

### FREE MEDICAL SERVICE GIVEN TIRE WORKERS

Goodyear Factory Employ Large Staff of Physicians and Nurses to Look After Employees.

In no small degree has the safety first movement given an impetus to the idea of giving medical, hospital and surgical treatment to employees but there never has been any service that went more directly to the heart of social betterment among the wage earners. Health is at the bottom of conscientious workmanship and industrial content, so the Goodyear Tire and Rubber company, Akron, O., has found out. The success and happiness of an individual is all predicted on his health and that of his family. The family physician appears only when a health agency has failed to prevent disease and the Akron tire concern has taken itself the responsibility of seeing that the health agency does not fail.

By providing the best possible surroundings from a hygienic standpoint for the workmen during their working hours, by supplying recreation centers and athletic facilities for all, as well as conducting educational campaigns looking toward an intelligent adherence to the natural laws of health, Goodyear is awake to the importance of helping their employees keep up with the modern idea of conserving health so necessary to giving high grade service and to the enjoyment of life.

With thousands of men and women working around whirling machinery with scores of acres of floor space filled with flying belts, fast-turning wheels, tremendous presses, and the constant passing of trucks heavily laden the occurrence of accidents to the working force is to be expected occasionally. First-aid treatment and the means of preventing infection is absolutely necessary.

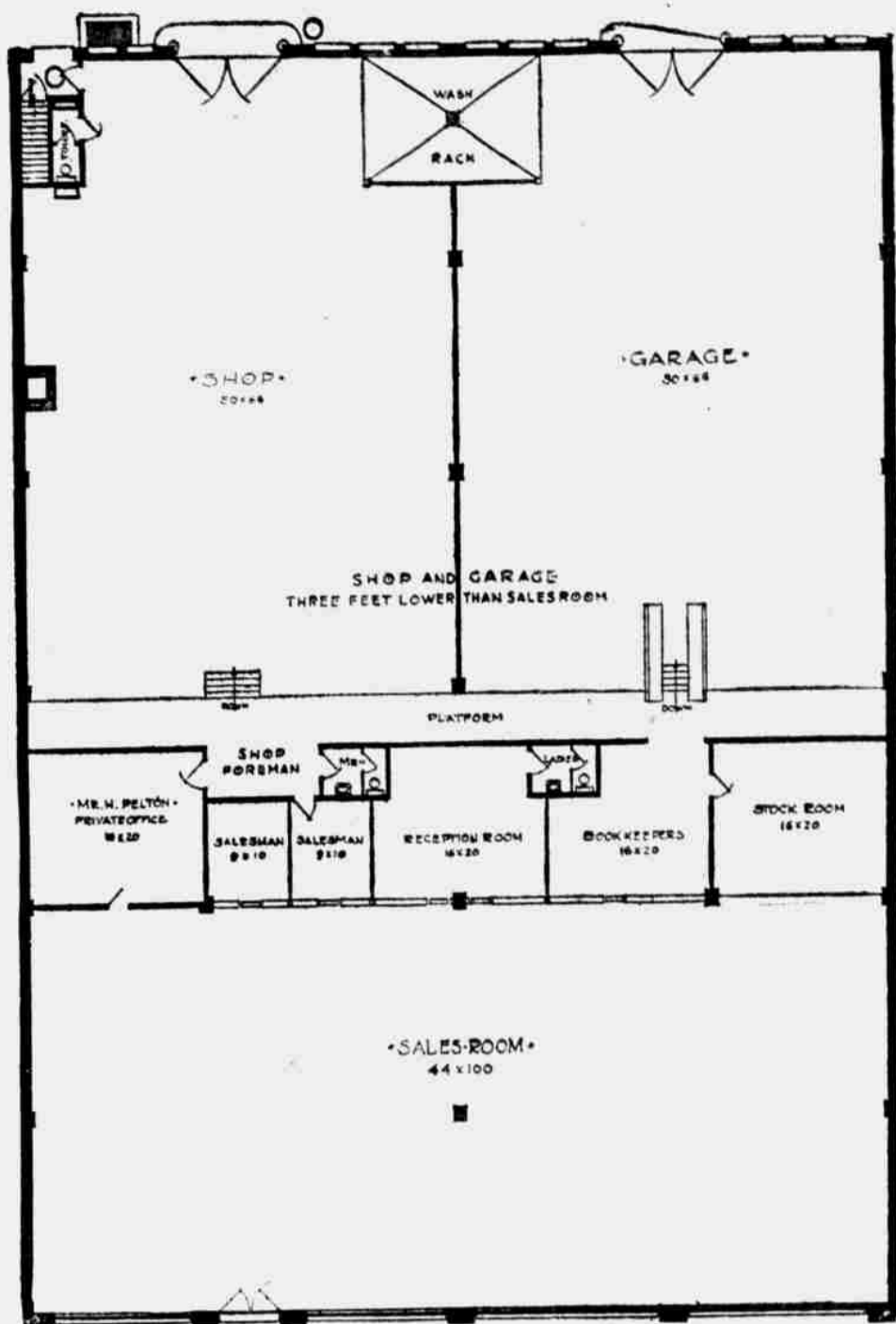
The Goodyear Tire and Rubber company has provided in each of its several factories a completely equipped hospital with every modern facility for treating injuries of all kinds, with expert medical attendants on hand at all times to look after the health and medical needs of all the employees, and to render immediate surgical aid to the victims of accidents.

