

THE PEOPLES' WEEKLY PAGE OF ELECTRICAL NEWS

Published Each Tuesday

How to Take a Vacation on a Motorcycle

By J. H. Donehue in Leslie's Weekly.
Probably the first item that should engage the attention of the prospective motorcycle vacationist is the headlight. The lamp need not be a searchlight in power, but above all things it should be dependable. Not long ago a veteran motorcycle tourist bumped his machine over miles of railroad ties without extinguishing his headlight. He had ventured upon a cross-cut through unknown country; hence the railroad ties and the extraordinary test of the lamp. There are varying opinions as to the relative desirability of gas and electric lighting systems, but the motorcycle vacationist who is worthy of his class will equip his mount with both. The extra outlay is small, the upkeep negligible and the resultant satisfaction worth ten times its cost. Only one system will be used at a time, of course, the other being held in reserve. There should also be a reliable tail-lamp; first, because many state regulations require that the license plate attached to the rear mudguard be illuminated, and secondly, for the reason that caution dictates a signal for drivers approaching from the rear at night. The tail-lamp also may be fed with either gas or electric current.

and spring, one exhaust valve, and spring-cotter pins and fittings for the valves, two extra spark plugs, extra section of belts (in keeping with the transmission agent of the machine); can for kerosene, tire manichon or sleeve, spare patches, ammeter for testing batteries (if the mount carries them); small hydrometer, for gasoline, copper wire, small piece of dental rubber sheet (for use as temporary insulation).

Many Plans to Follow.

It will be noted in the above that the necessary mechanical articles make quite a formidable list, and that the suggestion relative to a modest personal outfit for the rider is not offered without reason. Roughly speaking, the road costume of the motorcycle vacationist should be made up of canvas leggings (puttees and leather leggings often cause discomfort in warm weather), short trousers and a well-pocketed jacket of khaki or olive drab material; light gloves (not necessarily gauntlets); a light but serviceable cap, and goggles, the latter of a type that will afford the rider's eyes maximum protection from dust. A low collar, of some material that is susceptible to the cleansing influence of a damp cloth, is also a valuable asset. No experienced motorcyclist will bother with linen neckwear while on the road; the same is not worth the candle.

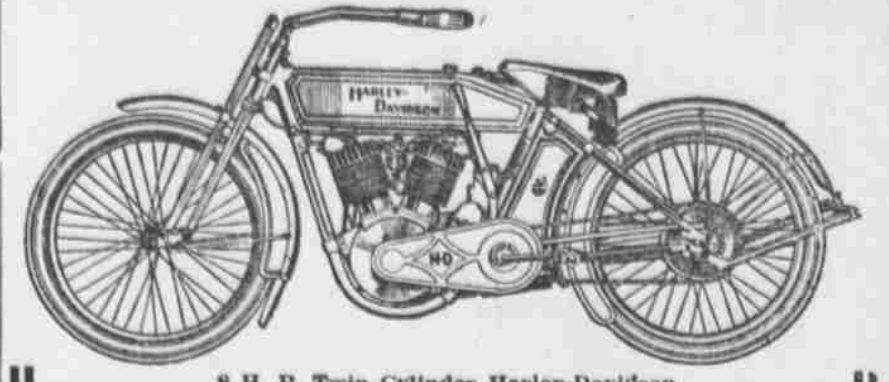
With reference to the motorcycle vacation itself, there are as many plans to be followed as there are picturesque roads on which to follow them. Herein lies much of the fascination of the motor two-wheeler. There are no puzzling tables, no cut-and-dried arrangements for boats, trains or hotels. Each motor-

cyclist has a monopoly of a transportation system that may have its entire schedule changed at a moment's notice without inconvenience. He's free.

As a rule, however, vacation trips by motorcycle are laid out on one or two lines; the rider either makes a wide circuit over the best available roads and eventually reaches his home town without having doubled on his trail at any point, or he proceeds to a given place (possibly the home of a friend or the town in which the "old folks" are located), and makes that his headquarters until he is ready for the homeward trip. During the coming summer a remarkably large percentage of motorcyclists will have side cars attached to their machines, and it is safe to say that these comfortable third-wheel outfits will be responsible for the greatest impetus so far given the motorcycle vacation idea in this country. A congenial companion, sitting cozily in the big "basket" at one's elbow, is the ultimate touch that makes for supreme contentment and the fullest appreciation of all that the open road has to offer. And the standard side car is capable of holding its own on any road that can be traveled by a motorcycle.

I can almost hear some of the hardened old scouts of four or five seasons' experience saying, "What's that? Seventy-five to 100 miles a day. Why man, alive, that little slice of chain lightning I have hooked up to my machine it just about getting warmed up to its work at that distance."

Once the motorcycle vacationist trundles his mount out into the road and waves farewell to the folks back on the home porch, he's as free as the wind—and almost as competent to whisk about the country.



8 H. P. Twin Cylinder Harley-Davidson.

QUALITY

is the amount of service and satisfaction you get from the article you buy.

The Harley-Davidson

Is the Quality Motorcycle.

It is our delight to point out to you the merits of this machine and are anxious to give you a demonstration as to the power, comfort, economy and satisfaction found in the Harley-Davidson.

Victor H. Roos

The Motorcycle Man.

