

NATIONAL ROAD PROBLEMS CONSIDERED BY CHAMBER OF COMMERCE OF UNITED STATES

Men Prominent in Transportation, Auto Building and Road Work Urge Authorization of Federal Highway Department; Larger Sums Are Being Expended Every Year.

The question of ways and means of improving America's highways was thoroughly discussed at the time of the annual meeting of the Chamber of Commerce of the United States recently held in Chicago.

Outline Work.

This important subject was ably covered in addresses delivered by two of the most prominently known men in the country, heading great industrial enterprises, who are giving of their time in advancing the interests of good roads. These were F. A. Seiberling, president of the Goodyear Tire and Rubber company of Akron, O., and president of the Lincoln Highway association, and Mr. R. D. Chapin, president of the Hudson Motor Car company of Detroit, Mich., chairman of the highways transport committee of the Council of National Defense and vice president of the Lincoln Highway association.

Mr. Chapin delivered an address in which he outlined the important work of the highways transport committee which is serving to facilitate transportation needs through the extension of the use of the motor truck for overland hauls to relieve the railroads of their present staggering burden of traffic.

Mr. Seiberling spoke of the highways transportation problems of the day, saying in part:

"We need, and should have at once, created and empowered by proper legislation, a strong, independent federal highway department, adequately supplied with money and with broad discretionary powers over its expenditures and so organized that it could make a thorough survey of the requirements of motor truck transportation and dictate to the state, county and township road-construction units upon what roads their money should be expended. By thus correlating the efforts of all of our road-construction agencies and being in a position to supply additional funds where needed to augment the local finances, to bring about a uniform, continuous system connecting our main cities—connecting our mines and farms and factories with our ports, such a federal department would be of the greatest possible benefit to the country and accelerate tremendously, and at once, measures for transportation relief.

Total Expenditure.

"Our total expenditure for roads, according to the figures of the office of public roads of the Department of Agriculture, has been for several years past over \$250,000,000 a year, and yet only approximately 10 per cent of the total mileage of roads in the United States have received any attention whatever; and less than two-thirds of that 10 per cent is in any way adequate for the type of transportation we have been considering. Further, even this proportionately small mileage of road improvement does not link up to form what can be called a road system. It is scattered; its usefulness for interstate freight transportation is negligible. An immediate building program, designed to connect up existing scattered construction, is essential.

"It is estimated that approximately 20 per cent of our roads will carry from 80 to 90 per cent of our traffic; or, in other words, 400,000 miles or so of permanently and properly constructed roads in the right place in this country would practically complete our necessary highways. At the same rate of expenditure, this national system, this wonderful adjunct to the nation's transportation facilities, could be accomplished in 20 years without a cent more than we are now expending, if some central authority empowered by the government, taking a broad, bird's-eye view of the national situation could, from an unbiased standpoint, designate which roads these are. The same authority, by promptly indicating the immediately necessary war roads, could bring about their uniform improvement at once with funds already available."

SPECIAL CARE OF SPARK IS VITAL TO CAR ECONOMY

"Generally speaking," asserts W. L. Kelly of the Noyes-Kelly Motor company, King distributors, "a car operates at least expense per mile when it runs in high gear with the spark plug advanced, but not always. This condition is a most extravagant one when the vehicle is running slowly, first, because the spark is then too early, producing a spark knock, and, secondly, because the power impulses are farther apart and the action is therefore less; even, power being consumed in overcoming the inertia of the flywheel, which is very great at an uneven torque.

"Many drivers try to stay in high gear and keep their spark levers advanced all the way as long as possible in climbing a hill. Under these conditions, when a change is finally to be made, it may be necessary to go down into low because of the low speed, whereas second would have sufficed with a little more momentum.

"Not only this, however, for with the engine laboring there is a great strain on all the parts, the bearings are undergoing great pressure while being only poorly oiled and with the spark too far advanced the combustion of the gas is partially exerted in reverse direction, actually slowing down the engine, and partly on dead center, subjecting the whole engine to a terrible shock at every explosion.

