

Gossip Along the Automobile Row

Manager Montgomery of the Interstate Automobile company, returned yesterday from a trip through the Iowa territory. He found the roads in fairly good shape, and said the demand for the Interstate car was large.

The model 46 car, which is equipped with electric self-starter, and which was put on the market this season for the first time, is winning much favor. The demand is so large that the factory has to work day and night to supply the monstrous orders turned in daily for this great motor.

Word was received last Thursday by the Powell Supply company of the death of L. P. Lomasney, vice president and general manager of the Republic Tire company.

One of the latest ventures of H. E. Fredrickson is the equipping of his Chalmers demonstrating car with a Gabriel Medical Wonder. For the last three weeks Fred has been making trips to his farm northeast of Council Bluffs daily. The reason for these mysterious visits to the country was to get out in the open where no one was around to hear him practice. He is now able to play "Fiddle Up" without a mistake, and says that he thinks by next week he will be able to master the chorus of "It's a Bear."

F. H. Copeland of Portsmouth, Ia., drove out of Guy L. Smith's Wednesday with a new Hudson Self-Starter "33" Torpedo. He had three companions, all owners of machines, and the good things they reported on the Hudson car is still more evidence of the wonderful machine of which you hear Guy L. preaching so much about. He says: "Give them half a chance and they will more than prove all and more than is claimed for them."

George R. Brink, Omaha architect, purchased a Franklin "Little Six" from Guy L. Smith.

"This is the 'crankless' era," said Guy Smith, "and the arrival of the self-starter has swelled the ranks of women drivers. The first woman of national prominence to take the guidance of her car upon her own shoulders was Mrs. Frank J. Gould of New York, a leading member of Gotham's 400. Mrs. Gould became owner and driver of a self-starting Hudson '33' the first of the year, and since that time hundreds of women in all sections of the country have assumed the same role. I have always been an advocate of ladies driving their cars, and am glad they have at last come into their own."

Buick cars are repeaters and evidence of Buick popularity is indicated when whole families buy them. The following was clipped from the New Orleans Item of March 31:

"G. F. Aulick, a contractor of Tampa, Fla., has just bought his sixth Buick car. A '34' roadster. However, this is more than duplicated right here at home. Frederick P. Wilbert, a prominent lumberman, bought a Buick model 17 during the early part of 1910. Since then five other members of the Wilbert fam-

ily followed his lead and have bought Buick cars, John Wilbert buying two cars." Lee Huff reports another good week's business. John J. Stedler of Hovels, Neb., drove home a model 25 Buick; also W. A. Chauncey of Dunlap, Ia., took home a model 25 Buick the first part of the week. Alex Peterson of Red Oak, Ia., also took home a Buick car. Mr. Huff says from the amount of carload shipments going through that this will certainly be another Buick year.

So great has been the public interest in the latest Chalmers educational exhibit, which demonstrates the accuracy of manufacture of automobile parts, that the company is now preparing four additional exhibits which will shortly be sent on the road.

The exhibit consists of a collection of more than 100 different parts, which are machined to an accuracy of less than one-one-thousandth part of an inch. With these parts are a set of test gauges and scales. A demonstrator accompanying the exhibit shows how Chalmers cars are balanced, weighing one part against its mate and adding other parts until practically all working parts of the motor are shown, perfectly balanced. In the testing demonstrations are shown the operations which guarantee to a standard car, quietness, power and long wearing qualities. This is the first time a motor car manufacturer has actually demonstrated the methods of building a motor car.

The new Huppmobile "22" is in such demand that the W. L. Huffman Automobile company have not been able to keep even a demonstrator in stock and have a long list of waiting customers. However, the Hupp Motor Car company has promised that by the time the selling season is open it will be able to make deliveries to satisfy the great demand for this wonderful little car.

The W. L. Huffman Automobile company has delivered a large number of the 4-horsepower Abbott-Detroit cars during the last week and is daily getting in large shipments of these cars. One car that is causing much comment is one painted maroon, with top and seat covers to match, and is fully equipped with self-starter and all other late devices. Since this car has arrived Mr. Huffman and Mr. Hollen have taken several orders.

Dr. A. E. Piate can be seen making his calls now in a new Oakland "40," which he purchased from the McIntyre Automobile company last week.

Walter Peterson purchased a big seven-passenger Oakland from the McIntyre Automobile company last week.

