

AUTO RACING NOT ON DECLINE

Plans Being Made for Another Mile Event at Indianapolis.

PROMOTERS DOUBLE THE PURSE

In Anticipation of Great Crowd on Memorial Day in Hoosier Capital Tickets Will Be Put on Sale in January.

NEW YORK, Nov. 11.—Automobile racing, as some persons imagine is not on the decline. The plans for another 500-mile drive around the brick speedway at Indianapolis showed that money is the best gauge of professional sport's popularity, and a remarkable rise in pressure is shown thereon. For instance, last May at Indianapolis, they gave a \$25,000 purse for the event. Now a \$50,000 purse has been offered for the same event next Memorial Day. Accessory manufacturers will probably bring the total close to \$75,000. Savannah road races do not carry more than \$15,000.

Last year they had over 80,000 paid admissions at the Indianapolis speedway. The rise in purse indicates that the promoters are confident of many more next May. Can you think of any other American sporting event attracting that number of paid admissions in one day?

Of course larger crowds have attended motor car races around the Vanderbilt cup and Fairmount Park courses, for example. These crowds for the greater part, however, paid nothing to watch the cars go whirling by. Only those who occupied seats in the modest grand stand or who parked their own machines around the circuit had to unbutton their pocket-books.

In anticipation of a great crowd next Memorial day it is planned to put the tickets on sale about January 1, 1912. This will give about five months for purchasers to obtain seats and also plenty of advance notice, so that the condition experienced by many last May of failure to get seats need not be repeated. After the first of the year the sale will be open at the speedway office in Indianapolis and mail orders will be filled.

Postponement Date Made. A postponement date has been arranged for Saturday, June 1, following Memorial day, which opens on a Thursday. So, in the event of rain, visitors to the city will be held over only one extra day. Entry blanks for the event will be forwarded to the motor car makers within a few days.

Entries will close May 1, when all cars which are expected to compete will have to be on the track. Eleven-hour entries will not be allowed, according to the speedway management. All steering knuckles, from axles, frame hangers and steering mechanism, including rods on cars, will be entered subject to the approval of the speedway management. It is announced that Howard E. Coffin, who sailed from New England with the Society of Auto Engineers, will be selected as the man in charge of this phase of the race.

The field of starters will be limited to the thirty fastest cars entered, and it is expected that this will bring out the best that every engineer can build, as the terrific speed necessary to qualify will mean the fastest speed creations ever constructed.

The purse of \$50,000 is divided into twelve prizes, as follows: First, \$25,000; second, \$10,000; third, \$5,000; fourth, \$2,000; fifth, \$1,500; sixth, \$1,000; seventh, \$1,500; eighth, \$1,000; ninth, \$1,000; tenth, \$1,500; eleventh, \$1,000; twelfth, \$1,000. The purse of the last 500-mile race was divided into ten prizes.

