

Prominent Omahn Automobile Salesmen



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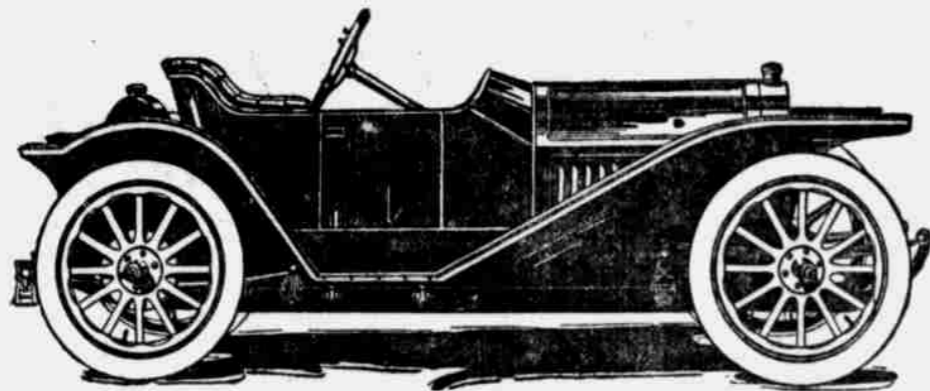


R. D. VAUGHT



W. L. WEAVER

The Most Popular Roadster in America



The Regal "25" "Underslung" Roadster—\$900

A REMARKABLE SALES DEMONSTRATION has been given of the construction advantages offered by the Regal "25" "Underslung" Roadster—a demonstration that is in itself a tribute not only to the fine, technical knowledge displayed by the average purchaser, but also to public recognition of a new car, built upon an old principle, so advanced and meritorious, that next year, at latest, all progressive manufacturers will use it exclusively.

IT PAYS TO THINK AHEAD, because that means building ahead, and building ahead brings success. The success of the Regal "25" "Underslung" Roadster is the result of foreseeing the inherent superiority of "Underslung" construction (admitted the best engineering practice in all mechanically propelled vehicles demanding speed, comfort and safety)—then, embodying this "Underslung" principle in the chassis of an automobile, making it the "advanced" car because the "out of the ordinary" car.

LOOKING AT A REGAL "UNDERSLUNG", whether a "25" Roadster or the 5-passenger 35 horsepower Touring Car, you will immediately recognize this "difference." There is a certain distinction about how it looks, that, to the initiated, gives many undeniable reasons why the "Underslung" is rapidly becoming not only "the car of today" but the car of all the tomorrows. You will remember this statement of ours eventually. The "Underslung" has already come into its own. Meanwhile—

THIS REMARKABLE ROADSTER is enjoying the popularity of recognized merit—we should say merits. The big sales are the simple results of superiority. We do not like bragging, but we do like making success infectious. This advertisement is planned to lead your choice of a car to a successful issue. If it's a Roadster you've set your heart upon, we're initiating a selling argument right now as you read, which the car will clinch when you've seen it, compared it, ridden in it. It may be that—

YOU'RE ASKING YOURSELF THE QUESTION Why should I buy a Regal "Underslung" Roadster? Seventy-five hundred men have asked that and answered it by owning the car. Professional men, business men, who, like you, are not accustomed to buy on hearsay, but on their own judgment and their personal point of view. Some bought it because they thought it the most beautiful car; others, because the most comfortable and economical; others, because the safest car; others, having knowledge of mechanics, because they proved it the "rightly built" car; while a percentage bought it because they believed it exceptional at the price. But—

WHEN YOU GO TO INVESTIGATE THIS CAR you will discover that the Regal "25" "Underslung" Roadster meets all these requirements and meets them in a supremely convincing manner. It is a beautiful car. It is a comfortable car. It is an economical car. It is, without doubt, the "safest" car. It is the "rightly built" car—and the price—at \$900—well—it makes a rich man proud and the man of moderate income rich. There is value, plus all the essentials that the most fastidious and exacting buyer can possibly demand.

