

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.

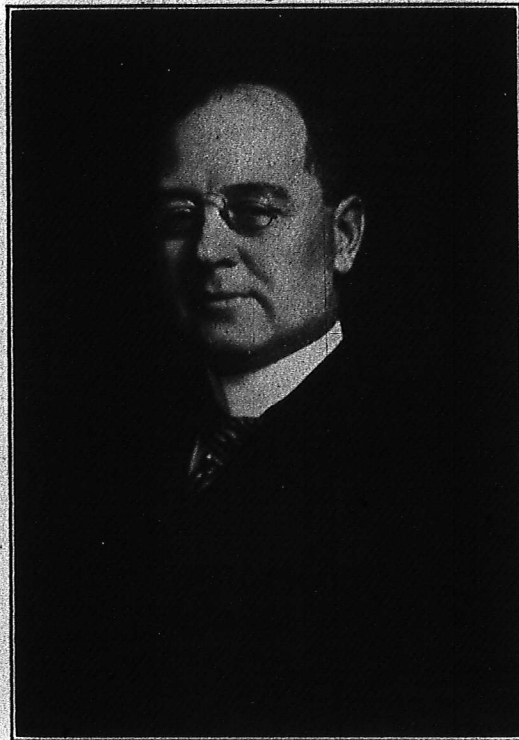
John Farson, who has recently been elected president of the Chicago American Automobile Association, has been actively connected in all movements tending toward the promotion of automobile interests for the past four years. He is a typical outgrowth of all that stands for American business backbone, 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

