

DRIVE-AWAY IS ONLY SOLUTION TO CAR SHORTAGE

Oldsmobile Official Can See No Relief From Present Shortage of Railroad Equipment.

"Judging by the present trend of conditions I am convinced that even the most favorable of summer weather or shipping conditions will not release any appreciable amount of railway facilities for the transportation of automobiles.

"This opinion," said Mr. P. L. Emerson, sales manager of the Oldsmobile Motor Works, "is based on a pretty careful study of conditions which I have had an opportunity to make in practically every large distributing center in the country.

Relief Not Probable.

"Of course the railroads suffered severe setbacks during the terrific winter. But though they are now able to greatly increase their carrying capacity, this is largely offset by the movement of war materials which are being completed in steadily increasing volume.

"How very fortunate it is that automobiles can be delivered to their destinations under their own power. For if it were not for the daily drive-away there would be mighty few new cars out into use this season.

No Storage of Cars.

"Usually at this time of the year dealers and distributors in all the cities have good stocks of cars on hand that have been received from the factories during the winter. This year no such condition exists—there are practically no accumulated stocks of motor cars.

"The manner in which automobile sales organizations have adjusted themselves to the new conditions is nothing short of marvelous. It is safe to say that approximately 60 per cent of all cars leaving the factories today are being driven overland by dealers.

"It is nothing new any more to start a big fleet of cars on a thousand-mile trip. And as road conditions improve it is to be expected that practically every automobile made will be consigned via the public highways."

