

Magnificent Hotelries to Be Found in Nebraska Along the Lincoln Highway

Blackstone Hotel
Omaha



North American Hotel - KEARNEY, NEBR. North American Hotel GRAND ISLAND NEBR.

From its beginning at New York City to its termination at San Francisco, the Lincoln Highway traverses thirteen states, seven before it reaches Nebraska and five from thence onward to the Pacific. The stretch of Lincoln Highway in Nebraska is equal to that required to cross New Jersey, Pennsylvania and a large portion of Ohio. It is nearly twice as great as the length of Highway in all states except Wyoming.

In hotel accommodations, one of the important items making for the continued growth in importance of the Lincoln Highway, Nebraska will soon be second to none in the character of the hotels along it and their strategic location from the viewpoint of the auto tourist.

It is upon reaching Omaha that the autoist enters upon the Nebraska Lincoln Highway. And right in the heart of the city's exclusive residential district he finds the city's newest hotel, the Blackstone, recently completed for the Blackstone Holding company, by the Bankers' Realty company of Omaha.

And when the two new hotels, the North American Hotel company now has under way at Kearney and at Grand Island are completed, the auto tourist will be able to cross Nebraska with the certainty of breaking his journey at convenient intervals, while putting up at hotels supplying every modern convenience and comfort.

Other hotels in other states are to be erected by the North American Hotel company as part of the chain of hotels it is fast building in the middle west. A goodly number of these will be on the Lincoln Highway, so that eventually the North American Hotel company will be a familiar name to autoists from all sections of the United States.

A fact of interest in connection with Nebraska and the Lincoln Highway, is that of the six cities from coast to coast, having a population in excess of 100,000, Omaha with about 200,000 is one. The Lincoln Highway is 3,389 miles long, passes through 725 cities, towns, villages and hamlets and there is in the comparatively narrow strip, which it may be said to serve a total population of 23,322,051.

An artesian well of hot water that serves the double purpose of irrigating his land and hatching hen's eggs is owned by E. L. Boudanda, living near Oas, in the Coacchella valley. The water has a temperature of 101 degrees at the well. It irrigated six acres of apparatus, from which Mr. Boudanda made almost daily shipments during December, January and February.

Heat to operate an incubator is secured by placing five-gallon cans with perforated sides in an irrigation ditch. The cans are partially filled with sand in order to sink them. The eggs are then put in the sand and turned daily until hatched. As the water is at an even temperature at all times, a satisfactory hatch record has resulted.—Denver News.

STANLEY COMPANY IS BRANCHING OUT
Name of Corporation Changed and Large Increase in Amount of Capital Stock.

The announcement is made that the Stanley Motor Carriage company of Newton, Mass., has been reorganized on an increased scale. The name still remains the Stanley Motor Carriage company. The capitalization is increased to \$2,500,000 of preferred and 100,000 shares of common stock of no par value. There will be no public offering of stock.

Prescott Warren, formerly vice president, becomes president of the new company, succeeding F. E. Stanley. Edward M. Hallett, formerly secretary, becomes treasurer, succeeding F. O. Stanley. Carleton F. Stanley remains vice president of manufacture. Frank Jay, western manager, becomes vice president of sales. These four men have been with the company since 1906 and constitute the active management of the new company. Together with Charles Counselman and Arthur L. Goodwillie Chicago bankers, representing the new financial interests, they form the board of directors.

The first Stanley car was built in 1895 by the brothers, F. O. and F. E. Stanley, for their own personal use. At that time their business was the manufacture of the Stanley photographic dry plate. Their factory building is now part of the Stanley works. The original car was so successful in operation that it encouraged them to further efforts and during the next two years a number of cars were built and sold.

For years the Stanley company has been the only producing manufacturer of steam cars in the country. Its racing records were envied by the whole world until a few years ago, when it discontinued speedway tests because of the danger to drivers.

