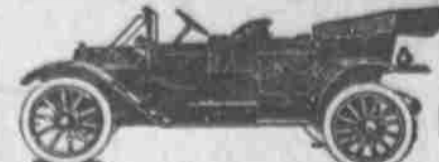




AUTOMOBILES



SPEED KINGS GATHER SOON

Auto Racers Will Go After the International Cup May 30.

WILL BE A 500-MILE RACE

Two Hundred Times Around the Indianapolis Speedway, with Likelihood of Records Being Broken.

When the first self-propelled vehicle was made to run—and, then, more remarkable, was actually stopped at will, people laughed. That laugh soon changed into an ever-increasing cheer all over the world.

When four Indianapolis men presumed to suggest a speedway upon which automobiles would be raced at unheard of speeds, the same people smiled knowingly. That smile has changed into a look of surprise and admiration.

These four men, who conceived the now world-famous Speedway are Carl Fisher, A. C. Newby, James Allison and Frank Wheeler, all connected with the motor car industry of Indianapolis.

In 1909 the first meet was held on the two-and-a-half mile Speedway. The track was not paved then. At that time one manufacturer watched his cars practice and suggested that the day would come when he could do a mile a minute on the track. Last year, cars traveled at the rate of 100 and more miles an hour on the speedway. Such is the rapid growth in the motor car building.

The speedway has done much for the entire motor car industry and not only for the particular car-builders who entered their product, but as well for the city of Indianapolis and, more surprising, it has declared dividends for the owners.

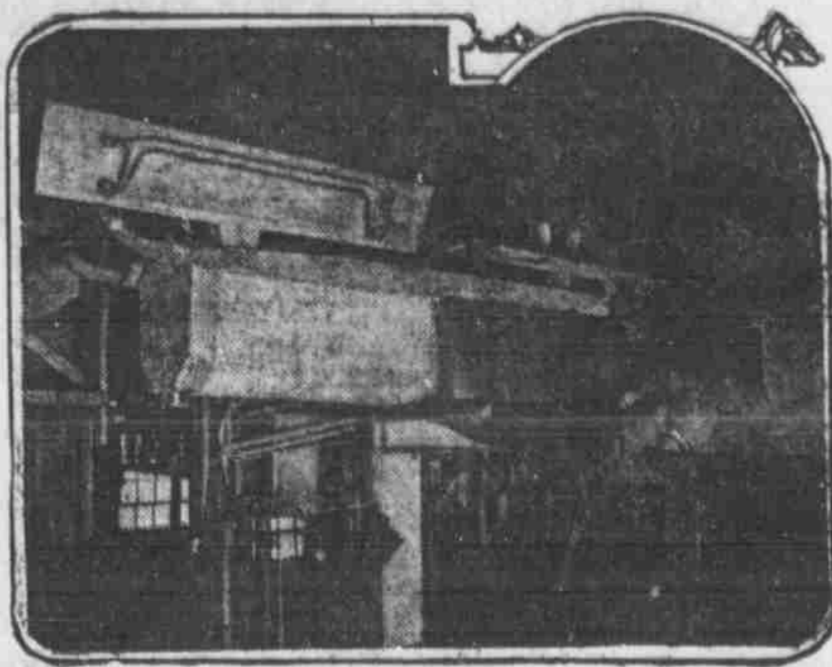
The next contest to be waged for cylinder supremacy will be held May 30. At that time American-made and foreign-built cars, driven by Intrepid experts will "go after" the international championship in the 500-mile race, 200 times around the two-and-one-half-mile track. The track has been paved with brick.

Last year the largest paid admission that ever attended a sporting event in the history of the world, paid real money to come inside of the speed arena and watch the National car hang up a new world's record. Last year's race was marked by two or three unusual features; the two cars that gave the National the hardest fight for victory were two European cars, a Mercedes and a Fiat. The National's actual running time was 51.72 miles per hour. The Mercedes, driven by Ralph De Palma, made a marvelous race, going out in a dramatic fashion that brought signs of regret from every one just as the worthy pilot was nearing the end of the terrific run.

Joe Dawson, an Indianapolis boy, drove the National to victory last year and the year before that in the first 500-mile race. Ray Harroun, another Indianapolis boy, drove the Marmon "Wasp" to victory.

