

ROAD BUILDING IMPORTANT TO COUNTRY GROWTH

Most of States Have Highway
Departments Looking After
Intelligent Highway
Building.

"Road maintenance must go on un-interruptedly or the taxpayers of the country will have to pay an enormous bill for the restoration of the highways after the war," says the Good Roads Press Service.

"Something like a quarter of a century ago, systematic, intelligent road improvement was commenced by a few of the states in the northeastern part of the country. Today there is a highway department in practically every state, and in most of the states the department is one of the major divisions of the government. During this era of road improvement, the annual expenditure throughout the nation has grown from an insignificant sum to a total well over \$250,000,000.

"To date probably not more than 12 1/2 per cent of the country's road mileage has been surfaced. Considered merely as a percentage, this showing is not encouraging, but when it is remembered that this one-eighth means an actual mileage of something over 300,000, the magnitude of the work accomplished is better appreciated. Another fact that must be taken into consideration is that a large majority of the traffic of the country is carried on a small proportion of the total mileage and the greater part of the work of improvement has been done on these more important highways.

Some Money Wasted.
"Some of the money spent for road betterment has been wasted. Some of it has been used for permanent work, the amount involved representing an investment that cannot be lost. A very large proportion of the total expenditure has been used for the construction of pavements and surfaces of varying durability and of different needs as to maintenance. The money they represent is an investment also, but one that can and will be lost if the upkeep of the roads is neglected.

"The country's roads are worth billions of dollars, even if nothing more than their first cost is taken into account. Their present value, in terms of service rendered, is literally incalculable, for without them every activity would have to cease.

Need of Public Highways.
"The successful prosecution of the war is the chief business of the American people today. But that doesn't mean that every American should be fighting or working in a munition plant or on a farm. There are countless other activities that are contributory to the three obvious essentials and every one of them in turn is absolutely dependent upon transportation. The things men use are seldom used where they are produced; they have to be carried over the roads, over the railroads, up and down rivers, through canals and across oceans. Many of them are carried by water; most of them are also carried by rail. Practically all of them are carried by road, sometimes once, oftener at least twice.

"The nation's highway system is the foundation of its whole vast and complicated machinery of transportation. The public highways are indispensable and they must be kept in condition unless all the work we have done is to avail us nothing and the work yet before us is to be left undone. Money must be spent and labor and materials must be used now."

Changes Made in Sales Force Of Cole Motor Car Company

A change in the sales department of the Cole Motor Car company, Indianapolis, has been reported. C. P. Henderson, who for about eight years has acted as general sales manager of the organization, has resigned to take up permanent residence in California and in so doing relinquished the general sales management of the company. In the future he will devote himself to the development of Cole sales on the Pacific coast.

J. E. Roberts, formerly western district manager of the Cole company, has been promoted to the general sales management. Mr. Roberts has been affiliated with the Cole Motor Car company for many years. He is widely known throughout the industry, for prior to his direct connection with the factory he was district manager of the Chicago distributor of the Cole company.

J. D. Riker, formerly promotion department manager, has severed his connection with the Cole organization with the expectation of entering the army. H. R. Hyman, for several years advertising manager of the Cole, will now take over Mr. Riker's duties in addition to the supervision of the advertising department.

Henderson to Pacific Coast To Handle Cole and Lexington

Frank B. Ansted, president of the Lexington Motor company, Connersville, Ind., announces the appointment of C. P. Henderson as western sales manager.

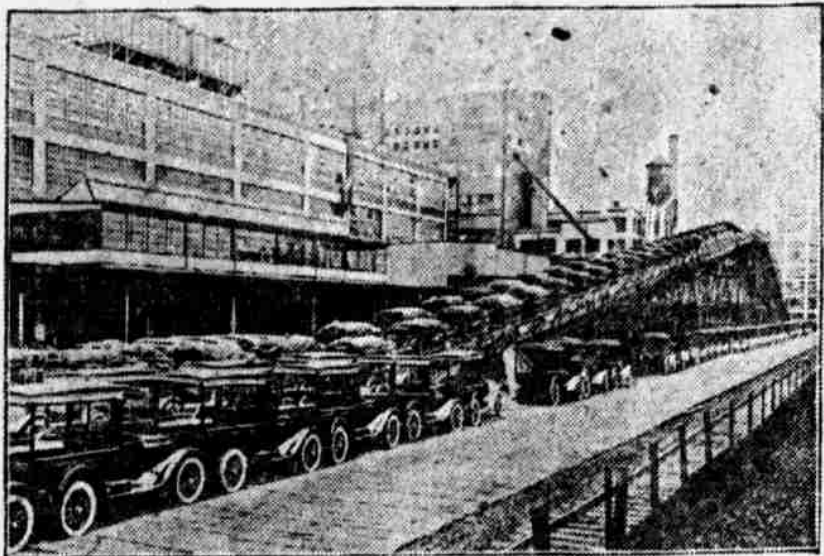
Mr. Henderson, from 1909 to 1911, was identified with the Henderson Motor Sales company of Indianapolis. In 1912 he formed the Henderson Motor Car company, which concern manufactured motor cars. He had until recently been general sales manager of the Cole Motor Car company, which position he resigned to take up his present work. This combined experience has, it is said, given him a thorough acquaintance with both the selling and manufacturing of motor cars.

