

BURGESS-NASH TO CARRY MOTOR CAR ACCESSORY LINE

Omaha Store is Made Distributor for Portage Tires and Many Other Auto Parts and Fixtures.

An automobile accessory department with a complete line of automobile extras and necessities is now a feature of the Burgess-Nash store, Sixteenth and Harney. Quite a generous portion of the fourth floor has been devoted to this feature and there milady or friend husband may do automobile shopping to their heart's content, free from all noise and grease.

Among the leaders in the Burgess-Nash accessory department is the Portage tire, manufactured in Akron, O. This particular tire was chosen after quite an extensive search through the tire market and represents, according to the Burgess-Nash company, a very excellent quality. Contracts have been signed for distribution in Omaha's trade territory and out-of-town orders will be handled with great dispatch.

5,000-Mile Guarantee.
The Portage tire carries with it a 5,000-mile guarantee and all adjustments are to be made by the Burgess-Nash company.

In building the Portage tire, an extra wide breaker strip is used, which acts as a buffer in distributing blows and road shocks over a greater area. An extra layer of fabric is used in the construction of the Portage tire, which gives it an average breaking strength of 425 pounds.

The Daisy tread is the popular seller and has grown to be a great favorite among eastern motorists. The manufacturing company turns out about 1,500 tires per day.

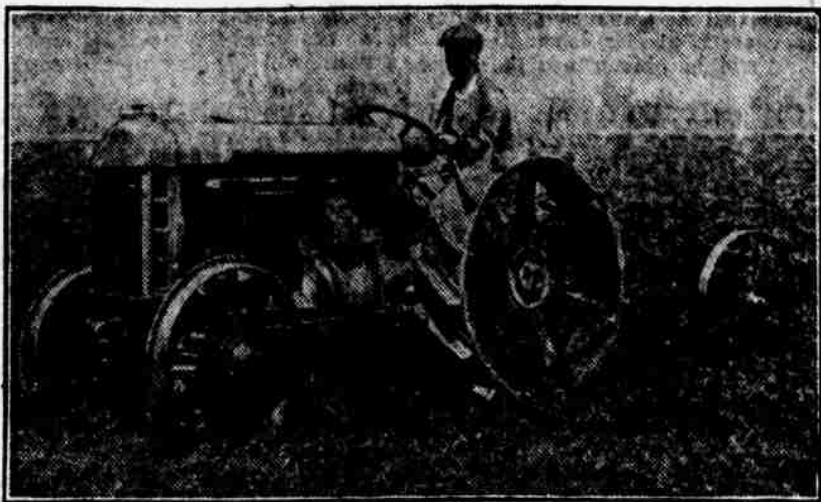
Big Eastern Truck Company Insures All Its Employees

The Stewart Motor corporation of Buffalo, N. Y., makers of the Stewart motor trucks, asserts J. M. Opper of the Jones-Opper company, are great believers in employee welfare work. One example of the treatment accorded to Stewart employees is the method of insuring every employe in the organization, in addition to complying with the compulsory New York compensation law.

"When an employe begins work he is handed a life insurance policy for \$1,000, made payable to whomever the employe names as beneficiary. After being in the company's employ for a period of over one year the policy is automatically increased to \$1,500. Should the employe become totally disabled through accident, either in the line of duty or elsewhere, or become incapacitated for work on account of an incurable disease, the amount of the policy is paid to the holder in monthly installments.

"This is just one of the many ways in which the Stewart Motor corporation keeps its employes contented and which accounts for the high standard of Stewart quality which is maintained in the Stewart organization."

New Farm Tractors Ready For Service in Nebraska



For the first time since they were perfected Fordson tractors will be available for use in Nebraska. Five hundred of these iron horses will be sold in this state to farmers who will agree to keep them in constant use on their farms, or at a reasonable rental on the farm of a neighbor.

These tractors will be sold at a slight cost. No one will be permitted to make a profit on them. Clyde L. Herring has arranged with Henry Ford & Son for this distribution and the machines will be shipped

in limited numbers in every county in the state to help increase food production.

