

**BOOSTS PAGE ADS
IN SELLING GAME**

Manager E. C. Tibbetts, Advertising Director of Goodrich Company Favors Papers.

IS FOR GOOD SIZED SPACE

E. C. Tibbetts, advertising manager of the B. F. Goodrich company, in an address, turned the searchlight upon newspaper advertising and proved that it rested upon a stable, secure and successful foundation for the widespread promulgation of the gospel of modern merchandising.

"I don't care how many autos you own or whether you're a movie bug or a golf fiend, a card shark, a bookworm, or whether the whole family is down sick, you read the newspapers, every one of you. There's nothing in the realm of print that beats the newspaper-reading habit for hanging onto your curiosity. You must know who is being nominated for president, how many warships went down yesterday, what is happening in town, in other cities and in other countries—and you must know it today.

"And when you read the newspapers you must read the ads. You can't escape them—not when they are written so that they uncover a vital spot in your armor of supposed indifference. Any other kind of an ad doesn't count. You wouldn't read it if time hung heavy on your hands.

Large Space the Best.

"I believe an advertiser should not attempt to capture the full quota of newspaper readers by small space—unless forced to. Use quarter pages and half pages as much as you can. Then your message can't be missed.

"And every now and then run in a full page ad. It will put pep into almost any selling campaign. It towers head and shoulders above the other claimants for attention. It is impressive. It's the 'big voice' in modern merchandising—the voice that is heard 'round the whole city and out across the highways and byways of a paper's trading territory. It's a 42-centimeter cannon shot—and its deep boom signals a selling victory.

"Every quarter page or half page ad that follows a page ad has twice the chance to succeed and to interest and impress the great bulk of readers with the advertiser's message. Experience proves it."

Went Too Fast.

Perhaps if the Giants had taken their time instead of rushing up within striking distance of the top they might have been better prepared to stick around awhile.

The cleverest brains of all ages and countries have wrestled in vain to discover exactly the relation between the circumference and the diameter of a circle. One Dutch professor gave nearly fifty years of his life to the task; he worked out the equation to nearly 100 decimals, and was then little nearer the end of his calculations than when he began.

**DISTRICT SALES MANAGER
FOR THE CHALMERS**



JOHN ROBBINS

**Michelin Tire on
Auto Row Draws
Trade's Attention**

Arrangements were completed Saturday by the Omaha Auto Supply company for the Michelin tire agency.

The Michelin tire is one of the oldest tires on the market. It was the Michelin company which first put pneumatic tires on the market and theirs were the tires used by most of the automobile racers until recently.

The Michelin people are specializing now upon a universal suction tread with an extra layer of fabric. This tire was experimented with for four years prior to its introduction to the motoring public and tire men throughout the country are very enthusiastic over it, claiming that it is a winner.

C. L. Glassen, manager of the Omaha Auto Supply company, claims that the Michelin is a vastly different tire, much better in quality than it ever has been. The Ford size is an exact duplication of the old clincher racing tire which won fame for the Michelin tire with an extra fabric layer.

To the Michelin company also belongs the distinction of making the first red inner tube, also the only American made circular tube. This red tube is an antimony-cured tube.

**LATEST APPERSON
MODEL IN TEST RUN**

Miss Claire Rochester of New York Tours Through Omaha in New Roadplane.

CHARTERED BY N. Y. PAPER

The Apperson Roadplane, just introduced to the motoring public, is receiving a very thorough test in a coast-to-coast run.

Miss Claire Rochester of New York City passed through Omaha yesterday on her way from New York to San Francisco. The car she is driving was chartered by the New York World, and the trip is being made in connection with a national campaign to raise a \$30,000 fund for the purchase of equipment to supply a permanent illumination for the Statue of Liberty in New York harbor.

Miss Rochester says the Roadplane is a wonder, a revelation in easy riding qualities. Her car is in perfect condition.

J. H. De Jonge, manager of the Apperson Motor company, is quoted as follows: "The Apperson Roadplane is to road travel what the aeroplane is to the sky, and the hydroplane to water."

"It is a beautiful mechanism, a complete mechanical harmony, in which friction has been reduced to an absolute minimum; in which light weight has been incorporated; in which the chassis has been so balanced as to distribute the weight absolutely equal. (The Apperson is one of the few cars in the country in which the transmission case is placed amidships.) It is a piece of mechanism so perfected, so attuned that it glides along the road with so little mechanical effort and with such perfect ease as to give passengers the feeling of air support. The Roadplane fairly skims along, so light and free is it on its shoes. We are selling them much faster than we can get deliveries."

**Rotary Club Plans
For Big Field Day**

An elaborate program is planned for the annual ladies' night and field day of the Omaha Rotary club, which will be held at the Happy Hollow club July 12.

