

LINCOLN ROAD HAS SCHEME FOR MONEY

Proposes to Have Sustaining Membership at Five Dollars Per Year.

PLACE IN THE ROAD FUND

Detroit, Mich., Feb. 24.—General public approval of the work of the Lincoln Highway association in progressively forwarding the improvement of the great transcontinental highway has led to the creation of a "sustaining membership" as a part of the national organization.

A great number of those who have enthusiastically indorsed the work of the association have expressed the desire to assist the movement financially. Up to the present and covering the period of three and one-half years the Lincoln Highway association has been in existence the overhead expense of maintaining the entire Lincoln highway organization has been borne by the relatively few public-spirited men, deeply interested in the work, known as founders, each of whom contributes \$1,000 or more a year. The new "sustaining membership" will allow the contribution of \$5 yearly by those who desire to aid but do not feel able or disposed to contribute an amount which would enroll them as founders.

The "sustaining membership" in the organization is open to every interested individual and will bring a very great number in closer touch with the activities of the Lincoln Highway association.

A beautiful French enameled red, white and blue radiator plate, bearing the words "sustaining member," prominently displayed on the front of thousands of motor cars in all parts of the country during the coming year, will be the means employed to make known an affiliation with the Lincoln Highway association in its big work.

A "sustaining membership" will bring to each member the radiator emblem above referred to, the "Official Lincoln Highway Road Guide," a membership card, all of the literature pertaining to the work of the association and the unlimited services of the touring and information bureau maintained at the national headquarters in Detroit.

Here's Inside Tip For Motor Campers Who Like Wild Life

"The greatest mistake the embryo camper can make is to pack up everything in sight for use in case he needs it." To cart along a whole furniture department, throw in a kitchen and linen store for good measure, and finally add the most important materials and goods on display in the sporting goods store, may be a phase of thorough "preparedness," but it's exceedingly expensive, troublesome and unnecessary. The fewer the things you cart along, the better you'll enjoy your camping trip; the fewer the glasses and dishes you take, the less breakage there will be. In fact, unless you have so far succumbed to the corrupting influence of modern civilization that you can't enjoy a meal eaten from tinware, forget the glass and china kind. Aluminum, tin and paper mache are just as good, just as hygienic, and as whole lot more convenient. This is the whole advice Theodore von Keler gives to prospective motor-campers in a story entitled "How to Meet the Call of the Open," which appears in the February issue of American Motorist.

Incorporated in the article is much valuable advice to those motor tourists who expect to ramble through the country independent of hotels and their high prices. Among other things this writer says:

"There's a world of difference between what you need and what you can use on a camping trip. For instance, it's very nice and convenient to have one of those latest collapsible gasoline-kerosene stoves made especially for motorist-campers. However, a fire built from brush and dry wood, with a trench or stone below, does just as well; and if you take pride in living the 'real' camping life, use the brush and wood."

Mr. von Keler concludes with this advice: "If you don't know how to build a fire, pitch a tent, or cook a meal, don't go a-camping."

Preston and Factory Men Will Show Federal Trucks

G. W. Preston, late advertising manager of The Omaha Bee, is now associated with H. Pelton, automobile dealer, 2205 Farnam street, in charge of trucks. During the show Mr. Preston will be assisted by representatives from both the Federal and Vim truck factories, who will be only too glad to point out the many meritorious features of their respective lines to those who are interested in trucking problems.

Give your Want Ad a chance to make good. Run it in The Bee.

HEAD OF THE WHEELER TIRE COMPANY.



LUMIERERE PHOTO A. E. WHEELER

Announcement was recently made by A. E. Wheeler that he has contracted to act as distributor for the Swinchart tire. Swinchart tires, according to Mr. Wheeler, who is an experienced tire man, is a line which is coming to the front very fast and gives promise of being one of the best sellers as well as one of the most satisfactory tires on the market. The new tire company has located in the former location of the Kelly-Springfield people. A very attractive show room has been modeled and there is sufficient room in the rear to carry a considerable amount of stock. Arrangements are being made for quite an extensive service scheme and it is hoped that this will add greatly to the popularity of the new company.

