

WANT MONEY FOR ATHLETES

Amateur Athletic Union Will Give \$1,000 Toward Olympic Games.

AT LEAST \$50,000 IS NEEDED

Entire Country Will Be Unwaxed to Avoid Pressure on a Few of More Interested States.

NEW YORK, Jan. 23.—The announcement that the Amateur Athletic Union will contribute \$1,000 toward the Olympic games fund for 1912 marks the opening of a general campaign for the financing of the American athletic invitational...

The plan as outlined at present includes a systematic canvass of the entire country in order that sufficient funds may be secured without particular financial pressure on any athletic body or section of the states.

An item of interest to auto owners: World's Fastest Road Races—Europe, Florida cup, Fiat, 74.30 M.P.H., America, Ferris cup, Lister, 72.7 M.P.H., America, Santa Monica, Lister, 71.2 M.P.H., Europe, French grand prize, Fiat, 70.81 M.P.H., America, Savannah grand prize, Benz, 70.55 M.P.H.

The Savannah Motor club is one of the largest clubs in the country, having about 100 members. They pull some great races down there occasionally. The grand prize race course is at their disposal, and they do not waste their opportunities.

Program Announced. One hundred meters flat, 400 meters flat, 800 meters flat, 1,200 meters flat, 1,600 meters flat, 2,000 meters flat, 2,400 meters flat, 2,800 meters flat, 3,200 meters flat, 3,600 meters flat, 4,000 meters flat, 4,400 meters flat, 4,800 meters flat, 5,200 meters flat, 5,600 meters flat, 6,000 meters flat, 6,400 meters flat, 6,800 meters flat, 7,200 meters flat, 7,600 meters flat, 8,000 meters flat, 8,400 meters flat, 8,800 meters flat, 9,200 meters flat, 9,600 meters flat, 10,000 meters flat.

The selection of the athletes will be made as a result of competitive tests, records and past performances. Much will depend upon the dates selected for the games by the Swedish Olympic committee.

In addition, the Amateur Athletic Union will hold trial meets in the east, far west, middle west and south, with the entry and admission fees contributing toward the American Olympic fund.

Sweden is Strong. Sweden, it is expected, will be represented by an athletic team which will be formidable in the extreme. Ernie Hertzberg, the former long distance runner and trainer, who made a name for himself in this country, has been training the Swedish athletes for some months, and reports which he has sent to this country indicate that the athletes under his supervision may be expected to show some startling performances during the Olympic meet.

Following Injunctions. "My dear brother, you should strive to keep cool of fire upon your enemy's head. I done do mah' see' sah. I done empty out all dem' not' abase ober his feet, sah."—Baltimore American.

Along Auto Row

Dealers Generally Attending Chicago Show—Some Leave for Windy City Tomorrow.

A license to incorporate has recently been issued to the Velle Engineering company at Moline, Ill. The capital stock is \$100,000 and the incorporators are W. L. Velle, L. M. Fuller and O. E. Mansur.

It is stated that the object of the incorporation is to manufacture electric motors and engines of all sorts for the motor cars. This corporation will operate the new Velle motor factory, recently constructed in Moline. The factory building has been completed, but the machinery has not yet been set in position and active operation of the plant will not begin for a few months.

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capacity 1,600 pounds, price \$700; new model Reo truck, regular delivery body, capacity 1,200 pounds, price \$750. As most of the Reo models which are to be exhibited have recently won sensational world's records for speed and reliability, and have also figured brilliantly in classic speed, endurance and reliability contests, it may safely be assumed that the R. M. Owen company's booths will be one of the busiest and most popular at the big coliseum show.

The B. F. Goodrich company is now sending out its annual souvenir picture—a portrait by Carroll Beckwith. This year the Goodrich girl's name is Beatrice. Her coming was announced by a note from the lady accompanied by her miniature.

The 1911 annual souvenir is the twenty-third issued by the company—the first one having been given out in 1888.

Lewis Dohy is showing Wedgewood green which is a beautiful new color exclusively shown in the 1911 Columbia cars. It takes its name from the celebrated English potter, Wedgewood, was knighted in appreciation.

Wedgewood green is difficult to describe and must be seen to be believed. It is one of the most practical colors ever devised for an automobile. There is so much pure yellow in it that it will withstand many coats of a heavy durable varnish. Many colors will not stand up to the test of a varnish since the yellow in the varnish changes the color. The white varnishes do not possess the same wear resisting qualities.

Important with its beauty and the fact that it is a durable color, it has added charms that it does not show dust or dirt. A long chain of colors now standard and generally used have been originated in the Columbia Works, but none has ever found the immediate favor accorded to Columbia Wedgewood green.

