

Along Auto Row

Motor Dealers Report Scarcity of Cars to Supply Trade for Omaha Territory—New Season is Near.

Owing to the unforeseen and unprecedented demand for automobiles in the state of Nebraska, the branches and agencies of the industry located in Omaha are at the present time exerting every effort to secure additional allotments of new cars from their factories.

This scarcity of motor cars is due perhaps to the indications at hand of a prosperous year among the farmers, who are now reckoned among the heaviest purchasers of automobiles.

Two more carloads of Midlands were received and distributed during the last week by the J. A. Freeland Auto company.

Ray L. Harphan has been appointed manager of the Omaha factory branch of the Firestone Tire & Rubber Co., succeeding George N. Martin, who was transferred to St. Louis.

The new Hupmobile, announcement of which occurs elsewhere in this issue of The Bee, makes a distinctively handsome showing this season, because of the addition of full equipment of four-doors, top, windshield, headlights mounted on specially designed head sets, gas generator, the oil lamps, horn, tools and a repair outfit are supplied as heretofore.

An American automobile in the "Garden of Allah" is one of the latest achievements of exploration. A letter received by the makers of the Oldsmobile is accompanied by photographs of the first motor car that ever got within the sacred precincts of the Algerian paradise.

The Omaha branch of the Firestone Tire & Rubber Co. received a telegram from Bob Hurman the first of the week announcing that he had broken all speedway records with Firestone tires on the Hiltzen Benz.

During a big convention of phyticians and surgeons held in Detroit very recently, the Ford Motor company gave a buffet luncheon in honor of the visiting doctors and later entertained 50 of them on an automobile ride and visit to the plant.

On a 20-mile tour which took him into southwestern Iowa during the last week, C. W. McDonald, manager of the Marmon Auto company, reports that in Pottawattomie county he found the roads in bad condition, due to the heavy rains which have visited that vicinity lately.

H. E. Fredrickson has received word that the famous Glidden trophy will be in Omaha on exhibition from June 12 to June 22. The trophy, which was awarded the Chalmers car last year after the most grueling tour on record, is now being sent by the company to its agencies about the country for exhibition purposes.

The National Motor Car company disposed of a National "49" during the last week to the Monarch Manufacturing company of Council Bluffs.

Following the announcement of 1912 cars by a number of motor car manufacturers, the question of yearly models has caused lively interest. In outlining the attitude of the Packard Motor Car company, Vice President S. D. Waldon announces that the present plan of producing models annually will be continued.

Routing automobile meetings were held in Cass and Hamilton counties last week by D. E. Watkins, secretary of the Nebraska State Automobile association.

A meeting has been called at Louisville, Neb., June 12, to perfect a permanent organization in Cass county, and one for the same purpose for Hamilton county will be held in Aurora June 9. It is expected that the Cass County club will have 125 members on its list and the Hamilton county nearly 300.

Beatrice was visited by Mr. Watkins Friday and Saturday to form an organization there. There are 100 auto owners in Beatrice and Wynote.

The plan of the Nebraska State Auto association is to have a motor club in every county seat in the state. Before a year is gone the association hopes to see a road built between every county seat in the state and between many of the other towns where there can be a strong auto club formed. The county commissioners of every county have met with Mr. Watkins and heartily approved of the system he is working out and promised their assistance.

Pointed Paragraphs. The most effective talkers say the least. The last will and testament is a dead letter. The most glaring faults of others oft resemble our own. It is difficult to believe that practice makes perfect after listening to the chag who professes on a concert.—Chicago News.

HOW BIG AUTO RACE IS RUN

Crittenden Marriott Describes Speed Contest at Indianapolis.

EXCITEMENT AT A HIGH PITCH

After the Race is Won by Harroun He Climbs Slowly from His Machine and Remarks that He is Hungry.

(By Crittenden Marriott of the Hudson Motor Car Company.)

The fifteen-minute bomb explodes high in the air. Five minutes later comes another, followed by minute bombs. As the last is fired the pacemaking car at the left of the line surges forward. Round the ellipse it leads the serrated ranks of giants. As it comes back down the stretch it quickens its speed and draws aside. The flag drops and with a roar of throbbing engines and of whirling wheels the ranks dissolve, stringing out almost in an instant into a twisted mile of leaping, panting, exploding monsters, smoke-breathing, flame-eved!

