

AUTOMOBILES

CUTTING THE ACCIDENT TOLL

Federal Tire Company Establishes a Safety First Department for Benefit of Employes.

EVEN LITTLE THINGS WATCHED

A decrease in accidents of approximately 75 per cent is the striking result of the newly organized Welfare and Safety First department at the big Milwaukee plant of the Federal Rubber Manufacturing company.

"Our campaign of education along safety first lines among Federal employes has brought really surprising results," says M. L. Patterson, who has charge of the new department. "Although we have carried on the work for comparatively a short period, we have already succeeded in reducing the number of accidents due to carelessness to the minimum. Not only has every major been taken to safeguard all dangerous machinery, but every man in our employ is pledged to report dangerous conditions or practices on the part of fellow workmen.

"We commenced our campaign by posting placards in prominent places in the factory warning the workmen on the folly of taking chances. Photographs of accidents caused by carelessness were even more helpful along this line and were also placed on the bulletin boards. Following this we instituted the 'workmen's safety committee,' made up of men selected from the various departments. There are about fifteen of these committees in the Federal plant, and their duty consists of reporting weekly any dangerous conditions which may exist in their department. As small an item as a broken board in a passageway may result in an injury to an employe, and is therefore promptly reported; or the custom of saving time by taking dangerous shortcuts through machinery-filled rooms is condemned and prohibited by our safety committees.

"In addition to the committees we have an inspector who makes a weekly trip of inspection through the entire plant on safety-first work.

"The latest step in our welfare work

has been the organization of the Federal Rubber Employes' association. By payment of a nominal sum each month every Federal employe is eligible for membership, and the benefits to be obtained consist of remuneration in case of sickness or the payment of insurance to relatives in case of death.

"Our experience has proven beyond doubt that the great number of minor accidents which occur in a great industrial concern are due to carelessness or ignorance on the part of new workmen. With every man a self-appointed safety committee, the chance of accidents on this score has been almost obliterated."

1916 Empire Auto is Now Announced

"The demand for the 1916 Empire in Omaha territory has been such that although we have been delivering the new models for two weeks, yet no announcement has been made until today. With the below purchased cars delivered in a little over a week's time, simply from specifications, and perhaps a personal letter which I have written, these buyers have selected this car simply because it has proven satisfactory and because of its class, size and power," says Mr. McVicker, manager of the Omaha distributing house.

"With an average of almost a carload of six a day, factory shipments have not met our demand for this car sufficient to warrant me to make its announcement public up until this time. Unless some other car with an exceptionally low price comes on the field in the next sixty days, I believe the sale of this auto will be beyond any previous record of this class of car. Dealers from territory where we have retailed some of these have placed deposits in advance because of the talk and demand for them. A list to whom these new models have been delivered is as follows: F. D. Conrad, Long Pine; F. Heaton, Lincoln; Al Heaton, Lincoln; C. R. Rumsey, Red Oak, Ia.; Burt Seymore, Kearney; Joseph Johnson, North Bend; Emil Pokorny, Clarkson; Joseph Scott, North Bend, A. T. Smith, Lincoln; Miller & Wilch, Schuyler; Phillip Crink, Washington; George Slicker, Corning, Ia.; Rot Rens-

more, Council Bluffs; G. M. Alder, Ewing; L. O. Hynet, Miller; Edward Hughes, North Bend; Stratton & Hanson, Wahoo; A. R. Towne, Hastings; Peter Fredrickson, Danvers; A. H. Hinze, Hamburg, Ia.; M. A. Uhle, Lincoln; G. A. Broun, Omaha; Paul Lyanna, Stella; C. F. Conrad, Bassett; A. T. Snover, Warner; S. T. Belden, Shelby, Ia.; Frank Randall, Shenandoah; R. A. Snyder, York; Ed Young, Falls City; A. F. Ruten, Gothenburg.

Sidles and Party Drive to Okoboji

H. E. Sidles, president of the Nebraska Buick Auto company, accompanied by Mrs. Sidles and Mrs. Lee Huff of the Omaha office, have been touring through the western half of Iowa and to Lake Okoboji for the week end.

