

**NEW ROUTES ARE OPENED UP**

Many Good Results Are Seen from Fredrickson's Various Trips.

**WYOMING MOST ENTHUSIASTIC**

Nephew of John D. Rockefeller Joins in the Work of Painting Signs to Show the Drivers the Best Auto Roads.

When enthusiasm for good roads arrives at such a pitch that citizens of a community get out and build up forty-one bridges in six weeks; when all four legs of a cow tethered on a road are painted the colors marking a trail; when the nephew of the world's richest man goes forth in overalls and marks the road—when all these things are done, the man creating such enthusiasm may well sit down and smile at his deeds.

Such as all this has been done by H. E. Fredrickson, chairman of the country roads committee of the Omaha Commercial club, in his recent trips to the coast, laying out, marking and talking the Omaha-Salt Lake Pioneer trail, which is a part of the proposed transcontinental highway.

The good roads work of the Omaha good roads boosters, headed by Fredrickson, has gone all over the United States. The west is alive with it, and the eastern newspapers and magazines are printing every word they can get on the subject.

**Good Results.**

Some of the results of these trips are: Omaha has been placed in the center of the Transcontinental highway, over which all the tourists from the east travel to the mountain country of the west, stopping here, spending money and advertising the city as they go on—more than a hundred miles of the distance from here to the coast has been cut off; the finest roads in the middle west radiate from Omaha and Omaha has been advertised the country over.

Between Cheyenne and Salt Lake City the Omaha boosters found a new trail which cuts off the distance fifty-five miles. Instead of the old route through Medicine Bow, tourists now will travel through Elk Mountain.

In this latter city is where the Omaha good roads boosters stirred up the greatest enthusiasm. The town was greatly desirous of securing the travel, taking

**ROCKEFELLER'S NEPHEW HELPS PAINT SIGNS.**



F. J. CARNCHAN, Rockefeller's Nephew, Helps Paint Signs

it from Medicine Bow. Fredrickson found the route to be shorter and so placed Elk Mountain on the trail.

**All Hands Join.**

It was at Elk Mountain that the citizens and farmers went together to mark and better the road. Six weeks after the Omaha good roads enthusiasts passed through there these people had built forty-one bridges and had the signs marking the road placed on posts every half mile. There are now eighty-two signs on the fifty-one miles radiating from the town. In the town tourists may now see as they pass through the painted cow tethered by the roadside. On each of her four legs is the broad white band with black and yellow stripes at top and bottom, the mark of the Omaha-Salt Lake Pioneer trail.

F. J. Carnchan of New York City, nephew of John D. Rockefeller, met the Omahans at Rock Springs, Wyo. He was

embued by the spirit of bettering roads that he secured a can of paint and brush and went out to mark the trail. The photograph shows him doing this work a few miles west of Rawlins.

Another result of Fredrickson's work probably will be the opening next spring of the Yellowstone National park to automobile tourists. The national government is planning to widen the roads in this park and allow autos to travel through it. Heretofore tourists were allowed to travel there only by stage coach and burro and horse-drawn vehicles. Fredrickson and Joseph Shoemaker of the South Omaha stock yards talked this proposition to the people of Utah, Wyoming and Colorado.

Shoemaker met with considerable hardship on the last trip, having started out from Omaha in a white suit, white shoes, straw hat and immaculate linen. The party was caught in a cloudburst in Rattlesnake pass on Rock river and Shoemaker's clothes were ruined. When the freshets poured down from the hillsides and threatened to wash the car from the road and over the precipice, he was forced to wade out in the water and mud up to his belt and tie the car by a rope to a tree. He felt more satisfied with his fate, however, when he saw a bridge in front of him, wash away carrying one of the party's guides.

There are now three trips for tourists to the Yellowstone, all laid out by the Commercial club's good roads committee—one by way of Cheyenne, one via Rock Springs and the third via Salt Lake City.

**Commercial Club Thanked.**

The state of Wyoming by its governor, Joseph M. Carey, has formally thanked the Commercial club of Omaha for the work done by this organization in Wyoming in the interest of good roads. The message of thanks from Governor Carey is a direct result of the recent trip from Omaha to Salt Lake City made by the good roads car of the club.

