

**EMPIRE CAR MARKS  
NEW DIXIE ROUTE**

H. M. McDermid Drives Pathfinder from South Bend to Tampa and Jacksonville.

**NEW EMPIRE AT OMAHA SHOW**

Definite action toward the launching of Hoosierland to Dixie highway will be taken on April 8, next, when the governors of the states to be traversed by the route will meet at Chattanooga and will decide upon a co-operative plan for the construction of the highway.

The new route, which connects with the Lincoln Highway at South Bend, is the latest development of the Good Roads movement which is growing steadily throughout the country. The main points along this highway are Indianapolis, Louisville, Nashville, Chattanooga, Atlanta and Tampa, with optional routes to Jacksonville and Miami. This is the route recently laid out by H. M. McDermid, who made the pathfinding trip in a 1915 empire touring car.

This latest Empire product shows unmistakably the European influence of design in an attractive streamline body and conforms to the American demand for convenience with complete equipment. A marked feature is the extra roominess of this new body. The seats are set exceptionally low which gives high back support with general low appearance. Turkish upholstery is carried throughout with deep seat cushions.

Supplementing the touring car is a roadster conforming in general lines and notable for liberal baggage carrying space under rear deck.

**Mounted on Standard Chassis.**

Both body types are mounted on the standard Empire chassis which has been carried through five seasons without sweeping change in any basic principle of construction, a fact which speaks well for its sturdiness, and has been designated as the ideal light car chassis because of its simplicity. Remy electric starting and lighting is standard on all Empire cars and is covered by one year guarantee. All driving parts, transmissions and axles are made 25 per cent over-size as an additional factor of safety. All cars are provided with non-skid tires on the rear.

