

## DARE DEVIL DRIVERS COMING

Leading Auto Racers of the World to Be Here in July.

## THREE DAYS AT SPEEDWAY

Some Novel Races Will Be Scheduled After the Races at the Indianapolis Speedway on Decoration Day.

Negotiations are being made for an automobile race meet to be held this summer at the Omaha Speedway which will eclipse anything of its kind ever held in this city.

Alex Sloan, formerly a newspaper man, and until recently business manager for Barney Oldfield, was in Omaha the other day looking over the possibility of booking a meet here, and entered into a confab with the officials of the Speedway company and arrived at an agreement whereby Omaha will have three days of automobile racing during July. The dates for the meet have not been definitely settled, but will in all probability be July 2, 3 and 4.

Sloan has picked a bunch of nine of the fastest and most fearless drivers the world has ever known, who will make a trip across the continent putting on dare devil races. Among the most of the famous drivers will be Barney Oldfield, if he is reinstated, which Alex Sloan says he will be without a doubt; Harry Herick, Teddy Telford, Don Herr, Gil Anderson, Len Zengle, Harry Knight and others. The cars which will be used by these fellows are made especially for racing. The racing will be of an entirely different class than what has been put on here before, when stock cars were stripped and used for racing.

One car in particular which is expected to break all records this summer is the "J. I. C.," a six-cylinder car with a horsepower of 210. This same car will be driven in the 500-mile International sweepstakes on the Indianapolis Motor speedway, Memorial day. It will be driven by Harry Herick. He is the present holder of the world's road race record. He was a member of the national racing team in 1910, and won the Santa Monica event, in which he made the record. He also won the Phoenix desert road race. He will leave the Pacific coast tracks for the first time this summer. Other cars which will be entered are the Case cars, Fiat, Lister, Stutz, Simplex, National and Lexington. The latter car will be driven by Harry Knight, who narrowly escaped death in one of the most thrilling accidents ever happening on an Indianapolis track.

Sloan will be in Omaha again in the near future to complete arrangements. It is his intention of putting the races on under the auspices of the Commercial club, Eike or Shriners. He believes by this method the people will be more apt to take to the game. The speedway will be rented outright by Sloan and the organization which backs it will get a percentage of the receipts. Should Sloan be unable to get any club to back the meet he will put it on anyhow, as he is determined to put his daredevil on the speedway and show the Omaha bugs what real live racing is. After leaving the Indianapolis speedway on Memorial day he will go east with his bunch of nine drivers. From Newport, where he will put on the first meet, he will work west, coming through Omaha and finishing the season at Los Angeles.

W. L. Huffman, who has been secretary of the Omaha Speedway company, has handed in his resignation as an official of the company, but is working with Sloan to stage the big event which is expected to make a great hit in Omaha as nothing of its kind has ever before been attempted in this city. A meeting of the speedway company will be held in the near future to elect officers for the ensuing year. At the same meeting plans will be made for a race meet to be held during the open house of the Nebraska Automobile Dealers' association. It is the intention of the auto dealers to put on a show of just local talent. Only stock cars which are for sale in Omaha will be allowed to compete.

**Take White Truck to China.**  
When the United States troops were sent from the Philippines to China about six weeks ago to look after American interests during the present disturbances they took with them one of the nine White motor trucks which have been in government service for the last year in the Philippines.

## Horseless City is Close at Hand, Says Drummond, Dealer

"The horseless city isn't so far away. I wouldn't be surprised if this were brought about during the present generation," says W. R. Drummond, local agent for the General Motors Truck company. "It is simply remarkable the way the commercial industry is forging ahead—not steadily, but by leaps and bounds. The year 1912 not only promises to be a busy one, but by the orders already placed I am positive that it is going to be a banner one."

"Municipalities, corporations and even smaller firms, who have use for only a single job, are changing their horse equipment for the new just as speedily as it can be brought about. New York City is to spend \$15,000 for the purchase of 150 pieces of self-propelled fire apparatus, and it is expected within a short time that the entire horse-drawn equipment will be changed. This decision was reached only after a thorough investigation into the mechanical efficiency of the motor-truck, for the city officials felt the necessity of being absolutely certain as to its reliability and that it could be depended upon every day in the year. The fact that they have appropriated this amount of money proves that the claims of manufacturers were well founded and that the investigation was very satisfactory."

