

MOTORCYCLE NOW UNIVERSAL

Not Pleasure Vehicle Entirely, but a Transportation Machine.

HAS SUPPLANTED THE BICYCLE

Used by National and City Governments for Police and Mail Service Work—By Merchants, Farmers and Students.

Fifteen years ago we were going through one of the greatest crises ever known in the history of sport. This was bicycling. Young and old—rich and poor—man, woman and child—relied upon this two-wheeled vehicle as the one predominant machine for amusement and health. The era of the bicycle was an era of acquaintance with American out-of-doors to millions of people who otherwise would have scarcely known the natural wonders and delights of their country.

This self-same era is repeating itself today by means of the motorcycle. But with an undreamed-of comfort and ten-fold pleasure.

Gone is the fatigue of pedaling up hills and against head winds—all the exertions of cycling have disappeared with its motorization. Likewise its gratifications have increased.

Fresh regions are constantly opening up to the motorcyclist; thousands upon thousands of miles of smooth state roads—macadamized and oiled—await his preference.

Has Good Power.

Not that a motorcyclist needs fine roads. Steep grades, sand, the narrow riding space, rough surfaces mean nothing to this machine. It has the power, control and comfort of an automobile—positive features too little realized by those who have not given the motorcycle a careful consideration.

On the other hand, the running cost of a motorcycle is next to nothing per mile. Sixty-five miles on a gallon of gasoline, or 100 miles on a gallon of oil, are average performance. Official reports of the Detroit police motorcycle squad, using Indian motorcycles, show the average cost of upkeep per machine to be \$2.15 for 5,000 miles.

The motorcycle needs no garage, and requires a minimum of care. It is always ready to take you to any point within a twenty-five-mile radius within an hour's time. Throw a leg over the saddle—give a twist of the wrist—and off you go. You are master of the machine whether throttling down to a walking pace in congested traffic or opening up to sixty miles an hour on a cleared road.

Goes Even Ahead.

These brief facts explain why you see motorcycles everywhere—in many places where you do not see an automobile, because the motor car cannot negotiate all the highways and byways that a motorcycle easily rides. The motorcycle has a universal place as a pleasure vehicle. You will see this summer a legion of motorcycle enthusiasts touring the Berkshires, the White mountains, the scenic grandeur of Maine, visiting the Adirondacks, the Shenandoah valley, the gay resorts of seacoast and great lakes.

But the fact must not be overlooked that the motorcycle has its practical side—for example, as a help to the student in many of his scholastic activities. It is always available for immediate use on observation trips; for making field surveys at points near by or at a distance; for carrying the student of mining to localities where interesting geological formations can be examined at first hand. The student of agriculture can use his leisure moments to take runs through the nearby country, seeing practical demonstrations of the theories and methods covered in his course of work.

Indeed, the practical uses of the motorcycle are almost unlimited. The doctor uses it for emergency calls, where quick action is imperative. The architect finds the motorcycle a time-saver and an energizer in keeping every department of his work under his immediate supervision. By its ready aid the civil and sanitary engineer can widen the radius of his activities and crowd more vital accomplishment into a day's work than with any other means of transportation.

Demand for Better Piston Rings Grows Fast Among Owners

"The demand for a highly efficient piston ring is growing more rapidly than the demand for almost any other motor part."

Such is the statement contained in an article in a recent number of the Horseless Age, and it shows how the automobile owner realizes the importance of studying the function and checking up the performance of the various parts of the motor. This attention has led to the discovery that among all such parts the piston ring contributes most toward the attainment of satisfaction, comfort and economy in the operation of his car.

The natural result of an investigation will lay bare at once the defects inherent in the design of the one-piece ring most commonly used. For instance this one-piece ring is concentric and it cannot furnish the necessary firmness and equality of tension against the wall of the cylinder. Its open vents result in constant waste of gas and the destructive effects of carbonation in the combustion chamber.

WARNER NOW AFFILIATED WITH OAKLAND COMPANY

Announcement is made of the appointment of Fred W. Warner as general sales manager of the Oakland Motor Car company to succeed J. B. Eccleston, who has resigned.

