

AUTO RACES ON THIS WEEK

Seatest Event Ever Attempted Will Be Run at Indianapolis.

RICH PRIZES TO BE AWARDED

To Qualify Cars Must Make at Least 75 Miles an Hour and Attempt Will Be Made to Break Harroun Record.

INDIANAPOLIS, Ind., May 25.—Lured on by the richest prizes ever offered in automobile speed competitions, and driving the speed creations of the most brilliant engineering minds of Europe and America, the drivers entered in the second annual 500-mile race at the Indianapolis motor speedway will begin their long journey around the brick oval at 10 o'clock next Thursday morning.

For the second time in the history of the world's greatest race course the five-century contest for cars under 600 cubic inches will be offered to the speed lovers and the sporting inclined followers of the automobile game in the United States.

This is the greatest of track races. The first 500-mile event on the vitrified oval at Indianapolis astonished the world, and Ray Harroun in his Marmon Wasp was the hero of the nearly seven-hour speed combat. The first race taught the speedway management, the engineers, the drivers and last, but not least, the public.

The second race will antonish the world. The greatest drivers on this side of the Atlantic are entered and many of them participated in the first event. The cars are faster than 1911. The requirements of the entry conditions were much more stringent. The facilities for handling the largest number of people that will witness a sporting event in 1912 are much improved over the 1911 conditions and Indianapolis people by co-operating with the speedway management and the hotels will be able to easily handle all its guests.

The speedway has in every way perfected its arrangements to make safe every possible angle of the race. The track has been gone over carefully and smoothed out. The drivers will be instructed Monday night at 8 o'clock, in a meeting at the Claypool Hotel by the American Automobile Association officials in charge of the race, and cautioned to be vigilant at all times. An elaborate signal system for use in emergencies on the track has been worked out.

Entrants Qualify Monday.

Only the cars that comply with the entry requirements in every particular will be allowed to face the starter Memorial Day morning, Monday morning, May 27, at 9 o'clock, under the direction of referees A. R. Pardington, Starter Fred J. Wagner and Chief Flier C. H. Warner and his assistants, the twenty-seven entrants will begin the trials to qualify. This demands the lapping of the track in two minutes flat or at a speed of seventy-five miles an hour for two and one-half miles.

Not only will the race for 500 miles be the longest track event in 1912, but it will also offer the largest amount of cash to the drivers of the modern speedsters. Fifty thousand dollars is offered to those men who will catapult the cars through space for six hours in an effort to cross the tape first with 50 laps to their credit. The winner will receive for his probably six and one-half hours' exertion the modest sum of \$20,000, while Ray Harroun, the winner of the first race, saw down \$10,000. In addition to this amount of cash offered by the speedway, the various accessory manufacturers interested in the race have offered cash. The following amounts will be given to the next eleven drivers in the order that they finish: \$10,000, \$5,000, \$3,000, \$2,500, \$2,000, \$1,500, \$1,000, \$1,500, \$1,100 and \$1,000.

Among the drivers and relief drivers named for the twenty-seven entrants in the race, seven drivers and seven relief pilots will ride in their first 500-mile event. The drivers that were not participants in the first five-century gasoline marathon are Harvey Herrick, Bert Dingley, Billy Liesaw, Joe Horan, Len Ormsby, Charles Shambaugh and H. J. Kilpatrick. The relief pilots to make their bow in the 500-mile event are "Big Boy" Rader, Johnson, Swanson, Fuller, Farr, Kittrell and Fowler.

Tetlatoff to Drive Fiat.

Teddy Tetlatoff, now holder of the world's road racing record with an average of 75.50 miles per hour, made at Santa Monica, May 4, will drive a Fiat, the same make of car with which he won his laurels. Last year he had a Lester mount. Ralph De Palma finished sixth in the first event in a Simplex and this year will be probably the individual favorite driving a big gray Mercedes.

Oh Anderson will again drive a Stutz and will have as team-mates Charley Metz, famous as a national pilot, and Len Zengel, winner of the 1911 Elgin, at the wheel of a National. In the first race both Zengel and Metz appeared at the wheels of Nationals. Louis Distrov and Harvey Herrick will drive the two Case entries. Herrick is a new 500-miler, but Distrov drove the Pope-Hammer last season.

Spencer Wiehart, the New York millionaire, who won fourth place in the initial race, will drive the same Mercedes. Harry Knight, driver of the Westcott that he wrecked in the first event, will appear at

Launch New Car This Week



R.P. HENDERSON, PRESIDENT; F.E. WILSON, SALES MGR.

OFFICERS OF HENDERSON MOTOR CAR COMPANY, INDIANAPOLIS.

the wheel of a Lexington. This will be the initial bow of the Lexington in speedway racing.

The National team will present a new front. Howdy Wilcox will again drive a fifty-horsepower, the same size National that he finished in seventeenth place with in the first event. David Bruce-Brown, twice winner of the Grand Prize of America, will drive a second National fifty. Bruce-Brown finished third in a Fiat last year. Joe Dawson, winner of fifth place in the first race at the wheel of a Marmon, will round out the National's team. Truly, one of the most formidable trios that ever grasped the steering wheel of a rubber-shod, gasoline-devouring speed monster. Bruce-Brown is for the first time driving an American-made machine.

