

OMAHA MOTOR CLUB ACTIVE

Three Hundred Members Secured
and Many More Coming.

OUTLINE OF WORK PROPOSED

Routes Through Nebraska Are Prepared and a Club House or Home is Now Being Proposed.

With approximately 300 members, the Omaha Motor club organized eighteen months ago, has grown to such proportions that it is the largest and perhaps the best known club in this section of the country, if not in the entire west.

Outside of the work of sign boarding roads, collecting touring data, maps, etc., the Omaha Motor club has organized the Nebraska State Automobile association, with sixty counties affiliating and 2,500 individual members.

As an inducement to members joining the Omaha Motor club it offers its members an affiliation with the American Automobile association, furnishes touring information, maps, etc., and co-operates with them in every way possible. The club assists, through its legislative committee, in obtaining fair and just laws and ordinances, and aids, through its affiliation with the state organization, in obtaining road, rights throughout Nebraska and through the American automobile association, in promoting better transcontinental highways.

State-Wide Campaign.
Included in the plan of posting the roads, is one for a state-wide campaign for putting up steel sign boards. This summer's work also includes the compiling of an extensive series of maps, touring information, etc., into a road book, which when completed, will be distributed free to all club members about June 1. The club, working in conjunction with the Nebraska State Automobile association, has secured county maps of every county in the state and these will be made uniform and published. They will show landmarks, crossroads, grade crossings, as well as dangerous spots throughout the state and will designate the principal roads through the various counties.

In addition to the county maps there will be routes across the state, a transcontinental route, and shorter trips in Nebraska, Iowa, Missouri and other nearby states. These will include popular summer resorts and large cities within a radius of 100 miles of Omaha.

Among other benefits obtained through the Omaha Motor club, is information desired by four abroad, their affiliation entitling them to special discounts when they forward their cars through the express companies, and club privileges in every state in the union. This is obtained through the use of the "A. A." emblem, which, together with the Omaha Motor club emblem, is given free with each membership. These emblems are handsome in design and finish, and are an ornament to the radiator of any car.

Club for Members.
According to the officers and others interested in the welfare of the organization, the Omaha Motor club will not be content to rest until it has secured 1,000 members, and an active campaign looking to that end will be started early in the spring. When 200 additional members are secured the plans include the opening of club rooms for the benefit of its members. Just how the nature of the rooms will be, whether club rooms in a downtown office building, or a country home, has not yet been determined. There are many advocates of both.

Automobile Racing for Coming Season Not Encouraging

NEW YORK, Feb. 25.—The outlook for automobile racing in 1912 looks very poor. Six events have been officially assigned by the contest board of the American Automobile association, while sixteen contests have been listed for sanction, but not officially assigned, pending compliance by promoters with the requirements of the contest board. Of the six dates assigned one is for a commercial vehicle reliability run, leaving only five real contests, one of which is a hill climb. The schedule of events is as follows:

- SCHULENBERGER'S FIVE-DAY RE- LIABILITY RUN, by Chicago Motor club.
- May 20—Speedway (50-mile race) on Indianapolis Motor Speedway.
- June 26—Algonquin Hill climb, by Chicago Motor club.
- August 1, 2-10—Beach races, Galveston, Tex., by Galveston Automobile club.
- September 2—Speedway, by Indianapolis Motor Speedway.
- October 7 to 11—Reliability run, by Chicago Motor club.

PROPOSED CONTESTS:
March—Track, Montgomery, Ala., by Alabama Automobile association.
March 4 to 5—Reliability run, by Houston (Texas) Motor club.
April 2—Speedway, by Los Angeles Motor club.
May 4—Santa Monica road race, by Motor Car Dealer's association.
May 20—Track, Salem, N. H.
June—Reliability run, by Automobile club of St. Louis, Mo.
July 4—Track, at Petersburg, Ind.
July 4, 5—Old Orchard Beach (Me.) races, by Old Orchard Automobile association.
July 4, 5—Track, Taylor, Tex., by Taylor Automobile club.
July—Riverhead road race.
July 15—Reliability run, by Wisconsin State Automobile association.
August 21, 22—Egin road races, by Chicago Motor club.
September—Track, St. Louis, Mo., by Universal Exposition company.
October 2—Farmount Park road race by Quaker City Motor club.
—Road race, at Wichita Falls, Tex.
—Track, Milwaukee, Wis., by Milwaukee Automobile club.