On the first part of the trip from Omaha to Cheyenne, Wyo., the Omaha good roads car was occupied by Mayor James C. Dahlgren, G. E. Haverstick, president of the Commercial club of Omaha; J. M. Guild, commissioner of the Commercial club of Omaha; W. A. DeBord, member of the Commercial club of Omaha; George McBride, Douglas county surveyor, and E. L. Emory of Cheyenne, Wyo., president of the Wyoming State Highways association.

On the second half of the trip from Cheyenne to Salt Lake City H. E. Fred-

rickson and Joseph Shoemaker, assistant to E. Buckingham, manager of the Union Stock Yards company of South Omaha, represented the Commercial club of Omaha.

**MITCHELL COMPANY WILL DOUBLE OUTPUT**

One of the most enthusiastic meetings ever held by the distributors of the Mitchell car has just been closed and the representatives returned to their several homes firm in the belief that they will easily double their sales with the new models. So strong was this assurance that the company has already issued the shop orders doubling the output of 1912.

Every section of the United States and Canada was represented in the gathering of these 150 distributors, from Nova Scotia to British Columbia and from Maine to California.

**MAJESTIC AND OLYMPIC 1913 JACKSON MODELS**

The executives of the Jackson Automobile company of Jackson, Mich., believe that among all the 1913 models which are being announced the Jackson Olympic and the Jackson Majestic will stand out conspicuously. The Jackson people may be pardoned this degree of confidence, for there are certain facts that would seem to warrant it. There are features of the new Jackson models that will make them entirely distinctive, even in comparison with the Jacksons that have gone before.

**GROVES IS SALES MANAGER OF SPEEDWELL CO.**

Frank A. Groves, widely known in the motor car world, has been appointed sales manager of the Speedwell Motor Car company of Dayton, O. Like many other luminaries of the automobile business, Mr. Groves had a long commercial experience with the National Cash Register company of Dayton before he entered the motor car field.

**Packards Sell Fast.** That presidential uncertainties are not affecting general prosperity to any great extent is shown by the remarkable demand for the best grade of motor carriages and also for commercial trucks. The Packard Motor Car company in the two weeks ending July 31 shipped 28 cars, whose total value was \$1,275,000, cars leaving the factory at the rate of twenty a day. Fifty-six trucks were sent out in the same time, their value being \$138,000.

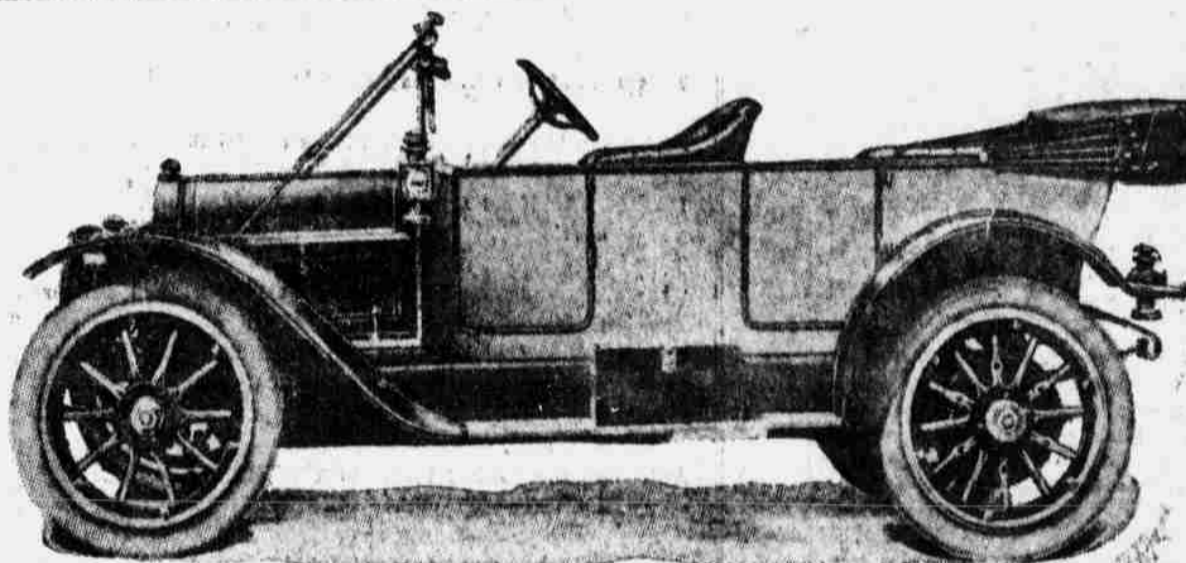
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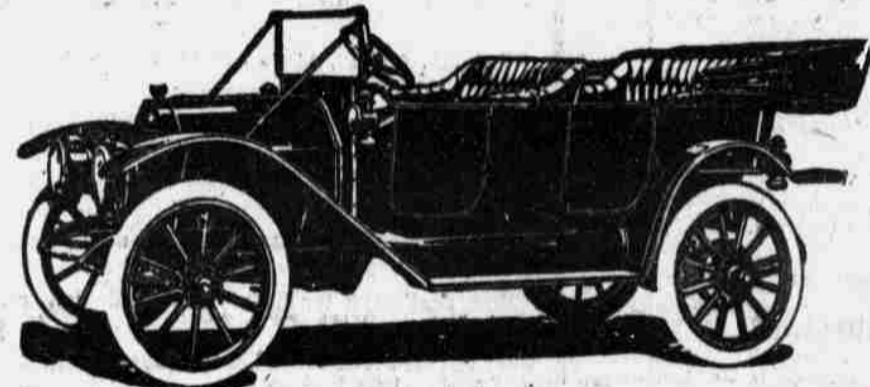
Vette	40 5-Passenger Touring Car	□	\$2200.00
Vette	40 6-Passenger Touring Car	□	\$2750.00
Vette	40 3-Passenger Roadster for	□	\$2200.00
Vette	40 7-Passenger Closed Car	□	\$3750.00
Vette	40 3-Ton Truck	□	\$3350.00
Vette	32 5-Passenger Touring Car	□	\$1350.00