A WORD OR TWO ABOUT CONSTRUCTION. "Underslung" means that the weight of the car is "slung" below the axles instead of balanced upon springs above them. This lowers the center of gravity to such a degree that it obviates the danger of "turning turtle" or skidding—the cause of most automobile accidents. This construction also gives a uniform clearance of 10 inches under the car—makes possible a straight line drive from motor to rear axle, saving power, hence gasoline, and giving an accessibility to every working part that is impossible in ordinary construction.

OTHER IMPORTANT FEATURES. As the weight of the car is also "slung" well within the wheels, there is no destructive side-lash on springs and tires—this gives a forward motion, even when turning a sharp corner, eliminating the discomfort of the passengers swaying one against the other and assuring long life to the chassis and every set of tires. The "Underslung" also lends itself to beautiful lines, and one look at the chaste design of this Regal Roadster will satisfy the connoisseur that here is a car that is the personification of elegance and speed.

REGAL DEALERS are in 1,000 cities and towns throughout the country. If there should not be one where you live, write to us at the factory and we will see that you get a demonstration.

A FEW SPECIFICATIONS: Wheel base, 100 inches; tires, 32x3 1/2 inches. Three speed and reverse selective sliding nickel steel transmission. Road clearance, 10 inches (as much as the conventional built car); 4-cylinder, 25-horsepower Motor. Bore, 3 1/4 inches. Stroke, 4 1/2 inches. Dual ignition—with magneto. Standard Equipment—Acetylene Headlights, Generator, Oil, Side and Tail Lamps. Jack and complete set of tools.

OTHER REGAL CARS—Regal "30," 5-passenger Touring Car, Fore-door, \$1,050. Regal Demi-Tonneau, open and fore-door type, \$1,000 and \$1,050. Regal "40," 7-passenger Touring Car (fore-door), \$1,650. The new Regal "35," 5-passenger "Underslung" Touring Car, \$1,400. (The big surprise of 1912.)

To Dealers: Regal Cars will not be exhibited at the Omaha Automobile Show. They are, however, being exhibited at the Show Rooms of the

Phone Douglas 2382 Nebraska Regal Sales Co. 2209 Farnam Street

The Regal Motor Car Co. Automobile Manufacturers Detroit, Mich.

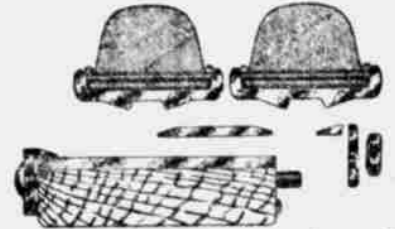
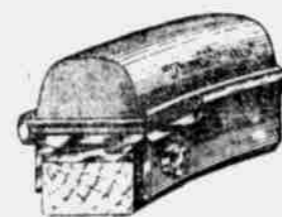
Always a Year or Two Ahead—

"Firestone"

Truck Tires AND Rims

The Only Complete Line of Tires for Every Service—The Only Truck Rims for Quick Tire-Changing that have Passed the Experimental Stage

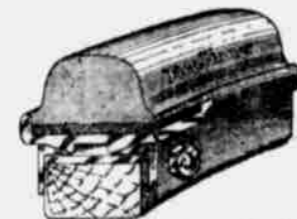
WE ANNOUNCE the addition of several heavy-service tires, completing a Firestone line of designs to exactly suit every type of car, size of load and condition of service—and every tire a proven success. On regular rims, or on Firestone Quick Removable Rims, for quick tire-changes right on the spot.



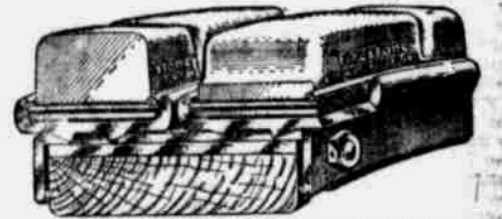
Single and dual Heavy Duty tire for resiliency. Economical in car up-keep. S. A. E. standards. NOTE: Both dual tires can be taken off without removing the wheel.



