

IS AUTO RACING NEAR END?

This Question is Being Discussed with Much Interest in East.

PUBLIC WANTS TO SEE SPORT

Adherents of Automobile Racing Insist that Large Attendance at Meets a Sign that People Want It.

NEW YORK, Nov. 2.—Whether automobile racing, particularly road racing, is on the upward move or whether it is losing in popularity so that the end is close at hand is being argued just now. Those whose interest lies in a continuance of racing see, or profess to see, that there is a strong public demand for more contests. The old story is being told and retold by them that racing developed the American industry and still is a prime need. Designs and materials never would have reached their present standard without racing, these persons contend, and no doubt that is so, in part, at least.

Furthermore, these adherents of racing insist that the great attendance at meets, such as Elgin, Santa Monica, Indianapolis, Tacoma and Milwaukee, is a sign that the public wants racing and wants to see it. Even the strongest partisans, however, admit that American manufacturers are not supporting racing any more. Unless the American car maker has suddenly lost some of the foresight and business acumen that marked his earlier activities in the automobile world, he is making a serious error—that is, if you believe what the pro-racing contingent says.

Benefits Foreign Rivals.
Others may feel that the business man is at length convinced that he does not want to play the game for the benefit of his foreign rivals, who make most of the racing machines that are taking the big events on the road. Most makers, having got as much as they think is to be got from racing, have quit it. Those who see their way clear to building a reputation rapidly with good racing cars keep on supporting teams, but the factory-entered racing teams in this country can be counted on the fingers of one hand, without having recourse to the thumb, either.

If all the rest of the world is a "little queer," save those who want to have racing continue for the benefit of their own pockets, then racing is a prime necessity. But the strongest partisans of motor racing cannot readily point out features in recent car construction that owe their discovery or thorough tryouts to racing. The features of the past and of the coming season—self-starters, electric lighting, small six-cylinder motors—are not the fruits of racing experience. The four-cylinder is still the most used racing type and self-starters are not applied to racing cars.

Few Changes in Cars.
Motor building, if the average car maker's prospectus is to be believed, has undergone few changes save in the way of refinements these last two or three seasons. Another main point in touring car building is toward increased comfort of the passengers and surety comfort hasn't been a chief consideration in building speed machines. Nearly every little device that is applied toward lightening racing cars, such as steel connecting rods or rods that have been drilled full of holes, and schemes such as removing a piston ring, leaving only one behind, is practice avoided in preparing automobiles for the touring car market. To be sure, these things have been done right along in racing cars, so they are not new discoveries. If they had been so valuable in ordinary motoring doubtless they would have been assimilated long since.

Such an authority as the Journal of the Automobile Club of America says in an editorial favorable to automobile racing that "in looking over the list of automobiles now offered for sale on the market, both foreign and domestic, it will be noted that practically every car that has attained prominence and popularity has done so through its performance on the race track." Just at present there are less than half a dozen American makes that campaign in racing and there are several hundred different makes of automobiles in this country.

Quit Building Racing Cars.
The leading cars of the United States, it is true, have had a contest history of sorts, some of them more than others, but nearly all the machines which are now recognized as the highest standard in this country have long since dropped from the world of contests. And nearly all are doing more business on regular business lines than they did in those other flush days.

Here is a little truth about racing, as set forth in an editorial article in "Motor Age," which, however, prophesies that racing has years yet to live because "the contests have sold cars, the contests have kindled enthusiasm, the contests have helped good roads—they have done good." The automobile publication says: "The year has not been so brilliant as last year; Fate has been a little unkind. Unity has been lacking. The herculean effort of the eleventh hour has been too conspicuous. Misere have been at sixes and sevens. Many wanted to race, but had misgivings. One's afraid and the other dare not sum up the situation."

Manufacturers Not United.
Manufacturers were wanting but united on the support of contests. In the early spring every day brought rumors of returning to racing. Today one big company was building a fleet of racing machines, tomorrow it was another concern. As spring gave way to summer attention gave way to post-race. Entry blanks through the mails failed to bring the looked for checks and the filled out blank. Follow up letters and move blanks were succeeded by an ominous silence. Night letters went unanswered. Personal letters, special solicitations to factories—all fell short of a year's promise.

The analysis discloses on the one side some "Racing's dying." Others say "Tain't so." It is largely a matter of opinion. But racing has suffered this year as never before from misapprehension and ill-considered press publicity. Remove from the control of sporting contacts men who have a business interest in seeing that the contest is run through regardless and there will be a chance to retain the prestige of racing—if there is one. Officials who will insist on doing their duty in spite of what a reckless management wants will help to save racing if salvation can be found or if racing is worth it. It never can be made safe but it can be made safer.

