

NON-STOP RUNS OF OVERLANDS GREAT SUCCESS

Dependability of the Motor Transportation Shown in 7-Day "Boston Springfield Dependability Run."

Dependability and thrift have been demonstrated by a seven-day motor non-stop run conducted with Overland cars May 3-10, between Boston and Springfield, using two Model 90 stock cars.

Great interest was manifested in Springfield and Boston in the test for the reason that it was an object lesson in transportation. If an automobile could maintain to the minute a schedule between cities continuously for seven days and nights—a schedule that was as fast as railway service—the big province of the automobile would have become that much plainer to popular sense, was the thought that inspired the test. The purpose of the run appealed to the mayors of the respective cities between which the Model 90 shuttled for three round trips each day as reaching deeply into transportation future. As a demonstration it was entirely successful.

Ran 168 Hours.
The engine ran continuously for 168 hours without missing an explosion.

The total mileage was 3,852.6.

One hundred and eighty-seven gallons of gasoline were used, averaging 20.6 miles to the gallon.

The actual running time was 157.5 hours.

The speed per mile was 24.46 miles per hour.

Sixty-eight hours of the run were rainy.

Another remarkable endurance feat by an Overland car has just been performed in Harrisburg, Pa.

All previous records for daily mileage maintained for five and one-fourth days of the seven-day run.

on a non-stop schedule in high gear, were broken by stock touring car, Model 90. The Harrisburg score presents the following new world record features:

Daily average 702.5 miles.
Average rate 29.7 miles per hour.
Mileage for seven days and nights 4,503.6 miles.

The run did not set a new high mark of a seven-day non-stop sealed in high gear run because the engine was stopped once by a break in the gasoline line. This occurred after the motor had run continuously five days and six hours, and happened on a muddy country road at night where no help was available. About six hours was lost repairing the gasoline leak and then the car resumed its run beating all recorded seven-day mileage records using only high gear.

Nw Adjustment Stands Back of Goodrich Tires

Goodrich's Victory announcement of more mileage adjustment on Goodrich tires—fabric 6,000, Silvertown Cord 8,000 miles—has made a decided hit with every dealer and automobile owner in this territory, according to W. S. Rutherford, manager of the Goodrich Rubber company of this city.

He further stated that—
This new adjustment stands back of all Goodrich tires, including tires already purchased, in the hands of user or dealer.

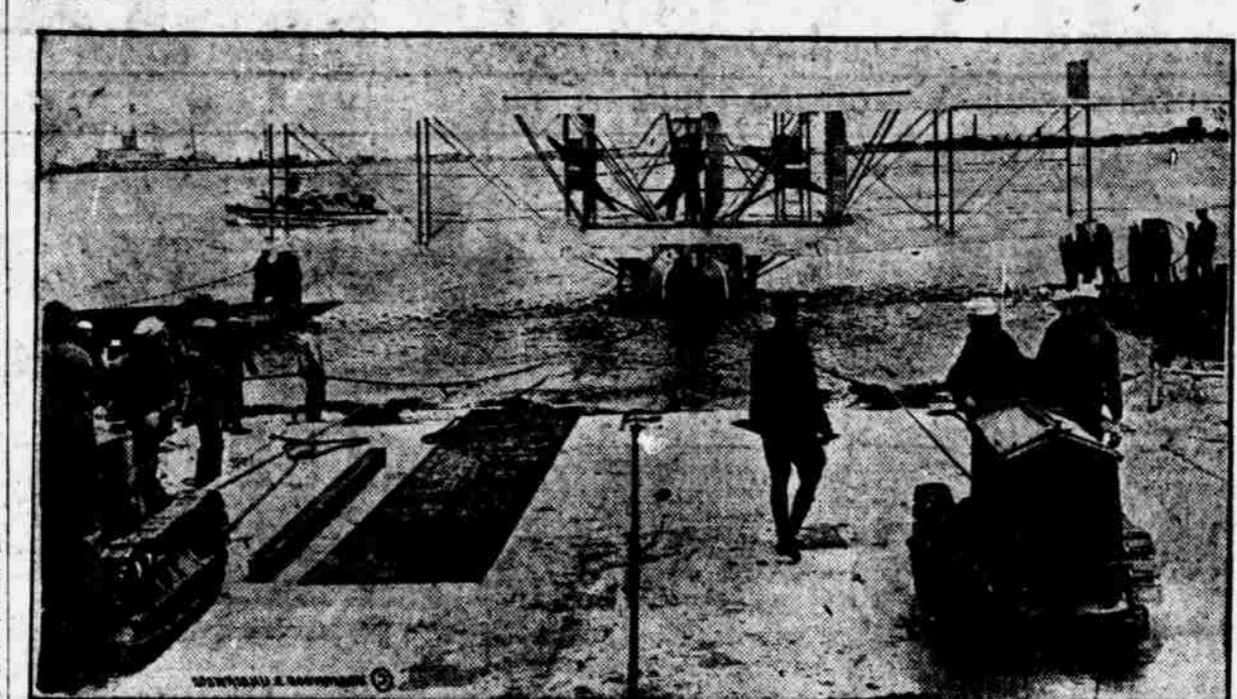
Fix these new Goodrich adjustment figures firmly in your mind: 6,000 miles for Safety tread—8,000 miles for Silvertowns—instead of 3,500 and 5,000 miles respectively heretofore in force.