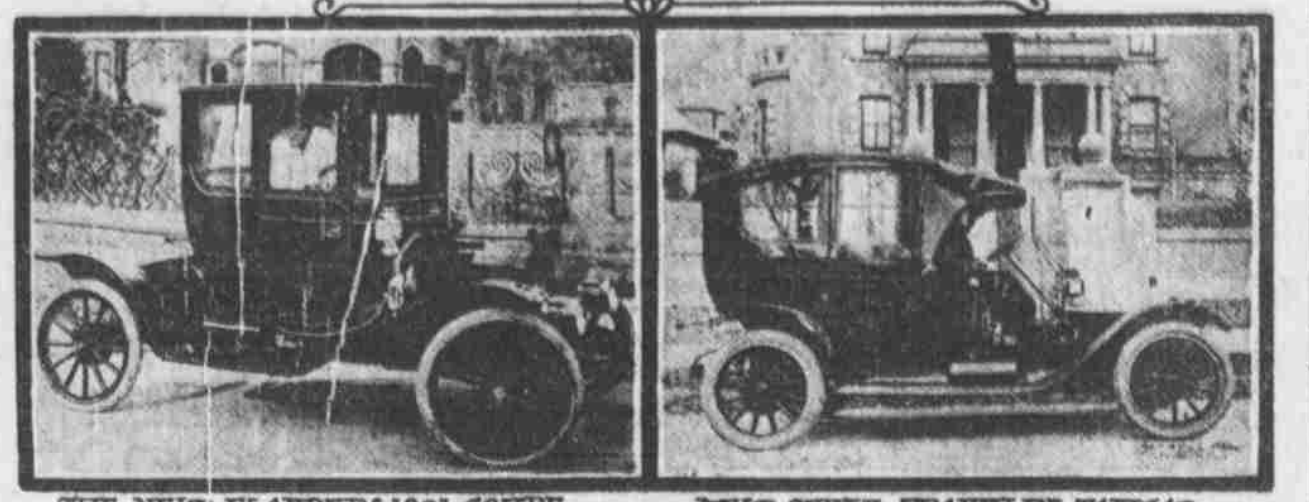
Cyclists Will Enter Events at Stockholm

NEW YORK, Nov. 11.—The United Cyclists, a newly formed body for the popularization of wheeling, has planned that America shall have a team of cyclists at the next Olympic games. At Stockholm the big wheeling item will be a road race for about 100 miles around Lake Maler. The race will be partly team and partly individual and the number of contestants from each nation allowed to enter will be twelve. The best four from each aggregation will be considered a team.

Those having the Olympic bicycle team in charge report the receipt of requests for information regarding the race coming in from every section. James E. Sullivan, president of the American Athletic union, when interviewed on the subject, expressed himself as highly in favor of a bicycle team being sent, as it is the object of the American Olympic committee to take advantage of every opportunity presented to strengthen America's chances of making a clean sweep of this, the fifth Olympic.

Nuts to Crack. Many an easy going man is hard to stop. It doesn't pay to be too busy to enjoy the fruit of your labor. The man who knows it all is always looking for some fellow to try and convince him that he doesn't.—New York Times.

New Cars Which Arrived Last Week



What the Auto Men are Doing

A Franklin six-cylinder, thirty-horsepower automobile finished second in the Los Angeles-Phoenix "desert race." This race was started at midnight, Saturday, November 4, and finished late Sunday night. The Franklin was late in the lead when a broken spring caused a delay of more than two hours. Driver Haman works the spring by hitting an obstruction during the night.

Mr. Simons of the Peerless Motor Car company, Cleveland, O., was in Omaha for a few days last week. Mr. Simons is on a tour of inspection. Guy L. Smith has delivered several Peerless cars this fall, and it is part of the factory cooperation plan to see that these cars are adjusted to the highest efficiency.

Guy L. Smith left Wednesday night for Detroit to visit the Hudson factory. Mr. Smith finds it will be necessary to increase his allotment of Hudson cars for 1912. He is speaking of the Hudson "22." Mr. Smith said: "Since the addition of the self-starter to the Hudson equipment we have been almost snowed under with inquiries and demonstrations. I have three Hudson demonstrators and they are kept busy from morning until night. It is certainly a popular medium priced automobile."

Mr. J. R. Hall, for five years manager of the service department of the eastern district branch of the Lozier Motor company in New York City, has been appointed to the position of manager of the service department of the Lozier Motor Company, Detroit, Mich.

Gazing out of his office window in New York the other day at the scores of motor trucks whirling around Columbus Circle, F. F. Phillips, manager of the solid tire department of the United States Tire company, pointed out several practical illustrations of careless driving which shorten tire life and add, unnecessarily, to the expense of motor truck operation. Heavily loaded trucks were spinning in every direction, many of them maintaining as great speed as any of the pleasure cars, and their drivers apparently completely oblivious to the fact that they were delivering merchandise and not "joy-riding."

