

# Holdrege, Nebraska on the O. L. D. Highway

## AUTOISTS! MAKE YOUR NEXT STOP AT HOLDREGE

City Affords All Accommodations for State Tourists; is Distributing Point of Southwest Nebraska.

Holdrege, Neb., is a city of 5,000 people, situated in a fine agricultural district and it advertises itself truly as "the distributing point of southwest Nebraska." It is located on the Burlington railroad and the O-L-D highway.

It makes itself the medium of exchange for the crop and stock raisers of that territory and the manufacturers of Nebraska and the east who have the needs of the farmer to sell him. Implements, automobiles, dry goods and groceries and the thousand and one things that the farmer needs and buys are handled by the merchants in Holdrege.

The Holdrege Ice Cream company and the Kenney Palmer monument firm probably carry the name of the town farther in western Nebraska than any other firms there. They distribute clear to the Colorado line and up and down the branch lines out of Holdrege.

Affords Pleasant Stop. For the autoist the town holds possibilities of a pleasant stop. It is a pretty Nebraska small city and this year the people there are paving the business section. There are a number of first-class garages, a good hotel, several restaurants that make a specialty of the tourist trade. Situated a half day drive from either McCook or Hastings, there is many an autoist plans to make a stop there.

One of the sights of the town is the Holdrege auditorium. A civic proposition, it is the second largest in the state and it has meetings for all of Phelps county and for many of the meetings for all of Phelps county and for many of the meetings in that part of the state. Connected with it is the town band, a 28-piece organization that advertises it in a good light wherever it goes.

### Harley-Davidson Cycle Popular at Camp Dodge

Victor H. Roos, local distributor for Harley-Davidson motorcycles and bicycles, made a quick trip to the factory at Milwaukee last week to see if more speedy delivery of machines could not be forthcoming, for never before have the sales been so numerous as this season. Harley-Davidson dealers all over the country are clamoring for machines, for not only is there a big retail demand but the factory output to dealers is very limited as Uncle Sam is taking a goodly share of it.

Mr. Roos also spent one day at Camp Dodge where 159 Harley-Davidson machines are being used in the daily routine.

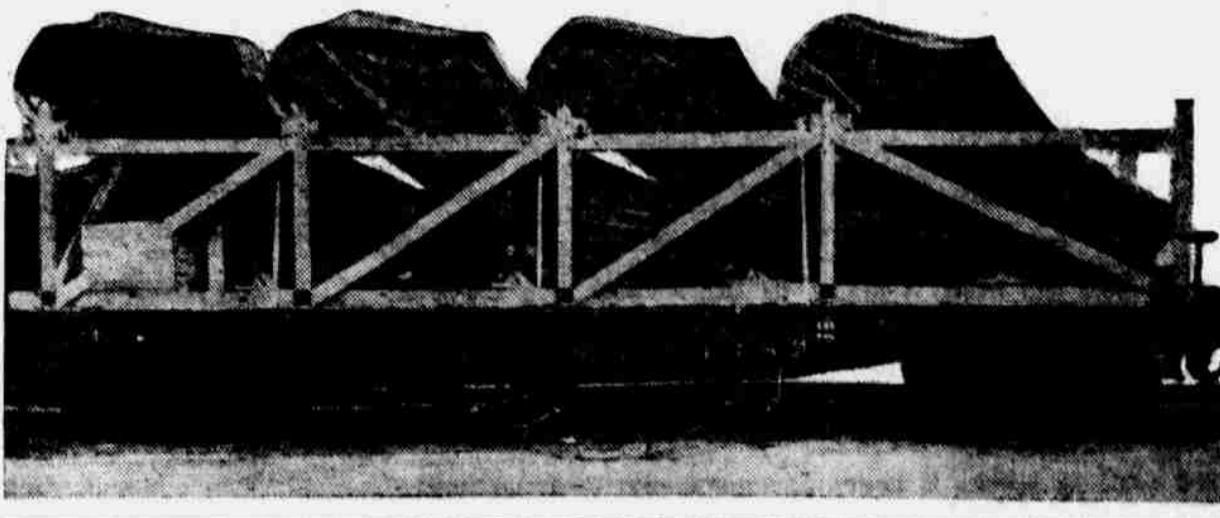
## O-L-D HIGHWAY STANDS FIRST AS PLEASURE ROUTE

Has Country-Wide Reputation as Finest Dirt Road in World; in "Tip-Top" Shape.

