

**TO OPEN WITH CELEBRATIONS**

Hallowe'en Will Be Date for Opening the Lincoln Way.

**TO RENAME THE ENTIRE ROUTE**

All Sections, as Well as the Entire Course, to Be Known as the "Lincoln Way"—Trees Will Be Planted.

With local celebrations from coast to coast all along the route of the Lincoln highway on the night of Friday, October 21, this great transcontinental thoroughfare will be dedicated to the nation's most honored president, Abraham Lincoln. Patriotic citizens of the thirteen states traversed from New York to California, the same number bound together by the Declaration of Independence, will rejoice over this new bond, a permanent enduring memorial to the emancipator, conceded by all as the greatest patriot this country has ever produced.

Programs are being arranged in every city, village, hamlet and cross roads either on or adjacent to the route between New York and San Francisco. The pathway through these cities and villages where the Lincoln highway will soon be a reality, will be decorated with the stars and stripes, bunting and the official flag of the Lincoln Highway association.

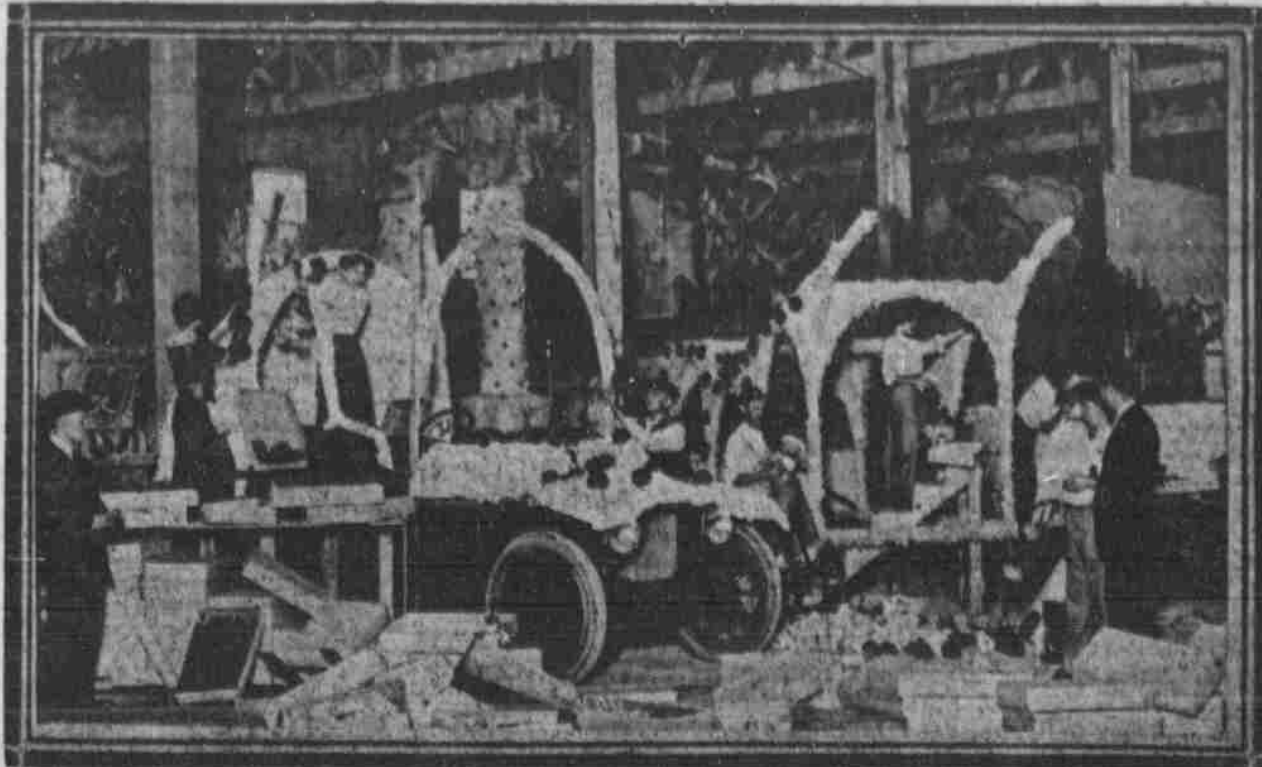
There will be parades, the good old-fashioned torchlight processions, band concerts, motion pictures of good road building and many speeches. Local orators will tell about the urgent need for the Lincoln highway, and the notable character of the man after whom it has been named. They will paint with sweeping strokes and brightly hued colors the Lincoln highway of the future, long winding caravans of wagons, farm machinery, automobiles, the products of the farm on the way to the city and the goods of the manufacturers being carted to the farm, bicycles, motorcycles—every class of vehicle. Everyone will use this highway open at all seasons of the year, smooth, quiet, certain, operated without toll charges and materially aided in the prosperity of the sections traversed.