The Rotarians are endeavoring to work up a line of festivities and sports which will mark it as one of the gala days of the year for the organization. There is to be tennis, golf, bowling and other sports in the afternoon, with a 6:30 o'clock dinner and dancing in the evening.

More than 200 guests are expected, to include Rotarians, their wives and members of their families.

**DISTRICT SALES MANAGER
FOR ROSS MOTOR CO.**



H. H. CANNON

**Rotarians Will
Visit U. S. Arsenal
At Rock Island**

The Omaha Rotary club and the other clubs of the Tenth district have received invitations from the Davenport (Ia.) Rotarians to be their guests July 15. The local Rotary club delegates to the international convention, to be held at Cincinnati July 16 to 20, inclusive, are to leave here July 14.

The twenty or so delegates from here will meet other Rotarians from this district at Davenport and make the trip to the Ohio city on a special train.

In connection with the reception at Davenport there also will be trips to Rock Island and Moline, at which the Rotarians in these cities will entertain the local delegates. One of the features of the one day's sojourn at the Mississippi river point will be a trip to the government arsenal at Rock Island.

Business Change at Graf.

Tecumseh, Neb., July 1.—(Special.)—N. M. Davidson has sold an interest in his lumber yard and store at Graf, this county, to Clarence R. Wright. Mr. Wright has been in his employ. Mr. Davidson will continue in the banking business alone at Graf.

**People Should Know
All About a Battery**

Elmer Rosengren of the Nebraska Storage Battery company claims that a storage battery, which is responsible for the starting and lighting of a car, is one of the most important accessories and yet is very often neglected. Although it is a complicated apparatus and depends upon chemical action and reaction for its usefulness, it will give you long and faithful service if you give it but a small amount of care and attention.

Most battery troubles are the result of lack of proper education. If all users of storage batteries were as familiar with them as they are with magnets and other parts of the car the battery would have a much longer life. Troubles often arise from very little things which could be easily remedied if taken in time.

I WILL SELL YOU A
NEW AUTOMOBILE
ON EASY PAYMENTS

I will furnish a liberal amount of cash for the purchase of any one of 30 standard makes of cars and you can pay me in monthly installments and 8 per cent interest. Get the car of your choice instead of one that will never suit you.

Phone Douglas 1689
"BURNETT"
328 Ross Bldg., OMAHA.

"The Easy Payment Automobile Plan."
Nite and Sunday, Phone H. 4205.

To Get In or Out of Business; To Buy or Sell Advantageously; Use THE BEE WANT-ADS.

\$1250

The New REO "SIX"

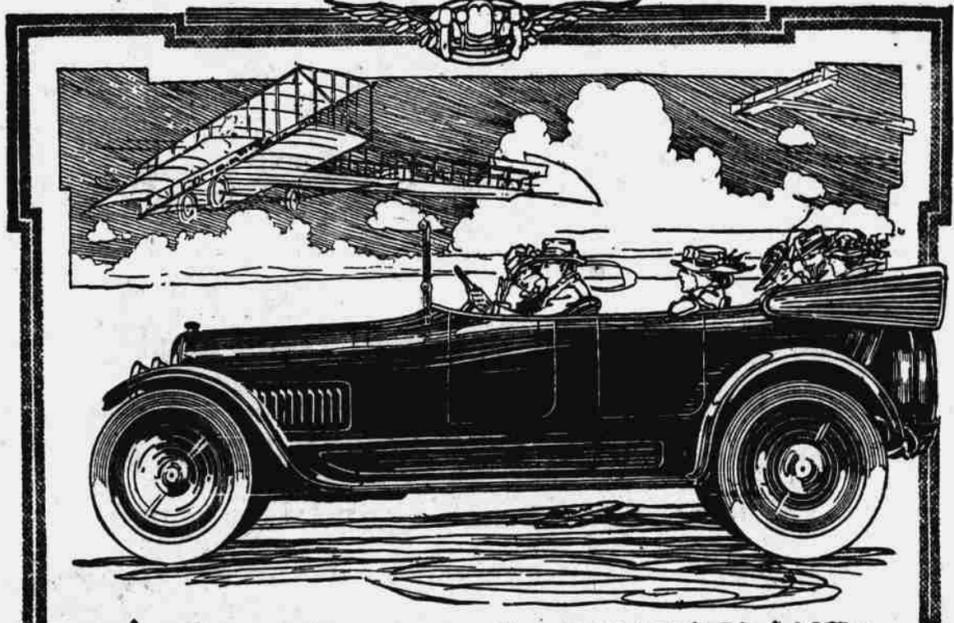
**An Equipage A Croesus Might Covet—
Yet a Modest American Family Possess**

Here is a motor car, of such inherent excellence, both as to external beauty and mechanical quality, that the richest man in the world might well be proud of its possession. Yet, thanks to the marvelous achievements of science in our day and the matchless efficiency of the Reo organization and plants, this magnificent equipage is, in price and maintenance cost, well within the reach of tens of thousands who, in their most extravagant moments, never dreamed of anything so splendid. Mentally compare, if you can, this sweet-running, silent, beautiful thing with the best that could have been bought only three or four years ago, and you will marvel at the strides that have been made since then. We Reo Folk contend that one whose experience has been limited to other cars can have but a hazy conception of what we mean when we speak of Reo quality. Take this Six for example: one must drive it himself to appreciate its many points of superiority. Do that—you can drive this Reo Six if you have ever driven any automobile—and it will be a revelation to you. You will appreciate thereafter why this Reo has by common consent, been called "The Gold Standard of Values" in six-cylinder automobiles.

