

AUTO FATHER OF GOOD HIGHWAYS

Federal Appropriation for Road Work Shows Country Is Awakening.

IS A NATIONAL MOVEMENT

Perhaps not one motorist in fifty realizes that the year just closed has seen the greatest single accomplishment in the cause of good roads since the revolutionary war.

When President Wilson, on July 11, placed his signature to the Bankhead-Shackelford good roads bill, \$85,000,000 of federal funds and a like amount to come from the various state treasuries was dedicated to the cause of better American highways. This means that for the next five years \$34,000,000 will be spent annually in making the road system of the United States comparable or superior to the present fine roads of Europe.

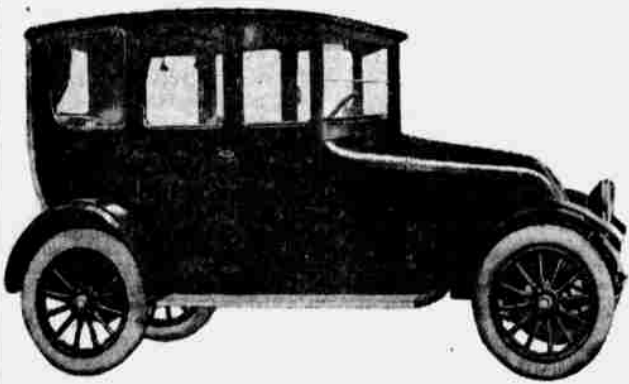
No more splendid tribute to the educational value of the automobile could be paid than this action on the part of congress. Until the coming of the motor car the good roads issue possessed little vitality. For seventy-five years the government exercised a passive policy toward building permanent highways. Railroads pushed into virgin territory, cities sprang up along the right-of-way, but the rural arteries of travel remained in the same hopeless condition as when the pioneers ploughed through them atoot or on horseback.

Starts Road Movement.

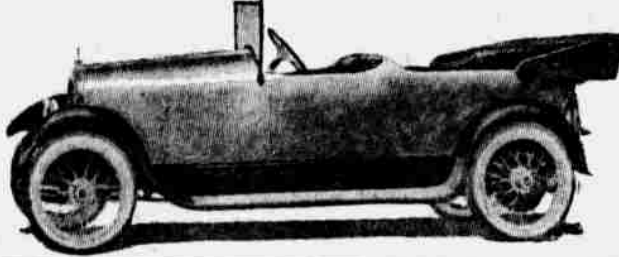
With the first motor cars came the first feeble impulse to the good roads movement. The first cars were sold to city men who very quickly found out that where city pavements ended there ended all hopes of further travel. Pneumatic tires availed nothing against trackless stretches of gumbo mud or corduroy roads.

With the mechanical improvements in motor cars, the owner chafed at his limitations and demanded better state roads. Many states have been active toward promoting their own road systems as a result of this agitation, and quite a little has been accomplished in some localities. But it

Franklin Touring Car



Seven Passenger Touring Marmon



the biggest factors toward this development and shipments of cars will follow new highways as fast as they are opened. With Uncle Sam firmly backing up a national highways program, the automobile manufacturer has less reason than ever for believing in the existence of a "saturation" point for the motor car industry. Expansion and increased sales will be the slogan for this giant of American industries for years to come.

Selling Paige Cars by The Snowshoe Route

The early bird catches the worm and likewise the early motor car salesman the cream of the contracts. But in the case of the latter it is sometimes necessary to do the scratching on snowshoes.

Up in the northeast corner of Utah, sixty-eight miles north of Salt Lake City, is the city of Logan, resting in the fertile Cache valley. Not long ago L. R. Peart was given a Paige agency for that locality and Mr. Peart proceeded to get busy. Unfortunately the severe winter had the lovely Cache valley covered with a mantle of snow reported to be fourteen feet thick.

The Paige man, sizing up the fourteen feet of "beautiful" covering the valley, communed with himself and argued it out thus: If the salesman could not get to the farmer because of road and weather conditions the farmer was also at a disadvantage. He could neither come to town nor do much work on his place. Naturally he must have had lots of time to read the newspapers, farm papers and magazines. There had been ample time for him to study the advertisements at his leisure and doubtless many a tiller of the soil after perusing the alluring Paige advertisements of "The Most Beautiful Car in America" had been discussing a possible purchase with his family and dreaming of spring and the time when he could drive his own Paige over the road.

In other words, Mr. Peart concluded the farmer was ripe for a sale and that now, snow or no snow, was the psychological moment. As he couldn't drive a car to the farmer he fastened on his snowshoes and started out. In three weeks he had eleven signed orders for Paige cars and cash deposits on all of them.

The other dealers are still sitting around the stove waiting for a thaw.

has remained for government co-operation to open up the full possibilities of the country by appropriating this huge sum for road improvement.

Just what the federal aid bill will bring to business in general can only be conjectured. That it will vastly benefit the farmer in transporting his goods to market is well known. And it should work to reduce the high cost of living by bringing foodstuffs, heretofore destroyed or wasted because of lack of communication with marketable points, to city markets where the demand is great. One thing we are certain of and that is a remarkable expansion in the business of American automobile manufacturers.

People who have shaken their heads over the future of the automobile industry have failed to appreciate

the magnitude of American wealth. As President Wilson said in his address on good roads at Indianapolis: "You cannot know what the resources of the country are unless the country is covered over with a network of roads which will release all the locked-up riches of all countries."

Those who have been connected with sales distribution of motor cars in the last ten years know that this statement is true. They know that vast stretches of territory practically isolated by lack of transportation facilities will be opened up with new roads and that the development of the rich farming or mining territory will create wealth for a new class of pioneers.