New Way to Design Motor Car

Modeling Body of New Feature Model in Clay



Nothing is more important to the purchaser of a motor car than the lines of its exterior. A handsome outline of the typical motor car type which is fitted with artistic insight to the requirements of the chassis is one of the most prized of all motor car qualities.

Realizing that the manufacturers spend a great deal of time and effort trying to work out types that are new and attractive and at the same time answer all the practical requirements of the engineer. But appearance is the all important consideration.

Like the architect or the sculptor, the body designers of the Peerless Motor Car company have adopted the plan of having their ideas worked up in plastic material—clay. This enables them to see the effect of the design they have in mind before it is built.

Harroun's elapsed time average was 74.61 miles per hour.

Who will win this year is a matter that even the most skilled "rallbirds" hesitate to predict. The record is now hung up in a fast; some of the foreign entries are puzzlers, as no one knows just what they are capable of; some of the American-made cars may spring some surprises and the Hoosiers are eager that the record be kept at home.

Run After Being Burned.

A story, which, fortunately, is fully verified, comes from Williamsport, Pa., of the performance of two Cadillac cars, which under ordinary circumstances would be hailed as unbelievable.

Recently a combination barn and garage burned in Williamsport. There were a half dozen motor cars and several horses in the structure. The horses were burned and so were the cars. But after the fire had been extinguished and the ruins cooled off several men entered the barn to ascertain the damage. The bodies had been burned off the cars, the wheel spokes charred, etc. One of the men threw on the switch of one of the Cadillacs and was greatly surprised

when the motor started to purr, having started on compression.

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SALE OF PACKARD CARS FOR APRIL BREAK ALL RECORDS

Shipments of Packard cars and trucks in April were the largest for any one month in the history of the concern.

Packard vehicles placed in the hands of purchasers, represent a value of approximately \$2,748,750, as compared with the best previous record of \$2,294,250.

The Packard Motor Car company also reports a heavy volume of sales in April. Specifications received during the month for cars sold by dealers for early delivery to customers totaled \$1,500,000 for motor carriages alone. These sales were distributed about equally between the new "35" and the new "48," both six-cylinder cars.

Will Not Enter Big Race.

Elmer Apperson, president of the Apperson Bros. Automobile company, manufacturers of the famous Apperson "Jack Rabbit" cars, has no thoughts of entering a car in the Speedway races at Indianapolis Memorial day.

MOTING IS QUITE SAFE

In Comparison to Other Means of Travel Its Fatalities Are Few.

REDUCING THE MANY PARTS

Manufacturers Striving Towards Simpler Construction, So that Control of Machine Will Be Easier.

That the motor car is the safest of all means of transportation is the statement of Harry R. Radford, vice president and general manager of the Cartercar company of Pontiac, Mich. Mr. Radford makes some very interesting comparisons to bring out the basis for his assertion.

"Just consider the number of motor cars that are used," he says, "and think of the thousands of drivers that are whizzing over every road in the country. You hear of accidents, true, but these accidents are very few, remarkably few, when you think of the great number of motor cars in use.

"Trains are wrecked every day, yet there are more automobiles in one state than there are trains in the whole country. You hear of horses running away of trolley cars causing trouble, of ship disasters, and when you sum these all up you will see that the motor car is really safer than walking.

"The manufacturers are doing everything in their power to make their cars safe," continued Mr. Radford, "and the result of their work is very gratifying.

We have made the Cartercar practically immune from any kind of trouble, simply by cutting out the complicated parts, such as using a gearless transmission. This feature of the Cartercar is one of the reasons why we get so many enthusiastic letters. Just the other day we received a letter from an owner in Colorado, who had been driving up a very wild mountain road. After he had gone several miles up the grade he found that the road was closed, yet he was able to back down to a wider place where he could turn around.

"He could do this because the gearless transmission enabled him to run at the slowest possible speed and still keep his car under perfect control."

Efficient and Low Price Car Demanded

Today the call of the automobile is stronger in the land than ever in the history of the industry. Every man wants a car and his wife nurtures the same ambition. The man of unlimited means buys what pleases his fancy and does not worry about the bills. The man of moderate income has been figuring for years, waiting for the time to come when he could afford to own a machine. He has been kept out of the field by the tales of fabulous amounts spent for machines and their operation. He has feared to run the risk of incurring heavy expenses of upkeep, although he well knew the innumerable pleasure he would derive. His anxiety lest the car eat up in a month almost as much as he could earn in two

has been the greatest drawback to a greater and more universal use of the automobile. In previous years his fear had some foundation, but today it is entirely fictitious. The high-quality, low-priced automobile is well within his reach.

