

ent and Accessories

Omaha
Auto
Show
February 25
to
March 2

ry Strides Ahead

stance, a motorist wants a new tire pump. Does he purchase it from the firm which sold him his car? Does he annoy this firm accustomed to transactions dealing with hundreds of dollars with a merely \$1.25 deal? No! He goes to an accessory dealer.

This also is an advantage to the customer. The automobile dealer were he forced to spend his time, energy and money on accessories would, to give as little time as possible to items of such insignificance, would buy the first supply of pumps offered. They might, perhaps, be an inferior brand, but he would not take the time nor trouble to investigate. Thus would the ultimate consumer buy inferior goods and it would really be nobody's fault.

Saves For Consumer.

But the accessory dealer gives as much thought to the purchase of a gross of pumps or so as the automobile man does to the purchase of a carload of automobiles. He does not buy the first brand offered. He investigates all the lines offered and buys the best. Thus is the ultimate consumer protected.

Many inventions of improvements have been given light through accessory dealers. Even today hardly a car is manufactured but what the accessory dealer can suggest possible improvements and conveniences.

Omaha Ranks High.

Omaha ranks as one of the most important accessory centers in the country. Where 10 years ago one company occupied the local accessory field, a dozen now fulfill the growing needs of this business. These firms are among the largest and most completely stocked in the country and there is not an automobile accessory manufactured that cannot be purchased in Omaha. The accessory business in Omaha, wholesale and retail, is one of the city's biggest industries and involves thousands of dollars annually.

Accessories are not exhibited at the Omaha auto show, not because of their lack of importance, but because of the limited space at the Auditorium. The Auditorium does not afford space sufficient for the car exhibits alone so the accessory dealers have been compelled to forego their exhibits. Several years ago this problem came up and the accessory men were queried as to their attitude. They willingly consented to step out even though they were losing an advantageous opportunity to present their commodities before the buying public. That they did not suffer in the long run by their generosity and consideration of others is conclusively manifested by the immense business they have built up for themselves without the show advantages.



SMOOTH, sweet-running as the purling brook are Horse Shoe Tires.

Why? Because there are no nobs, no 'high spots', but a smooth, unbroken, frictionless contact with the road; yet, the cut-in Horse Shoes stop side-slips and skids.

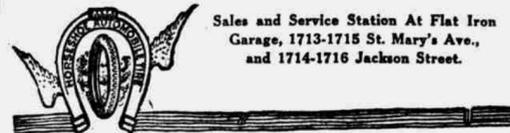
On boulevard or side road, it's all the same—just a smooth, steady, straight onward drive.

HORSE SHOE TIRES

are built of layers of Sea Island fabric imbedded in pure rubber by the Racine Horse Shoe One Cure Wrapped Tread Method. They're proof against blowouts. Extra mileage—25% extra mileage is built in.

The LUCKY BUY Fabric White Side Wall Cord Red Side Wall both White Tread

"When you see a Horse Shoe equipped car you see a motorist who knows."



Sales and Service Station At Flat Iron Garage, 1713-1715 St. Mary's Ave., and 1714-1716 Jackson Street.

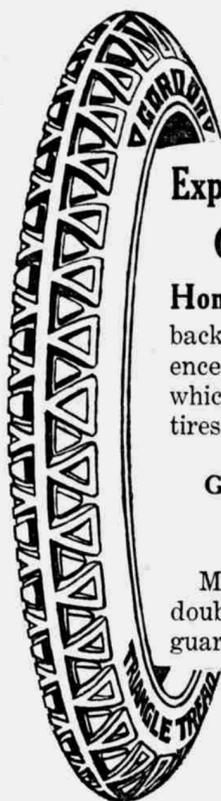
You are invited to come and see the largest stock of Automobile Accessories and Tires carried in the Middle West. Immediate shipment on such scarce articles as Weed and Rid-o-Skid Chains, Peerless Radiators for Ford cars, Titan, Benton, Affinity Spark Plugs, quality accessories for Fords.

We feature Racine Horse Shoe, Congress and Diamond Tires, Howe Red and Gray Inner Tubes.

Ask for copy of our 1918 Auto Accessory Catalogue.

Lininger Implement Co.

Sixth and Pacific Sts., Omaha.



Scientific Compounding of Materials

Expert Construction
Good Workmanship
Honest Business Methods
backed by years of experience, is the foundation on which the Gordon high grade tires are built.

Guaranteed 5000 Miles
Fords 6000 Miles

Most Gordon tires deliver double, and often treble, the guaranteed mileage.

MR. DEALER—
Get the Gordon line for your town.
Attractive Proposition

Gordon Tire Station

2028 Farnam Street. Omaha. Tel. Doug. 4101.

Auto Tops and Trimmings

TREAT YOUR CAR TO A NEW TOP
PUT ON NEW SEAT COVERS
COME IN AND SELECT TODAY

Complete Line of Top and Seat Cover Fabrics On Hand

THOS. F. ENGLISH

2318 Harney St. Phone Douglas 3786.



Car owners are happy—it is not surprising, "Everloc" saves them high priced vulcanizing.

