

Sir Knights of the Automobile Kingdom



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TAFT CRITICISES MOVEMENT

Too Much "Pork-Barrel" Politics Follow Federal Roads Money.

FOR BENEFIT OF EVERYONE

Chairman of A. A. A. Cannot See It that Way and Believes Them to Be of National Benefit.

National participation in highways progress is a thing which commands increasing attention. Former President Taft gave the subject prominence in his current weekly lecture at Yale university, and in voicing opposition to federal postroads had the following to say:

The evils of pork barrel legislation with the mad chase for good roads money are largely caused by pseudo reformers inspired by a feeling that they want to take from those who have and give to those who haven't. The same objection applies to reclamation of swamp lands by the government, whereby localities benefit unduly at the expense of the whole people.

"It would appear that the former head of the nation has not given the good roads question the thorough consideration which it deserves," comments Chairman George C. Dahl of the American Automobile Association Good Roads board, "or he would not have so plainly invited a reply to his conclusions on a matter which now so vitally concerns the whole country."

"The co-operation of the federal government in the construction of main highways should stand upon the same basis as the improvement of rivers and harbors, the drainage and reclamation of swamp lands, the irrigation of arid lands, and the conservation of natural resources.

"There is no more reason, when modern traffic is considered, for deepening the channel of the Mississippi river at public expense than for building through highways across the states leading to that stream. It is to be presumed that the money expended for the improvement of rivers and harbors is spent in an effort to benefit commerce generally, instead of simply adding to the wealth and importance of a local community, which is certainly one of the results achieved.

Are identical. The reclamation of arid lands and the drainage of great swamps would seem to be identical propositions, yet some statesmen advocate the one and condemn the other. From the broad standpoint of extending benefits to the whole people at public expense it is difficult to determine where any difference can exist. In both cases local communities in close proximity to the reclaimed are to receive the most direct benefit, while the greater benefits accrue from greater and better production, and the creation of new jobs reach throughout the entire country, and stimulate the development of operations in the same lines by other communities.

By giving along a national road, the benefits are more immediate and

than those who are more remote. The existence of the national road, however, would stimulate the construction of feeders and connecting roads. As to 'taking from those who have to give to those who have not,' the history of civilization is based on that principle, money is taken from all the people to build a harbor at some out-of-the-way point; a few million dollars are spent to build a dam and irrigation system in Arizona; the conservation of forests, and water powers, and the other natural resources in remote parts of the country is costing all the people hundreds of millions of dollars annually.

"In view of these facts, and in view of the tremendous saving in money and energy which always follows the construction of good roads, how can there be any question but that the construction of a system of great national highways connecting the large centers of population and the state capitals, would benefit the whole country by the development of its producing and marketing facilities?"

REO TRUCK ADDS ONE DAY TO WEEK TO COMPETITOR

Rupert E. Paris, sales manager of the Reo Motor Truck company, returning from a trip through six states, gives the circumstances in the case.

A stranger walked into their truck sales room in Indianapolis. He took a look about him. "There it is," he finally exclaimed. "And give me one just like it." The truck he had stopped on was the sturdy little Reo Model H, capacity 1,800 pounds.

"Don't you want a demonstration?" asked the salesman.

"Demonstration nothing," was the reply. "My neighbor across the road has been demonstrating it for me long enough; and if I don't get in the swim with one pretty quick I won't have any business left. That Reo makes his working week seven days long while mine is only six."

OMAHA BRANCH FIRESTONE TIRE COMPANY IS GROWING

The Omaha branch of the Firestone Tire and Rubber company was opened in May, 1911, by R. L. Harpham, who came here from Chicago, where he had spent several years for the same company in the truck tire business.

From all appearances it would seem that Mr. Harpham has had little trouble in holding his own in this territory, although he refuses to boast about it. Chalmers Plant Enlarged. Buildings costing over a quarter of a million dollars have been added to the factory of the Chalmers company at Detroit during the last year. The plant is now one of the largest and most completely equipped in the world. The total floor space of the new buildings totals something over 125,000 square feet.