**Rename Sections.**

At these meetings plans to rename each section "The Lincoln Way" will be broached. Local designations are to be dropped. Markers will also individualize the highway. It consists of a strip of red, three inches wide; white, fifteen inches in width, and a blue strip three inches wide, with a letter L in blue on the white section. The words "Lincoln Highway" in small type are also on the marker. The first of these markers was placed on Monday September 15, at Clinton, Ia., where W. F. Coan, president of the Clinton National bank, and state counsel for The Lincoln Highway association, set one on the road near Clinton.

Patriotic co-operation of the farmers will be asked at these celebrations to eliminate danger by improving the railroad crossings, and to straighten out angles, curves or sharp jogs that now confuse the tourist and to otherwise assist in making "The Lincoln Way" one

**Autos for Floral Parade Decorated at Ak-Sar-Ben Den**



GEORGE RENZ SUPERINTENDS THE DECORATION OF MANY OF THE AUTOMOBILES WHICH WILL BE IN THE BIG PARADE.

universally used and enjoyed by all people. The following Sunday, November 3, fastors at each point, and of every religious demonstration are to preach sermons on the character and achievements of Lincoln, his real patriotism; linking his name, his high ideals and purposes with the movement back of and actuating the building of this enduring and useful memorial to him.

In line with the plan to make the Lincoln Highway not only a smooth, permanent roadway, with easy grades, reaching all important points of scenic splendor across the country, school children will assist in making it a beautiful one as well. Trees are to be planted along the highway on Arbor day, 1914, by the children and from year to year the Lincoln Highway will be made as picturesque and as charming as that old Roman highway, the Appian Way.

**T. H. Pollock Will Handle Henderson Cars in This City**

With their announcement of kerosene burning cars, a new motor distributing house is making its debut in Omaha. The T. H. Pollock Auto company, 2318 Farnam street, will act as Henderson factory distributors for Omaha territory. Although both Mr. Pollock and the Henderson are newcomers to Omaha they are both well known here. Mr. Pollock has been president of the Plattsmouth Commercial club and an enthusiastic good roads booster. He pioneered the

Omaha-Kansas City road, even to the extent of building a bridge at Plattsmouth. The Henderson car has not been heretofore sold in Omaha, although the car is not a new one. Recent factory enlargements have been made it possible to add three new distributing centers for the Henderson and Omaha is one of them.

Omaha motorists are to have a bona fide demonstration of a coal oil automobile.

**SIX AUTOS TO JOBBERS SELLING MOST SUSPENDERS**

Six jobbers of men's furnishings in various parts of the United States are to experience a pleasant variation from everyday business returns within the next few weeks. Each of the six who have yet to be chosen is to be presented with an Overland touring car by the C. A. Edgerton Manufacturing company of Shirley, Mass., makers of President suspenders. The Edgerton company purchased the six Overlands last week from the C. T. Silver Motor company, metropolitan distributor of that line. The cars are to be given as prizes to the jobbers who dispose of the largest number of the Massachusetts concern's suspenders during a given period.

**Record for Tires.**

Three years on one set of tires is the record made by two Franklin cars of the same model and owned in different parts of the country. Mr. H. M. Ward of Charleston, W. Va., has driven his 1910 model G for three years and in that time had but six punctures. The other car is owned by Mr. H. C. Clapp of Mc-

Cook, Neb., who is still using the same set of tires that were on the car when it was shipped from the Franklin factory in 1910. "They now look as if they might run another year," says Mr. Clapp.