Maxwell cars for 1911 embody no radical departure from the construction which has characterized them heretofore. Features originally adopted by President J. D. Maxwell, such as the thermo-siphon cooling system, multiple disc clutch, unit construction and three wheel suspension have been retained, with refinements in such points as the oiling system, appearance of the dash, equipment of fore doors, increased wheelbase, and the general style of the car.

C. L. Gould, manager of the Ford Co. of Omaha, has returned from a recent trip through the state. "The outlook is fine," said he. "There will be more cars sold this year than last year, by far. People must have them."

"It took me two hours and longer, in a good horse and buggy, to cover the distance between two Nebraska towns last week," said a dealer. "I missed the train and was terribly put out. With a machine I should have made it in less than a half hour. Think of it! This is what makes a machine necessary. Every salesman should have them. They shouldn't have to wait at railroad stations, and be thrown out if they missed a train, or if a train was delayed. They should have an automobile and the time is coming when they will have them."

"It was certainly a hard week on me and my assistants," said Sales Manager Benson of the Cadillac company at the close of the New York Auto show last week.

The company's presence at the show was by no means for the purpose of selling cars, but just as we would not be conspicuous by our absence. During the week we were put to the painful necessity of refusing orders for at least 2,000 cars, which orders were tendered us by new dealers and old ones who were begging to increase their allotments. Out of our entire number of dealers I do not think there are a dozen who are not ready to increase their orders considerably. At least two-thirds of them have already sold and taken deposits on the greater portion of all the 1911 cars they can get.

"Some of them have even sold every car we can ship for six months ahead. When it is considered that we are building 12,000 four-cylinder cars this year it means a whole lot.

Drummond last fall from Detroit to Omaha establishing a world time record for 300 miles over country drive. At the Automobile show to be held at the Auditorium next month the Cadillac company will demonstrate the superiority of the new 1911 models, of which there are so many.

Almost every dealer will be in Chicago this week attending the automobile show. Those that did not get away last night will leave tomorrow night. Chicago show began yesterday and will run until Feb. 13th. This is the largest show in this part of the world and last year was said to surpass that of Madison Square. Omaha dealers derive a great deal of pleasure out of them. They gather a great deal of information there about their machines; how they are sold, and sometimes pointers about how to sell them. Most of them remain until Saturday night.

Quy L. Smith is just advised of the wonderful performance of a Franklin air-cooled one ton truck owned by P. E. Simmons of Portland, Me., who does an active delivery and trucking business. Although the truck is only rated as one ton, it frequently carries loads of 2,000 to 3,000 pounds and has been loaded as high as 3,500 pounds in its application.

The truck is equipped with pneumatic tires, it shows a record of 2,955 miles without a puncture or blowout. The explanation is that the car has the usual Franklin features of light weight, resilient construction and is equipped with large three-365/4 front and rear, a size calculated to be easily sufficient for any load near the capacity of the truck.

Mr. Smith will have one of these trucks at the Omaha show.

NEW YORK, N. Y., Jan. 23.—American Automobile association decides we have officially closed record books for 1910. About three ton truck, carrying full load, three tons, ran five days and nights, New York and over road to Philadelphia through a fearful blizzard. Motor ran without stopping seven days. Traveled 1,905 miles. A world's record. G. M. Barford, American Locomotive Co.

The Key to the Situation—See Want Ads. PARDON COMES IN HANDY Champion Hotteliest Man in Kentucky Is Vindicated on the Spot.

"Did you boys ever hear that back in the '30's I was regarded an one of the hotteliest men in Kentucky?" inquired "It took me two hours and longer, in a good horse and buggy, to cover the distance between two Nebraska towns last week," said a dealer. "I missed the train and was terribly put out. With a machine I should have made it in less than a half hour. Think of it! This is what makes a machine necessary. Every salesman should have them. They shouldn't have to wait at railroad stations, and be thrown out if they missed a train, or if a train was delayed. They should have an automobile and the time is coming when they will have them."

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The sharp hook of the flange then digs into the tire. Thus a punctured tire is often ruined by running a hundred feet.

The No-Rim-Cut tire, as shown in the picture, has no hooks on the base. It doesn't need to be hooked to the rim. Not even tire bolts are needed.

Senator Bradley. "It's a fact, and I'll tell you a story to illustrate it. 'Under the laws of Kentucky the governor has the power of pardon even before grand jury proceedings or trial. During my first term as governor my attorney general was John K. Hendrick. Some folks said Hendrick was the hottest man in Kentucky; others said I was. In those days I wore a beard, as did Hendrick. John always maintained that the was a better looking man than I, and I always disputed his argument. 'One day Hendrick walked into my office. 'I want a pardon, governor,' he announced. 'All right, Hendrick,' I said; 'but what have you done?' 'I just shot a man down the street,' said Hendrick, calmly. 'What for?' I demanded. 'He said I look like you,' answered Hendrick, 'and I could not stand for that.' 'You shall have the pardon at once,' I announced. 'If you hadn't shot the case I would have done so on sight.'—New York World.

