

Consuls of the Lincoln Memorial Highway Association in Nebraska



H.E. Fredrickson
Chief Consul for the State



Harry Lawrie
Consul for Douglas County



W.F. Baily - Kearney



P.F.M. Grale - Big Springs



Henry Raatz - Columbus



T.C. Falterson - North Platte



B.K. Dushee - Kimball



J.E. McNally - Schuyler



J.W. Radcliffe - Lexington



Geo. Walz - Fremont



J.W. Welpton - Ogallala



J.W. Ashton - Grand Island



Dr. Glasfeller - Central City

BOOSTING LINCOLN HIGHWAY

Fredrickson Lays Out Line Through Nebraska.

NOW MARKED AND IMPROVED

Great Thoroughfare Passing Through Omaha Part of the Ocean-to-Ocean Route for Automobiles.

In the spring of 1913 a man entered a much battered automobile in front of The Bee building, turned west and was soon out of sight of the watchers. Two months later this same man returned in the same machine, much the worse for wear and even more badly battered. This man was H. E. Fredrickson, then a good road advocate. He had returned from Wyoming after having marked a route across the states of Nebraska and Wyoming. This road was kept up by automobile men in the various counties through which it passed. Then it was forgotten for a while.

Today, almost two years later, this same road is a prominent part of the first ocean-to-ocean route, known all over America as the Lincoln Memorial highway. Today it is but a common, ordinary road with a few signs painted on telegraph poles, barns and fences. Tomorrow, that is to say, within the next few years, it will be one of the best improved roads in the world. Constructed entirely of concrete it will cost approximately \$20,000,000 when completed. Towards this large amount almost \$10,000,000 has already been pledged and the next \$10,000,000 is expected to be in the treasury of the Lincoln Highway association before work is started on the road next spring.

Something of the Road. This road will be from twelve to sixteen feet in width and so constructed that it will last forever. Approximately \$10,000 will be spent on each mile. It will stretch from New York City to San Francisco, or from the Atlantic to the Pacific coast. It will pass through thirteen states, including Nebraska, and through thirteen counties in this state. Recognizing his supremacy as a good road expert, the Commercial club of Omaha sent H. E. Fredrickson to De-

troit this year to attend the American good roads congress, at which place he was appointed chief counsel for the state of Nebraska to the Lincoln Highway association.

Immediately upon his return to Omaha Fredrickson started the Lincoln Highway germ on his trip through Nebraska. As a result a council was appointed in each county through which the Lincoln highway passes in the state.

Not satisfied with this, Fredrickson ordered 5,000 certificates of membership to the Lincoln Highway association and placed them on the market at \$1 each. They were gobbled up in no time. Then 5,000 more were ordered and now Fredrickson is intending to sell 25,000 of these certificates in Nebraska.

The proceeds from the sale of certificates of membership will be used to help build the road. Should the entire 30,000 be sold, Nebraska good roads boosters alone will have contributed \$15,000 towards the highway, not including subscriptions from other sources.

Money Spent in Nebraska. Don't think for one minute that this \$15,000 goes to Detroit to help swell the bank clearings of that city. Every cent collected in Douglas county from the sale of these certificates will go to Omaha banks and every cent collected in other towns in Nebraska goes into the banks in the county where the certificates were sold.

One may think that the job of county consul is just an honor. It is an honor, but there is no end of work connected with it; no end of worry and pain and, what is worse, no pay. It is a job where the consul will do all kinds of work and get nothing in return, unless it is the possible thanks of the people of his county. Just now it may mean nothing, but ten years from now, when the Lincoln highway is completed, then will the county consuls come in for their share of praise.

Each county consul must keep up the interest in his county. He must raise all the money he can to further the project and keep it fresh in the minds of the people. He must mark every telegraph pole through his county with the official insignia of the association. Then he must

sell certificates and keep an accurate account of all moneys collected. He must attend meetings with the consuls from other counties and help keep the road in condition until the concrete is laid. After this is done he has nothing else to do. H. E. Fredrickson must be given nearly all the credit for securing of the Lincoln Highway through Nebraska. Today he has an office in the Commercial club rooms and works night and day without one cent remuneration. It was his ever ready work that made the big demonstration Friday night one of great success and one which will be remembered for years to come.

Fredrickson laid out the original auto road through Nebraska and the Lincoln Highway association recognized his services and to him goes the credit for Omaha being one of the greatest points of the Lincoln Memorial highway.

Oakland Cars to Be Shown in London

One of the most important branches of the Oakland Motor Car company is its foreign department, which distributes hundreds of cars yearly. None of the foreign motor car manufacturers build a medium priced car which will compare with American cars of the Oakland type. This is explained by the fact that there is no manufacturer "on the other side" turning out more than a few hundred cars a year, and the average cost of these cars is \$500. American cars, manufactured in large numbers, plus the shipping charges and duty, can be sold for less than this amount, and American manufacturers are quick to take advantage of this fact.