He will represent the Cole line in the west in addition to the Lexington Motor Sales.

"This makes an ideal arrangement," said Mr. Henderson, "in speaking of his new connection. The location of the two companies, one at Indianapolis and the other at Connersville, a very short distance apart, makes it an easy matter to handle them jointly, while the opening of permanent western offices will facilitate deliveries for both companies."

Mr. Henderson is now opening offices at San Francisco, having driven cross-country to that point.

Quartermasters' Trucks Streaming to Seaboard



Detroit and Michigan, being the stronghold of the motor car and motor truck industries have been called upon to supply great numbers of both cars and trucks for army service, both in the United States and overseas.

Early last January began the movement of these vehicles from Detroit to points of embarkation. Indeed the movement of motor vehicles over the road has been a boon to the government by affording a very large measure of railroad relief.

Many Detroit factories are working on government contracts and much of the war material they produce is sent

forward in the motor trucks produced in the same city.

When the forward movement began last winter it was necessarily slow. New production has reached a high point, and both cars and trucks are moving to the seaboard in a steady stream, long trains leaving Detroit every day in charge of army officers and army drivers.

The picture shows 50 Dodge Brothers quartermasters trucks, photographed at Dodge Brothers works and ready for delivery to the government. From the point of production, the trucks are driven to a government storage garage in Detroit and thence are driven to the port of embarkation in fleets of varying number.

STORAGE BATTERY ON CASH BASIS

Omaha Dealers Decide to Com-
ply With the Request of
War Economy
Board.

In view of the request of the war economy board of the Council of National Defense, Washington, D. C., that the entire automobile industry put their business on a strictly cash basis, eliminating all free service, the storage battery concerns of Omaha have agreed to comply with this request and to co-operate to the fullest extent with the Omaha Automobile Trade association in the furtherance of this purpose.

These measures have been adopted as a purely patriotic service, with the idea of having each car owner take care of his own individual car in so far as it is within his power, and in this way by absorbing the various automobile concerns from the free inspections and small adjustments, release the men who have been in the habit of performing this work so that they may be available for government purposes.

In regard to the discontinuing all free battery testing and of making a normal charge for this work, this does not entail a hardship on the owner for the reason that an owner may readily learn to take the reading of his own battery, and if he does not feel justified in doing this work himself he will be very willing to pay for such service.

The action in adopting the C. O. D. basis with all customers, without any exceptions, will eliminate an innumerable amount of clerical details and will permit the battery business being operated with the least number of employees and make the organization as it is readjusted much more efficient than it was previously.

Cause of Leaks.

Many cars have wires or rods leading from the front of the radiator to the priming device on the carburetor. These rods pass through one of the air passages of the radiator. The tubes of radiators are made of very thin material and in the course of a season's use, the primer rod in rattling around through the vibration of the car, may cause a leak that will be troublesome. The remedy is to insert a stiff piece of tubing in the air passage that holds the rod.

Joins Cannon In Truck Business On Auto Row



JOHN F. PLUNKETT.

Announcement was made last week to the effect that John F. Plunkett had come to Omaha to associate himself with H. H. Cannon in the Iowa Motor Truck company. Mr. Plunkett will carry the title of director of sales.

In speaking of Mr. Plunkett's appointment Cannon expressed a great deal of satisfaction in having secured Mr. Plunkett's services. Mr. Plunkett has been in the automobile business for six or seven years and apparently is very well fitted for the new work.

Cannon and Plunkett just returned from Denver, Colo., where they have been inspecting the new Iowa Motor truck branch recently established in Denver. Plunkett leaves today for Ottumwa, Ia., for a few days' work at the Iowa Motor Truck factory.

According to Cannon, dealers all over the territory are quite enthused over the truck prospects. Mr. A. N. Durbin and T. F. Guley of the Durbin Auto company of North Platte who were at the Omaha office Saturday of last week, voiced an opinion that the truck sales would far exceed any figures which had been estimated so far.