Telephone No. \_\_\_\_\_ Street \_\_\_\_\_  
 Town \_\_\_\_\_ State \_\_\_\_\_

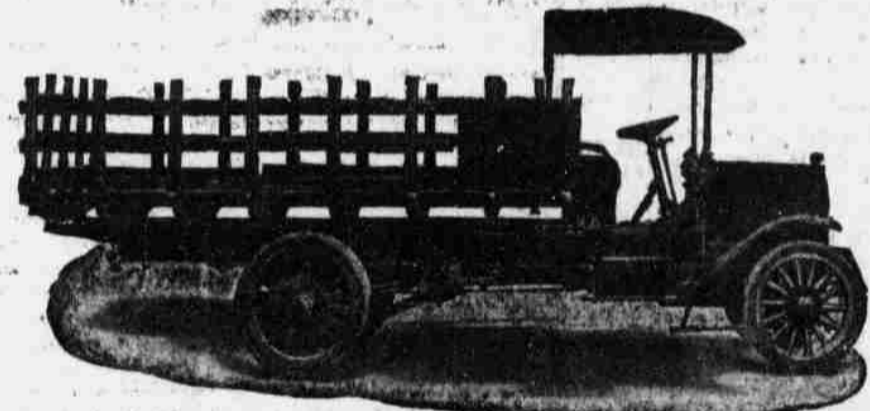
Check car you are interested in and mail coupon today. We will tell you our proposition.



Vette 40 5-Passenger Touring Car  
Simple, silent, serviceable, classy, clean-cut, comfortable.