Here's LIQUID JOY Pilsener THE BEER YOU LIKE HAVE A CASE SENT HOME CONSUMERS' DISTRIBUTOR JOHN NITTLER 3224 So. 24th Street

DOUG. 1899 REG. 2182 IND. A-1430

10 Per Cent Oversize Goodyear No-Rim-Cut tires are made 10 percent wider than rated size. We give you this 10 per cent additional tire without any extra charge.

Goodyear No-Rim-Cut tires are made 10 percent wider than rated size. We give you this 10 per cent additional tire without any extra charge. The tire is then held to the rim by a pressure of 134 pounds to the inch. Thus we make a tire which can't come off, and without any hooks or bolts.

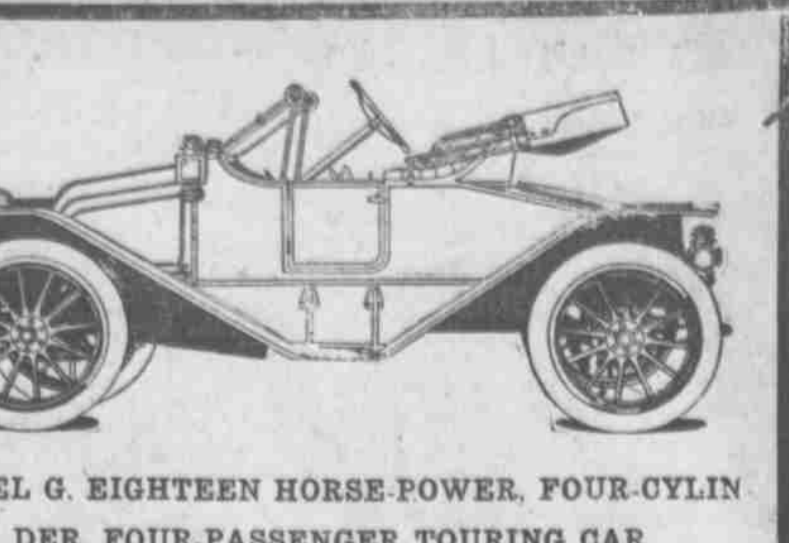
Goodyear No-Rim-Cut tires now cost no more than tires which rim-cutting ruins. Goodyear oversize tires cost the same as skimpier tires. Last year, when these patented tires cost 20 per cent extra, they trebled our sales in twelve months. This year, at the regular price, every man who knows the facts will insist on Goodyear No-Rim-Cut tires.

Our new Tire Book—filled with money-saving facts—will be mailed for the asking. THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO.

Branches and Agencies in All the Principal Cities. We Make All Sorts of Tires. Omaha Branch 2020-2022 Farnam St.

Franklin Commercial Cars The following telegram just received: "Franklin 1910 Truck won Portland, Ore., Journal Truck Economy Run, January 21st, defeating Samsonts, Schacht, Stoddard, etc. Roads muddy, grade 15 per cent. TRUCK IN SERVICE FIVE MONTHS BEFORE RUN. Never had a puncture."

The cold weather which prevails in most sections from five to seven months in the year never men aces the Franklin air-cooled truck. The Franklin pneumatic-tired, air-cooled truck is the cheapest, because in the aggregate it costs less to run. The best available results by actual service under the same conditions, show an operating cost per ton mile for the Franklin fifty per cent less than that of any water-cooled truck.



MODEL G. EIGHTEEN HORSE-POWER, FOUR-CYLINDER, FOUR-PASSENGER TOURING CAR.

FRANKLIN The Franklin has been a big factor in the automobile world for nine years. During this time Franklin motors have been cooled by air and nothing else. Franklin Model G is the best known small car built. It is the best known because it is known most favorably. There has never been any other small car that has stood up under the service that the Model G Franklin has stood up under.

GUY L. SMITH, 2205 Farnam Street, OMAHA, NEB.

Stars and Stripes Bottled Beer The only beer brewed from pure spring water on the market. Order a case for your home and get the best. A beer just suited to quaff at home—a night-cap for the sociable evening—a refreshing draught for the late supper—a delightful glass to sip under the evening lamp. Stars and Stripes is a foaming, sparkling beverage for the keen palate—for the connoisseur.

Have a Case Delivered to Your Home J. S. CROSS RETAIL DEALER, 1402 Douglas Street

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