The nearly seven hours of the race have begun. The workers at the great score boards bulletin the numbers of those who lead at each ten miles of the course. The assistants keep very bad tally on the laps that each car makes. Later, tires begin to burst and one car after another limps to its pit and spends there some of the precious minutes that mean miles. Hundreds of amateur mathematicians do sums upon their cuffs and find that the pace is seventy to seventy-five miles an hour, a speed that the survivors maintain till the end.

After a while excitement flags, purveyors of sandwiches and soft drinks reap a golden harvest. The sun decides to come out and watch the throbbing monsters. At the end of the first 100 miles Bruce-Brown leads in the Italian Fiat, Mulford follows in the Lozier, Tetzlaff is close behind in another Lozier. Harroun in the Marmon Waap is as yet with the "also rans." At 150 miles Harroun has come up from the trailers to second place. At 200 miles he takes the lead and holds it to the end. At 200 miles Bruce-Brown is second and Mulford third. At 300 miles Mulford is second

and Bruce-Brown third. At 400 miles and 400 miles Harroun, Mulford and Bruce-Brown lead, closely followed by Wisler, in the Mercedes, De Palma in the Simplex, Metz in the National, Turner in the Ampier, Cobe in the Jackson, Heleher in the Knox and Hughes in the Mercer.

Needing the Lead

The end is very near now. One by one the leaping cars toss the miles behind them. Out of the truck three cars press forward. Harroun in the yellow Marmon is more than a lap ahead and is safe unless something goes wrong with his machine. But behind him Mulford in the white Lozier and Bruce-Brown in the dark-red Fiat are fighting for second place, with raw nerves and desperate energy. Round the curves they go in lightning parabolas, steering a middle course between right of the way and assassination, weaving spiral waves amid the crowding cars in the stretch. The grandstand is on its feet screaming! The bleachers below! The hands try to make their brazen thunder sound, above the roar of human voices and automobile exhausts. Harroun flashes across the rope. Thirty seconds more the Lozier and the Fiat cross almost abreast—the Lozier just ahead, according to the electric register.

Harroun climbs slowly from his car. "Ge! I'm hungry!" he exclaims, forgetting the \$2,000 and more that he has won. "Ge! I'm hungry. Give me something to eat."

Cynical Remarks

A man's foothold isn't always secure just because he stands on his dignity. Some men are of so more use than a plot in a musical comedy. It's a wonder some people don't get cross-eyed admiring themselves. It is a mistake to imagine that the people who laugh loudest are having the best time.

Our bad habits, like our gout, we can always blame on our ancestors.

Tact is simply a realization of the fact that the truth must be handled with care.

Some men become pessimists because they have been turned down by a woman, and others because they haven't been.

When a man is on his uppers there isn't much consolation in knowing that an honest confession is good for the soul.

I know a woman who says she married just for fun. And yet some people claim a woman has no sense of humor.

The successful borrower is an quick as lightning. Also, he never strikes twice in the same place.—New York Times.

Diamond Tire Advertising Car on Tour of the West



TIRE ADVERTISING CAR ON TOUR OF COUNTRY.

Starting from Memphis, Tenn., on the 15th of March, advertising car No. 4 of the Diamond Rubber Tire, arrived in Omaha on Wednesday of the last week and has been attracting considerable attention on the streets of the city. Publicity was also turned in its direction Thursday when Walter Buse, manager of the crew of six men that travel with the car, was arrested for exceeding the speed limit. A fine of \$25 pacified the minions of the law.

At the present time the Diamond company has seven cars similar to the type now in Omaha, touring the country, and advertising its famous brand of tires. As the crew of men go through the country, they utilize every opportunity to decorate all available barns and fences with the famous sign of the concern. Three expert sign painters are with the car continually. The crew of six are attired in olive khaki suits, with red jerseys emblazoned with the monogram of the company.

Car No. 4 has touched the cities of St. Louis and Kansas City on its present swing around the circle. It will pursue a northerly course until fall, when the return trip will be made to the south for the winter. The car is a 1,500 pound White Steamer truck.

The above picture was taken in St. Louis, on the old exposition grounds, one of the buildings yet standing being visible in the distance. The members of the party, reading from right to left, are: Mr. Buse, Ray Panner, Charles Shipley, Percy Hemphill, Arthur McPherson and George Trout.