## Olds Factory Does Not Deal in Antiques

That the spirit of the dealer in antiques is manifested strongly among some of the owners of the early Oldsmobile models is evidenced by a statement by W. J. Mead, vice president and general manager of the Olds Motor works at Lansing, to the effect that during the last month no less than three owners of the old wire-wheel curved-dash runabouts have endeavored to dispose of them to the factory on the grounds that they should prove valuable in an advertising way.

"While we are proud of the ancient vehicle now in our possession, which is the forerunner of the Oldsmobile line," says Mr. Mead, "and which antedates the curved dash type by some little time, we are not exactly an adjunct to the Smithsonian institution and are therefore not in a position to gather in all of the old models, no matter what our sentiments may be toward them. I presume we could buy hundreds of these many 'one-lungers' if we wanted them and that with very little effort, for it is really astonishing the number of these that are still in service."

"We point with pride to the fourteen years of our existence, and while in a way this does not seem very long, a comparison of the curved dash Oldsmobile and the Limited or Autocrat types of today gives a fair idea of what has been accomplished, and shows the truly phenomenal strides that have been made."

## Big Concerns All Buy Motor Trucks

"It is a significant sign when great corporations like the Standard Oil company begin using motor trucks," says Bert Murphy of "Murphy Oil" fame, "for it is a well known fact that these large companies watch operating expenses closely. They must be kept to the minimum, for these vast organizations demand it. So the use of trucks by them means that they are both efficient and economical."

## "SPLIT CHASSIS" WANTED BY TECHNICAL SCHOOLS

Technical schools throughout the country are apparently ready to hand over large slices of their endowment in an effort to buy from the Studebaker corporation the famous Flanders "30 Split Chassis" now engaged in completing the rounds of the automobile shows, said L. A. Keller, local manager of the Studebaker corporation.

Already more than a dozen offers have been made for the car. As yet they will keep it after the shows are over, is a matter that has not yet been decided.

## PACKARD MAKES RECORD

Sales of New Models Passes the One Thousand Mark.

## WORK ON PACKARD REPUTATION

No Such Record Was Ever Made in This Country or in Europe—Machine Has Fastest Get-Away on the Market.

"I wonder if the public realizes what it means to have placed over 1,000 Packard 'Six' cars in the hands of purchasers since the opening of the 1912 season," said Donnie Barkalow, the Packard dealer in Omaha. "In seven months purchasers have invested more than \$5,000,000 in this one model. This record, as applied to a high grade car, in the first year of its appearance, has never been approached in this country or in Europe."

"When we started to sell the Packard 'Six' we sold it on Packard reputation. We had been twelve years building up that reputation and the public understood pretty well that we wouldn't offer a car until we knew it was right. As a matter of fact the 'Six' is based on knowledge of the six-cylinder car in its highest development on two continents. The Packard 'Six' has the fastest get-away of any car now on the market. From a standing start it will develop a speed of sixty miles an hour in thirty seconds. Jump into a car with me and I'll prove it to you."

## CUTTING OUT THE SMOKE

Features of the Automobile Regulations Put in Force in St. Louis.

An ordinance regulating the use of automobiles in St. Louis, effective March 2, prohibits four things:

First—The use of horns or any warning signal not capable of making a sharp blast.

Second—The use of any horn except as a warning signal.

Third—The emission of unnecessary smoke.

Fourth—It prohibits the cutting out of the muffler. The abuse of the muffler against the automobile and the automobilists as speeding. It seems to be the delight of the joyriders to make as much noise as possible while going through the residence districts. The taxicabs and the motorcycles are the worst offenders.