This year Oakland Australian dealers have already contracted for 400 cars. There is a growing tendency among American manufacturers to be represented at the foreign exhibits, and four Model 36, four-cylinder 1914 Oakland, are being sent by express steamer for the London show. The Oakland will also be shown at the Dublin show.

Key to the Situation—See Advertising.

REGAL DIMS HEADLIGHTS

Introduced to Facilitate Driving Under Bright Street Lights.

PUSH BUTTON DOES THE WORK

Driver Pushes Button and Headlights Are Dimmed to About the Same Brilliance as Side Lamps.

"It is truly surprising," says Sales Manager F. L. Pierce of the Regal Motor Car company, "the number of accidents due directly to the blinding headlights of motor cars."

"In several of the large cities laws are being enacted, making it an offense for a driver to use his powerful headlights within the city limits. Anticipating this

condition, all new Regal cars are being equipped with a special dimming attachment. By simply pressing a button at the driver's seat the headlights are dimmed to about the brilliancy of side lamps, and one runs no chance of blinding some other driver or pedestrian and setting in a bad mix-up.

"The mechanical side of it is very simple. In each of the electric bulbs are two wires of different size, one capable of giving a brilliant light and the other a much reduced illumination. By pushing the dimmer button the lights can be brightened or reduced instantly and as often as desired.

"This feature has other advantages. It not only does away with the bother of side lamps, but by eliminating these lamps, adds greatly to the beauty of the car by leaving the body lines unbroken."

Persistent Advertising is the Road to Big Returns.

UNSPRUNG WEIGHT HAS BEARING ON OPERATION

"Many people have never heard much about unsprung weight," says Guy Smith, Franklin dealer here. "But unsprung weight has a great deal to do with operating cost and with comfort and safety of an automobile. Unsprung weight is made up of parts between the road and the springs of the car. The big items are the rims, wheels, hubs, axles, gears and transmission if it is located on the axle.

"When the wheel of a car drops into a hole or hits a stone the force of the blow on the tire is directly proportional to the unsprung weight. Since the springs do not support the unsprung weight they cannot absorb any of the shock. Therefore the tire takes all the blow. The result is injury to the tire

when weight is added is probably greater than the ratio of the weights as the tire is undoubtedly stressed beyond the elastic limit with the blow from the heavier blow.

"A very simple test to show the effect of unsprung weight can easily be made. If one will jump off a platform with a ten-pound dumb bell in each hand. Then take the same jump with twenty-pound dumb bells and there will be a wonderful difference in the blow. In fact, the heavy dumb bells will probably be dropped. The tires get the same treatment when subjected to heavy blows from excess unsprung weight. But instead of dropping the weight, the tires take the strain and finally blow out."

An extensive motorcycle honeymoon trip is planned by Mr. and Mrs. W. H. Hanson of Columbus, O. They will visit New York, Boston, Montreal, Canada, and Buffalo.

Ask Dun's, Bradstreet's Or Your Own Banker

NOW, MORE THAN EVER BEFORE, it behooves the dealer and the buyer to look carefully to the financial stability of the automobile manufacturer whose car he contemplates owning.

THERE HAVE BEEN SOME occurrences of late that should serve as a warning in this regard. On the other hand, there hasn't been a failure that wasn't scheduled. They were foreordained from the first—inevitable.

SOME WERE OVERDUE, in fact. Thanks to the splendid demand for cars, which we and other responsible concerns were unable to supply in full, some of them were accorded a longer lease of life than their product or experience or financial backing entitled them to.

THERE WAS NO EXCUSE, however, for any buyer being in ignorance of what impended. That was easily foreseen.

LET US SUGGEST that now, you who are in the market for a car look into this matter as it deserves. You owe it to yourself—and us.

ASK BRADSTREET'S OR DUN'S. Or if you are not a subscriber, ask your Banker to investigate and inform you. He will do it gladly.

ASK HIM WHICH ARE the five financially strongest automobile manufacturers. YOU WILL FIND that the Maxwell Motor Company is one of the five—and it will not be fifth in point of stability either.

HAVE HIM ANALYZE the latest financial statements of these five strongest and tell you which have the greatest amount of assets in proportion to liabilities—including bonded indebtedness, etc., of course. We think he'll tell you the Maxwell Motor Company is one of the leaders.

PERHAPS YOU DIDN'T KNOW—there's been so much confusion in this matter—that the Maxwell Motor Company has no connection whatsoever with the late Maxwell-Briscoe Company except that this concern

purchased, through the U. S. Courts, all the assets, not only of that, but of several other concerns.

WE STARTED WITH A CLEAN SLATE—with plants worth many millions, with ample cash on hand to take care of our manufacturing operations, etc.

