Along Auto Row

Trade Gossip of Omaha Motor Car Industry-Brisk Market Prevailed During Last Week.

Statistics on organized motor facing this year will be as complete as ever the official figures are in organized base ball, only that in the case of automobiles, the figures will be made up day by day and held ready for publication, where as it is not until long after the season is over that the performance of the base ball players are ready to be printed.

Motor racing is organized this year for e first time because of the existence of e National Motor Contest circuit, which will give a certain number of the meets of the year, including all the important ones. The circuit will be made a complete success because of the train of twenty cars used to bear the racing machines, their drivers and mechanics, and all equipment.

from one contest ground to the other. And because of the National circuit there will be no question as to the performances of the cars which are entered in it. The exact figures on the performances of cars, tires, magnetos and other accessories will be kept up from day to day and where there is a car entered either as "stock" or non-stock," Its performance will be duly recorded. In this way the public will be able to know precisely what any make of car is doing and will know it absolutely and without any chance of falsifying the recrds or laying claim to performances which have not been actually accomplished by the machines in question.

Just as the constitution of the base ball leagues has put the sport beyond any question of unfairness or crooked dealing, the National circuit will make even surer the work of the contest board of the American Automobile association.

Because of the increasing number of meets which will be under the direct personal supervision of officials of great experience, it will be possible to keep a closed watch on all the cars and their drivers. It will no longer be a case of wandering about the country and reporting by wire from all sorts of obscure points more than dubious records, as has been done in some cases heretofore. The records of cars in grand circuit meets will be so thoroughly authenticated that the public will be able to put absolute reliance upon them.

Automobile racing will have its followers who will read the "dope" on what their particular favorites are doing with all the eagerness of the base ball fan or the man who follows college athletics. The formation of the National circuit, in other words. will add thousands to the list of those already interested in motor racing and, because of their interest, the automobile industry as a whole will be benefited.

The engineering department of the Buick Motor company already has three models of its 1912 line out on the road for their "breaking up" tests. They are daily in the nands of the worst car killers in captivity.

The Hudson Bay company, which is known as one of the greatest trading firms and which had its beginning years before were received this week by the Kissel Auto present day motor cars were thought of, company for the trade desiring cars of is to place in service a number of light light construction. delivery wagons. They are twenty-horsepower, Franklin model O-1's of 1,000 pounds reaches a low point, Franklin air-cooled firm. motors have been successfully operated. The company will receive three of the cars within a short time.

It is an incontestible fact that tires do here this week. last four times as long outside of New York City as they do in New York City. As a partial solace for the drubbing This makes it possible to assert with handed them at the opening of the season firmness that there must be something game on Friday at the hands of Pa costing the citizens thereof who ride in ball team were given a ride about the city automobiles the sum of \$30,475,000 in ad- Friday evening by H. E. Fredrickson in dition to all the other taxes they pay, in- a Chalmers car. In spite of the fact that cluding the moneys that they are assessed there was an unlucky number of pasfor the paving of streets and the main- sengers on the car, the thirteen ball tossers tenance thereof.

in the automobile industry which are being two of the Higgins aggregation rode on watched with great interest. Time will the hood of the car, which was one used in show how far the expectations set upon the parade in the opening ceremonies of the slient motor, the live axie and the the afternoon, double ignition system, which are now being fostered, are justified. Time will haps more conscious of the fight than are Holdrege, Neb. the operators of horse-drawn vehicles; nevertheless, the latter fight their battle. obeying the same law of nature as the hippo, the red man and the kangaroo.

A convention of technical men from all over the United States is being held this week at the Packard factory in Detroit. The purpose of this gathering is to enable Reed one of the finest automobiles ever experts connected with dealers' establishments to familiarize themselves with the Is a six-cylinder, seven-passenger, Peeriess mechanical changes in the 1912 cars.

motor cars and automobile accessories in high priced Peerless cars are far in excess Omaha indicate that during the last week of his expectations this season, and he has trade conditions have made good progress snother carload enroute from the factory ever any similar period in the past few now, which have been sold within the last months. Buyers have been plentiful and a two days. large number of bona fide sales have been

that have come to the Omaha distributing thirty-two different lines of business. These offices regarding trade conditions in the are mostly the one-ton size truck, although towns in the contiguous territory. Favor- the half-ton size is used by many. able weather conditions have seemingly stimulated the market that was becoming sluggish, and numerous sales were rec-

adequately supply the trade. In a number motor had made such a strong impression of instances local dealers have been forced on him that it would not shake off, hence shipments, and with the prospect that be- future will be found at his deak as busy year their demands will not be satisfied. usual rush are being carried in many in-

With the first four months of 1911 not yet finished, gossip of the 1912 models of motor cars is commencing to float around the automobile offices and sales rooms. While announcements of the new cars for the tealers, no radical departures are expected

On this day the number of cars actually sold surpassed those recorded for any other days during the last year. In order to supply the demand it was found heceasary to dispose of cars which had been used for show room purposes Orders for a large shipment of cars from the Phalmers factory at Detroit have been lelegraphed, with the intention of making Chicago Tribuna.