Thirty-five hundred miles over the

MANAGER OF NORTHWESTER INTERSTATE TERRITORY.



—Hera Photo. M. W. MONTGOMERY.



E. R. WILSON IN 1912 LEXINGTON ROADSTER

worst roads of a dozen states, in the worst weather this country has known in years, encountering thunder storms and wash-outs every day, was the test given the first Rambler cross country, the new \$1,500 car which returned to Chicago Thursday after being on the road almost constantly for thirty days. The car left the Rambler factory a month ago and was relayed by Rambler representatives from Kenosha to Chicago, Toledo, Pittsburg, Philadelphia, New York, Boston, Albany, Syracuse, Penn Yan, Rochester and return.

IF YOU SIT BY CHAUFFEUR

Legal Obligation of Passenger Beside the Driver in Motor Car. Owing to the refusal of the supreme court of the United States to review the case, the decision of a Pennsylvania court that a person riding on the front seat beside the driver is under a legal obligation to act as a lookout and warn the driver of danger, stands as a precedent. The court held that the passengers on the rear seat were under no such obligation.

The case was that of Charles D. Henderson, who was injured in a collision between the motor car in which he was riding and a Pennsylvania railroad train, near Camden, N. J. Henderson, as well as a woman passenger, sued the railroad for damages, with the result that a jury in Camden decided in favor of the woman but against the man. It was brought out in the trial that Henderson had been sitting in the front seat alongside of the chauffeur and that he had as much opportunity to see the approaching train as the chauffeur. His failure to warn the latter in time mitigated against him in the opinion of the court and the jury. The woman, who occupied a rear seat in the same car, was under no such obligation of duty and was awarded the damages asked. Henderson

Again the problem of preventing frozen and damaged radiators is before the motorist. E. R. Wilson has solved the condition with his "never freeze" solution, sold at all supply houses under the name of "Wilkirk's Never Freeze." The solution eliminates all trouble of this sort, does not leave a sediment nor corrode the pipes. It contains no acid nor glycerine, but its practicability is demonstrated by the hundreds of motorists using it.

MITCHELL MOTOR CO. MOVES

Large Business Requires Change to Larger Building and Warehouse. Monday morning the Mitchell Motor company will be in its new quarters ready for business at 200 Farnam street, across the street from its old location and half block east.

Dick Stewart has had his eye on this store room for some time as he considered the old place "fussy" enough for his line of Lozier and Mitchell cars. A large warehouse will be used in connection with the new quarters for the large stock of Mitchell cars needed to supply the agencies throughout Nebraska, Iowa, Kansas and South Dakota. New territory was added to the Omaha agency September 1, and the company now have without question the largest area of territory controlled by any Omaha dealer outside of the branch houses operating under the manufacturers. This points to the

appealed his case, the supreme court being asked to set aside the verdict of the lower court. The high tribunal, however, declined to review the evidence or to render any decision at the present time. Commenting upon the case Motor World says: "The refusal of the supreme court of the United States to review the Pennsylvania decision which held that the passenger occupying the front seat of an automobile was guilty of contributory

negligence because he failed to warn the driver of an impending accident is regrettable. The approval of such a precedent which thus may be implied seems to add unfairly to the motorist's already large burden and the precedent is a miscellaneous one. It practically requires that the front seat passenger constitute himself a lookout, but it is extremely questionable that his services in that capacity will serve the public welfare. Few drivers there are who will not agree that

nothing is more irritating and distracting or better calculated to keep a driver's nerves on edge than off-putting warnings to "look out" for the one thing or another which may loom ahead. There is enough of that sort of thing without its being imposed by law. Anything that distracts a driver's attention from his work or that startles him carelessly can be considered as making for greater safety for the passengers or the man in the street."



"There goes the best car built in America"

How often you hear that expression among men who really know motor cars.

Time was when, if you asked three or four automobile men to name the highest class American car, you would have received as many different replies.