Louis F. Bick, president of the Interstate Live Stock Commission company

of South Omaha, bought his third Oakland car last week.

Chris Greshmeyer of Burwell drove home last week in an Oakland purchased from the McIntyre Automobile company.

E. A. Ross, member of the firm of Roberts Bros. Limestone Cement company, South Omaha, bought his second Oakland from the McIntyre Automobile company this week. Mr. Ross makes his annual trip to the mountains in an Oakland car, and last year reached the top of the Continental divide.

G. H. Malchen, manager of the Brandeis stores, bought a Cross-Country touring car from Manager Giltner of the Rambler company last week.

The United Motor company sold eight Maxwell-Columbia cars last Thursday. One went to Welch Bros. at Tekamah and was driven there overland. Another was shipped to Workman and Rosen at Auburn, Neb. The other six were sent to M. L. Smith at Alnsworth, Neb.

Another trainload of Buick cars was shipped to the Howard Motor company at San Francisco last week. This makes the third trainload that the company has received this year. There certainly seems to be a great demand for these cars on the coast.

William Vasak, a merchant on South Thirtieth street, bought a Cross-Country Rambler touring car last Tuesday from Manager Giltner of the Rambler company. T. H. Copper also purchased one of these cars last week and a telephone order was received last Thursday night for three of these cars to be shipped to West Point, Neb.

W. A. Hansen and L. E. Farnoff returned last Wednesday from a visit at the Goodyear Tire and Rubber company factory at Akron, O.

Many prospective customers were visitors at the Wilson Automobile company's salesrooms last week. Although several made known their intention of buying, they said they would wait until the roads opened up.

L. A. McKay, for the last year director of western sales for the Franklin Automobile company of Syracuse, N. Y., has been appointed sales manager for the St. Paul and Omaha territory, under the new Franklin policy of dividing the country into districts under the direct supervision of district sales managers. Mr. McKay's territory under the new arrangement includes the states of Minnesota, Wisconsin, the northern peninsula of Michigan, North Dakota, South Dakota, Nebraska, Kansas, Missouri, western Iowa and the provinces of Manitoba and Saskatchewan. Mr. McKay will make his headquarters at Minneapolis.

Motorcycle Notes

The Columbus, Georgia Motorcycle club has obtained F. A. M. sanction for a series of race meets, May 19 and 21.

Freeport, Ill., is initiating its first motorcycle police officer. Chief of Police Root has appointed Officer Burbank the first "night rider."

Dayton, O., is to have its first exclusive motorcycle show, April 27-28. It is being planned by the Ohio city's motorcycle club, which estimates that there will be 50 riders in the city.

A race meet was held recently on the state fair grounds at Richmond, Va., under the auspices of the Old Dominion Motorcycle club.

One hundred motorcyclists have organized the Kaw Valley Motorcycle club at Kansas City, Mo., to assist in the good roads movement in the west.

"Speeding" motorcyclists who are members of the San Jose, Cal., motorcycle club will be fined by the club as well as the city, according to the recent action of the club.

Motorcyclists and the state of New

Jersey have entered into a reciprocity pact. The state legislature has enacted a bill providing that all motorcycle and automobile tourists may tour in the state fifteen days each year without a special license.

Uncle Sam is gradually adding the motorcycle to all the governmental departments. The latest recruit is in the War department. Color Sergeant von Lang of the Eleventh cavalry at Fort Oglethorpe, Ga., has a motorcycle and is riding rings around his brother officers on the field.

Pointed Paragraphs.
To reduce flesh, try living on a diet of love.

A little tip will often cure a waiter of deafness.

Go slow at the start and save your speed for the finish.

Put your worries in pawn, then proceed to lose the ticket.

A pessimist is a fish that believes every worm conceals a hook.

When a man's wife is away on a vacation he may enjoy his.

The average woman couldn't keep a secret by putting it on her.

A man can enjoy reading a mother-in-law joke—if he is a bachelor.

When the average man's ship finally comes in the silent boatman is in charge.—Chicago News.

HAVE A SIGNAL THAT ACCORDS WITH ALL THE REQUIREMENTS OF THE LAW

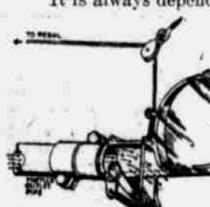
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Nowhere is there another car like the Ford Model T. It's lightest, rightest—most economical. The two-passenger car costs but \$590, f. o. b., Detroit, complete with all equipment, the five-passenger but \$690. Today get Catalogue 181—from The Ford Motor Company, 1916 Harney St., Phone Douglas 4509, Omaha, or from our Detroit factory.



