

RURAL COPS ENFORCE THE HEADLIGHT LAW

Town Marshals Throughout State Stimulate Trade in Lenses Required by State Statute.

Evidence is coming in from various quarters throughout the state which seems to indicate that the police officers are in sympathy with the recent law enacted by the state legislatures regarding the blinding headlights. Dealers report a brisk trade and a large demand for the various types of lenses.

Several irate inhabitants of the larger cities have reported cases of insomnia among the town marshals in the rural districts which would lead one to believe these "sturdy limbs of the law" rather enjoy picking off the "joy riders" who don't care whose eyes their headlights blind, and they are willing to sit up nights to do it.

Let the good work continue and may we hope that all the law enforcing units work together in compelling motorists to observe this very wise and considerate law.

One hardly realizes the danger of blinding lights until he has been

forced to stop his car at the edge of a steep grade or perhaps experience a serious accident because the fellow coming in the opposite direction was thoughtless and careless.

The cost of a lens, which will regulate the rays of light and deflect them to a proper height from the ground, is so small compared with other accessories that it is only a humane act on the part of motorists to equip their cars with a lens which meets the requirements of the law.

Firestone Tires Aid in Making New World's Record

Eight world's records shattered within the space of four days is the remarkable feat accomplished by Barney Oldfield, veteran "speed demon" of auto racing and the most popular driver on the track. All eight records were made in St. Louis on a circular dirt track, five of them against time and three of them against Ralph De Palma.

Oldfield drove his "Gold Bug," equipped with Firestone super cord tires, in all the events without a mishap. In his fifty-mile exhibition run against time he broke five records in succession.

Oldfield gives due credit for his victories to the power-saving of his Firestone Super Cords. In St. Louis he reiterated his statement made on a recent visit to the Firestone factory that speedway records now depend as much upon the tire makers as the automobile manufacturers.

Marmon Crosses Continent Without Engine Trouble

Interesting sidelights on the pathfinding trip of the Pike's Peak Ocean-to-Ocean Highway association contained the information that the Marmon 34 pathfinding car came across the continent without engine or tire trouble with the exception of one puncture, when a nail was picked up in Colorado.

Charles Adams, son of C. F. Adams of Chillicothe, Mo., president of the association, piloted the pathfinding car on the long cross-country trip.

The journey throughout was a pleasant one, and the route followed by the motorists most feasible for a second national ocean-to-ocean highway, according to Mr. Adams.

Franklin Cars to Advance in Price September First

"September 1," asserts H. Pelton of the Franklin Motor Car company, "marks the date of an advance of \$150 in the price of Franklin models and we were very much surprised when we learned that the advance was so small as compared with our competitors, who have advanced from \$250 to \$500 during the last ninety days."

The smallness of the advance on the Franklin is due to some extent to its simple construction. The elimination of numerous parts through the Franklin system of air cooling, of course eliminates the need of buying

many parts used in water cooled motor cars and enables the manufacturer to lessen the cost to that extent.

"We have been advised by the factory that the price will be the only change in the present model. The Franklin manufacturers discontinued the yearly models in 1912 and since then have distinguished the different models by series numbers.

"The series No. 9, which is the present model, will be continued indefinitely. Of course, minor changes will be made from time to time, but the present design is proving highly satisfactory in all respects."

Opper Reports Prosperity in Cities of West Visited

J. M. Opper of the Jones-Opper company returned last week from a two weeks' vacation trip, which took him to several western cities, such as Denver, Salt Lake City, and several Wyoming towns.

Mr. Opper asserts that prosperity was evident in all of the towns which he visited and that automobile dealers are enjoying the same brisk demand as the Nebraska dealers are experiencing. The Reo dealers who Mr. Opper took particular pains to visit were all asking for more cars.

Recent developments at Kenosha have combined to verify the truth of that rumor and it is now an open secret that a new Nash car has been

designed and built and that its specifications and price will soon be announced to the general public.

It is known that a convention of thirty Nash distributors who will be responsible for the Nash motors wholesale distribution throughout the coming year was recently held at the Nash plant, and that the delegates were shown the new car. But so far the buying public has been kept in the dark in regard to the new product, although it is practically certain that the veil of mystery is to be swept aside within the very near future.

Peerless Co. Warns Dealers To Get Orders In Promptly

Judging from instructions to dealers which have just been issued by the Peerless Motor Car company of Cleveland, the builders of the widely known Peerless Eight are among those not experiencing and let up in business as result of the war.

