

# Officers and Delegates of Good Roads Association at Omaha Convention



## GOOD ROADS BOOSTERS BUSY

Nebraska State Automobile Association Prepares for Work.

### LEADING MEN ARE MEMBERS

Meeting at Omaha is Expected to Bear Good Fruit in the Way of Better Highways for Auto Owners.

The Nebraska State Automobile association, a bunch of live good road boosters composed of bankers, lawyers, merchants, doctors, farmers and men in every vocation, is campaigning for a wide-spread movement for better roads—not alone for motorists but for all who travel and especially for the farmer.

Reports received by the association show how imperative the demand for better roads is. The approximate cost will be about 20 cents per ton mile and even more over some highways in the state. It is believed that from \$15,000,000 to \$20,000,000 can be profitably spent on the roads of this state.

Every member of the association is personally interested in good roads legislation and the association is co-operating with commercial clubs and other organizations of the state to promote the building and maintenance of better roads and secure better road laws.

Following are the recently elected officers of the association: John T. Swan, Auburn; Lee Huff, Omaha; A. P. Overgaard, Fremont; L. E. Doty, David City; H. E. Erickson, Holdrege; J. T. Dorgan, Lincoln; W. J. Kirkland, Omaha; F. W. Ashton, Grand Island; and Fred J. Bell, Ord, directors. Dr. A. P. Overgaard, Fremont, president; L. E. Doty, David City, first vice president; J. M. Prime, Oxford, second vice president; L. M. Talmage, Grand Island, third vice president; E. R. Wilcox, Omaha, treasurer; D. E. Watkins, secretary.

In speaking of the recent meeting in Omaha, the Motorist says editorially:

"Seldom at a state convention in Nebraska has there been gathered a more representative class of men than the delegates gathered at the first annual convention of the Nebraska Automobile association of Omaha recently. There were bankers, lawyers, merchants, doctors, farmers and men in other vocations, but each of high standing and influence. In his home place. Every one was an advocate of the doctrine of 'better roads' for all the people, not for the automobile alone, but for everyone who travels, and particularly the farmers, who have for years struggled under the burdens imposed by poor highways. That the good roads fever has taken hold of progressive Nebraskans was in evidence everywhere at the meeting."

## Automobile Outlook

Strong, Says Sales Manager of Franklin

L. A. McKay, western sales manager for the Franklin Automobile company, has arrived in Omaha and will be here during the Automobile show, assisting Guy L. Smith in the Franklin booth.

Mr. McKay has just completed a tour of the Franklin dealerships in the southwest.

"I have been covering this western country several times a year for several years and have certainly never found dealers so enthusiastic over the prospects for a big season," said Mr. McKay. "All along the line there is a decided call for the car that will give the longest ultimate service rather than for the car with the price appeal only. Franklin dealers everywhere have sold the higher priced models almost exclusively, our new 'Little Six' coming in for a large share of the favor."

"Here in Nebraska, where a Franklin man always feels at home, the trend is stronger than ever for the air-cooled car."

"Generally speaking the business outlook is good throughout the entire west and all industries are feeling the effect of the increased prosperity."

## SOLUTION OF SKIDDING IS TREAD PERFECTION

"In working out a successful anti-skidding tread it was our idea that we must do more than build a tread that reduced the chances of skidding," says E. I. Reynolds of the Diamond tire forces. "Our experience convinced us that the only solution of the skidding problem was the perfection of a tread that would prevent the start of a skid."

"An ingenious arrangement of cross-bars extending the width of the tread and bars running lengthwise of the tread give the desired results. When brakes are applied on a forward skid the first bars scrape the film of mud or moisture from the pavement, leaving a dry surface for the following bars to grip. In exactly a similar way the lengthwise bars prevent a side slip."

**Automobile Writing Pad.**  
One of the new writing pads or portable desks for automobile use is in the form of a foot rest. It opens showing everything needed for correspondence in the way of paper, envelopes, cards, stamps, pens, pencils and pads. The lining is of green moire silk.

No valves to  
grind; no motor  
adjusting; just  
get in and go.