Today if you ask this question of three or four well-informed men, probably two, and possibly three, will answer, "Lozier." Everywhere you find this striking unanimity in assigning Lozier first place.

Talk With Men Who Know

The man who knows is the man who has owned several cars—the man who puts his car to the severest touring uses. He is the man who tours far from the beaten track; who takes his car through unfrequented parts of Europe; whose annual mileage runs into thousands; who demands ceaseless, un-failing service.

These are men who know, and they recognize Lozier supremacy.

You also hear Lozier termed "The best car in America" by men in the trade—dealers, engineers, salesmen for other cars, managers of garages, officers of tire and accessory concerns.

The opinion of such men is the strongest endorsement; worth more

than the experience of a man who has owned but one or two cars.

Never Marketed a Mistake

Most of the designers of medium priced cars, if asked to pick out the best American car, would unhesitatingly name the Lozier. Its worth has been proven by its consistent performances and by the fact that Lozier has never marketed a mechanical mistake.

They know that Lozier led in America in using improved features now recognized as standard—such as fore-doors, 36" wheels, ball bearings, long wheel base, four-speed transmission, multiple disc clutch, Bosch magneto, double ignition, etc.

First Place Won by Merit

Lozier's enviable position was not won by any sudden jump into popularity. It was rather the result of causes slowly working toward this end for years.

But gradually its repeated successes in the greatest contests and its unflinching satisfaction in owner's hands have established its reputation as America's highest-class car.

Today wherever you find people of wealth and discrimination—on city streets, at the clubs, the seashore, or the fashionable resorts—there, in increasing numbers, you find them driving the Lozier.

We invite you to call or phone and let us show you the 1912 Lozier.

J. T. STEWART, 2nd 2050 Farnam St. OMAHA, NEB.

Lozier cars are built in two chassis only—six cylinders and four cylinder styles in bodies

Tire Users Saved \$14,000,000

This is an estimate—we can't know exactly. But we do know that 23 per cent of all ruined clincher tires have been rim-cut. That ruin is impossible with Goodyear No-Rim-Cut tires.

And No-Rim-Cut tires are 10% oversize. That means 10% more air—10% added carrying capacity. That, with the average car, adds 25% to the tire mileage.

These two features together—No-Rim-Cut and oversize—under average conditions, doubtless save users \$20 per tire. And 700,000 have been sold to date.

If our estimate is right, this patented tire has saved motor car owners \$14,000,000. And the saving is growing at an enormous rate. For No-Rim-Cut tires now outsell any other type of tire.



Now a Double-Thick Non-Skid

Now we add to these tires, when wanted, a double-thick Non-Skid tread.

Not a flimsy protection—not short-lived projections on a regular tread. We worked three years to create a perfect Non-Skid.

This is an extra tread, about as thick as our regular, vulcanized onto our regular tread. It is made of very tough rubber, immensely wear-resisting.

This double thickness permits these deep-cut blocks, so the non-skid feature lasts.

The blocks grasp the road surface with countless edges and angles—the most efficient device known against skidding.

Each block widens out at the base, so the strain is distributed over just as much surface as with smooth-tread tires.

This double-thick tread lessens danger of puncture about 30%. It supplies deep-cut grooves, and the wish of the air through them.

Advertisement for THE OMAHA BEE'S DIRECTORY, MIDLAND CARS, Nebraska Buick Auto. Company, Rambler MOTOR CO., Stearns Wallace Automobile Co., Vette, VanBrunt Automobile Co., Apperson "Jack Rabbit", Baker Electric, BRUSH RUNABOUT, FRANKLIN PEERLESS HUDSON, GUY L. SMITH, MARION, and H. E. Fredrickson Automobile Co.

Advertisement for Wilkirk "Never Freeze Solution" for automobile radiators, featuring 40% below zero water never freezes, no glycerine, no acids, no corrosion, no sediment, no evaporation. Sold by Western Auto Supply Co., 1920 Farnam Street.