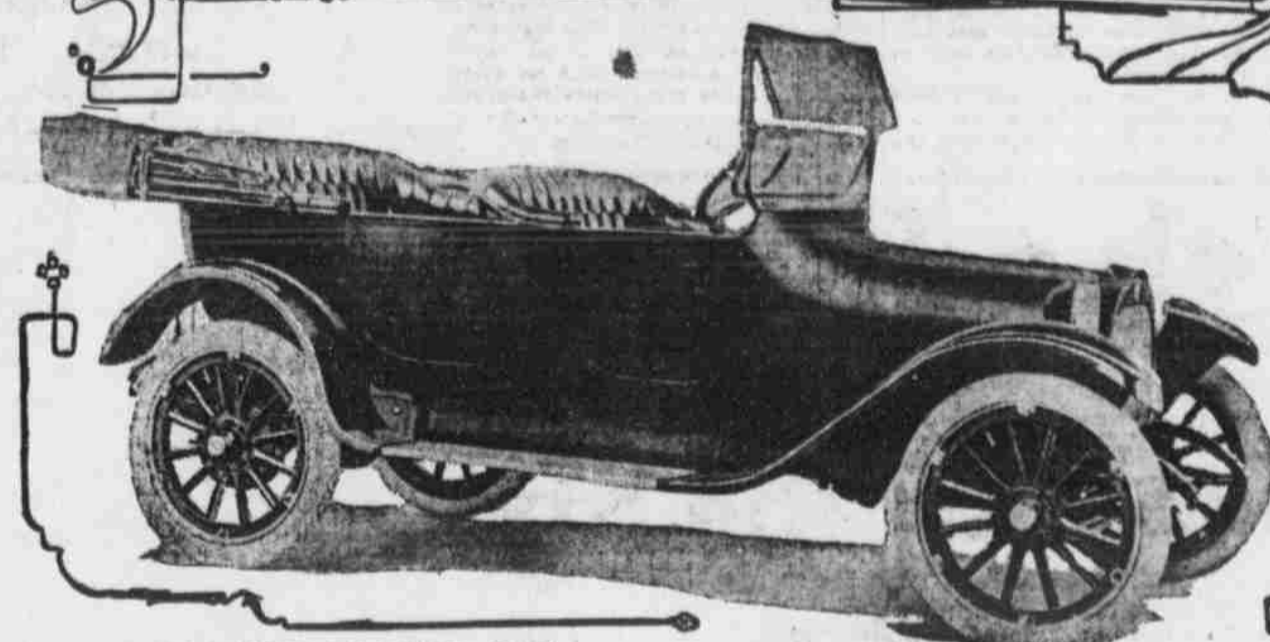
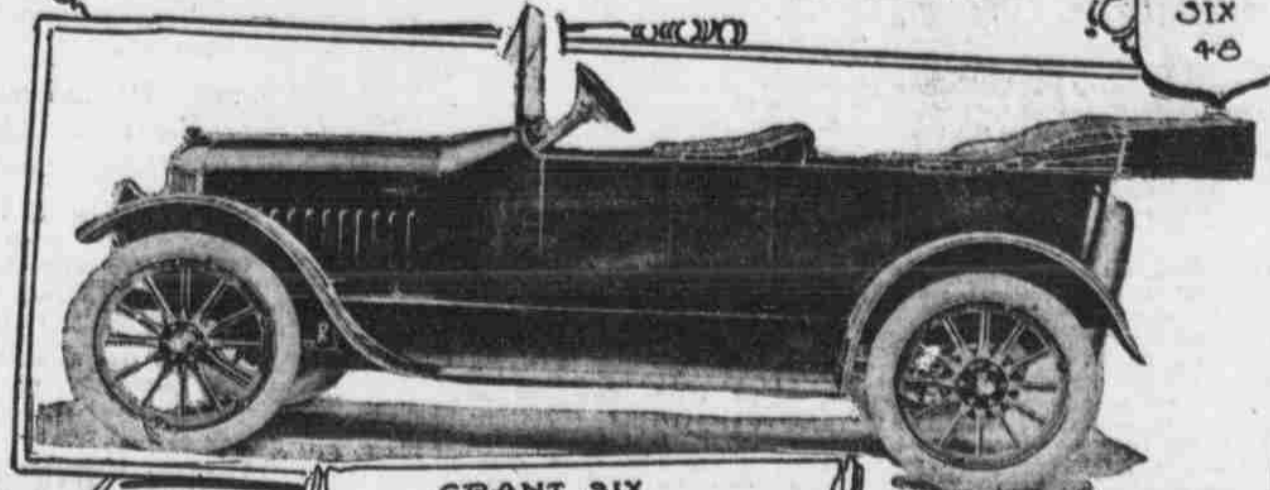
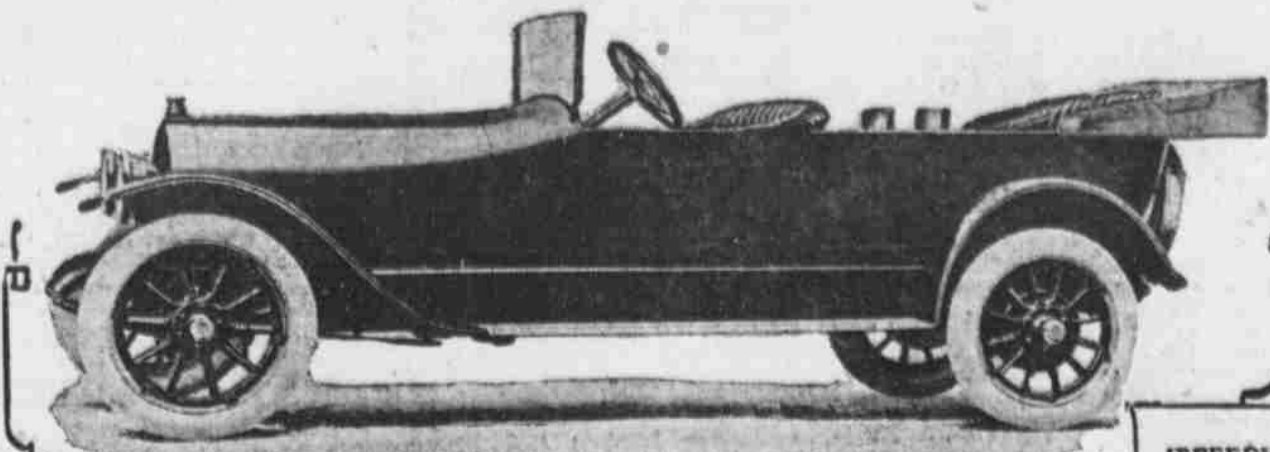
Empire activity during show week will be centered in a display of the Empire line at the booth of the company at the Omaha show.

