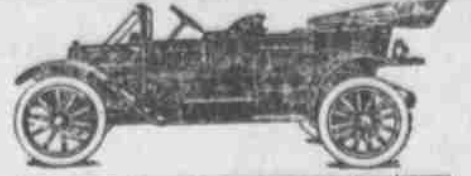


AUTOMOBILES



GOOD ROADS AID TO GROWTH

Great Help to Health, Happiness and to Prosperity.

THEY SAVE TIME AND ENERGY

President Olds Tells of the Wonderful Saving that Might Be Made by Having Better Highways.

Good roads are conducive to better schools, live rural churches, pleasant rides, good markets, social advancement, a closer bond of sympathy and co-operation between the farmer and his city cousin who works at the forge, the lathe or the spindle, according to R. E. Olds, president of the Reo Motor Car company. It spells prosperity and happiness to every community which has the means and business foresight to see the manifold blessings which a scientific system of good roads secures for its people. Mud roads spell one enormous mud tax, beside which our tariff is like a pigmy to an elephant.

Again good roads annihilate distances and rob farming of the dread and drudgery of rural seclusion, this fact being notably apparent where a farmer is the wise and happy owner of a high quality, dependable and economical motor car. Good roads bring social life on the farm to low ebb, empty the rural churches, make many little red school houses but a memory and populate the country with floating tenements who care very little for the growth and perpetuation of the institutions which are the bulwark of our national greatness.

Then good roads save time, save horses and wagons, automobiles and gasoline. They enable the farmer to market, at minimum cost, in rain or shine, his perishable produce, such as fruits, vegetables, milk, butter, eggs and meat. Mud roads compel the farmer to leave such produce either to waste or deterioration, or what is near to either, deter him from producing any of these profit bearing commodities because he has no dependable and convenient avenue for marketing them.

In case of acute illness good roads enable the physician to bring speedy relief to the sick and annually save the lives of hundreds of men, women and children, a fact which more than any other compensates any amount of money which we may spend as a nation, state, county, city or town. Good roads spell humanity, relief, mercy, life, growth and prosperity, whereas mud roads too often spell poverty, weakness, decay, sickness, suffering and death.

As road improvement is of nation-wide interest it should be supported by our national, state and county governments. This is notably true with interstate highways, for it is manifestly unjust to tax all the improvement to the abutting land to the county or even to the state. Why should not our national government promote interstate commerce through good county roads as well as through river and harbor improvements?

CAR OWNERS SHOULD KNOW WHAT THEIR TANKS HOLD

The Paige-Detroit Motor Car company recently sent out a letter instructing its agents to be sure and let their customers know the capacity of the gasoline tank on the model of the car that they purchase.

The reason for this precaution is owing to an incident that happened to J. F. Bourquin, general manager of the Paige-Detroit Motor Car company. While on an experimental tour through Pennsylvania, Kentucky and West Virginia, Mr. Bourquin happened to draw up one day in front of a little garage in a small town in Kentucky. He had driven, since noon of the day before, 200 miles, and as the gasoline tank held sixteen gallons, and from his previous tests while on this tour, he found he had averaged about eighteen miles to a gallon of gasoline, from the above facts he judged that he should have about two or three gallons of gasoline left. Rather than take a chance of running short, he left word with the garage man to fill up his gasoline tank while he went down a few doors to get a bite to eat. He returned to the garage, having finished his lunch, and asked the man how much he owed him for the gasoline. The reply was:

"Twenty-six cents a gallon, and I put in seventeen gallons."

"How much did you put in?"

"Why, about seventeen gallons."

"Sure you are not mistaken?"

"Absolutely."

"Well, I happen to know you are, as the tank will only hold sixteen gallons, and I had at least two gallons in the tank."

After a little hacking and hawing, the garage man finally admitted that he might have made a mistake.

The above incident only goes to show what the public is up against in dealing with unscrupulous garage men.

Kelly Motor Attracts Attention

The new motor in use on the new water cooled Kelly trucks has been the center of a great deal of interest from engineers recently. There has been continually a throng of experts examining its mechanism.

The Stewart-Tosser Motor company has placed the agency for Chalmers cars in Lincoln with the L. E. Tait Automobile company, located at 410 South Eleventh street, and have shipped them four Chalmers cars. Mr. Tait is an old automobile man, having been in the business for several years, and all Chalmers owners will be welcome at his garage while in Lincoln.

California's Big Race. California is eagerly looking forward to the first annual Los Angeles-San Francisco road race for which a Studenbaker "E" is now pathfinding. It will be a sprint of about 600 miles and will cross three mountain ranges.

Legislators Buy Cars. Among recent automobile deliveries in Washington were those of a Studenbaker "E" limousine to Senator Joseph W. Dixon of Montana, and of a Studenbaker "E" touring car to Representative C. B. Miller of Minnesota.

