

PLAN OCEAN TO OCEAN ROAD

Route from New York to San Francisco to Be Built by Motorists.

PROBABLE COST TEN MILLION

Funds Which Will Be Put Up by Auto Dealers Has Reached Almost a Million Dollars and More Coming In Daily.

Interest in the proposed highway to extend from New York to San Francisco, plans for which were outlined two weeks ago by Carl G. Fisher of Indianapolis, is now at its height. Pledges for the fund of \$10,000,000 which will be necessary to defray the expenses of making the road are pouring in from all sides, and present indications are that the entire sum will be pledged by January 1. Steps will be taken shortly for the appointment and organization of a national committee, which will take complete charge of the work, and just as soon as the plans of this body are completed and the entire amount needed is pledged, contracts will be closed with the various counties through which the road will pass for the actual work of building the road. It is fully expected that by May 1, 1913, the ocean to ocean highway will be a reality.

A Huge Undertaking. This is the biggest project ever undertaken in the automobile world. The original plans, which are the result of months of study on the part of Carl G. Fisher and James A. Allison, president and secretary, respectively, of the O-Lite company and the Indianapolis Motor Speedway, have been carefully examined by leading manufacturers and financiers all over the country, and have been endorsed by them as being safe, sound and entirely possible of execution. Within thirty minutes after the project was explained by Mr. Fisher at a banquet in Indianapolis recently, a sum of \$300,000 had been pledged by the automobile manufacturers and dealers of the Hoosier capital alone.

Those connected with the automobile industry in other cities and states have not been slow in responding and the temporary committee, composed of Carl G. Fisher and James A. Allison, which is now in charge of the business details of the project, report that there is no apparent reason why the enterprise should not be carried to a successful completion. Bonded trust companies will be appointed to receive pledge payments as they are made, and not a dollar of this money is to be spent until the entire fund of \$10,000,000 or more is guaranteed. In case that for any reason whatsoever the ocean to ocean highway should fail to be realized, the money already contributed will be returned to the original donors with 3 per cent interest added. All expenses incidental to the promotion of the plan are to be met by Mr. Allison and Mr. Fisher personally, up to the point where the venture is either a success or a failure.

Packard Cars Now Invading Europe

Because the American demand readily absorbed a steadily increasing output, the Packard company never has pursued an aggressive policy looking toward distribution in Europe. Several years ago, a service depot was established in Paris, but this was for the express purpose of providing technical attention for Packard owners from America and assisting them in disposing of the red tape which attaches to touring on the continent.

Out of the practice grew a demand for Packard cars in France with the result that a sales department was added to the Paris service station. Now the movement has extended to Germany and within the last few days a contract for the sale of Packard cars and trucks has been closed with Carl Dreyman, who has his headquarters in Düsseldorf. He has arranged to open a number of branches.

Auto Dealers Are Talking Auto Show

A meeting of the Omaha Automobile association was held Thursday in the offices of C. G. Powell, applications for membership being presented by the Orr Sales company, the Western Auto Sales and Manufacturing company, the Apperson Jaekrabbit company, Michigan Auto company, the Cole Motor company and the Van Brunt Auto company. These applications will be passed upon at the annual meeting of the stockholders which takes place October 29. A new board of directors will be chosen and plans discussed for the 1913 show which is scheduled for the week commencing February 24.

ARTHUR KEELINE PURCHASES NEW CADILLAC COUPE

Arthur R. Keeline, 111 South Thirty-ninth street, has purchased a 1913 Cadillac coupe. The car is a four-passenger Sedan type body. The driver's seat is hinged so that the passenger can get out and in on either side. There is carrying space for packages and suit cases under the deck on the rear platform. The car is handsomely upholstered in hand-buffed black leather, trimmed with laces, and the whole coupe above the seat is finished in American walnut.

SYMPATHY RESOLUTION TO ROOSEVELT ACKNOWLEDGED

Chairman Meyers of the republican central committee has received acknowledgment of the letter and resolutions of sympathy the county committee sent to Roosevelt at Mercy hospital, Chicago, just after the would-be assassin had made the attempt upon the colonel's life. The letter of acknowledgment is signed Elbert E. Martin, who is the man that leaped from the automobile and crushed the assailant to the ground just after the shot was fired. The Roosevelt club of Omaha has also received acknowledgment of a resolution of sympathy forwarded by that organization after the shooting.

NEW SOCIAL CLUB FORMED AT OMAHA HIGH SCHOOL

At the meeting held at the High school a new social and literary association was formed and popularly named the Altair club. The following officers were elected: John Robel, president; John Benson, vice president; William Moore, secretary and treasurer; Glen Wallace, sergeant-at-arms.