In the general office of this concern there is maintained a dispensary with a physician and a nurse constantly attending and the ordinary ailments incident to the daily life of men and women in active office employment are promptly taken care of. A force of nine physicians and 14 graduate nurses are employed in this industrial medical and hospital service. Every applicant for employment is examined thoroughly to establish his physical capacities in order that the company may get a line on his ability and fitness for particular kind of work. The examination also includes a general physical survey of the applicant.

#### Jimmy Gets Chance.

'Tis said that Jimmy Hickman is to become a regular outfielder with the Dodgers. As Jimmy has worn out several uniforms doing bench duty he was just beginning to think his name carried too many letters, particularly the three last ones.

## New Home of the Franklin and Marmon



The new home of Franklin and Marmon cars in Omaha, when completed, will be one of the most modern and best equipped automobile buildings in the west. The front elevator and ground floor plans of this new building, shown above, show in detail the arrangement of the new quarters. No doubt, these plans will be of considerable interest to automobile dealers, owing to the spacious and convenient arrangement. Ample room for display room, office, shop and garage is offered and everything is conveniently arranged for efficient handling of all angles of the business.

#### Germany Schaefer to Act As Coach for Collegians

Germany Schaefer is the latest addition to the ranks of college baseball coaches. Germany is to handle the Lafayette college squad, and even if the boys don't win many games they are sure to have the time of their young lives with the funniest coach in captivity. Lafayette did not intend to have a coach this year, but when a big

squad turned out for indoor practice Harry Hempstead, president of the New York Nationals, sent word that he would contribute a coach. He sent Schaefer along. Hempstead is a member of the alumni committee on athletics at Lafayette.

#### Three Holdouts.

Buck Herzog, Ed Konetchy and Dick Rudolph refuse to sign with the Boston Braves for the salary offered.

#### Auto Dealer Rings Up Seven Sales in a Day

"The popularity of Scripps-Booth cars," asserts R. S. Odell of the W. M. Clement Motors company, "can be realized to some extent from the fact that we delivered seven cars in one day last week to retail customers. Although we have only been able to secure a few of the new six-cylinder models for local delivery, the light sport roadster and eight-cylinder chummy models promise to be even more popular this season than last."