Tips on Batteries

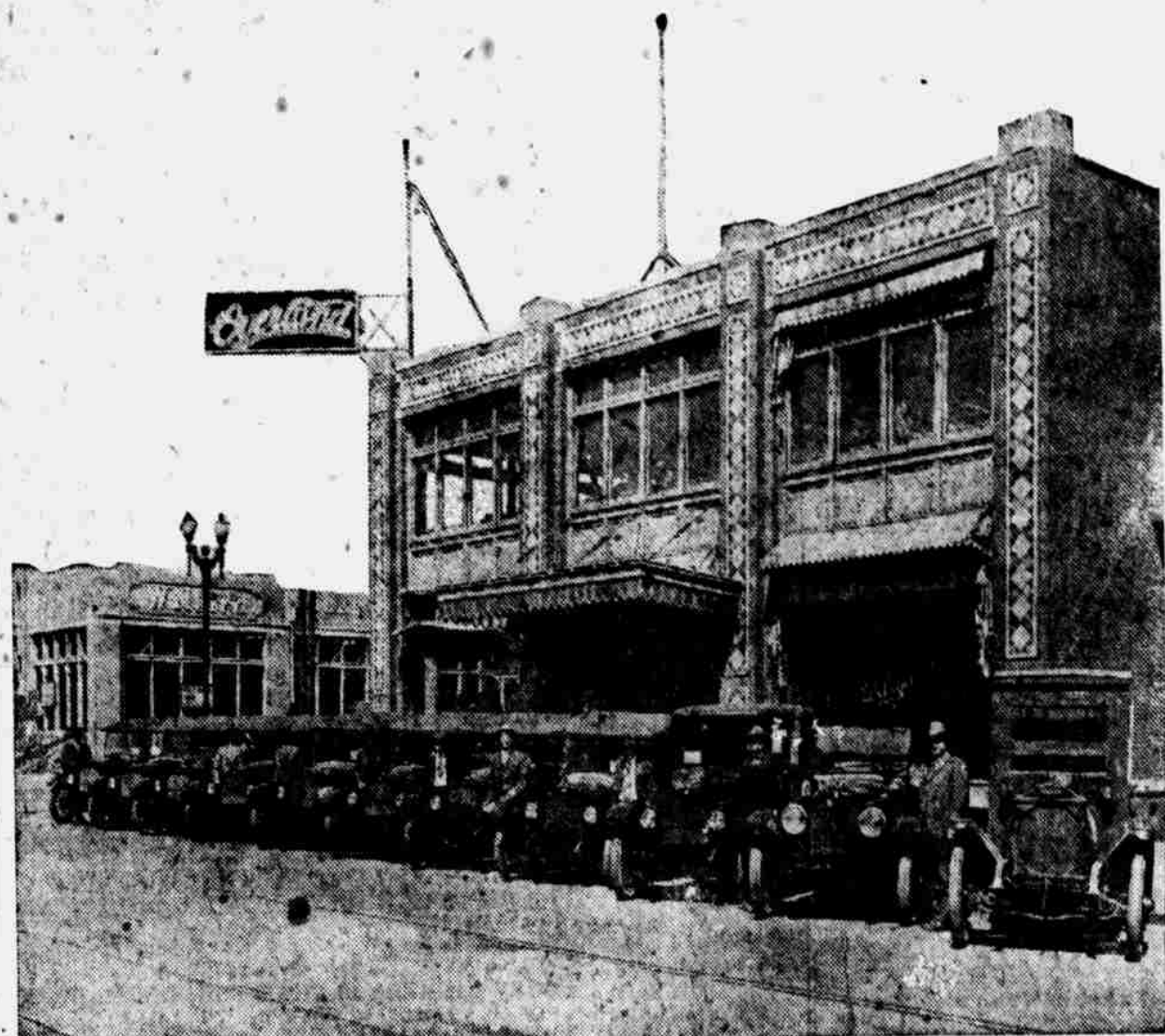
For the Motorist

"Despite the educational campaign carried on by the battery manufacturers, a great majority of motorists still continue to treat their starting battery as a mystery, and the same question is occurring day after day—when should a battery be repaired and when should it be thrown away?"

"The answer to this is: Put yourself in the hands of the expert and at the same time bear the following points in mind," says Louis Hiller, manager of the Delco-Exide service station at 2024 Farnam street, Omaha.

"First, have the battery opened up for your own inspection and all separators removed so that the entire surface of the individual plates may be readily seen."

Drive-Away is Successful Solution Of Shortage of Freight Equipment



Scenes like this will become more and more familiar as the warm weather progresses. This picture shows a day's "drive-away" by L. G.

Hamilton of Craig, Neb. It consists of eight Model 90 Overlands, one Model 89 Overland, one model 85-6 Sedan and a Fulton 1 1/2-ton truck.

Kelly-Springfield Company Brings Out New Style 'Cord' Tire

A recent announcement to the effect that the Kelly-Springfield people had entered the cord tire field brought forth some rather interesting data regarding the evolution of solid and pneumatic tires.

"Back in 1845 Robert W. Thompson, a Scotch civil engineer, invented the first pneumatic tire, taking out an American patent two years later," asserts George W. Hiett, manager of the local Kelly-Springfield branch.

"He never knew how completely he anticipated the modern motor tire, for it took 60 years or more to perfect it."

"We did 'our bit' towards this development."

"During the days of the horse drawn vehicle Kelly-Springfield carriage tires were standard equipment on the best of them. They were on the brougham of the prince of Wales before he became Edward VII of England, and they were on the victoria of President McKinley.

"We had a reputation to sustain

and we bore that in mind when we commenced to build pneumatic tires, one at a time, carefully by hand. These pneumatic tires added to our prestige, for they were the first in America to convert great mileage expectation into road realization.

"When the cord tire made its appearance we recognized certain valuable features in the new type and we began to experiment with cord construction along independent lines."

"We had to go slow. It was easy enough to make a 'just-as-good' cord, but people were educated to expect more than that from a Kelly-Springfield."

"After two years we got what we were after, a tire with all the advantages of cord construction plus Kelly-Springfield mileage."

"We obtained from 500 of these cords an average of 11,725 miles on the rear wheels and 14,000 miles on the front wheels of test cars weighted at 5,200 pounds, driven over the worst winter roads at rate the of 320 miles every 24 hours. What these

cars will deliver in normal use on good roads we cannot guess, but we do know that they are worthy of the name Kelly-Springfield."

Sterling Truck Dealer Now Housed in New Location

H. Becker, who recently took over the distribution of Sterling trucks in this territory, has completely redecorated the location at 809-11 South Sixteenth street. At this location Sterling truck sales and service will be handled.

Knew His Man.
"I thought your landlord asked you to vacate. I understood he wanted to tear down the place and rebuild."
"He did, but I'm hanging on from month to month."
"How do you manage it?"
"He's very avicious. I place a check in his letter box the first of every month. He can't bear to part with money once in his possession."—Louisville Courier-Journal.

End Your Storage Battery Troubles for All Time

DON'T be deprived of your car while your battery is being charged.

DON'T be held up awaiting inspection or repairs.

DON'T try to find the way out of your battery troubles by renting another battery temporarily. Lease Permalife

\$1.25 Exchange Fee Any Time, Anywhere

We Exchange Your Permalife Batteries As Often As Necessary

For life, at the price of a charge, for a fully charged, perfect battery.

Let any of the following listed Permalife stations explain how the National Storage Battery Exchange System provides you always with a perfect Storage Battery.



Auto Electric Service Co., 316 South 19th St., Omaha, Neb.
Nebraska Distributors for the Permalife Storage Battery Co., Poughkeepsie, N. Y.

