

MEDALS FOR THEIR AGENTS

H. E. Fredrickson is Presented with Badge for Good Service.

HAS SOLD MANY LARGE CARS

District Agent for the Pierce-Arrow is Honored by the Factory for the Good Work He Has Done in the West.

Commemorating their tenth anniversary in the automobile business, the Pierce Arrow Motor Car company are arranging for distribution to those who have made possible the phenomenal growth of this company a beautiful medalion, the work of Davidson of Philadelphia, who has made himself famous in this particular branch of art by his masterful productions. On one side is depicted kneeling a Hercules youth, proudly holding in outstretched hands a miniature replica of the Pierce Arrow, which, with its imported DeLion motor, was the first produce of the then George N. Pierce company, placed on the market for the first time in 1901. On the opposite side appears in his relief, what from an artistic standpoint can be classed as a masterpiece. It is the portrait of a man of mature years, whose face wears a mask of thoughtfulness through which clearly shines the light of genius. His sleeves are rolled back and his collar open at the throat, and with evident pride he holds before him the result of his ten years labor—the 211 Pierce Arrow Suburban. This side of the medalion is inscribed with the words "Pierce Arrow Motor Car Company, 1911" and caption, "Ten years of industrial activity."

DRIVE CAR THROUGH SAND TO FEET OF THE SPHINX

The latest mail communication from the Hippoblie world touring party—now on its way to the Pyramids—is the Hippoblie Motor Car company from Cairo, Egypt, under date of November 3. On that day the world tourists celebrated the anniversary of the state of their try around the globe by a trip to the sphinx and pyramids outside the city.

Grand Prize Race a Thriller

BY BARNEY OLDFIELD. Of all the nerve-tingling, spine-chilling heart-breaking races I ever witnessed the Grand Prize speed battle from start to finish proved the most thrilling. Never was such a long distance event run. There may have been moments during a short finish of some great horse race, bicycle contest or an automobile event that gave the spectators as great a thrill for a few seconds, but here was a great race which for more than five hours held 100,000 persons spellbound and there was never a time up to the moment Bruce-Brown flashed across the line at the finish that it was possible to pick three men between whom the race lay. It was a distinct triumph for American drivers. Of course, there were but two great foreign pilots to oppose our home boys, but there was never a second that showed either Wagner or Hemmery as the equal of Hearne, Bruce-Brown, De Palma, Bragg or Mulford. Hearne was the surprise of the race. Heider as a grammar school boy, Hearne sat at the wheel of a big car and mastered the monster at every corner of the course, displaying a skill and reckless abandon that no foreign pilot ever showed, in this country, at least. Too much cannot be said in praise of Bruce-Brown. There were other drivers in the race who drove just as game and heady a race as did Brown. But Brown won, and that is the answer. Praise must always go to the one fortune smiles on and fortune certainly gave Brown a good hearty grin during the last lap. Mulford's ill-fortune alone prevented the Vanderbilt cup winner from finishing as good as third, but one such victory as Mulford scored earlier in the week is enough for any one man. The average piled up by the winners surpassed the great record held by Nazario in the Targa Florio race in Italy a few years ago. The distances were about the same. Of course, it is absurd to figure the Santa Monica average of 74.5 miles an hour in the same class as the average of the Grand Prix. The Santa Monica distance was just half that of the big Savannah race. The 152 average which Hearne maintained past the 120-mile mark of the grand prize is the average which must be compared with the California record. At that, I believe the same cars that were in the grand prize would have piled up an average of seventy-eight miles an hour over the California course, even at the 48 miles distance. I would like to see the grand prize go to Santa Monica. If it is not done by Savannah, and I have heard some rumors around the Georgia city to the effect that there would be no racing carnival next year. The first road race of the new year is scheduled for Washington's birthday at San Francisco, the Panama-Pacific. From what I can learn from across the continent it is the intention of the northern California crowd to make their race a big event for the next three years and then put out a race for a \$50,000 prize in 1915, when the big exposition is in full blast. Not four years ahead is a long time, and many of the great racing pilots