Chilean Motorist After Good Roads

"Motorists in the South American republics are going after good roads with a zeal that promises to make their highways among the finest in the world," says Hon. H. E. Fletcher, United States minister to Chile, who recently purchased a Chalmers "thirty-six" five-passenger touring car.

"As a rule the highways in Chile have excellent natural foundations, in many localities the roadbeds being of solid rock. Until the advent of the motor car there, however, little attention was paid toward the upkeep of the roads, and frequently they were so littered with small boulders and sand as to make travel by automobile an expensive, unpleasant and somewhat hazardous undertaking.

"Now the motor enthusiasts are organizing and are pushing the road roads movement with great result. In Santiago, Chile, the members of the American colony are active in the work of improvement."

Autos for Travelling Men.

A new departure in selling radiators was marked yesterday in the arrival of the ten two-passenger Reo the Fifth radiators purchased by the American Radiator

company of New York from the R. B. Owen company. In a cross-country test of this radiator covering over 10,000 miles in all sorts of weather the American Radiator company found this model so reliable, economical and satisfactory to their traveling salesmen and so superior to the horse, trolley and railroad that an initial order for these ten radiators was placed without hesitancy.

NUMEROUS SALES OF OAKLAND CARS ARE MADE

J. A. Cullen, salesman for the McIntyre Automobile company, made a trip to Northborough, Ia., last week and delivered an Oakland "35" five-passenger touring car to H. J. Scott, also an Oakland

"40" five-passenger touring car to J. Turlock. Mr. Cullen states that there are seven proud owners of the Oakland in the little town of Northborough. E. W. Obanion of the Interstate Commission company at South Omaha, purchased an Oakland "30" last week. After a thorough demonstration of the "Dart Truck" a sale was made by J. A. Cullen of the McIntyre Auto company to the Omaha Mirror and Art Glass company last week.

California's Big Race.

California is eagerly looking forward to the first annual Los Angeles-San Francisco road race, for which a Studebaker "35" is now pathfinder. It will be a spurt of about 400 miles and will cross three mountain ranges.

Persistent Advertising is the Road to Big Returns.



Twenty-five millions of dollars

To this extent the American people have set the seal of approval upon the 1913 Cadillac

This evinces such an overwhelming preference in favor of a single high type of motor car as against any one of more than two hundred other makes that it practically obviates the opportunity for comparison.

It means that more than twelve thousand motor car buyers after a critical analysis have recognized that the elements vitally essential to a real motor car are the dominant characteristics of the Cadillac.

It means that more than twelve thousand motor car buyers after a critical analysis have recognized in the Cadillac:—

- A car that is MANUFACTURED and not merely an assembly of components.
- A car whose makes is one of reputation and of stability.
- A car whose parts are thoroughly standardized and thoroughly interchangeable.
- A car of unsurpassed mechanical accuracy.
- A car of dependability and of durability.
- A car possessing a factor of safety so liberal that it withstands far more than should reasonably be expected of any car.
- A car of luxury, a car of comfort, a car of convenience.
- A car of elegance and of refinement.
- A car simple and of easy operation.
- A car of minimum depreciation and of maximum value as a used product.
- A car with which there is obtainable a real "service," both from the maker and from the dealer.
- A car which offers the maximum of efficient service for the maximum time at the minimum cost.
- A car which is "different" and which by reason of the "differences" commands a position uniquely its own.
- A car whose merit is not confined to one or a limited few "talking points," but rather a car of super-excellence in its entirety.
- A car which will uphold in abundant measure the wisdom of those who have honored it with their seals of approval.
- A car whose distinctive characteristics are obtainable only in the Cadillac itself.