This salesman bought a Brush Runabout with his own money

It made him more valuable to his firm. It helped him to see more customers, sell more goods, and earn more money.

It really didn't cost him a cent—since the money allowed him by his firm for livery and carfare not only paid for the operation of the car, but left him enough money to refund the original purchase price within a year.

When his firm learned of it, they equipped all their salesmen with Brush cars—and increased their sales and earnings thereby.

This experience has been duplicated by a number of firms. The Fox River Butter Co., for instance, bought

forty Brush cars in one shipment for its salesmen.

The Brush is used by men earning less than \$1,000 a year and by men whose annual income exceeds \$20,000.

It is used in business by corporations, merchants, physicians, contractors, architects, artisans—by men in every walk of life—and for pleasure by every member of their families.

Anyone whose value depends on getting quickly and economically from place to place can use it to advantage.

Everyman's The Brush Runabout Car \$450

The dependability of the Brush has enabled it to hold the regard of these users as few cars do. Its simplicity makes it possible for a child to drive it. Its durability and adaptability to a hundred uses—more than its economy and low costs—have made it known as Everyman's Car.

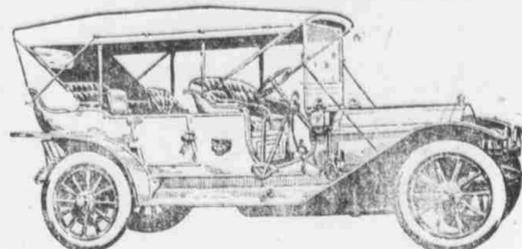


Let us give you a ride.

T. G. NORTHWALL CO.

914 Jones Street, Omaha, Neb.

Pierce-Arrow Car



In no year of its history has the Pierce-Arrow Motor car Company deemed it either expedient or advisable to sacrifice any of the high qualities that mean satisfaction for the motorist in order to sell its cars at a lower price and in greater quantity. What they have done is to constantly aim to produce the best touring car built in the world for an exclusive trade that demands highest quality.

If you are seeking the full measure of motor car comfort, elegance and efficiency, you can find it in the Pierce-Arrow.

Limited deliveries can be offered on early orders.

H. E. Fredrickson Automobile Co. 2044-46-48 Farnam Street, Omaha Also Hudson, Chalmers, Thomas-Flyer

THE OMAHA BEE'S DIRECTORY Of Automobiles and Accessories

Apperson "Jack Rabbit" APPERSON AUTO COMPANY 1102 Farnam St.

Baker Electric Electric Garage DENISE BARKALOW, Prop. 2218 Farnam Street

BRUSH RUNABOUT A Marvel of Workmanship. T. G. NORTHWALL CO., 914 Jones St.

FRANKLIN PEERLESS GUY L. SMITH, 2297 Farnam St.

H. E. Fredrickson Automobile Co. Thomas, Hunson, Pierce, Chalmers 2044-46-48 FARNAM STREET

MARION FOUR MODELS Prices—\$1,150 to \$1,700. OHIO ELECTRICS Marlon Auto Company. C. W. McDONALD, Mgr. 2101-2103 Farnam St.

MIDLAND CARS FREELAND AUTO CO., 1122-24 Farnam Street.

NATIONAL Motor Car Co. National "40" Badger "30" 1115 Farnam Street.

Nebraska Buick Auto. Company Buick and Oldsmobile Cars... Lincoln Branch, 13th and F Sts.—H. E. SIDLES, Gen'l Mgr. Omaha Branch, 1512-14-16 Farnam St.—LEE KUFF, Mgr.

Rambler MOTOR CO., 2052-54 Farnam St., Omaha.

SEARCHLIGHT GAS F. J. McSHANE, Jr., 2129 1/2 Farnam Street MORE LIGHT, MORE HOURS for Less Money

Stearns Wallace Automobile Co. MOTOR CAR 2203 Farnam Street

Vette MOTOR CARS VELIE AUTOMOBILE CO., 1902 Farnam Street John Deere Plow Co., Distributors

VanBrunt Automobile Co. Overland and Pope-Hartford Council Bluffs, Ia. Omaha, Neb.

FIRST GRAND PRIZE THE BEE'S BOOKLOVERS' CONTEST FAMOUS Apperson Jack Rabbit Touring Car READ PARTICULARS IN MAGAZINE SECTION