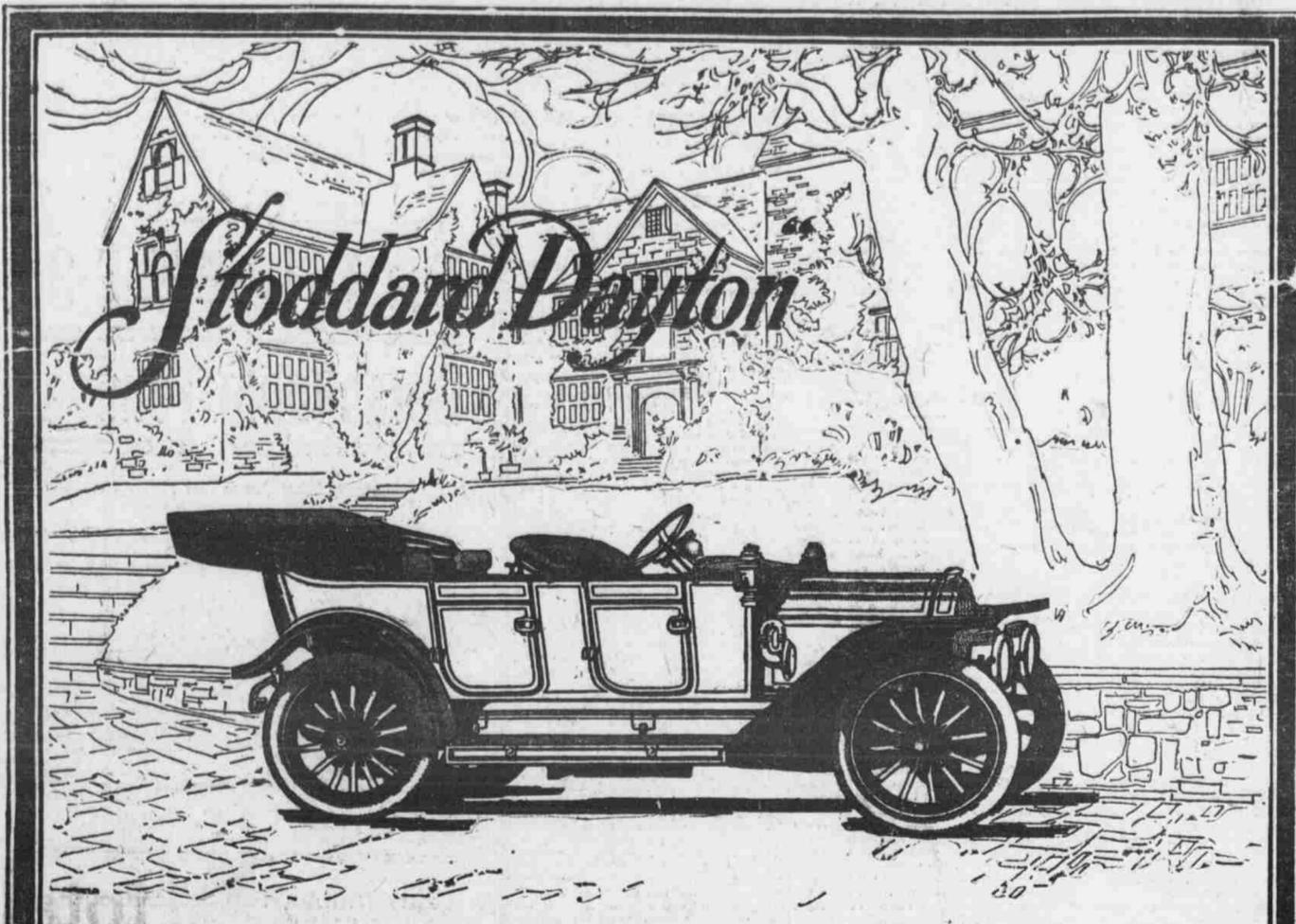
Gossip Along the Automobile Row

W. R. Brown of Fairmont, Neb., motored into Omaha last Friday in his WHT special "Plander" car. H. E. Brown of Lincoln was one of the visitors at the State Automobile association convention here last week. The Hotch company put out five cars Monday and Tuesday and the remainder of the week they averaged a car a day. Up to the present time the Hippoblie people have received 250 orders out of South Dakota for their new \$900 2-horse power Hippoblie. Manager Schmittlief of the Regal company was out of the city the last few days closing up deals for agencies. He states that business out through the state is very good. The Powell Supply company's new building will be practically ready for occupancy by December 15. In view of the large Christmas business the company has decided not to move until the day after Christmas. W. H. McKeen of the McKeen Motor company has placed an order with the Hippoblie people for one of the largest models of the Hipp-Yeates electric cars. This job is considered one of the largest in the western part of the country. The Wallace Automobile company received a carload of Oakland 40s during the last week. A big Columbia Cavalier limousine car was sold to an Omaha party the last week. The car sold for \$1,300, and is one of the largest sales pulled off this season along the row. Real Indian summer weather the last few weeks has made the automobile business boom. Business all along the row during the last couple of weeks has broken all previous records for this time of the year. Many of the managers of companies state that never before at this time of the year has business been so good as it is now. One company stated that for the last four months their contracts greatly exceed those for the entire season last year. T. V. Graves of Chicago arrived in the city last week to take charge of the branch house of the Goodyear Tire and Rubber company. Previous to this the Powell Supply company had charge of all the Goodyear business here. The company is building a new store at 212 Farnam street. The new building will be one of the finest office buildings in the city when completed. The company has gone to great expense in installing the interior fixtures, which will be the best possible to buy. Defused lighting is to be installed. Mr. Graves expects to move into the new building in the near future. At present he is occupying a portion of the Powell Supply office. Republic tires have strongly appealed to Omaha motorists, according to reports

