

Mid City Motor Firm to Handle Stephens Only

Manager Johnson Expects Improvements and Price Reduction to Bring Increased Sales.

The Mid City Motor and Supply company at 2216-18 Farnam, heretofore distributors for the Stephens, Maxwell and Chalmers motor cars in this territory, will handle exclusively the Stephens Salient Six. It has handled the Stephens for the last four years.

Walter S. Johnson, manager of the Mid City Motor company, says: "We are very optimistic about the general conditions throughout the territory and we feel that with the many added improvements and the large reduction in price that the Stephens will meet with greater success and more universal endorsement by the motoring public than ever."

"There are 31 new improvements in the Stephens car, the most noticeable among these being the addition of genuine Gemmer steering gear equipment, longer springs of full alloy steel, fenders, axles and bearings throughout, ventilator in the hood, and the highest grade of genuine leather upholstery throughout the car."

"The recent remarkable showing of the Stephens in the national economy run, stronger than ever proves the consistency of the Stephens quality. For two straight years it has ranked in the leader class at the finish of this officially observed economy run in the Yosemite valley of California."

Under Inflation Is Root of Most Auto Tire Troubles

Running on soft tires is expensive. In the first place, the tires rim-cut and burst, shortening the life. In the second place, there is an actual waste of power due to increased road friction and what is popularly called "lugge." According to Miller tire men, under inflation is the root of most tire troubles. It is foolish to try to ride on the rubber carcass of a tire when air is available at every service station along the way.

Sprague Tires Popular in West

Car Owners Appreciate Heavy Sidewalls and Rugged Construction.

Omahans touring through the west this summer doubtless will be surprised at the large number of Sprague tires, from their own town of Omaha, which they will see on cars throughout the entire mountain and west coast territory, according to Fred L. Kellogg of Denver, western sales manager for the Sprague Tire and Rubber company.

Mr. Kellogg spent most of last week at the Sprague mill. He had just completed a trip over his territory, which consists of 11 states west of the Kansas-Colorado line. "Unquestionably, Spragues are among the most popular and most extensively used tires in many parts of the west," said Mr. Kellogg. "In the sections where road conditions make car owners appreciate heavy sidewalls and rugged construction in

a tire, Spragues are the especial favorite." Mr. Kellogg is very optimistic over conditions in the western country. The mines in Arizona are opening now, which is an unmistakable sign of prosperity; at Salt Lake City a new \$15,000,000 steel mill has just become a reality; in New Mexico the bean crop alone will bring millions of dollars to the state; and in California, particularly the southern part, business is good and the country is benefited by the many thousands of tourists, he said.

Mr. Kellogg declared that the future is assured for Sprague tires in all of the states he covers. Splendid jobber connections have been made and both dealers and jobbers are working enthusiastically.

Cadillac Plant Has Oldest Set of Gauges

Cadillac possesses the first set of Johansson blocks imported into the United States. This interesting bit of industrial romance was brought to light the other day when it was found that the oldest set of gauges in the Cadillac factory carries the number 70.

When checked up, it was proven that this set was the grandfather of them all, having been purchased by Cadillac early in its struggle toward absolute accuracy, before the rest of the industrial world recognized its value.

Despite its age, this little set of steel blocks is still in daily use, being kept as a check on jigs and fixtures. The little squares with their exact surfaces still retain the mysterious power of sticking together. Their sides are so perfectly parallel that the molecules in one piece of steel are said to attract the molecules in the other piece.

Speed Wagon Serves in Spraying Trees

Covering a distance of more than 1,000 miles during a single spraying season is the near-record for this type of work established by Fred A. Wolfe of Belvidere, Ill., with his Reo speed wagon, according to J. M. Opper of the Jones-Opper company.

"Mr. Wolfe is one of the largest growers of fruit in northern Illinois and he sprays more than 10,000 trees each season with a high powered sprayer which has been mounted on the standard speed wagon express body," says Mr. Opper.

"He makes three trips to each of his orchards. In addition to this service, the truck also enables Mr. Wolfe to make market delivery at Rockford, 18 miles distant from his farm, three times a week; also to Sycamore, 24 miles, and DeKalb, 30 miles distant, and get the top market at all times."

