GOULD TALKS OPPORTUNITY

President of the Omaha Motor Club Presents His Ideas.

WOULD HAVE MORE DRIVES Thinks the River Road to Belleve the One that Ought First to Be Improved as a Sight-See-

ing Drive. motive of these remarks is to startle from repose any residents of Omaha who think we have reached perfection in city planning," said C. L. Gould, president of the Omaha Motor "Is Omalia awake to her opportunities, or is she sleeping? Now, strictly

between ourselves, and not for outsid publication, let us admit that we haven't much to brag of as a 'city beautiful "In every place one may visit, one finds the same civic boastfulness, and accord ing to the opinion of its citizens each city is the most desirable town in the country, both as a place of residence and as a field for investment. Some places more than others are working to make

"We have a beginning in our park sys tem, but the commissioners are hampered with insufficient revenue. Kansas City iates for park purposes \$400,000;

one, five or ten talents entrusted to

Plenty of Opportunity. beautifying of cities and construction of good roads are the two important movements of the day, and the con ity that doesn't recognize the spirit of the times and better itself is going to be sidetracked. A city as well as an inopportunity, for it may not knock again. It would be just as short-sighted today for the residents of Omaha to neglect the good roads and civic betterment movements as it would have been for its citizens of the '60s to have taken no steps for securing the Union Pacific railroad on its way across the plains.

"Plans are being perfected for trans continental trunk lines, and the imporance of these mighty thoroughfares car hardly be exaggerated. If Omaha is to be anything more than a stopping plafor luncheons on this coast-to-coast high way it must offer better attractions to tourists than it now possesses. Besides the money received directly from tourists, a town is indebted to them for much free advertising. Whether it is favorable or unfavorable depends upon the progressiveners of the citizens.

Good Roads Attract. Now, nothing appeals, in the same de butit roads and picturesque drives. improvement that Nebraska and Umaha could undertake would give, for faction at home and abroad as good roads through the state and an extensive park and boulevard system within the city. Fortunately we have the opportunity to secure an improvement at a attraction. One link of our present chain ing into Bellevue boulevard, about ten miles long, connects Bellevue, one of the oldest towns of the Missouri valley, rich

in historical associations, with the state's

Pince for Beautiful Drive.
"What the Cliff drive is to Kanses City, what Lake shore is to Chicago, what Rivcreide drive is to New York, Bellevus drive might be to Omaha. Most of the work is completed—was perfected ages river. Nature has done its part and done it must successfully, and now it marvels at our inapprecation and delay in compicting the scheme. It has given us a mighty river with rugged, picturesque banks, covered with the only natural foreet in Nebrasks. In the interior of the state are few lurge trees, except the cuttonwoods planted by the early settlers, e are to be found pawpaw, Ameri ean linden, box elder, honey locust, scarlet haw, velvet sumach, white ash, red ash, white elm, black wainut, bitternut, trood, Osage orange, poplar, basswood and six kinds of oak.

Road is Needed.

"We have the river; we have the hills; we have the woods; we even have the drive laid out. All that remains for us to do is to put on the finishing touches by constructing a durable roadbed. Then by constructing a during roaded. Then we should acquire some of those rugged hills and gulleys along Thirteenth boule-vard between the drive and the river and incorporate them into the boulevary sys-tum, so the landscape cannot be spoiled by the erection of unnightly buildings. The most attractive spots are those which are the loust valuable as building sites because too rough and precipitous. Little so-called improving is necessary or desirable. Wildness is better than cul-tivation. As Thoreau said, 'Art can never match the luxury and superfluity of na-

"In this improved drive Omaha would have something worth while to show her guests; comething that would attract and hold the visitor and also the investor. "But it will cost money to build this drive. Certainly, nature could not do it tall, although she did most of it. If a thing is worth having, it is worth paying for; and simply an an investment the city would be manifoldly benefited. One nutst spend money to make money. Build this road and charge the cost to adver-

"Here is a work that calls for the united efforts of the Park board, the Commer-tial club, the Automobile clubs and of all

Progressive business men.
"This is not the place for a detailed cheme for working out the idea. Interand by the time we have decided just what we want to do we shall know how to do it and how to raise the money with which to do it."