Warner's success in the automobile industry has been meteoric. He was originally in the wholesale implement business and three years ago became connected with the Buick Motor company as manager of their Chicago branch, achieving phenomenal success and building up this business to a point where it is now considered one of the best organizations of the Buick's chain of branches.

HUFFMAN SELLS SEVERAL CARS DURING THE WEEK

C. Lyman, Mitchell, S. D., purchased a six-passenger Hupmobile. Clarence E. Smith of Falls City, Neb., purchased a Chandler light six. D. B. Park and Ronald Peterson of Omaha each purchased self-starting Hupmobile roadsters. H. G. Frick left Omaha Tuesday, driving a new six-passenger Hupmobile to Bristol, S. D.

INTRODUCES HIGH GRADE SPARK PLUG TO THE WEST.



J.W. Staff

J. Wadsworth Staff, representing the Silvox company, is in the city completing arrangements for an extended sales campaign of the high grade spark plug which his company is manufacturing. Several local supply houses are now handling this high-priced plug which it is claimed possesses many features of advantage over its competitors. The Silvox company is a branch of the Bethlehem Steel company of Pennsylvania.

Mounted Birds to Be Shown at Low Cost of Living Show

It was reported yesterday by the executive committee of the Omaha Retail Grocers' association of the Low Cost of Living show that Manager L. W. Buckley had concluded arrangements with the Northwestern School of Taxidermy for a collection of mounted birds of Nebraska. Dr. Elwood has been many years getting together this exhibit, and it numbers over 400 different kinds of birds, from the small songsters on up to the larger wild game birds. They are very beautiful, and no doubt will prove to be a great attraction and educational feature to the visitors in the Omaha Auditorium from April 16 to 25.

The committee also received notification that their offer to the Ak-Sar-Ben for an official bureau of information and boost exhibit booth has been accepted. Gus Renze is working on a very notable booth, in which will be shown the initiation work. Samson will have a committee in charge of this department to receive the names of the people who have formerly lived in Omaha and who will be in attendance at the Low Cost of Living show.

Maximum Power
Minimum Carbonization
LEAK-PROOF
Piston Rings
Eliminate gas leakage
Keep back oil

"Three Wise Men" in Auto World



The stage setting which will greet motorists all over the country when the curtain goes up on the spring campaign of the Firestone Tire & Rubber company. Three life like cutouts representing the three classes most interested in tires, the dealer, owner and chauffeur, will appear in the windows of practically every store that sells Firestone tires. Each figure holds a realistic reproduction of a non-skid tire and an appropriate sentiment is expressed by each.

Marcus Kellerman to Sing Here on April 26

Marcus Kellerman, bass-baritone, will give a program of songs at the Music Verein Home, Seventeenth and Cass streets, April 26.

Japanese Officials Favor the Paige

That the Paige-Detroit motor car has become immensely popular in Japan, not only among the members of the American and foreign diplomatic corps, but among Japanese government officials, is adequately proven by the appeals for cars of Fujiwara & Co., Paige-Detroit agents at Yokohama.

Help Tourists and Each Other.

New England Studebaker dealers have banded into a formal association to promote mutual welfare and to provide systematic service for the owners of Studebaker cars who tour the region in the summer. Joseph S. Donovan, Studebaker distributor in Boston, is president.

Can't Stand Clock's Dis.

Dr. G. W. Milton of Cairo, Egypt, writes a Detroit friend that he has had to remove the auto clock he had fitted to his Studebaker "four." He alleges that the ticking disturbed the quiet which he had enjoyed touring in the car prior to the clock's appearance.

MODEL 35-J. PRICE \$1,335.
Same chassis, with two-passenger body, at same quotation.
By a happy combination of Europe's most advanced "steam line" tendencies, and our own conservative taste, a car of unusual balance in appearance is the result.
This model is strictly a high-grade car and is constructed of the very best materials available. It is a car that will bear the brunt of business usage and still retain that distinctive refinement and individuality that suits it also for family use.
By glancing over the specifications, which can be had for a postal card, it will be seen that nothing but standard equipment is used and the name "Continental" is an adequate guaranty of reliable service and satisfaction.