New Midland Auto Arrives in Omaha

Last week saw the delivery into Omaha of the 1913 Midland, sold by the Freeland Auto company. "We have great difficulty," said Mr. Freeland, "in securing sufficient cars for delivery. The Midland this year is a wonderful car with its thorough and improved equipment. There is nothing to surpass it. Then, too, the manufacturers are going to put out a "six" of fifty-horsepower, which I shall have here soon, and when one sees it there is no wonder that he will be struck with awe."

WAGONER RECEIVES HIS HANDSOME COUPE

Dr. H. A. Wagoner received his 1913 Cadillac coupe Friday. It is one of the most practical as well as luxuriously finished cars ever delivered here. The windows drop down from within, the wind shield opens outward and a unique type of construction is used permitting the occupant to enter or leave from either side. The ceiling, instead of the usual cloth finish, is finished with highly polished walnut, similar to a Pullman car.

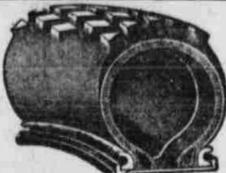
CADILLAC REPORTS BIG DEMAND FOR ENCLOSED CARS

"The automobile is no longer strictly a summer pleasure vehicle for fair days," said George Reim, president of the Cadillac Omaha company. "With the advance in the industry and the perfection of the product, the utilitarian value of the motor car has expanded and now a great percentage of the motorists use their cars the year around. They want a car that will be serviceable in disagreeable weather."

"For that reason a very high grade of business is fast developing in Cadillac enclosed cars, because people want the comfort and protection which cars of the enclosed type provide in rough weather."

No Fear of Mud.
J. C. Bryant of Kaufman, Tex., bought a Klesel Kar "40" last July and in its first three months of service it has covered 4,196 miles. Mr. Bryant writes enthusiastically of the car, mentioning that the roads traveled are the worst in Texas. As an uncommon achievement, he tells of running through a mudhole two feet deep and fifty feet long at twenty miles an hour.

No-Rim-Cut Tires 10% Oversize



A Bulldog Grip Now the Favorite Winter Tire

Here is the tread which has come to outsell every other form of non-skid. It comes on a tire which also outsells every other tire in existence. Think what a combination—No-Rim-Cut tires with this Goodyear Non-Skid tread. Any man who sees them is bound to say, "That's the winter tire for me."

All Objections Ended

Early non-skid treads were made of soft rubber. The projections were too short-lived. Others involved both metal and rubber—materials that never combine. And all, until this one, put too much strain on the fabric, because the strain wasn't distributed. That's why men have used the inconvenient, costly and ruinous chains, road or pavement with a bulldog grip. Each of these blocks widens out at the base, so the strain is distributed over the fabric just as with smooth-tread tires. So we offer you now an enduring, efficient, an ideal non-skid tread. One glance will show you that no other device compares with it.

Motor-car owners have tested out over 200,000 of these treads. As a result, the demand today is enormous. And this winter will treble it, probably.

Come see what it means to have oversize tires, tires that can't rim-cut and tires that can't skid.

The Goodyear Tire Book—based on 13 years of tire making—is filled with facts you should know. Ask us to mail it to you.

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With or Without Non-Skid Treads

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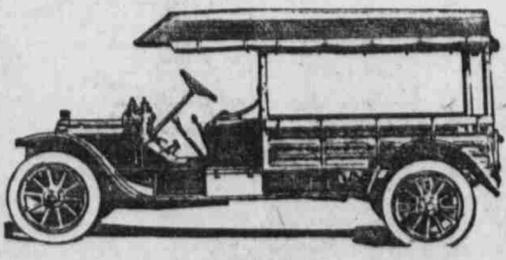
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WHITE TRUCKS offer you a reliable delivery service for years to come. No one yet has ever been able to wear one out.

WHITE TRUCKS are economical. A few pennies are saved each day on gasoline and oil bills; dollars are saved each month on repair bills; and in the long run, White service makes a showing on the right side of your ledger.



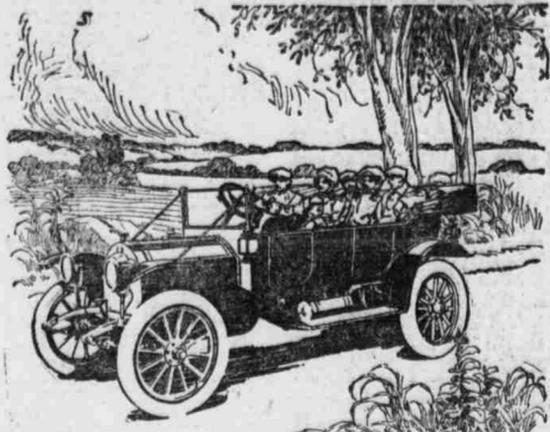
Made in 4 sizes $\frac{3}{4}$, $1\frac{1}{2}$, 3 and 5 ton, to suit any merchant's needs. Better phone Douglas 3301 for a demonstration.

