

LIGHT CAR RACING REVIVED

Remarkable Interest is Shown at Los Angeles Carnival.

MANY BUILDERS PARTICIPATE

No Less Than Eight World's Records for the Class Are Established or Beaten in Two Days of Racing.

In all probabilities the most interesting phase of the recent carnival at Los Angeles was the remarkable revival of interest in the events for light, popular priced cars. Racing in this department promises to be faster and more closely contested than ever, if the Los Angeles fields are affording a correct line on the situation. In the light car division of the Santa Monica road race, and in the events for this class on the Motordrome, the day following, representatives of 200,000 out of the estimated 250,000 to be made in the United States this year took part. With but one or two exceptions all the leading manufacturers of light cars participated. Some with one car and others with more. Ford, Studebaker, Maxwell, Regal, Reo and Buick were all prominent.

No less than eight world's records for the class were established or beaten in the two days of racing. Of these, Evans and Tower, the Studebaker driver, captured no less than seven. Six of these fell in one mess of fragments when Evans whisked his Flanders "20" radiator across the Motordrome's chalk line at the end of the ten miles in 8:30.34. During the flight he had done one mile in 1:52.96, two miles in 3:44.16, three miles in 5:35.06, four miles in 7:26.16, five miles in 9:16.26. Both the five and ten mile marks were held by Nikrent, the Los Angeles flyer, and have stood for a long time supposedly unbeatable. Evans then won the five mile event, which put it up to Tower. In the twenty-five mile race, the latter, while showing his sturdy Flanders "20" rear axle to his pursuers, beat to a froth the old world's class record of Anthony, who, in fact, was himself a starter in the event. The new figures for the distance are 21:12.45.

Studebakers Name Benson as Manager of Auto Division

The Studebaker corporation has just announced the appointment of Ernest R. Benson as sales manager of the automobile division.

Together with Mr. Benson's duties as head of all domestic sales he will have charge of the Studebaker automobile Canadian business, which centers at the Walkerville plant and also over the company's foreign experts trade which is already well established in all parts of the world.

Mr. Benson, who for five years has been the sales manager of the Cadillac Motor Car company, brings to the sale of Studebaker E-M-F "30" and Flanders "20" cars an experience which includes the development of the automobile industry.

Mr. Benson's business experience began with the Pope Manufacturing company of Hartford, Conn., pioneer bicycle manufacturer, with whom he was associated for twelve years, during all of which time he was engaged in the sales organization. Later for four years he was with the A. G. Spaulding & Brother company in their retail business. Leaving here he again entered the Pope organization and for several years was secretary for the Hartford rubber works. While here he came in close contact with the automobile industry and again his attention was given to the selling end of the business of which he had entire charge.

With the Studebaker corporation Mr. Benson believes he has found the widest opportunity the automobile field presents. It is his ambition to bring to the mass of moderate means even more success than in the past, the opportunity of owning a Studebaker E-M-F "30" or Flanders "20" car. Before the Studebaker concern, with its enormous resources and equipment, Mr. Benson believes there are extraordinary possibilities for the company and for Studebaker owners.

It is understood that no radical changes are to be made but that the sales policy of the company will be brought into accordance with Mr. Benson's ideas of sound business organization, confidence for the dealer and service to the owner.

A Difficult Task

Some men were discussing the sudden death of a neighbor who had left a rather belated family. "And the worst of it is," said Uncle Jared, "that there isn't one of those boys that has the head to fill his father's shoes."

WHAT 'CUTICURA' DID FOR ONE FAMILY

Boy's Sore Cheeks Cured by Cuticura Soap and Ointment. Also Used Them to Heal Deep Cut and to Treat Ingrowing Toenail.