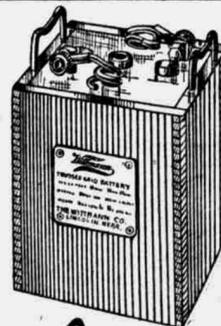
WOOD'S "EVERLOC" TIRE PATCH

They're coming thick and fast—those users of Wood's "Everloc." The tire patch that permanently repairs punctures and blowouts up to 17 inches in length certainly appeals to motorists. Wood's "Everloc" is the original self-vulcanizing tire patch. It is guaranteed never to leak or creep. Try it on our guarantee. Do away with laborious dangerous heat vulcanizing. Use Wood's Everloc. At your dealers: 50c, \$1.00, \$1.50.

DEALERS: Write us or your jobber today for Everloc proposition.

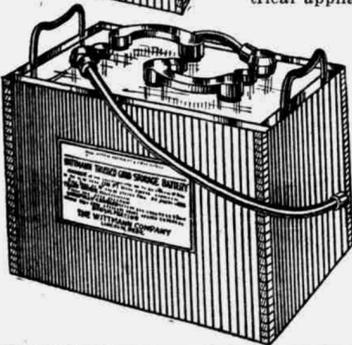
JOS. BRINKHOUSE

Manufacturer's Distributor, 116 S. 17th, Omaha. Phone Tyler 3044. Special Garage Size 20x28 inches.



HEAVY DUTY BATTERY

We are expert mechanics on all auto repairing and electrical appliances.



De LAY and BEAL

West Farnam Garage, Repair Dept.

3527-29 Farnam St., Omaha.

Harney 2907.

Night Call Benson 693-W.

We Make a Specialty of Reborning and Grinding

Automobile and Tractor Cylinders

Our shop is equipped to handle repair work promptly.

Magnalite or Cast-Iron Pistons

SPECIAL

Ford job, \$12.00
Reground—New Pistons

SUNDERLAND Machinery & Supply Co.

1006-8-10 Douglas St., Omaha, Neb.



Quality Service Price

Don't fail to visit our store during the Auto Show.

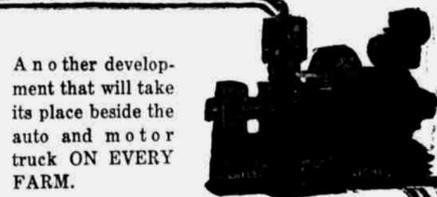
"We Save You Money"

- 1916 Honeycomb Radiator Ford, for\$24.00
- 1917 Honeycomb Radiator Ford, for\$25.00
- Indiana Spot Light.....\$3.25
- Ford Pedal Pads, set of 3.....35c
- Mosler Spark Plugs.....50c
- Dodge Bumpers, for late model cars\$7.50
- Ford Channel Bar Bumpers, \$7.50
- Rear View Mirrors, all cars, \$2.00
- Rear View Mirrors, Ford.....95c
- Breaknot Hydrometers.....90c
- Electric Tail Lamps, with bulb, \$1
- Combination Dash and Trouble Lamp, with cord.....\$1.75
- Ford 17-inch Steering Wheel \$3.25

We have a complete stock of Weed and Rid-o-Skid chains and cross links.

TROUP AUTO SUPPLY CO.

1921 Farnam St., Omaha, Neb.



Another development that will take its place beside the auto and motor truck ON EVERY FARM.

Electric Light and Power

We were disappointed in not getting space for an exhibit at the Auto Show. Call at our office and see demonstration of LALLEY-LIGHT. (Made in Detroit.)

LALLEY-LIGHT is simple and fool proof. It is automatically controlled and takes care of itself. It is a practical, efficient appliance that completely serves the purpose for which it is intended. The plant consists of an electric generator directly driven by a ball-bearing gasoline engine, and a set of storage batteries. There is still some dealer's territory open.

Lalley-Wilson Electro Co.

Distributors
2420 Farnam St. Omaha, Neb.

LALLEY LIGHT

Electric Light and Power for Every

Oldest

Tire Repair

and

Tire House

In Omaha

GOODRICH

and

DIAMOND TIRES

Call Us When in Need of Tire Service

Omaha

Tire Repair Co.

HENRY NYGAARD, Prop.,

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Standard FORD Shop Equipment



- Rear Axle Jacks
- Rear Axle Stands
- Motor Overhaul Benches
- Motor Assembly Trucks
- Piston Bench Clamps
- Cylinder Bench Clamps
- Ford Service Bodies
- Speed Wrenches

TELL-BINKLEY

—First—
2318 Harney St., Omaha.