

AUTOMOBILES

FAIRMOUNT RACE TO BE HELD

George D. Porter Admits It Has Done Much for Quaker City.

COURSE IS SAFEST IN WORLD

It is Best Policed Speedway in World and Four Automobiles Can Drive Ahead Over It.

NEW YORK, Feb. 13.—Having been promoted the hearty co-operation of the director of public safety, George D. Porter, the Quaker City Motor club has little doubt that the Fairmount park 200-mile race will be held this year. Mr. Porter admits that the big race has done much for Philadelphia. It has not only advertised the city throughout the country, but has given to charity large sums of money. Mr. Porter is willing to co-operate with the club in conducting the race during his administration and to make the contest next October even greater than any preceding one. Former Mayor John E. Reburn is also a supporter of the race, which in four years has entertained more than 2,000,000 persons. In a speech at the annual banquet of the Quaker City Motor club President Paul E. Huyette said:

"The Fairmount park course is the safest course in the world from the viewpoint of the racing driver. This is because the course cannot be covered with a speed that invites accident. It is therefore not considered a fast course, like Savannah, for instance, where the grand prize and Vanderbilt races are held, which course has no turns to speak of and no grades or inclines as large as a peanut. Too much praise cannot be given to the department of safety, this city, for the policing of this course during races.

"No race course in the history of the world has ever been so magnificently policed. Then, again, there are but few spots on this course where three or four cars cannot pass at full speed. I am sure that it will be of interest to you to know that during the four races already held that in actual racing over 12,000 miles were covered and practically as much in the weeks of practicing, amounting to a total of 25,000, without serious accident to contestants and in no case any injury to spectators.

"I wonder how many of you here fully realize the tremendous benefit that the city of Philadelphia receives from these yearly park races, aside from the charity feature and the benefit that the hundreds of thousands of people receive by attending races conceded all over the world to outline any similar events held anywhere? Our city is benefited exactly as would be any business firm that advertises its goods on the first page of every newspaper in every city in the entire United States for at least three weeks. This advertising that the city of Philadelphia receives of being written up in connection with the Fairmount park race news printed in thousands of daily newspapers throughout the country for a couple of weeks before and at least a week afterward could not be bought for hundreds of thousands of dollars, if it could be bought at all."

Well Known Auto Salesmen



F. A. ROSS.



H. A. SIMPSON.



J. G. FULTON.

FIFTEEN BOOSTS FOR TRUCK; LOWER COST IS BIG FACTOR

By Glosson Murphy, Vice President General Motors Company.

The following are good reasons for investigating and using the motor truck:

- Because it will increase the efficiency of your delivery system.
- Because it will give you prestige.
- Because it will help to increase your business.
- Because you will be able to cover a large territory in a given time.
- Because the motor truck will work for you every day in the year.
- Because the efficiency of your entire organization is judged by the way you deliver your goods.
- Because the motor truck is not affected by the elements, heat or cold.
- Because you are able to get unbiased opinions from manufacturers.
- Because you can make a thorough investigation of both the gasoline and electric systems.
- Because the market affords wide range of capacities and bodies both in electric and gasoline types.
- Because the motor truck is a certainty, having reached a standardization that insures its every day use.
- Because up to January 1, 1912, \$30,000,000 worth of trucks had been sold since the inception of the industry.
- Because the motor truck is now applicable to nearly all business, owing to the wide range of body designs built and the mechanical equipment.

AUTO MAKERS MAINTAIN MANY SERVICE STATIONS

A marked illustration of the modern system of merchandising automobiles is the attention which the old established companies are giving to the problem of service.

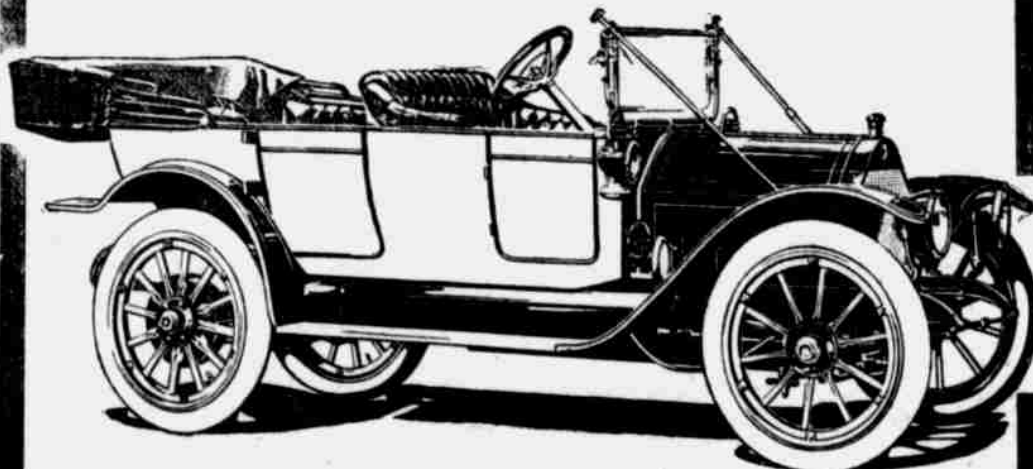
Time was when the manufacturer considered his duty done when he had produced a car and passed it in the hands of a purchaser. This condition no longer maintains. All over the country the big manufacturers are establishing service stations, fully equipped to adjust difficulties, supply new parts and to assist the purchasers of the firm's cars in every problem which faces them.