As yet no application has been made for the grand prize and Vanderbilt cup races, although Dallas, Tex., will undertake the holding of the Vanderbilt event providing a sufficient number of entries is secured to make the contest a success. For the possibility of a road race over the Riverhead, L. I., course, July has been kept open in the east. The Farmount park road race has been set down for October 5, although no sanction has been granted, and the same applies to the National Egin road races, which are on the calendar for August 22 and 24. Owing to the general lack of interest by manufacturers in racing, it is not likely that the list of races will receive many additions during the next two months.

CENTRAL CITY EXPERT COMES TO ALAMITO CO.

R. A. Studier, who has for the last two years been engaged in the creamery business at Central City, comes this week to take charge of the butter department of the Alamito Sanitary Dairy company. Mr. Studier has had a wide experience in the production of sanitary dairy products and has made a specialty of butter manufacturing in all its details. He received his technical training at the University of Nebraska.

Gossip Along the Automobile Row

Many more actual retail sales were secured during the auto show week by the different exhibitors than any prophesy might have foretold. This was due to the large number of prospective customers who came in from the country with the long green lying snugly in their pockets.

Salesmanship is an attribute of great significance. A careful observer passing down the aisle of the Auditorium during the show could clearly note the intermingling of oratory, formally associated only with the political address, with the strains of the more elegant talkers like M. A. Rose of the Rambler factory and F. P. Steinhilber of the Abbott-Detroit factory, who told very convincingly of the superior qualities of the Abbott car.

"It certainly was a big show and we did an enormous business, and had a lot of fun demonstrating the new Hupmobile," said W. L. Huffman. "The little Hupmobile had every hill on high gear and more than pleased the customers. We look for a large business this year on the Hupmobile. I believe we wrote more contracts for both the Abbott-Detroit and Hupmobile cars than at any other show." Mr. Huffman and W. N. Helton, sales manager, state that they expect to do equally as well at the Sioux City show this week.

A large number of city orders for the Velle six-passenger forty-horsepower car were booked during the show. This car attracted much attention at the show because of its completeness and unique features. This was the only six-passenger car on the floor during the show and one of the few that are equipped with four doors.

The Velle truck was one of the chief attractions in commercial exhibits at the show. Although no contracts were drawn up for this truck, many interested prospective buyers asked for demonstrations during this week.

Major Fuller, general manager of the Velle factories in Mexico, was one of the prominent visitors at the show last week. The 1912 Velle was warmly received by the buying public at the show last week. W. L. Velle, president of the Velle company, has firmly maintained all along that a low power, cheaply built car is not a practical motor vehicle to put on the market today. He says that the conditions in the country now demand a high grade car, and that in the end the high grade cars will be the only ones that will meet with success.

Manager Lindsay of the John Deere Show works, will spend the coming week at the Sioux City show.

W. J. Doughty, factory representative of the R-C-H car, says that the favor which this car has won with the people in this section of the country was far beyond his expectations. A large number of sales were made.

Mr. McIntyre of the McIntyre Automobile company says that he sold more Stearns-Knight and Oakland cars at the show this year than ever before. Hundreds of people, he says, who viewed these cars complimented him on their style and power.

E. P. Merrill of the Cadillac factory spent last week at the show assisting Manager Rein in demonstrating the great power of the Cadillac car.

E. Wrotche of the Dayton Engineering company spent last week at the show, demonstrating the self-starter on the Cadillac car.

George Cox, sales manager of the Rambler factory, and John A. Rose of the factory sales department, were at the show last week assisting Manager Giltner of the local branch in demonstrating the Rambler car.