Goodrich tires in actual usage on road and pavement are today unfolding such matches mileage, regularly in excess of adjustment basis, that Goodrich knows it has the strongest, most durable tires the rubber industry has produced.

The Goodrich adjustment mileage is increased because Goodrich knows the mileage in its tires, and it wants to give every motorist a share in their economy, and all around benefits.

Go to a Goodrich dealer and buy a Goodrich tire—or buy four Goodrich tires—sure that with fair and square usage a Safety tread will render you at least 6,000 miles; and a Silvertown Cord at least 8,000.

Cletrac Tractors Move Navy Planes



One of the many uses for Cletrac tank type tractors is to move the giant navy seaplanes from their hangars to the water. This photograph shows two Cletracs bringing the NC-1 ashore after her last trial flight before leaving on the transatlantic trip. The NC-1 was the seaplane which came down in the fog off the Azores and sank later after her crew had been rescued.

Rules of the Road and Other Information for Autoists

The Rules of the road for motorists just issued contain many new features. Pedestrians are more fully protected by the new rules than by former ones. The motorist's duties in passing another machine or overtaking it are defined. Parking limits are outlined.

- Rules of the Road.**
1. In meeting another vehicle, pass to the right.
 2. In overtaking another vehicle, pass to the left. Never pass to the left of street cars.
 3. When turning to right into another highway, keep close to right hand curb.
 4. When turning to left into another highway, always pass to right of and beyond center of intersection.

5. Pedestrians and vehicles have right of way over any vehicle driving out of or turning into any alley, stable, garage or other area or building, onto a sidewalk.
6. When crossing from one side of highway to the other side, describe a semi-circle so as to head with the traffic.
7. Never stop with the left side of vehicle to curb.
8. Do not back to make turn but go forward until turn can be made without obstructing traffic.
9. Never stop on cross-walks—it obstructs traffic.

- Heavy Vehicles.**
1. Lugs, spikes or other projections injurious to highways is prohibited.
 2. Speed—Three tons and over, eight miles per hour.
 3. No hauling in parks or on boulevards.

- Lights.**
1. The state law and the Omaha ordinance provides as follows: During night season, automobiles must have two white lights in front; motorcycles one red light in rear.
 2. Headlights of over four candlepower equipped with reflector must be so designed, deflected or arranged "that no portion of the beam of reflected light, when measured 75 feet or more ahead of the lamps, shall rise above 42 inches from the level surface on which the vehicle stands under all conditions of the load."
 3. Tail lights must be kept burning on cars parked where the car is not plainly visible.
 4. Use of spot light is prohibited.

- Motor Trucks May Be At a Premium Before End of Present Year**
- "Before the end of this year I would not be at all surprised to find automobiles and motor trucks bringing a premium," says a prominent official of the Republic Motor Truck company, Inc., Alma, Mich. And, considering that this man has spent several months in the field talking with dealers and investigating market conditions, it is safe to assume that he knows of what he speaks.
- "As far as the merchandiser of passenger cars is concerned it is just a case of history repeating itself," continues the Republic official. "They are going back to those days when buyers and dealers placed their orders months in advance and virtually waited in line to get cars. Motor truck manufacturers were never in exactly that same position—although they have experienced much difficulty in finding a market for all the trucks they could produce. It was the war that brought about a real appreciation of the motor truck and its ability to solve the most perplexing transportation problems. And now the makers of motor trucks are facing a demand for their product that will tax the capacity of all great factories."

- Dependable Accurately Machined Concentric GILL PISTON RING CO.**
- S. E. Corner 20th and Farnam Streets.

- CLUTCH**
- Nine Points About It In Tomorrow's Bee
- Nebraska Buick Auto Co.
- Omaha Lincoln Sioux City

with right hand wheels within two feet of curb, and front of your car not less than four (4) feet from the curb directly ahead. No time limit.