**New Eight-Cylinder  
Cole Car Attracts  
Attention of West**

The announcement of the new Cole eight-cylinder car which came to the public as a surprise, has created so much interest in the Cole line that C. P. Henderson, general sales manager of the company, has found it imperative to make a tour of the west.

"Since the Cole eight was announced," says Mr. Henderson, "we have received hundreds of letters regarding it. The interest in the car is intense. Our company has experienced a new sales record in connection with the recently announced models, not only in eight, but in the four and six as well. We are doubling our production for February, and will

**Some of the New Models to Be Seen at the Auto Show**



DODGE BROTHERS TOURING CAR

double it again for March, with the full expectation of keeping it at the maximum from that time on."

Mr. Henderson made his first stop in Minneapolis, where he attended the Minneapolis show. From that city his itinerary takes in Butte, Mont.; Spokane and Seattle, Wash.; Portland, Ore., and then San Francisco.

In the latter city Mr. Henderson expects to close a distributor's contract of some magnitude. It is said to involve the entire state of California. It is also said that a big deal embracing the northwestern states may be consummated in the very near future.

**Ford Dealers Enjoy  
Banquet in Chicago**

Four hundred Ford dealers and branch managers, presided over by Sales Director Norval A. Hawkins, and Advertising Manager Charles A. Brownell, constituted the bumper Ford-family party that sat down to dinner in the Hotel Sherman during the week of the Chicago automobile show.

Ford songs, moving pictures produced in the Ford's own "movie" plant and cabaret performers were sandwiched in

between enthusiastic speeches by Ford men from all parts of the country. The interest of the huge family reunion was centered in the splendid promise of the new year which with the sale of 200,000 cars practically assured, moved the Ford dealers to outbursts of cheers whenever the 200,000 schedule was mentioned or thrown upon the screen. With 100,000 Ford cars already sold and shipped the promise of profit-sharing to Ford purchasers was accepted as a certainty.

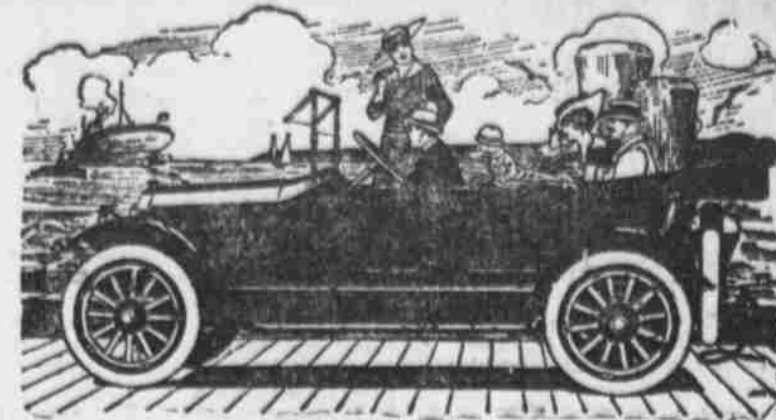
"To say I am pleased with my motor-cycle," says Louis P. Bradburn of Canandaigua, N. Y., "is putting it mildly. I'm tickled to death with it."

**Hudson Man Favors  
Newspaper Display  
In All Advertising**

C. C. Winingham, director of sales and advertising of the Hudson company, who spent several days' visit last week with Guy L. Smith, the Hudson distributor for Omaha, is a firm believer in newspaper advertising. This is quite to be expected, because Mr. Winingham is an advertising man of national standing, and graduated from the newspaper and advertising ranks into the high position he now holds. Mr. Winingham is a great believer in the power of public opinion. Public opinion is directed and swayed by the newspapers. Both the news columns and the advertising columns have a powerful effect on men's opinions and actions. Hence the Hudson company, under Mr. Winingham's direction, makes large use of daily and weekly newspaper space to present its message to the public. Being an old reporter, Mr. Winingham's ideas are colored by his newspaper experience. He believes that advertising should contain news, that it should be full of human interest, but above all that it should offer a topic of conversation. The Hudson has always been remarkable in this respect. Its advertising has been more talked about than probably that of any other motor car company.