2703 Leavenworth Street,

OMAHA.

Reading-Standard Twin

8 Honest Horse Power

\$275.00

The Motorcycle With a Hill Climbing Record.

Prompt Delivery.

R. S. Motorcycle Co.

W. E. DEMEY, Manager.

1624 Capitol Avenue,
Omaha, Neb.

408 East 15th Street,
Kansas City, Mo.

The greatest success in this world has been attained by the persistent chap. He who is on the job day after day and who follows up a third day's work with a second, a and an infinite number.

So it is with advertising. He who succeeds is he who follows up one good advertisement with a second, and many more.

This page has lined up business for many merchants.

"I think it one of the best pages of its kind ever published," commented an Omaha advertiser last week.

If you are selling electrical goods, do consistent advertising on this page. Be represented here each Tuesday.

FANS

THEY LAST FOR YEARS—PRICES REASONABLE

Why Swelter?

CALL TYLER 1414.

The Electric Shop

WOLFE ELECTRIC CO.

"Wire for us and we will wire for you."

"Sleeping So Sweetly"

"What a blessing this electric fan is to the baby!—Just like the touch of a cool, gentle hand."

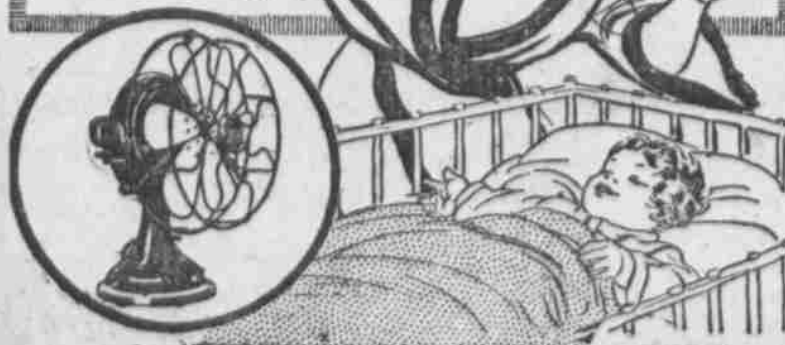
"I wonder if everybody knows how much real comfort they can obtain at the trifling cost of only three or four cents a day."

We handle all sizes and styles of G-E Electric Fans—The Leaders of the Market.

Mid-West Electric Co.

1207 Harney

Phone D. 456



If one single advertisement in a newspaper paid, printing presses couldn't be made big enough to turn out the papers

One advertisement in itself is only a step up the stairway of success. Advertising does it work by repeating what you want known until everybody

The Omaha Bee

goes every day to practically every one of your possible customers.

knows it, whether they want to or not. Upward progress in business can only be made by a continued climb.

People like to buy from firms they know. They have confidence in firms that make themselves known. They become familiar with stocks and store policies of stores into which they have never stepped.

The day comes when they want

your goods and you have a customer. It was the continued advertising of months, or perhaps years that brought them in.

That's why a list like that reached by The Bee is so very valuable. Our subscribers read The Bee every day, year after year. Our advertisements can keep on talking to the same homes and make friends of people they never saw.

You can't do that with any kind of advertising except newspaper advertising. Furthermore, a paper that is delivered to the homes is the one that gives you a chance to talk each day to the same people and at last you have them as customers.

It's continuous advertising that pays

Draw Your Crowds

(In the crowd you find your customers)

With the Berry-Wood

Automatic Piano

IF MUSIC CAN HELP YOUR BUSINESS, YOU WANT THE BEST AUTOMATIC PIANO IN THE WORLD—THAT IS THE BERRY-WOOD—WE ARE EXCLUSIVE REPRESENTATIVES FOR THE BERRY-WOOD INSTRUMENTS. CALL FOR DEMONSTRATION OR WRITE FOR CATALOG, PRICES AND EASY TERMS.

Berry-Wood Co., Incorporated,
Electric Pianos and Orchestras

SCHMOLLER & MUELLER PIANO CO.,

1311-1313 Farnam St., Omaha.

(Est. 1859.)



This Office Needs Another Telephone

Perhaps you, also, ought to have more telephones in your place of business to relieve yourself and your clerks of the fuss, annoyance and delay of using a single telephone.

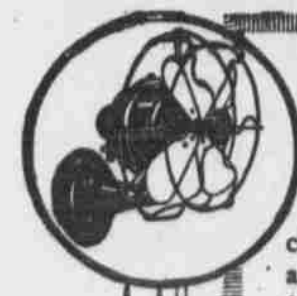
We can arrange your service so that there will always be a telephone handy to everyone.

Have You Enough Telephone Lines?



NEBRASKA TELEPHONE COMPANY

409-NT



Busy—But Cool And Comfortable

No need to put off house cleaning until cool weather—an electric fan will make "cool weather" for you at anytime.

Go right ahead and do your cleaning during the summer-time when it's more comfortable to stay in the electrically cooled house than to roam around outside in the blazing sunlight. Then you can rest and really enjoy the mellow Autumn days, when the very thought of work is unbearable.

Nobody knows the real comfort of a G-E Electric Fan until they use one. We have all sizes and styles of these summer-time pets—come in and select yours.

James Carr Electric Co.
205 So. 19th Phone D. 1311



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