

GENESIS OF RACING DRIVER

His First Training is on Rough Road with Stripped Chassis.

LITTLE GLAMOUR IN WORK

"Tester" is the Trade Title of the Aspirant for Driving Honors, and He Takes Car Over Worst Roads to Be Found.

Where do the automobile racing drivers come from? Nobody has ever written the romance of the man behind the wheel of the big racing automobile, probably because there is little glamour in the story of how he got there. But go to Detroit—the center of the automobile industry—and watch the men who test out unfinished Hudson cars over 200 miles of fierce Michigan thoroughfares and you have come upon one breeding place of the race-driver's speed germ. There you will find in the guise of an obscure "tester," the racing driver of the years to come. On the payroll of the institution he is down as a "rough test man." His duty is to take an assembled car out onto as bad a road as can be found and work the car as hard as possible to bring out any possible defects before the car is turned over to the motorist.

There are very few race drivers who have not been "testers." "Speed King" Bob Burman was a "tester" and his racing aspirations were inspired by the rough looking "test cars" in which he hurtled through space to bring out the possible defects after the chassis of the car had been assembled. Mortimer J. Roberts, whose name is known from one end of the country to the other, was once a "tester."

Cowboy of the Auto Field. The "tester" is to the automobile industry what the cowboy is to the range. The "motor cowboy" daily risks his life for owners of automobiles. Yet few motorists even know of his existence or the romance connected with his life and the exacting duties he performs. As a rule he starts out to fortify his future by learning a trade. That takes him to some machine shop, from which he acquires a mechanical turn of mind and eventually gravitates into the automobile business. After acquiring sufficient

PRESIDENT GENERAL MOTORS COMPANY TO VISIT SHOW.



THOMAS NEAL.

knowledge, the man who will make a good "tester" takes to the work like a duck to water. Then it becomes his primary duty to discover the faults of the cars that are not 100 per cent right and at normal seasons of the year there are 100 "testers"—the majority of whom have aspirations to be racing drivers—who daily do fifty and sixty-mile clips over the fierce roads that constitute the "test route" of the Hudson Motor Car company on the outskirts of Detroit. These "testers" take some chances that racing pilots never take. The latter perform their feats over specially prepared courses in machines which have been specially groomed under the most expert supervision and tried out over and over again for weeks before they are actually "opened up wide." But the "tester," with picturesque abandon, takes out new, roughly-clad machines and sends them hurtling over terrific stretches of road at mile-a-minute speed to prove that a wheel will not come off here, nor a part there, where holes and other obstacles appear latent upon wholesale destruction.

Ford People Turn Thoughts to Poetry in Auto Pamphlet

The Ford people have a nifty little booklet in the design of a front view of the machine with two attractive young persons—man and girl—inside. They call their Ford the "Car of All Countries" and print the following acrostic, presenting their compliments to prospective buyers:

Permit us now to introduce
La Belle Cosmopolite—the Ford
Nurtured for universal use
And by good motorists all adored:
His visitor at our auto show,
Extend a reading eye you see.
Arabs, Africans and Japs,
"Chinos, Irish, Dutch and Swedes,
Goussaks, Swiss, a Pole perhaps,
Egyptian "fellahs," Danes, Medes,
Parisians, Germans, Russians, Jews,
Turks, Englishmen and doughty Scots,
Oriental-habited Hindos,
Unblushing Kafkirs, Hottentots,
Roumanians, Greeks, Austrians,
Calm "plebs" and "phats" of U. S. A.
Obscure South Americans,
Mauritians, Mexicans and May,
Polite seniors from southern Spain,
Lords of the olive and the wine—
Into their hands and lands again
Move on our world-accepted line!
Efficiency of plan and plant,
Nothing half done and ways that please,
These make the Ford all-dominant,
Supreme at home and o'er the seas!

Car Built of Parts from the Junk Pile

For about a week a foreman of the Studebaker corporation's E-M-F factories spent half an hour each day picking over the scrap pile at plant No. 1, where workmen had thrown E-M-F "39" parts that had failed to pass inspection. Two weeks later the foreman drove down to work in his own car. Practically every part of that car had been discarded and "junked." The materials had been bought by the foreman, by special permission, at the rate paid by the junk men who annually bid for the accumulation on the pile. He had been forced to buy a few of the nonessential fittings for the car, but his total expense had been in the neighborhood of \$100. Aside from illustrating the care with which a modern automobile factory in-

speaks its finished parts before assembling them, rejecting all that are even technically defective, an interesting feature of the story is the action of the Studebaker management, which first ordered the foreman to remove from his car any means by which it could be identified as an E-M-F "39," and followed this by rigidly prohibiting the further sale of scrap to employees, even at higher rates than those paid by the junk dealers. In the meantime, it is said the foreman is joyfully willing about with his family, on pleasant holiday afternoons, piloting a portion of scrap pile which

GUY SMITH OUTLINES TRIPS FOR THE AUTO ME!

"Sunday, week-end and vacation tours from Omaha," is the title of a neat booklet which Guy L. Smith is giving away at the Automobile show, with the following foreword:
Away from the heat and smog of the city; away from the cares of business; a cross-country tour in a smooth running car brings an exhilaration that can be

realized in no other way. Get out in the country where all of nature's beauties are unfolded. I have prepared a few tours that will occupy a Saturday or a Sunday; others that will embrace two or three days and two carefully selected tours, either of which will cover a moderate vacation. If your health and happiness are benefited by any or all of my tours, I shall consider my labors fully repaid. At any rate, I wish you lots of enjoyment.
GUY L. SMITH.
Maps and exact directions for fifteen distinct tours are given in this booklet, some of them for a one-day run and some that in which the run would occupy a week.