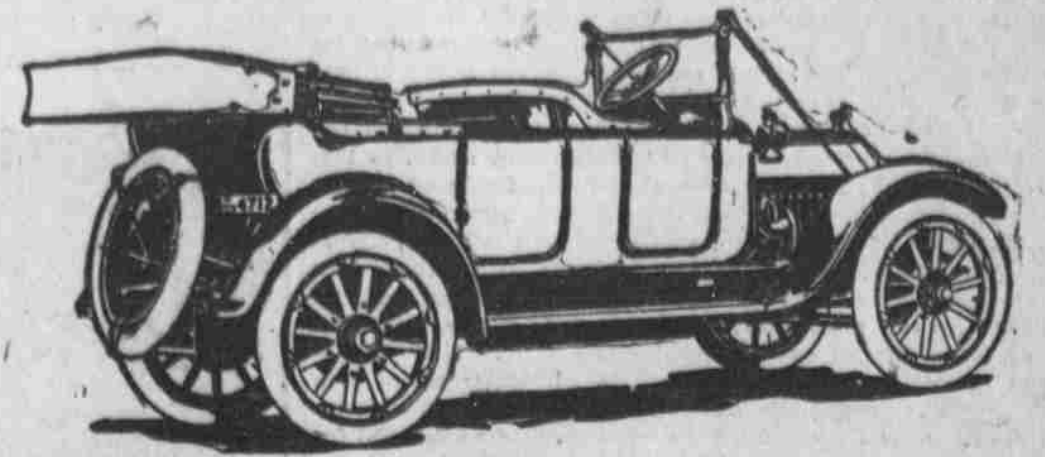
**Veteran Tire Expert.**  
During five years of uninterrupted service, George Benninger, foreman of the tire mounting and repair department at one of the Studebaker plants in Detroit, has mounted on wheels and rims a quarter of a million automobile tires. He has a record of mounting with his own hands 110 tires during one working day.

**REPUBLIC**

**STAGGARD TREAD ORIGINAL AND ONLY**

EFFECTIVE NON-SKID TIRE BEARING PATENT DATES

**Powell Supply Co.**  
2119 Farnam St.  
Omaha



**A New Model Chalmers "Thirty-Six" With New Features—\$1775**

A new Chalmers "Thirty-Six" retaining all the best features of its predecessor and embodying new ones that make it even more than ever a model of power, style, comfort, safety and convenience.

The last "Thirty-Six" was a good car—a mighty good car; the new one is a better car, a more advanced car.

In appearance the new car cannot be surpassed. The running boards have been cleared of tool and battery boxes and tire irons.

The gasoline tank has been placed at the rear of the car and its size has been increased. An accurate gasoline gauge tells at all times the amount of gasoline in the tank. Putting the tank at the rear not only adds to the long appearance of the car, but does away with inconvenience of having front seat passengers move while the tank is being filled.

The tire irons—absolutely non-rattling—have also been placed at the rear of the car, while the tool and battery boxes are under the front seats.

A special dash light—a great boon to the driver at night—has been added.

Molded full oval fenders, a feature of the highest priced cars in Europe, add to the car's appearance and at the same time give greater protection than the old style fender.

The car is equipped with Chalmers' silk mohair top, genuine rain-vision windshield, Chalmers patented self-starter, Continental demountable rims, Warner speedometer, Gray & Davis full electric lighting system, power tire inflater, horn, pump, jack, full set of tools, etc.

The car is entirely controlled from the driver's seat. It has great power at low speed as well as high—due to the long stroke motor—4 1/4 x 5 1/4 in.

And the fact that it is absolutely made at the Chalmers factory gives it the Chalmers guarantee of reliability.

Come see the new "Thirty-Six" at our salesroom and see for yourself why it is such a remarkable value at the price—\$1,775. (fully equipped, f. o. b. Detroit).