Gossip Along the Automobile Row

Manager Lindsey of the John Deere Plow company's auto department has just returned from a week's visit through the Iowa territory, where he visited the greater portion of the Velle agencies. He reports the dealers to be optimistic and prosperous despite the uncertainties of a presidential year. In fact, as it draws toward election time, business appears to be growing better instead of worse, more cars being sold in the western part of Iowa during the first fifteen days of this month than the same period in September.

The Omaha branch of the Nebraska Buick company, according to a statement given out by Manager Huff, has this far unloaded 110 1913 cars all of which have been delivered to buyers within a radius of sixty miles of Omaha. New machines were distributed to the four following Omaha purchasers during the last week: George W. Wickersham, Trimble Bros., Barker Realty company and George L. Peterson.

Charles W. White of Detroit has been assigned western Nebraska territory as road salesman for the local Studebaker branch. Mr. White will take up his duties immediately. George Rogers, the cigar man, received his new model T Ford delivery car last Tuesday afternoon, and immediately installed the machine on its rounds of duties. It is handsomely finished and presents an appearance of which any firm may well be proud.

F. L. Palm, formerly of the Studebaker Des Moines branch, has been transferred to Omaha, where he will have supervision of the southwestern part of Nebraska and the southwestern part of Iowa for the local Studebaker house.

Alaska radiator fluid is a new automobile supply item for which there is expected to be a big demand. It is an anti-freeze solution which is guaranteed not to freeze to last all season and not to injure the radiator or connections in any way.

Clark G. Powell is slated over his trip to Lincoln during the last week. He succeeded in making arrangements with the Capitol City garage to handle Republic tires and other lines for the Powell Supply company are distributors.

E. E. Butler of the Cole Motor company has been spending the last week closing up agency contracts throughout the state. He has closed with companies to handle the 1913 Cole car at Schuyler, Blue Springs, Grand Island, Hastings and David City.

W. P. Preetorius has recently been appointed city salesman for the Cole Motor company. Mr. Preetorius has had considerable experience in the automobile world.

The Rambler Auto company delivered a cross country to St. Paul, Neb., Thursday and sent a carload of the same models to dealers throughout the state Saturday. A contract with the Shenney & Watson Lumber company of North Bend for the 1913 line was also closed.

In the Chicago reliability run being held in Chicago last week the Moline Motor company entered two of its product in the roadster division. At the close of the event only three of the roadsters finished, the two Molines each with a perfect score and one other car which was penalized thirty points.

Mr. and Mrs. Harry Lawrie, who started for Chicago about two weeks ago in their new Moline touring car returned Monday after covering just an even 1,600 miles. The trip was made without a single unsatisfactory incident, the same air with which the tires were filled at the beginning of the journey being at present still contained in them.

A model 42 five-passenger Oakland was delivered to Chris Hanson of Emerson, Neb., last Friday. Mr. Hanson has driven an Oakland for the last three years and is very enthusiastic over the 1913 machine.

Mr. Miller of the T. G. Northwell company in speaking of a recent automobile accident in which a car turned turtle, injuring several of the occupants quite severely, said: "It is just such accidents which the Regal underslung car is built to avoid and which is almost an impossibility for a machine of this type of construction to be subject to. The center of gravity is so low on an underslung that skidding is avoided and turning turtle, even on an incline of considerably over 50 per cent a thing unheard of."

L. E. Meyer of the Capitol Cartecar company is giving a demonstration at Fairbury during the last week, hauling two loaded wagons, weighing together 2,000 pounds, over a mile of unpaved street. Beside hauling the two wagons the five-passenger Cartecar which performed this feat was carrying a load of its own, five Fairbury citizens averaging about 170 pounds apiece.

The Nebraska Cartecar company delivered machines to the following last week: Levie Davis of Stranton, Ia.; Gus Stevens, Lincoln; S. W. Cooper, Cornsling, Ia.; Ed Sandaus, Verdaria, Neb.; W. J. Houseack, Grand Canyon, Wyo., and signed a contract covering the state of New Mexico. General Manager H. R. Radford was a visitor of the local house early in the week.

C. G. Powell leaves for a trip to the eastern factories next Tuesday, where he goes to make arrangements for next year's lines.

driving this demonstrator and is accompanied by the secretary, Mr. East. They report that the car is showing remarkable hill climbing ability, which they attribute not only to the powerful long stroke motor, but also to the fact that the car is equipped throughout with New Departure ball bearings, a bearing with the least known friction. These features in connection with the four speed transmission of the Michigan makes an ideal combination and enables the driver to get the utmost out of his power at all times without straining his car or resorting to a low gear speed that races his engine.