4. On all other highways, park so the right wheel farther from the curb shall be not to exceed five feet from said curb.
5. Where "non-parking" signs are placed, conform to directions.
6. Do not park your car opposite a safety zone.
7. Do not park within 15 feet of any fire hydrant.
8. Use of streets for parking advertising vehicles or those offered for sale is unlawful.

- Noise.**
1. Use of cut-outs within the city is prohibited.
 2. All unusual and unnecessary noises in operation of vehicles is prohibited.
 3. Unlawful to load vehicles so as to produce unnecessary or objectionable noise.

- Four Wheel Drive Co. to Erect New Plant for Canadian Trade**
- The Four Wheel Drive Auto Co. of Clintonville, Wis., manufacturers of F. W. D. trucks, have definitely decided to build a Canadian plant at Kitchener, Ont.
- The new company is to be capitalized at \$200,000, \$100,000 of the stock being owned by the Wisconsin corporation. The directors are E. C. Kahel, W. T. Barrie, W. A. Cleghorn, Archie Kerr, H. J. Sims, Henry Nyberg and J. D. Cotton.
- Mr. Cotton was selected by the board for president, Henry Nyberg, vice president and sales manager, Archie Kerr, secretary, and W. G. Cleghorn, treasurer.
- A site is to be selected and building operations commenced immediately. The building, as now contemplated, will be about 200 by 120 feet. Additions will be made as business warrants.

Nebraska Storage Battery Co. 20th and Harney Streets.

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SERVICE TO BE BIG QUESTION FOR MOTORISTS

Up-to-Date Service Stations Will Be Considered by Autoists Buying New Cars This Year.

This year one of the important considerations in buying a car will be the service which the various accessory manufacturers will be able to provide for the convenience of the motorist. Accessory service has always been important, but with many service organizations depleted during the war and not yet built up, it behooves the prospective automobile purchaser to look carefully into the opportunities he will have to secure service on the accessories of his car.

Because of this fact the Willard Storage Battery company lost no time in rebuilding its service organization with the result that Willard service stations all over the country are now back on a pre-war basis.

"We realized the necessity for rapid readjustment as soon as the armistice was signed," said W. W. Wynken, sales manager of the Willard company recently, "and we started at once to rebuild our organization. Probably no other manufacturer of a motor car accessory lost as large a proportion of its men as the Willard company did. Aside from our losses through volunteers and the draft, we were constantly being asked to supply expert battery engineers to the government."

"These men came from our factory, branch office and service station organizations. Many of them have returned, however, and others will soon be released. As a result, since January 1, we have appointed over 100 new Willard service stations in the United States and foreign countries. Any man can buy a motor car now with the assurance that there is a Willard service station close to him where he can secure expert advice and information about his battery."

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ECONOMY TESTS SHOW FRANKLIN FAR IN THE LEAD

Best Previous Records Said to Have Been Broken by 4,500 Miles in Long Investigation.

Smashing its best previous national tire record by more than 4,500 miles, or nearly 50 per cent, and practically doubling the best existing figures available for other makes, the Franklin car has just captured another national record for economy. Figures proving a new average tire mileage of more than

4,500 miles to every set, have been disclosed in the country-wide investigation of tire facts, conducted by the Franklin Automobile company, of Syracuse, N. Y.

Results are based entirely on figures submitted by owners and are the outcome of a great mass of data, with the elimination of all special cases not backed up by the actual speedometer readings of the owners and drivers of the cars.

More than two years' time was required for the completion of the mileage reports. It is significant that the Series 9 Franklin on which the investigation is based, was first put out in the fall of 1916 and in nearly every case the original tires lasted through the first two seasons during which the car was used. So great was the life of the tires that, despite the elapse of two full seasons of use, many owners were unable to report a complete mileage for their car and instead submitted figures showing what mileage the tires had run to the date of the investigation.



Your New Car

Take care of your car when it is new. Oil it, grease it, keep it clean, but above all take care of your battery.

If you follow the few simple rules of battery care from the first day, your battery will not only serve better but last longer.

One of the first things you ought to do when you get your new car is to bring it in and let us tell you what these rules are. Ask us to register your battery at the same time and get the benefit of the Willard 90-day battery insurance policy.