"Naturally, too, much fuel is being wasted in this destructive effort. Most drivers who do this think they are economizing because they reason their engines are turning over less times per given distance of car travel, and hence less gas is being passed through the engine and burned. This is not so, many of them will be surprised to learn, for if a change were made to second speed, actually less fuel would be consumed."

"Omaha Real Estate is the best investment you could make. Read The Bee's real estate columns."

STUDEBAKER MAN TO LEAVE AUTO ROW

Interests Outside of Auto Business Will Require Entire Attention; to Enter the Oil Game.

Announcement was made last week to the effect that E. R. Wilson, head of Studebaker Wilson, Inc., had given



E. R. Wilson

up his contract with the Studebaker Corporation of America to devote his time to other interests.

Mr. Wilson, although a young man, has been one of the marked successes along the Omaha automobile row. He has been active in all co-operative work among the dealers, and leaves the row with the best wishes of every one concerned.

No Friction.

In speaking of this move, both E. R. Wilson and C. S. Connor, manager of the Studebaker Omaha branch, were emphatic in their denial that there had been trouble of any

Much Depends



nature. The friendliest of relations still exist between the parties concerned and the change was due to an entirely different circumstance.

For the past two years Mr. Wilson has been interested quite heavily outside of the automobile business. One of his investments has been oil, and the recent activities among oil operators has developed an opportunity which Mr. Wilson feels will require his entire attention.

It is for this reason rather than any lack of faith in the future of the automobile business that has prompted him to quit the automobile business.

New 'Liberty' Backers Are Now In New Home on Douglas Street

The Omaha Liberty Auto company, recently organized to handle the Liberty "Six" in this territory, is now located in its new quarters at 1914-16 Douglas street. This location, which is a building recently constructed, has been arranged in most attractive style for an auto show room.

William McCullom, who for some time past has been assistant sales manager of the W. M. Clement Motors company, is at the head of this new firm, and a very successful future for the new firm is predicted by those who are acquainted with McCullom and his record as an auto salesman.

Decoupling at Corners.

While it is a wise precaution to throw out the clutch when rounding a sharp corner, it also has a beneficial effect upon the tires. Whenever the car tends to skid, due to its deflection from a straight course, a cross strain is brought to bear on the tire treads, which is directly proportional to the weight of the vehicle and the radius of the curve and proportional to the square of its velocity. If the power is applied in rounding a curve the tendency to rip off the tires is further aggravated by the backward drag due to traction. If the clutch is released, however, that factor is eliminated and the strain is thereby reduced.

CADILLAC CAR AS OUTDOOR PULPIT

Missionary Will Make Cross Country Trip From San Francisco in Specially Made Vehicle.

Indicating the trend toward motor transportation is the specially fitted Cadillac car of David Goldstein which left San Francisco recently.

Mr. Goldstein is a representative of the Catholic Truth guild of Boston and is engaged in mission work.

His specially fitted car gives him an outdoor auditorium in a way.

The forward part of the body is so arranged that the top can be adjusted to form a sounding board for the speaker who talks out in the open.

Mr. Goldstein is now touring California, but will eventually cross the country, finishing his trip at Boston in the fall.

Auto Warning Signal Like Semaphore Arm Used by R. R.

"Omaha is fast taking up" with safety first appliances as a means of increasing efficiency and insuring safety," asserts Sol S. Goldstrom, an Omaha automobile man.

"Recently we became interested in the Comer Auto-Stop Signal and have 'taken on' the distributor contract for Omaha. This safety-first appliance has met a ready welcome at the hands of Omaha motorists.

"This appliance was designed by an old railroad engineer and, through a connection with the brake rod, it throws up a warning arm similar to the semaphore signal adopted by the railroads. At night it lights automatically, as does the semaphore signals."

DODGE BROTHERS MOTOR CAR

Right when it began, the car has been growing steadily better.

Public confidence has consistently increased. Its performance has steadily improved.

It will pay you to visit us and examine this car.