T. F. Walsh, president of the Swinchart Tire company, and C. J. Weber, Chicago branch manager, visited Omaha the other day and Mr. Walsh expressed himself as being very enthusiastic over the Omaha field, as well as the numerous fine homes in the residence district.

R. A. Dee, Swinchart factory representative for this territory, will be here during the automobile show week and the plan is to line up a goodly number of dealers during this week.

Truck Delivers Milk When Horse Power Is Too Slow

The case of the Beakes Dairy company of New York well illustrates the great advantages motor trucks have brought to the milk trade, says an article in a recent issue of the Power Wagon.

This is one of the oldest concerns handling milk, cream and their by-products in New York state. The Beakes company found horse delivery too slow—and too expensive. The horses got sick. They were made unfit by the heat.

Milk must be handled quickly. Variable temperatures have to be reckoned with. Time is valuable. Milk delivery, above all things, must be dependable.

In common with other dairymen, the Beakes company found a big loss due to horse delivery. So it changed to motor trucks. The first machine was put in service in April, 1915, and up to August, 1916, had traveled 24,300 miles, with practically no loss of time.

This machine averages fifty miles a day 365 days the year, transporting fifteen forty-quart cans of milk, which weigh 110 pounds each, or cases of bottled milk which weigh fifty-five pounds.

The hauls are short and include many stops. Traffic is very heavy, necessitating waits and delays and frequent changing of gears. During fifteen months of service the repair bills were limited to grinding the valves once. The original tires were still in serviceable condition.

Use Starter Before You Turn On Ignition Switch

How seldom one sees a private owner start his engine with the switch off, though the professional driver very often adopts this procedure when his motor is cold. The average owner floods his carburetor, or pulls the choke switches on, and presses the starter button ineffectually five or six times. Then he opens the bonnet, perhaps floods the carburetor again, and at last gets an explosion.

It is obvious that the idea of flooding the carburetor is to obtain a temporary enriched mixture, but the value of the flooding is lost if it is done when the cylinders and induction pipe are full of mixture, any petrol vapor left in this overnight having long since been evaporated. If the engine is turned over a few times with the switch off, the air is expelled, and a thin mixture of air and petrol is inhaled in its place. Flooding them gives a temporarily rich mixture in the cylinders and the engine will start at the first trial.—Chester S. Ricker, M. E., in American Motorist.

Chandler Dealers Are All Most Enthusiastic

The Chandler Motor Car company of Cleveland has closed contracts with its distributors, totaling more than \$27,000,000 worth of cars for 1917, figuring the values of these cars at the touring car price only. Taking into consideration the fact that a

large number of closed cars will be produced and sold during the year, the total value of cars already contracted for by distributors will exceed \$30,000,000. Add to this the many Chandlers which will be sold abroad, and one can readily realize that the Chandler business is indeed a big business. "Our distributors recently visited the factory to complete arrangements

as to allotments of cars, territories and other matters for the coming year," said Sales Manager Dunlap. "To say that they were enthusiastic would be putting it mildly indeed. "For more than a month it was pretty swift work, but pleasant. Chandler dealers are prosperous. They had a great year in 1916 and know that they have one of the best sales propositions in the industry, and don't

mind saying so. Some distributors who showed as much as 200 per cent increase in 1916, are figuring on just as great an increase for the coming year. They realize that the Chandler has never before been in such a strong position as it is now. It's bound to be another Chandler year." Persistent Advertising Is the Road to Success.

Will Give Warning Before the Arrest

The laws of Delaware provide that the different authorities shall arrest violators of the motor vehicle acts on sight and some of Delaware's neighbors retaliate. So it is expected that the legislature will remove this provision, making it possible for warning to be given before arrest is made.

THIS IS A FRANK APOLOGY

That We Make Freely and that all Pneumatic Tire Manufacturers Ought to Make

LET us be perfectly frank with each other. Because frankness begets understanding and—confidence. And we want your confidence, Mr. Tire User who has never used United States Tires.

In the first place, you want a perfect tire:

- a tire that will give you maximum resiliency;
- a tire that is a really effective, efficient anti-skid;
- a tire that will give you the lowest final cost per mile;
- a tire that won't puncture.

