

**HARROUN BACK IN RACE GAME**

Winner of First Indianapolis Race May Return This Year.

**MEMBER OF MAXWELL TEAM**

Driver Has Been Selected for Third Maxwell Entry, and It is Thought that Harroun Will Drive It Himself.

With the shipment of the third Maxwell racer to Indianapolis Ray Harroun officially completed the assignment given him by President Walter E. Flanders of the Maxwell company, last January. Dame Rumor, however, now comes to the front and broadly hints that so far from being through with the racing game, Harroun intends to drive the third car built under his supervision in the 500-mile race. While Harroun will neither deny nor affirm the statement, it is known that no driver has been selected for the third Maxwell racer, with the day of the race only a short distance away. Close friends of the man who won the first 500-mile race, claim that rather than turn over the mount to a second or third rate pilot, Harroun would prefer to take the wheel himself.

Racing fans all over the country would welcome the return of Harroun with delight, as he is one of the most popular drivers who have ever taken part in the big road and track events of the last five years. Ever since he won the first 500 mile race in 1911 he has been considered one of the world's greatest drivers and has turned down scores of attractive offers to drive cars since that time. It will be remembered at the close of the 1911 race Harroun declared he would never drive a racing car again, but it is not at all improbable that conditions will help him to overcome his objections to driving in this year's race.

**Makes Strong Team.**

With the acquisition of Harroun, the Maxwell team with Teddy Tetzlaff and Billy Carlson would indeed be a formidable aggregation. Tetzlaff is known as "heat 11" driver, one who will obtain every last ounce of speed from his car, from the very start. Carlson is exactly the opposite type of driver, measuring his speed to an average time per lap and sparing his car as much as possible. Harroun fits in between the two extremes and should balance the Maxwell crew to a nicety. In addition, should Harroun decide to take the wheel, he will have the entry number 22, with which he triumphed in the first 500 mile race.

Team manager Ernie Moross, who is looking after Maxwell interests at the speedway, wires enthusiastic reports on the speed shown by Tetzlaff and Carlson in the daily workouts. Moross states that the cars are especially efficient on the banked turns, and the drivers are taking the turns at almost "stretch speed." All three cars are in readiness for the elimination trials which will start shortly.

**DAHLIAS CAN BE PLANTED WHOLE OR PART OF ROOT**

Old dahlia roots can be planted intact just as lifted in the autumn or if very large they may be divided by cutting down the center of the dead stem and through the live portion at the base. They can be quartered, but all cut portions must contain a part of the base of the old stem where the eyes are clustered. Plant in large holes with the crowns of the tubers four inches below the surface. Where plants are to be obtained from dealers they should be ordered at once. Prepare the beds now by deep digging, as only poor results will follow planting in poor soil.

**Studebaker Branch in This City is Making a Record**

Although the brand new Studebaker branch building in Omaha has been built but a relatively short time and has only been occupied during the last few months, the Studebaker corporation is at last getting even with itself in the territory adjacent to Nebraska. Previously to the erection of the four-story structure at Twenty-fifth avenue and Farnam street the Studebaker corporation was considerably handicapped in this territory by lack of proper room for a branch headquarters. As a result L. A. Keller, the local branch manager, found himself constantly encountering difficulties and while the business increased under his leadership he found it had to maintain his own pace. In other words, lack of accommodation prevented his delivery of cars as fast as he sold them.

Mr. Keller has worked up an efficient force in Omaha. A short time ago he was continually confronting a flood of orders which he realized would take time to make deliveries. But personal application, repeated hurry orders to the factory has cleared all Studebaker desks and finally now he can make a delivery as fast as it is possible.

Studebaker business in the Omaha territory has advanced in leaps and bounds. The percentage of increase in sales, both wholesale and retail, has jumped skyward with remarkable rapidity. Few other branches in the country can stand up to the Omaha branch records and hold their own when Manager Keller begins to call off his figures and statistics. Branches in much larger cities where the territory adjacent is of much wider area fail to stand up to the efficiency of the local branch. Indeed there are even few managers who can boast of a sum total of sales which exceeds Mr. Keller's record.



L. A. KELLER

Omaha should congratulate itself that the Studebaker corporation has constructed such an excellent headquarters for the branch in Omaha and that such an able manager has been placed here with a continuance of Mr. Keller's regime there is little doubt but what Omaha will soon be one of the two or three biggest Studebaker branches in the country. But while the Studebaker people have done everything possible for Omaha, Omaha has returned all that with interest and it is Omaha which must be said to make the local branch the powerful factor in the huge corporation that it is today.

