

### FIRESTONE STOCK HELD BY WORKERS

Generous Plan Put Into Effect by Big Tire Company Executive at Akron.

#### GET ALL PRIVILEGES

An important page of history in American business has just been made by the Firestone Tire and Rubber company, Akron, O.

With the winding up of the books on the plan of stock distribution inaugurated by H. S. Firestone, president of the company, the records show that over 90 per cent of the employees responded heartily to the investment offer made. Out of 12,500 employees, 11,000 are now stockholders in the company.

This means that they are more than profit sharers, as that term is generally used. The Firestone company has shown its confidence to the extent that every employee subscribing under this plan immediately becomes a registered stockholder and, as such, is entitled to all the privileges of a stockholder.

**Keen Interest Aroused.** The sweeping acceptance of the plan by the organization has stirred up the keenest interest among industrial experts because of its strikingly original features.

For example, the stock allotted, approximately \$3,000,000 worth, was distributed on the basis of length of service—not on the usual basis of salary earned. In short, the sweeper or the shoveler got more than the high executive if he had served longer, up to a period of five years. All who had been employed over five years were on an equal basis.

This arrangement meant an adjustment of long-time payments to enable those making the lowest salaries to get the maximum amount of stock. Those who wish, of course, can pay for the stock immediately, but the minimum installment necessary on a thousand-dollar purchase, for instance, is only \$5.60 per month.

This is apparently the first time that a plan has been evolved and put through which in no way discriminates between classes of employees.

The stock was sold to employees at \$100 per share, while the market price quotation is \$145 per share.

#### King Eight Foursome Name is Copyrighted

Detroit, Mich., March 24.—Acting Commissioner of Patents F. W. H. Clay of the patent office of the Department of the Interior has copyrighted for the King Motor Car company of this city the word "Foursome" in connection with a four-passenger motor car. This gives to the manufacturers of the eight-cylinder King the exclusive right to the use of the word "Foursome" in connection with a four-passenger car.

This particular type of motor car is built exclusively for four persons. The King Foursome was a sensation of the automobile shows and is now being shipped in large numbers from the King plant. It is of the sporty type and has all comforts for the conveniences of four persons. Long, low, rakish in appearance, it is of a distinctly sporty character, but not extreme.

### Capt. Bonavita and "Piccolo," the Bear Which Killed Him



CAPT. BONAVITA & "PICCOLO"

Captain Jack Bonavita, probably the best known animal trainer in the world, is dead, the victim of "Piccolo," his trained polar bear. Bonavita died in a Los Angeles hospital from injuries

suffered in a struggle with the animal, which, becoming enraged, attacked him during a performance. Bonavita had been attacked by animals many times and was said not to have an unscarred spot on his body. He lost his right arm after a lion had so lacerated it with claws and teeth that amputation was necessary. He had traveled all over the world and appeared by royal command at almost all of the courts of Europe.

#### Army Finds Motorcycle Really Indispensable

"The importance the motorcycle has attained in the army is little realized by the general public, whose attention has been centered on the development of machine guns, field artillery and the army's enlistment personnel," said Sam F. Boord of the Omaha Bicycle company, Indian motorcycle distributor.

"Nevertheless, the motorcycle, though heralded by no controversies and discussions in the public press, has been coming to the front by leaps and bounds. Already hundreds of the machines are in service along the border, and more are being added continually. Illustrative of its present prominence recently sent by an army officer, stationed on the border, to the Hendee Manufacturing company, builders of Indian motorcycles.

"The letter states in part: 'Our present company was organized on May 24, 1916, with a nucleus of two officers and forty-eight enlisted men, with twenty-two motorcycles, twelve being solo machines and ten with side cars. At present the company has developed into an organization of three officers, 100 enlisted men,

forty-three motorcycles with side cars, fourteen Indian motorcycle machine guns and three privately owned solo Indians.'

Mr. Boord has closed a contract to distribute the Smith Flyer, the juvenile automobile, driven by the Smith motor wheel.

#### Missouri River is Still Rising Near Here

A stage of 11.7 feet was reported for the Missouri river at Omaha at 7 a. m. Saturday. This was 1.7 feet higher than at the same hour Friday. Most of the rise was recorded Friday, and indications are that it will not go much higher at this time.

#### Opper Enthusiastic Over the Sale of Trucks

J. M. Opper of the Jones Opper company is one of the most enthusiastic dealers along the row over the possibilities for truck sales.

Opper asserts that farmers are fast outgrowing the fear that bad roads are death to trucks. "They are no more death to trucks than they are to teams. Road conditions are not so bad in this section as one would imagine. You very seldom hear of

trucks that can't be used. If it is necessary to haul a load where the roads are heavy they manage to do it without disastrous effects, and a truck will do it as long as there is a bottom to the road. As long as a truck can get purchase it will pull and you won't find many roads so bad that there is no bottom."

### BUTTERMILK FOR THE FARMERS' HOGS

Water to Be Extracted in Omaha to Save Freight and Then Added Later.