from the Powell Supply company. Sales on these tires for the first seven days of this month compared favorably with the sales made during the very busiest days of the season. While Republic tires cost a little more than the ordinary makes, automobile owners seem willing to pay the difference for the added service and comfort that these tires give. The big demand at this season is for the Staggard tread type cases and the special black line inner tubes. The Powell Supply company reports a large number of visitors during the Nebraska State Automobile association convention the first of last week. The delegates were enthusiastic over the good work that had been accomplished on the road-building proposition. Smith about some remarkable performance of his Hudson "32." J. F. Clause and family of Wahoo, Neb., drove a Hudson "32" to Omaha last week. The women wanted to do some Christmas shopping and on the return trip the car was loaded down with bundles. Mr. Clause said that as a rig for Santa Claus, the Hudson "32" was miles ahead of the proverbial old sleigh. L. W. Peterson of the Mitchell factory at Racine visited the agency in Omaha Friday. Mitchell cars were delivered during the last week to the following parties: Otto Barta, North Loup, Neb.; E. Baker, Stan-

ton, Neb.; Henke & Beninger, Tecumseh, Neb.; Ernest Brock, North Loup, Neb.; Chris Wilback, David City, Ia.; and C. Jacobson, Charter Oak, Ia. A carload of Little Bikes and one carload of the Gentleman's Roadsters were received by the Mitchell Motor company during the week just closed. A chassis of the 1912 six-cylinder Lozier is now on exhibition at the Mitchell Motor company's store, 305 Farnam. This is an exact duplicate of the car in which Ralph Mulford made his wonderful showing at Savannah recently, winning the Vanderbilt cup and establishing a new record of 74.67 miles an hour.

WINS PRIZE IN SPITE OF COLD Though his hands and feet were nearly frozen, Bruce Brown drove his winning Fiat racer at an average speed of nearly 74 1/2 miles per hour in the International grand prize race at Savannah, setting a new mark for this event. It is interesting to note that the drivers of the first six cars and every car to finish the race were Americans, and every car was equipped with Michelin tires. Bitter cold as it was, the spectators were wildly enthusiastic, and Bruce Brown was carried from the course on the shoulders of his admirers.



THE "Saybrook" is most aptly and sufficiently described as "complete."

No one feature stands out more prominently than another—there's no single device to catch the eye. There is every last detail of construction, finish and equipment in and on the "Saybrook" Touring Car to make it complete! It is head and shoulders above all other cars—it has no "experiments" to be tried by the buyer.

Every detail on it we have tested and proven to be worthy before it finds a place on the "Saybrook." The satisfaction any car can give depends on the whole car, and on that thought the "Saybrook" Touring Car is offered for your consideration.

"Saybrook"

Here are some of its features, which go to make it such a successful car; all of them as conducive in the highest degree to comfort in riding, long service, and wise investment.

- These for comfort: BODIES NOT TOUCHING THE DASH—This sweeping improvement eliminates the sounding-board effect of the one-piece body; it prevents the irritating squeaks due to road twists; it refines the entire car into silence. Strains on body cannot bind the steering post. BODIES DO NOT TOUCH THE FRAME—Between the frame and body are placed rubber lugs. These cushions do away with the usual vibration ordinarily transmitted to the body from the running gear of the car. SECOND SPEED TRANSMISSION HAS SPIRAL GEAR—The ratchety buzz of the second speed is thus soft-pedaled into an inaudible, smooth efficiency. NEW TYPE RADIUS RODS—A universal joint, cross and yoke type (covered with leather boots to keep the dust out and the grease in), allowing for up-and-down and side motion. Result: no wear nor rattle, and a much-easier-than-ordinary riding car. ADJUSTABLE FRONT SEATS—Movable forward or back, to suit convenience of the driver. WHEELBASE—Of 122 1/2 inches. Exhaustive tests proved this the most advantageous wheelbase for a comfortable 7-passenger car. HARTFORD SHOCK ABSORBERS—Makes sure the riding comfort of the already perfect car. SPRINGS ARE 2 1/2 INCHES WIDE—Permitting the use of fewer leaves and while making a far easier-running car, also makes for more strength. Electric furnace steel in these. These for long service: VALVE-IN-HEAD MOTOR—With four cylinders, 4 1/2 x 5.

you. Then is when it BEGINS. The pleasure part of Stoddard-Dayton owners is the prompt and willing service rendered to car and owner at all times. THE PRICE—Complete, as outlined above, (f.o.b. Dayton,) \$2800. We will send you a catalog and, later, call upon you, if you wish. Or, see the Saybrook at our place. We will be glad to show it or give you any further information without obligating you in the least.

A positive oiling system, because— A gear-driven pump forces the oil through separate pipes direct to each crank-shaft and cam-shaft bearing and to the commutator. As the speed of the motor varies the oil pump, being driven by a gear on the cam-shaft, likewise varies the supply of oil in exact proportion to the motor's changing requirements. By this system a continual flow of oil is forced to each and every bearing. An oil pressure regulator is provided by which you can give as much, or as little, oil to the motor as the service demands.

Deright Automobile Co. Omaha, Neb.

- MISSOURI VALLEY, Ia. Fred Brown Auto Co. LOUISVILLE, Neb. BLOOMFIELD, Neb. TEKAMAH, Neb. Tom Farmale. Bogenhagen Auto Co. Lukens & Johnson. NEBRASKA CITY, Neb. R. A. Duff Co. FREMONT, Neb. Luther Larson. DEADWOOD, S. D. C. F. Peterson.