

THE SAGA OF THE ROARING ROAD

transportation was revealed in the ad line, "A reliable there-and-back automobile." Many of the old buses did but half the job.

The Standard Wheel Company pictured a lady driving one of its creations. There she was, right downtown with the traffic, which consisted of two other vehicles, both horsedrawn.

Many are familiar with Oldsmobile's famous line, "Nothing to watch but the road." One of the White steamers was described as being "next to flying." This is one of the early examples of truth in advertising.

In 1906 the Matheson revealed some surprisingly modern touches. It carried a multiple-disc clutch and make-and-break ignition. It was self-starting from the seat. And it boasted of water-cooled brakes!

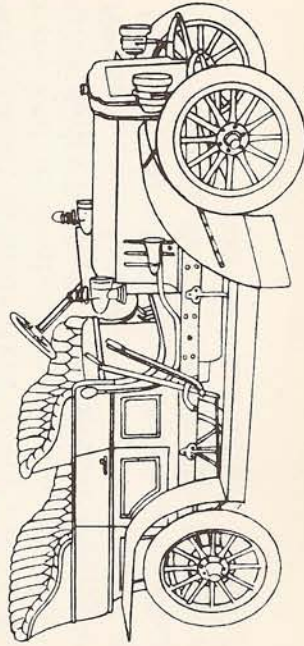
Incidentally, just at this time Ford was asking readers, "Why consider obsolete models at this time when the foremost builders of large four-cylinder cars have already begun work on six-cylinder models for next year?" The Model K Ford, a six-cylinder job with two complete, independent systems of ignition magneto and storage batteries, had just appeared. It listed for \$2,500.

How nice it was in those days not to see "F.O.B." tagged on to the prices. But how much nicer today to get your money's worth!

November 23, 1905.

THE HORSELESS AGE.

1905



NEW FORD MODEL K 40-HORSEPOWER SIX-CYLINDER TOURING CAR

VII.

Do you remember the Glidden Tours? Do you remember the Glidden trophy? Does your memory carry you back to the time when the first automobile circled the globe and when the name of Charles J. Glidden was a household word and a permanent feature in all the headlines?

One need not be exactly an "old timer" to remember the developments that centered around the name of Colonel Glidden, the central figure in the nation's motoring saga some two decades ago. His death at his home in Boston at the age of 70, on September 4, 1927, marked the passing of the man who was perhaps the foremost motorist of all time. For Colonel Glidden was to motoring in his day and generation very much what Colonel Charles A. Lindbergh is to aviation and to the world today.

Time has thrown some of its rust and mustiness around Glidden's achievements. But the Muse of History will from time to time unroll and burnish up her pages, and, no doubt, will see to it that his trail blazer, the patron saint of the motorist, gets his niche in the Hall of Fame alongside of other great pioneers and adventurers who furthered the cause of transportation and made dreams come true.

Colonel Glidden became internationally known as a motoring enthusiast, but he had made his mark before he turned his attention to automobiles. As one of the associates of Alexander Graham Bell, he had made a