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



REMY

Announcement

The Remy Electric Company of Anderson, Indiana, announces to the motoring public the establishment of AN OMAHA REMY SERVICE STATION

At 1008 Harney St., under the management of the Omaha Rubber Co., well and favorably known in local automobile circles.

The Remy Service

Omaha motorists should become acquainted with the advantages which are at their disposal. The new Service Station is maintained here for the benefit of owners of cars and dealers in Remy-equipped cars. Trained ignition experts assure you the maximum service out of your magneto. Our Service Station experts are anxious to help solve all your ignition difficulties.

This is one of the chain of Remy Service Stations located in every important city in the country. There is a trained ignition expert always within call to straighten out any difficulties which may arise, here or on your.

The new Remy Type RD Magneto is the last word in magneto construction. It is smaller, lighter and fifty per cent more efficient electrically. It is the Inductor Type of Magneto—simple as a monkey wrench, and just as sturdy!

It ignites just as surely at low speed as it does at seventy miles per hour, and starts on a quarter turn without batteries. And it is equally efficient at full retard and full advance.

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It tells the "how and why" of the magneto in plain English. Ask us for it when you call to see the new type RD, or give us your address.

Omaha Rubber Co.
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\$950

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REASON NUMBER ONE—Try and match the value of this car—if you can. Automobiles are bought today by comparison—and comparison is the strongest argument we can present for your consideration of this new Regal "25" Underslung Touring Car. By that, we mean the quality of the materials put into the car, the supremacy of its design, the excellent "market" and "owners" value of its price consideration and the factors of horse power, size and proven ability.

REASON NUMBER TWO—Comparison proves its superior value, now we'll emphasize its construction. We made the first "Underslung" Touring Car that sold for less than \$4000. We offer in this car the first Underslung Touring Car to sell for less than \$1000. To own an "Underslung" at any price is to possess a "safer" car, a more "comfortable" car, an "easier riding" car, a more "economical" car, a more "accessible" car, than cars can possibly embody that are built the "ordinary" way. To say nothing of the "advanced" engineering construction that "Underslung" means.

REASON NUMBER THREE—Try and think of how many Touring Cars of established reputation you can buy for less than \$1000. Here is a "25" Horse Power Underslung Touring Car not only under \$1000, but offering supreme advantages in beauty of design and constructional merit.—At the big Automobile Shows, dealers and our manufacturing competitors frankly and openly admitted that it was the "one" car exhibited that could boldly claim "the most for the money" and without question "the best for the money."

OTHER REASONS—The motor of the Regal "25" Underslung Touring Car has been used in ten thousand Regal cars and given enduring and perfect service. The trans-

mission, that most important part of a chassis, is of the power and size usually found in 30 and 40 Horse Power Touring Cars selling for so high as \$2500. The Tonneau is roomy and most comfortable, the wheel base most liberal, the beauty of body line unsurpassed. The car not only "looks" different but is different. A car that keeps hundreds of dollars in the pocketbook because it antedates all reasons why any man should pay more.

MORE REASONS—will be demonstrated to you after you have seen this car, tested it on road with load, and critically gone over every inch of it, than can possibly be recounted here. It will capture your appreciation and prove to you conclusively that the new Regal "25" "Underslung" Touring Car is a standard of value that is unequalled. It is the car you will buy now because it is the car by every comparison you should buy now.

SOME "REASON WHY" Specifications. Motor, 25 H. P.; 3 3/4 x 4 3/4; wheel base, 106 inches; Magneto and Batteries (dual ignition); Transmission (Selective), three speeds forward, one reverse. Highest grade nickel steel gears; Morgan & Wright tires, 32 x 3 3/4; Standard Equipment; five lamps; Generator; Horn; Complete Tool Equipment; Folding Glass Windshield; Mohair Top and Top Boot, \$50 extra.

REGAL DEALERS are everywhere—they all sell the Regal "25" "Underslung" Touring Car at \$950 and other Regal Cars, including the universal favorite Regal Colonial Underslung Coupe, \$1,250—the famous Regal Underslung Roadster, \$900 and the Regal "35" "Underslung" Touring Car, \$1,400—a truly comprehensive line of automobiles to suit every man's need.

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