

STATE ROAD BOOK OUT SOON

Nebraska State Automobile Association Has New Department.

TO BE MOST COMPREHENSIVE

Large Corps of Men is Now Engaged

in Securing Data and Maps to Aid Autoists on Tours of the State.

Department to be known as the "Official Road Book Department" has been organized and is now in operation in connection with the Nebraska State Automobile Association. This department, which will be managed by Ray W. Hammond, with headquarters at Fremont, will direct its efforts wholly to the compilation of a road book, or guide for the use of the members of the state association. After the members of the association have been supplied, the road guide will be placed on sale throughout the west for the guidance of transcontinental tourists and others.

Only clubs and members affiliated with the Nebraska State Automobile Association will be entitled to receive a copy of this book gratis. These clubs include the Omaha Motor club, Lincoln Automobile club and several other individual clubs in the state, together with all of the county organizations, which number about sixty at present.

The official road book will be very complete. There will be at least 500 pages and of such material as to make it exceptionally durable. It will be about 7x10 inches in size, and the cover will be of durable material. County sectional maps, showing the roads in detail, together with the rivers and towns, will be shown separately, one on each page.

Contains Many Maps

The work has progressed so far that many of these maps have been received and others are now being prepared. The correct routes, all of which have been verified by the county surveyors, will be shown in colors. They will be indexed so that the tourist in crossing one county into another will be enabled to "pick up" a continuation of the road in the adjoining county regardless of whether it appears on the following page.

It is planned to issue 10,000 copies of the guide, and it is expected that there will be considerable demand for them. The state of Nebraska at present is far behind other states the matter of road markings, and the work now being done by the official road book department, in connection with the other affiliated clubs, is commended by state and county officials, as well as the thousands of automobile owners and others who make use of the country roads.

Mr. Hammond, who is in charge of the department, has had considerable experience in similar undertakings. The compilation of the book, including as it does so many maps and touring information of general interest, involves a great deal of time, to say nothing of the expense. To complete the book by June 1, in time for the opening touring season, Mr. Hammond has put several men in the field and will have the work rushed through with all possible haste. When completed it will be the most comprehensive, and, in fact, practically the only complete automobile road guide ever issued in the state.

A Frightful Experience

with biliousness, malaria and constipation, is quickly overcome by taking Dr. King's New Life Pills. Only 25c. For sale by Boston Drug Co.

Key to the Situation—See Advertising.

Gossip Along the Automobile Row

The Wallace Automobile company received a letter last week from W. C. Stripling of Fort Worth, Tex., in which he speaks highly of the Stearns cars and the great Knight motor. In the letter he said he had owned a Daimler-Knight car for about three years, during which time it had given him perfect satisfaction, although he had covered a distance of 20,000 miles.

"I cannot see how anyone who has used a Knight motor could be satisfied with any other kind of a gasoline engine," he said. "The only time I observed how much gasoline I used was the two summers I spent touring in the mountains of Colorado, where I got twelve miles per gallon, but am sure I got 20 per cent more on the average Texas roads. My car runs as well today as it did three years ago."

It is not often in these days that a new model automobile under normal circumstances will create such a sensation as to entirely block traffic on the streets of a great metropolis, but this identical thing occurred in San Francisco the other day when the Thomas Flyer company took out their new Abbot-Detroit 4 Artillery roadster for the first time. The design is so radical to anything in automobiles seen in America in recent years that a large crowd soon formed, and it was some moments before the police could force their way through the throng to order the car to move on. The roadster was first exhibited at the Grand Central Palace show in New York last January and was the center of attraction.

M. P. O'Connor of the Powell Supply company has been elected a member of the Commercial club. He says the club is a great organization and intends to put his shoulder to the wheel and push things along. The club is inducing the dealers along the row to join. Prior to this time but few belonged, but in late years the auto men along the row have become so prominent in business circles it was decided that they would be a great asset to the club.

Manager Montgomery of the Interstate company spent last week in the Iowa territory closing up contracts. He says that he looks for a big season in automobiles this year when the roads open up.

