

Road Is Not Lost Because Surface Has Given Away

Important Part of Highway Is Roadbed, Declare Experts, Who Point to Roman Roads.

Robert M. Haig, Ph. D., professor, School of Business, Columbia university, points out in a recent address that a road is not lost—that is to say the investment in the highway—because the surface begins to crumble and the argument that a road should not be built unless it outweighs the bond is a fallacy.

This is in line with a recent statement made before a convention of salesmen by a representative of the Firestone ship-by-truck bureau. This expert pointed out that as a matter of fact the important part of a highway was its roadbed. As an illustration he referred to the wonderful Roman roads still existent in parts of England.

These travel routes had been built to last. The Romans had paid particular attention to the road's bed and some of these highways were several feet thick. Of course the surface had disappeared long ago, but the road was still usable because the underbuilding had been made to last.

Well built roads and how they should be built is of interest to every truck and automobile owner. He pays very large taxes assessed on the basis principally of road maintenance and he should interest himself in seeing that his county commissioners place road work not only with the lowest bidder, but with the contractors that thoroughly understand the business of building road beds that will far outlast the surface.

Murphy Tells How to Have Comfort While Touring

A 500-mile automobile trip, to be completed within an afternoon, would undoubtedly daunt the most hardened cross-country tourist, no matter how attractive the road might be. But Jimmy Murphy, who won the 500-mile Memorial day race at Indianapolis, passes along the benefit of his experiences to all drivers.

"I eat a very light breakfast on race days," he says. "Overeating can spoil the race-driver's chances, just as it has ruined the pleasure of many a leisure tour. I take no water at all during the race, but eat several oranges if my thirst becomes unbearable.

"To win a race, or enjoy a day's drive over country roads, the motorist must have his mind and body in just as good condition as the engine of his car."

Murphy attributes no small part of his success to the efficiency of his spark plugs. In the present, as in past campaigns, he is using AC plugs that are of standard design and material, differing in no quality from the AC's that are available to motorists everywhere.

Dodge Bros. Furnish Free Auto Camping Ground

Dodge Brothers, Inc., recently purchased 11 of the finest park sites in the lake district north of Detroit, which will be used as a free parking and camping ground. The purpose of the donation is to provide a memorial to the late John F. and Horace E. Dodge and to give motorists places where they may have their picnics, games and bathing without being driven from pillar to post by indignant owners of private property.

New Cass Garage Opens

The latest addition to Omaha's family of downtown garages is the new Cass garage on Cass street, between Seventeenth and Eighteenth.



B. H. Jackson.

This new business is owned by Herman Nachschoen, an Omahan of 29 years. Nachschoen formerly was associated with the American Sugar Refining company at St. Louis. In 1914 he entered the tire business. He went to the Goodyear factory at Akron and there learned the tire business from the ground up. Returning to Omaha, he entered business for himself and for five years owned and managed the National

Tire shop at Seventeenth street and Capitol avenue. Disposing of this business about one year ago Nachschoen devoted his time to the planning and building of this garage.

Associated with Nachschoen is B. H. Jackson, an experienced tire man. Jackson will have charge of the auto accessory department and tire repairs.

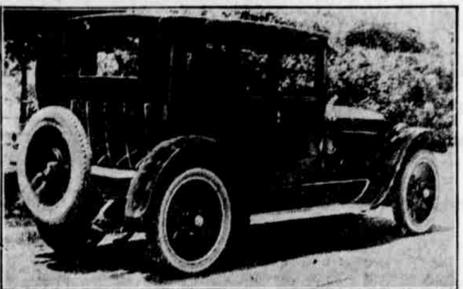
The garage has two double entrances, one on Cass street, the other



Herman Nachschoen.

on a paved alley in the rear. It is steam heated and gives day and night service for all kinds of repairs.

Wills Sainte Clair Shows New Gray Goose Brougham



This is the new Wills Sainte Clair brougham now on display at the Western Motor Car company's sales rooms at Twenty-sixth and Harney streets. It seats five passengers, having two individual front seats and a full three-passenger seat at

the rear. The illustration shows the nickel bars fastened to the rear panel to serve as ornaments and as a protection against the trunk or luggage carrier on the rack, provided at back. This model is the latest addition to Gray Goose family.

Chevrolet Dealer Here Fears Shortage of Cars

A. A. Siegfried of the Siegfried Motor company announces that Chevrolet is building more cars than ever before but is behind on deliveries on account of the eight Chevrolet factories being unable to meet demands.

He said he has experienced a shortage of cars in Omaha and only recently it was necessary for him to send a number of his associate dealers to Kansas City to make drive-aways to the Omaha district. He also says that if the demand continues to increase his purchases for the fiscal year will be inadequate.