"Calpurnla." said Caesar, with manifest irritation. "you have been going through my trousers pockets."

"You forget, responded Calpurnia. "that the artists deplot you as never wearing any trousers."

For she scorned to remind him that as Caesar's wife she was above suspicion.—Chicago Tribuna.

COMING EVENTS

April 29-Annual sociability run of the Quaker City Motor club from Uniladelphia to Atlantic City.

May 5-Floral parade. Chicago May 10-13-International aviators with famous birdmen at Omaha peedway.
May 15-18-Four-leaf clover run of
he Washington, D. C., Automobile

May 25-Fuel economy test of the hicago Motor club May 27-Five-day tour. Chicago club to Indianapolis and Terre 30-The 500-mile international sweepstakes race on the Indianap-olls, Ind., motor speedway. Prizes aggregating \$25,000.
May 30 to June 2—The sixty-third meeting of the American Society of Mechanical Engineers, to be held in Pittshure. Pa

Pittsburg, Pa. June.

June 3-National grand circuit meeting at Louisville, Ky. June 10-National grand circuit meeting at the Atlanta, Ga., speed-

June 16-Street motor car carnival, under the auspices of the Washington D. C., Automobile club, June 17-National grand circuit meeting at Brighton Beach, N. Y. June 18-Light car race, to be run over the Boulogne-sur-Mer course in France.

over the Boulogne-sur-Mer course in France.

June 19-Start of the 1911 Glidden, or national tour, of the American Automobile association from Washington, D. C., to end at Ottawa, Can., on June 28. Distance, approximately, 1,000 miles.

June 29-29-Annual convention of the National Gas and Gasoline Engine Trades association in the Hotel Pontchartrain, Detroit, Mich.

June 29-22-Aviation meet at Buffalo, N. Y.

June 22-Annual hill climbing con-June 2:—Annual hill climbing con-tests of the Chicago Motor club of Algonquin hill.

a large number of deliveries within the

R. A. De Witte, agent for the W. L. Huffman company in Sloux City, was a visitor at the Omaha office on business

L. E. Doty, manager of the Omaha agency of the Maxwell car, was a visitor at the Des Moines branch of the company on Thursday. On the day of his visit the Des Moines management succeeded in selling forty-two cars to customers in its territory.

With a Kissel Kar recently purchased from the Kissel Auto company of Omaha, P. S. Holtzinger of Pleasanton, Neb., has finished a 1,000-mile trip over the state. The trip was made without a puncture or trouble of any kind. Mr. Holtzinger writes the local branch that on his trip he did not 'take the dust" of any car he met on

The Kissel Auto company reports that eight sales were made during the week. The sales in the main were made to out-oftown customers.

A shipment of Warren-Detroit "30s"

On Friday the Cadillac company of capacity and are to be used in the city of Omaha sold three cars in its territory in Winnipeg. In Calgary, Winnipeg and other Missouri. The cars were sent out the same Canadian cities, where the thermometer day in charge of employes of the local

> Rome Miller, proprietor of the Rome hotel, purchased a 1911 model Cadillac from the local representatives of the company

enjoyed their trip through the business and residence sections of the city without At the present there are some evolutions any mishaps. The car was so crowded that

R. E. Sidles of Lincoln, general manager elso show to what extent and how soon of the Nebraska-Bulck Auto company, spent the automobile will displace horses and Friday and Saturday with Lee Huff of the suffroads; there is a desperate fight going local branch. They report a very good week on between the various competitors, and of sales, having sent cars overland to there is no doubt that, on the Whole, the Glenwood, Harian and Vail, Ia., to Dallas automobile will be the victor. Automobile and Carter, S. D., and to Nelsen, Beatrice, manufacturers and railroad men are per- Grand Island, Fairbury, South Auburn and

> The Nebraska-Buick Auto company will ship into the territory this week two solid train loads of Buick cars. The shipments will be made from the factory to all parts of lows, South Dakota and Nebraska.