2126 Vine St., Cincinnati, Ohio.—"My little boy's cheeks began getting sore three years ago. I tried everything I ever heard of but nothing cured him. At last I used Cuticura Soap and Ointment. After four treatments his face began getting better and in three weeks' treatment he was cured. The first of July my child's face fell and cut his hand. The cut was very deep. At the time I was in the country and it was impossible to get him to any doctor. I tied the wrist up and put on the Cuticura Ointment very thick, after that I washed with Cuticura Soap and continued using the Cuticura Ointment. He had no pain after the Ointment was applied and soon was completely cured of the cut with not a mark left. Nothing is better for ingrowing toenails than Cuticura Ointment. For more than eight years I suffered with an ingrowing nail. It almost set me wild. Two months ago I started to use Cuticura Ointment on it. After I washed the foot with hot water and Cuticura Soap, then I would apply Cuticura Ointment on cotton and wrap the foot-up. The ointment softened the hard skin and it could be removed without pain. In a week's time my foot was much better, now it's entirely well. "For cuts and bruises I think washing them with Cuticura Soap and applying Cuticura Ointment is the best thing on earth. For insect bites if the bite is washed with hot water and Cuticura Soap, and Cuticura Ointment applied, one will receive immediate relief. I have used it and know it." (Signed) Mrs. Arnold, Jr., Sept. 11, 1911. Cuticura Soap and Cuticura Ointment are sold by druggists and dealers throughout the world. A sample is often sent free. Liberal sample of each mailed free, with 25-c. booklet on the care of the skin. Address "Cuticura," Dept. T, Boston. Tender-faced men should shave with Cuticura Soap Shaving Stick.

CHANGE IN RACING RULES

Plan to Prevent Local Auto Clubs from Holding Up Promoters.

NEUTRAL ZONES ON MILE TRACKS

To Prevent Accidents, Top Rail to Be Removed from Fences Around the Race Courses.

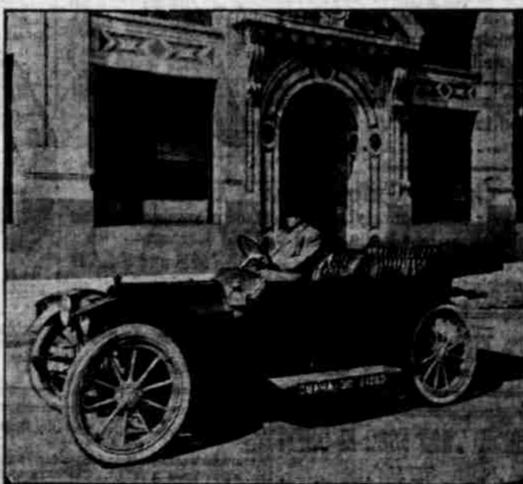
NEW YORK, May 18.—There has been considerable talk about the changes in the 1912 automobile contest rules. Some of the amendments are noteworthy and others have caused complaint, particularly among promoters. For instance, increasing the amount of the sanction fee for an event of 100 miles or more on a specially constructed speedway, such as the Indianapolis motor speedway, Los Angeles motordrome, etc., to \$1,000, when in the past the fee has only been \$500, is something of a jump. Inasmuch as it is sometimes difficult for a promoter to make as much \$1,000 after paying prize and running expenses, this ruling is liable to have a wet blanket effect on promoters holding meets at other courses than Indianapolis, where of course a big event like the five century sweepstakes might warrant such a fee.

Meet Does Not Pay.

The last meet held at the Atlanta motordrome did not draw anywhere near \$1,000 in gate receipts on the final day, when the 50-mile world's record was broken. It is to be doubted if on this course a meet could ever be held that could pay the promoter enough profit to fill up the hole left in his bank account after paying the sanction fee. At the Miami Del Ray board track, too, it will be hard to make enough money to pay a promoting organization for its trouble. Instead of discouraging speedway racing for any sort of racing properly conducted for that matter, many think the contest board might better promulgate a ruling that would be conducive to more meets being held.