County Board Will Not Take Its Orders from Commissioner

County Commissioner Frank C. Best took a slap at City Commissioner John J. Ryder in a meeting of the Board of County Commissioners because Ryder had stopped the wrecking of the old court house. Best declared the county could run its business without any assistance from the city. The board ordered F. O. Johnson, who is working on the wrecking contract, to disregard orders from Ryder. Johnson reported to the board that a policeman had ordered the wrecking stopped because it produced too much dust and dirt. The policeman told him this was the order from Ryder, who said something first must be done to guard against the dust. Johnson said his men quit work at the officer's order, but he ordered them back to work. "He had no right to stop the work," said Best. "He might file a complaint if there is anything wrong, but he cannot arbitrarily stop the work. We can run the county's business and I think we'd better let the city know it."

Dunn Would Stop Cars on Near Side

Chief of Police Dunn will petition the street railway company to order all street cars stopped on the near side of the street hereafter, especially in the congested districts where the traffic policemen have great difficulty in enforcing the regulations of the last ordinance passed to control street traffic. "In most cities the street cars in congested districts stop on the near side of the street," said Chief Dunn, "and we believe we could handle the traffic much more satisfactorily if they would do it here."

Carelessness of Crew Causes Owens' Death

Carelessness of the street car crew was the cause of the death of John Owens, the veteran telegraph operator, who was run down and killed by a street car at North and Hamilton street Thursday night, according to the verdict of the coroner's jury.

ECHOES OF THE ANTE-ROOM

Alpha Camp, Woodmen of the World, to Hold Vaudeville Program. SEVERAL CARD PARTIES ON

Knights and Ladies of Security Will Hold a Big Open Meeting in Baright Hall—Details of the Lodges. The entertainment committee of Alpha camp No. 1, Woodmen of the World, has provided a vaudeville program for its open meeting to be held on Wednesday evening in Baright hall, Nineteenth and Farnam streets. In addition to this program a moving picture of the Woodmen of the World parade and dedication ceremony will be given. This entertainment is not limited to the members of the order, but the public in general are invited.

Independent Order of Odd Fellows. Omaha lodge No. 2 will have work in the initiatory degree next Friday evening. Ivy Rebekah lodge No. 23 gave a dance and card party last Thursday evening, which was unusually well attended. President Debow and Secretary Talbot of the Rebekah state assembly were in attendance. This was President Debow's first lodge visit since her election. Beacon lodge No. 20 will have work in the third degree next Tuesday night. Ivy Rebekah lodge No. 23 will give a basket lunch and Halloween party at its hall next Thursday evening. Members and friends are cordially invited. Danneberg lodge No. 216 will have work in the initiatory degree next Friday evening.

The Boosters' committee will give a dance at Benson on Saturday evening, November 18. It is planned by the committee to work up sentiment for the institution of a Rebekah lodge in Benson.

Ladies of Grand Army of Republic. A benefit ball will be given in Cole's hall at Florence Friday, November 1, for Garfield circle, Ladies of the Grand Army of the Republic. Friends invited. Mrs. Beulah Davis, president of U. S. Grant Woman's Relief corps, has called a special meeting of all the officers and members to meet in the new memorial hall in the county court house Monday, October 23, at 2 o'clock, when Mrs. Ellen Ackerman of Atsaworth, department president, will preside at the annual inspection.

Royal Neighbors of America. A card party and dance will be given by Fanny camp No. 19, Royal Neighbors of America, at Modern Woodmen hall, Fifteenth and Douglas streets, Tuesday evening at 8 o'clock. Members and friends cordially invited. The entertainment to be given by Ivy camp No. 2 has been postponed from October 30 until November 20.

Woodmen Circle. As a special feature for their entertainment at the Bease theater in South Omaha Monday night the Woodmen circle No. 50 will introduce the Fyler sisters in a new singing and dancing act. Aside from this feature will be two vaudeville acts and a splendid run of moving pictures. The proceeds of the entertainment will go to the J. C. Root home.

Knights of Security. Omaha council No. 45 will hold an open meeting on next Wednesday night at Baright hall. We herewith extend an

invitation to all our members and their friends to come and have a general good time with us. Will have an orchestra and refreshments.

Junior Order American Mechanics. All officers, members and applicants are requested to be present at the next regular meeting Monday evening. Some very important business which must be attended to.