Safety Service Saving
1918 and FARNAM
NEW FIREPROOF
200 ROOMS
With Private Bath \$1.50
With Private Toilet \$1.00
On Direct Car Line From Depots
Hotel Sanford OMAHA

GENERAL PROSPERITY IS IN THE SADDLE

General Sales Manager of Jeffery Car Sees Great Business for the United States.

While the present price of the Jeffery Six cannot be maintained indefinitely, certainly not after the present stock of raw materials, which the Nash Motors company purchased over a year ago at the then prevailing lower prices, is used up, nevertheless the Nash Motors company is making plans for big production schedules, and according to C. B. Voorhis, general sales manager, is confident that unparalleled prosperity lies just ahead for all American business, including the automobile industry.

"For the next few years," says Mr. Voorhis, "America must be the workshop of the world. Night and day the smoke will be black above her factories. The wheels of commerce must turn as they never turned before.

Must Feed the World.
"America must feed the world; she must clothe the world; she must furnish transportation for the world; she must be the world warehouse.

"Our lands will produce more crops, our mines more ore, our factories will double, treble their outputs.

"Prosperity, unparalleled prosperity, must follow. Billions of dollars must flow through the channels of American trade.

"Men and women in every branch of society will make more money, spend more money than ever before.

Will Make More Purchases.
"They will buy more shoes, more furniture, more stoves, more homes, more sewing machines. They will buy more automobiles and even more trucks, so we are making every preparation to meet the demand which is sure to come.

"The Nash Motors company actually manufactures 93 per cent of every Jeffery Six.

"We purchased our present stock of raw materials over a year ago. We were forced to buy far in advance and in huge quantities."

Problem Will Be to Get Better Grades of Cars

A shortage of automobiles this summer is predicted by Sales Manager George H. Houlston of the Hupp Motor Car corporation.

"The country is taking automobiles of the better and popular types faster than the factories are able to produce them," said Mr. Houlston. "All winter the manufacturers have been struggling with the freight car shortage, but this summer it will be the consumer who will suffer from the shortage of the better makes of automobiles. Even the higher cost of materials and labor and the necessary increases in the prices of all the better classes of cars has not slackened to any noticeable degree the demand for machines. But the difficulties of securing materials and producing the cars are so great that none of the big concerns will be able to fill their rapidly increasing orders.

"This is evidenced by sales records of the Hupp Motor Car corporation, which are typical of conditions in most of the leading companies. We enjoyed in the first months of 1917 the largest quarter in Huppmobile history, yet we were nearly 2,000 cars behind our orders for immediate shipment."

Enclosed Cars Rapidly Growing in Public Favor

Most persons have the feeling that automobile tops are put up and down with every change of the weather.

To get some accurate information on this subject, Newman Samuel, Franklin dealer in Cincinnati, recently conducted an investigation among the Franklin open car owners in that city, the data showing that during the last year 75 per cent of Cincinnati Franklin owners ran their cars with the tops up all the time.

This investigation is typical of the discovery people are making of the practicability of the permanent top, and the resulting change of sentiment is largely responsible for the rapidly growing popularity of the enclosed type of car. People of all climates are now realizing that with regulated ventilation the permanent top gives associated with a collapsible top exclusively.

A census of this year's types of Franklin cars in several large cities, known as hot summer places discloses the fact that the percentage of enclosed cars to open cars is very favorable to the former.

Cultivate Without Fenders

As surely as the early bird gets the worm, so surely does the early weed get the corn, and just as certainly does the Gausman Fender Shovel get the early weed.

This is a thoroughly tried, guaranteed cultivator shovel which enables the operator to cultivate corn (both listed and checked) or any small crop the first time over without fenders. Thousands have been sold the past two years in Nebraska, Iowa and Kansas. Every user is a booster.

One pair only necessary on inside shanks, ordinary shovels on others.

If dealer cannot supply sent Post Paid upon receipt of price—3 1/4-inch size, \$2.75 per pair; 3 1/2-inch size, \$3.50 per pair; 6-inch size, \$3.65 per pair.

Always give name of cultivator. Backs to fit any make.