#### IS SHIPPED IN DRY FORM

Buttermilk for the farmers' hogs, shipped to his home town in the form of dry meal, properly and tightly barreled, is in prospect for the Nebraska farmer. The Collis Products company, now building its big plant at the corner of Ninth and Dodge streets, for the manufacture of buttermilk into meal, plans to develop a farmer trade for its product.

The manufacture of buttermilk meal is not entirely a new industry. This has been done for some years, and the Collis factory is the second such plant started in Omaha. However, the meal has never been sold much to the farm trade for hogs. It has been used in the manufacture of prepared pancake flour and other products of this kind.

This new plant in Omaha will not only manufacture it for human consumption in the shape of pancake flour and in other ways, but will barrel it in great quantities for swine. The advantage here is that it can be shipped in the dry, powdered form, properly barreled, for great distances, for a little freight charge. When the farmer gets it he can add live parts of water, stir it with a stick and have perfectly good, rich buttermilk in a moment's notice. Thus the freight charges are reduced by the extraction of the water in the factory. The water can be added later.

#### Booth Tarkington, Author, Praises Hudson Super-Six

Booth Tarkington, the famous "Penrod" author, was one of the first to buy a Hudson Super-Six. He says he likes it and has voluntarily written this about the Hudson Super-Six:

"The car is altogether satisfactory and does everything I claimed for it. It rides easily over these rough, rock-ridden Maine roads where I am using it. It eats the hills and is a willing speeder when called upon. My driver, a very rochet mechanic, is pleased and cheerful. For looks this car is the best I've had; in fact, I think it's better for the eye than any other car out."



Q. What keeps him so late?

- A. Punctures.
- Q. Why blame the tires when, maybe, it's the club or the boys?
- A. He's not seeking any alibi in this case—it's just rotten tire luck putting him in bad.
- Q. How can you do away with this tire luck you mention?
- A. Play a certainty—use Lee Puncture Proof Tires. Of course they're pneumatic—possibly they're a little more expensive than the ordinary tires but you're not bothered with the punctures of ordinary pneumatic tires—they'll go the whole journey and more and let you out of any such rotten tire luck. If you want to know all about the Lee line—and its SOME line, believe me—call

**POWELL SUPPLY COMPANY**  
OMAHA

Phone, Douglas 321.

Look up "Lee Tires" in Phone Book

**Lee Standard Tires**  
Give more tire comfort and mileage than ever before claimed for any standard make of tires.

**Lee Tubes**  
Always stand up to wear, thickness and ruggedness. They are extremely supple, tough, resilient and long wearing.

5,000 miles guaranteed

**LEE Tires**

Lee Tire & Rubber Co., Conshohocken, Pa. Manufacturers of Rubber Goods since 1889

For Best Service, Best Results Use The Bee Want Ads.

# Two Power Ranges

## To Maximize Your Enjoyment Yet Minimize Your Expense

**T**HE PEERLESS Eighty Horsepower Eight is a car of "dual personality." It has two distinct power ranges—each highly desirable for its particular purpose.

You can have tremendous power and abundant speed when and where you want it, without the excessive cost in operating the superpowerful car in ordinary driving. These great advantages have never before been offered in combination. They have been available only in two cars of entirely different and opposite types.

In ordinary driving you get the velvet smoothness, the keen flexibility and the graceful, effortless performance you would naturally expect from a Peerless.

### The "Loafing" Range

This is the "loafing" range for your every day requirements and your motor is operating on half rations—consuming so little fuel as to put many lesser powered cars to shame—most sixes, even many fours.

But open the throttle a little wider to release the double poppets.

Now you have a brute of a car of utterly changed character.

### The "Sporting" Range

With the "sporting" range in action she has the superpower and thundering speed to cope with any emergency, to contend with any of the other master cars of the day.

A ride at the wheel of a Peerless Eight will show you a wider range of performance than you have ever before found in any one car. Let us explain the double power range to you. We will gladly demonstrate.

W. T. HAUSE AUTO CO.

2509 Leavenworth St., Omaha, Neb. Phone Douglas 376

The Peerless Motor Car Co., Cleveland, O.

# Peerless Eight



**Peerless**  
All that the name implies"

New Price List Effective April 9, 1917

Touring	\$2090
Roadster	\$2090
Sporting Roadster	\$2250
Coupe	\$2750
Sedan	\$2890
Limousine	\$3590

Prices f. o. b. Cleveland

Subject to Change Without Notice

**Willard**  
STORAGE BATTERY  
SERVICE STATION

## To All Car Owners

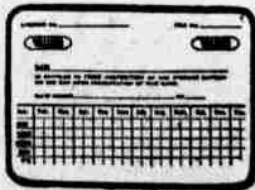
Don't forget to have your battery tested

Testing warns you of things you can't see and might not find out until too late to prevent trouble.

Testing is free—repairs cost money.

If you want bright lights, quick starts and lower cost of electric current, come in to see us.

And if you do need repairs, we have factory trained battery experts who can do a good job for you.



This card entitles any owner to free testing of his battery.

**Nebraska Storage Battery Co.**

2203 Farnam St.

Phone Doug. 5102