Known the country over as the "finest dirt road in the world," the old highway, leading from Omaha to Lincoln to Denver, has built up a reputation to sustain and plans are being made this year that will make competition keen for any possible aspirants. Running through a splendid farming district, over clay roads that are easily worked after a rain and yet do not disintegrate into fine clouds of dust, it carries the tourist spinning on his way.

From Omaha the journey can be made in almost any stages that one desires. A short journey can be made to Lincoln or one can run there in the morning and make another run to Hastings in the afternoon. At either place can be obtained fine accommodations both for the tourist and his car. From Hastings the run can be made to Holdrege for lunch and in the afternoon to McCook. Many people in high powered cars run directly from McCook to Denver, others go to Sterling, Colo., or Greeley Colo., for the night. If the journey has as its destination Pike's Peak holds the trip is usually made to one of the Colorado towns and from there the rest of the Colorado run in another day. All the way are to be found comfortable accommodations

## This is How the Oldsmobile Factory Utilizes Railroad Flat Car



and plenty of good meals. An ambitious plan of keeping things in the finest order has been made by the official of the O-L-D for this season. At the big state meeting held at Hastings in May, reports were made from the various districts on the route and everywhere there came word of the early work done and further work planned to keep things right all summer.

Federal and State Aid. The federal aid given to roads this year had aided the O-L-D in many places and state aid is also given at certain points. At one of the places which has caused a little trouble in the past, just west of Lincoln, there is being put in this year a six-mile stretch of paving, which will take from the minds of those who are responsible one of those spots which

gets lots of wear and is a little hard to keep free of ruts. All along the South Platte tier of counties comes word of the fine equipment which has been obtained to make the crowning and dragging of roads an easy matter this year. Tractors have been installed at places where they were lacking and the culverts repaired and many new ones placed. The O-L-D keeps a road man out all the time on full time, who drives over the road, organizes the work where things seem to be on the verge of slipping and keeps things shipshape generally.

The realization of what good roads mean to the country comes home to people of this country when they realize from reports from France what wonderful things are done there with the auto over the fine highways. The fact that train ser-

vice has been cut to a minimum has made many realize and appreciate what a boon to the farmer and to anyone who travels the auto can be this year. The farmer is ready to do his share to keep things in order that his crops, and even he himself can save valuable time and money in transportation. Many hauling companies have been organized to take farm produce to markets this year, and all this tends to make a real road in a farming community.

### Initiative at a Premium In Big Tire Plant at Akron

At the plant of the Goodyear Tire and Rubber company at Akron, O., initiative on the part of its employees is at a premium. One of the secrets of the success which this company has achieved in the rubber industry is

the encouragement it extends to its workmen to offer their ideas, covering better working conditions, methods of manufacture, greater perfection of product and more efficient methods of merchandising. No workman gets "bawled out" for suggesting a change or an improvement. However inconsequential his suggestion may seem, it is given due consideration by a regularly appointed suggestion board, and if adopted, a cash award is made. Singularly enough, some of the most valuable suggestions adopted have come from the most unexpected sources.

Laying Out Routes. Here is a most practical touring hint. In laying out tours on the map, use a piece of fine chain, such as is sometimes used to hold eyeglasses. This chain is so flexible that it can be laid on the roads to be followed and it is then a simple matter to measure the chain and ascertain exact distances, by reference to the scale on the map.

**MERCHANTS CAFE**  
The Best Eating House Between Denver and Hastings  
Lunches for Tourists  
Charles Steinko, Prop.  
East and Fort Aves. Holdrege.

**HANSON MOTOR COMPANY**  
Distributors for all Southwest Nebraska  
**LALLEY LIGHT**  
Electric Light and Power for Every Farm  
HOLDREGE, NEB.

**KENNEDY-PALMER GRANITE CO. MONUMENTS**  
Builders and designers of artistic memorials in foreign and American granite and marble.  
MINDEN - NEBRASKA - HOLDREGE

**Holdrege Ice Cream Co.**  
Manufacturers and Wholesalers of Ice Cream  
Pasteurized Cream Sterilized Vessels  
S. A. ANDREW, Prop. Holdrege, Neb.

**HOTEL HAMPTON**  
The House of Courtesy  
Carefully Conducted for Critical Trade  
L. N. MILLER, Prop.  
European, 75c to \$1.00; American, \$2.25 to \$2.75.  
Holdrege, Nebraska.

**Engstrom Motor Co. --- Holdrege**  
DISTRIBUTORS  
MAXWELL PASSENGER CARS and TRUCKS  
PREST-O-LITE STORAGE BATTERIES  
For Southwest Nebraska.

