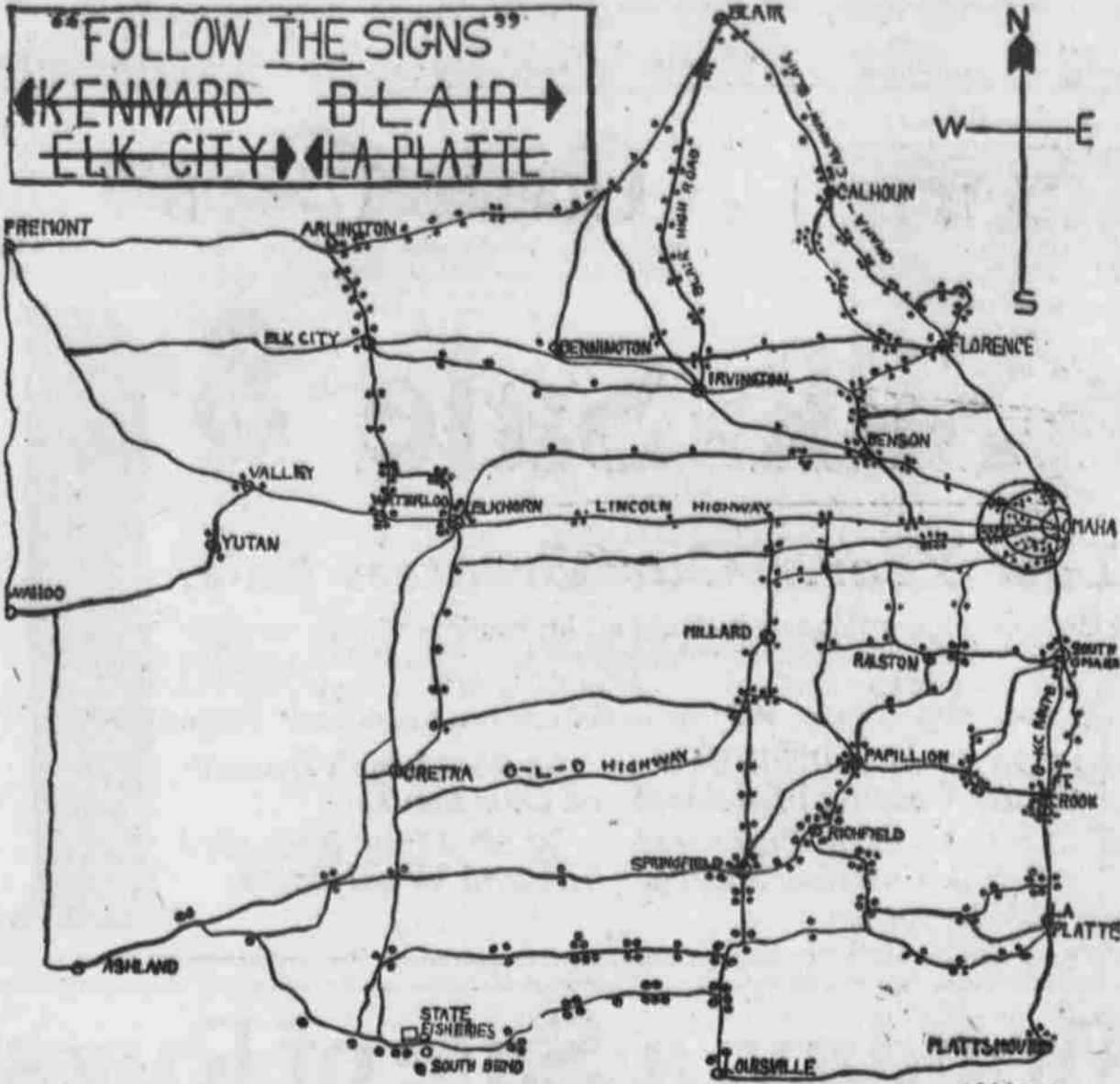


Roads Marked by Omaha Auto Club



The above map shows a few of the highways leading from Omaha to adjacent points of such distance as to make enjoyable week-end trips. All of these highways have been marked by the Omaha Auto club with numerous direc-

tion signs, which make the short jaunts easy. All of this work has been done by the club's sign car this year, and the work is yet far from completed. Many other roads in the state will be marked with Omaha Auto club signs in the near

future, and it is the ultimate plan of the club to make the roads in and out of Omaha the best marked in the country. The dots on the map indicate the position of the signs.