WE HAVE NO BONDED INDEBTEDNESS—no outstanding notes or debts of any kind except current open accounts not yet due.

AND TODAY WE ARE nine months old with orders on our books for more than thirty thousand cars.

HAS THAT RECORD EVER been surpassed in this industry? We submit the account of our stewardship—ask Bradstreet's, Dun's or your Banker for further particulars regarding the operations and stability of this Company.

THEN YOU'LL FEEL SECURE on that point and, when you compare the cars as carefully, there will be only one answer, "Yours will be a Maxwell."

THERE ARE THREE MAXWELL MODELS—the "28" for \$750; the "35" for \$1225, with electric starter and lights; and the self-starting 7-passenger "50-0" for \$1975. A handsome illustrated booklet descriptive of each model tells How and Why we can give such values. Send today for the book on the Model you are interested in.

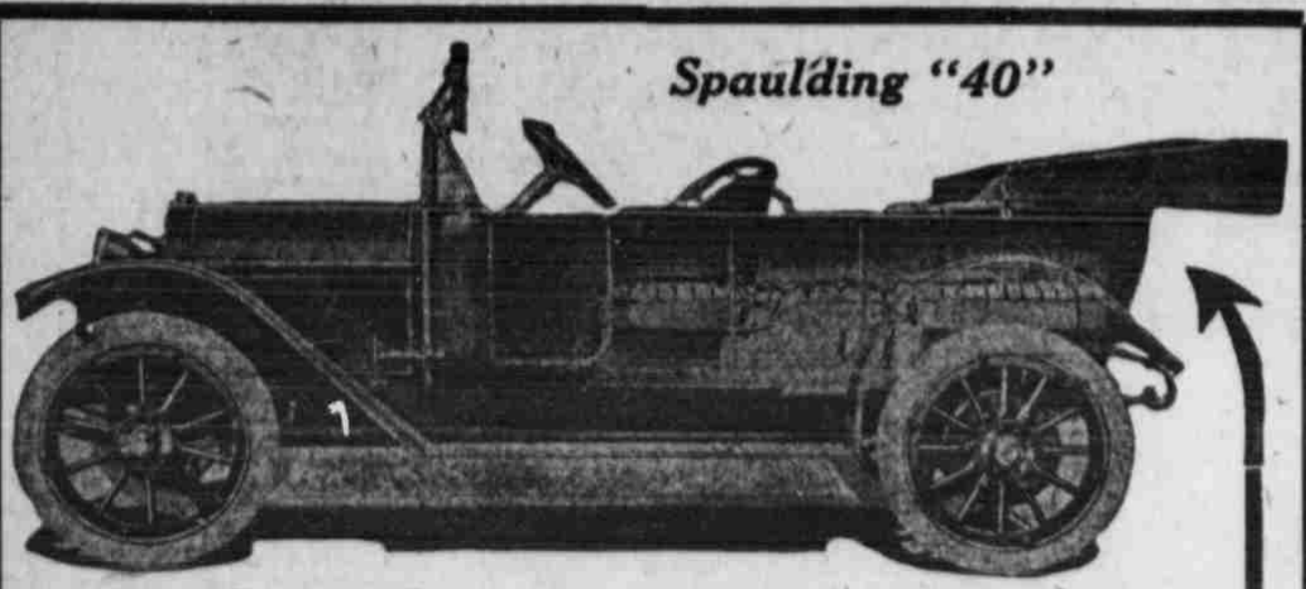
Maxwell Motor Company (Inc.)

Detroit, Michigan

Motor Car Sales Company, 205 State Bank Bldg., Omaha, Neb.

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|-------------------------------------|--|
| Swanson Brothers.....Hastings, Neb. | Zapp Auto Company.....Fremont, Neb. |
| F. P. Schmitt.....Madison, Neb. | Burt Philpot.....Weeping Water, Neb. |
| William A. Kurz.....Scribner, Neb. | Fletcher Auto Company.....Tecumseh, Neb. |
| | O. H. Schneck.....Pawnee City, Neb. |

District Manager, John Yoke, 205 State Bank Bldg., Omaha, Neb.



Spaulding "40"

A New Idea In Automobile Construction

The new "Spaulding Pullman" so named because of the rapidity with which it can be transformed into a perfect sleeping car, an idea entirely original in the automobile industry, is one of the handsomest, most perfectly constructed of any 1914 line. No outside obstruction to mar the beauty or harmony of its lines.

The Spaulding Forty is built to please the experienced motorist who is the hardest man to satisfy. The Spaulding Forty is built large enough to be comfortable; strong enough to be durable and safe, and light enough to be economical. For your own satisfaction, we want you to examine this new 1914 model.

LIVE DEALERS WRITE FOR TERRITORY

FREELAND AUTO CO.

Distributors for Nebraska, Western Iowa and South Dakota

1113 FARNAM STREET.

OMAHA, NEB.