

STATES MAKING GOOD ROADS

Activities Not Halted by Efforts to Get Federal Aid.

FRANK STATEMENT BY BORLAND

Misconsin Says It is Not Desirable to Improve Every Road in Country, Though that Would Please Congress.

While the effort to obtain national government participation in the highways progress of the country accumulates force, the various states, one after another, are adopting legislation providing for the establishment of state highway departments. According to information received by the American Automobile Association National Good Roads board, which keeps in touch with the state automobile bodies and aids materially in their work, there will be, as a result of recent legislative action, road departments in Maine, Montana, Missouri, Colorado, Idaho, Arkansas and Texas. This makes plainly apparent that the move for federal action has not caused any "laying down" on the part of the states, which have their proper part to perform in the general roads development.

Of the addresses given at the second federal aid convention in Washington, called by the National Good Roads board, none contained a more comprehensive summing up of the situation than the remarks of Representative William P. Borland of Missouri, who, among other things, said:

"I believe that the good road question is the biggest question, without exception, now facing the American people. In congress we are trying earnestly and sincerely to deal with this problem of the extent and character of federal control and federal aid to good roads. There are difficulties confronting us.

"Some of us believe in a continuous system of roads; roads that go somewhere, roads that give us the benefit of the scientific progress of engineering which has been developed in connection with road building. We believe that federal aid, if it comes at all—and it must come—must mean a better type of roads, long roads, roads of higher class, roads of a more permanent character, roads that go somewhere, roads that mean something in the development of the country.

"I want to say to you frankly, that the easiest proposition to get through any legislative body is not a proposition that really means betterment; but a proposition that distributes its little advantages as widely as possible. If we could take a little federal money, or a good deal of federal money, or as much federal money as we could lay our hands on, whatever the amount might be, and spread it out over every road district in the United States, and put it in the hands of the existing road overseers for the existing system of roads, and not ask anything in return, we could get the greatest applause and the most tremendous unanimity of opinion back of it that any legislative proposition could possibly get. There is no doubt about that.

"But here is the idea that must occur to every thinking man. We do not have to improve the 2,150,000 miles of highways in the United States. That need not stagger any man's imagination. Experience has shown, at the very threshold of this subject, that 90 per cent of all the traffic on roads goes over less than 10 per cent of the roads. If we had a system of good roads leading fairly into every section of the country within the reasonable reach of the majority of the citizens and producers and tax payers of the country, that system would be a vast advantage over the present system of isolated local control of highways.

"If we can bring that about by a spirit of self-sacrifice and co-operation—not necessarily with any abhorrence or pride of opinion—but if we can get together on the idea that it is better to have some good roads than it is to have no good roads, then we will all get behind some proposition and accomplish something for good roads; and it is going to take that spirit of co-operation and self-sacrifice to bring about legislation."

AUTOS MAKE BETTER TIME THAN STEAM RAILROADS

The old Spanish highway from San Juan to Ponce, Porto Rico, is today the setting for a sight which would make the old Spanish grandees gasp could their spirits but return. Where stage coaches and carriages used to bump along from hacienda to hacienda, today autos whiz past, making record time between the two points mentioned.

It takes twelve hours by rail to make the trip, when trains are on schedule and before that a couple of days were needed to drive the distance. Now the Atlas line of autos makes it in five hours. Some time ago the operators adopted Firestone tires as their exclusive equipment and since that time the trip has been made like clockwork. Now that the heat-resisting Firestone red inner tube has been perfected an even better schedule is in force.

AUTO SHIPMENTS SHOW AN INCREASE

Motor car deliveries during the first two weeks of April, in spite of floods and bad road conditions throughout the middle west, have somewhat exceeded those of one year ago.

The weekly report of the Thomas B. Jeffrey company, Keokuk, Wis., to its 50 dealers shows that spring deliveries are in most sections greatly in excess of those of any previous year.

A thirteen-hour factory shift was put on April 1 by the Jeffrey company to take care of the rapidly increasing number of unfilled orders.

Unfilled orders for the Cross Country on April 1 showed an increase of more than 50 per cent over the corresponding date one year ago, while shipments for the entire year to the same date showed an increase of 33 per cent.

REO MOTOR TRUCKS PLEASE NATIONAL GUARD

During the last field service maneuvers of the First battalion artillery of the Michigan National Guard, two Reo motor trucks were given a very thorough try-out. The camp ground was hilly and very sandy, but despite this fact both trucks were constantly in service, transporting good loads.

Second Grand Canyon Tour

The second annual Studebaker tour from Phoenix, Ariz., to Grand Canyon will run early this season. Entries of more than fifty Studebaker cars are already promised.

Gossip Along the Automobile Row

Automobile dealers look for a great demand for cars this year. As a result all firms along the row are laying in a big stock of cars preparatory to the rush season. The condition of the weather has made it possible to make early deliveries and these are far more than last year. Farmers expect large crop and when the rural residents have a surplus in the bank the automobile business is always booming. Then, again, the 1913 models of nearly all the automobiles are far superior to those of previous years, not only in looks, but in mechanical construction.

