

GOOD ROADS BIG AIM OF AUTO CLUB

Bettering of Highways Is Fundamental Motive and Inspiration of Organization.

CO-OPERATION IS IMPORTANT

"Tell me what company you keep and I'll tell you what you are," can be appropriately paraphrased to, "Tell me what kind of roads you have in your vicinity and I'll tell you how progressive your citizens are."

Good roads, and all that pertains to their making, maintenance and beautifying, is the fundamental motive and inspiration of the Omaha Automobile club. Touring benefits and road information, to be of service, depends upon the advance of the good roads movement.

The club has always advocated and supported every reasonable demand for better highways. S. E. Smyth, assistant secretary, pointed out. County and city commissioners have co-operated with the club in every way possible, he said.

Publicity Is Important.

Good roads and their ultimate building depends to a large extent on plain, old, every day publicity, conversation between Jones and Brown; and when the talk has made a wide enough circle of adherents, then action must follow.

This publicity concerning a certain demand for highway building is what the Omaha Automobile club is doing every day in the year through the fraternal feeling of the members on this one most important topic. The individual motorist in the club has a chance to exchange views with other members, with the result that a natural demand arises from the several individual observations and wants.

The club, according to Mr. Smyth, has never made it a practice of annoying city and county officials with petty complaints pertaining to road repairs. Complaints are first investigated, and if found to be of importance, then request is made of the authorities for action. Hundreds of important repairs to city streets and county highways have been brought about through concerted action from the club. Probably a dozen members will report the same complaint. By this assembling of the wants and needs of the motoring public, action is more quickly assured, and coming from the majority of motorists through their club it bears a weight of importance which demands recognition.

Successful Co-operation.

The club's efforts in furthering good roads is not confined to Omaha and vicinity. It has been very successful in securing co-operation from towns and counties touched by important highways. The Omaha-Denison-Spirit Lake Airline, from Denison to the lakes, has been put in much better traveling shape through the action taken by the club with the several good roads organizations along the line. The club has secured action from the towns along the Spirit Lake Airline in brightening up the road markings, the entire route from Denison to the lakes being now marked, as has been marked with a large white "A."

The club's interest in signing the highways has been instrumental in bringing in new members from all over the state. Alliance, itself a strong supporter of road signing, is a deep admirer of the club's work and the two members there are working up a dozen more to send in.

The larger the membership in the Automobile club, the quicker a crystallization of thought and want in the matter of good roads will come about, for it is appropriate that through a club which is primarily a good roads organization, should come the initiative," Mr. Smyth declared.

No Strings on the Goodrich Prizes

Word has just been received from the Goodrich tire factory to the effect that there are no strings of any kind attached to the cash prize of \$10,000 offered for distribution between the holders of first, second and third place among automobile racers entering events sanctioned by the American Athletic association for the 1916 season.

The score of the drivers participating in the official American Athletic association races for 1916 will be kept by the American Automobile association and the Goodrich prize will be awarded irrespective of the make of tires used to the drivers holding first, second and third place at the finish of the season.

The Silvertown tire, made by the Goodrich people, is a very popular tire among race drivers and has been used to the utmost satisfaction by the winners of numerous races during the past season. Its peculiar adaptability to the most severe tests of racing has caused its popularity among race drivers and this popularity has induced the Goodrich people to enter into the racing events enthusiastically.

The Goodrich people assert that this prize is offered merely to encourage racing and is not offered for the purpose of inducing the use of Goodrich tires by drivers participating in the races.

It was many years after the discovery of gunpowder and its application to certain forms of military machine were found to give to the world's weapons of that kind of the early artillery.

FOR AUTOMOBILES

We are not trying to make a little additional profit on oil, but the expense of your engine.

PANHARD OIL

is refined from Pennsylvania crude. Combines heavy lubricating body with lightest motor oil. We sell it in half-gallon or gallon clear-bottled cans to suit you.

POWELL SUPPLY COMPANY
OMAHA

Automobile supplies
363 Farnam.

FOR MOTOR BOATS

ADDITIONS TO JEFFREY PLANT

Plans Being Made for Two Ultra-Modern Shop Buildings at Kenosha.