Stone to Manage New Tire Company

Arrangements recently have been completed by George F. Reim and the local

Cadillac organization for the handling of Kelly-Springfield tires.

This is an addition to the Reim organization and will be operated by the same men and under the same business policy as the Cadillac company of Omaha. The new firm will be known as the Kelly-

Springfield Omaha company and will be under the management of Joe E. Stone.

Stone has been in the tire and accessory business for the last five years in Chicago and Omaha. Mr. Stone was connected with the Omaha Auto Supply company for three years as a traveling sales-

man, covering the territory west of Chicago in Iowa and Nebraska.

Mr. Stone says in regard to his new work that "he is entirely satisfied with the prospects. The Kelly-Springfield tires are a high-grade product designed to give the best possible service."

Announcement

We wish to announce to all automobile owners and friends that we have opened a store for the exclusive handling of Kelly-Springfield Tires. We have a large stock of all sizes on hand and invite all motorists and friends to investigate the Kelly-Springfield Tires. The Kelly-Springfield Tire will give more mileage per dollar than any other tire in America. It is a strictly hand-made tire, made to make good.

When adjustments are necessary they will be made on the following basis:

Kant-Slip Tread, 6,000 Miles; Plain Tread, 5,000 Miles.

In Ford sizes: Plain Tread, 6,000; Kant-Slip Tread, 7,500 Miles.

Remember Kelly-Springfield Tires, when you need Tires.

Kelly-Springfield Omaha Company

2064 Farnam St.

Joe E. Stone, Mgr.

Tel. Doug. 3272.

TRUCK TIRE CARE MOST IMPORTANT

Joe Dine of Goodyear Company Gives Some Advice on How to Increase the Mileage.

CAREFUL DRIVING IS HELP

"It's remarkable how the number of motorists who want to know how to take the best care of their tires is increasing," says Joe M. Dine, branch manager of the Goodyear Tire and Rubber company. "It's especially gratifying to note the growing army of motorists who actually do care for their tires, who follow instructions, watch tire performance, maintain proper pressure, attend to small injuries in time, and thus greatly reduce their cost per mile of service. The campaigns of education conducted by tire companies along this line have borne fruit, and motorists are better satisfied and their relations with the man who sells them their tires are much more pleasant."

"Just now Goodyear is carrying the same kind of a campaign to truck owners, showing how tire care makes tire mileage and reduces tire cost. Our service department has issued a series of bulletins on truck tire conservation. These point out avoidable sources of tire trouble and show how remarkable tire mileage is often obtained. The bulletins are illustrated and show the before and after situation vividly and graphically. Car tracks for instance, quickly demolish truck tires. When a truck is run in the track just a narrow edge of a tire rests on the rail and carries the whole load. The answer is easy. In the case of dual tires the wearing effect is more pronounced, because the narrow part of a tire bearing on the rail carries weight intended to be distributed over two tires.

"Rough roads should be taken more slowly than good ones. Avoid the ruts. Give your tires consideration. "Trim the edges of small cuts. Don't leave little flaps of rubber hanging, for

if you do they'll develop into long tears and ruin the tire. If trimmed smoothly, they will not grow.

"Keep wheels aligned. When they're not, there's a grind that often wears a tire as much in a thousand miles as it would wear in 10,000 miles with proper alignment. Trucks cost money and truck tires cost money, too. The better the tire performance the lower the cost of truck upkeep. It is easy to see how the truck industry is going to grow. Goodyear wants to do all it can to make the tire part of truck operation economical and a satisfaction to the owner. Our conservation bulletins, we believe, will help mightily, whether the man who reads them used Goodyears or not."