**Gossip Along the Automobile Row**

The W. L. Huffman Automobile company reports the following sales of Hupmobiles for the last week: M. C. Brown, Omaha; Dr. G. W. Sullivan, St. Edward; J. M. Hanna, Seneca; J. A. Schwab, Wopking Water; L. D. Bender, Fremont; H. C. Chaney, Oakland, Ia.; Ed Decker, Menno, S. D.; Joseph A. Hofer, Corsica, S. D.; A. G. Streeter, Hecla, S. D.; Harma, Bros., Aberdeen, S. D.; L. C. Gooch, Brookings, S. D.; R. T. Brooks, Westport, S. D.

George T. Lay, director of the sales and advertising department of the Abbott Motor Car company, spent three days last week with the Motor Car Sales company, arranging their schedule of deliveries for the summer months. Mr. Lay reports Abbott sales running approximately 50 per cent ahead of the same period last year.

W. L. Huffman Automobile company delivered a Detroit Electric to Mr. Ed F. Riley of Omaha last week.

W. L. Huffman Automobile company claim the largest delivery on Hupmobiles that they have had so far this season. They find their agents reporting more sales booked for early future deliveries than they have had before at any period during the history of their business.

A new salesroom occupied last week by

the W. L. Huffman Automobile company branch at Mitchell, S. D., situated on Main street, in the same block with two principal hotels, is the largest, best finished sales room in that state, according to the statement of W. L. Huffman, who went to Mitchell for the opening. This is a new building, beautifully finished and accommodating twenty-two machines on the main salesroom floor. Deliveries have been very satisfactory in that territory this season and the new salesroom and its prominent location will probably have a tendency to stimulate the trade. In addition to new quarters in Mitchell, the W. L. Huffman Automobile branch at Lincoln will occupy their new quarters, next to the Commercial club, at Eleventh and P streets, during the coming week. This will be a beautiful room, with the floor extending back seventy feet from the front.

T. E. Wright, representative of the Anderson Electric company, makers of the Detroit Electric, visited the W. L. Huffman Automobile company during the last week and spent three days at their Lincoln branch.

A little drop of oil. A little bit of care. Will save a lot of trouble and avoid a lot of wear. E. R. WILSON.

Mr. Voberil has joined the sales force of the T. H. Follock company and will sell Regal and Detroiter cars in the Omaha territory.

Lem Hill and Sheriff Felix McShane have left Omaha for Indianapolis to attend the 500-mile race there Decoration day. They are traveling overland in Mr.

**Hill's big car with Fred Bortington as chauffeur.**

The worm drive of the Woods electric is attracting much attention to the new 1914 models this spring. The Drummond Motor company is agent for the Woods in this territory.

Mr. McIntyre of the McIntyre Auto company sold new Oaklands to Dr. R. Rex of Omaha and to King Gray of Gray, Ia. Mr. Gray drove his car home from Omaha Overland.

The Upper-Van Vleet Auto company announces that an order was filled last week for Snyder Brothers of Modale, Ia.

Mr. and Mrs. Chester N. Weaver have left Detroit in a Studebaker roadster on an overland drive to San Francisco, where Mr. Weaver is distributor for the Studebaker. They are due to arrive in Omaha shortly.

H. W. Spaulding spent a day in Omaha last week visiting the Freeland Auto Co.

Mr. Freeland announces the following sales and deliveries: J. E. Heinbooth, Lewis, Ia.; Gilbert Johnson, Soldier, Ia., who drove his car home.

Two cars of early 1915 Spaulding sleepers with regular steam lines were received by the Freeland Auto Co.

H. W. Spaulding spent a day last week with the Freeland Auto Co. Ed Carr, a contractor of Omaha, purchased a Spaulding sleeper.

Gilbert Johnson of Soldier, Ia., drove a Spaulding home.

J. E. Heimbaugh of Lewis, Ia., took a Spaulding home with him a short time ago.

The Spaulding Motor company people are negotiating with the Lincoln Highway for a run across the state with the Spaulding car, which made the record run across Iowa recently. If satisfactory arrangements can be made, this run will be made from Omaha to Cheyenne.

**Died of Pneumonia**

is seldom written of those who cure coughs and colds with Dr. King's New Discovery. Get a bottle today. 50c and \$1. All druggists.—Advertisement.

**NO MOTOR CAR IS PERFECT**

So Says Elmer Apperson of Apperson Automobile Company.

**PLEASURE IN ATTAINMENT**

Real Pleasure Comes in the Hope of Attainment and if Anyone Were Perfect, Other Manufacturers Would Be Dead.