TRIPLED DEMAND FOR CARS

As a result of the tripled demand for Jeffrey motor cars and trucks the Thomas B. Jeffrey company will add two big, ultra-modern shop buildings to their huge plant at Kenosha, Wis., this summer. Plans for the new structures are being rushed through to completion by a firm of Chicago architects.

Work will be started first on a new foundry. This building will measure 125x600 feet, one-story high and of reinforced concrete. Nothing will be left undone in the way of equipment, and when the building is finished it will be second to none of its kind in the country. It will provide another splendid unit in the organization under whose roof is made 93 per cent of every Jeffrey car put on the market.

The architects combed the country for advanced ideas of foundry construction. The roof of the big building will be, for example, so constructed as to make smoke and gases a negligible quantity inside. It will be built saw-tooth style, with the windows so arranged as to open automatically every so often and clear the air inside. The Jeffrey company has ever gone the limit in safeguarding the health and safety of its employes.

The other building planned by the Jeffrey company will be five stories high and constructed of concrete. It will be devoted exclusively to the manufacture of car bodies, and will contain the most modern kilns for seasoning the lumber used. Jeffrey is one of the few companies that manufactures its own bodies.

VETERAN AUTO MAN TELLS OF CHANGES

J. G. Heaslet Built First Car When Industry Was in Its "Swaddling Clothes."

WITH STUDEBAKER COMPANY

James G. Heaslet, vice president in charge of engineering and production of the Studebaker corporation, belongs to the limited few who have been in the automobile industry practically since its inception.

It is not generally known outside of the automobile industry, and particularly among the old-timers, that he first designed an automobile some nineteen years ago, when the automobile industry was "in its swaddling clothes." But now that he has developed the Studebaker product up to the point where this year 100,000 Studebaker cars must be built to meet the demand, it is a difficult matter for him to hide his "light under a bushel" any longer.

It is a far cry from the first horseless carriage which Mr. Heaslet designed to the present Studebaker models. Yet through all the years he has never deviated from his policy of adhering to a dignified design of the product for which he was responsible; of so designing a car, for instance, that the owner would not find his automobile becoming obsolete in a year.

Many Temptations

It is doubtful if any business has held out greater temptations to engineers to change from a well-defined ideal to a whim of the moment than has the automobile industry. It has been an industry of Aladdin-like changes and meteoric growth, an industry where things happened so fast

as to make men engaged in it lose sight of the biggest ideals, or at least sink those ideals behind some trend of the moment.

Mr. Heaslet is an engineer by profession, yet he combines his ability to design with a rare appreciation of what sort of automobile the people want and will buy. To him is given credit for working out the quality

standards which dominate in Studebaker cars.

"It is my experience that people have changed in their ideas of what counts for most in an automobile," says Mr. Heaslet. "They are no longer swayed by unique or novel design, but by real worth. They want the car that offers the most all-around value for the amount of

money they are willing to spend, and they use common-sense methods of determining that value. They look for power, dignified design, roomy comfort, easy riding quality, good looks that do not become obsolete in a year and the ability of the car to stand up under hard usage. The great majority of buyers will choose a car that is a well-balanced unit,

rather than a car of faddish design or one that is overdeveloped in one or two points, and underdeveloped in others.

To get in or out of business; to buy or sell advantageously; use Bee Want Ad Columns.

New Mid-Year Model
73 New Conceptions



\$1325 f. o. b. Racine
With 26 Extra Features

Some 30-Year Mitchells

Built by John W. Bate—Another Efficiency Feat

We know of one Mitchell—built by John W. Bate—which has run 218,734 miles. It is running still.

We know of six Mitchells—built by John W. Bate—which have averaged 164,372 miles each. That's over 30 years of ordinary service.

The Mitchells of today are built better than those cars. We have learned a hundred ways to add strength and endurance.

But the records we cite are unequalled in car building. They will give you a new light on what Bate methods mean.

Why Most Cars Fail

In the 13 years since Mitchell started hundreds of makers have fallen. And hundreds more will fall.

They fail through lack of service. Time proves that rival cars outwear them.

So in every line. Records show that not one in ten meets the test of time.

This concern was 70 years old when it built the first Mitchell car. We knew what Time's verdict meant. So we never attempted a quick success. We built for the years to come.