The ruling in regard to sanction to promoters in territory where there is an affiliated club is good, inasmuch as it will prevent clubs from "holding up"

Product of Omaha Factory



AUTO NOW BEING MANUFACTURED IN OMAHA.

promoters. It is just as wrong for a club to try to hold up a promoter as it is for a promoter to use sharp methods on the club. Last season there were examples of both. The ruling forbidding the transfer of a sanction if it is issued to a certain club or association will prevent irresponsible promoters getting clubs to pull said promoters' chestnuts out of the hot coals. A number of the rules regarding track races were recommended by the race drivers themselves. The force of the registry card idea will be improved somewhat by the amendment which no longer requires drivers in reliability contests to register. To mix racing drivers with

rating, proceed alone to the pits and consult the referee for instructions.

"The establishing of neutral zones on mile tracks and to prevent spectators from standing within forty feet of the inner or outer rail at the turns and also to keep them out of a zone thirty feet in width in the straightaways sounds well enough, but it will be extremely hard to enforce the rule when large crowds are present. In fact, at some races it will be practically impossible to enforce it." That recommendation made by drivers to remove the top rail from fences at the inner and outer edges of turns doubtless will prevent bad accidents, for in many cases of cars going through the fence it has been the top rail which has done the damage, this usually being just about the right height to injure the driver.

TIRE BUSINESS SHOWS MOST WONDERFUL INCREASE

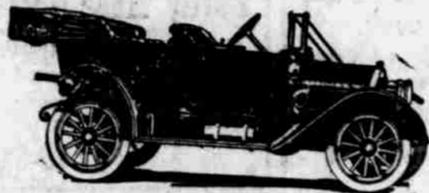
"Doesn't business year make any difference to the president?" R. W. Babson of Boston was asked, after he had delivered a lecture to the Cleveland Advertising club in that city a short time ago. "I don't know that it does," he replied. "Profits do not make business conditions, but business conditions make profits."

Although business generally throughout the country is in a normal state, Akron, O., the city of rubber, has increased its business enormously. More tires are being turned out today than ever before in its history. For instance 1911 sales of the Goodyear Tire and Rubber company increased 50 per cent over 1910 sales, and 1912 will greatly exceed even that large percentage. In 1911 enough tires were turned-out to equip 100,000 cars, and this year 1912 tires will be manufactured at the plant alone to equip 200,000 automobiles. In addition the Goodyear company is increasing just as rapidly and wonderfully in other lines of rubber products. Motor truck tires, carriage tires, aeroplane fabric and rubber heels and soles are being placed on the market in large quantities. The plant is being worked to its utmost capacity to keep up with the demand and three full shifts a day are being worked.

E-M-F THIRTY Studebaker's FLANDERS TWENTY The Best Liked Cars in America

The width of this car represents total production of Studebaker E-M-F "30" and Flanders "20" cars to May 15, 1911

The width of this car represents total production of Studebaker E-M-F "30" and Flanders "20" cars, one year later, to May 15, 1912



—1911

The immense growth in numbers in Studebaker E-M-F "30" and Flanders "20" cars within the past year is a striking fact.

Between May 15, 1911, and May 15, 1912, thousands more of E-M-F "30" and Flanders "20" cars were built and sold than had been built altogether in three previous years of their manufacture, rich as those were.

Everyone knows that when the E-M-F "30" was first put on the market it created a furore. Others declared it was too good to be true, the car couldn't be built at the price. Yet it was built, and everyone of those early cars is still in service and giving satisfaction. Then with rapidly growing production Studebaker cars maintained their original promise of unequal quality at their price and kept on giving satisfaction.

Here is the result. We have built and sold in the last year more cars than in the three years before put together, and there are over 65,000 Studebaker E-M-F "30" and Flanders "20" cars on the roads today.

The American people have tried Studebaker E-M-F "30" and Studebaker Flanders "20" cars, put them to every conceivable test and said, "We're satisfied! These Cars Are Right."

In huge and fast increasing numbers they have backed their approval with cash orders. And every E-M-F "30" and Flanders "20" owner will be proud to tell you the car he drives.

Studebaker-E-M-F "30," \$1100

Studebaker-Flanders "20," \$800

Ask for Our New Art Catalogue. It Will Interest You.

The Studebaker Corporation

Detroit, Michigan

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