Staats Manufacturing Co.
Dept. H. Central City, Nebr.

WATERLOO, NEB.--On the Lincoln Highway

Waterloo One of The Early Towns And Now Thrives

Waterloo is a thriving community that has made a name as an important seed center and it's a favorite place where Omahans and others like to go and get some of those good chicken dinners.

Homesteads were taken there as early as 1862 by J. H. Logan and William Short and a postoffice was established in 1864, with J. H. Logan as postmaster. He held the office until 1870, when he was succeeded by M. W. Purchase. Both of these men kept the postoffice in their homes.

The town was laid out in 1871 on the lands of J. H. Logan and G. A. Kelsey. The first school in Waterloo was taught in the summer of 1865 by Miss H. H. Thomas. School was kept in the sod house of a homesteader and there were just six pupils.

The first store in Waterloo was opened in 1869 by W. A. Denton. This store was operated by various men. In 1879 the second store was started by J. G. Herrington.

M. L. Weaver was the first blacksmith, starting in 1869.

The first drug store was started in 1876 by C. H. Clark and the first carpenter shop in 1880 by John M. Hopper.

As early as 1864 the first physician came to Waterloo. He was Dr. J. W. Agee.

H. H. Seymour

The Old Reliable Insurance Man

District Manager Omaha Health and Accident Association

Fire, Hail, Automobile and Old Line Life

Waterloo, Neb. Phone 64

J. C. ROBINSON SEED CO.

WATERLOO, NEBRASKA "On the Lincoln Highway"

WHOLESALE CONTRACT GROWERS OF FIELD AND GARDEN SEEDS

of the HIGHEST QUALITY

The Blackstone
At Farnam and 36th Streets

Is one of the most beautiful hotels on the Lincoln Highway.

Located in the most exclusive residence section of Omaha, close to excellent garage facilities.

Rooms or Suites ranging from two to six rooms—all with private bath and elegantly furnished—may be engaged by the day, week or month.

Excellent Cuisine and Service.
Three Beautiful Roof Gardens.
Rates Furnished Upon Request.

Double the Life of Your Storage Battery--Cut the Cost in Two

BATRY VIM

This method of treating storage batteries gives new life to your old battery at half the cost of a new one. Our

EIGHTEEN MONTHS' GUARANTEE

that every battery we treat will stand up and give perfect service goes with every job—this feature you don't get when you buy a new battery.

Batry Vim is a process designed to break up and control sulphation in lead type batteries. No two batteries require the same treatment; yours will be treated and rebuilt according to its peculiar requirements.

Batry Vim Company of Omaha
JOHN W. HUGHES, Manager, 215 South 20th St.
CLIFF E. THOMPSON, Battery Engineer, Douglas 7681.
Distributors for Nebraska

GARAGE AND BATTERY REPAIR STATIONS
We Have Some Good Territory Open—Write us.

Bee Want Ads Are Business Boosters

DRINK TE-TO

"The Great Teetotalers Beverage"

Willow Springs Beverage Co.
Phone Douglas 1306 and Douglas 2108.

ON THE LINCOLN HIGHWAY
You Will Always Find **Delicia ICE CREAM**
"It's Good for You"

Let this sign be your guide in choosing ice cream when out motoring. It tells you that you are buying that which has been carefully selected, properly prepared and has been handled with the respect due the food you are asked to eat.

The Fairmont Creamery Co.

We Bank On QUALITY And Win On PRICE

FROM THE CHEAPEST THAT'S GOOD TO THE BEST THAT'S MADE

FREE INFORMATION TO TOURISTS

J. C. MOORE

General Merchandise
WATERLOO, Phone 20. Neb.

The Bank of Waterloo
Waterloo, Neb.

Capital \$15,000
Surplus and Profits, 5,000

Tourists over the Lincoln Highway are welcome to the accommodations of this bank.

J. G. SEASEEFUS, Pres.
G. A. LINDQUIST, V. Pres.
E. L. LINDQUIST, Cashier
L. J. BYRNE, Ass't Cashier.