Tire Valve Tip.

It is important to keep the tire valve and stay bolts drawn up tight because if they are not so maintained water is very likely to get into the casing when the car is being driven over wet roads.

STUDEBAKER SIX CROSSES OVER ANDES

South American Forests and
Out of Way Places Invaded
by Automobile of Ameri-
can Make.

For the first time in history an automobile has made a round trip from Buenos Aires, Argentine, to Valparaiso, Chile, crossing the Andes mountain twice. That honor, long coveted by venturesome motorists, goes to Americans and an American built car.

Word has been received at the Omaha agency, that D. B. Richardson, Argentine representative of the Studebaker corporation, with Paul Rhodes, a member of his staff, and his wife and two daughters, piloted a Series 18 Studebaker Six on the round trip journey through a land that is notorious for its high altitudes and treacherous mountain roads. Lack of railways in extensive regions of the South American republics, where numerous and important places are little short of completely isolated, and the extensive propaganda of American manufacturers to encourage a wider use of automobiles as a means of communication, makes Richardson's exploit of more than ordinary interest.

Start on Trip.

In a regular standard six-cylinder Studebaker car equipped with wire wheels, the Richardson party left Buenos Aires on the first leg of their journey, taking the route to Rivadavia, through Moron, Las Heras, Lobos, Las Flores and Pringles to Bahia Blanca and then to Patagonia, after having crossed the Colorado river on a raft. After many discouraging attempts they succeeded in crossing a branch of the sea, which cuts into the road, arriving at Maquenchao a week later.

While crossing the River Limay on a raft, the Studebaker broke loose from its fastenings and plunged into the water, but, without serious consequences. Between Zapala and Las Lajas it was necessary to tie the car to a tree to keep it from sliding off into a bottomless gulch.

After many days of hardship, traveling over roads that were but little more than mule trails, and in some places not even that, the motorists pushed their way into Valparaiso, having crossed the South American continent from San Antonio on the Atlantic to Chile. On this long excursion of nearly three months, the Studebaker and its hardy passengers had covered 3,604 miles, beating all South American records for distance.

Gary Truck Is Now Handled By Peterson Truck Company

Announcement was recently made to the effect that R. W. Peterson had established new headquarters for the Peterson Truck company in the Davenport garage and will handle the Gary truck. Peterson has been interested in truck activities for some time and is very enthusiastic regarding the future of the business.

"The Gary," asserts Peterson, "is proving to be a popular model. The sturdy construction and extra heavy rear axle make it a desirable model for all kinds of road work."



Omaha
Auto
Tinner

2107 Farnam St.
Phone D. 3564

Expert Radiator Repairing

We take dents out of auto bodies.
We straighten out auto bodies.

Manufacturers of
Fenders, Hoods, Cowles, Gasoline
Tanks, Oil Tanks, Battery
Boxes, etc.

Lincoln Man to Handle Federal Trucks Here



Geo. Adams.

Announcement was made last week to the effect that the Nebraska Federal Truck company, distributors of Federal Motor trucks, would open an Omaha office at 2417 Farnam street. This office will be in charge of George Adams of Lincoln, Neb.

The Federal truck is very well known throughout the United States and is manufactured in sizes ranging from one to seven tons. The seven-ton job is a recent model and according to its makers it is a regular freight car operating under its own power.

Unusual Display Sign to Be Shown on Auto Row

One of the most unusual and attractive display signs in Omaha will be placed on the roof of the building at 2205 Farnam street. This is to be the new home of the Auto Electric Service Co., starting, lighting, and ignition specialists, and Nebraska distributors of the Permalife storage battery.

The building is at present being remodeled and will be ready for occupancy in another week. The Thomas Cusack Co. is designing and will erect the immense roof bulletin. This will be one continuous board with three distinct signs. Two of these signs will be permanent displays, and the middle one will be changeable. The entire sign will be in attractive colors and will be illuminated at night. This will attract attention and will be a big advertisement for Omaha's motor row.

Mid-City Motor Company

Doubles Its Territory

The Mid-City Motor and Supply Co., of Omaha, through Walter S. Johnson, head of the company, last week succeeded in gaining control of the distribution of Maxwell motor cars and trucks in 35 additional counties in Nebraska. The Mid-City Motor and Supply Co., now control

the entire state, with the exception of 24 counties located in the south-east and southwestern part of the state.

