



AUTOMOBILES



WOULD CONCRETE HIGHWAY

Pioneer Road Builder Suggests Such Construction for Lincoln Route.

KEEP CONSIDERABLY LESS

After a Good Bed of This Material is Once Laid Its Cost is Much Cheaper Than Other Kinds.

Coincident with the organization of the Lincoln Highway association for the purpose of establishing a national highway from the Atlantic to the Pacific ocean, Elwood Haynes, father of the American automobile industry, sets forth his observations of the roads traversed during the recent Indiana-Pacific coast tour. It will be recalled that this tour, held under the auspices of the Indiana Automobile Manufacturers' association, embraced many of the states west of Indiana through which the completed highway must pass.

Incidentally, Elwood Haynes is a strong advocate of the use of concrete in the construction of the highway, due to its permanence and low cost of upkeep. He says: "The roads we passed over en route between Kokomo and Los Angeles were good, with the one possible exception of small stretches in Missouri and Utah; but we must remember that the weather was good, something which was distinctly in our favor. People nowadays demand a highway which will remain in good usable condition 365 days of the year."

"At the present time the question of highway building is receiving more attention than it has at any other period in history."

"The reason for this is apparent. The increase in transportation over our highways, due to the natural growth and general prosperity of the nation, has wrought a change in our mode of transportation; the motor-truck supplants that of the horse-drawn type, and the automobile, among pleasure vehicles, is supreme."

"Under this new condition, our highways have proved inadequate, hence the present agitation for a better and more permanent construction."

"Concentrated effort in this direction first began a few years ago. Its growth is certainly encouraging and is doubtless due to the fact that wherever permanent construction was accomplished, its advantages became so manifest that it was attempted, at brief intervals, in various parts of the country, and with possibly one or two early failures, to be expected, it was successfully undertaken, much to the gratification of the over-burdened taxpayer."

"Public sentiment on the subject was also aroused by nothing more nor less than a proper realization that most of our highways are unworthy of the name. We live in an age of progress and content as we once were, to make a journey, 'weather permitting,' it is against nature today to accept the same proviso."

"More or less, it costs money to maintain any form of pavement, permanent or otherwise, but is plain even to the uninitiated so that besides initial cost, it is equally important to take into consideration the cost of maintenance."

"It is apparent, also, that highways on which a recognized permanent wearing surface is laid, the traffic over them will increase in the traffic of the community. Such thoroughfares act as a magnet to traffic."

"The same is true in general. Once a permanent form of construction embraces all of our main highways, the traffic of the nation will increase more rapidly than it has done, even with the advent of the automobile and the motor-truck. In other words, the growth in transportation has been retarded, due to the fact that our highways are not such as may be economically used."

"Concrete has always been identified with permanent construction. Since the earliest days it has provided the foundation for all forms of permanent highways, and through its successful use in this connection, it suggested itself as a material adaptable for the wearing surface also."

"That which makes concrete construction appeal strongly to the taxpayer, however, is the fact that once laid, it incurs but little maintenance expense and the money previously expended for that purpose is thus diverted into the construction of more roads and pavement of the same durable type."

"Wayne county, Detroit, Mich., perhaps furnishes the best example in this connection. The thirty-odd miles of concrete roadway, built in that community during 1908, 1910 and 1911 cost but \$2 per mile per year to maintain and noteworthy is the fact that practically all of this small expenditure was devoted to cleaning the adjoining ditches."

"Here in America," concluded Mr. Haynes, "we have the car—now what we need are roads so built as will permit our utilizing them at all times of the year regardless of prevailing weather conditions."

AUTO FUNERAL TRAIN IS DOWNFALL OF OLD DOBBIN

The adoption of motor hearse and limousine funeral equipment by undertakers is gradually spreading over the country in the principal cities. The distinction of having a complete "six-cylinder" funeral train is as yet the proud boast of only one undertaking concern in the United States. This firm is the Wacker & Holderie Undertaking company of St. Louis. The new equipment comprises two handsome hearses—a combination funeral and flower wagon and six handsome seven-passenger limousines, all mounted on the Premier six-cylinder chassis. The entire funeral train was furnished by the Lindsey Motor Car company, the local distributors of the Premier car—and the carriage work was procured by them from the firm of Sievers & Erdman at Detroit, Mich.