The automobile will prove one of

Double Cowl Provides Room for More Lockers

The prevalence of the double cowl has provided a chance for the insertion of many useful lockers for small articles, such as goggles, veils and maps. This form of design has also added materially to the smooth appearance and the artistic lines of the car.

Plenty of wheel base, ample interior body room and in some cases adjustable seats and foot pedals make for the comfort of the user. It is emphatically a comfort year.

This effort to add to the comfort and the convenience of the car is actively in evidence in the accessory field. There are new devices for heating the enclosed car, for locking the car, auxiliary shields for driving in the snow, levers designed for quick

lifting, a cigar shield to prevent the wind from extinguishing the driver's cigar, hat holders, camping outfits, and so on through a long list.

Maxwell Wins Honors In Its Own Home State

The Maxwell is not without honor in its own land, for right in the hub of automobile producing, Detroit and southern Michigan, a Maxwell touring car took to the gravel roads of the Wolverine state last November and, with Ray McNamara at the wheel and carrying four passengers in all, established a reliability and durability record that so far has not been closely approached by others who have sought to better it. Due to early fall rains, the roads were in some places almost impassable when the run was made, but despite this the

car went from Detroit to Grand Rapids and Kalamazoo and back, a total of 350 miles, in nine hours and forty-five minutes. The average speed was 35.9 miles per hour. A challenge for a competition run had been made in behalf of the Maxwell. No one accepted, so the car ran alone.

Motor Truck Purchased By the St. Paul Schools

A one-ton motor truck has been installed by the Department of Education of St. Paul for service on a regularly scheduled route to all the school buildings and branch libraries of the city, says The Power Wagon. It will take the place of horse-drawn wagons now used, and is expected, while furnishing quicker and more regular service, to reduce the cost of deliveries.





Why Were These Records Never Challenged or Broken?

In view of the fact that many claims for Performance—Efficiency—Economy are made by those interested in the sale of various poppet valve engines—

Why have they never accepted the challenge to duplicate the official records established by Knight engines in block and track tests (in 1909) before the Royal Automobile Club of Great Britain and Ireland?

Why have they ignored the opportunity to break the 337-hour Knight endurance test conducted in 1913 by the Automobile Club of America?

The overwhelming, all-around superiority of Knight-type engines was so conclusively proven that no poppet valve manufacturer has ever dared to submit his engines to the same tests since!

The genius of a great inventor—Knight—has been combined with the genius of a great manufacturer—Stearns—to produce the Stearns-Knight; the type of car that is recognized as the standard of high-grade motor car practice.

4-Cylinder Open Models, \$1495 f. o. b. Cleveland	8-Cylinder Open Models, \$2250 f. o. b. Cleveland.
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McIntyre-Hayward Motor Co.
DISTRIBUTORS—OMAHA, NEB.
2427 Farnam St. Phone Doug. 2406.
See the "Stearns" at Space 24, on the stage—OMAHA AUTO SHOW.





See the GOLD CAR

at the
Automobile Show
An Evolution of the Gold Chassis

This year Studebaker will exhibit at the Show one of its new Series 18 Cars finished in 24 carat gold—a gold car evolved from the famous Gold Chassis of last year. About four hundred ounces of 24 carat gold were used in finishing this car, and as it stands at the Show it is valued at \$30,000.

The gold finish exemplifies, as nothing else could, the quality, the beauty of finish, and the fineness of workmanship that has made it possible for Studebaker to say with truth "The Day of High Prices for Fine Cars has Passed."

This Gold Car at the Show is but a symbol of Studebaker worth. It is a STOCK car. Your Studebaker will be exactly the same in every detail except for the finish and top. Your Studebaker will have the same distinction of lines, the same power, the same comfort, the same perfection of design and workmanship.

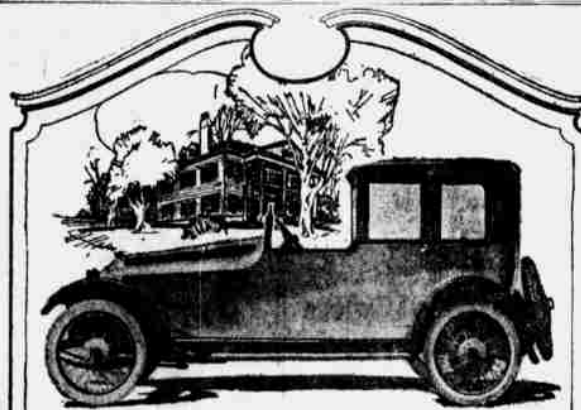
Do not fail to see this Gold Car—the one feature above all others—at the Studebaker Exhibit.

The Gold Chassis exhibited at the Show last year is now being shown on the Pacific coast.

STUDEBAKER

SOUTH BEND, IND. DETROIT, MICH. WALKERVILLE, ONT.

Complete car designed and manufactured in Studebaker factories.
Body, Top and Upholstery from Studebaker Custom Body Department.
Gold plating by Yale & Towne, Stamford, Conn.



Eight-Cylinder Town Car COMPLETENESS

WINTER comfort and limousine luxury are here available in the same high degree of workmanship and equipment that you look for only in the costly, heavy cars;

Plus the handiness and economy that are possible only in light weight construction;

Plus the exclusive style quality that distinguishes Scripps-Booth from every other design.

Scripps-Booth

Only a limited number of these town cars will be built. A few are ready for delivery.

At the Omaha Show, Space F—Palm Room

W. M. Clement Motor Co.

Distributors
2512-14 Farnam St., Omaha.
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Four-Cylinder Roadster - \$ 933
Four-Cylinder Coupe - - 1450
Eight-Cylinder 4-Passenger 1285
Eight-Cylinder Town Car - 2575