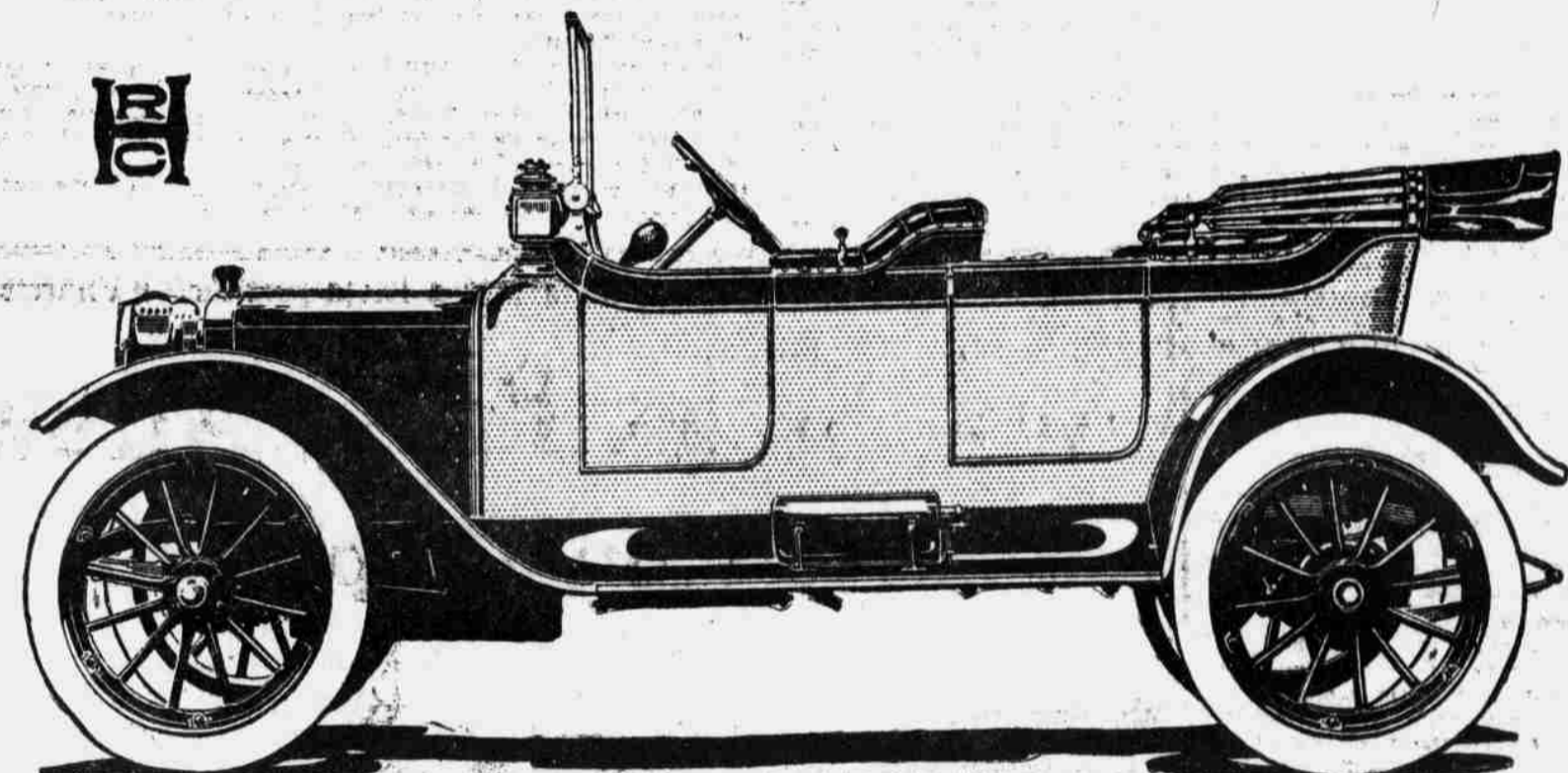


Vette 32 5-Passenger Touring Car—A YEAR AHEAD



Vette 40 3-Ton Truck  
I-beam construction, powerful motor; long, wide, flexible springs.  
MODERN DISPLAY ROOM—10th AND HARNEY ST., OMAHA, NEB.

**JOHN DEERE**



**R-C-H "Twenty-Five" \$900**

f. o. b. Detroit

**The Car**  
 Wheelbase—110 inches.  
 Motor—Long stroke; 4 cylinders cast on bloc; 3 1/4 inch bore, 5-inch stroke. Two-bearing crank shaft. Timing gears and valves enclosed. Three-point suspension.  
 Steering—Left Side. Irreversible worm gear, 16-inch steering wheel. Throttle control of steering column.  
 Control—Center Lever, operated through H-plate integral with universal joint housing just below. Hand-lever emergency brake at driver's right. Foot accelerator in connection with hand throttle.  
 Springs—Front, semi-elliptic; rear full elliptic and mounted on swivel seats.  
 Frame—Pressed steel channel.  
 Axles—Front, I-beam, drop-forged; rear semi-floating type.  
 Transmission—3 speeds forward and reverse; sliding gear, selective type.  
 Construction—Drop-forgings wherever practicable; chrome nickel steel used throughout all shafts and gears in the transmission and rear axle; high carbon manganese steel in all parts requiring special stiffness.  
 Body—Full 5-passenger English type; extra wide seats.

