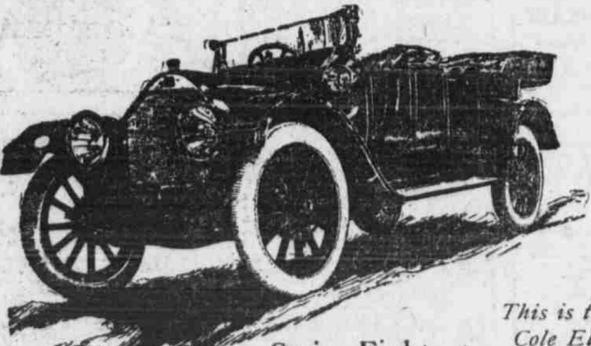
The entire interests of the Reo factory are concentrated upon but one car exclusively. True, this car is put out with several different body types, but all under the same motor and chassis. Such a policy permits the factory to carry itself along smoothly and efficiently. Each mechanic is bent upon one purpose—perfection of the part he works upon. There are no twenties, twenty-five nor other models than Rio the Fifth, a 30-35 full horse power car, and the one aim of the Reo factory is to make this car the greatest value on the market for the price it brings. That the purpose has been fully accomplished you will admit by a little study of the specifications and a look at the car itself. This we urge you to do before a final decision upon any car offered. You will be well repaid.

A Few Points of Excellence Found Only in Reo Fifth

Reo Fifth With Gray & Davis Electric Light and Starter. \$200 Extra.

The four cylinders of the motor are cast in pairs. The iron used is of the very closest grain subjected to the severest tests. Each cylinder is a 4-inch bore with 4 1/2-inch stroke and has shown 38 horse power in tests though it is called by us only 35. Each part of the motor is fitted to 1-1000th of an inch. The engine is without an equal for ease of adjustment—all parts being easily accessible. Before and after the motor is put into chassis it is subject to exhaustive and grueling tests so that its perfection is not guessed at, but actually realized.

While Spring deliveries are still to be had, arrange for a demonstration and order your Reo Fifth



Series Eight COLE

The car that is writing Gasoline History

When you buy your next car—See that it is backed by a big strong organization, such as the Cole offers you. SEE THAT YOU GET Standard construction. Long wheelbase.

—The wheelbase is the distance from the center of the front hub to the center of the rear hub. One inch difference in the wheelbase makes all the difference in the world in comfort—six inches difference in the wheelbase makes your car a great deal more than six times as easy riding, for every added inch increases the easy riding qualities of your car by arithmetical progression—by a sort of mechanical compound interest.

—Then, too, extra wheelbase means more sprawl room in the tonneau and front seats. That is why the Cole five-passenger touring car can be converted into a seven-passenger car without cramping the occupants.

—Whether or not you buy a Cole, insist that your car has a liberal wheelbase. You can get it on all good cars—after a while—you can get it on a Cole now.

THE COLE COMES IN THREE CHASSIS. DELCO ELECTRIC STARTERS.

Cole "46," 116-inch wheelbase, complete equipped, \$1,685. Cole "50," 122-inch wheelbase, completely equipped, \$1,985. Cole Six-Cylinder "60," 132-inch wheelbase, completely equipped, \$2,485.

No difference in quality—merely diamonds of varying karat.

You can see the Cole at the Omaha Auto Show or at the COLE MOTOR COMPANY District Distributors Cole Motor Car Company

Phone Douglas 7700 Indianapolis 1910 Farnam St., Omaha, Neb.

These Surpassing Specifications of Reo Fifth We Ask You to Compare With Other Cars

Table with 4 columns: Reo the Fifth Touring Car and Runabout, Horse Power, 20-25, Gear Changes, Three forward and reverse, Speed, 45-50 miles per hour.

DOTY & HATHAWAY 2027 Farnam Street, Omaha