Dr. Mach Buys Big Lexington Six Auto

Ever since the automobile show Dr. linch has thought seriously of purchasing the of the beautiful Lexington ours that were so popular at the Automobile show. Priday he gave his order to B. R. Wile for a neven-passenger six-cylinder Lea-ington to be delivered as soon as the fac-tory can fill the order. This makes the tory can fill the order. This makes the teighth Lexington of either four or six sylinder type that Mr. Wilson has sold since the show. Three were "six" road-sters, two were "six" touring cars and three were four-passenger touring cars. It. R. Wilson, the Lexington distributor, has just returned from the factory at Commercial. Ind.

Gossip Along the Automobile Row

Two carloads of Hupmobile thirty-two horsepower touring cars were received last Thursday by the W. L. Huffman poblic company. There were twelve night every car was delivered and still

Charles Rapp of St. Edward, Neb., bought a Chalmers "36" car last Thursday from the H. E. Fredrickson Automobile company. Mr. Rapp is the man who formerly owned the champion Whiteface helfer of the world which he sold for \$16,-

H. B. Waldrom drove a Chaimers roadster in from Waterloo, Is., last Th He says th croads are in very bad shape in several places along the road.

The H. E. Fredrickson Automobile com-

The E. W. Wilson Automobile company has closed the contracts with the follow-ing dealers: Frank Paup, Kirkman, la.: D. O. Habcock, Gowrie, Ia.; T. F. Hall. Central City, Neb., and J. H. Schleeinger,

R. B. King placed his order for a Lexington Six roadster last week with the E. R. Wilson Automobile company. The car is to be fully equipped with a self-

One of the best indications that the automobile season has finally opened up is the announcement just made by the Powell Supply company that from now on the store would be open Sundays and evenings. The streets are again alive with machines and the motorists are finding that there are many items they have to have after the winter lay-up.

Omaha was again brought into prom when the Powell Supply company se-The volume of business involved can be dealers of the country. The convention estimated from the fact that these horns was one of the most successful from run from 200 to \$15 each, and are stocked every standpoint that has ever been held

Bumper crops and number business is the sentiment of the automobile dealers in this section, according to reports received by Powell Supply company from its traveling salesmen. The auto men were never so optimistic and even the most conservative look for a tregendous output of machines and supplies

In discussing the remarkable quietness of the Hudson "M" motor, Guy L. Smith said: "Most manufacturers of motor cars are taking great pains to eliminate noise from their machines, but the Hudson Motor Car company of Detroit seems to have gone a step further in this direction than any one else. The factory is pro-vided with a specially constructed soundproof room, in which cars are tested for abnormal noises, the mechanism being driven by an engine located outside the room and power transmitted through an ppening in the wall. The result is that the man detailed as noise detective is not troubled by outside sounds, and his trained ear is enabled more readily to ocate unnnecessary rattles and wheeres.

Manager Huff of the Nebraska Bulck ompany reports carload shipments to the following agents in their territory: Seabury Bros., Logan, Ia.; Highley & Halterman, Edgemont, S. D.; W. F. Wayne, Neb.; Porter Auto company, Eagle Grove, In.; Molr & McMullin, LeMars, la.; Sheldon Auto company, Sheldon, Is., and the Early Auto company, Early, Ia.

Lee Huff in talking about the automobile business states that there is going to be a shortage in automobiles as soon as the roads open up through the country, as he can tell from the present indications of how the city people are taking deliver cars will be overtaxed as soon as towns out through the farming districts.

pany signed up with Joseph F. Kovarik of Schuyler, Neb., this week, to handle the Buick cars in the south half of Colfax county. Mr. Kovarik contracted for twenty-one Buick cars, which goes to show that the Buick will be well represented in Colfax county this year.

Manager Reim of the Cadillac company returned last week from Detroit, where he attended the convention of Cadillac

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