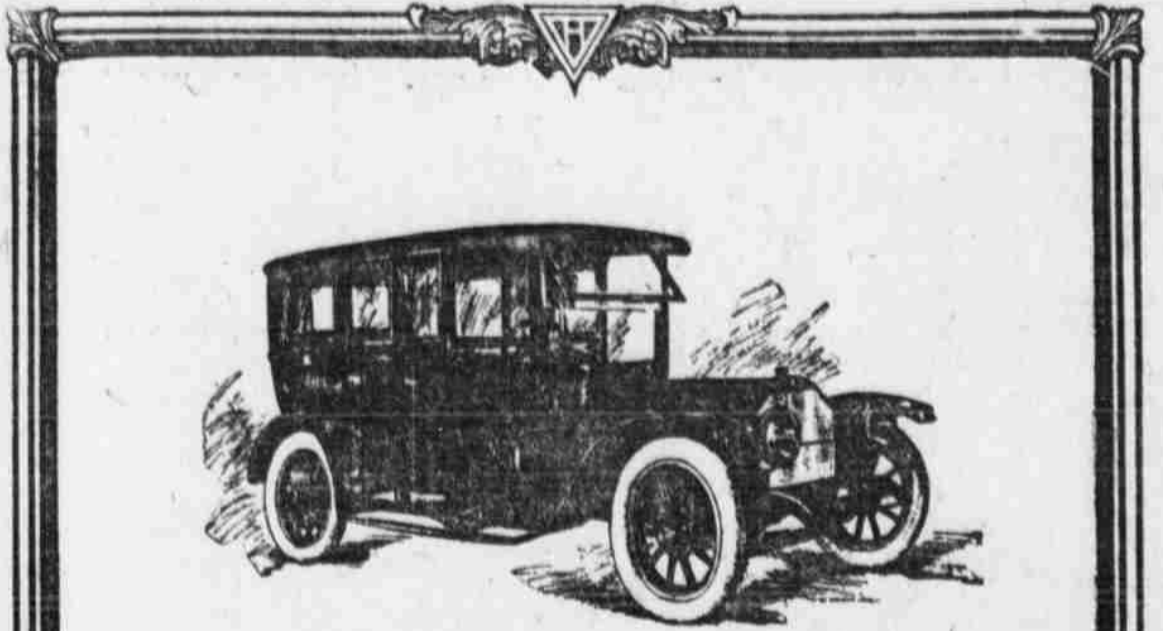
MRS. JOHNSON ENTERTAINS FRIENDS AT PINK LUNCHEON

Mrs. Silas Johnson on Monday last gave a 4 o'clock luncheon for twenty-five guests. The out-of-town guests were Mrs. Colfax Peck of Chicago and Mrs. P. Banks of Wyoming. The music was a feature of the afternoon's entertainment. Pink carnations were given to each guest, it being a pink luncheon.

An error in last Sunday's issue of The Bee gave the address of the Overland Sales Agency in Omaha as 2101 Farnam. This should have been 203 S. 19th St. OMAHA, NEB.

The Twentieth Century Farmer

is the leading Agricultural Journal of the west. Its columns are filled with the best thought of the day in matters pertaining to the farm, the ranch and the orchard, and it is a factor in the development of the great western country.



Hudson Closed Cars

Luxury, Beauty, Comfort and Quality without Extravagance. Finest Limousine and Coupe Bodies on Chassis Designed by 48 Master Builders. A Four—the "37," and the "54"—a Six.

If you seek beauty, comfort, quality, richness and appointment, and do not especially care for exclusiveness which is obtained only by paying a high price, these cars will appeal to you.

These men were gathered from 97 leading factories of Europe and America and have had a hand in building more than 300,000 motor cars. They have contributed all their experience and skill to the production of the HUDSON "37" and the "54" HUDSON. These cars are the best they know. Just as much skill and experience is incorporated into the building of the bodies.

The imagination of the most fastidious buyer can suggest nothing in appointment, tone, character or completeness that these cars do not possess. Every thought has been anticipated. In choosing a HUDSON the only detail that you do not get which is found in some other cars, is that uncertain quality which cost alone suggests but does not assure.