That was one reason why we secured

This Mid-Year Mitchell, with its 26 extra features, needs no praise. You never saw a car with so many attractions. But we want you to know how much lies back of all the things you see.

John W. Bate, the efficiency engineer, to help create this car.

Ask Some Engineer

This Mid-Year Mitchell presents a hundred appeals. It has all the best features found in 257 Show models. It has 26 wanted extras—things that other cars lack.

Still we say—Don't judge this or any car by externals. Get the inside facts. Measure the men who make it. Ask the men who own it. Learn how engineers regard it.

Every Mitchell dealer has a list of engineers, famous the country over. Each of those experts selected the Mitchell, among the hundreds of cars, for his personal use.

See that list. Mark the standing of the men. That will indicate to you how qualified men regard the work of John W. Bate.

Twice the Value

This new Mid-Year Mitchell offers twice the value we gave you in 1910. It

gives you, we think, 20% greater value than any rival car gives today.

That is due to factory efficiency, worked out by John W. Bate. It is due to \$5,000,000 invested in a model cost-saving plant.

You get part of that saving in the Mitchell price.

No other car of this size, power and class sells anywhere near so low.

You get in addition 26 costly extras—valuable features which other cars lack. Come and let us show them to you.

257 Cars in One

You will find in this one car—this Mid-Year Mitchell—all the best new ideas of the year. Our experts and designers examined 257 Show models before this new design was completed.

One of its best features is the Bate Cantilever springs. No other car has them. They double the ease of riding. They make shock absorbers unnecessary. And never yet has one Bate spring broken. Not one has ever called for repair.

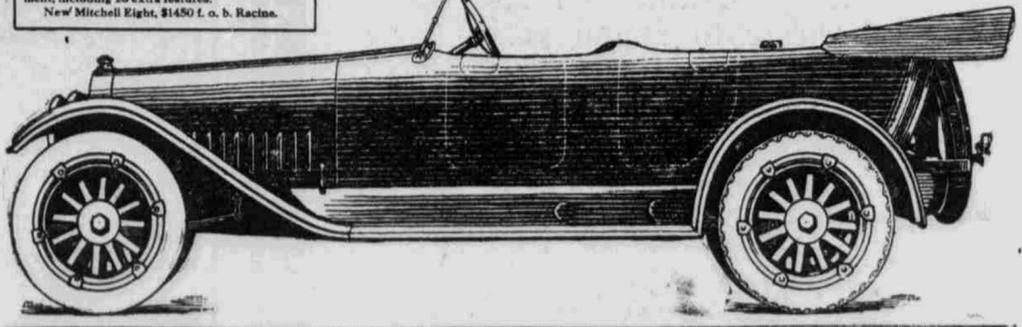
These new models are now arriving fast. If you find this car the car you want we shall not keep you waiting.

MITCHELL-LEWIS MOTOR CO.,
Racine, Wis., U. S. A.

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For 5-Passenger Touring Car or 3-Passenger Roadster
7-Passenger Touring Body \$35 Extra
High speed economical Six—48 horsepower—17 inch wheelbase. Complete equipment, including 26 extra features.
New Mitchell Eight, \$1450 f. o. b. Racine.



Its Wheel Base Is Nine Feet!

This remarkable Roadster has all those comfort features that are usually found only on expensive runabouts—long wheelbase, full elliptical springs, spiral shock absorbers and heavy tufted upholstery.

It looks expensive—not sporty, freakish or loud—and its gearless transmission gives it a smoothness and ease in running that all gear type cars lack. It's the ideal Roadster for a woman to operate, because everything about its control and engine is so simple.

Come in and see this METZ. Light in cost, upkeep, gasoline and oil consumption. It has a record for day-in-and-day-out performance. So simple you can take care of it yourself, in your own garage. You can understand the engine at a glance, and reach every part in a minute. It's the light Roadster that leads them all.

If you haven't time to let us demonstrate it to you, write at once for literature fully describing and illustrating this METZ Roadster.

The Quality Car
METZ COMPANY
2056 Farnam Street, Omaha, Neb.
Phone Douglas 6187



\$600 Completely Equipped—including Electric Starter and Electric Lights.

\$350 AND A FORD

MAKES THIS GUARANTEED ONE TON TRUCK

\$4,000,000 Already Sold

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