

#### ENTRIES IN FOR THE BIG RACE Maker Gives Many Harry Knight, Hero of the Last Race, Has an Entry.

#### SEATS ARE ALREADY ON SALE

Indications Are that There is Just as Much Interest in Automobile Racing as Ever Before.

INDIANAPOLIS, Ind., Feb. 21-Notwithstanding the prophecies of many who claim to know that automobile racing is on the wane and that manu-facturers are becoming more and more inclined to dodge contests, at least one Sweepstakes race on the Indianapolis Motor Speedway next Memorial Day. The Lexington Motor Car company of Connersville, Ind., has entered a sixcylinder 1911 model Lexington in the five-century grind to be run May 30. This is the first contest of the kind in which this company has participated.

Harry Knight, one of America's youngest motor pilots, is nominated to drive the Lexington car in the long vace. Knight appeared in the last 500-mile race in a Wescott and was making an excellent showing until he met with an accident in the ninety-sixth lap, or very nearly half way through the eveni. Knight's escape from injury was rethe most spectacular and thrilling ac-cidents that ever occurred on a motor the mechanical equipment. racing course. In an attempt to avoid running over and killing a mechanician who had fallen from a car just ahead of him, and despite the fact that he was half blinded by smoke. Knight voluntarlly turned his car head-on into the pits near the starting line and crashed to do. into two automobiles standing at the side, of the track. Knight and his mechanician were

thrown many feet through the air, but neither was injured seriously and the plucky driver accomplished his purin saving the life of the man who had fallen on the track. Hundreds of spectators' who witnessed the thrilling accident signed a petition asking for a the business long enough to know what Carnegie medal for Knight. This petition is still before the Carnegie commission and will prohably be acted upon during 1913.

The other entries to the race consist of two Stuiz cars entered by the ideal Motor Car company of Indianapolis, to be driven by "Gil" Anderson and Len Zengie, with the Nebraaka Buick company of Lincoln. by "Gil" Anderson and Lan Zengle, with Billy Rnipper as relief driver: two Mer-with Manager Huff of the local branch, Wishart of Port Chester, N. Y., and Wishart of Port Chester, N. Y., and Wishart of Port Chester, N. Y., and with many assistants, will look after the Ralph De Palma (both of these cars are interests of the company during show interests of the company during show interests, while Lodis Disbrow and Joseph A direct express shipment of five show Jagersberger nominated a pilots; two National cars, with a team of four drivers iton purposes at the show arrived in named, consisting of Wilcox, Herrick, Mers and Herr, and a Fiat entered by E.

E. Hewlett of Los Angeles, Cal., to be driven by Teddy Tetzlaff. Tentative announcements of entries have been received from several other manufacturers, which will bring the total list, certain to the Buick booth at the Omaha show. appear, up to twenty-five cars. As the field is to be limited to thirty cars, all of a which must qualify at the rate of seventy-five miles per hour for one full hap of the two and one-half mile track, it ms certain that the race will fill to the limit.

Despite the fact that the race is still

## Reasons for Using **Commercial Trucks**

The following are good reasons for inrestigating and using the motor truck: Because it will increase the efficiency of your delivery system. Because it will give you prestige Recause it will help to increase your

Because you will be able to cover a large territory in a given time.

from the Palge car. "Driving up to a man's place of busi-ness in a motor car," says Mr. Stevens, Because the motor truck will work for you every day in the year.

Because the efficiency of your entire "Rets his attention in spite of what he organization is judged by the way you deliver your goods." deliver your goods. Because the motor truck is not affected and come over to me, thereby gaining the elements, heat or cold. by the elements, heat or cold,

Because you are able to get unbiased Then, besides, going through the coun opinions from manufacturers. Because you can make a thorough in-vestigation of both the gasoline and elec-

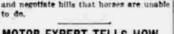
try in a motor car freshens and bright-ens a salesman's mind and puts him in trim to come in contact with his next prospect. tric systems. Because the market affords wide range

Because the motor truck is a certainty. 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, 1917, 50,600,600 had from it will probably be interest-tor from the second seco worth of frucks had been sold since the Breception of the industry.