Banquet Closes Cadillac Used Car Sales Contest

Members of the sales organization of the J. H. Hensen Cadillac company held a banquet and meeting Tuesday evening to mark the close of a used car sales contest. The contest began August 5 and each salesman was given a quota of cash to be brought in on used cars for the following month. According to James Muldoon, jr., assistant manager, 57 used cars were sold during this contest and several salesmen made quota and over. The winner, E. E. Stennett of the Omaha organization, sold 150 per cent of quota by selling 12 used cars.

Star Car Draws Big Crowd at State Fair

The latest creation of the Durant Motors Co., the Star car which has been on display for the last week at the state fair, Lincoln, has drawn enormous crowds, according to Andrew Murphy & Son, distributors of Durant and Star cars.

Fully 25,000 persons looked over the Star automobile during the state fair, according to Mr. Murphy. A complete line of fairs and sides also were on display.

Beginning Monday, September 11, the Star car will be on display on the show room floor of Andrew Murphy & Son, Fourteenth and Jackson streets, Omaha. The price of the Star car, with electric starter and demountable rims, is \$443, which makes it one of the lowest priced automobiles ever built.

Durant Motors expect to build 450,000 of these cars during the coming 12 months.

Tire Company Head Returns From South



W. W. Wuchter.

W. W. Wuchter, president and general manager of the Nebraska Tire and Rubber company, and president of the Mid-West Rubber Manufacturers association, returned to Omaha Friday after a trip through the south.

While away Wuchter visited Atlanta, Memphis and Birmingham in the interest of the rubber and tire industry.

Ponzi Methods Charged on New York Broker

New York, Sept. 9.—Mr. Leonard Hirschberg, a partner in the firm of Winthrop Smith and company, brokers, was released in \$15,000 bail by U. S. Commissioner Hitchcock yesterday pending a hearing on the charge of having, with his partner, William Winthrop Smith, used the mails to defraud.

Postal inspectors describe the scheme by which Dr. Hirschberg is alleged to have swindled victims of more than \$1,000,000, as similar to that used by Charles Ponzi in Boston.

Postal Inspector Doran declared that the August statement of the company showed a profit of \$41,150 and a liability of more than \$1,000,000. More than 65 per cent of the investors, he said, were poor, ignorant people who knew nothing of stock speculation.

Attorneys for the firm of Winthrop Smith and company, denied the allegations and said the company had met all demands made upon it.

To Open New Tire Store



W. C. Davidson.

W. C. Davidson and B. M. Given announce that they have received the exclusive franchise for the operation of an Associated Tire store in Omaha. This store, at 2018 Farnam street, is a link in a national chain system operated in all parts of the United States. Backed by the \$10,-



B. M. Given.

000,000 purchasing power, astounding low prices are possible. Every tire purchased at the Associated store carries a certified tire warrant which protects the buyer on a mileage guarantee.

Few Changes in Auto Body Styles

Although New Names Adopted, Lines of Old Coach Builders Followed.

Much has been said of the need for standardized nomenclature in designating automobile body styles. Manufacturers, it is claimed, have given aliases and non de plumes to recognized body types, long known names of original christening.

E. W. Goodwin, one of the best known automobile body designers in the country, and at present consulting engineer of the body division of the Maxwell Motor corporation, points out that almost every motor car type known today is a direct descendant of some carriage body in vogue for centuries.

"Soon it was found, however," Mr. Goodwin states, "that the automobile demanded a body of stronger, more durable construction, due to the great mileage made possible by the motor, and the greater speed. The need for quantity production likewise influ-

enced changes in design and manufacturing methods. In less than 25 years the art of body-building progressed in far greater measure than it had in several previous centuries. Appearance was bettered, construction improved, production methods greatly advanced, but the body as a type—determined by passenger-carrying capacity, number of passenger compartments and the extent of side and overhead protection to passengers—has known no new developments. A brougham is as truly a brougham today as was Lord Brougham's famous carriage; a landaulet is as certainly a landaulet as those vehicles which originated in the city of Landau.

"In developing the Maxwell coupe and sedan we understood that we must build for strength and lasting service, answer at once, the cry for beauty and grace, offer every convenience and comfort, combine simple elegance with pure efficiency, and yet not burden the purchaser with excessive initial or maintenance costs."

Omaha Data Is Needed for History of Woodstock, Conn.

The "History of Woodstock (Conn.)," is being held up until Omaha's city clerk has time to get out to the cemetery and inspect some tombstone inscriptions.

Step On It and Go!