Reo Motor Car Company
Lansing, Mich.

JONES-OPPER CO. Omaha, Nebraska
Distributors Eastern and Northern Nebraska and Western Iowa.

A. H. JONES Hastings, Nebraska
Distributor Southern and Western Nebraska and Northwestern Kansas.



And now comes... the ROADPLANE!

The Apperson Roadplane is the newest self-propelled sensation.

It is to road travel what the Aeroplane is to the sky and the Hydroplane to water.

It smooths out all roads, banishes for all time all mechanical troubles, and shatters to a hundred fragments all former motor-car limitations.

To ride in this marvel gives you the buoyancy of air support, and when at the wheel you unconsciously feel the satisfaction of being the master of seventy mile-a-minute wings.

You get all the aeroplane thrills and sense of limitless freedom on SAFE MOTHER EARTH.

Man, during all his time on earth, has never experienced the riding sensations equal to the Roadplane.

Here is an absolutely frictionless car—the Roadplane fairly floats along the road—it is so free from all friction.

Here is a piece of mechanism so perfectly attuned that you are unconscious of any mechanical effort whatever. It is in this important respect that the Roadplane rivals air craft.

Here is a motor that challenges the most acute ear—it is so silent, so noiseless, so free from the slightest vibration—truly the work of master-men.

Here is a car so exact in weight, so carefully balanced, that it is not a matter of mere pounds but OUNCES.

Here is a car so MISERLY in the use of gasoline that mileage records surpass all previous performances.

Here is a car so light on its feet that tire-life is prolonged to a time heretofore thought impossible.

Truly, the Apperson Roadplane creates a new style of horseless travel.

And it is not only because of a new mechanical standard that the Roadplane now is separated from all types of automobiles.

Downy cushions give each passenger a feeling of complete relaxation and nerve repose. Fatigue is unknown here. The long HAMMOCK-LIKE springs gently absorb all road shocks. Patented cushion springs make riding enjoyable for hours and hours.

The Roadplane represents the last word in body construction and is most complete in its accessory equipment and in the adoption of every comfort and labor saving device imaginable.

The Roadplane is made in six and eight-cylinder models. The seven-passenger touring and the famous four-passenger Chummy roadster bodies are mounted on either chassis. The eight-cylinder model (either touring car or chummy roadster) is \$2,000. The six-cylinder model (touring car or chummy roadster) is \$1,750.

APPERSON MOTOR CO.

J. H. DeJONG, Mgr.

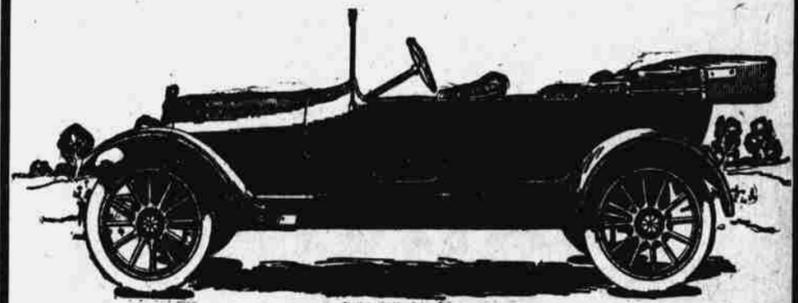
2417 Farnam St., Omaha. Phone Douglas 3811



Briscoe Twenty-four, \$625.00

Is Here. See it. Ride in it and Satisfy Yourself
"It's a Wonder Worker for a Light Car"

THE more prospective buyers, you as a dealer can interest in your line, the greater will be your sales and your profits. Eight out of every ten motorists in your territory will find in one of the Briscoe models an ideal car. The Briscoe Twenty-four unquestionably dominates the popular-service field today. No other car offers so much in beauty, in comfort, in service or in value at the price.



The Briscoe DeLuxe Four 38 at \$785, and the Eight 38 at \$985 are remarkable examples of what engineering skill and manufacturing efficiency can do in lowering the price of a de luxe car.

There are scores of prospective Briscoe buyers immediately around you. Write or wire regarding your territory—or come in and see us.

BRISCOE NEBRASKA CAR COMPANY

2429 Farnam Street. OMAHA, NEBRASKA.