

GOULD TALKS OPPORTUNITY

President of the Omaha Motor Club Presents His Ideas.

WOULD HAVE MORE DRIVES

Thinks the River Road to Bellevue the One that Ought First to Be Improved as a Night-Seeing Drive.

The motive of these remarks is to startle from repose any residents of Omaha who think we have reached perfection in city planning.

In every place one may visit, one finds the same civic beautiness, and according to the opinion of its citizens each city is the most desirable town in the country.

We have a beginning in our park system, but the commissioners are hampered with insufficient revenue.

Plenty of Opportunity. The beautifying of cities and construction of good roads are the two important movements of the day.

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 '70s 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 importance of these mighty thoroughfares can hardly be exaggerated.

Good Roads Attract.

Now, nothing appeals, in the same degree, to an automobile tourist, as well built roads and picturesque drives.

Place for Beautiful Drive.

What the Cliff drive is to Kansas City, what Lake shore is to Chicago, what Riverside drive is to New York, Bellevue drive might be to Omaha.

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.

"In this improved drive Omaha would have something worth while to show her guests; something 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 all, although she did most of it.

"Here is a work that calls for the united efforts of the Park board, the Commercial club, the Automobile club and of all progressive business men.

"This is not the place for a detailed scheme for working out the idea. Interest must be aroused, a demand created, and 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. Mach has thought seriously of purchasing one of the beautiful Lexington cars that were so popular at the Automobile show.

Permits to smoke 5c. All dealers.

Gossip Along the Automobile Row

Two carloads of Hupmobile thirty-two horsepower touring cars were received last Thursday by the W. L. Huffman Automobile company.

Charles Rapp of St. Edward, Neb., bought a Chalmers "30" car last Thursday from the H. E. Fredrickson Automobile company.

H. B. Waldron drove a Chalmers roadster in from Waterloo, Ia., last Thursday. He says the roads are in very bad shape and that he was up to the axles in mud in several places along the road.

The H. E. Fredrickson Automobile company has received a shipment of its new No. 8 roadsters.

The E. W. Wilson Automobile company has closed the contracts with the following dealers: Frank Paup, Kirkman, Ia.; D. O. Babcock, Gowrie, Ia.; T. P. Hall, Central City, Neb., and J. H. Schlieinger, Yutan, Neb.

R. B. King placed his order for a Lexington Six roadster last week with the E. W. Wilson Automobile company.

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.

Omaha was again brought into prominence as a distributing point last week when the Powell Supply company secured this territory for Klaxon horns.

by practically every dealer throughout the territory.

Bumper crops and bumper business is the sentiment of the automobile dealers in this section, according to reports received by Powell Supply company from its traveling salesmen.

In discussing the remarkable quietness of the Hudson "23" 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."

Manager Huff of the Nebraska Buick company reports carload shipments to the following agents in their territory: Seabury Bros., Logan, Ia.; Higley & Halterman, Edgemont, S. D.; W. F. Reetz, Warne, Neb.; Porter Auto company, Eagle Grove, Ia.; Moir & McMullen, LeMars, Ia.; Sheldon Auto company, Sheldon, Ia., 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.

The Nebraska Buick Automobile company signed up with Joseph F. Kovarik of Schuyler, Neb., this week, to handle the Buick cars in the south half of Colfax county.

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

STUDEBAKER IS AT YOUR SERVICE AT YOUR SERVICE. E-M-F "30" or a FLANDERS "20" knows what this means to HIM.

Why Not Get the Most You Can for Your Money—not only in the VALUE of the automobile itself but in the FAIR TREATMENT afterwards. Studebaker Cars, \$775.00 to \$1,235.00. The Studebaker Corporation of America. Omaha Branch—2026-2028 Farnam Street. Douglas 363; A-3679.

You Never Regret Placing Your Order for a



Because You Receive a Dollar's Worth for Every Dollar Invested

You receive a car perfect in every detail; not one item left for you to try out at your own expense.

You receive a car that starts itself; it has no crank. It's own electric power plant, with continuously charging battery, supplies current for ignition, lights and electric self-starter, a starter that will start your car, not once in a while, but 100 times out of 100 times.

You receive a standardized car, manufactured to the finest degree of accuracy, assuring perfect alignment of all parts, thereby reducing operating expense to the lowest notch.

You receive a car honestly built, with a reputation that stands highest in the automobile world.

You are assured continuous and satisfying service in the Cadillac car.

Our plant and our organization are equipped and prepared to give our Cadillac owners the best possible service.

We ask you to investigate the Cadillac car, ask any Cadillac owner, or, still better, ask every owner how he likes his car, and the service he receives.

Facts are stubborn things! Cadillac Company of Omaha 2054-56 Farnam St. Geo. F. Reim, Pres. Douglas 4226

Ford THE UNIVERSAL CAR. If there's iron in your purpose—and you go to the bottom of the motor question, the chances are you'll join the army of seventy-five thousand new Ford owners this season.

No-Rim-Cut Tires 10% Oversize. A Thousand Thousand Have Been Used. A million tires—used on some 200,000 cars—have taught the world that tire bills can be cut in two.

Now King of Tires. In 24 months the demand for this tire has multiplied six times over. No-Rim-Cut Tires have become the sensation. But we spent 13 years in ceaseless improvement to give you a tire like this.

THE OMAHA BEE'S DIRECTORY Of Automobiles and Accessories

Nebraska Buick Auto. Company Buick and Welsh Cars... Lincoln Branch, 18th and F Sts.—E. E. SIDLER, Gen'l Mgr. Omaha Branch, 1912-16-16 Farnam St.—LEE HUFF, Mgr.

Rambler MOTOR CO., 2052-54 Farnam St., Omaha.

Stearns Wallace Automobile Co. MOTOR CAR 2203 Farnam Street

VanBrunt Automobile Co. Overland and Poplar Hartford Council Bluffs, Ia. Omaha, Neb.

Apperson "Jack Rabbit" APPERSON AUTO COMPANY 1192 Farnam St.

MARION FOUR MODELS Prices—\$1,150 to \$1,700. OHIO ELECTRICS Marion Auto Company, C. W. McDONALD, Mgr. 2101-2108 Farnam St.

Vette JOHN DEERE PLOW COMPANY Salesroom—Cor. Tenth and Howard Sts. Omaha, Nebraska.

FRANKLIN PEPPERLESS HUDSON GUY L. SMITH 2205-2207 Farnam Street

BOWSER Underground Gasoline Systems For private and public garages. L. R. Glinther, agent, Phone, Harney 6372.