That is *your* kind of tire—the kind you want. That is also *our* kind of tire—the kind we want. But did you ever get *all*—mark you, *all*—you wanted? Neither did we—ever. But with United States Tires we have come nearer—so near as almost to touch the perfect point—than in anything else we have ever undertaken to do, or, we believe, than any other tire maker has succeeded in doing.

Now, listen! No, this is not self-adulation. It is a statement of fact—which you, or any other tire user, may easily verify. If we are right, you will become a prompt and steady user of United States Tires. If we are wrong, we will lose not only you, but many another who would be bound to know if we had humbugged you.

We have no apology to offer as to the resiliency of United States Tires. On the contrary;—and we take a great deal of pride in the knowledge, beyond even a dream of doubt, that we have that quality *par excellence*. Side-wall construction—plus the right material of rubber and fabric—give us as near the absolute of resiliency as air under pressure will allow. And—note this!—not only nearly perfect resiliency, but in the side-walls a stability of wear, a toughness almost beyond belief, which make old bugbear Side-wall Blowout a stranger to whom you won't be likely to be introduced.

Anti-skid—effective, efficient to the *n*-th power! No one—not even our most claimful contemporary—would have the "face" to deny the obvious—particularly to you. Study the treads of our four anti-skids,—the 'Nobby', the 'Chain', the 'Royal Cord', the 'Usco'.

Each is so obviously the master of its field that, upon examination and comparison, you cannot but instantly grasp the fact—the big fact of its undisputed supremacy in treadom.

Mileage—more for every mile of your tire investment than ever before!

That is the nub of the matter. The tire that gives the lowest cost per mile is *your* tire, isn't it? What is the answer? Everybody claims to have the lowest-cost-per-mile tire. But—there can be only one such—only one peak to the pyramid. What tire?—and how to prove it? You cannot try out all the claimants—nor any considerable number of them. If you could get the judgments of any considerable number of other experienced tire users, that would help you decide. You cannot get in touch with many of them—but you can with a few. Ask them. And then—balance up their judgment with this pointed and pre-eminent fact: —the proportion of sales increases of United States Tires for the last year are far, far greater than the proportion of increase in the number of automobiles during the same time. In other words, we got not only our proportion of the increase, but *very much more*. And motorists, as you know, continue to buy one make of tire—because why? Because that one make of tire gives mileage—*more* mileage—MOST mileage.

But we promised a frank apology, and thus far we have nothing to apologize for. We have: —the tire that will give you maximum resiliency; —the tire that is a really effective, efficient anti-skid; —the tire that will give you the lowest final cost per mile; but— —we have not a tire that won't puncture. —nor has anyone else.

That is the apology. —that even the largest rubber company in the world has not yet accomplished the apparently impossible; —although we have demonstrated that we are nearer that place than any one else in treadom. A puncture is really the hand of fate. If any tire of rubber and fabric and air runs over the business end of a nail, or a bit of glass, or a knife-blade, it is—well, it is tire assassination from ambush, not a test of a tire. But there are degrees of puncturability. And, while we apologize that ours are not puncture-proof, we do assert that United States Tires will resist the puncture bandit of the road so much more effectively than any other tire, that we—and you may, too,—look upon the possibility as remoter than—the South Pole.

After all, the thing that makes or un-makes tires is—wear—wear—WEAR; —The tire that wears longest—gives most mileage—gives most satisfaction! Because United States Tires will give you that longest wear, that most mileage, that maximum resiliency, that effective, efficient anti-skid service, plus the greatest existence in puncture, we assert the supremacy of!

United States 'Super Quality' Tires

'NOBBY' 'CHAIN' 'ROYAL CORD' 'USCO' 'PLAIN'

A TIRE FOR EVERY NEED OF PRICE AND USE

United States Tire Company



Are You Awake

to the advantage of our battery service? Bright lights and snappy starting depend upon the battery being kept in good health. Our job is to help you keep your battery in the best of condition.



NEBRASKA STORAGE BATTERY CO.

2203 Farnam St., Omaha. Phone Doug. 5102.

We are glad to test your battery at any time