The H. E. Fredrickson company sold three Chalmers "38" cars last Thursday at retail. Pretty good business for one day this kind of weather.

George L. Dingman of Dallas, Tex., has moved with his family to Omaha. Mr. Dingman is going to take charge of the Iowa territory for the Marion Automobile company.

T. V. Graves of the Goodyear Tire and Rubber company returned last week from a visit in the Nebraska territory. He says that he expects an unusual large business in supplies this year.

Hundreds of booklets on tires and tire troubles are prepared every year by the tire manufacturers. The general sameness in style of make-up and reading matter has proved detrimental to all. It remained for Web Brown, advertising manager of

the Republic Tire company, Youngstown, O., to remedy this fault by the preparation of a series of "tree-ring" booklets distinctive and extremely attractive in design and make-up. The first of these booklets is entitled "The Reason." It is sixteen pages and cover, and illustrates the various ways in which automobile tires become worn and injured. The illustrations are made from actual photographs. The booklet is three and one half by six inches and is bound at the side. The front cover and succeeding pages are trimmed so that each page from left to right is about a quarter inch wider than the preceding page. This variance in widths permits the subject of each page to be indexed longitudinally along the right hand edge of the page. Thus the points covered can be seen at a glance before the booklet is opened. This booklet is to be handed out only by agents when a man makes complaints about the service given under unreasonable usage. It is a radical yet sensible departure in booklet making and has a strong advertising value.

Guy L. Smith has just delivered a new self-starting Hudson "31" to E. Koschek, proprietor of the Great Eastern Cleaning and Dyeing company. For the last two years Mr. Koschek has used a Hudson for delivery service, the car running continually through all kinds of weather. Mr. Koschek's business has grown to such an extent that a larger car was necessary and it is quite natural that he should purchase another automobile of the same make that had given him such remarkable service. "The new car is very attractive, the running gear and hood are painted black and the body and carrying space is red.

It was divulged by Guy L. Smith that there has been an influx of European automobile experts to this country for the purpose of learning the highest principles of American motor car engineering practice. This invasion is significant by reason of the fact that America, it is conceded, has caught up with the old world in motor car design and is beginning to outstrip the Europeans.

It is interesting in this connection that the foreign engineers are now members

of Howard E. Coffin's staff and are now building the new self-starting Hudson "31". This interesting news, in conjunction with the fact that America has caught its pace-maker, makes certain the truths of a new epoch in American motor car engineering history.

The pupil has turned teacher. Clark Powell of the Powell Supply company says he is bringing up his little son on Republic tires. The company received a number of small tires about the size of a doughnut, and the baby has been testing out his sprouting teeth on one of these tires. Powell says that any tire that will stand this kind of use without being punctured in one place is certainly some tire. The first word the little tot learned to say was "Republic tire, daddy."

A report just sent out from the Franklin Automobile company, Syracuse, N. Y., supports the generally prevalent feeling that the coming year will be an unusually prosperous one for the automobile business. In this report the statement is made that the total sales at the branch houses of the Franklin Automobile company for the present business year are 144 per cent greater than they were last year at the same time.

W. Morgan of San Francisco figures that he has been given the Diamond tires on his Franklin car ten and one-half million chances to blow out in the last three years and a half, but they are still running and in good condition.

Mr. Morgan bases his figures on 5,000 miles of European touring and 12,500 miles of touring through California. He multiplies the total of 20,500 miles by 53, the number of revolutions which the wheel makes per mile, and gets 1,086,500 revolutions. Each revolution he claims has offered an opportunity for the tire to blow out.

Mr. Morgan attributes his freedom from blow outs largely to the easy riding and light weight of his car and the fact that the full-elliptic springs greatly reduce the pounding action of road shocks.