Packard President Spends Day in Omaha



H. B. Joy, president of the Packard Motor Car company, drove into Omaha Friday with a Packard 88 chassis, equipped with a special body designed by himself for use as a camp car. This body is fitted with an alcohol cook stove, electric lights, lockers and complete other equipment necessary to make camp life a luxury. Mr. Joy is making a cross-country test trip, sleeping and eating in the car. Incidentally he is making a preliminary survey for the ocean-to-ocean automobile

Goodrich Tire Ads to Be Shown at the Ad Men's Convention

The series of striking advertisements of Goodrich tires which has been appearing in The Omaha Bee is to form a conspicuous feature of a special display at the annual convention of the Associated Advertising Clubs of America.

Three national advertisers have been selected as qualified to make exhibits of their advertising campaigns, and the B. F. Goodrich company is one of the three. That such a selection should have been made is a high compliment not only to the advertiser, but to the advertising itself. The newspaper advertising, which has been pronounced by experts the most distinctive and effective that has been published in recent years, was prepared by the Madsen Advertising company of Chicago, under the direction and with the co-operation of Mr. E. C. Tibbitts, advertising manager of the B. F. Goodrich company.

CADILLAC WINS HONORS IN RACE IN NEW ZEALAND

The Cadillac car added the climax to its long series of successes in reliability trials. In this year's trial from Christchurch to Kalkour and return F. Hubbard in a 1911 Cadillac was successful in winning the Gilchrist 100-guinea cup, also gold medal for the private owner making the highest aggregate of marks in the trial. J. Boag in a 1911 Cadillac was awarded the third prize in the private owners' class and missed securing a gold medal for a non-stop run by five marks.

Styles Demanding Special Types of Automobile Body

Is the same Dame Fashion, who rules mildly in the choice of wearing apparel, to work a revolution in the design of motor car bodies? Is the Bulgarian blouse, that loosely fitting, comfortable upper half of millady's costume, to cause a lengthening of up-and-down lines in automobile bodies? According to a letter recently received at the plant of the Willys-Overland company of Toledo, O., makers of Overland cars, Madame Style and her latest Parisian creation are about to introduce some important automobile innovations.

The writer of the letter is a well known do her own driving rather than employ a chauffeur, and who chooses open cars rather than the coupe. Part of her letter is as follows:

"The Bulgarian blouse bids fair to call for some changes in motor car body design. Since the advent of this conceit in woman's attire, there have been complaints coming from women who drive open cars, because of the lack of protection from the wind. The blouses, you know, are loose about the bottom, and the wearer finds the wind set up by the motion of the machine uncomfortable. Then, too, the full bottom of the blouse is prone to fly up about the arms and hands, interfering with the steering. "The best remedy for this situation that I can see now is to make the dash and fore-doors of open cars higher, and thus further protect women drivers from the wind. This or some other expedient will have to be employed, for the Bulgarian blouse remains in favor, for it is generally well known that the women will demand changes in the cars they drive or even put up with many discomforts rather than be out of style. So it seems to me that the manufacturers will have to prove their gallantry by providing deeper bodies in order that women customers may drive, fashionably clad and still in comfort."

Electric Garage Ready for Business

Denise Barklow of the Electric garage states that practically all of his old customers will be using his service again from now on. The Electric garage reopened for business on May 15 and some owners had arranged for the entire month of May for other service, but June 1 will find everything running about normal again at Fortieth and Farnam streets.

AUTO ORDERS ALMOST STAMPEDE NEW MANAGER

C. A. Forster, commercial manager, in charge of sales of the new Maxwell Motor company, is having his baptism of fire—and he says he likes it.

Having come into the automobile business from a more conservative line, Mr.

Forster is having his first experience with a dealer's stampede—a phenomenon for which there is no parallel in other lines of business.

The stampede is the direct and the logical outcome of the announcement last week of the new Maxwell model "25," at a price previously unheard of for a car of this power and passenger capacity.

MOTOR FADS AND FAN FANCIES

Men are finding comfort in dogskin gloves having snap straps going around the wrists.

The latest thing in swaggar raincoats is cut double breasted with convertible collar. It comes in the usual materials.

Goggles set in the gray silk face masks are in demand at this season when touring on windy days is hard on the complexion.

Body guards in a tweed sleeveless, close fitting coat that is designed to be worn under an overcoat of light weight or even under a raincoat.

No outfit for the "tripper" is complete without the toilet cream and lotion case. Bottles and jaw carry all that is needed, with soft cloths for application.

Very attractive is a hemp straw hat in tan, trimmed with brown silk braid cauchons and faced with brown silk to match. It has the steep crown with rolling brim.