Billy Knipper is Wager Winner in Driving Saxon Six

William P. (Billy) Knipper of Rochester, N. Y., former automobile racing star, recently won a wager by driving a stock model Saxon six touring car from Rochester to New York City and return, 87 miles, in thirty-five hours and eighty minutes.

The wager was with two prospective customers, both of whom accompanied Knipper throughout the day-and-night trip. The wager was made to the effect that the Saxon could go from Rochester to New York City and back in thirty-six hours. No allowance was made for stops, such as replenishing with gasoline and oil or time for meals.

Knipper took up the challenge and started out without a relief driver or mechanic. There was no sleep on the journey. The longest stop was twenty-five minutes at Columbus Circle, New York City.

The average speed recorded by Knipper's Saxon was twenty-four miles an hour throughout the 87-mile day-and-night run, part of which was through heavy rains. Omitting time required for meals and refilling with gasoline and oil, Knipper made better than this average. The car traveled throughout at the rate of twenty miles to the gallon of gasoline and 26 miles to the quart of oil. It required no attention for mechanical troubles and only one stop was made for punctures.

Autos Sent from Omaha to Wahoo for Lad's Funeral

Friday at Wahoo was held the funeral of little Lloyd Holm, son of Mr. and Mrs. Victor E. Holm, who live five miles northwest of Wahoo, Neb. The tragic death of the little lad excited the sympathy of the whole community.

Going to town with the man to bring back lumber for the garage to house the new car they had recently purchased, the horses became frightened and ran away, causing injuries which resulted in the child's death.

One of the large de luxe Mitchell cars served as a hearse and the relatives and friends of the family also rode in cars furnished by the Mitchell Motor company. The funeral procession consisted entirely of automobiles and was the largest ever held in Saunders county.

The Stewart-Toozer Motor Company

Offers an exceptional opportunity to anyone who wishes to purchase a used car. We have marked down the prices on all of our used cars to make it possible to dispose of them in a hurry, as we need the space for new cars. Our selection of used cars ranges from Ford and Dodge to Chalmers and Pierce-Arrows.

You can save money by buying one of these cars right now. If you cannot call in person write for list of cars and prices.

STEWART-TOOZER MOTOR COMPANY
Distributors of Chalmers and Pierce-Arrow Motor Cars.
2048-52 Farnam Street

2925 Lbs. Of Beauty Silence, Power, Comfort and Strength



This is the unique way one owner of **THE SIX of '16** describes the latest Mitchell masterpiece. This beautiful, long, luxurious car calls for a new method of description.

All predictions for its success have been surpassed, but by pushing the factory to its utmost limit—twenty-four hours a day, seven days a week—we are able to meet the demand, so that immediate deliveries are possible.

The reason for this success lies in the car itself. It is the greatest car value the world has ever known.

You are impressed with its beauty at first sight. But it is when you are rushing over the country roads, with never the feel of a bump, that you realize its full value.

Every car delivered creates enthusiasm that sells another car. Words cannot describe **THE SIX of '16**. You must see it—feel the wheel—get the thrill of its smooth action.

Why not come in at once and see **THE SIX of '16**. A car is here at your disposal for a trial spin. Get the personal touch.



Three-Passenger Roadster \$1250
Five-Passenger Touring Car \$1250
Seven-Passenger Body \$35 extra
Demountable Sedan Top, making all-year-round car, \$145 extra
All prices l. o. b. Racine

Mitchell THE SIX OF '16 \$1250

Every Car Sells Another

Mitchell-Stewart Motor Co.
Racine, Wis., U.S.A.

MITCHELL MOTOR CO.

2064 Farnam Street,

Omaha

We Will Repair Your SILVERTOWN CORD TIRES

WE have just installed a complete equipment to repair CORD Tires. We are the Only people in Omaha and surrounding vicinity who are in a position to repair Cord Tires Satisfactorily.

We Carry a Complete Line of Silvertown Cord Tires

Omaha Tire Repair Co.

HENRY NYGAARD, Manager

2201 Farnam St., Omaha

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