The Cass Garage is ready to fill your car with the following Quality Petroleum Products from the U. S. Oil Works

TNT

"The POWER-FULL Gasoline"

Gives your motor MORE POWER, MORE PEP and MORE MILES. It is clean, straight run and practically carbonless. If you want quick start, quick pickup and POWER—fill up with TNT today. It is packed with miles and every drop operates your motor.

TOP NOTCH

The 100% Pure Pennsylvania Lubricating Oil

It gives perfect lubrication and keeps a film of oil over all metal parts under the most adverse conditions. Its use will cut your oil bill in half. It is refined from pure Pennsylvania crude, which is recognized by automotive engineers as being the world's best lubricating base.

CORRECT LUBRICATION

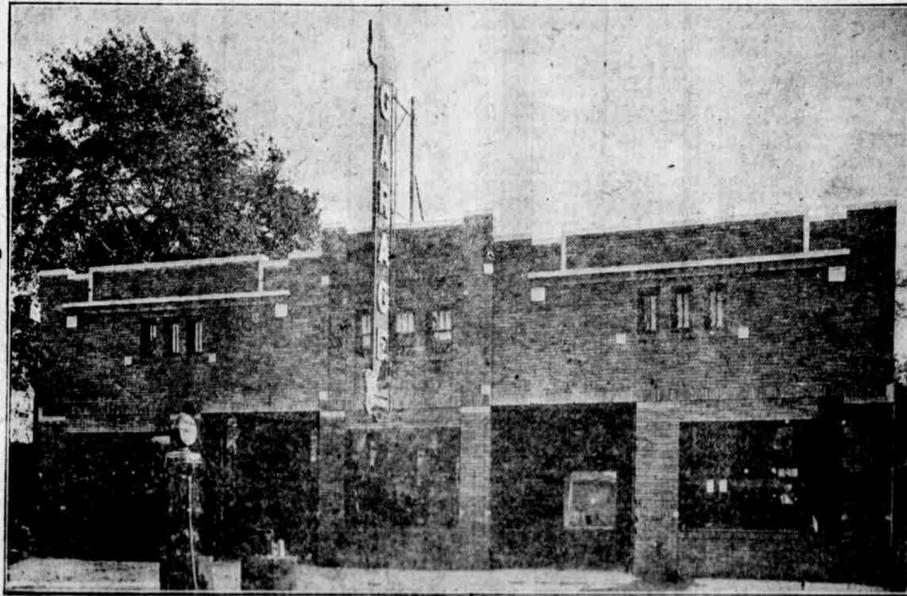


The Best Ford Oil Made

TRANSMOLINE is our 2-in-1 Ford Oil, which absolutely assures a smooth-running, powerful motor. It softens transmission bands, so doing away with CHATTERING and JERKING. A trial will convince you that it is the best Ford Oil on the market and that its use will cut your oil bill in half. It prevents wear and makes driving a pleasure. Treat your Ford to a fill of TRANSMOLINE within the next 12 hours.

The Cass Garage is also stocking TOP NOTCH GEAR LUBRICANT, a winter and summer grease which will not freeze at zero nor turn to oil under heat. It will not throw off from gear teeth nor channel. When you use it you can forget gear worries.

A LILLIBRIDGE OIL VAPOR BURNER has been installed in the garage for use this winter. The LILLIBRIDGE is SAFE, CLEAN, ECONOMICAL and EFFICIENT. Why worry with coal when we can install one of these improved conveniences in your home. See our installation at 1017 North 17th street. Some of your friends own Lillibridge Burners. Ask them about their worth.



Open Day and Night

Phone ATLantic 3533

CASS GARAGE

MODERN--NEW--CONVENIENT

A Convenient Location

This building is the last word in garage construction and equipment. Located on Cass Street near 18th Street, it offers a service not to be excelled in Omaha. The building is fireproof and steam heated; can accommodate 100 cars; has two double entrances, one on Cass Street, the other on a paved alley in the rear. The floor space measures 8,600 square feet.

Complete Repair Service

The tire repair department, under the direction of B. H. Jackson, an experienced tire man, will complete any tire repair work in six hours. The quality of this work is assured by Mr. Jackson's experience of years' standing. A complete repair department for any motor complaint, and manned by skillful mechanics, is open day and night. This service covers any repair work on any make of car.

The Management

The Cass Garage is owned by Herman Nachschoen, former owner and manager of The National Tire Shop. Herman's motto has always been "SERVICE FOREMOST," and in this business his former standard of 'right service to the public' will be maintained.

The Cass Garage

On Cass St., Near 18th

Nachschoen & Jackson, Owners