



EXTENSIVE WORK ON THE LINCOLN HIGHWAY BEGUN

Six Miles of Concrete Road to Be Built in Nebraska; Route to Be Marked.

George F. Wolz of Fremont, Nebraska state consul of the Lincoln Highway association, spent two days at the offices of the national association at Detroit recently, taking up with the national officers the many details in connection with the extensive program of Lincoln highway improvement in his state, which will be carried out this year.

Mr. Wolz is extremely optimistic concerning the possibilities of improvement upon the Lincoln highway in each of the 13 counties traversed by the route in his state. The most important work to be undertaken this year is the construction of six miles of concrete in Dodge county, near Fremont. This construction will result in the longest stretch of permanent improvement upon the Lincoln highway in Nebraska. The road will be built to standard Lincoln highway specifications and will be 18 feet wide. Its construction will be financed by federal, state and county funds in addition to an assessment of one-third the total cost of the work against the owners of adjoining property. The assessment in question has been made upon the petition of the land owners.

The city of Fremont, through a formal action of the city council, with the approval of the mayor, has voted to create a fund totalling one-ninth of the total cost of the work to be expended, as Fremont's contribution toward this Lincoln highway improvement. This work will start at once.

Consul Wolz also took up with the national officials the question of permanent marking of the Lincoln highway in Nebraska.

Arrangements have been completed for the permanent marking of a very important section of the route in the west this year. Permanent steel

markers will be placed covering the entire distance from Big Springs, Neb., to Salt Lake City, Utah, approximately 600 miles. The work will be undertaken through a co-operative agreement between the Automobile Club of Southern California and the Lincoln Highway association. It will be financed by these two organizations with the assistance of the counties traversed by the route in the state of Wyoming.

The Automobile Club of Southern California has gained a national reputation for itself through its activities in road marking. This organization has already marked the Midland Trail from Los Angeles to Ely, Nev., the connecting point with the Lincoln highway, with permanent markers, and further has placed permanent Lincoln highway markers upon the Lincoln highway from Ely, Nev., to Salt Lake City, Utah.

The marking of the Lincoln highway from Salt Lake City to Big Springs, Neb., will be undertaken by the road crew of the Automobile Club of Southern California. Preliminary work is now being done. The charting truck in charge of E. C. Rhodes of the Automobile Club of Southern California is now upon the road, marking the location for markers and gathering mileage data necessary for their erection.

AUTO SQUADRONS TO AID FARMERS IN GETTING MEN

"The latest activity in which the automobile has been called to participate is that of forming 'troop ships' to transport America's farm labor reserves during harvest time," says Carl Changstrom of the Standard Motor Car company.

"The greatest need of the farmers will be for help during the different periods of harvesting this summer, and the auto squads, which did fine work last year, will be greatly augmented this year by the co-operation of local automobile owners, dealer associations, automobile clubs, etc., donating their automobiles and time to take the men to and from the farms.

"With practically 5,000,000 motor cars and commercial cars in operation in the United States today, if only one-fifth of these vehicles, each carrying five people, were employed one day a week for this purpose, an army of 5,000,000 people could be transported to help harvest the crops. If it took five men to harvest an acre, this would mean that an additional million acres per day could be harvested by this reserve army."

Manufacturing Head, Inspiration and Result



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IN WRIGHT BIPLANE, DAYTON, O.
AVIATION FIELD, 1911.

J. J. COLE, PRESIDENT

The Cole Aero-Eight Tourster

TRANSPORTATION IN FRANCE NOW VERY EFFICIENT

Military Trucks Carry Civilian Loads; Truck Trains Towed to Economize on Fuel Supply.

Washington, June 1.—While the French army is not hampered by shortage of gasoline, it is economizing in many ways, writes W. F. Bradley of Paris to R. D. Chapin, chairman of the highways transport committee of the Council of National Defense. "We have comparatively little gas," he says, "and the shortage is going to be so acute even after the war that we shall have to take up the question of production of benzol and alcohol on a very big scale as soon as possible. Because of this deficiency it has been necessary to study economy all along the line.

"Since early 1915 we have been having driveaways on a big scale from the channel and Atlantic ports to Paris and from Paris to the front; also from the Italian factories to the French front. The park at Lyons receives trucks from the local and Italian factories. When truck trains are being made up an announcement is placed in the local papers and civilians can deliver loads at the park. These loads are carried by the army trucks and can be dropped at two or three towns en route or taken through to the park at Paris. This has proved a first class scheme.

Trucks Carry Automobiles. "Another plan, particularly between Atlantic ports and the front, is to load a touring car aboard a truck. This is being done considerably by the American forces and ought to interest you

between Detroit and Atlantic ports if not already done.

"Considerable economies are being made by a very extensive use of trailers, particularly two-wheelers.

"It is a general rule that when empty trucks have to be moved short distances they shall not be run under their own power, but one truck shall tow two, three and sometimes four others. At some parks it is not uncommon for oxen to be used to haul trucks about when making up columns.