FREELAND AUTO COMPANY
Distributors for Davis and Spaulding Cars.
1113 Farnam St., Omaha, Neb.

old masters. He comes to Omaha well recommended and has sung here before. In his youth he sang once for Charles P. Taft, brother of the ex-president, and it was then that he made such an impression upon his listener that the latter provided for his musical education.

OVERLAND OWNER PUTS SKIS ON HIS AUTO

Automobiles have been put to many unusual uses in everyday business life and in "the pursuit of happiness," but

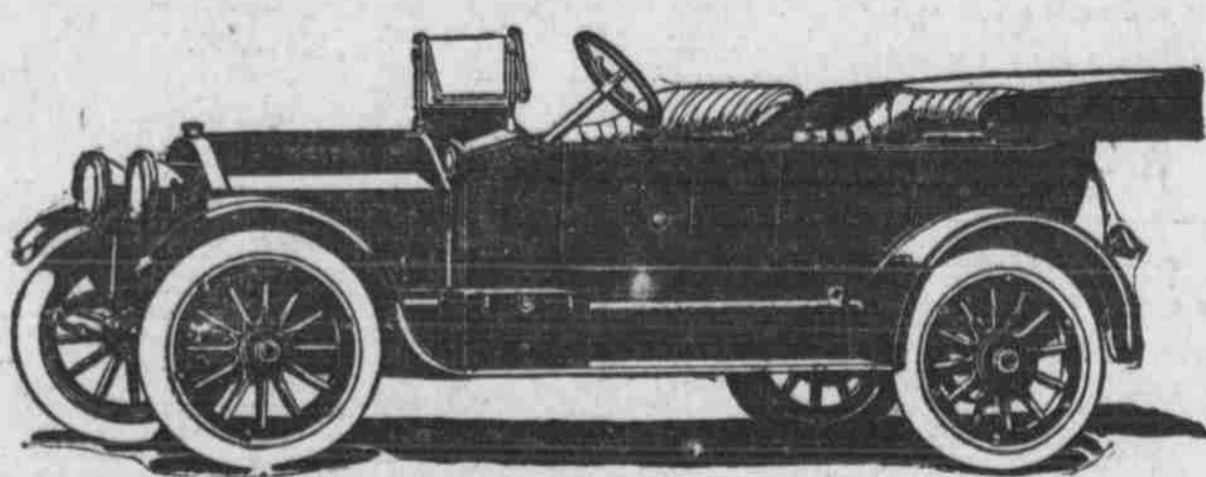
it has remained for Richard C. Travers, a well-known moving picture actor, to provide the unique motor car pleasure vehicle. Mr. Travers created a great deal of excitement during the recent cold spell in Chicago with his Overland car, which he had redesigned and reconstructed until it was a sort of combined aeroplane-iceboat.

Having lived many years within the Arctic circle Mr. Travers naturally turned to cold weather sports while in the western metropolis. The long stretches of ice on Lake Michigan attracted him, and after much study of his motor car and mechanical contrivances for cross-country travel he evolved what he christened the "Overlandseaski." The wheels had

been removed from the car and their places taken by a pair of specially constructed skis. A special train of gears connected the driveshaft to an aeroplane propeller mounted above the rear seat. When the engine was started this propeller was turned at great speed and the reconstructed car was driven across the ice faster than it had ever been run on land. Mr. Travers entertained many of his friends with dashes up and down the lake shore, and the strange looking "Overlandseaski" became the most popular vehicle in Chicago.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

Marion



The New Marion "Four"

The Marion four-cylinder touring car at \$1,650 is embodiment of all the features that go to make the desirable car.

The same care and attention to detail, the same high-grade material and skilled workmanship, that has always been characteristic of the Marion are brought to a higher standard than ever before in this new model.

Its grace, easy riding qualities, power, and sturdiness are unequalled by any other car on the market at anywhere near the price. All in all it is the greatest value ever offered in a "Four."