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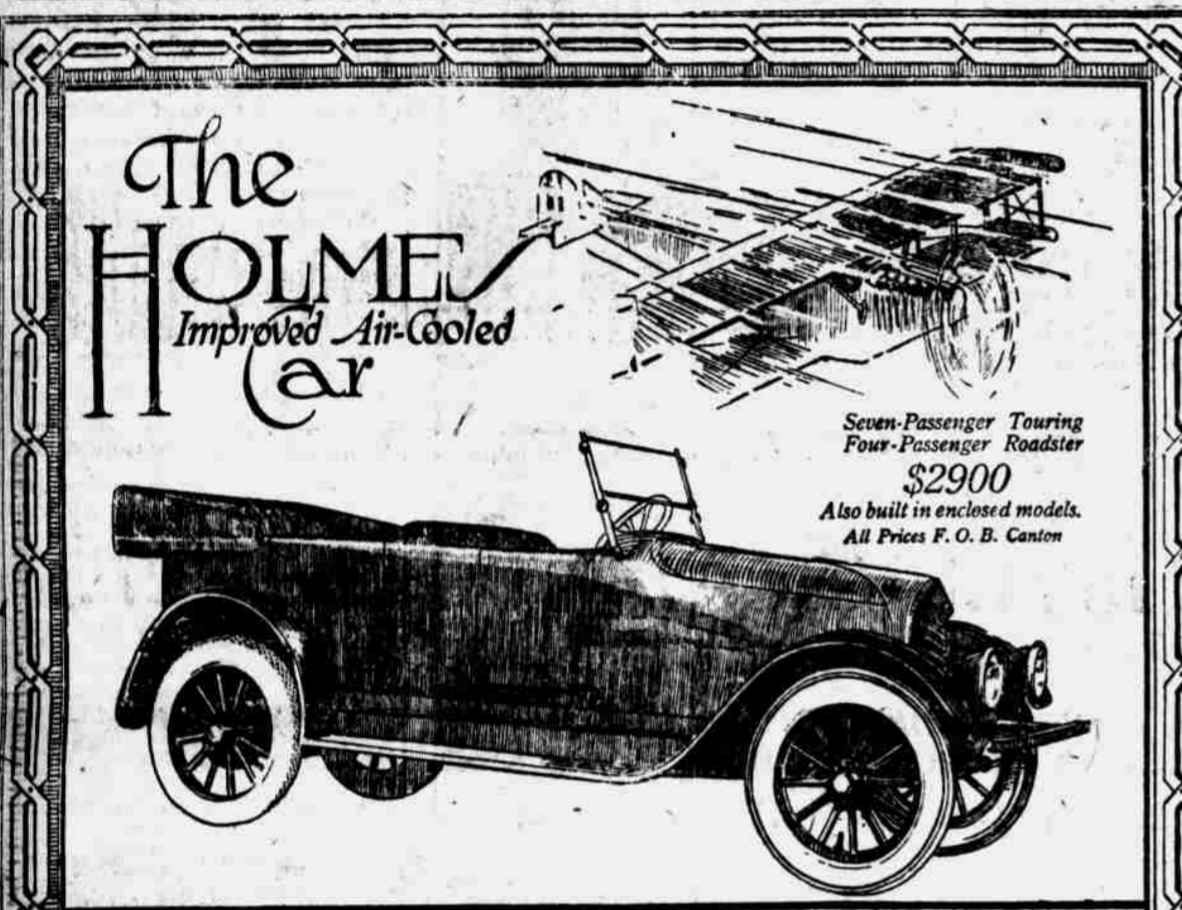
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The Style and Grace of An Aeroplane

In the Holmes body design the graceful lines of the modern bird body, the swift flying plane, were copied and made practical in a motor car to match its swift, easy riding flight over the road.

And this swift road flight is obtained in a large, roomy, beautifully finished seven-passenger touring car with a body of the finest aluminum, on a gasoline consumption; 18-20 miles to the gallon—tire service; 10,000 miles to the set.

That a car of such luxury, comfort and style can show such economy of operation, is proof that low operating cost is possible without paying the price of cramped discomfort and restricted carrying capacity.

Dual exhaust valves, with eighteen valves all in the head, are a motor development presented by Arthur Holmes after 16 years of building air-cooled motors for passenger cars—and after his notable work as consulting engineer on aeroplane motors of the air-cooled type for combat use.

They have produced silent operation, and power to carry the touring model over the road at 3 to 50 miles an hour on high gear.

To ride in the Holmes after seeing its Style and Beauty is to carry your impression of a "better built car" still further. A demonstration will leave you dissatisfied with anything but the Holmes.

Tate-Morton Company
Distributors for Nebraska and Iowa.
2417 Farnam Street OMAHA, NEB.
Factory Canton, Ohio