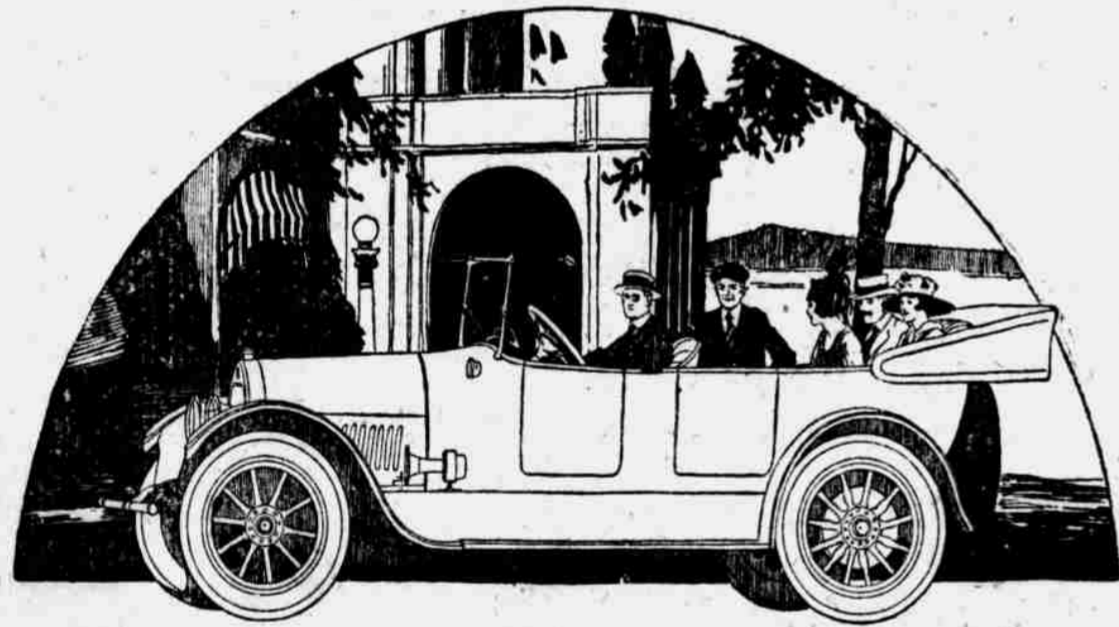
"Authorities here are alive to the fact that roads must be kept in repair. Traffic has increased enormously in many manufacturing and military centers, but shortage of labor has made it impossible to give as much care to the roads as before the war. Toward the front there has been an important increase of new roads and others have been wonderfully improved to increase their carrying capacity.

"It is estimated that immediately after the war the number of automobiles in France will increase 100 per cent. This estimate appears to be quite moderate."

No, Gwendolyn, . . . there is no law against driving a car equipped with Thermo-Syphon system through a prohibition state.—From April Motor Life.

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Cadillac Economy—Sure, Permanent

These are times when men turn instinctively to the sound, the safe, the certain—in everything. To be sure—to fix things right for all time—that is the spirit of today.

It follows that the Cadillac is the first thought of careful car buyers. To the wise it is also the final thought. Men who have "guessed" the Cadillac was too fine, too costly, now find upon investigation that Cadillac miles actually cost less—not to mention their infinitely greater satisfaction all the time.

A car, like a man, cannot last forever. But thousands of 15-year-old Cadillacs are giving good service today, and today's Cadillac is still more enduring. To buy a lesser car is hand-to-mouth extravagance these days. The Cadillac is a permanent economy.

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Harney 710.

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LINCOLN

OMAHA

Sound Methods Make A Sound Market

One thing has been made clearer than ever this year.

The people who buy this car do so for sound business reasons.

We know this by what they say, and by the way they approach the purchase.

They represent the substantial class in their own community, and hold fixed ideals of value.

Buying Dodge Brothers car is, with them, a matter of business—because they seem sure they will get more out of it.

It has come to be known as a substantial car, and naturally that has attracted to it substantial people.

When a man comes in to buy, he is thinking of the freedom from annoyance he will enjoy in its ownership.

He is thinking of the low gasoline consumption, and the high tire mileage.

He is thinking of the satisfaction of having a car that will never be out of service if he gives it ordinary attention.

He is thinking how much such a car will contribute to his business fitness and activity.

He is thinking how much he can expand his business effort, and how slight the cost in comparison to the increased return.

If he were not so sure of the car, he might not be so sure of the wisdom of the investment.

But he knows that he can depend implicitly upon the service it will deliver.

So, there has grown up all over America, a different sort of an attitude toward the purchase of Dodge Brothers car.

It is a serious-minded attitude—one which reckons on results, and feels sure in advance.

This is as it should be, and as Dodge Brothers would have it.

Building motor cars is, with them, a serious business—each and every Dodge Brothers car is worthy of the very best they can give it.

They look upon every sale as a binding business agreement to deliver certain definite results to the buyer.

That this policy has attracted to this car, the substantial and serious-minded buyers of America, is one more great source of satisfaction to them.

It is further assurance, too, if any were needed, that the quality of the car will steadily grow higher.

It will pay you to visit us and examine this car

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Sedan or Coupe \$1425
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The gasoline consumption is unusually low.
The tire mileage is unusually high.