Manager Giltner of the Rambler company says that he made fourteen cash sales at the show. Most of these cars were the cross country models. One man, he says, bought one of these cars without even a demonstration.

E. R. Wilson made four sales on the Lexington roadsters last week. Three of these cars went to Omaha people. All seemed pleased with the new model.

The E. R. Wilson Automobile company closed many dealer contracts for the Lexington car during the show.

"The Lexington car is destined to be one of the most popular motors in Omaha," said E. R. Wilson. "The service given by this car during the last year cannot be equalled by any other motor regardless of price."

T. C. Hollinger, manager of the Logan & Bryan company, bought a Baby Tonneau Lexington from the E. R. Wilson Automobile company Saturday.

MYSTERY OF IDENTITY OF VIOLET M. IS DISCLOSED

During all of last week, there was a keen interest and a great deal of mystery attached to the identity of Violet M. In every nook and corner of the Auditorium and in fact, over the entire city, one could see neat little cards which read: "Have you seen Violet M.?" "Violet M. Will Be Here All Week." "Ring Douglas 3793 and ask for Violet M." The interest has been intense and nearly everyone at the Auditorium show has been endeavoring to get a look at the young lady or at least find out who and where she was.

They learned last night that Violet M. has really been at the Auditorium show all week and has been receiving the praise and admiration from thousands of visitors at the show.

Violet M. is the Franklin model M, with light violet body, which has been shown at Guy L. Smith's exhibit. It was, conclusively, the most attractive car shown this year, and if every one did not get a good look at Violet, it was not Guy Smith's fault, as he certainly cast abroad enough of her visiting cards.

Mr. Smith says that for the benefit of all who did not meet Violet at the show he will have her at his salesroom for a short time.

Get an Awful Fright
by fear of appendicitis? Take Dr. King's New Life Pills and soon see bowel trouble vanish. Guaranteed. 2c. For sale by Neaton Drug Co.

Persistent Advertising Is the Road to Big Returns.

MOTORING IN QUAINT LANDS

Notes of a Tour to the Land of the Camel and Palm.

AMONG SAHARA'S SAND DUNES

Life in the Capital of Kabylia
Within the Shadows of Atlas
Mountains—Contrasts in the People.

To two people who have learned what the possession of an automobile may mean, the year, apart from its daily duties and its daily dust, is divided into three parts: One, the anticipation; two, the execution; three, the retrospect, of its motor journey. No other event of their year, again, of course, excepting grave affairs of public and private life, demands so much delightful preparation, brings so much solid knowledge, affords so much precious memory as the month or two they spend together, upon the flowering road. The world is their-wherever it is civilized enough to have roads. All races may become their intimates, every range of mountain-peaks their companion, every river their strolling guide, every historic civilization their atmosphere. Vineyard and pine-land palm-land and snow-land, the hot plain and the cold colt, the comfortable certainty and the untried adventure—which shall it be this time? So from the long discussions on winter evenings—first, the wide expanse of the small scale map, then the puzzles of the large scale, then the study of topography, or climate, of history—at last, the decision made, upgraded, remade, a dozen times, emerges final and fascinating. Then one of us sets to work on books and maps (with intervals of hats and frocks), while the other does his overall every afternoon and plots in a fortnight of mechanics.

Each single part of the car has been separately handled and approved, adjusted or repaired, and the machine is perfect at every point for its task, with everything on board for anything that may happen.

Whether, then, this year? The answer is a word of purple promise. To the south, to a continent almost unknown to the motorist, to the land of the camel and the palm, to the Garden of Allah—the African! "Si l'on demande au je vais, tu repondras que je suis en Afrique; c'est un mot magique qui prete aux conjectures, et qui fait rever les amateurs de decouvertes." So we drove in four December days across France, from Havre to Marseilles, and thence took ship to Algiers.

Through these strange hills we glide down to Tizi-Ouzou, the capital of Kabylia, built upon the side of a conical hill with a white foot on its apex. A few miles farther the snow-peaks of the Atlas burst upon us. This flat afternoon brought us one of our most superb views, below us the purple undulations of the ploughed plain, a splendidly engineered road before us, leading to the wooded foothills, with the jagged snowy peaks beyond.