The ordinance is as follows: Section 2A—No person or company owning or in charge of any motor vehicle shall cause, suffer or allow smoke, steam or vapor to escape therefrom in quantities in excess of the amount not preventable by the use of all appliances and apparatus, condensers and other improvements to prevent all unnecessary escape of smoke, steam or vapor. Every motor vehicle or motorcycle while being used upon the streets, alleys and public places of this city shall be provided with a suitable bell, horn or other signal device, and it shall be unlawful for a person to use any device which will not produce an abrupt sound sufficiently loud to serve as an adequate warning of danger, and it shall be unlawful for any person operating any motor vehicle or motorcycle to make or cause to be made any unnecessary noise with any such bell, horn or other signal device, or to use the same except as a warning of danger, but permit and motor vehicle to make any unnecessary noise by cutting out the muffler, or in any other manner.

**Clarke Was Cheap.**  
Barney Dreyfuss paid John J. McCloskey \$100 for Fred Clarke in 1911. "They come high these days, but we must have them," commented the Pirate owner recently when he looked back eighteen years on Fred Clarke, the juvenile beginner. "Fred came up from Savannah and played his first big league game against Philadelphia with old Augie Weyhing hitting. Louisville had seven hits off Gus that day and of these Fred Clarke had five. Fred had brought his little red 'toothpick' bat with him from Savannah. Weyhing said that kid's five hits were all fluky accidents, but the next day Fred poled another one over the fence at Louisville for a home run."

**To Depend on Hitting.**  
Evidently Hugh Jennings doesn't think much of his pitching staff. He says the Tigers will depend on hitting this year.

## Gossip Along the Automobile Row

The W. L. Huffman Automobile company reports a large business on the Abbott-Detroit cars. They have closed several contracts despite the bad weather. The big seven-passenger "4" seems to have taken the lead owing to its wonderful power, roomy body and silent motor. "I expect to sell fifty Abbott-Detroit cars in Omaha this coming season," said Mr. W. N. Holling, sales manager, "as the man requiring a large, roomy, seven-passenger car cannot find one that will meet the requirements like the Abbott-Detroit '4' at anywhere near the price."

The following letter was received last week by Manager McIntire, local dealer of the Stearns-Knight car, from C. V. Knight, the motor king: "Permit me to congratulate you on the wonderful success of the Stearns-Knight car in the hands of hundreds of users who are now operating it. I am hearing nothing but the most flattering reports regarding their behavior, and I do not hesitate to state that no concern which has ever taken up our motor has more conscientiously prepared itself for its design and manufacture."

W. L. Huffman received mail orders for five Hupmobile "touring cars and two '30' roadsters last week.

The Nebraska Buick Auto company sold a big forty horse power Buick roadster last week to J. M. Anfield of Alcester, S. D. They also sent carload shipments direct to the following agents: York Auto company, York, Neb.; Sheldon Auto company, Sheldon, Ia.; Scott Auto company, Norfolk, Neb.; Shelby County Auto company, Harlan, Ia.; E. Havener, Gordon, Neb.; Luther Larson, Fremont, Neb.; Wade & Burnight, Sioux Center, Ia.; Boone Auto company, Glidden, Ia.

The early automobile enthusiasts were mostly designers and builders. They were pretty nearly the only defenders of the "horseless carriage" in those days, but their predictions have all come true. The Duryea brothers were among the best of the prophets. J. Frank Duryea had the vision to see the automobile in its final form and for its final purpose before most men formulated either. That is probably why in developing the Stearns-Duryea car he originated one after another of the features of construction that have become fundamental in all fine cars now. His brother, who did most of the talking for the family, made some predictions in *Horseless Age* in July, 1906, that are remarkable to look back upon. They were based, of course, on a more intimate knowledge than most people had of what J. Frank Duryea was doing in developing the gasoline motor.

On March 20, Claude A. George, assistant sales manager of the Willys-Overland company, sails from New York on the steamship *Lusitania* for England, subsequently going to Hamburg, Germany, where he will locate permanently as foreign representative for Toledo's large automobile manufacturing organization.

When the Salmon Bay Sand and Gravel company of Ballard, Wash., near Seattle, is in a hurry to load a twenty-ton freight car at one of its bunkers, it

doesn't bother the railroad company with repeated requests for a switch engine. General Manager S. J. Nerdum simply runs his E-M-F "30" down to the main line siding, hitches a rope to the freight car he wants and whisks it to the spot where it is wanted.