Guy L. Smith has just delivered to A. L. ever seen on the streets of Omaha. This touring car, costing \$6,000. It is painted 'Peerless maroon' and fully equipped Reports from practically every dealer in throughout. Mr. Smith reports sales of the

The Franklin Automobile company state Especially hopeful have been the reports that its commercial car is now in use in

B. C. Russell, who for several years oc cupied the position of superintendent of orded. The majority of the cars sent out Guy L. Smith's garage, is back at his old of the city the last week were to farmer desk. When Mr. Russell relinquished this position last fall to make his home in South On feature that has characterized the Dakota, he thought he was through with Omaha automobile market especially in the automobile game and would settle down the last few days is the lack of cars to to farming, but the purr of the Franklin to wire in to the factories for immediate he has returned to his old love and in the cause of the rush at this season of the and good natured as in the past. Mr. Rus. sell may be considered one of the pioneer Diminished stocks on account of the un- automobile men of Omaha, having been connected with the selling and repair department of the industry since its earliest day. His many friends will be glad to learn of his return to the city.

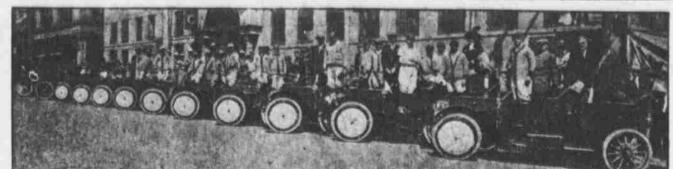
Broken Cut Glass.

automobile offices and sales rooms. While announcements of the new cars for the market have been few, the features in the fesion and construction have been sent sut by many of the head offices to local tealers, no radical departures are expected in the lines of the 1912 cars.

That Wednesday, April 19, witnessed the higgest business done by his firm in the last year, is the report of H. E. Freder-ckson. On this day the number of cars

In the Long Ago.

Automobiles Figure in Base Ball Season



THALMERS-DETROIT CARS CARRYING THE BASE BALL PLAYERS IN THE BIG PARADE ON OPENING DAY FOR THE WESTERN LEAGUE IN OMAHA.

Under Any Other Name You Must Wait Two Years for This Car

THERE are well-known cars that are admitted copies of other makers. Every successful design is imitated by less clever manufacturers. Howard E. Coffin before designing the HUDSON "33" had produced four eminently successful cars. Those cars today serve as models for many manufacturers. In motor and chassis design, there are many cars under as many different names that are precisely like some of his earlier

THE HUDSON "33" is his latest and greatest car. It is simple and is the result of his experience with all of his previous models. Already there are makers who are preparing to bring out under their names, cars that are exact copies. But two years is the shortest time in which they can produce their copies and that is why you must wait two years to obtain such a car as the HUDSON "33" under any other name.

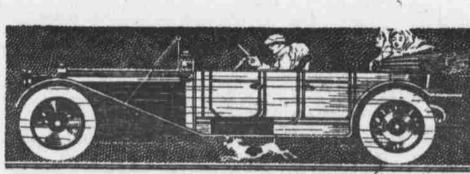
OUR allotment of HUDSON "33s" is limited. Only a few are to be had in this territory. When they are gone no more orders can be accepted. Come see this car. It securately represents the type of automobile that will be generally shown by many makers in 1913. After you have examined it, then decide if you want a car two years in advance. But you must place your order early to be assured of getting it.

The HUDSON "33" is furnished in three types: a Touring Car at \$1,400, a Pony Ton-neau at \$1,450 and the Torpedo at \$1,500. These prices include complete equipmen, with dual ignition system, including Boach magneto, mehair top, Prest-o-Lite gas tank, gas and oil lamps, tools, repair kit, etc. These prices do not include freight from Detroit.



H. E. Fredrickson & Co.

2044-6-8 Farnam St., Omaha



No other tires in the world are made like UNITED STATES TIRES are made

CONTINENTAL

HARTFORD MORGAN & WRIGHT

It has always been true in manufacturing that the more experience and the more advice you could bring to bear on the designing and making of an article, the better the article.

And other things being equal, any unprejudiced buyer would PREFER the article produced under the most FAVORABLE CONDITIONS and by the MOST EXPERT manufacturersespecially so if the article is an expensive one.

UNITED STATES TIRES are made under conditions that are really unique in the history of motor tire making.

Pive immense factories: Pive modern laboratories in charge of men freely recognized as among the foremost rubber ex-perts in the world;

The most up-to-date equipment known to the rubber industry; A system of manufacturing by which the strongest individual points of four of the country's leading makes of motor tires have been meorporated IN ALL OF THE FOUR BRANDS;

And an aggregate manufacturing experience that is not approached by any other rubber goods manu-These are some of the EXTRA-FAVORABLE conditions under which UNITED STATES TIRES

are made — conditions which make them America's PREDOMINANT Tires



Thus the man who is wearing out tires and paying tire bills can understand why UNITED STATES TIRES are used by at least 50% more motorists than any other brands.