**The Equipment**  
 Non-skid tires—32x3 1/2.  
 12-inch Hall Bullet electric head lights with double parabolic lens.  
 Bosch Magneto.  
 Warner Auto-Meter.  
 Demountable rims.  
 Extra rim and holders.  
 Tally-ho horn.  
 Jiffy curtains—up or down instantaneously.  
 Top and Top cover.  
 Windshield.  
 Rear view mirror.  
 Tool-kit, Jack, Tire Repair Kit, Pump.  
 Robe Rail.

**STRIPPED** of all its extra equipment, judged on specifications and construction alone, the R-C-H would still be in a class of its own at the price.

This is a statement that you yourself can easily verify by inspection and comparison.

Sturdiness, power, beauty, comfort, economy of operation—all are there.

But, in addition, the R-C-H offers you every accessory essential to motoring satisfaction, and every item of the highest quality. These alone would add several hundred dollars to the cost of the car if you bought them separately at retail. And that's what you'll have to do if you buy an unequipped car.

Truly, in offering such a car at such a price we are making history—and one of the most wonderful chapters that the industry has evolved.

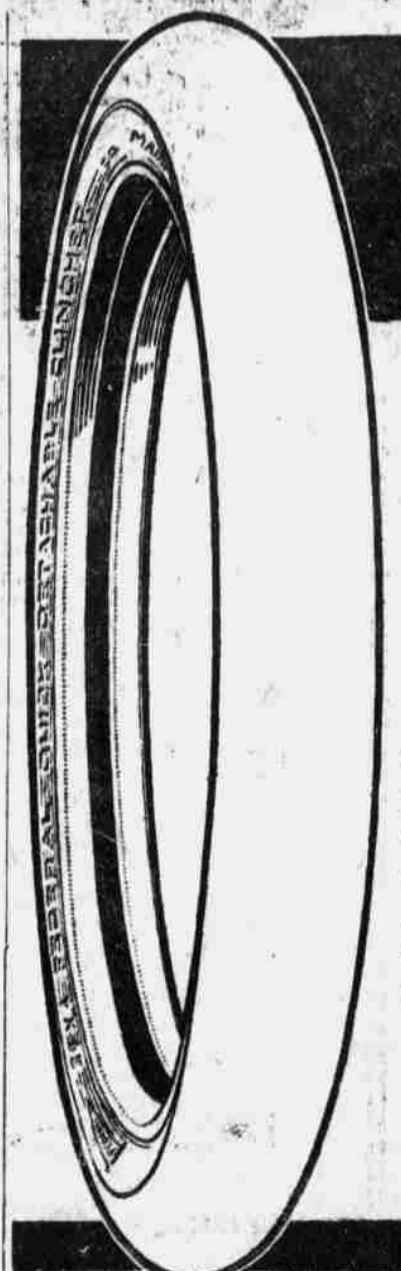
**Roadster Models**

Wheelbase 86 inches, making a car exceptionally easy to handle, especially in narrow or crowded roads. General specifications are the same as those of the touring car. MODEL EE, equipped with top, windshield, Jiffy curtains, demountable and quick detachable rims, extra rim, gas tank, 5 lamps, horn, tools and kit, \$750. STANDARE MODEL, equipped with top, windshield, curtains, generator, 5 lamps, horn, tools and kit, \$700.

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**R-C-H CORPORATION, Detroit, Michigan**  
**LININGER IMPLEMENT CO. 6th and Pacific Sts.**



Powell Supply Co., 2119 Farnam St.



**FEDERAL Tires**  
 "Extra Service"

Federal Tires are recognized by automobilists who know as the tires of "Extra Service." Their exceptional endurance, and the unusual service they render are due to their high quality. Federal Tires are the tires you should select because of the extra service they deliver. The additional miles they give will materially reduce your tire expense. Ask to see Federal Tires—their superiority will be apparent.

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