**Catch Wily De Wet  
In Studebaker Car**

That an American-made, six-cylinder car was the leading factor in the capture of General Christian DeWet, the famous Boer veteran, who recently revolted and started an insurrection in the Union of South Africa, was learned recently from a letter received from J. B. Ritchie, Studebaker distributor for that territory. When there appeared signs of unrest among certain elements of the Dutch population the South African military command ordered a number of motor cars for general service over the rugged territory of eastern Transvaal and northern Orange Free State, where there are practically no railroad facilities and few roads.

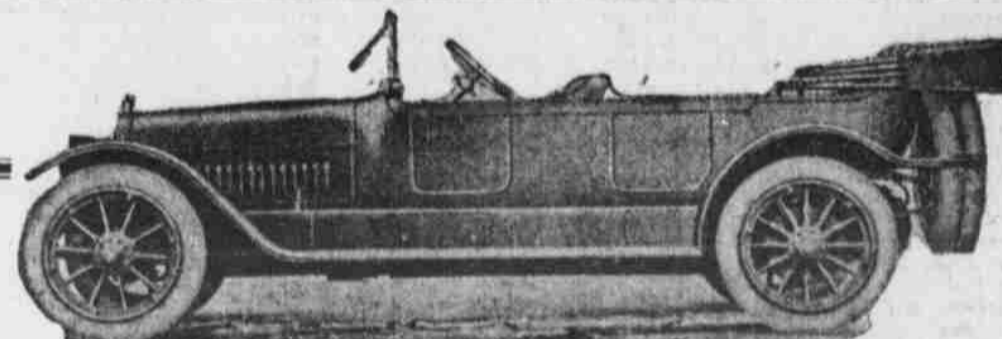


**EIGHT CYLINDER  
KING**

**\$1350  
COMPLETE  
F.O.B. DETROIT, MICH.**

"If you are satisfied with car you own, better not see or ride in this Eight. You will find it on Center Aisle, Section 7, Auto Show this week."

**LININGER IMPLEMENT CO.,  
DISTRIBUTORS  
OMAHA, NEBRASKA**



6 Cylinders, 6 Passenger, 80 H. P., \$5,000

**Stearns-Knight**

Proves the good judgment of every one of its buyers. The Stearns Light Four should appeal to the man who wants a car better than an assembled proposition that is driven by the majority of automobile users. All parts of the Stearns car are made under one roof. Thus, it is not an assembled car, but is a hand-made car. The Stearns offers the public a light 4-cylinder, five-passenger touring car at \$1750, as shown above. This "Light Four" is not offered as a "cheap" car. It will be built in limited quantities, as Stearns cars have always been built. It is built to meet the demand of those motorists who want the best, but do not feel that they can pay the price heretofore demanded for cars of such reputation as Stearns. All parts of the Light Four, being heat treated, are of the same quality of steel as the parts of the larger and more expensive Stearns cars.

If men buying poppet valve cars knew how good Stearns-Knight are—they would not buy poppet valve cars

The Stearns-Knight is a durable and comfortable car —It keeps in running order—keeps you glad that it was your choice. Every part of it has been given years of careful study.