The users of these four UNITED

STATES TIRES - Continental, G & J, Hartford and Morgan & Wright-have in reality a DIS-TINCT ADMANTAGE in tire wear, and therefore in tire cost. over the users of tires made under conditions obviously not as favorable to the making of EX-TREMELY SERVICEABLE

Yet this advantage to the mo-torist—this POSITIVE GAIN in using tires built as only UNITED STATES TIRES are, involves

No Greater Cost Than in Using Other Tires

Buy any one of these brands. There are seven different treads, including the famous Nobby Tread, and three styles of fastening—the widest range of selection offered by any

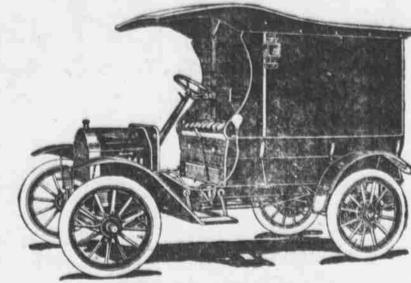
United States Tire Company, New York Branches, Agencies or Dealers Everywhere

Omaha Distributors:

Continental Depot, 1608 Harney St. G. & J. Depot, 1608 Harney St.

Hartford Depot, 1608 Harney St. Morgan & Wright Depot, 1608 Harney St.

BRUSH \$650



The Solution of the Light Delivery for all Kinds of Business

With 57 entries in the Chicago-Milwaukee endurance run for delivery wagons, the Brush car finished with perfect score. Only one more out of the 57 equaled this per-

It will cover as much territory in a day as the larger and more costly delivery cars, and the operating cost is much less. Phone for demonstration.

The T. G. Northwall Co.

912-14 Jones St.

Phones: Doug. 1707; A-1707.

10% Oversize

The hookless base on No-Rim-Cut tires lets us make them 10% oversize.

And we do it-without any extra cost.

That means 10% more air - 10% greater carrying capacity. With the average car this adds 25% to the tire

This oversize takes care of the ex-

tras-the top, glass front, gas tank, etc. It saves overloading-the main

You can get this 10% extra carrying capacity—this 25% additional mileage—without any added cost. Can you think of a reason why you should not insist on it?

Use Larger Tires

Goodyear No-Rim-Cut tires, while they fit your rims, are 10 per cent oversize. No extra cost.

mileage.

cause of blowouts.

Assume, if you wish, that other tires are made as well as Goodyears. There remains the fact that Goodyear No-Rim-Cut tires get rid of rim-cutting entirely. And rim-cutting ruins more automobile tires than any other single

There remains also the fact that Goodyear No-Rim-Cut tires are 10 per Do not these two facts make it worth

your while to insist on Goodyear tires? What They Mean

Judge what it means, when you have a puncture, to know that your tire can't rim-cut. Tires that rim-cut-clincher tireswould be abandoned entirely were it not for one fact. That fact is that

we control by patents the feature needed to make No-Rim-Cut tires practical. They who recommend clinchers do so from necessity. It is not because rim-

cutting is something

(100D) No-Rim-Cut Tires

Our tire sales last year jumped to \$8,-500,000. That was a jump of 200% in one year. This year 64 leading motor car makers have contracted for Goodyear No-Rim-Cut tires. That shows the judgment of men who know.

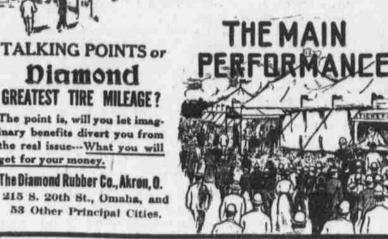
Our Tire Book is filled with facts you should know. Please write us a postal for it.

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio Powell Supply Co., Mgrs., 2020-2022 Farnam St., Omaha, Neb. Branches and Agencies in all the principal cities. We make all sorts of Rubber Tires

TALKING POINTS or Diamond GREATEST TIRE MILEAGE?

The point is, will you let imaginary benefits divert you from the real issue--- What you will get for your money. The Diamond Rubber Co., Akron, O.

53 Other Principal Cities.



The Omaha Bee's Auto Directory

2052-54 Farnam St., Omaha.

PEERLESS GUY L. SMITH, 2207 FARNAM ST.

Electric Garage DENISE BARKALOW, Proprieto: 2218 Farnam Street.



MOTOR CARS VELIE AUTOMOBILE CO., 1902 Farnam 3t. John Seere Plow Co.,. Distributors.

Wallace Automobile Co. 2203 Farnam Street

A MARVEL OF WURKMANSHI T. G. NORTHWALL CO. \$14 Jones St.

H.E.Fredrickson Automobile Co.

Thomas, Hudson Pierce. Chalmers

Buick and Oldsmobile Cars....

F Sto., H. E. SIDLES, Gen'l Mgr. Omaha Branch, 1918-14-16 Farnam St., LEB MUFF, Mgr. Van Brunt Automobile Co. Hartford La Council Minte In Omaha. Nobe,

Traynor Automobile Co. Page Detroit. 216 S. 19th St.