

Frank Fanning has been appointed manager of the Haynes Automobile Co., Kokomo, Ind. He was formerly manager of the Electric Vehicle Company's interests in Chicago.

Although there is a new president and new secretary of the American Automobile Association, the old offices at 31 West 42d street, New York, will be retained for the present. Sidney S. Gorham, of Chicago, the new secretary, will occupy the New York offices, while President John Farson will make his headquarters in Chicago. Road maps and information for members concerning touring will be given greater attention than ever during the forthcoming season. All the work in this department is to be greatly enlarged and improved, more attention than ever before being paid to the convenience of the individual members.

John Farson

President of the A. A. A.

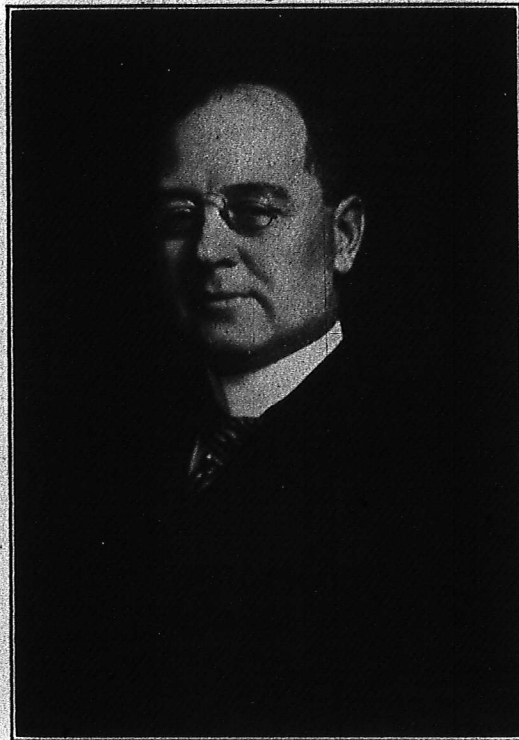
John Farson, who has recently been elected president of the Chicago American Automobile Association, has been actively connected in all movements tending toward the promotion of automobile interests for the past four years. He is a typical outgrowth of all that stands for American business backbone, grit and muscle of this twentieth century; and possesses the spirit of sound finance.

Some of the most notable transactions connected with the sale and purchase of foreign and national bonds have been negotiated through the bond house of Farson, Leach & Company, with which Mr. Farson has been connected for 17 years; but, as this issue goes to print, this partnership association has been dissolved and the new firm will conduct the bond brokers business under the name of Farson, Son & Company.

In the conduct of his business life Mr. Farson has always been identified, in my

mind, with a Corliss engine that I once watched for consecutive hours, with increasing awe and fascination at every stroke of its throbbing mechanism—but when the steel business muscles are relaxed and the social side comes uppermost, I find him one of the most rosy-cheeked, dignified schoolboys that I ever met, out on a vacation.

One of the most remarkable characteristics of this gentleman is an unusual balance of being; a certain equipoise,



JOHN FARSON

mentally and physically, which is largely due, probably, to the sound and wholesome conduct of his general life—physical, mental and moral—such as would receive the endorsement even of President Roosevelt.

In Mr. Farson's countenance there is a visible lack of that tense, nervous and hysterical strain which is generally recorded on the faces of our American business strategists.

At a time when, as Americans, we are

obliged to mention many of our representative financial leaders with bated breath, it is good to be able to raise one's voice in cheerful tones of praise without fear of misrepresentation, as we may certainly do in this case.

It is said that the hope of great political distinction is harbored in the mind of every lad; and it may be that Mr. Farson had already aspired to greatness when he was picking up coal on the railroad tracks in the little western town of Champaign, Ill., where he was reared. Yet I am inclined to believe that, at that particular time, his practical little mind was bent on calculating the number of miles to be traversed by weary little bare feet over the rough cinders in order to accumulate the exact amount of fuel necessary for warmth in the Methodist parson's home. That he was the son of a Methodist minister partially accounts for the embarrassed conditions that rendered this act necessary.

In the years of distance since then and now Mr. Farson has traversed other tracks that have led to wealth and distinction—won in the fields of endeavor—and, incidentally, has continued to gather coals by the way.

He has traversed a long road between his early self and what he has since become—both in the financial and social world.

Vast changes of fortune often occur within the narrow compass of one life—especially in that of a self-made one. There is always an ineffaceable, if indirect, influence of earlier years, especially if they have been marked by poverty—as were Mr. Farson's; but it is one of the beneficent results of republican training and a universal system of education, that an American who has risen from even the humblest beginning acquires an easy and unaffected self-confidence and self-respect that enable him to fit into any new position.

His great enterprise and activity in the West have rendered him one of the most esteemed citizens of Chicago, and he is also known there as "The Journalists' Friend," a term that betokens much and tells many things to those who read between the lines—important ones; but I have been obliged to leave them unwritten, owing to lack of space.

Mr. Farson is at the head of the Calumet Electric Street Railway Co., executive of the Chicago Automobile Club, vice-president of the Good Roads Association, and is interested in various traction and gas corporations.

He was born at Union City, Ind., in 1858, and was educated in the public schools and the University of Illinois. In 1880 he was admitted to the bar.

A decided novelty in the line of shows has been planned by C. A. Wahlgreen, of Denver. He is planning a transcontinental automobile show by train next season and is well pleased with the approval given to his scheme by western manufacturers. About a dozen manufacturers have already secured space on the train for motor cars, and it is expected that over twenty will be represented.

H. Bertram Hellam, of Sioux City, Ia., has just closed a contract with the Reo Motor Car Company to act as the Reo agent in twenty-six counties in Iowa, South Dakota and Nebraska. He reports that many of the well-to-do farmers are becoming enthusiastic users of the motor car.

Charles Wridgway, who drove a Peerless car on the Empire City track last summer for twenty-four hours without stopping, and made a new 1,000-mile record, intends to make another attempt to break his record this coming season. He will drive one of the regular Peerless touring cars, and he hopes to be able

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