The low cost of operation at which the present day small touring car can be operated is well shown in the service which F. A. Warren of Lathrop, Ill.,

has obtained from his Franklin G touring car. In the last two years Mr. Warren has driven his car 5,200 miles at a total cost of \$125.00, which includes \$25.55 paid for overhauling. The cost per running mile of the car, including every expense with the exception of the overhauling charge, has been 1.9K.

In appreciation of the aid supplied by pure science to the selection of materials some of the larger motor car makers, and especially the Peerless Motor Car company of Cleveland, have established in their factories departments of metallurgy that would do credit to a great university. Heat treatments of steel worked out in the laboratories of the Peerless company and applied under the supervision of its scientific staff have yielded surprising results in multiplying the strength of metal three, four or even a dozen times. This has made it possible to cut down the weight of part after part, while at the same time resistance to strain is greatly increased. As simplicity and lightness, with strength and efficiency, is much sought by all present day motor car builders, it is plain why such value is placed on "the work."

Manager S. C. Douglas of the Sioux City branch of the Nebraska Buick Automobile company, was in Omaha last week conferring with Manager Huff in reference to carload shipments going into the territory. "The Nebraska Buick Auto company claims the distinction of having delivered the largest number of Buick cars to date of any firm handling any make of cars in the state. They have already 684 of the new Buick models in the hands of consumers at this time, and they have contracts to date for 2,574 Buick automobiles to be delivered, which are bona fide contracts, with deposits on each car.

Shipments of Packard trucks for the first three weeks in March exceeded the best previous record for any one month. Spring business in motor carriages is gaining momentum rapidly, with indications favoring the biggest season in the company's history.

If you have anything to exchange, advertise it in The Bee Want Ad column.

DEMAND FOR CARS IS GREAT

Problem Now Is to Make Enough to Meet the Demand.

CHALMERS FACTORY IS RUSHED

Works Overtime Since Last July to Keep Up with the Flood of Orders from All Sections of the Country.

"We know that the season of 1912 will break all automobile sale records," says H. E. Fredrickson, local representative of the Chalmers Motor company.

"Our local business has been running far ahead of anything we have done previously, and now come advices from the Chalmers factory which show that the same condition exists in all parts of the country.

"Winter is usually considered the slow selling season, yet the Chalmers factory has been working all night as well as all day in most departments, since the first of last July. Even this extra effort has not been enough to keep the supply equal to or ahead of the demand.

"Our anxiety now is to get sufficient cars to supply all of those who wish to buy the Chalmers. We are only one of nearly 1,000 Chalmers' representatives throughout the country, and all of them seem to be quite as anxious to get cars as we are. In the latest report from the factory, I am told that the San Francisco dealer recently ordered 16 cars. New York City is asking for cars at the rate of about 100 a week, recent orders being forty-four one day, twenty-three another day and thirty another day, and so on. Just the other day Portland, Ore., ordered 118 cars. The day before, Philadelphia ordered seventy. The day following we sent specifications for fifteen from here, while Sioux City, Ia., ordered twenty-one. On one day during the last week Boston ordered forty-nine cars, Newark, twelve; Philadelphia, twelve; Minneapolis, eighteen; and Dallas, Tex., thirty-eight.

"All of these big orders have been occasioned by the strong demand for Chalmers cars for spring delivery. I have merely named a few of the larger orders

to show that the big business is coming from all parts of the country. Even greater quantities of cars are ordered by the dealers in smaller territories, who are sending in orders for three, four, six and eight cars for immediate shipment, every day. During the last fifteen days, for instance, the average number of orders for immediate shipments has been forty-eight cars a day, while there have been several days when the orders ran well over 100 cars, with a maximum during the last two weeks of 146 orders in one day."

Motorcycle Notes

Motorcyclists in St. Cloud, Minn., are five wires. They recently organized a club, voted to affiliate with the Federation of American Motorcyclists and agreed not to use the muffler cut-out in the city. The club is planning several endurance runs during the coming summer.

Ontario, Cal., can boast of a motor cyclist who is a real enthusiast. L. Rabe, his wife and children wanted to make a trip to Fresno, Cal., some distance away. He sent his family on the train and rode his motorcycle to his destination.