BIG OLDSMOBILE LIMITED CARS ATTRACT ATTENTION

D. E. Ford, western manager for the Oldsmobile, has one of the finest exhibits along auto row. In their garages at Twenty-fifth and Farnam streets, he is showing two of the big Oldsmobile "limiteds" and three of the Oldsmobile "specials." Each is furnished differently and the exhibit is most interesting. Mr. Ford is offering to take anyone to and from his exhibit if he will simply tele- phone a wish to see the cars.



Rambler Motor Cars

The Rambler Cross Country—\$1650

Here Is a Story of Real Comfort

Here is a car that appeals to all your senses. Graceful in lines, distinguished in color, long and low hung—it's pleasing to the eye. Step in and you will marvel at the feeling.

Settle down in the deep cushions at the big eighteen inch steering wheel—stretch out your legs and know what comfort is.

Start the motor and you will sense its silent dignity and power. It runs without vibration.

Ride in Careless Ease

Take to the open road and at the first release of the clutch its silent action deceives you for the moment. You wonder if the motor has stopped. Open the throttle and away it springs with eagerness. You ride on and on in careless ease and the farther you go the satisfaction of comfort grows.

This is a car for relaxation—for perfect ease. The wheel base is 120 inches, the wheels and tires 36x4 and the straight line torpedo body swings low between the axles—three inches lower than the ordinary car.

Notice the rake to the steering column. It's adjustable. You can settle down for mile after mile. Your arms are free; your legs not cramped. The wheel is just in the right place to see the road ahead. To steer is but to touch the wheel.

Steer Without Friction

When you hit a stone the wheels don't turn sharply. When you want to turn it guides as without a point of friction. There's no whip to the wheel—no bind—just a pleasing flexibility.

You sink down with pleasure into the eight inch upholstery—yet you never strike bottom—you never reel nor feel a jolt. The rear springs are 2½ inches wide and proportionately thin. The period of vibration of the steel is long. The metal is slow acting—deliberate. You go up and down with the smooth regularity of the pendulum of a clock.

Let Women Decide

It's a car that women most endorse. The seats are low—yet high enough—with sufficient leg room to choose the attitude you like.

Three persons ride with ample elbow room in the rear. The rear seat is four feet wide and twenty inches deep with thirty-one inches of leg room—enough for the tallest person. The long, easy arm rest is upholstered to the full length of twenty-six inches. There is room for extra baggage in the tonneau and the robe rail, 34½ inches wide, has five inches of space for wraps.

A Captivating Car

Leather pockets on both rear doors and the left front door are for convenience. The front floor below the cowl dash is not narrowed, but is wide, due to the parallel sides of the torpedo body.

We want you to feel the personality of this car. To see it is to appreciate its charms. Finished in English Purple Lake, with black japanned guards, fillers and tool box, with high, distinctive radiator, it has individuality without eccentricity.

You will want to prove these things to yourself before you buy. Send a postal today asking for the catalog.

Ten Other Styles, Including Open and Closed Cars of 38 and 50 Horse Power



Big wheels and tires help to carry you lightly over depressions in the road. It's the bumps that cause fatigue. You don't have to brace yourself and hang on in the Rambler.

Equipment—Bosch duplex ignition. Fine large, black and nickel headlights with gas tank. Black and nickel side and tail oil lamps; large tool box; tool roll with complete tool outfit. Roomy, folding robe rail; foot rest, jack, pump and tire kit. Top, with envelope, \$30—wind shield, \$35. Demountable Wheel, less tire, with brackets and tools, \$50. Gas Operated Self Starter, \$50.



A cushion soft and pleasing even to an invalid. Eight inch upholstery of finest leather and selected long hair—45 double acting steel spring coils. Rich in comfort, finished like club furniture.

Rambler Motor Company
2052 Farnam Street

Omaha, Nebraska




Special Exhibition at 2416 Farnam Street
To Which You Are Cordially Invited

The Golden Brown and Royal Blue Limited Touring Cars with their 43-inch wheels will be a revelation to you. The Autocrat Touring Car with its Turkish Red finish will delight your eye and the Silver Gray Autocrat Tour-about will command your admiration and respect.

Telephone Douglas 1878 and one of our cars will take you to and from the Exhibit

D. E. FORD, Manager

We have a few rebuilt cars which we will sell at attractive prices.

Booth 10 at the Automobile Show
Supplementary Exhibit in Basement

Buick

See the complete line at our show room, 1912-14-16 Farnam Street THE limited space that was allotted to each dealer at the automobile show made it impossible for us to make much of a showing there of the big Buick line. Our large show room has the complete 1912 line priced at from **\$850 to \$1,180**

BUICK FEATURES
Deep upholsterings; big springs; big wheels; easy riding; large brakes; roomy; straight line body.

Nebraska Buick Automobile Co. Factory Distributors
LIN OLN.—H. E. Sidles, Gen. Manager. OMAHA.—Lee Huff, Mgr., 1912 Farnam. SIOUX CITY.—S. C. Douglas, Mgr.

Giving you a free demonstration incurs no obligation whatever