Congressman Gets Studebaker. Among the recent deliveries of Studebaker "B" cars in Washington was one to Congressman Jacob Johnson.

AUTO CLUBS ARE BENEFICIAL

Help to Promote Community Interest and Welfare of Owners.

MAKES FOR SANER DRIVERS

George W. Bennett of Overland Company Finds Associations Generally Discourage Extreme Speed in Touring.

The automobile clubs which are to be found in every city of any size in the United States are an excellent influence in the motor car industry, according to George W. Bennett, vice president of the Willys-Overland company of Toledo, O. In paying his respects to these organizations, Mr. Bennett points out the great good which has been accomplished in the last few years, and the high standing into which the automobile has come with the public because of the clubs.

"A few years ago automobile associations existed mainly as a social rendezvous for the members," said Mr. Bennett in a recent interview. "At first it seemed that they were thus accomplishing all that could be called for. Opportunity was given for interchange of views with regard to mechanism, style and other features of cars, which had a direct bearing on the development of the industry. Then, too, these clubs did a great deal toward breaking down the prejudices against the automobile that prevailed for a considerable time. When the organizations found that they could exercise a moral supervision over their membership, they condemned reckless driving and other practices on which this prejudice was based. In an exceptionally short time the reckless driver who belonged to an automobile club was the exception."

"Another feature of the importance of the motor club is the fact that its influence has been constantly widening, where, heretofore, it had been almost purely local. There are, in round numbers, practically 1,000,000 cars now in use in the United States, and at least half, and perhaps more, of the owners of these cars belong to various automobile clubs. Thus its movements for safe and sane driving and other improvements are nationwide."

INDIANAPOLIS CONCERN ACQUIRES DETROIT MEN

The J. I. Handley company of Indianapolis, sole selling agent for Marion and American undertakers, announces the engagement of E. H. Horton and Tom O. Jones, formerly of the R-C-H corporation, Detroit, the former as sales manager for the Marion division of the company and the latter as general publicity manager. With the acquisition of the two Detroit men the company follows its announced policy of gathering on its staff the most capable men in the automobile industry.

Key to the Situation—Bee Advertising.

Experts from the Factories to Help the Drummond Co.

The Drummond Motor company has acquired the services of two factory experts for its sales department. G. E. Munger comes from the sales department of the Woods Electric company of Chicago to take charge of the electric cars in the Drummond garage and Paul Tobin comes from the Locomobile company of Bridgeport, Conn., to take charge of the gasoline cars.

Both men are experienced in their line of work and have had years of profitable service with their respective factories. The local firm secured the services of these men at a great expense and it was only because the factories were willing to relinquish the men in order to accentuate the sales of the two cars in this territory that they were allowed to come at all. The Locomobile and the Woods are among the best cars of their kind and the Drummond concern figured that the services of expert sales managers would increase its business.

Although Mr. Tobin will have charge of gas cars and Mr. Munger of electric vehicles, Frank W. Bacon will continue in his capacity of general manager of the entire concern and J. W. Griffith will continue as president. New 1914 models of both electric and gasoline cars have been received and demonstrations and deliveries will be made at any time from now on. Mr. Bacon expects that the present allotment of cars soon will be delivered, but more cars will be received before the present supply is exhausted.

Drawing Press is Installed in the Jeffrey Factory

A giant double toggle drawing press, with a capacity of 1,500 tons, or 3,000,000 pounds, has just been installed in the Jeffrey works at Kenosha, Wis. This press, which weighs 185,000 pounds, or ninety-three tons, required six freight cars in its transportation and, according to the manufacturers, it is the largest of its type in the state of Wisconsin and one of but four of this size in use in the United States.

This press will be used for making the big cowls over the dash of Jeffrey motor cars. The dies for making this particular part required to complete them the efforts of two skilled die makers, working ten hours per day, for two and a half months.

The cost of this press has not been made public, but the Jeffrey people say that if it was paid for in silver dollars, placed one above the other, the pile would measure 129 feet high.

The press is operated by a directly connected electric motor and it takes just one minute and one operation to make the complete cowl.

Candy Man; Candy Car. R. H. Owens, the candy man, has purchased a Studebaker "B" from the Taylor agency, Moberly, Mo.

MANUFACTURERS OPEN DOORS

So Says George E. Daniels of Automobile Makers.