Milwaukee officials expect to take an advanced step in municipal government, by adding from fifty to 100 motorcycles for a public safety corps. Two machines are to be placed at each engine house for it is maintained that the speed of motor cycle firemen responding to an alarm would make it less difficult to locate blazes when the heavy apparatus arrives.

Dr. J. P. Thornley, chairman of the competition committee of the Federation of American Motorcyclists has granted sanction for a race meet on the one-third mile board track at Tuller's park, Denver, Colo., for March 24.

Motorcyclists at Augusta, Ga., are planning a race meet April 25 and have obtained the sanction of the Federation of American Motorcyclists. Columbus and Savannah riders have been asked to enter the races.

A Dangerous Wound
is rendered antiseptic by Bucklen's Arnica Salve, the healing wonder for sores, burns, piles, eczema and salt rheum, etc. For sale by Beaton Drug Co.



\$1200

Model 60

The Lowest Priced 35-Horsepower 5-Passenger Touring Car on the Market

AT last we can guarantee immediate delivery on our Model 60—the \$1200 touring car that is the equal of any \$1500 car, of any other make, on the market.

Ever since last July, we have been working tooth and nail endeavoring to supply the heavy demand. It was utterly impossible to fill the great volume of "rush" orders that kept pouring in, yet for months we shipped on the average of one hundred cars a day. The steady influx of orders was perpetual.

The dealers and public alike, from one end of the country to the other, tried every conceivable means to force extra orders through our great Toledo factories. They burned the telegraph and telephone wires in a frantic effort to urge and press rush orders.

Now the situation is changed. The thousands of our anxious friends who have had a "60" on order for two months or more and waited patiently, can have their car at once.

And this is due to our greatly increased plants.

We can now turn out 150 cars a day. In January our mammoth new factories were completed and after two solid months of night and day work we are pleased and relieved to announce the arrival of a complete line of "Sixty's" in this city.

And no wonder the public is scrambling for this car. Nothing in the history of this business has ever equaled it. Of all the exceptional Overland values, that you have been accustomed to, this one has proven the most conspicuous.

Think of it!

A thirty-five horsepower five-passenger touring car for \$1200. This is the lowest priced thirty-five horsepower touring car in the world. Part for part—point for point—it is the equal of any \$1500 car made. It has the power—the speed—the comfort—the appearance—the construction. Take the powerful motor—the strong and rugged rear system—the Vanadium steel gears—the fine bearings—the pressed steel frame—the drop forged axles—the big tires—the superb body work—the high grade upholstery; in fact, take every item that goes into the makeup of this automobile and you will find the duplicate of this car cannot be had below the fifteen hundred dollar mark.

Here is a car with a powerful, silent, smooth-running thirty-five horsepower motor. Here is a car that seats five large passengers comfortably. The upholstery is of good leather, hand stuffed with fine hair. The body is finished in our famous dark Overland blue and the wheels in battleship gray. The transmission is of the selective type, three speeds and reverse—fitted with the fine F. & S. annular bearings which are

used on the most expensive cars in the world. The frame is of pressed steel and has a single drop. The crank and gear casings are of aluminum. The front axle is a one piece, drop forged I section fitted with the famous Timken bearings. The tires are 34 x 4—quick detachable. The handsome massive lamps are finished in solid black with brilliant heavy brass trimmings. Self starter \$20 extra.

The Overland center control is the one proven and practical location for both operating levers. The method enables you to operate the levers with the left hand and gives you free use of your right hand for driving. It gives you the use of the right hand fore door, as well as the left hand fore door, which is impossible if a lever is placed one side or the other. You can get in or out on either side. It is easy to handle—no stretching out or reaching. Any one can manipulate the levers without a particle of effort.

Take the specifications of this \$1200 car—compare them with any \$1500 car you know of and the only difference you will be able to find is the difference in price.