"That to err is human" is an old adage, but it is not a human knowledge," says Elmer Apperson, pioneer motor car manufacturer and president of the Apperson Bros Automobile company at Kokomo, Ind. "Why then this far-flung advertising cry of 'perfection.' Read the automobile sections of any Sunday paper, 'A perfect motor,' 'Perfectly noiseless,' 'No need for repair man,' 'The highest point in motor car efficiency now reached,' stuff and nonsense.

"What does the Standard dictionary say of perfection? 'That degree of completeness in which nothing essential or desirable is lacking; the highest attainable degree of development.' And on top of that the philologist tells us that perfectionism anything is manifestly impossible.

"I believe that we are building an efficient motor car—one that represents honest value—but it is far from perfect. If the Apperson 'Jack Rabbit' or any other car were so, I'd be ready and willing to pass into the automobile discard. In fact, I'd have to if I built a 'perfect' car, what further would there be left for me to do?"

"Pleasure comes in the hope of attainment, not in attainment itself. And, frankly, I personally get more real pleasure out of the struggle to add some new refinement or mechanical feature than I get satisfaction when it is an assured fact. If but one other manufacturer reached perfection, the rest of us would be dead ones in ten days. And, if as many ever do reach that point as already claim that they have, the situation would, indeed, be appalling.

**Imperial**

**Greatest Service at Least Cost!**

We've built service into every part of Imperial cars. They are made to last a lifetime. Their operating cost and upkeep is reduced to a minimum. We offer you the greatest motor car service at lowest cost.

**Imperial**

The Car That's Always in Service

The first Imperial built in 1908 is still in service. It has 100,000 miles to its credit. It's good for double that.

Nowhere, for the money, can you buy greater power, comfort, style, economy of upkeep and other demanded motor car values.

See our varied line of beautiful cars, including our "Big" and "Little" Six.

All are electrically started and lighted.

Some good territory still open for live agents. Write Imperial Automobile Co., Jackson, Mich., for details.

**BRADLEY, MERRIAM & SMITH,**  
2209 Farnam St., Omaha, Neb. Council Bluffs, Iowa.

**Overland**

**\$1200 worth for \$950**

—And a better car in the bargain

**ALL** values are judged by comparison. You size up the worth and quality of any one article, by comparing it with several other similar articles. Then, and only then, you are in a position to make the most practical, intelligent and economical choice.

Therefore, before you choose your automobile, carefully compare the specifications, quality and equipment of the \$950 Overland with the description of any of the \$1200 cars. You'll find no material difference.

For instance:

The \$950 Overland has a wheel base of 114 inches. A good many \$1200 cars have even a shorter wheel base than this.

The \$950 Overland has a thirty-five horsepower motor. Do you know of any \$1200 car that can give you more power?

The \$950 Overland has 35 inch x 4 inch tires. Again the same—in both size and quality—that you find on most \$1200 cars.

The \$950 Overland has electric lights throughout—exactly the same as any of the highest priced cars.

The \$950 Overland is as roomy, comfortable and as luxuriously finished as any \$1200 car.

The Overland equipment is just as complete, and of just as high a quality as the equipment of any \$1200 car.

The steels used in the Overland are of the very highest grade; in fact the metals and materials used in the Overland are of the same quality as those found in the most costly cars in the world.

The Overland is just as accurately and precisely produced as any car on the market—regardless of price.

The more you compare this \$950 car with cars costing 30% and even 40% more—the more you are brought to realize that to pay more than \$950 for this type of car is absolutely unnecessary.

The Overland costs you less, because of our greater production.

Other manufacturers must charge you more, because of their smaller production.

And that is why the Overland is outselling every other similar car made. We are delivering 5000 Overlands a month right now.

Telephone our dealer for your appointment.

**VAN BRUNT AUTOMOBILE CO., Distributors.**  
Phone Black 551, 18-22 Fourth St., Council Bluffs, Ia.  
2040 Farnam St., Omaha, Neb. Phone Doug. 8507.

**The Willys-Overland Company, Toledo, Ohio**  
Manufacturers of the famous Overland Delivery Wagon, Garford and Willys Utility Trucks.  
Full information on request.

**You can't beat Diamond quality**

Your tire cost is going to be lower—your mileage per tire is going to be greater—

When you equip with Diamond Squeegee Tread Tires.

The tough rubber Squeegees defend you against short mileage and long skids.

They wipe their way through muds, slippery going to a firm, clean grip at the pavement.

**Why pay more than Diamond prices?**

Size	Squeegee Tread Price
30 x 3	\$12.65
30 x 3 1/2	17.00
32 x 3 1/2	18.10
33 x 4	25.25
34 x 4	26.05
34 x 4 1/2	35.00
35 x 4 1/2	36.05
36 x 4 1/2	37.10
37 x 5	44.45
38 x 5 1/2	57.30

**Diamond Squeegee Tread Tires**