The time is past when the owner of a car was compelled to lay it up, sometimes for weeks, while he waited the arrival of some perhaps unimportant part from the factory.

The Studebaker corporation of Detroit affords a fine example of the new system, brought to its highest pitch of effectiveness. E-M-F "20" and Flanders "27" service stations of the Studebakers are located at New York City, Buffalo, Atlanta, Birmingham, Boston, Charlotte, N. C.; Chicago, Cleveland, Dallas, Denver, Detroit, Des Moines, Fargo, Indianapolis, Kansas City, Los Angeles, Louisville, Minneapolis, Omaha, Oklahoma City, Philadelphia, Portland, Ore., St. Louis, Salt Lake, San Francisco, Sioux Falls, South Bend, Spokane, Washington; Columbus, Milwaukee, Seattle and Toledo.

No attempt is made to secure a profit from any of these service stations. In fact, the supplies furnished by them could be handled by a small force at the firm's factory. This, however, would entail delay and additional expense to the users of the firm's cars. The Studebakers do, however, believe that their service stations are really profitable investments both in the friendly relationship which they establish between manufacturer and purchaser, and in the increased sale of their cars to buyers who appreciate the advantage of having always within easy call a thoroughly equipped supply station with competent mechanical men in attendance.

Studebaker's Exports.
Export statistics, lately prepared, show that, during the month of November, the United States shipped abroad 1,391 motor cars—virtually double the number shipped in the corresponding month of 1910. Of this total, the Studebaker corporation claims to have shipped just 413 cars—more than 27 per cent. In detail, the exports of the Flanders and E-M-F cars, manufactured by the Studebaker plants, composed more than 15 per cent of the exports to South America; more than 11 per cent to Great Britain and Ireland, and more than 27 per cent to Australia and New Zealand.



MODEL 'M'

BRIEF SPECIFICATIONS—40 H. P. Motor, 4 cylinders, 4 1/2 x 5 1/4, enclosed tappets. Double ignition, High Tension Splittorf Magneto and Atwater Kent System with eight spark plugs. Presto Self-Starter. Full honey-combed aluminum Radiator. Three dry disc plate clutch. Brown-Lipe transmission and differential. Timken full floating type rear axle. Demountable rims, 36x4-in. tires. Aluminum body, 118-in. wheel-base. Vesta Dynamo Electric Lighting System. Mohair top. Superior wind shield and Stewart speedometer.

PRICES—With full equipment: Model M, \$2,200.00; Model N, \$2,200.00; Model O, \$2,200.00; Model L, \$2,750.00. F. O. B. Moline, Illinois.

Do not fail to see the VELIE at the Auto Show—this week, Auditorium

John Deere Plow Company
of Omaha
Tenth and Howard Sts. Omaha, Nebraska

The New Locomobile

LITTLE SIX With 60 Horse Power

The Latest Locomobile Success. This new model meets the demand for a motor car of moderate power and passenger capacity. With its Ten-inch Upholstery added to its perfect design and mechanical balance, it is to five passenger touring cars what the Locomobile "48" Six is to seven passenger vehicles—the standard by which all motor cars are measured. Four models—Touring Car, Torpedo, Limousine and Landulet. Now ready for demonstration and delivery.

We are exhibiting at the Omaha Automobile Show our latest models of Pleasure Cars.

J. J. Deright Company
Sales Agent
1818 Farnam St., Omaha, Nebraska.

Best service organization in the Middle-west.

Still More Evidence of the Big Possibilities in THE Marquette

THE Automobile Shows have clinched the standing of the Marquette. No car could arouse so much interest, with both dealer and consumer, unless it possessed that unusual merit which becomes most conspicuous when subjected to the critical inspection of Show visitors.

We believe it has been proved that the Marquette stands without a rival; for, price and car considered, this machine has created a new class in the high-grade automobile field.

The Marquette is the product of improved factory facilities and scientifically applied construction experience. These are expressed with unmistakable accuracy in every line and principle, with many touches of refinement which lift it to a par with the world's highest-priced cars. The Marquette is at once a car of strong artistic appeal and absolute dependability of performance.

The big, up-to-date Marquette plant is operated under the direct supervision of General Motors Company—a fact which insures the backing and support of a large, permanent organization, planned and equipped to co-operate with dealers to the utmost in prompt, efficient service to customers.

The line comprises of five handsome models, from the smart, speedy, two-passenger "Challenger" to the magnificent eight-passenger type; prices, \$3000 and \$4000; complete equipment, including electric light generator.

A few high-class agencies still open.

These handsome cars will be shown at the Omaha Automobile Show, of course, but the Real Display is at Show Room 1912-14-16 Farnam Street

NEBRASKA BUICK AUTO CO., Distributors
Omaha, Lincoln, Sioux City,
Lee Huff, Mgr. H. E. Sidles, Gen. Mgr. S. C. Douglas, Mgr.

Model 25—Price, \$3,000.