Nebraska is the fourth state to be favored in this manner. Previously almost the entire output of these tractors has been shipped to England to accelerate and enlarge grain production there.

The Fordson tractor will plow eight acres in 10 hours and burns three gallons of kerosene to the acre. It will pull a double gang plow and two regulation harvesters, one behind the other.

INSPECTION OF BRAKES QUITE ESSENTIAL NOW

The brake inspection movement has spread throughout the country like wildfire. Motor clubs and auto dealers' associations have taken up the matter of warning motorists of the danger of poor brakes. During brake inspection week, the lining is looked at to see if it is worn, and if so, it is relined, as half of the automobile accidents are found to have resulted from brakes failing to hold when needed.

W. S. Killy, King distributor, states that the same care which is lavished on the more delicate parts of the automobile should be applied to brakes. "They should be set so that the wheels will hold to the ground without skidding. Both foot and emergency brakes should be so adjusted that they give an even force when applied. Also particular pains should be taken to prevent setting them too tight or they will burn and ruin the lining."

"Another thing every automobile owner should learn is how to stop a skid. When he feels the back of his car skidding, if he will turn the steering wheel immediately in the direction of the skid, he will find that it will cause the car to rotate in the opposite direction. With a little practice this swing of the steering wheel will become almost automatic when the car begins to skid.

"It is such knowledge of a car's tendencies under all road conditions that will enable the owner to so handle his car that he can maintain a good average speed without having to continually throw on his brakes and slow up his engine."

London Motorists Organize To Give Air Raid Warnings

There is an organization of motor car owners in London, England, which has rendered valuable service in connection with the raids of the German air pirates.

When warning of an air raid is received in the city explosive sky rockets are fired from various points. The automobiles then drive through the city streets, honking their horns to attract attention. On each side of the car, above the motor hood, a large sign is carried, on which is printed the warning, "Take Cover."

When the danger is passed the reverse side of the sign is shown, which reads, "All Clear." A Boy Scout bugler, who rides in the car, also assists to inform the citizens that the Huns have departed.

The drivers of the cars wear a uniform which include a metal helmet similar to that worn by the soldiers in the trenches. This latter is worn for protection against shrapnel from the British anti-aircraft guns, which usually provide the raiders with more or less special entertainment.

Overland cars are well represented in this motor corps, of which Charles J. Wright, continental sales manager for Willys-Overland, Inc., is an active member.

Conserving Dry Cells.

A simple and effective way of conserving dry cells is to place them in a snugly fitting and fill the interstices among them with dry sand. When the cells rattle so that momentary short circuits develop they are quickly run down.

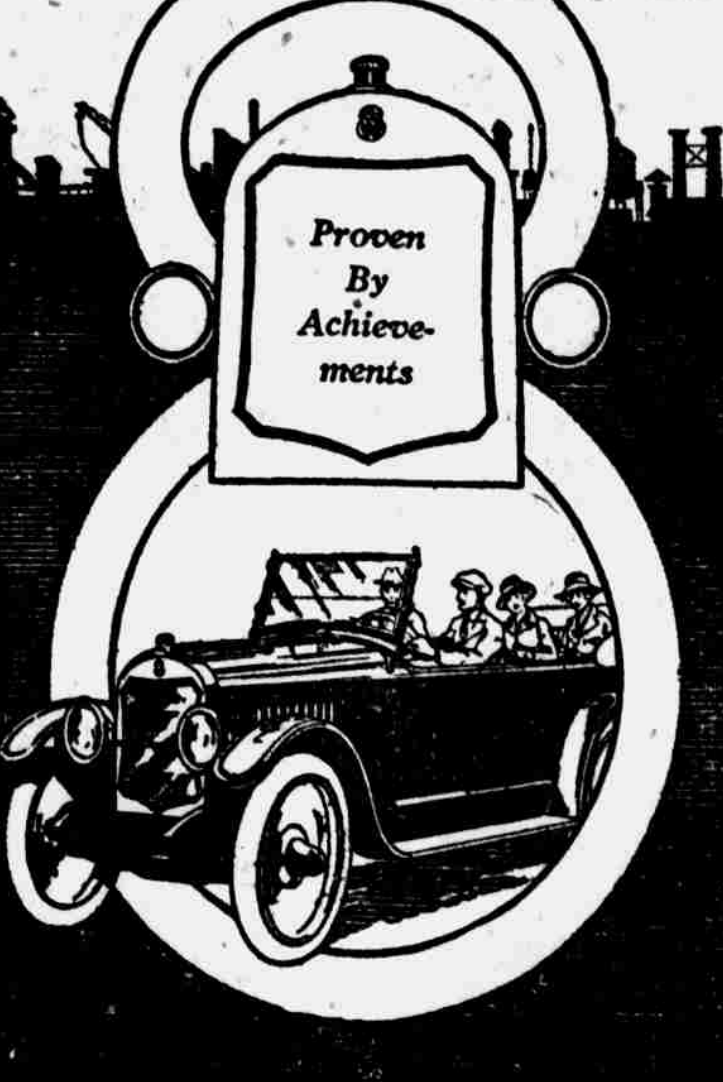
Vibrator Pitting.