As almost everywhere, these mountains also have saved a race from absorption or extinction, and have preserved the human qualities which perish in the plains. It is the story of Switzerland and the Caucasus again. Nobody knows the origin of the Kabyls. Their fair complexion, blue eyes, red hair show that they are not Asiatic or African. They came under Otho, a lieutenant of the Khalif Omar, in the seventh century, and conquered the human debris left by Roman Africa—negroes, Phoenicians, Jews, Greeks, and Romans. They were civilized, and possessed a culture and institutions of their own, and ruled till savage Turkish hordes came from Arabia and swept over the country, save the mountains, in which the Kabyls took refuge and lived an independent life till the French, not without great difficulty and heavy loss, subdued them, but left their institutions little modified. In 1821 their religion is pale Mohammedanism, their government democratic, their language Latin, their original calligraphy extinct; their women, who enjoy a well-deserved reputation for beauty, are unveiled, and are covered with the silver and coral jewelry which sells dear in the shops of Algiers, and their most interesting product a curious varnished yellow pottery, with quality traditional

Roman and Phoenician designs in red and black. Good specimens of this are becoming difficult to procure, our only find being a quaint and treasured enamel which we brought home, through many ups and downs, packed in a tool-box.

Hitherto we had motored through a country of men, where all the women were hidden or unsexed by veils and swaddling-clothes. But now we were in a country where the population was complete, and women both seen and seen and share alike in the labor and its reward.

On Sahara's Mosuo.
We stood on the edge of the desert and looked out over it. Then we looked at each other. Then we talked of other things, neither wishing to be first to suggest the mad idea. Then we read in the guide-book: "Biskra to Touzour, about 130 miles; a track possible for wheeled traffic, but sandy in parts, and swampy in places in bad weather; it would be imprudent to venture upon it on a bicycle or in an automobile." Next day we looked again, and at last one of us put the thought of both into words: "Well, I suppose we shall have to try it."

The most modest traveler, like ourselves, soon discovers that it is not the sandy plain of his school days. He finds, from time to time, great or little spreading mounds, or dunes, of golden sand—called "barchans"—in which only a camel does not sink ankle-deep, and these, wind-created and wind-impelled, move forward almost like live things. Engineers employed in laying our desert railways have made costly, and even fatal mistakes, that "desert dunes are not anchored or stationary hills of sand, but mobile masses, advancing at a very appreciable rate in a definite direction." These dunes begin to move, according to another scientific observer, as soon as a light breeze blows; the air is perceptibly charged with sand in a moderate breeze; and during storms their progress may be nearly two inches an hour, while their average advance is fifty feet a year. Many a once flourishing oasis is now buried forever beneath the great sand-dunes, which "ever slowly widening silence all; nothing stops their insidious advance; in some localities extensive and prosperous settlements have been overwhelmed and blotted out of existence."

JAIL FEED FIGHT IS BREWING

McShane Will Seek to Prevent Silas Wright from Providing Grub.

SHERIFF REFUSES ADMITTANCE
If Attempt is Made by Wright to Enter Jail to Feed Prisoners He Will Be Ejected and Legal Action Will Follow.

Silas Wright, who held the county feeding contract until the dying democratic Board of County Commissioners gave it to Mrs. Edna S. King last January, has entered into an agreement with the county commissioners by which he will feed the prisoners at the old price, 3 1/2 cents a meal, until the board receive bids and let a feeding contract for one year.

Sheriff McShane, who sought a district court decision giving him the right to feed the prisoners at 25 cents a day, gave the board notice he will appeal to the supreme court. He said he will feed the prisoners himself until the supreme court rules on his appeal and he will not let Wright come into the jail to feed prisoners until the courts compel him to do so.

The battle will begin Monday morning, the county board having instructed Wright to begin feeding them. Sheriff McShane will refuse to admit him and a mandamus action to compel the sheriff to withdraw his opposition will be started.