Secretary of State William J. Bryan is a Carterer enthusiast and during recent years has purchased three of these machines from Manager Mosher of the local branch. One of these cars was sent to Secretary Bryan's son in the west.

The local branch of the Carter company sold fifteen cars to the De Laval Cream Separator company last week. These cars are to be used by the salesmen of the company in covering their territory. It was upon recommendation of the Gail Borden Milk company and the Kellogg Toasted Cornflake company that the De Laval company purchased the Cartercar. The Kellogg company has sixty-five Cartercars in use and the Gail Borden people are using twenty-six machines.

J. M. Gaffney, manager of the Omaha branch of the Rambler Motor company, returned Thursday from a trip in the western part of the state. He says the outlook is bright for large sales of automobiles to the farmers. The roads are in excellent condition, he says, and will hasten early deliveries of cars.

The Jeffrey 1,500-pound truck arrived in Omaha last week and is being exhibited at the Rambler Motor company. This is the first truck the Jeffrey people have put on the market. The car sells for \$1,250 without the box. The box, if desired, costs \$75 extra. The company will put any size or shape of box on the shafting desired.

J. B. Barry of the Powell Supply company sold the Nebraska Blaugas company a big shop equipment order last week. Quick delivery was required and the Powell company filled the order from the store stock.

Clarke G. Powell of the Powell Supply company made a flying trip to Kearney and other Nebraska points last week. The dealers are swamped with immediate delivery orders on account of the excellent condition of the roads.

The Republic Rubber company has just started a monthly paper devoted to tire topics. The name of the sheet is "The Staggard," and free copies may be obtained from the Powell Supply company, local distributors of Republic tires.

The Rumsey company at Red Oak, Ia., purchased a carload of Rambler cars last week. Another carload was delivered to Larson Bros. at Uehling, Neb.

The McIntyre Automobile company received a shipment of Dart trucks last week. These trucks are made from 1,000 pounds to two tons.

William Huffman and William Hellen of the Huffman Automobile company are busy delivering Hupmobiles to dealers and buyers in the territory.

The automobile supply houses are doing

a large business. With the arrival of spring the demand for accessories is greatly felt by the motorists.

TIRES TO BE GREAT FACTOR IN AUTOMOBILE INDUSTRY

"Few men have ever stopped to think that ultimately the tire business will be the big end of the automobile industry," says G. M. Stadelman, secretary of the Goodrich Tire and Rubber company, Akron, O. "There are now perhaps 1,000,000 cars in use in the United States. This year possibly 400,000 new cars will be in use, discounting this number by those which go out of service.

"Gradually the ratio between the number of cars in use and the number of cars being sold is increasing. Ultimately the opportunity for the sale of new cars will be much smaller than the opportunity for sale of service in connection with the cars in use. After a while, the big end of the automobile industry will be the sale of tires and other parts necessary to keep the car running.

"As the tire is the most important accessory of the car, and the accessory which needs to be renewed most frequently, it follows that the tire business in time will become the big end of the automobile industry."

AMERICAN CARS WIN IN EUROPEAN RACE

The medium priced American automobile has won another signal victory, this time in competition with many more costly European cars, in what is declared to be the most thorough and fair test of motor car endurance ever held. The occasion was the annual reliability run of the Swedish Royal Automobile club, from Stockholm to Goteborg, Sweden, and return, a distance of 735 miles. The showing of the American-made cars among the sixty-eight contestants proved a surprise to the spectators, who pinned their faith to the European productions, and the performance of an Overland Model 9 T was especially noteworthy. The Overland took second place in the Goteborg hill climb, an incidental competition in the event, making the best time for the climb of any of the cars.

CAR IS OFFERED FOR THE AUTO MUSEUM

Wayne K. Bromley, secretary and treasurer of the company that builds Pathfinder "40" automobiles in Indianapolis, has stepped into line in favor of the George M. Dickson Motor Museum.

Mr. Bromley believes that the motor museum rightly belongs in Indianapolis, the capital of the most important automobile state in the union.

To further the cause Mr. Bromley has offered to place at the disposal of a motor museum commission the official goods roads Pathfinder, the car that made an actual 15,000-mile road survey of three new transcontinental routes in 14 days for the American Automobile association and United States government office of good roads.

LIMOUSINE TOURS ARE INAUGURATED BY GOODWIN

"Limousine tours" constitute a new motoring fad which has been inaugurated for the first time in America by Nat Goodwin, the actor, who is known in every section of the United States.

While Europeans have toured in their enclosed "town cars," or limousines, the idea is comparatively new in this country. Mr. Goodwin at Los Angeles, Cal., purchased a large six-cylinder Hudson limousine, beautifully appointed, for the purpose of touring southern California.

