FORBIDDEN USE OF NAME SIMLLAR TOGOOOYEARCO,
Another Blow Given Practice of Unscrupulous Trading On Names Well Advertised. Another blow was today given
-n pratite of unscrupulous trad-






New Automotive Company BORN CRIMINAL
Formed to Sell Autocars HAS FOR FATHER





## Based Upon Facts

A Greater Value-A Greater Service

For very definite reasons, the Stephens is a motor car of greate
value and greater service. value and greater service
The Stephens Perfected OverheadValve Engine is a modern, lowgrade fuel burner and it has a vast Stephens a salient road-performer.
Here's what the Stephens will do:-
Deliver from 16 to 22 miles per gallon of gasoline-
Travel at any . speed between $11 / 2$ and 60
miles per hour in high gear-
Climb any hill in high
gear that any car can climb in high gear-
Pick-up from a standing start to 25 miles per hour, through all three speeds, in 8 secondsIncrease from 5 to 25 miles per hour in high gear in $101 / 2$ seconds. And in daily use-Stephens owners have never found a road toostiff or a trip too fas for their sturdy road

The height of motor car satisfaction is yours in the Stephens Salient Six. See it at our show rooms today.

Mid-City Motor and Supply Co.
Telephone Tyler $2462 \quad{ }_{20} \quad \begin{gathered}\text { Distributors } \\ 2218 \text { Farnam St., Omaha }\end{gathered}$

Manufactured by Stephens Motor Worke of Moline Plow Company


The

## Cadillac Spirit

There is known in the woid of lindustug, what has curintib
be called "The Cadillac Spirit."
It pervades the administrative offices; it permeates theshopen diffuses among the prodaction heads; it extends to tha wodeme at the bench.
 which comes from the intermingling of kindeed epidin gendered by a sincerity and unity of purposen
It causes the Cadillac organization to stand out ous onsoditas It implants the principle that the neadr-good is nop gead enough.
It prowokes intolerance of the vimoring and the vinut
It induces the craftsman to appreciate his personal responimition
It brings home to him that, like the chain which is no stonger than its weakest link, a product is no better than its weakest element. He knows that one imperfect part impairs the whole
He is inspired by an eagerness to excel. He glows with pedie as he tells of the part he plays.
For seventeen years the Cadiltac Spirit has been manifisteng itself in the goodness of the Cadillac Car
And the goodness of the car, in turn, nourishes that spirit in the organization which produces it.
The Cadillac Spirit could come only with the zealous co-opera tion of those inspired by the same ideal-the production of the highest type of motor car-the car worthy to be known a Standard of the World.

## J.'H. Hansen Cadillac Co.

Omaha, Neb. Lincoln, Neb.
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