"The attractive appearance and luxury of these models, coupled with the popular prices and economical upkeep, certainly appeal to all classes of trade. We sold and delivered Scripps-Booth cars to the following on Tuesday: W. C. Samis, Fred Plotenbauer, Miss Kate Dorsey, A. E. Royce, B. B. Baldwin, Miss Louise Brackham and G. Griffith. On Wednesday we delivered Scripps-Booth cars to C. M. Dooley and E. A. Doherty, and Liberty touring cars to P. R. Kellogg and T. J. Jumper. In addition to this we delivered one carload of five Scripps-Booth new six-cylinder models to Barney-Gibbons Motor company of Kearney."

#### Packer Enthusiastic Over Autocar Delivery

Morris & Co. are one of the most enthusiastic Autocar users in Omaha, according to W. M. Clement, president of the W. M. Clement Motors Co. They have operated three Autocar trucks for some time, in fact they were bought and shipped here from

Chicago before an Autocar agency was established in Omaha. "One of these Autocars has been in constant service for over four years in Omaha," said W. M. Clement, "and is now operating daily and is giving dependable service. Morris & Co. endorsed the Autocar, owing to a successful experience at various other points and shipped them to Omaha regardless of the fact that no Autocar service station was located in Omaha. "However, without service or any immediate supply of parts, or mechanics who were acquainted with the Autocar, these three Autocars operated successfully and Morris & Co. are using Autocars at practically all their branches throughout the United States."

See Want Ads Bring Results.

### BETHLEHEM MOTOR TRUCKS



**They Go Where They Are Sent**

Your load will go where you send it—it will arrive when you want it to—and your Bethlehem Truck will come back for its next load promptly and without fall-down day after day.

Bethlehem Trucks are built to carry merchants' reputations and they always make good. Your examination of a Bethlehem Truck is a business necessity. Try it out your way.

**\$1245**

1 1/2 Ton Chassis

**BETHLEHEM DUMP TRUCKS**

F. O. B. ALLENTOWN, PA.

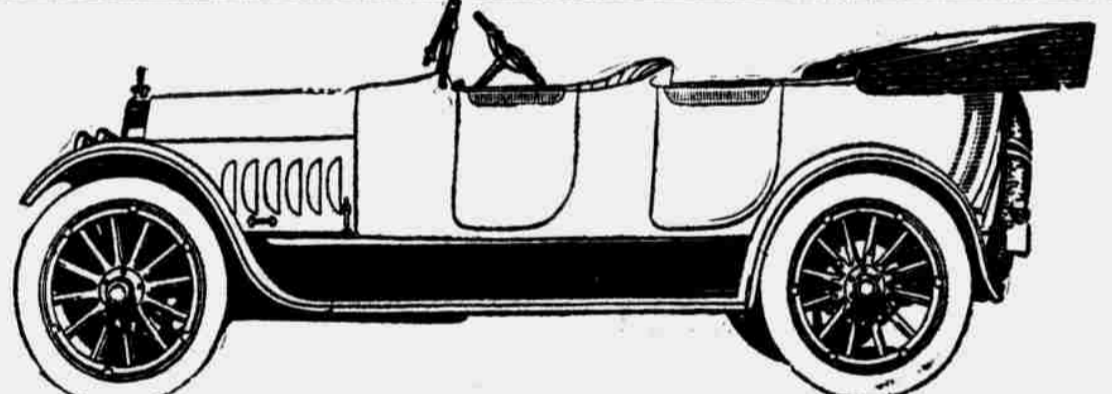
Write for Catalogue

**\$1775**

2 1/2 Ton Chassis

**BETHLEHEM TRACTORS**

**J. T. STEWART MOTOR CO.**  
2048 Farnam St., Omaha, Neb.  
Distributors Nebraska, Western Iowa, South Dakota.



## The New Peerless Eight Model 56

You know that for years the Peerless Company has concentrated its efforts on high grade motor cars. You are safe in expecting wonderful and great performance in this new Peerless.

Famous Peerless creations, past and present, have upheld in advance quality standards.

Those who know Peerless know it for refinement, performance, smoothness of operation and utmost grace.