According to Lee Huff of the Nebraska Buick Auto company there are a great number of 1915 Buicks scheduled to leave here during the month of June for the Panama-Pacific exposition, which goes to show that the ever present confidence in Buicks is on the increase.

The Nebraska Buick Auto company reports the following sales for the week: H. J. Bruening, Humphrey; George Menking, Kennard; Dr. E. R. Tazzy, Omaha; C. W. Dages, Portsmouth, Ia.; A. L. Jackson, Dow City, Ia.; Charles Sturm, Lenox, Ia.; J. B. Romans, Denison, Ia.; Bert Seymour, Bennington; M. Martin, Lewis, Ia.; C. Hulsebus, Harlan, Ia.; Carroll Motor company, Carroll, Ia.; A. F. Woodard, Shenandoah, Ia.; Mr. Garalde, Atlantic, Ia.; H. E. Satre, Stanhope, Ia.; Millidge & Pehrson, Red Oak, Ia.; Mrs. Maude M. Jones, Omaha; A. B. Engle, Glenwood, Ia.; T. H. Pollock, Plattsmouth.

CITY WATER BOARD BUYS ANOTHER MOTORCYCLE

Victor H. Roos, the local Harley-Davidson distributor, has just delivered another Harley-Davidson motorcycle to the city water board. This makes four Harley-Davidsons that they are now using in the service department.

Turns Down War Order With Profit of Over \$7,000,000

There is a man in Detroit who slit open a cablegram from London the other day and saw \$7,000,000 in ready profit staring him in the face. About all that he had to do to grab it was to seize a pen and write "yes." But instead of that he wrote "no" and "Old Man Scruples" won a rare victory.

The news columns of the daily papers have carried many stories written with much elation and sounding rhetorical cymbals, about the huge war orders that American manufacturers are filling, but only occasionally, very occasionally, has there been an announcement of the rejection of such orders. In two or three instances "Old Man Scruples" stepped in, and this is one of the rare occasions when he was numbered among those present.

Frederick E. Wadsworth, prominent among the manufacturers of automobile accessories, stationary engines, motor boats and canoes, is the man who had the hardihood to turn down the profit of \$7,000,000 on a war order.

Among Mr. Wadsworth's enterprises are the Michigan Steel Boat company and the Detroit Engine works. In connection with these industries he runs several large machine shops. His London agent knew all about those machine shops and their capacity and resources. As a matter of fact, they are being used now to build 50,000 shelter tents for the British army. So the London agent got busy and the result was the cablegram Mr. Wadsworth received. It was an order from the British war office for 500,000 rifles of the Mauser type at \$20.00 per rifle. Such implements of war can be bought here for \$15, and the profit on the deal would mean at least \$7,000,000.

Twenty per cent of the total sum was to go with the order and \$12,000,000 of it were guaranteed by English bankers. Deliveries need not be completed until December and Mr. Wadsworth knew that he could easily turn out the rifles. The barrels of the guns, the only parts difficult for him to handle, he could con-

tract for in the east and also in a city in Michigan. But he called "no." Within twenty-four hours after his rejection of the order Mr. Wadsworth was in receipt of nearly 100 letters commending him for the stand he had taken.

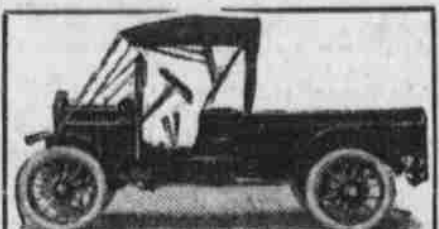
BARNEY IN THE LIMELIGHT FOR THE COMING RACES

While the world famous race drivers are gathering from far and near to demonstrate their prowess on the Indianapolis speedway, there is much comment in auto circles regarding the different favorites. No one, however, is in the glare of the lime-light like the master driver of the world, Barney Oldfield.

His wonderful list of victories since he drove the first American car across the line at Indianapolis last Decoration Day has made him the most conspicuous figure in the coming race.