The following notice has been sent to all Peerless Eight dealers:

"Specifications that call for delivery of model 56 cars during August should be placed with the factory at once. In spite of full swing manufacturing in the new factory buildings, the demand for the Peerless Eight is still greater than the output. Distributors are warned to file specifications promptly and to urge prospects to conclude their orders as far in advance of desired delivery dates as possible."

The Peerless officials credit the unusually good showing made by the sales department to the splendid performance of the two power range Peerless Eight motor.

Comely Is Magnate.

Joey Connolly has blossomed out into a baseball magnate. The former Bravo is the high "Yes, Sir," of the Attleboro, Mass., team.

Government Buys Indian Motorcycles and Sidecars

On top of the order placed last month for 3,500 Indian motorcycles, the United States army, quarter master's corps, have placed an additional order for 1,000 Indian Power Plus machines, complete with sidecar, for delivery, to the Chicago depot.

The machines ordered are the regular stock model, the same being used by the general public all over the country.

The government has made extensive tests on motorcycle for army use and it is expected that the motorcycle factories will be required to furnish at least 10,000 motorcycles within the next year for army service.

Mr. Boord of the Omaha Bicycle company said his firm has experienced the biggest business so far this August by 50 per cent, than any year in the history of the business, which proves that people are beginning to realize the usefulness and economy of the two and three-wheeled machines.

White Sox Pay Roll is \$120,000

Comiskey's players are drawing \$120,000 in salaries, and he says they are earning the money.

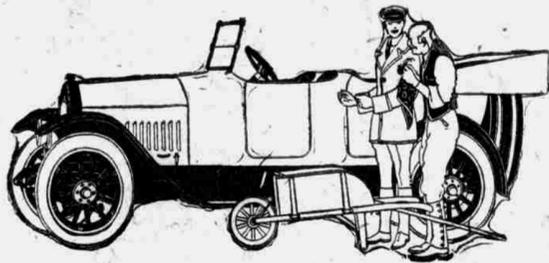
National

12-CYLINDER CARS

Six Cylinders
\$1995
Twelve Cylinders
\$2595

National Motor Car & Vehicle Corporation
Seventeenth Successful Year
Indianapolis

Almost no touring situation can be conceived which this new twelve-cylinder National cannot master. The experience of our users invariably confirms the statement. Our own tests have convinced us that this new National will outperform any genuinely "stock" car in the world.



The T. G. Northwall Company

OMAHA, NEB.

LUTE MORSE, Lincoln, Neb. S. R. NELSON, Atlantic, Ia. DEAN BROS., York, Neb.

Announcement

IN ORDER to furnish motorists of Omaha and vicinity with Better Tire Service than they have heretofore been able to secure, we have made a careful investigation of the merits of all high grade tires.

—As a result we have selected "Stronghold" tires, and secured the retail and distributing agency for this territory.



ALL "Stronghold" tires and tubes are made the careful way—by hand—under the personal supervision of experts trained for 18 years in producing wear-resisting rubber.

—manufactured by The Rubber Products Company, Barberton, Ohio, famous for 18 years as the maker of "No-Seam" and other high quality rubber goods.

The Wheeler Rubber Co.

2064 Farnam St., Omaha, Neb.
Phone Doug. 7848.

A Motor Car With "Second Wind"



In developing the two-power-range idea it was the Peerless aim to give the ideally soft, smooth Eight the added charm of rugged resistless power for rough hard work and greater speed.

The result, now firmly established, is the remarkably successful Peerless Two-Power Range Eight with its "loafing" range for ordinary driving and its "sporting" range for great power and speed.

The "Loafing" Range

For all ordinary driving you will use its "loafing" range

In this range it performs all those feats of smoothness which distinguish the really fine from the ordinary car in the every day service of an exacting owner.

And in this range it is on half rations, consuming fuel so sparingly as to shame many a lesser powered six—even many a four.

The "Sporting" Range

Among the finer cars of the day, there are a few which pretend no compromise with the demand for the gentler virtues of soft, smooth flexibility.

Such cars are out and out exponents of the more rugged virtues of brute power and speed.

In its "sporting" range the Peerless is ready to vie with such cars in their own chosen field.

\$2090

Seven Passenger Touring

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

(Until increase becomes effective)

Prices f. o. b. Cleveland—Subject to change without notice

NOYES-KILLY MOTOR CO.

2066-68 Farnam Street Factory Distributors. Omaha, Neb.

THE PEERLESS MOTOR CAR COMPANY
CLEVELAND, OHIO