H. PELTON, 314 S. 18th St.
Linco's Representative—Mockett Auto Co.

1913 MIDLAND 1913

SELF-STARTING—ELECTRIC LIGHTS—40 H. P.—FULLY EQUIPPED

A Car of Sterling Worth



1913 Models Now Ready for Delivery

Record Breaking; Record Making "Trans-Continental" Flyer

Midland Fast Time To the Coast
IN a recent cross continent run to San Francisco the Midland broke all previous records for such a trip—through and over the Rocky Mountains and the Desert. The most difficult trip imaginable—a grueling test. Yet the car made this 2,645 miles in 124 hours and 37 minutes.

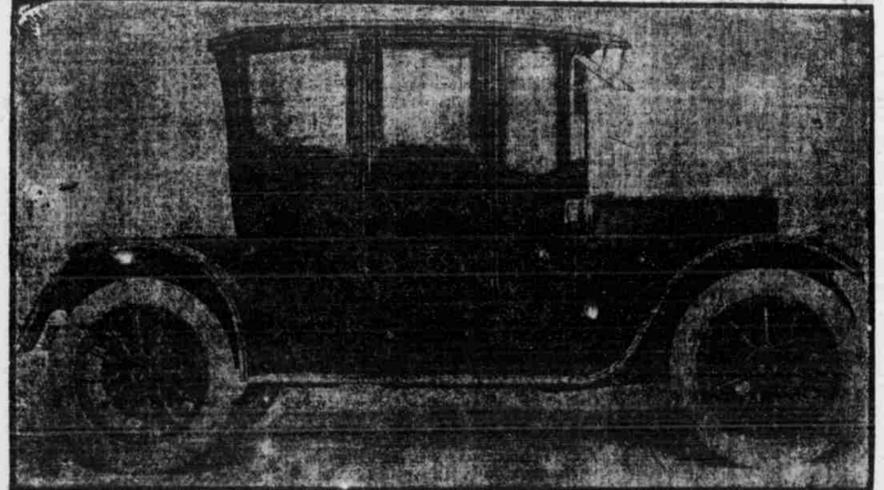
9,000 Miles Without a Replacement
The Midland made the trip and back—a distance of 9,000 miles—without a broken, renewed or replaced part, and was in as perfect running order as when leaving the factory. That's the kind of car we offer you—a car of proven worth.

New Midland To Trade for Old Car
WE are interested in other lines of business besides the automobile. Through these other connections we have distribution facilities for handling USED cars as quickly as we acquire them. For this reason, we are perfectly willing to consider taking your old car on a purchase of a Midland—provided your price is right. We could place at least nine used automobiles today if we had them. No other dealer is so fortunate as to have such ideal connections for handling used cars and because we readily turn them into cash we can allow more than you will get elsewhere for your old model.

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Cadillac



Comfort, Luxury and Practicability

The Cadillac Coupe is a worthy companion of the Cadillac Limousine. It is the leading car of its type.

The body is made of aluminum by the latest improved methods. There are accommodations for four passengers, two alongside the driver and one on drop seat in front. The driver's seat is hinged, permitting entrance at and exit from the right side of the car.

The upholstery is in hand buffed black leather, trimmed with broad and narrow lace. The ceiling, sahes, heel board, hood shelves and finish moldings are American black walnut.

The side windows and door windows drop into pockets; the rear and front quarter windows are stationary. Glass is 3-16-inch selected crystal plate, without bevel. Curtains are high grade silk with silk tabs, operating on automatic rollers.

Doors are fitted with stop hinges of latest French design, permitting door to open at angle of 100 degrees and equipped with improved Yale locks.

The lower portion of windshield is stationary, clear vision—the upper portion swings outward. There is a compartment for small parcels back of the driver's seat and space for suit case, tools, etc., under rear deck, which has hinged door on rear, with lock.

The equipment includes the improved Delco electrical system, embodying automatic self-cranking device, electric lighting and ignition.

The electric lighting equipment consists of two head lights, two side lights, and tail light, also dome light and speedometer light.

Cadillac service, as rendered by the Cadillac Co. of Omaha, added to these special features of the Cadillac Coupe, makes it the most popular enclosed car in the city. See the Coupe on display in our showrooms.

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