Because the motor truck is now applic-

to give the same time to customers in from five to eight towns per day, and place of two or three teams and as many my records show several days where I visited nine and ten towns during wagons, depending largely on the routing and extent of your delivery system. Vialted nine and to Because the motor truck will carry loads the lively working hours. Mr. Stevens is a Paige booster, and he declares he has good reasons to be. Speaking of the past four months work, he says: "I did not need to pick the good reads, but merely took the



#### MOTOR EXPERT TELLS HOW TO START "ON THE SPARK"

"If one would start his motor 'on the spark' he should speed up his motor just before stopping it, by opening the throttle wide," said Dr. Swain, who has been in the business long enough to know what in 1917."

charge is left in the cylinder to be ignited when another start is to be made."

#### Carlond Collins Here.

Busy Buick man is Carload Collins, gen-inghest grade sutimony process cure of ral sales manager of the Buick Motor rubber. The tubes are being demonstrated company, who will spend several days at at the exhibit of the Baum Iron company on the platform

#### Traveling Man Tells of Service Secured New, big, self-starting Chalmers in His Paige Auto

Califing on his southern Michigan

trade in an automobile and finding it profitable from a good many view-

points is the experience of W. H. Stevens,

a Detroit traveling salesman, who talks enthusiastically of the advantages an

automobile gives him and the particularly advantageous service which he has had

"For making a town-to-town canvas

months, covering my territory in southern Michigan, the results I have

towns and cities in twenty counties and



Think of a new high-power Chalmers car with self-starter as regular equipment-for \$1,800. No more cranking, no more bother. Just push a button on the dash with your foot

"Thirty-Six" --- \$1,800

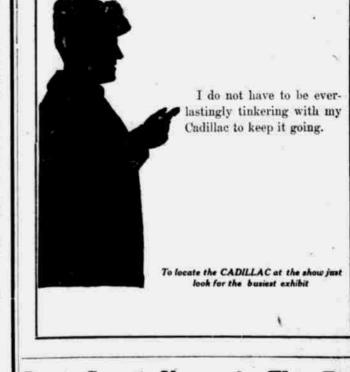
and away goes your motor. That isn't atl. This car has a long stroke motor (414-in. x 514-in., developing 36-40 H. P.); four forward speed transmission; Bosch Dual Ignition; 36x4-in. tires; Continental Demountable rims; Mercedes type honeycomb radiator; dash adjustment for carburetor.

Furthermore, this car has bigness, strength, proved durability, heauty, fine finish, comfort.

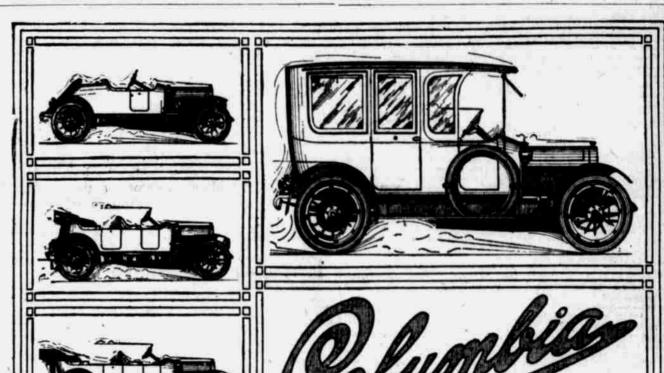
You can se this car at Space 18, Auditorium, during the Automobile Show with the compressed air self starter in constant operation. Also shown in different models at our

H. E. Fredrickson Automobile Co. 2044-46-48 Farnam St.

Also Agents for Pierce-Arrow.







shortest routes and the Paige went through, and going through Michigan roads is a test of power that will carry a car almost anywhere that dirt roads are made. After four months of this an examination of the motor shows no signs of strain, and without doubt it will give me double the above mileage

#### PUNCTURE-PROOF TIRES DEMONSTRATED AT SHOW

To John H. Brown of New York City mobile industry today, a puncture proof pneumatic tube. In the Brown scientific tube great perfection has been attained No expense has been spared in materials and workmanship to make this tube high grade. It is said to stand in a class by itself, as the only patented pneumatic tube on the market. It is made of the

tour months away and the neat sale opened on January 15, hundreds of seats. have been sold to purchasers in all parts of the United States. Many mail orders have been filled and present indications are that the crowd which witnessed the 1911 event will be considerably outnum bered by the attendance in 1912. Last year about 30,000 people were on the Speedway grounds and present indications are that fully 100,000 will see the second annual 500 mile race.