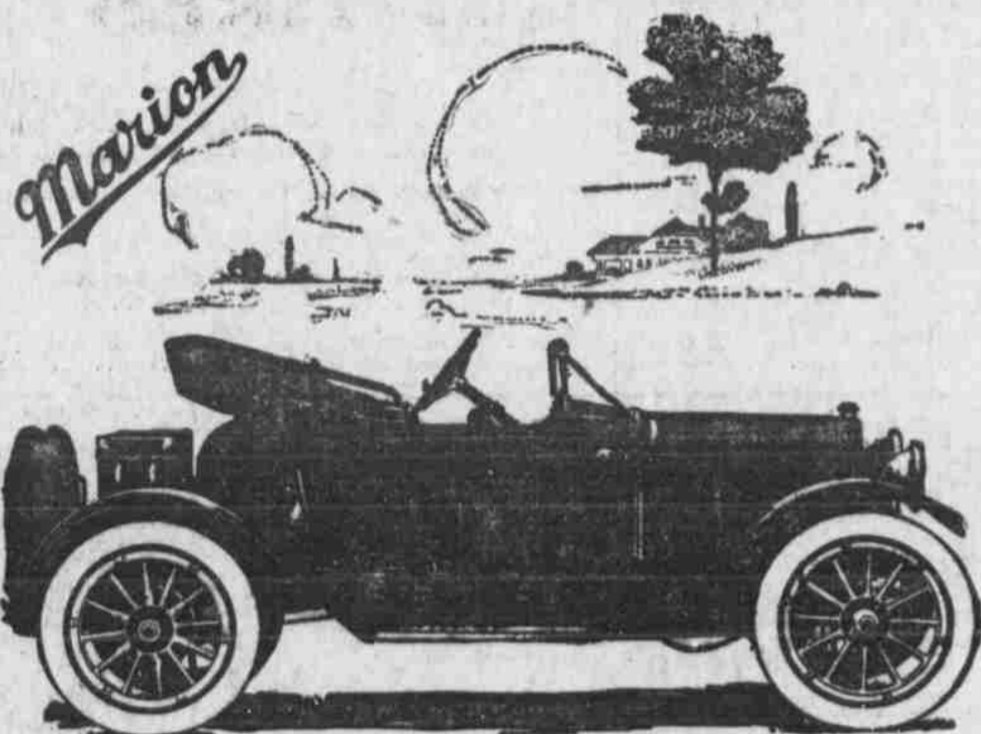
Cadillac Touring Car, 5-Passenger, Including Top, Windshield, Demountable Rims and Full Equipment; Price \$2,050, F. O. B. Omaha.

CADILLAC COMPANY OF OMAHA

Geo. F. Reim, Pres.

2054-56-58 Farnam Street.

Phone Douglas 4226.



Marion 35-A fore-door roadster, complete, \$1475

A Touring Roadster

The Newest Type of Two Passenger Car

IN this car we have combined the power, length, comfort, deep upholstery and complete equipment of a touring car with the snappiness, low seats and usefulness of the roadster.

Such a combination gives you a cozy, roomy fore-door body; appearance which is altogether distinctive; everything you need in motor car equipment; a big car for two people.

The Marion 35A is the truest type of a satisfying touring-roadster. Look at it. Note its graceful lines, see its tufted upholstery, the electric lights, top folded in its boot, the plate-glass windshield, tires carried in the rear, trunk, etc. With ample power, chassis that needs but little attention, big tires, Q. D. demountable rims, and such features, you have all the usual touring car details.

It is a big car, not a small runabout. Nor is it a great speed car unsuited for country or city use. It is made to suit your own conditions, for business or recreation, for running around the city in shopping or on business errands as well as for touring.

You'll find exceptional interest in this model—don't buy a touring car or a roadster until you see the Marion combination of the best of both. Ask us about color options and specifications.

Big Features—Regular Equipment

- | | | |
|------------------------|---------------------------------|-------------------------|
| Disco Self-starter | Dynamo Electric Lighting System | 80-hour Storage Battery |
| Preest-O-Lite Tank | Q. D. Demountable rims, extra | Nickel-plated Trimmings |
| Warner Speedometer | Mohair Top, Boot, Curtains | English Steel Springs |
| 36-48 Horsepower | Plate glass Windshield | Center Control |
| 11 1/2 inch Wheel-base | Concealed Tool Box | Color Options |
| 3 1/2 inch Tires | Tire Irons, Tools, Tire Kit | Deep Upholstering |
- (Westinghouse electric self-starter, instead of Disco, \$120 extra.)

MARION AUTOMOBILE CO.
2101-03 Farnam St., Omaha, Neb.

Made in Indianapolis by
THE MARION MOTOR CAR COMPANY