**REPAIR PARTS**  
Our stock of Maxwell repair parts is one of the most complete in the state. Mail orders from car owners and dealers have prompt attention. Usual discounts to dealers. Try us for quick service.

**BATTERY SERVICE**  
We recharge, repair or replace any make of battery for any car. Prompt service. Discounts to car owners. Send us your battery by express, collect. We pay the express.

**KINGSBURY-KIPLINGER MOTOR CO.**  
Sales and Service  
SUPPLIES FOR ALL MOTOR CARS.  
Holdrege, Nebraska.

Thoroughly Competent Help is scarce. Your prospects of securing it will be greatly increased if you use  
Bee Want Ads  
Phone Tyler 1000  
Between 8 A. M. and 10 P. M. Today  
You are as close to THE BEE WANT AD DEPT. as your phone is to you

## We're Figuring a Long Way Ahead

GOOD business men today believe that permanent success depends on giving the public the best possible value. This is the policy The Goodyear Tire & Rubber Company is trying to pursue.

Goodyear is not looking for mere temporary sales.

If they were they might offer us dealers an extra discount as an inducement to push Goodyear Tires.

But the public would pay the penalty in higher prices or inferior tires.

Instead Goodyear turns that extra profit back into the tires — into more fabric and more rubber to make better tires.

Thus more consumers and more car manufacturers are using Goodyear Tires, and we dealers sell them because they get more customers for us.

We Goodyear Service Station Dealers are satisfied with smaller profit per tire because we sell tires to more customers.

Think, then, the vast amount of savings that we Goodyear Dealers all over the country help put back into additional material, to make better tires for you.

An extra "inside profit" to the dealer, of 10 per cent on a \$25.00 tire, would be approximately \$2.00.

But we Goodyear Service Station Dealers forego this inside profit for the sake of handling tires on an enduring, value-for-value basis. We get our profit on the volume of business which Goodyear quality brings to us.

We sell the product best for the consumer because we believe it to be good business. We are figuring a long way ahead.

This sign identifies the Goodyear Service Station Dealer.



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

- 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.  
**TROUP AUTO SUPPLY CO.,**  
1921 Farnam St.—Phone Doug. 5230.

- 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.  
**COUNCIL BLUFFS AUTO CO.,**  
510-518 Pearl St., Council Bluffs—Phone 2691.



Keep Your Eye On THE BEE. Improving Every Day.

### OMAHA-LINCOLN-DENVER HIGHWAY

well marked with the O-L-D sign, which constitute a white band with monogram and black bands, top and bottom.

#### OMAHA TO DENVER.

OMAHA TO LINCOLN.	
	Miles.
Omaha	0.0
Millard	12.3
Gretta	22.4
Mella	28.1
Ashland	26.6
Greenwood	60.3
Waverly	62.3
Havelock	69.4
University Place	62.0
Lincoln	65.8

#### LINCOLN TO HASTINGS.

Lincoln	0.0
Empire	6.7
Millard	20.0
Dorchester	32.3
Friend	40.8
Exeter	50.1
Fairmont	51.6
Grafton	56.0
Saronsville	77.4
Harvard	85.8
Hastings	102.8

#### HASTINGS TO MCCOOK.

Hastings	0.0
Junata	5.8
Heartwell	21.8
Minden	21.8
Axtell	41.1
Punk	52.8
Holdrege	60.3
Atlanta	70.4
Oxford	87.1
Edison	92.7
Arushae	102.6
Holbrook	109.6
Cambridge	118.3
Bartley	127.3
Indianola	134.0
McCook	146.1

#### MCCOOK, NEB., TO STERLING.

McCook	0.0
Perry	7.5
Culbertson	13.8
Beverly	23.4
Palmdale	22.6
Hamlet	48.2
Wauneta	48.2
Chase	81.5
Lama	89.0
Holyoke	102.0
Imperial	68.5
Haxton	128.0
Sterling	156.6

#### STERLING TO FORT MORGAN.

Sterling	0.0
Atwood	6.2
Merino	15.2
Hillrose	21.4
Fort Morgan	50.6

#### FORT MORGAN TO GREELEY.

Fort Morgan	0.0
Weldon	15.0
Goodrich	19.0
Orchard	22.3
Hardin	42.9
Kuner	45.6
Kersey	61.2
Greeley	60.5

#### GREELEY TO DENVER.

Greeley	0.0
Wyan	19.5
Fort Lupton	25.6
Brighton	35.4
Denver	54.7