The gasoline consumption is unusually low. The tire mileage is unusually high.

Touring Car, Roadster or Business Car, \$885; Winter Touring Car or Roadster, \$1050; Sedan or Coupe, \$1850. (All prices f. o. b. Detroit)

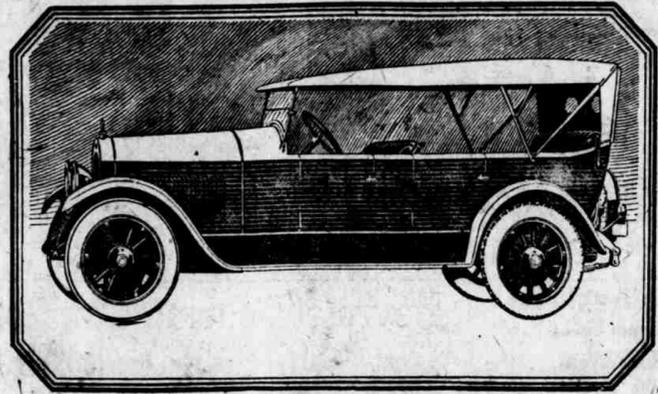
MURPHY-O'BRIEN AUTO CO.

814-16 Farnam St. Omaha, Neb. Phone Tyler 123. Service Station—Blackstone Garage—3814-16 Farnam St.



The Cole Aero-Eight

Seven-passenger Tourster



EVERY road is a boulevard when you ride in the Cole Aero-Eight.

It is not simply a composite of chassis, power plant and body—

It is a new type of mechanism—scientifically designed and equipped with every advanced feature of improved eight-cylinder construction.

It defies description. Its performance, alone, justifies the effort taken to produce it.

THE limit of Aero-Eight capacity seems unattainable. There is always a reserve for the emergency. Its inexhaustible energy is created by adapting to its construction the latest advancements in improved aerotype engineering as conceived for the great war machines.

DE BROWN AUTO SALES CO. Wholesale Distributors for Iowa and Northern Nebraska. Some Good Territory Open for Live Dealers. 2210 Farnam St., Omaha, Neb. 1414 Locust St., Des Moines, Ia.

Trayner Automobile Co.

Retail Distributors

2210 Farnam St. Phone Doug. 5265

COLE MOTOR CAR COMPANY, INDIANAPOLIS, U. S. A.

Overland

TRADE MARK REG.

The Thrift Car

The Big Bargain of 1918

THE great value of Model 90 and the big demand for it, warrants you in placing your order at once.

More than 100,000 have chosen the Model 90 car because of: how it looks, how it rides, what it does, the way it performs and its economy!

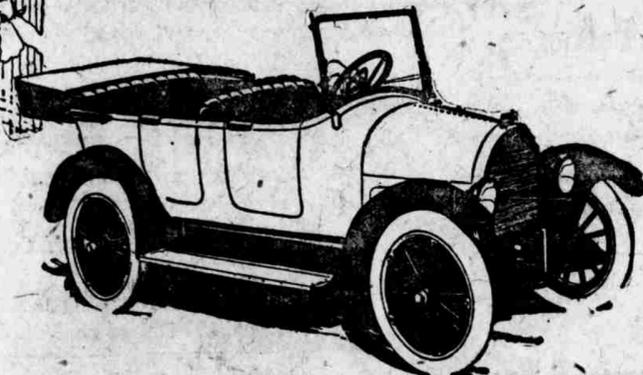
It is handsome, roomy, comfortable, efficient and frugal with fuel and tires.

It has cantilever rear springs, 100 inch wheelbase, electric Auto-Lite starting and lighting, vacuum fuel system and large tires, non-skid roof.

Plus points of Overland superiority:

Appearance, Performance, Comfort, Service and Price

Light Four Model 90 Touring Car, \$1350—f. o. b. Toledo. Price subject to change without notice



VAN BRUNT AUTO CO.

Distributors

Omaha, Neb.

Council Bluffs, Ia.