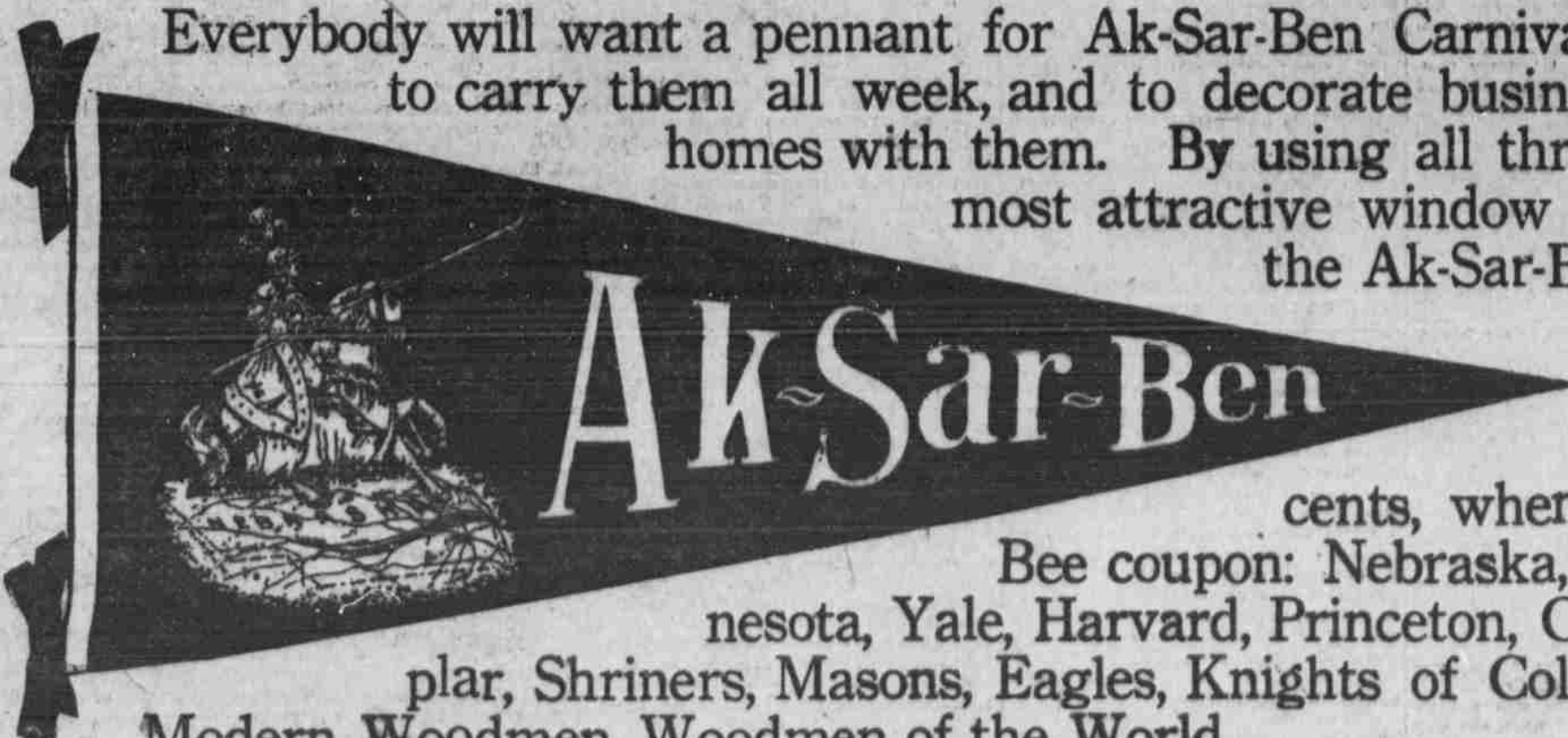
**STEWART-TOOZER MOTOR CO.**  
2044-46-48 Farnam Street

**AK-SAR-BEN PENNANTS**

*They are beauties in both design and coloring. You can have your choice of a red, yellow or green one, for only fifteen cents and a Bee coupon at The Bee office.*

A Bee pennant coupon will appear every day on page 2 of The Bee. Cut them out and save them. You will need one coupon for each pennant, and **YOU WILL WANT THEM ALL.**

If pennants are to be mailed, add five cents for each pennant to cover postage.



Everybody will want a pennant for Ak-Sar-Ben Carnival. It will be the fad to carry them all week, and to decorate business places, autos and homes with them. By using all three colors, they make most attractive window displays. Besides the Ak-Sar-Ben pennants, we can supply you any of the following at the same price of only fifteen cents, when accompanied by a Bee coupon: Nebraska, Iowa, Missouri, Minnesota, Yale, Harvard, Princeton, Cornell, Knights Templar, Shriners, Masons, Eagles, Knights of Columbus, Odd Fellows, Modern Woodmen, Woodmen of the World.

They are all handsome, exclusive designs; beautifully embossed on college felt, size 15x36 inches, usually sold for seventy-five cents and one dollar.

**...PENNANT COUPON...**

*This coupon and 15c entitles bearer to choice of one Ak-Sar-Ben or other Pennant, when presented at The Bee office, 103 Bee Building, Omaha.*

Use this blank for pennants to be mailed. Send 5 cents extra for each pennant to cover postage.

OMAHA BEE, Pennant Department—Enclosed find ..... for which please send ..... Pennants as follows: 1913

Name	Address	Kind of Pennant
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