During the heavy blizzard Thursday afternoon Guy L. Smith was "right on the job" with his automobiles. Mr. Smith, himself, in the Franklin "Little Six" and Craig in the Hudson "30" plowed through the snow as they demonstrated to their prospects that the weather-man held no terrors for them.

L. E. Keller, manager of the Studebaker vehicle department in Minneapolis, visited with his brother, L. Keller, manager of the Omaha Studebaker branch, last week.

J. A. Sybol of Bismarck, Neb., was a visitor at the showroom of the Studebaker corporation last week.

W. E. Harvey of Newman, Neb., visited with Manager Keller of the Omaha branch of the Studebaker corporation last week.

C. Wooley of the Regal factory at Detroit stopped at the Omaha branch last week.

The Rambler company is getting out an original idea in the way of a guarantee of Rambler cars. The company guarantees all cars for a distance of 30,000 miles. This means that the car will go across the United States three times or they will have to stand good for the car. Manager Giltner of the Omaha branch says that he is sure the company will not have to stand a loss on any car, as he is confident that all Rambler cars are capable of covering this distance without harming any of its working parts.

C. E. Giltner left last Thursday for the Rambler factories. He expects to be gone a week.

While the snow of the last few weeks is a Godsend to the farmers the dealers along auto row are inclined to look at it from the opposite point of view.

On a wager Guy L. Smith last Thursday evening demonstrated the absolute reliability of the self-starter on the Hudson "30." The car was left out on the sidewalk until the water was cold. He then operated the self-starter twenty-five times without a single miss.

The following telegram was received last week by Manager Keller of the local branch of the Studebaker corporation, showing the power and durability of the E-M-F cars:

"MONTGOMERY, Ala., March 16, 1912. The Alabama Automobile association's big meet closed here today with the running of the 100-mile fifty-mile free-for-all. The event was won by Odum in an E-M-F '30,' with Cohn, also in an E-M-F '30,' in the third position. Odum led from the start. His time was 32:37.2, the fastest of the meeting. A forty-horsepower Buick, Olds, Autocrat, Stutz, Overland and other cars were unsuccessful contenders for the big prize."

Tom Broomfield, sales manager for the H. E. Fredrickson Automobile company, returned Thursday from a three week trip through the state. In spite of the snow, he says, the dealers in the territory are doing a large business, and he thinks that this year will be one of the largest the automobile dealers have ever had.

The H. E. Fredrickson Automobile

company unloaded five carloads of Chalmers "30" last week.

The new torpedo Chalmers roadster "30" will arrive at the salesrooms of the H. E. Fredrickson Automobile company this week. The car is well made and is beautifully decorated.

The Chalmers-Detroit factory reports an extraordinary business for this year. So far 18 per cent more cars have been ordered than there were during the whole of last season, and the officers say that they will do at least 50 per cent more business this year than in 1911.

L. A. McKay, western sales manager for the Franklin Automobile company, spent one day last week with Guy L. Smith. Mr. McKay says that Nebraska is now the center of automobile prosperity and that the Franklin company is well pleased with the regularity with which Guy L. Smith is sending in orders.

Guy L. Hipwell, who has charge of the northern territory for the Powell Supply company, who has been ill for several days, is much improved, and it is expected that he will be able to take charge of his duties in a short time.

The Powell Supply company is very busy filling orders for shop equipment. This is the only line that there is any demand for now, although orders for other equipments are heavy for future delivery.

The American Automobile Insurance company of St. Louis has just been admitted to do business in this state. This company is unique in that it is the only company in the country writing all kinds of insurance on automobiles. Harry S.

Dyrno of Omaha has been given the agency of this company.

One of the most complete catalogues of automobile supplies will be gotten out by the Powell Supply company during the next week. It will be much larger than last year's and more complete.

Arthur Som of Lincoln bought a Mercury roadster "30" Maxwell car last week from the United Motor Omaha company. A Maxwell Special "30" was sold to W. Kerns of Scribner, Neb.

G. F. Kennedy of Morris, Neb., visited the salesrooms of the United Motor Omaha company last week.

## Omaha Motor Club Gets Out Road Book

Within the next ninety days a road book will be published by the Omaha Motor club and mailed to all its members. The book will show a detailed map of the state of Nebraska, indicating the best roads in all parts of the state, showing a digest of the laws of the various states, and other matters of importance to tourists. Very few roads in the state have been correctly mapped and marked, and this book coming out at the opening of the touring season, will be of great value.