The car owner can greatly reduce the rate of wear of his coil vibrator points by periodically reversing the direction of current flow through the system.

Transmission Silencer.
To silence a noisy transmission try mixing flaxseed meal with the lubricant. This is recommended only as

a temporary expedient, as a noisy transmission means generally breakage of the gears or misalignment that calls for a major operation to effect a real cure.

The Power of a KING EIGHT CYLINDER



NOYES-KILLY MOTOR CO.
Factory Distributors
Omaha, Neb. Kansas City, Mo.

The Best Battery For the Motor Car Owner



Join the happy Permalife family. End your battery troubles for all time to come. The service does it. Buy that Permalife now and for less than the present upkeep on your old battery you will have Permalife service as long as you want it.

No more batteries to buy, no waiting on recharging, no more expensive repair bills, no long delays of any kind, quicker and better service for less money—that is what Permalife means to the happy Permalife family, Mr. Car Owner.

Buy one Permalife battery. You will never use any other. You will be satisfied.

\$1.25 Exchange FEE Universal Service

We inspect Batteries Free of Charge. We Recharge and Repair Any Make of Battery.

WE SELL PERMALIFE

Before buying a battery it will pay you to investigate Permalife. For further information or the name of your nearest dealer write, phone or call on us.

Auto Electric Service Co.

316 South 19th St., Omaha, Neb. Phone Douglas 5488.
Nebraska Distributors for Permalife Storage Battery Co., Inc., Poughkeepsie, N. Y.

Bee Want Ads Are Business Boosters.

Why We're Glad to Give You Service

MANY of our customers express surprise at the willingness with which we Goodyear Service Station Dealers give service.

We give it willingly because we know it is absolutely necessary to the welfare of our business.

We cannot prosper by selling a customer once and then letting him go elsewhere.

We must sell him over and over again, year after year, and gain other customers like him in the meantime.

We know that the best way to hold old customers and gain new ones is to give satisfaction in every purchase.

We have found that the best way to give such satisfaction is to sell our customers Goodyear Tires, backed up by our own service.

This combination of Goodyear Tires and our own service means greater mileage, longer wear, greater freedom from trouble and lower tire costs for every man who deals with us.

We're eager to prove it in your case, any time you say the word.

This sign identifies the Goodyear Service Station Dealer.