New Equipment Idea.

A decidedly new idea in motor car equipment was evolved by a recent purchaser of a Lester Six, who ordered the speedometer placed on the rear of the front seat, facing the occupants of the tonneau. The owner of the car, a Montreal man, employs a chauffeur and always rides in the rear seat.

Electric Garage is Rebuilt Since the Easter Tornado

In the reconstruction of the electric garage at Fortieth and Farnam streets many new features have been added for the convenience of its many patrons. One of these is the excellent car department, which enables the company to now give first-class service for both electric and gasoline cars. Denise Barkalow is also handling a line of accessories for the trade.

In the reconstruction of this building the paint shop now occupies the entire north end of the building and the facilities have been greatly improved. The rough room occupies about 1,800 square feet and the burning and cleaning are done in this room. The color room occupies about 3,000 square feet, and the finishing room occupies about 1,875 square feet. This room has a double floor and has been built as nearly dust proof as possible, as the finishing process is probably the most essential part of the painting.

At the time of the tornado on last Easter Sunday most of the machinery was blown into the street, but it has been repaired and reinstalled in the machine shop on the second floor. At the present time Mr. Barkalow is having built in this shop a truck for the use of the company, the chassis of which is a Baker Electric Model "B" and represents a little salvage left from the tornado.

Across from the machine shop is the battery room, the same as before the storm, except that the wiring is now overhead, with drop wires, instead of running on the floor as before.

The south end of the second floor is devoted to storage purposes. The generator room is on the first floor, and cars in any part of the garage can be charged from one point. About seventy-five cars can be charged in one night by one man.

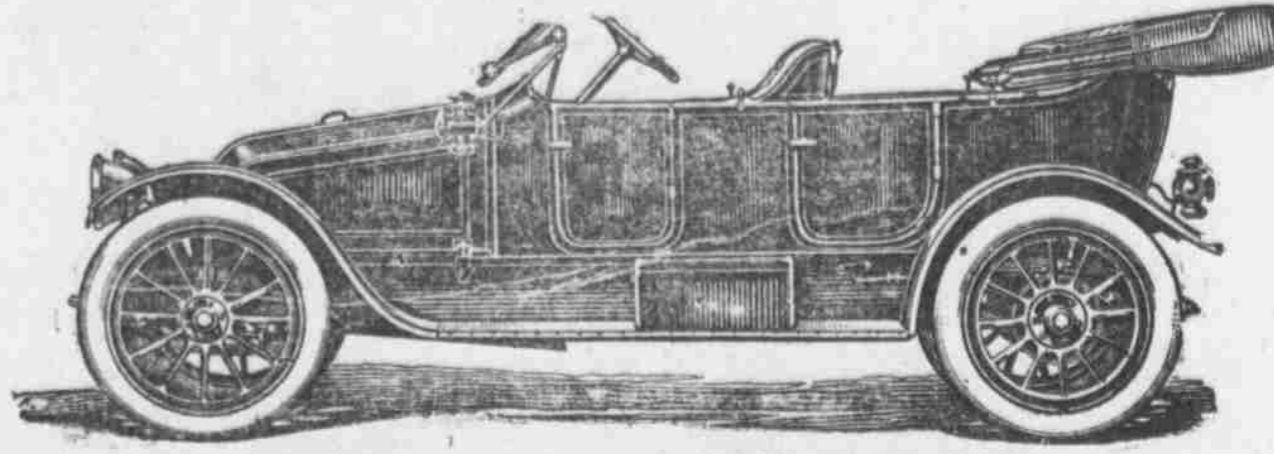
The electric garage is probably the only one in Omaha using vacuum cleaner for cleaning out tires and cushions. The clock and chronograph is a very convenient feature, as it is a very accurate and simple device for checking the cars in and out, as well as the help. The time part of this clock was destroyed by the tornado and a new one has been installed. This company is located in the heart of a district surrounded by many homes of automobile owners and is especially convenient for the women living in this neighborhood who own electric cars.