Here are the Reasons

- Westinghouse Electric Starter
- Westinghouse Electric Lighting
- Power—40 H. P. Motor
- Stewart 60 Mile Speedometer
- Rain Vision Windshield
- Self Lubricating Spring Bolt
- Special Spare Tire Holder
- Four Double Acting Brakes
- Full Floating Rear Axle

- Left Side Drive
- Center Control
- Demountable Rims
- Economy of Operation
- Easy Riding Qualities
- Mohair Top, Boot and Curtains
- Imported Steel Springs
- 117-inch Wheelbase
- 34 x 4 Goodyear Tires

This and other attractive Marion models in "Sixes" and "Fours" are displayed at our showrooms, call and inspect them. We would be pleased to demonstrate.

Marion Automobile Co.

2101-2108 Farnam St., Omaha, Neb.
C. W. McDonald, Manager.

Marion Motor Car Co.

Indianapolis, Ind.

Unanimous for Firestone

The Dealer Says: "They don't come back so often but they do come back for more FIRESTONE TIRES"

The Car Owner Says: "I'm strong for FIRESTONE TIRES and RIMS because they add to the pleasure and economy of motoring."

The Chauffeur Says: "Tire changes must be made quickly but not often—that's why I drive on FIRESTONE TIRES and RIMS."

From whatever viewpoint tire efficiency is judged, Firestone Non-Skids furnish the full answer

The packed-in merits of Firestone building satisfy alike the varied standards of progressive dealer, discriminating car owner and conscientious chauffeur. With superlatively good materials, the specialists of America's Largest Exclusive Tire and Rim Factory have produced for you this tire of supreme comfort and car protection, sure traction, maximum heat resistance—every merit for the summer tour, along with skid prevention.

The massive letters of the non-skid tread, right-angled against skid in any direction, are built on to a body of giant strength. This unique tread with its extra volume and toughness of rubber answers the demand for safety without the addition of destructive metal appliances. It also answers the demand for economical mileage and minimum tire trouble.

The Firestone Tire and Rubber Company of N. Y.
"America's Largest Exclusive Tire and Rim Makers"
2220 Farnam Street, Omaha, Neb.
Home Office and Factory: Akron, Ohio. Branches in all Large Cities

Some Tires Cost \$5 to \$14 More

More Than Goodyear No-Rim-Cut Tires

Sixteen makes sell higher—up to one-half higher. Seven now ask as much for three tires as Goodyear asks for four. All because our matchless output has brought Goodyear costs way down.

Save This Extra Price
Remember that No-Rim-Cuts were for years the high-priced tires. They cost one-fifth more than others, because of costly features others never used.
Now their very popularity has brought down making cost. No-Rim-Cut prices last year dropped 28 per cent. Get this saving in the tires you buy this year.

Get These Things, Too
Get our No-Rim-Cut feature. No other satisfactory way has been found to end this fearful waste.
Get our "On-Air" cure. This extra process saves the blow-outs due to wrinkled fabric. We give it to you at an extra cost of \$1,500 daily.
Get our rubber rivets. We form hundreds in each tire, before vulcanization, to combat tread separation.
Get our All-Weather

—the best anti-skid tread. It is double-thick, tough and enduring. Its grips are deep and sharp. Yet it runs like a plain tread—is smooth and flat and regular.
No-Rim-Cut tires are the only tires which offer you these features.

The Maximum Tire
We offer you what seems to be the maximum in tires. After thousands of efforts we believe No-Rim-Cut tires mark the present-day limit in low cost per mile.
They hold top place in Tiredom after millions have been used. No other tire commands so large a sale.
Our price is due to output, to equipment, to efficiency. And to our modest profit, which last year averaged 6 1/2 per cent.
We know of nothing of value we could give you to warrant a higher price. Any dealer, if you ask him, will supply you Goodyear tires.

GOODYEAR
AKRON, OHIO
No-Rim-Cut Tires
With All-Weather Treads or Smooth

THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio
This Company has no connection whatever with any other rubber concern which uses the Goodyear name
Any Dealer can supply you Goodyear Tires. If the wanted size is not in stock he will telephone our Local Branch.