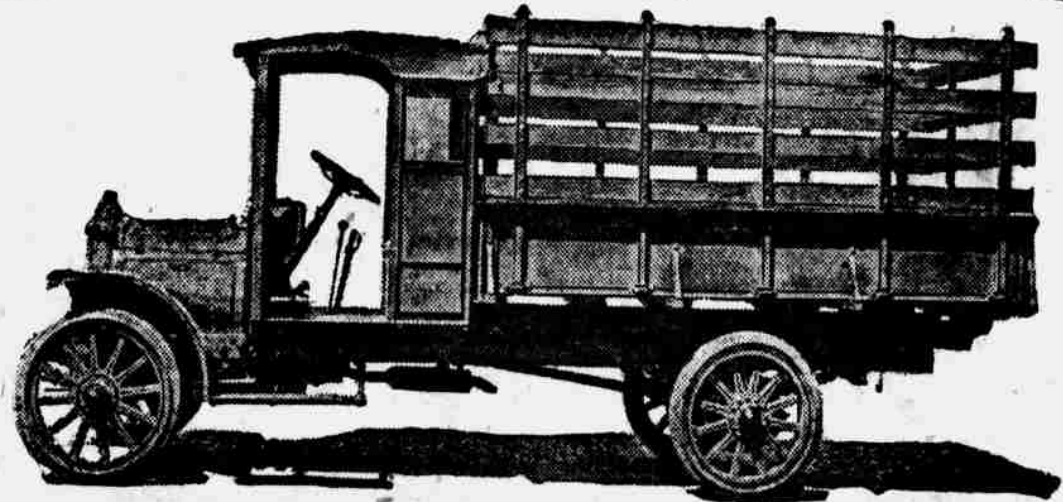


Goodyear Tires, Tubes and Accessories are always kept in stock.

TROUP AUTO SUPPLY CO.,
1921 Farnam St.—Phone Doug. 5230.
THE NOVELTY REPAIR CO.,
4809 South 24th St.—Phone South 1404.
BLACKSTONE GARAGE CO.,
3814-16 Farnam St.—Phone Harney 800.
HOLMES-ADKINS CO.,
4911-15 South 24th St.—Phone South 420.
NATIONAL AUTO SCHOOL,
2814 North 20th St.—Phone Webster 5943.

COUNCIL BLUFFS AUTO CO.,
510-518 Pearl St., Council Bluffs—Phone 2691.
S. & A. TIRE & RUBBER CO.,
2522 Farnam St.—Phone Doug. 3854.
JONES-HANSEN-CADILLAC CO.,
Farnam and 26th—Phone Harney 710.
ORR MOTOR SALES CO.,
Packard Show Room.
CHAS. W. WALKER GARAGE CO.
Fontenelle Garage—Auditorium Garage,
and C. W. Walker Garage, 36th and Farnam Sts.

Fulton Truck



Know the Stuff That's in the Truck You Buy

MOTOR—Hershell - Spillman.
COOLING—Fulton exclusive design radiator, allowing use of 20-inch fan giving positive cooling in any climate.
CARBURETOR—Automatic, float feed, hot air quick starting device.
IGNITION—High tension magneto with advanced spark.
LUBRICATION—Combination pump and splash system. Designed especially for heavy duty motors.
CLUTCH—10-inch Borg & Beck adjustable dry disk. A unit with motor and transmission and very accessible.
SPRINGS—Front springs semi-elliptic, 42 inches long, 2 1/2 inches wide. Rear springs semi-elliptic, 50 inches long, 2 1/2 inches wide. All springs are heavily bushed.

Compare the Fulton With Other Motor Trucks

\$1620

Capacity 1 1/2 Tons

BRAKES—Emergency brakes 1 1/4 inches in diameter, 2 inches wide. Service brakes 14 inches diameter, 2 1/2 in. wide.
FRAME—Two-Ton 5 1-16 inches by 2 1/2 inches by 3-16 inches.
TRANSMISSION—Unit power plant type.
AXLES—Front axle drop forged I-beam section. Rear axle, Russell Internal Gear, with heavy dead axle carrying the load.
WHEELS—Front 34x3 1/2 inches. Rear 34x5 inches.
WHEELBASE—136 inches, standard tread and allowing short turning radius.
STEERING GEAR—Screw and nut irreversible with 18-inch wheel.
GASOLINE TANK—18-gallon capacity.
TIRES—34x3 1/2-inch front, 34x5 rear, solid rubber.

Van Brunt Automobile Co.

Distributors
Omaha, Neb., and Council Bluffs, Iowa.
Progressive Dealers Wanted Everywhere.

GOODYEAR
AKRON