Bert Dingley, famous for his work with a Pope on the Pacific coast, and participant in former Vanderbilts, will make his bow in a Simplex.

White Returns to Arena.

Johnny Jenkins, former pugilist and famous as a Cole driver, will mark the return of the White to the racing arena. The last appearance of the Cleveland machine in the speed lists was with the White Steamer.

Bob Burman, "Speed King," will drive a Cutting in the event. Burman held the wheel of one of the Buos entries in the first event.

Leo Frayer, who finished thirteenth in the Firestone-Columbus in the 1911 event, will drive the same mount.

Billy Liesaw, at the wheel of the Marquette-Buick, is a new face among the 500-milers.

Old "Farmer Bill" Endicott, with a penchant for green and famous as a pilot of Cole cars, has transferred his affection to racy appearing Schacht of Vermont hue.

Mei Marquette, driver of the McFarlan six in the first event, will have a mount of the same make.

Ralph Mulford, the laughing youth that made the name Lester synonymous for speed, will, for the first time in his long career, appear at the wheel of another make. Mulford will drive a Knox Six. He promises to be a strong contender, and the Knox Four, driven by Belcher last year in the race, had a world of speed. Mulford finished second in the first event, driving a Lester, one minute and forty-three seconds behind Harroun.

Hughie Hughes, winner of many events in his class in the 1 1/2 mile Mercers, has one of the most formidable speedsters at the track. Hughes finished twelfth last year in a Marmon. Len Ormsby will drive an Opel, a famous German car. In his speedway debut, Shambaugh of Lafayette, Ind., is a newcomer. He has built a special car for the event, but is still doubtful if he will be ready in time to say "Good morning" to "Wag."

Joe Matson and Joe Horan will drive Lester cars. Horan was under contract to drive an Amplex in the first event, but an accident before the race prevented his appearance. Matson was a relief driver on the Fiat team in the first event. Kilpatrick, driver of the Mason, is also making his bow. Kilpatrick is known to the racing fans by his work at the wheel of the Hotchkiss car on the mile tracks in former years.

NEW CAR OUT THIS WEEK

Henderson to Be First Seen at the Decoration Day Races.

HAS INTERNATIONAL DESIGN

Best Parts Are Picked from Cars of Foreign Make by Designer, Who Visits Factories of the Old Country.

INDIANAPOLIS, May 25.—That Indianapolis refuses to adopt ideas in automobile construction which do not emanate from Indianapolis sources is consistently disproven in the new Henderson car, which will be launched in Indianapolis May 30, on the day of the 500-mile race.

This car, which will sell for \$1,285, embodies many of the European comfort and convenience features, which to date the American manufacturers have not seen fit to install, partly because they have not investigated them sufficiently, and partly because of geographical prejudice. A few of the high-priced American cars have adopted the idea of putting the gasoline service tank under the cowl of the dash, but the general statement still holds—American built cars have been a trifle slow to go into European factories and adopt whatever points happen to be in advance of their own.

Before designing the Henderson, Chester Ricker, formerly technical editor of the Horseless Age, visited every factory of note in England and on the continent. The new factory superintendent cabled his acceptance from Paris. In fact the Henderson is an internationally designed car, as is shown in its advance specifications.

Left Hand Drive.

Such points as the following indicate the designer's point of view. One hundred and sixteen-inch wheel base, steel tires with demountable rims, dynamo electric lighting and self-starting system, and a long stroke electric motor. The prevailing left hand drive will be adopted and combined with a particularly convenient center control lever, similar to nothing ever used on an American built car before. Nickel mounting will prevail throughout, and all in all the new star in the Indianapolis motor constellation will be a perfectly standardized whole, and a product extremely capable of upholding the reputation of Henderson and Indianapolis.

The new star in the Hoosier constellation will be built and marketed by the Hendersons of Indianapolis. The fact that it is constructed on a purely quality basis and still will be marketed at \$1,285 constitutes one of the recent surpluses in automobile ranks.

Key to the Situation—See Advertising. Newspaper Advertising is the Road to Business Success.

Advertising Man With Lion Motor Car Co. is Most Original

J. A. Thorson, advertising manager of the Lion Motor Car company of Adrian, Mich., spent Friday and Saturday in Omaha with the Held-Werland Auto company, agents for the Lion car. Mr. Thorson is traveling about the country instructing his company's dealers in a unique merchandising plan, which he originated and which is thriving and quadrupling the dealers' business wherever it is tried. "I interested Mr. Held in the plan last March," said Mr. Thorson, "and since adopting it his orders have averaged two and a half carloads every week." Mr. Thorson has a habit of rapid fire thinking and doing it just ahead of the other fellow. Last summer, during the army maneuvers in New York, Mr. Thorson had a Lion car armed, fitted for war purposes and in action during the whole time. He was in action, too, himself, for he stayed with his creation during the whole week, making his demonstration a complete success. Mr. Thorson is with L. B. Sanders, sales manager of the firm, and together they are making a swing around their territory.