This concern has done exceptionally well in handling the sale of Maxwell products in this territory and due to this fact the Maxwell factory have evidenced their confidence in the Mid-City Motor and Supply Co., to the extent of increasing their territory to nearly twice its original area.

Another FEDERAL

1 to 5 Tons

has become a remarkably frequent utterance wherever the efficiency of operation of haulage equipment is the topic under discussion.

The frequency with which this expression is made by FEDERAL users may best be judged by the unusual percentage of repeat orders received—over 62% of our business.

FEDERALize

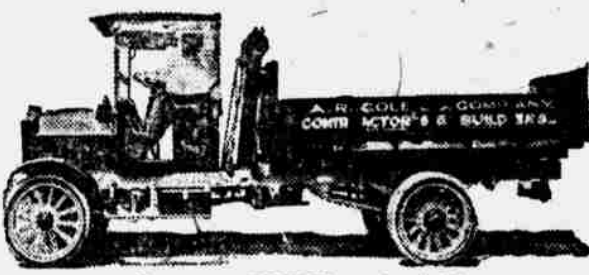
your present haulage equipment and you add a means for more profits. Our Traffic engineers will gladly show you how upon request.

Nebraska Federal Truck Co.

2417 Farnam St.

Omaha, Neb.

Distributors for FEDERAL Motor Truck Co., Detroit



Contractors use FEDERALs to speed up the job.

If Other Motor Cars Can Do This—Why Don't They?

"More Miles per Gallon"
"More Miles on Tires"

Maxwell Motor Cars

5-Passenger Car	825
Roadster	825
5-Passenger, with All-Weather Top	925
5-Pass. Sedan	1275
6-Pass. Town Car	1275

All prices f.o.b. Detroit.
Wire wheels, regular equipment
with Sedan and Town Car



When you set out to select the motor car that will best suit your own particular needs and your purse, you demand as primary requisites, the highest degree of reliability with economy of operation.

And every salesman you meet insists his car is that car.

If you are informed, as you should be, you are liable to quote some of those Maxwell records—to see what he will say, mostly.

He must say something and usually he affects to disbelieve those records.

You remind him that they are official—made under the sanction and supervision of A. A. A. officials.

Then he insists that his car will do as well or better.

Your cue, at this point, is to ask that perfectly fair and most pertinent question, "Then why doesn't your car go out and do it?"

We'll tell you why—it can't.

Any Maxwell salesman can take you through this car, from motor to rear axle, taking up in turn every unit and comparing design and construction and strengths with any and all other cars of similar size and capacity.

And he will show you right there why this Maxwell can, and that rival can't.

For it is all there—in the design; in the dimensions of parts; in the quality of materials and in the making.

Let him show you. He will take all the time you will give him—and you owe it to yourself to know before you decide.

Then when any salesman tries to convince you that you ought to pay \$100 or \$150 or \$200 more for a motor car—ask him to show you one as good as this Maxwell.

Insist on proofs—not mere statements.

For if a car will do it, surely that fact is susceptible of proof.

"Claims are all right, but only proofs count." That is the Maxwell slogan.

If you would have the claims and promises of salesmen backed by proofs, and in official form—that car must be a Maxwell.

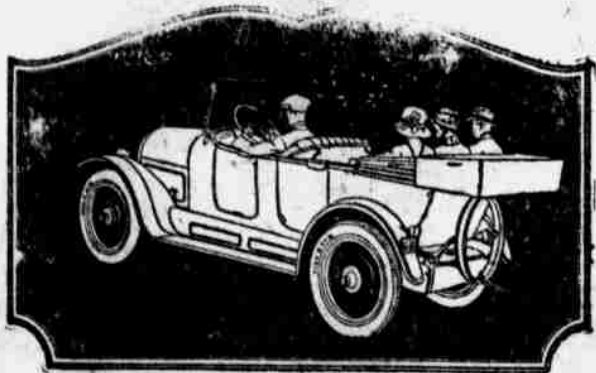
Mid-City Motor & Supply Co.

DISTRIBUTORS

OMAHA, NEB.

2216-18 Farnam St.

Phone Tylor 2462.



THE more seriously people consider the purchase of motor cars, the more respect they have for Model 90 cars.

The favorable impression the exterior design and beauty this Thrift Car gives is sustained by its reliable, efficient and adequate performance.

Five Points of Overland Superiority:
Appearance, Performance,
Comfort, Service and Price
Light Four Model 90 Touring Car, \$895—f.o.b. Toledo
Price subject to change without notice

Overland
The Thrift Car

VAN BRUNT AUTOMOBILE COMPANY

Omaha, Neb.

Distributors

Council Bluffs, Ia.