One of the prettiest new coats for spring motoring is made of Tusnah silk, lined throughout with Bulgarian silk. The coat is in the draped model, buttoned low on each back and side seam, and having the reverses, cuffs and buttons piped with the colored silk.

Striped mohair coats come in all desirable shades, with the stripes of different widths. In white or in odd weaves in self-color. They are in the racian model, with either coat or drop sleeve to choose from. Some even have a skeleton silk lining, while others have only a loose yoke lining.

A limousine case for men in pigskin, with all the fittings of French ivory, is practical, and has some new points to offer. It has a new model shaving brush that screws into the handle, a pocket for a square mirror, and cut glass stoppers and cream jars that have glass stoppers under the ivory screw tops.

White satin striped marquisette veils having a square piece of plain marquisette to place over the face, are new and very pretty. They also come in the staple colors. The beaded veils are a new fad, but are not as practical, for they do not launder, and it is hard to shake them beads.

Automobile Tire Demand Increases With Lively Stride

Tire manufacturers this year are brought face to face with the stirring problem of taking care of the biggest demand for tires of all descriptions that ever has been known in the history of the industry.

Something like 5,000,000 pneumatics will be needed to shoe America's automobiles, and in addition there are about 30,000 motor trucks to be taken care of and a flock of motorcycles approximating 250,000 in number. This means that in order to keep all of these vehicles running, tire factories will be pushed to their utmost capacity.

"Although the spring season has barely started, there is every indication that the volume of tire business this year will exceed by a great margin anything ever before known," says J. D. Anderson, general sales manager of the United States Tire company. "Months ago we anticipated this demand and our four big factories have been running uninterruptedly night and day. We also have made extensions and installed new equipment, which has brought our output up to a point where we are in position to meet every demand made upon us. Gratifying progress is noticeable in Detroit in the transformation of that plant into what is cer-

Reo Car is Used to Cut the Club Lawn

Hardly a day passes but what we hear of some unique conversion of the motor of the Reo of the vintage of 1905-1906 or 1907 into a power plant for a hay blower, corn sheller, farm tractor, threshing machine, hoisting apparatus, delivery truck or a score or more of other interesting contrivances, says R. E. Olds, president of the Reo Motor Car company. Yesterday we learned of a 1907 Reo runabout having been converted into a mammoth lawn mower by the Quincy Country club with which the grass on their golf ground is now cut in less than one-sixth of the time and at less than one-fifth of the cost at which it was formerly done.

I HAVE ON HAND A FEW USED AUTOMOBILES WHICH I HAVE TAKEN IN TRADE ON NEW HUDSON-FRANKLIN and PEERLESS CARS. THESE USED CARS HAVE BEEN REBUILT AND REFINISHED AND ARE IN FIRST CLASS CONDITION. I WILL GIVE A GUARANTEE WITH EACH USED CAR. THE LIST INCLUDES—

- 1 6-cylinder 5-passenger touring car
- 2 4-cylinder 5-passenger touring cars
- 1 4-cylinder 4-passenger baby tonneau
- 1 4-cylinder 2-passenger roadster

GUY L. SMITH, 2205-07 FARNAM ST. OMAHA

Publicity Painter



The peak of perfection in advertising may be obtained through the use of good engravings. Pictures tell the story of the goods advertised and everybody grasps the point at once from the picture. Engravings can be made either from photographs or drawings, or direct from the object itself. The engraving plant of The Omaha Bee is thoroughly equipped to handle every detail, including making the original photograph or drawing. Our engravers have been chosen, each because he is the best in his own line of work. Our equipment is the newest and best. When you need illustrations, give us an opportunity to show our ability. A newspaper engraving plant makes cuts which show good results under most difficult printing conditions. Our prices reasonable. Engraving Department, The Bee Publishing Co. 1704 Farnam St., Omaha, Neb.

Firestone

Firestone stock tires, the choice of Europe and America, again win, taking first and second place in 500-mile International Race at Indianapolis. J. Goux, the winner, driving the French Peugeot, knowing this would be a battle of tires, chose Firestone. Spencer Wishart with his American made Mercer finished second on Firestone tires. This is distinctly the greatest tire victory on record and under the worst conditions of heat, weight and speed—overwhelming evidence of Firestone superiority.

We Don't Build Racing Tires

Firestone stock tires won the race. Firestone stock tires have carried Bob Burman, Barney Oldfield, Ray Harroun and others to record-breaking victories. And these are the stock tires YOU will get when you specify Firestone.

The Firestone Tire and Rubber Company

"America's Largest Exclusive Tire and Rim Makers"

2220 Farnam Street, Omaha, Neb.

Home Office and Factory, Akron, Ohio. Branches in All Large Cities

If you are looking for a house to rent, or a house to buy, you will find just what you want in the real estate columns of today's want Want Ad Section. Look and you shall see.