A weekly or semi-weekly bulletin service will be given the members, telling them of the condition of the roads, and other useful information. A touring and information bureau will be established by the club.

It is hoped by the club to have all the roads within a radius of 100 miles marked with road signs before the summer has far advanced.

## No-Rim-Cut Tires 10% Oversize

## The Zenith in Tires

This tire—the final result of 13 years of tire making—marks the utmost in pneumatic tires.

It now outsells all others.

Over one million have been used to date, on some 200,000 cars.

In the past 24 months the demand for this tire has increased by 500 per cent.

All because it cuts tire cost one-half.

## The Hookless Tires

The old-type tire, since bicycle days, has hooked into the rim flange.

No-Rim-Cut tires do not. Your removable rim flanges are simply reversed when you adopt this tire. They present a rounded edge to the tire.

And this rounded edge never rim-cuts a tire.

## The Extra Size

We make these tires 10 per cent over the rated size. This to give you an over-tired car—to save the blow-outs due to overloading.

This 10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage.

This oversize feature, plus the No-Rim-Cut feature, cuts tire upkeep in two. Tens of

thousands of users have proved that.

Yet these patent tires now cost no more than other standard tires.

## We Control It

We control by patents the only way to make this type of tire satisfactory.

Our Tire Book tells you why. Thus the demand for this new type centers on Goodyear No-Rim-Cut tires.

These tires have been proved out by 200,000 users. And any of them will tell you to adopt them.

**GOODYEAR**  
No-Rim-Cut Tires  
With or Without Non-Skid Treads

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A NY type of tire that you want is to be had in Diamond Tires. But there is only one Diamond Quality.

You can choose any of these types and get it in any of four treads: Safety, Smooth, Bailey, or Grip. This makes sixteen styles of Diamond Tires, and each of the sixteen styles is made in every size.

Any type, tread, or size of Diamond Tire you select will give you the Greatest Mileage and best service that can be built into a tire of that type.

The name "Diamond" in raised letters on the side is your assurance that you are getting both a perfect tire and maximum tire value.

In addition to Diamond dealers everywhere there are FIFTY-FOUR Diamond Service Stations. Diamond Service means more than merely selling tires—it means taking care of Diamond Tire buyers.

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The Diamond Store  
215 South 20th Street.

The Diamond Rubber Company  
AKRON, OHIO

WE COULD BUILD THEM CHEAPER, BUT WE WON'T WE WOULD BUILD THEM BETTER, BUT WE CAN'T



IN all this competition among makers of automobiles there's one interesting and important point to buyers—High prices are being charged and paid for temporary finish and unnecessary equipment and not for the things that really make an automobile. A good motor, good transmission, good wheels and reliable steering gear don't cost as much as formerly.

You'll find the best of these in the Mitchell cars; the things that make an automobile go; the things that give it power; the things that make it last and the things that give you confidence and comfort.

You can pile finish and equipment on a Mitchell car till you've made it cost \$6,000, but you won't get any more automobile than you get when you pay \$1,750 and get a Mitchell with its regular equipment. Whether it's one of the regular Mitchell four cylinder models, or one of the sixes, or the smaller runabout, what you pay for and get is automobile—good and reliable, the kind of vehicle that for 77 years has made the name Mitchell famous and will keep on making it famous for another 77 years.

Mitchell cars are built for the man who can't afford to make a mistake

7-passenger Mitchell-six, 6 cylinders, 40 horse power, four doors, tires 36x4 Price, \$2,250  
4-passenger Mitchell-thirty, 4 cylinder, doors, tires 32x4 Price, \$1,150  
5-passenger Mitchell-six, 6 cylinders, 48 horse power, four doors, tires 36x4 Price, \$1,750  
2-passenger Mitchell-thirty, 4 cylinders, 30 horse power, four doors, tires 32x3 1/2 Price, without top, \$950

**Mitchell-Lewis Motor Company**

Racine, Wisconsin

Omaha Distributer

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