# Elmore

A proven  
success by 12  
years test

## The Famous Valveless Car is Here

**Super-efficiency and simplicity of the Elmore valveless construction is now universally recognized and admitted by automobile manufacturers**

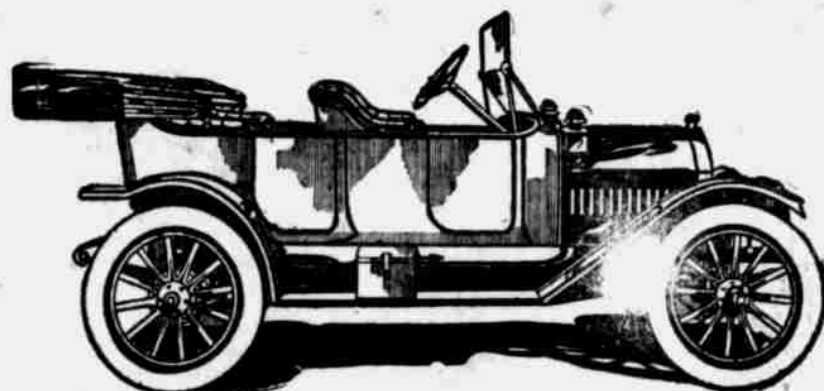
Today, the whole automobile world is ringing with discussion as to the fate of the poppet valve motor with the numerous gears, springs, cams, push rods, etc., which actuate it. The public has come to realize the simplicity and super-efficiency of the valveless construction. The strongest claims and arguments are being made for the valveless motor, but just

**Grasp this paramount fact about the Elmore--**

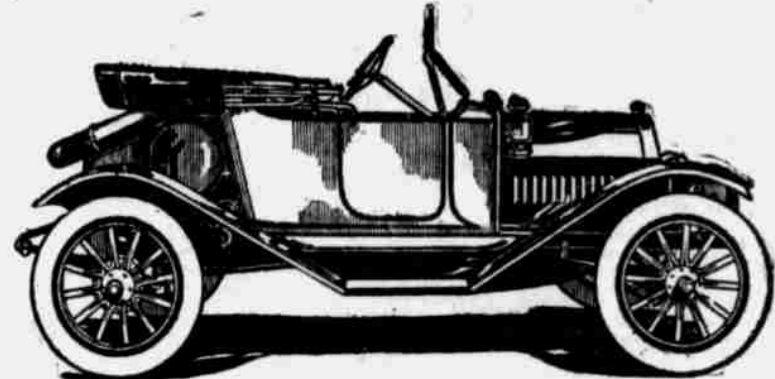
Every such claim put forth for valveless motors applies with two-fold force to the Elmore valveless motor because its dozen years of successful service, in the hands of owners throughout the country has proven both its claim for simplicity and superiority. This valveless motor passed the experimental stage years ago, and the Elmore with its wonderful valveless motor and superior construction does not cost \$3,000, \$4,000 and \$5,000. There is a model to fit every motoring need, at a price well within the means of the most conservative.

## AT THE AUTOMOBILE SHOW

These wonderful cars will be exhibited at the Omaha Automobile Show, February 19th to 24th, and the Sioux City Show, February 26th to March 2d, when the simple and efficient features of the Elmore valveless motor will be explained and demonstrated.



Five-Passenger Torpedo, \$1250



Torpedo Roadster, \$1150

### ELMORE CONSTRUCTION

There could be no better built car than the Elmore. Skilled workmanship and careful supervision accompany every detail. The factory aims to make the car itself a worthy setting for the gem of a motor that runs it.

### Elmore Inspection and Guarantee

There is no more rigid inspection system in the world than that which assures Elmore owners the absolute flawlessness of every Elmore part. To still further protect the owner, every car is fully guaranteed against faulty parts or construction. The same painstaking care is used in the selection of the materials and the finishing of the product.

**TO DEALERS:** Some unallotted territory is still open in Nebraska, Iowa and South Dakota. Agents with this car have a good seller and our proposition is an attractive one.

## Rogers Sales Company, Factory Distributors

2025 Farnam St., Omaha.

Opp. Post Office--Sioux City, Iowa.