PEOPLE INTERESTED IN AUTOS

Oakland Plant Entertains Hundreds of People Who Are Interested in the Process of Manufacture of Automobiles.

"There are few people today," says George E. Daniels, vice president of the Oakland Motor Car company, "who are not intimately acquainted with the motor car in the making as well as the finished product. It can be safely said that there is no other manufacturing enterprise in which the ordinary man holds such a great interest."

"This is due primarily to the extent to which the motor car has entered the daily life of the people. But the policy of the manufacturers themselves, in opening their doors to the public, has also had its effect."

"American people are curious; they are not to be satisfied with the superficial knowledge of a subject, but seem to have an inborn desire to delve to the root of things."

"Furthermore, they consider first-hand knowledge of double value. This is evidenced by the fact that hundreds of visitors daily pass through the doors of the great automobile factories. And even the most cursory visitor must gain a fund of information relative to motor vehicles."

"At the Oakland plant we entertain in a month enough people to make a small-sized community. Some are Oakland owners acquiring information concerning their car, others are prospective purchasers, while a great many others apparently have no immediate interest. But none fail to be impressed by the wonders of modern car building."

"And it is surprising the number of women we conduct through the buildings. They are even more curious and questioning than the men. They also seem to have a grasp of mechanical details to a far greater extent than they are com-

monly credited with. All of the large plants provide guides, whose duty it is to accompany visitors on their tour of inspection."

PACKARD SECURES SERVICES OF A WESTINGHOUSE EXPERT

Rollin W. Hutchinson, Jr., M. E., has been appointed traffic engineer of the truck division of the Packard Motor Car company. Mr. Hutchinson has been prominently connected with the motor

truck industry for the last four years and has also been a consultant on motor truck merchandising and transportation. Prior to his affiliation with the motor vehicle industry, Mr. Hutchinson was connected with the Westinghouse interests as technical writer and subsequently was engaged in mechanical and electrical engineering practice.

Officials Tour New England. General Manager Clarence H. Booth and Sales Manager E. R. Benson have been touring New England, each in a Studebaker "six."

GREATEST mileage is a Firestone Non-Skid advantage, proved by the tire records of thousands. But there are other big values and economies possible only with

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NON-SKID TIRES

The "give" and road-grip of the deep, buoyant, Non-Skid tread, prevent skid or loss of traction; economize on gasoline; reduce car repairs and increase car efficiency.

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"America's Largest Exclusive Tire and Rim Makers."

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Branches in All Large Cities.

REPUBLIC

STAGGARD TREAD

Original Effective Satisfying

IT WILL PAY YOU TO SEE

Powell Supply Co.
2119 Farnam St. Omaha

"The 100% Car"

The **Marion** "Six" \$2150

The new 1914 Marion "Six" demonstrator is here

Here are the big unusual features:

Westinghouse Electric Starter	Continental 6-Cylinder Motor	Four Double-Acting Brakes
Westinghouse Electric Lights	30 Horsepower	Circulating Lubrication
Electric Horn Under Hood	Lighted Up	Pressure Gasoline System
Stream 35-mile Speedometer	Center Gear	English Steel Springs
Hardwood Shock Absorbers	Multiple Disc Clutch	Die-Cast Wheel Covers
Roll-Over Protection	Q. R. Removable Rear	2 x 1 1/2-Inch Tires
	Blair Top, Box, Curtains	

It has just arrived direct from the factory. You can see it and ride in it by phoning or visiting this address.

The Marion Automobile Co.
2101-3 Farnam St., Omaha, Neb.
Distributors for 1914 Marions

The J. I. Handley Company, Indianapolis
Authorized and Sole Selling Agents for
The Marion Motor Car Company

The 1914 Cadillac inside drive Limousine standard of the world

No car at double its price is more perfectly appointed, more luxurious, or easier riding. As clean and easy to operate as an electric; with greater speed and unlimited mileage capacity; a town and country car in one; a car that can be driven, enjoyed by everyone, man or woman.

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ASK ANYBODY. No other car at any price can give you the comfort, the completeness, or the reliability of the Cadillac.

Cadillac inside drive Limousine.....	\$2,875
Cadillac Coupe.....	2,575
Cadillac Seven-Passenger Limousine.....	3,325

L. O. B. Omaha.

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