Sheriff Assests Himself.
When Judge Troup granted an injunction restraining the board from executing the contract with Mrs. King, who is a relative of McShane's, Mrs. King was expected to feed the prisoners until a new contract should be made, but she refused to do this. The board never heard from her, however. The sheriff yesterday told the board he himself has fed the prisoners since Mrs. King quit and he is going to keep on. The board asked him how much he expects to receive for the feeding. He refused to say.

The board takes the position that McShane should have notified it at once when Mrs. King stopped feeding prisoners.



This Car Costs \$1500

What More Will \$1800 Get You?

YOU must judge values by comparing values. A dollar article from one man is worth only one dollar from another—not a dollar and a half. Smith, who pays a higher rent, operates extravagantly, and does little business, must take care of his "overheads" by inflating values. Therefore, he tacks an extra ten to twenty per cent. on everything he sells. But Jones, who sells the same goods, but sells more of them, and does not have the additional rents and numerous other overhead charges to take care of, sells you his standard goods minus this ten to twenty per cent. inflation. Jones is the man to deal with.

Apply this to automobiles.

The car shown here is our famous forty-five horsepower touring car. It is priced at \$1500. This car has everything of any practical value that any \$1800 or \$2000 car in America has.

Do you question this?

Then run over these facts:—

First of all, this car has a powerful forty-five horsepower motor. It seats five large passengers. The operating levers are in the center—where they should be. The selective transmission is fitted with the finest F & S annular bearings—the best made. It has a full floating rear axle. Both front and rear axles are fitted with the famous Timken bearings. The pressed steel frame has a double drop. The magneto is a Bosch. The tires are big. The body is finished in deep rich Brewster green trimmed with heavy nickel plate. The lamps are dead black trimmed with nickel. Self-starter only \$20 extra.

It is a magnificent, strong, powerful car. It has all the beauty and comfort that is possible to get in a popular priced car. You cannot find a weakness or a flaw. It is sound and thorough. Neither the chassis nor body could be improved upon. It is made of the best material on the market by the most modern methods.

Can you pick any \$1800 or \$2000 car that gives you more than this? To be sure, you might get a few inches longer wheel base, or a little larger wheels, but what does that amount to? And at that, you will find the car with a little larger wheel base has a much smaller motor. For all of which you are asked to pay anywhere from \$300 to \$500 extra.

We repeat, there is not on \$1800 car made that offers you any more than this one for \$1500.

Why?

It is made by the largest factory in the world. These enormous plants, by reason of their huge operations, can buy material, handle material, make parts, and sell cars at smaller costs than anybody else in the business. We make 25,000 cars a year. The average standard plant turns out about 5000. That's the difference.

Right now we are shipping eighty cars a day. In round figures this is a business of about \$72,000.00 a day. In a short time we will be shipping 150 cars a day. This is a business of \$135,000.00 a day. Would these thousands and thousands of shrewd people select the Overland in preference to all others if we did not give them more car and a better car for less money?

There are over 2000 Overland dealers.

Let our dealer in this city (name and address below) take you out in this car and give you a thorough demonstration. Let him show you the unusual value. See this car, then see some of the higher priced cars. This will prove to your own satisfaction that our \$1500 car will give you all the power, speed, comfort, service and wear that you can get in any \$1800 car made.

Phone our dealer for a demonstration at once.

The Willys-Overland Company, Toledo, Ohio

Van Brunt Automobile Company, DISTRIBUTORS

Sioux Falls, South Dakota Council Bluffs, Iowa 2201 Farnam St., Omaha, Nebraska



Model 61-T—Wheel base, 115 inches; body, Spassenger touring; motor, 45 x 4 1/2; horsepower, 45; Bosch magneto; tires, 34 x 4 inch G. D.; finish, Brewster green, ivory strips, all bright parts nickel-plated. Three black and nickel oil lamps, two black and nickel gas lamps, with gas tank and horn. Price, \$1500. Self-starter, \$20 extra.