Mr. Barkalow has recently taken on the famous McFarland "Six," an excellent car for this territory, and reports indicate that it is meeting with general approval of motor owners. The McFarland "Six" has many individual features which cannot be found in other makes and is therefore very attractive to the prospective purchaser.

A Fortunate Texas. E. W. Goodloe, Dallas, Tex., found a sure relief for malaria and biliousness in Dr. King's New Life Pills. Only 25c. For sale by Beaton Drug Co.—Advertisement.

FRANKLIN

BALANCED CONSTRUCTION MEANS ECONOMY AND COMFORT



FRANKLIN "LITTLE SIX" 5-PASSENGER, \$2,900.

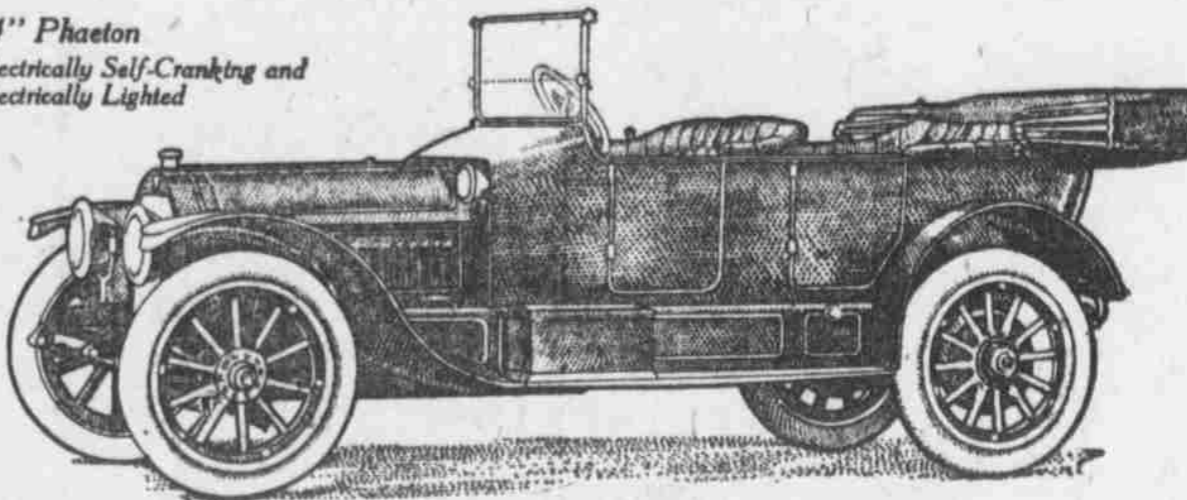
What you want in a motor car is increased comfort and greater economy of maintenance and up-keep. The Franklin car is fact-backed in a most marvelous manner.

If you are "From Missouri" on this comfort and economy proposition I am ready to "Show You."

GUY L. SMITH . . . 2205-07 Farnam Street

The World's Largest Builders of Six-Cylinder Automobiles.

"54" Phaeton
Electrically Self-Cranking and
Electrically Lighted



Study the Dealer as Intently as You Do the Car

Do not purchase an automobile of a dealer in whom you cannot have complete confidence. Personality is a large factor in business dealings. The dealer whose personality engenders your confidence in him, whose business principles are sound, who is prosperous and for whom owners of cars he has sold say good words is the logical man from whose firm you can safely purchase an automobile.

GOOD SERVICE with a poor car is a better buy than poor service with a good car. If you would know the value of dealers' service in the operation of an automobile, you have but to consult men who have owned several different makes of cars and, if you will talk with any HUDSON owner, you will appreciate the value of the type of service we furnish to the owner of an automobile.

All business is done solely on confidence. Confidence of one man in another. If you cannot have confidence in a dealer who sells the car you have selected, then yours is an unsafe purchase.