In its range of power you have a quiet, smooth motor. Without touching a gear shift you may throttle down to almost imperceptible motion along behind retarded traffic and all the while you are operating with the greatest economy, for you are automatically feeding your cylinders their fuel at half rations.

But when you need or want it you have, in this same 80 Horse Power Peerless Eight, a totally different performance.

No real motor car enthusiast can take the Peerless wheel without enjoying a new thrill in its contrasting performances.

We believe that it approaches more closely to real efficiency than any motor car yet manufactured.

### GEO. F. REIM COMPANY

Distributors of High Grade Motor Cars.

Harney 10.

3016 Harney Street.

# National

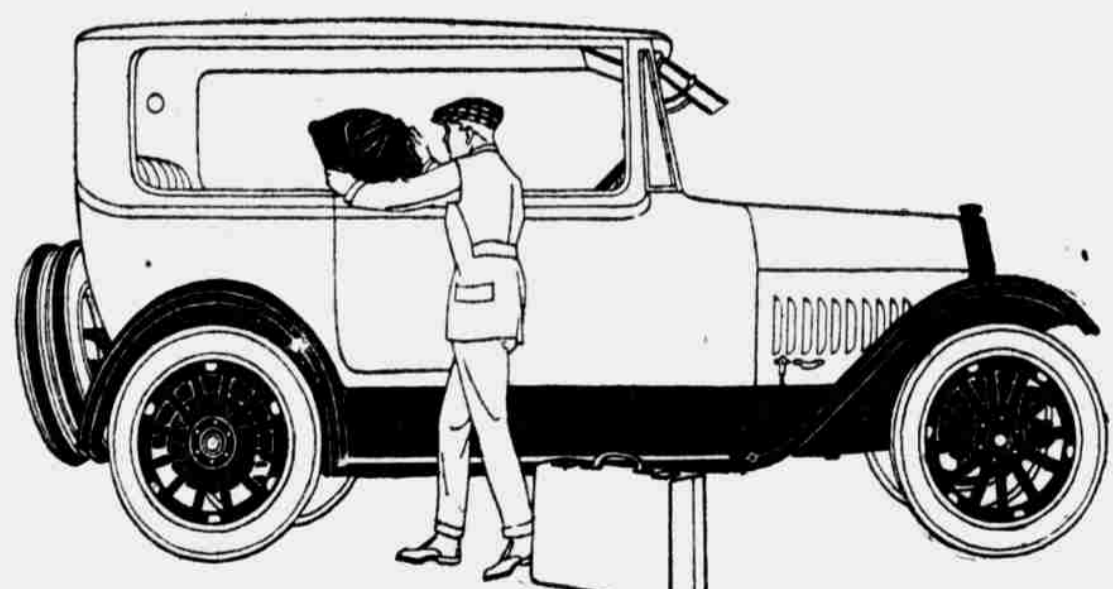
—with airplane type motor

**EVEN** if a man chose a car on no other ground than economy, he could not justly pass by this National Convertible Sedan. The economy of an automobile is largely determined by its usefulness, and a more useful vehicle than this it would be difficult to conceive. It is quickly and easily convertible from a closed winter equipage to an open touring model, and is as capable for cross-country driving as for formal city use. It links the power, range and activity of an open car to the shelter and comfort of a closed one, and its fuel, tire and maintenance costs are exceedingly low.

### Six and Twelve Cylinder Models

7-Pass. Touring Car, 4-Pass. Phaeton, 4-Pass. Roadster, 7-Pass. Convertible Sedan  
Open Car Prices—The Six, \$2150; The Twelve, \$2750  
The Six Sedan, \$2820; The Twelve Sedan, \$3420  
Government's War Revenue Tax Extra Charge

NATIONAL MOTOR CAR & VEHICLE CORP., INDIANAPOLIS  
Eighteenth Successful Year



## The T. G. Northwall Company

OMAHA, NEB.