**SPECIFICATIONS**

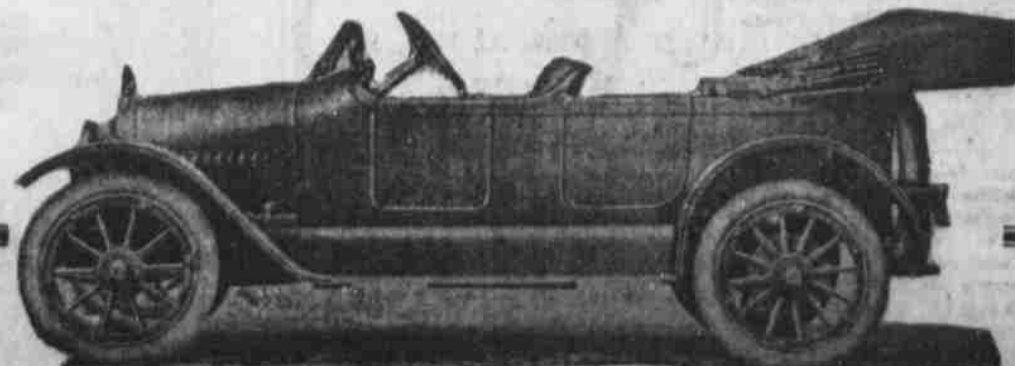
Light 4 Cylinder	6 Cylinder
Motor ..... 3 3/4 x 5 5/8 inches	Motor ..... Light, 4-cyl., 3 3/4 x 5 5/8 inches
Wheelbase ..... 119 inches	Motor ..... 6-cyl., 4 1/4 x 5 3/4 inches
Tires ..... 34x4 inches all around	Wheelbase ..... 140 inches
Price ..... \$1750	Tires ..... 37x5 inches
Color ..... Green	Price ..... \$5,000
	Color ..... Optional

Exceptional territory open for live responsible agents.

**The McIntyre Auto Company**

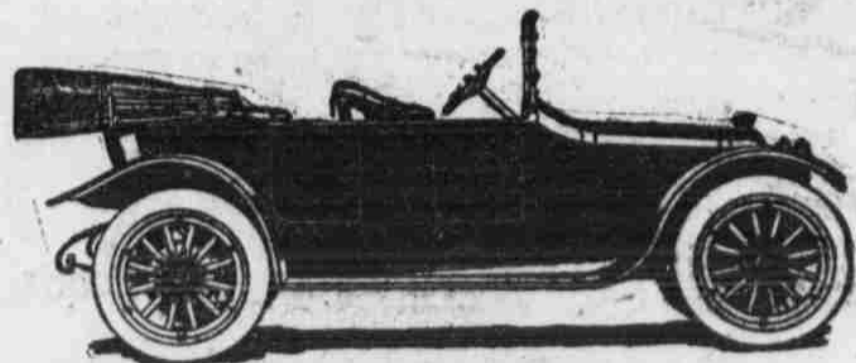
2427 Farnam St. Phone Douglas 2406. Omaha, Nebraska

The Stearns will be shown at the Omaha Automobile Show. Will have an open chassis on exhibition



Light Four—37-45 H. P., 5 Passenger, \$4,700

**Apperson Light SIX  
\$1485**



APPERSON JACK RABBIT 4-40

Watch This Car at  
the Show  
Booth No. 17

The APPERSON is easily sold, simply because everyone knows, that the word APPERSON stands for quality and comfort. A car that is being driven by most all the celebrated machinists of the world; machinists who have no interest in automobiles or their manufacture further than to pick out the best one for their own use. They drive the APPERSON because it represents more perfect machinery than any other automobile in the world.

Anyone may feel sure of the value of the car that they select. Their stamp of approval upon the APPERSON is a great recommendation, but the testimonial of those who have driven it year after year without the least trouble is its greatest endorsement.

The APPERSON has won its way as the car of greatest power, reliability endurance, speed, ease of operation and economy.

**We Have Now Ready for Delivery**

Apperson Four-40, \$1350. Apperson Light Six-45, Five-Passenger, \$1485. Apperson Six-48, Seven Passenger, \$1585.

In addition to this, we have a larger "Six" Seven-Passenger at \$2,250. These cars are all equipped with Bijur Starter and Lighter System. High Tension Eisemann Magneto, Rayfield Carburetor. Territory now ready to be closed and prompt deliveries can be made on all of these cars.

COME AND SEE US AT THE AUTO SHOW—BOOTH NO. 17

**Apperson Jack Rabbit Auto Co.**

New Location, 2417 Farnam St.

J. H. De Jong, Manager.