#### Autoist's Discovery is Boon to Drivers

Paul Legget of Nynck, N. T., made a discovery that is of interest to every motorist who has been "up against it" after he has exhausted his gazoline supply miles from a garage. Mr. Legget has found that acetylene

gas, while not nearly as powerful as gasoline, is equally efficient in operating a car. The discovery saved him from being stalled miles from a garage and constitutes a good tip to the country's motorists.

He was driving from Nyack, N. Y., to Chatham, N. Y., a distance of 1% miles. While between Kingston and Catskill, on the west bank of the Hudson river, he ran out of gasoline several miles from, the mearest place where any could be secured. As there were no telephones any nearer than the gasoline he started the car with the self-starter and left the gas from the scetylene tank on the dash-board of the car turned on about onethird the way around. Then he ran several miles up and down hill, using only acetylene gas for power until he arrived near a church which carried the only supply of gasoline in that vicinity. Recently in Detroit automobile engineers pronounced acetylene too weak a combustible to compete with gasoline as a source of engine power, Mr. Legget's performance to the contrary notwithstanding.

PRETTY CAR AT SHOW **REQUIRES SPECIAL GUARD** 

One of the prottiest cars in the show from the standpoint of color is a fivepassenger Franklin-pale crushed straw-berry shade with trimmings of deep old outings of plokel and leather cushions and trappings of dove gray.

This car has a special guard, a colored man in military regalia to keep small boys from touching its dainty surface and jumping on the steps.

New Cars Delfvered. The Nebraska Buick company delivered to J. F. Dimmick and Dr. Atnes, both of Domains, model 3 touring cars. On your new car specify Firestone TIRES

HOLDERS of the world's record for durability and speed. Recognized everywhere now as the best.

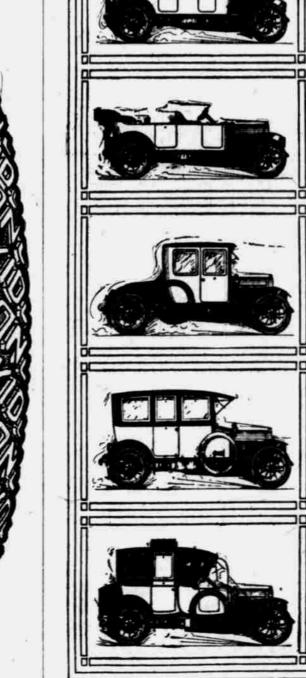
It costs much more to build tires the Firestone waystronger construction and more durable rubber.

Yet the difference in selling price is only a trifle that is many times paid back in service-the most tire miles per dollar of cost.

Furnished without extra charge on most cars when specified.

### 2127 Farnam St.

The Firestone Tire & Rubber Co. "America's Largest Exclusion Tire and Rim Makers"



# LENT K

THE COLUMBIA KNIGHT motor possesses every advantage of other types without limitation to qualify its complete success. It has, too, great power and flexibility and that silence which is the absence of noise.

Driving the Columbia Knight adds a new charm to motoring, so smooth and velvety is its running. There is no consciousness of mechanical effort or of the presence of a powerful prime mover.

Here are shown Columbia touring and coach bodies mounted upon Columbia Knight standard chassis.

Careful design and accurate workmanship are evident in every part of the car, whether large or small, and detailed examination of methods of building prove the superlative fitness of the Columbia Knight.

Catalog and other interesting literature free upon request.

UNITED STATES MOTOR COMPANY

Columbia Division

Shown at the Auditorium

United Motor Omaha Co. LEWIS E. DON'T, Mgr. 115 Farsarp St., Gusha