The Service You Buy When Your Choice is a HUDSON

There is scarcely any limit to which we will not go to insure HUDSON owners the fullest satisfaction from their cars. We are more interested in you and your motoring interests after we have sold you the car than before you have bought. Yet, we realize that this is contrary to the attitude of the average automobile concern.

This service that we give you is but keeping faith with the Hudson Motor Car Company. There is a clause in our contract with the factory, which insures every purchaser of the highest standard of motor car service to be had, and this we cheerfully and rigidly adhere to in our deals with owners.

The New HUDSON "Six" rose to a higher point as a sales success than any 6-cylinder car has ever seen in the same length of time it has been on the market. Its exceptional performance has been unusual among 6-cylinder cars.

Its smooth, sweet-running mechanism gives a sensation of flying that is lacking in a 4-cylinder car. You can throttle it down to 3 miles an hour on high speed and pick up to 60 miles an hour with smoothness and ease that will be a revelation to you, if you have owned 4-cylinder cars.

You can go through city traffic at 3 miles an hour on high, with every cylinder hitting as smoothly as if you were going ten times as fast.

Avoid Disappointment in Getting Delivery

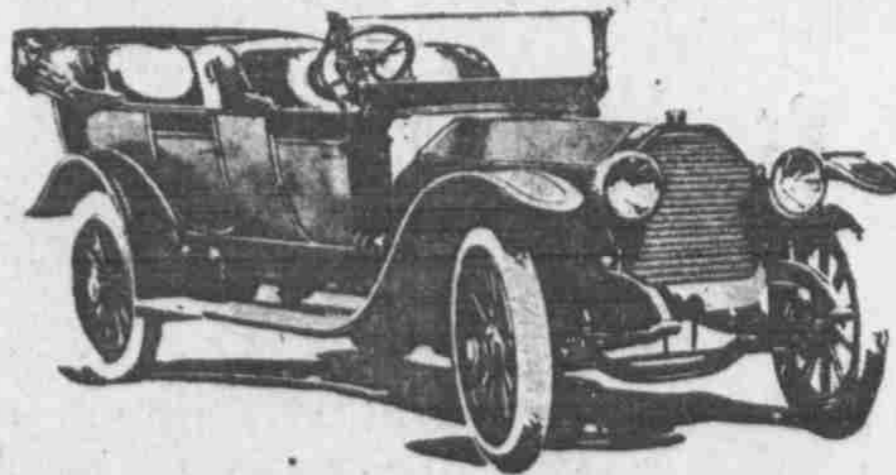
Ninety per cent of HUDSON orders are for spring delivery—hence, within a few days, it will be impossible to secure a delivery date for a car.

Hence, we cannot impress too strongly upon prospective purchasers the necessity of securing a fixed delivery date for their cars.

It would be well to come see the New HUDSON "Six" at your earliest convenience, or write or phone for new catalog.

The "54" Phaeton sells at \$2450. The "37"—the "Four-cylinder masterpiece"—is \$1875, prices f. o. b. Detroit.

See the Triangle on the Radiator
GUY L. SMITH, 2205-2207 Farnam Street.



"48 SIX" SEVEN-PASSENGER TOURING CAR, \$6,000.

The Beauty of the Peerless

The beauty of the Peerless has no prototype. It is too subtle for imitation. It is a harmony of long, straight lines and beautiful areas, a deft composition in wood and steel and brass that makes the beholder feel that these hard elements must have been plastic when the modeling was done. Through this beauty is seen the majesty of the perfect machine—not the obtrusion of mechanical details—but the latent power, the fitness of parts, the flexibility like that of a living animal, all wrought into refractory materials and controlled by the light pressure of a finger.

PEERLESS NEW MODELS

Three six-cylinder chassis: "38-six," "48-six," "60-six," each a car of matured details, Electric Starting and Dynamo Lighting. Long stroke motors, silent, vibrationless and flexible in control at low speeds, irreversible steering gear; heat treated parts; choice of seven distinctive body types. Prices \$4,300 to \$7,200.

GUY L. SMITH, 2205-07 Farnam St.