Nebraska Tire Firm to Pay 1920 Dividend

So far this year the Nebraska Tire and Rubber company has paid its stockholders dividends for 1917-1918 and 1919, according to a statement made yesterday by W. W. Wuchter, president of the company. Mr. Wuchter also stated that on August 15 the dividends for 1920 will be sent out, thus showing a four years' profit, beginning with 1917, to the stockholders.

If these facts may be taken as an indication of better business conditions in general, it will be a sign of encouragement to other Omaha industries. In the special edition of The Omaha Bee Sunday, July 2, an error was made in the full page advertisement of the Nebraska Tire and Rubber company. It should have stated that the Standard Tire company of 410 North Sixteenth street are distributors in Omaha and Council Bluffs of the Intercean tire; the Tolleisen Motor company of Grand Island and Kearney, Neb., are distributors in central and western Nebraska for the Cornhusker tire.

Three Things Needed for Low-Cost Battery Service

A local battery expert says three things are necessary for low-cost battery service—start with a standard make of battery, service it properly with frequent and regular charging and filling, guard against overcharging, due to overhauling.

These admonitions would appear simple enough and easy to follow, but when one considers the fact that there are over two hundred kinds of storage batteries on the market, only eight or 10 of which can reasonably be called standard makes, that most persons are extremely careless about giving any attention whatever to the battery on their car, and that fewer still know when they are over-charging their batteries, it is no wonder that the manufacturers must maintain service stations all over the country.

The Willard Storage Battery company of Cleveland, long ago realizing this need for a high-grade product and careful attention to that product, established a service station organization, whose motto, "Through Service We Grow," has made it the largest company of its kind today. Idle rooms are not profitable; let an Omaha Bee "Want" Ad find a desirable tenant for you.

Widely Known and Well Liked



There has been solidly established throughout the country an active and intense allegiance to the Nash name and the Nash car.

Underlying it and stimulating it is the spirited character of the car's performance; the restful quality of its travel; the sure ease with which it handles; and lastly, the superb reliability and economy with which it serves.

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Prices range from \$965 to \$2390, f. o. b. factory

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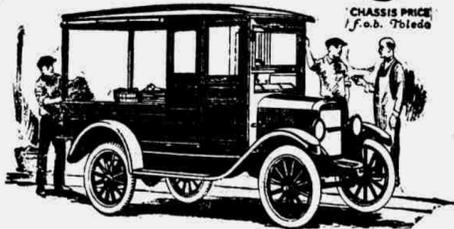
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8. And while on the subject of economy, do not overlook the price—the Overland at \$450 is lower in price than any other fully equipped commercial car chassis.

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Goodrich announces new tire prices

—lowest cost mileage ever known

Effective July 20th, Goodrich establishes a revised price list that is a base line of tire value.

It gives the motorist the buying advantage of knowing that whatever size tire he selects is of the same quality—the Goodrich one-quality standard.

It gives him the longest mileage, the most satisfactory service and the highest quality his money can buy. Results will prove that it is impossible to buy tire mileage at lower cost.

Think of being able to buy

Silvertown Cords

at such prices as these:

SIZE	BASE LINE PRICE	SIZE	BASE LINE PRICE
30x3½ CL	\$13.50	34x4 S. B.	\$30.85
31x3.85 CL	15.95	32x4½ S. B.	37.70
30x3½ S. B.	15.95	33x4½ S. B.	38.55
32x3½ S. B.	22.95	34x4½ S. B.	39.50
31x4 S. B.	26.45	35x4½ S. B.	40.70
32x4 S. B.	29.15	33x5 S. B.	46.95
33x4 S. B.	30.05	35x5 S. B.	49.30

No extra charge for excise tax. This tax is paid by Goodrich

New base line prices are also effective on Goodrich Fabric Tires

SIZE	BASE LINE PRICE	SIZE	BASE LINE PRICE
30x3—"55"	\$9.65	32x4 S. B. Safety	\$21.20
30x3½—"55"	10.65	33x4 S. B. Safety	22.35
32x3½ S. B. Safety	16.30	34x4 S. B. Safety	22.85

No extra charge for excise tax. This tax is paid by Goodrich

This revised price list affords the motorist as definite a guide to tire prices as Goodrich Tires are the definite standard of tire quality.

THE B. F. GOODRICH RUBBER COMPANY, Akron, Ohio