Goodrich Safety Tread

Best in the Short Stop

This five-fingered Goodrich Safety Tread gives you safety all the time.

It is a real emergency brake when you have to use your hub brake in an emergency.

But the best part of it is—and here is where it solves the skid problem so simply and satisfactorily—it is on duty all the time.

It helps you in your steering on the slippery, muddy, slushy, oozy road or street.

It makes a skid unnecessary.

It eliminates from your mind the otherwise constant watchfulness for that unexpected slip and slide which may mean a most dangerous accident.

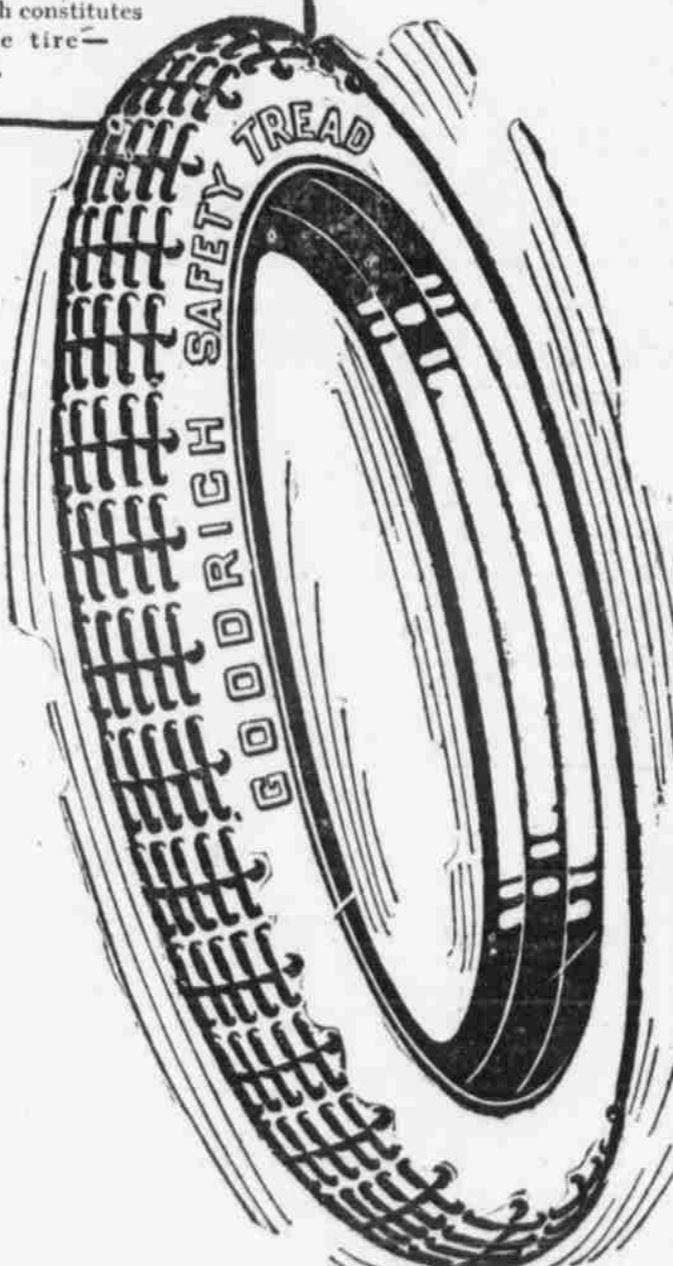
You are able to enjoy your driving, in the unconscious knowledge that you are going to turn as you want to turn, or keep going straight along, or stop when and where you want to stop.

You might almost say the Goodrich Safety Tread works automatically.

Because of its simple, natural design there are no sharp edges or corners to wear off and really make risks instead of safeguards for you.

Because of the arrangement of the fingers no ooze can slip back under your wheel—it is driven away absolutely.

Those five thick, tough rubber fingers are not simply on the tread. They are of it, made with it and the body of the tire, and unit molded right into the single piece which constitutes the whole tire—the unit.



The tread that makes the brake effective

Goodrich Safety Treads are not built on theory. They are constructed scientifically and practically upon a principle which has been tried, tested and proven over and over again until there can not be the slightest uncertainty about it.

They act just as your own five fingers do when you put your hand flat on a smooth table top and bear your weight down, then try to make your hand slip—or skid. They take hold and help.

All the time your auto is running they are doing this. Constantly they are coming down on the street or roadway, spreading out and shoving the mud, slush, ooze and slipperiness away, and making a safe path.

Goodrich Safety Tread Tires are made just as all Goodrich Tires are made—unit molded construction. If you see a cross section of a Goodrich Tire you simply cannot find a separation or layer line. The whole tire—body, tread and all—is literally molded into one in our single vulcanization which keeps all the life and buoyancy of the rubber for you and adds the remarkable road-resisting qualities which mean mileage.

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