Ford THE UNIVERSAL CAR. The ostrich can't fly—has too much weight for its wing power. The Vanadium built Ford has all the weight it needs for strength—but it's the lightest car for its size in the world. We'll sell seventy-five thousand new Fords this year—principally because it's not an ostrich car. All Fords are Model T's—all alike except the bodies. The two-passenger runabout costs \$590—the five-passenger touring car \$690—the delivery car \$700—the town car \$800—C. E. L. Detroit, completely equipped. Get latest catalogue from Ford Motor Company, 1916 Harney St., Omaha, Neb. Phone Douglas 4500.

Locomobile Most Expensive to Build Most Economical to Own. Unmatched Economy of the "Best Built Car in America". TIRE ECONOMY: Every one of our "48" Six-Cylinder Cars should average with ordinary care 5,000 miles on one set of tires of any good standard make. GASOLINE ECONOMY: 8 to 16 miles per gallon—the normal performance on every "48" Locomobile Six, varying with road, traffic and condition in which car is kept. UPKEEP ECONOMY: Barring accident or misuse—repairs and replacements are unheard of. With average use, annual overhauling is neither necessary nor recommended. "The Best Built Car in America does not need to be humored or coddled." NERVE ECONOMY: We are the only manufacturers furnishing a car equipped with Ten-Inch Upholstery, and this, combined with our long wheel base and perfect balance, makes a car that never tires nor irritates. The Locomobile Company of America Deright Automobile Co. Distributors 1818 Farnam Street Omaha, Neb.

REMY Revitalize Your Car. You can get the Remy Magneto, the best magneto in the world, for less than the cost of repairs to your old and unsatisfactory ignition. Investigate this opportunity—ask us to tell you about the Remy Exchange Offer. Omaha Rubber Co. E.H. SPRAGUE, Pres. 1608 Harney St.

HENDERSON More car for less money -\$715 ahead of its time- THE Henderson "The car of your dreams" Roadster, \$1285 5-passenger, \$1385 Read these specifications The Hendersons of Indianapolis now offer you a real Self-Starting, Five-Passenger Touring Car, with luxury-equipment, for \$1385—116-inch Wheel Base—Ward Leonard Dynamo Electric Lighting System—34x4 Tires, Demountable Rims—Long Stroke 4 1/2 x 5 1/2 Silent Motor, with 3-point suspension—famous Stutz Rear Axle Transmission—Silent Gears—Left Hand Drive—Single Lever Central Control—Gasoline Tank under cowl of dash, Gasoline Gauge on dash—Nickel mountings throughout. Luxury-equipment that makes driving a real pleasure YOU have often said to yourself—"If I were designing a car I would have all the latest proven advantages, as well as some things that no manufacturer has ever thought of. I would have a luxury-equipment that would make driving a real pleasure." "First of all, I would have a Left Hand Drive, with a simple Central Control so that I could step out of my car on either side from the driver's seat to the curb." "I would have a Gasoline Gauge on the dash so that I would never be caught short of gasoline. A Gasoline Tank so situated as to give fuel at all times on the steepest grades. I would also have Demountable Rims so that the tire changes would never hold me up or bother me." "I would have Electric Lights with a Dynamo System and not be compelled to rely on batteries that are liable to give out at any time. I would have a dependable Starter—and above all, I would have my car so arranged that from the driver's seat, by the mere pressing of buttons, I could Start my Motor, light my Lamps, and make a Comfortable Get-away with the utmost ease and no fussing." The "Henderson" Car is Your Dream Come True—a car which will fulfill your desires for both service and comfortable convenience at an actual saving of \$715. Send today for the advance proofs, bound in pamphlet form of our book, "Your Dream Come True," just off the press. Be the first one in your town to drive a "Henderson." At least Investigate. Here at last is the car you have been waiting and watching for—at a price absolutely impossible until this year. So fill out and mail to us the coupon below—now—before you turn this page. IMPORTANT New models of the "Henderson" will be ready for your inspection at the Claypool Hotel, our headquarters for the week of the 500-mile race at the Indianapolis Motor Speedway, May 30. Henderson Motor Car Co. of INDIANAPOLIS, U. S. A. Special for Dealers No live, red-blooded dealer can possibly read the above announcement without realizing the tremendous effect sales arguments of this kind will have on the prospective buyers of cars. And the beauty of it all is that every word, every claim is absolutely true. There is no more to come—but if you want the Exclusive Agency for a car that will build you a permanent, profitable business, don't wait to write—wire us quick for the "Henderson" Exclusive Agency proposition. Mail This Coupon Today Henderson Motor Car Co. of Indianapolis, U. S. A. I am interested. Without obligation on my part, send me at once Advance Proof Sheets of your book "Your Dreams Come True." I suggest that of Street would make a good local distributor for your car and I recommend him. You may mention my name in writing him. Name Address