One of Barney's most notable victories was in the race from Los Angeles to Phoenix, across the worst kind of western country. Barney drove the entire 938 miles in 23:35:26. He made but one tire change in the entire trip. His tire equipment was Firestone.

Barney always uses Firestone tires, which, as he states, are his only life insurance.



GET A REAL TRUCK

No rebuilt pleasure car will ever serve efficiently as a truck. The excessive upkeep cost of the rebuilt job would easily justify your buying a COMMERCIAL truck at \$975.

E. E. MOSER & CO.
2026 Farnam. Douglas 200.

Positive Experts On All Self Starters.
Strahle & Anderson
Red 4473. 2059 Farnam.

"Facts don't blow out."

—Mr. Squeegie

The people who built the Pyramids did a job that has never been beaten.

From foundations to cap-stones they were constructed to endure.

There was no overweight anywhere and no part was too weak or too light to match the other parts. Hence the lasting qualities of the Pyramids. Diamond Tires are built, as the Pyramids were built, to last.

Every part is made to wear just as long as the other parts endure. Consequently Diamond Squeegie Tread Tires made a record in 1914 that has never been matched.

Send for our book of letters from dealers who sold Diamond Tires in 1914.

It tells how more than 99 out of every 100 of the more than half a million Diamond Tires sold last year gave maximum service at minimum mileage cost. It is yours for the asking.

Diamond Squeegie Tires are sold at these "FAIR-LISTED" PRICES:

Size	Diamond Squeegie	Size	Diamond Squeegie
30 x 3	\$ 8.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	23.70
32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

PAY NO MORE

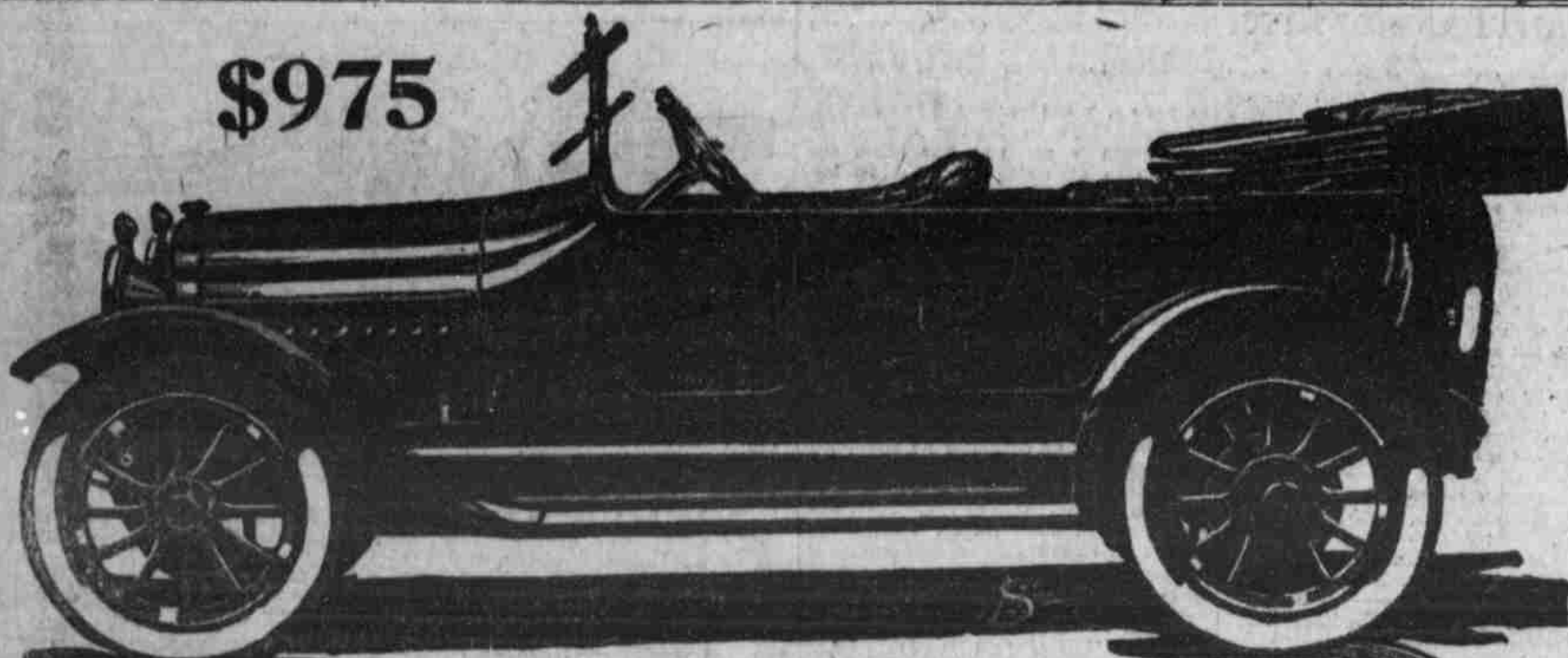
For Automobiles, Bicycles, Put on For Cyclists, Motorcycles