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|-----------------------------|--------------|--------------------------|--------------|
| The 23d St. Garage | Kearney | Peters Bros. | Millard |
| Blair Battery Co. | Blair | V. J. Kohout | Wilbur |
| Columbus Auto Co. | Columbus | Crete Auto & Mach. Wks., | Crete |
| A. V. Johnson | Stanton | Harry E. Simms | Aurora |
| People's Garage | Fremont | T. M. Sheaf & Son | Fullerton |
| Neils Neilson | Grand Island | Alvin J. Johnson | Wahoo |
| Western Tire & Battery Co., | Ogallala | Red X Garage | Minden |
| Lee & Larson | Kimball | Moon's Garage | Taylor |
| Wisda & Durland | Lexington | Wilder Electric Co. | Central City |
| Hahler Garage | Sidney | Stalker & Hayes | Albion |

THE SIX ESSENTIALS

OF A MOTOR CAR

Appearance Durability Service
Reputation Performance Price

The Oldsmobile 8 Answers

THESE ESSENTIALS AS FOLLOWS—

APPEARANCE

Its looks measure up to its true standard.

REPUTATION

It "set the pace" for the motor car industry some twenty years ago, being the first car in America to be built and sold in quantity.

DURABILITY

The selection of materials, the precision of workmanship and the experience in better motor car building assure this vital characteristic.

PERFORMANCE

The smoothness of power under all speeds, the remarkable acceleration—well, it is impossible for one to "get" the full meaning of the application of this term except by actual test of the car.

SERVICE

Stations everywhere—in all the principal cities and smaller towns you find Oldsmobile dealers equipped to render efficient service.

PRICE

Measure the price of this car, \$1,495.00, f. o. b. factory, and measure the sterling value built into it. Then compare both with other cars in this price class or this quality class.

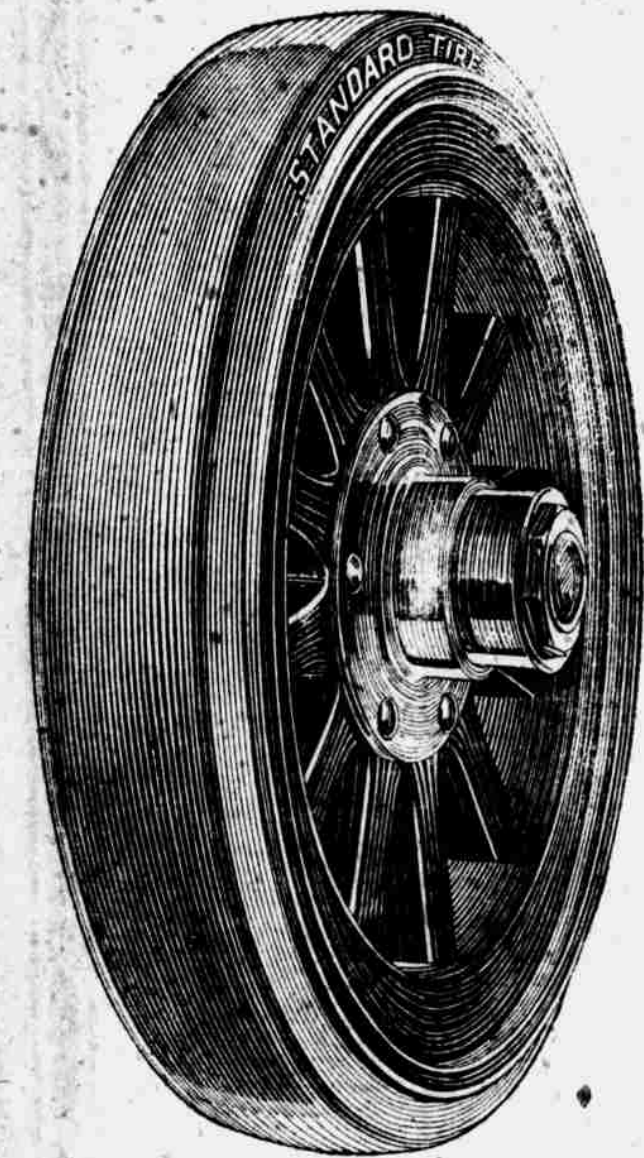
Nebraska Oldsmobile Co. (Inc.)

Distributor for Nebraska and Southwestern Iowa

2559 Farnam St., Phone Tyler 3336, Omaha, Neb.

Sixteenth and O Sts., Phone B-6522, Lincoln, Neb.

Keep Your Truck Running



Uninterrupted service is what counts.

An idle truck means money lost.

Keep your truck at work—running on United States Solid Truck Tires.

They give you most mileage—greatest all-round satisfaction.

We have United States Solid Truck Tires in all sizes—either demountable or pressed on—and can quickly apply them to your truck.

A huge 250-ton hydraulic applying press is at our disposal day and night.

Our instant service will save time and money for you.

Put it to the test.

United States Solid Truck Tires Are Good Tires

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