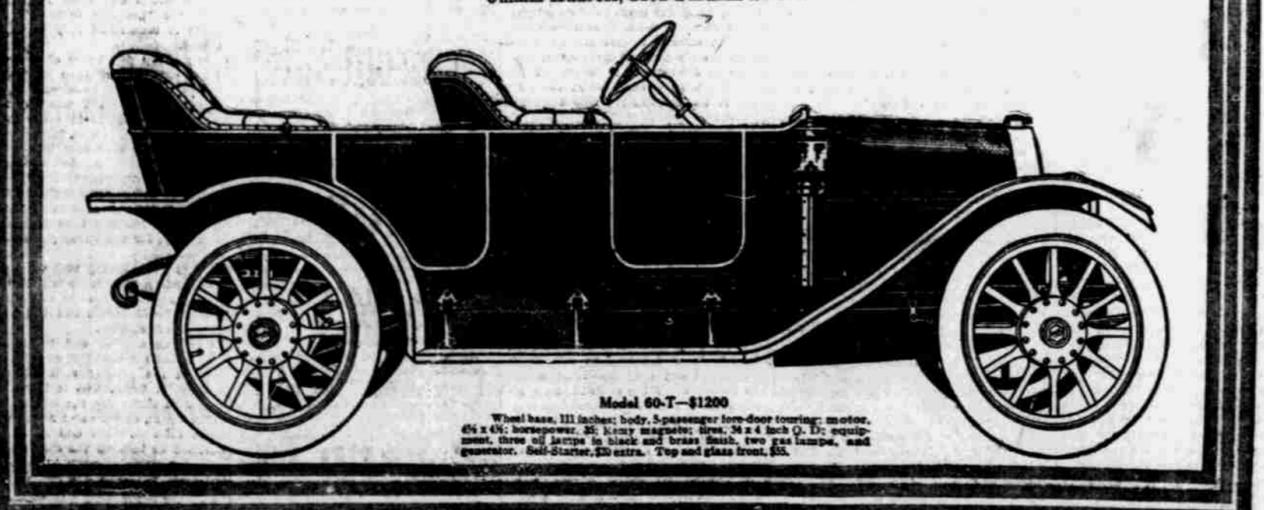
Why pay an additional \$300 for a purely imaginary value?

Our dealer (name and address below) will give you a thorough demonstration any time or place you say.

The Willys-Overland Company, Toledo, Ohio

VAN BRUNT AUTO CO., Distributors, Council Bluffs, Iowa, and Omaha, Neb.

Omaha Address, 2101 Farnam Street.



Model 60-T—\$1200
Wheel base, 111 inches; body, 5-passenger four-door touring; motor, 6 1/2 x 4 1/2; horsepower, 35; heavy magneto; tires, 34 x 4 inch O. I.; equipment, three oil lamps in black and brass finish, two gas lamps, and generator. Self-Starters, \$20 extra. Top and glass front, \$25.

Diamond TIRES



We could build them Cheaper But We Won't
We could build them Better But We Can't

AS a tire buyer you don't have to solve the tire problem—it has been solved for you by the Engineers and Chemists who have spent fourteen years in making Diamond Tires, unquestionably the greatest in mileage of any tires made.

Q. If you prefer tire certainty to tire experiment and chance, buy Diamond Tires and stick to them. If you want greatest mileage and lowest tire expense buy Diamond Tires and stick to them.

Q. Buying tires on a price basis is a form of gambling, and like any other gambling, the odds are always against you.

Q. Buying Diamond Tires is a shrewd investment. Your dividends are sure, and your dividends are Greatest Mileage and Service.

Q. The most important point about a tire is quality, the type is secondary. Diamond Tires are made in all types, all sizes, and to fit every style of rim. You can get in Diamond Tires any type that you want, and in any Diamond Tire that you choose you will get what no other tire can give you the Greatest Mileage and the best service that can be built into a tire of that type.

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

**AT YOUR DEALER'S OR
The Diamond Store
215 So. 20th St., Omaha.**

**The Diamond Rubber Company
AKRON, OHIO**