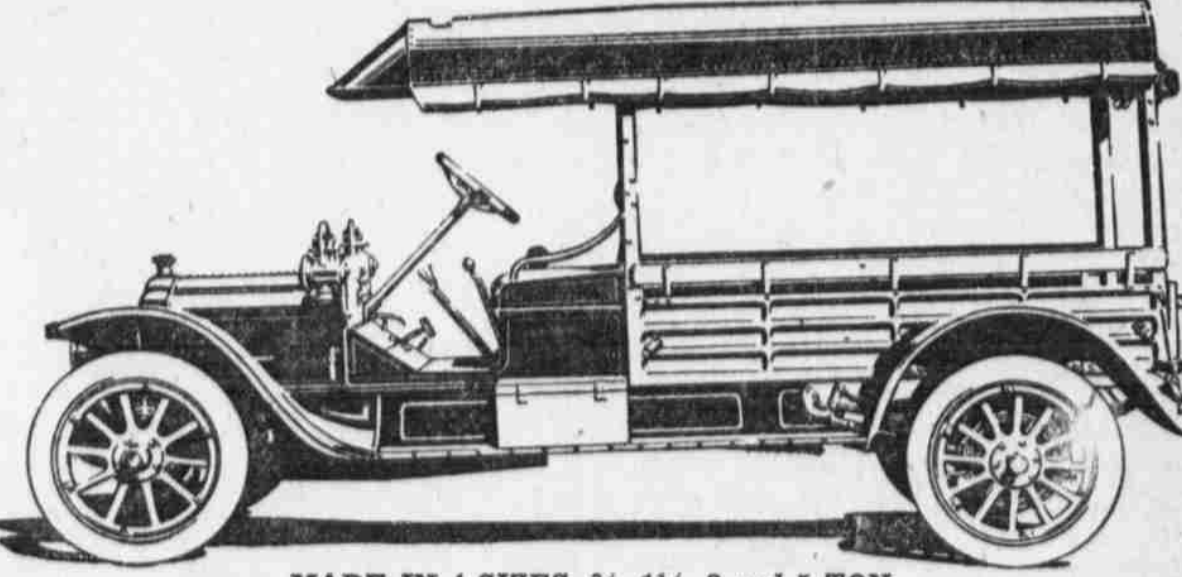
See the Triangle on the Radiator

Electric Self-Cranking—Electrically Lighted

The Limousine and Coupe bodies used are identical for both chassis. The former seats seven—the latter three passengers. Limousines are finished in imported Bedford Cord, over-stuffed upholstery. The Coupe is upholstered in genuine grain leather. The Limousine on the "37" chassis is \$3250, and on the "54"—the Six-chassis—is \$3750. The Coupe on the "37" is \$2350, and on the "54" \$2850. Prices are f. o. b. Detroit. Open bodies—either Touring, Torpedo or Roadster type—are furnished at extra charge.

Guy L. Smith Distributor 2205-7 Farnam Street

White Trucks are Economical



MADE IN 4 SIZES, 3/4, 1 1/2, 3 and 5 TON.

Here is the result of a test made during the past week with a 1 1/2 ton size, working within the city limits of Omaha.

Start 8:50 A. M.—38 stops to deliver goods and collect money, 24 miles covered on running time of 14 miles per hour. Average time consumed for each stop, 3 3/4 minutes. Test made without stopping the motor. Less than 2 gallons gasoline and 1/2 pint oil were used. Finished the trip at 12:45 P. M., 5 minutes less than 4 hours. This test covered a regular one day's work formerly done with another truck.

Full data showing each stop and running time consumed will be furnished on request, but better still have a White truck make a similar test for you in your own business. Call Douglas 3301.

H. PELTON, 314 So. 18th Street

LINCOLN REPRESENTATIVE, E. E. MOCKETT AUTO CO.

Ford THE UNIVERSAL CAR. If he keeps two cars the chances are that one is a Ford. And now that big production has brought prices down to hard-pan, a much larger number of Fords will go to owners of heavier and more expensive cars. Runabout \$255, Touring Car \$600, Delivery Car \$625, Town Car \$800. These new prices, f. o. b. Detroit, with all equipment. An early order will mean an early delivery. Get particulars from Ford Motor Company, 1916 Harney St., Omaha, or direct from the Detroit factory.

THE OMAHA BEE'S DIRECTORY Of Automobiles and Accessories

Nebraska Buick Auto. Company Buick and Welsh Cars... Lincoln Branch, 19th and P Sts.—E. E. RIDDER, Gen'l Mgr. Omaha Branch, 1912-14-16 Farnam St.—LEE HUFF, Mgr.

VanBrunt Automobile Co. Overland and Pope-Hartford Council Bluffs Ia. Omaha, Neb.

Velle JOHN DEERE PLOW COMPANY Salesroom—Cor. Tenth and Howard Sts. Omaha, Nebraska.

FRANKLIN PEERLESS HUDSON GUY L. SMITH 2205-2207 Farnam Street

Stearns Wallace Automobile Co. MOTOR CAR 2203 Farnam Street

Marion Automobile Co. Marion and Marmon Gas Cars, Ohio and Standard Six cylinders. All 1913 Hudsons of 2 or western Iowa and Nebraska. 2101-3 Farnam St.