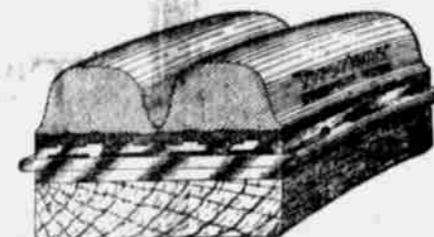
Cushion and Special Electric tires for Electric Pleasure Vehicles, Electric Trucks and Light Gasoline Delivery Wagons. Extremely resilient, and economical in current consumption. Rims for Cushion Electric tires are interchangeable with pneumatic rims. Special Electric tires made in Old standards to fit channel rims and in the S. A. E. Standards to fit channel and Quick Removable Rims.



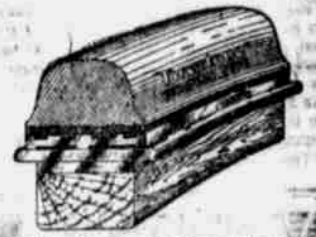
Hard Base—channel type for heavy service. S. A. E. standards.



Block tire for traction and non-skidding in heavy service. Economical in car up-keep. Old and S. A. E. standards.



Hard Base—European type. Has a tough, resilient tread and a metal-and-hard-rubber base. S. A. E. standards only.



Many years of undisputed leadership in Quality, Design and Volume of Output have particularly qualified the Firestone company to offer this only complete line of fully proven tires and rims.

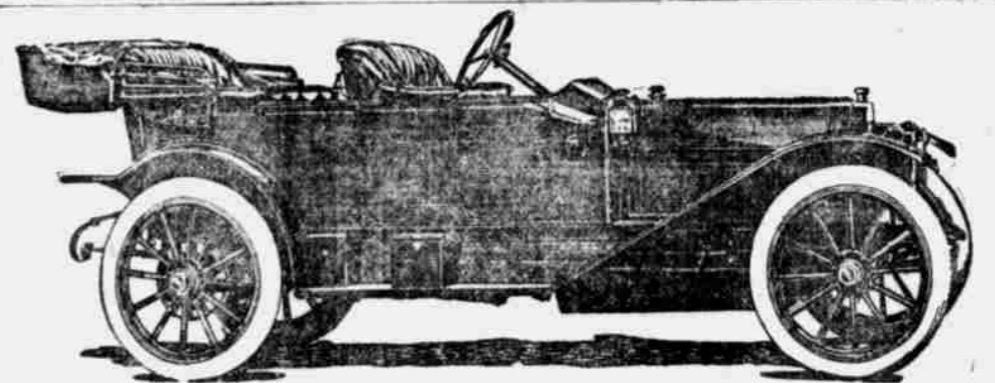
More than one hundred service stations throughout the United States!

WRITE FOR OUR GUARANTEES

2127 FARNAM ST.

The Firestone Tire and Rubber Co.

"America's largest exclusive tire and rim makers"



EVERY time you see something about a car in the Auto Show that looks good to you, go over to the Mitchell exhibit and see if you don't find the same thing on a Mitchell car. If it's something to make the car run best and wear best, you may be sure it is to be found in the Mitchell cars.

Don't depend on your eyes, we may have concealed it to improve the looks of the car. Ask the man in charge.

There's nothing left off a Mitchell car that would make it run better or climb hills better, or make it give better and longer service. The best things aren't too good for Mitchell cars.

Be sure to see our new 5-passenger Mitchell-six.

7-passenger Mitchell-six, 6 cylinders, 60 horsepower, fore doors, tires 36x4 1/2. Price equipped \$2,250.

5-passenger Mitchell-six, 6 cylinders, 48 horsepower, fore doors, tires 36x4. Price equipped \$1,750.

5-passenger Mitchell thirty, 4 cylinders, 30 horsepower, fore doors, tires 34x4. Price equipped \$1,350.

4-passenger Mitchell thirty, 4 cylinders, 30 horsepower, fore doors, tires 32x3 1/2. Price equipped \$1,150.

2-passenger Mitchell runabout, 4 cylinders, 30 horsepower, fore doors, tires 32x3 1/2. Price equipped \$950.

Mitchell-Lewis Motor Company

Mitchell Motor Company

2050 Farnam Street, Omaha, Neb.