Diamond Squeegie Tires

BUY Direct—SAVE HALF the Cost.

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From Factory to User \$1.50, \$7.70, \$12.75 up.
Seat Covers \$1.50, \$2.50, \$5, \$12 and up.
Write for Free Sample and Prices.
Auto Specialty Factory, 1904 Spring St., Ch'lt., O.

Wants swap something for something else more useful to you? Use the Swappers' column of The Bee.



\$975

Announcing EMPIRE 1916 Model

Months ahead of all others in its announcement, a full year ahead in the value it offers, comes the 1916 Empire—Model 33 touring car. New models have no significance if numbers alone are changed—the Empire Model 33 is an advanced car throughout, the result of exhaustive experimental work and a year's testing. We had not intended announcing this new model for months to come, but the demand of Empire dealers and customers took every one of our 1915 models before March 1—took every car we had to offer. This tremendous demand for the Empire gives the car buyer the opportunity of securing this wonderful 1916 model this spring.

In this latest Empire are combined many new features. There is that attention to detail of body design and general finish heretofore considered impossible in a car selling for less than \$1,400. Size, power, quality and equipment, considered separately or collectively, give the Empire Model 33 rank above all cars of its class. It retains the sturdiness, ability, economy and easy riding qualities that have made the Empire famous—and this now to an even greater degree. Note carefully these refinements.

Bigger in every way than any previous Empire—the wheel base is 112 inches. No other car selling for \$975.000 has such length. This long wheel base with longer, especially designed springs makes the Empire the easiest riding car in the American field.

Larger four-cylinder motor developing 35 horsepower, increasing again the reserve power for which the Empire cars are noted. Weight well below 2,500 pounds, assuring economy of fuel and tires.

Left-side drive with center control—greatest convenience for driver and passengers.

Streamline flush side body of extra roominess. The standard body color is Brewster green. New type upholstery of genuine leather afford maximum comfort.

Full floating single bearing rear axle—this construction takes all weight from the driving shafts and absolutely prevents oil reaching brakes.

Study these points carefully. Do you know of any car at less than \$1,400 which combines such points of excellence? And they are but a few of the many Empire extra-value features. As dealers for the Empire product in this territory we invite you to call and inspect this beautiful, sturdy 1916 model, and by demonstration prove to you the capabilities of this advanced car. Deliveries without delay.

Jeffery Omaha Company, Distributors.

2052-58 Farnam Street.

Geo. G. McVicker, Mgr.

Omaha, Nebraska

EMPIRE AUTOMOBILE CO. CHICAGO, ILL. U.S.A.



New Six \$1400.00

Chalmers

"New Thoroughbred"

THIS new Six-40 has all of the Chalmers quality, at \$1400, the lowest price at which a Chalmers was ever sold.

But it looks different than any other car—Chalmers or otherwise.

Its radiator is high and narrow, giving a smart appearance, unlike anything else on the road.

It acts differently.

On account of its new type of engine it gets under way instantly.

It can go fast, but it is easily controlled.

It is just like a thoroughbred mount.

Come and see it.



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