

MIRROR-LIKE PLANES MARK THE NEW VELIE

Authoritative Style of Symmetrical Combination Development of Year by Skilled Engineers.

"The first authoritative example of the new style, as the Velie is now known, was not the result of an inspiration at the beginning of the season," said Charles R. Gardner of the Security Motor company, Velie distributors. "It is an evolution—with an interesting story.

"Years ago, when flowing curves were the reigning idea—much overdone as we think of it now—it was the criticism of artists that the automobile was not a harmonious whole. Worse than that, it did not express the character of the automobile—if you get what the artists meant.

"For one thing they said the hood looked as if it were stuck on as an after thought, or more properly a fore thought, and not a part of the main body. An attempt was made to remedy this by a compromise, with more curves sweeping the hood up to the cowl.

"But the automobile is a twentieth century vehicle; it required a twentieth century art. The tendency of planes and straight lines in art was marked by Velie designers, who have a reputation of half a century for their success with advanced ideas as vehicle body building.

"There is a beauty in the straight line equal to that of the curve. Straight lines in combination to effect the charm of perfect proportion, which commands the admiration of the artistic sense."

Stretched Casings.

After a casing has been long in use stretching sometimes results, so that it takes longer to inflate it. A stretched tire should not be pumped too tight, and incidentally it is better to fit such tires with an inner lining, as this will add many miles to their useful life.

FARMER RESENTS HIS AUTO BEING DUBBED A LUXURY

Vote Shows They Consider It A Necessary Adjunct Of Farm.

If there is any one class of automobile owners who resent their cars being classed with highly scented French perfume and fancy silk hose, it is the American farmer.

Periodically, it seems, there bobs up some movement designed to brand the automobile as a luxury and a nonessential. To prove such allegations at variance with facts, the travel and transport bureau of the B. F. Goorich Rubber company, instituted a survey of a representative farming community which consumed a week's time and during which a majority of the farmers in Lorain county, O., were personally interviewed.

Lorain county, O., was selected for the check because it possesses everything from the small truck garden to large highly cultivated acreages.

Absolutely Necessary.

Over 75 per cent of the farmers owned passenger cars, the census takers found. Each owner was asked whether he classed his car as a business or pleasure car. Fully 50 per cent of the answers were in effect: "Absolutely necessary and couldn't get along without it." Of the other half of Lorain county motor car owners, 40 per cent stated that they considered their machines a fifty-fifty proposition—half as utility and half as a pleasure vehicle. The balance regarded their cars chiefly as pleasure cars, but when asked if they would have purchased their cars for pleasure only, the reply was invariably "no."

Want Light Trucks.

The investigation shows that the motor vehicle is a necessity of the first order to the farmer. Ten per cent of the farmers questioned owned motor trucks—largely of one and one-half ton capacities. Five per cent stated they were in the market for light trucks. Over 25 per cent declared a large part of their product was hauled to market by truck.

See Want Ads Are Business Boosters.

HUPMOBILE IN LEAD POSITIONS IN SWEDEN RACE

Lands in First, Second and Seventh Places With Three Cars Entered in Field Of Seventeen.

"The man from Missouri" has apparently moved to Sweden," says George H. Houston, manager of the Hupmobile branch, "and the reliability tests that marked the early days in America's motoring development have become a prominent factor in the automobile business of Sweden.

"The Royal Automobile club of Sweden every winter arranges a reliability run of 1,200 kilometers (820 miles) over the worst possible roads available. Naturally the winning of this race firmly establishes a car's reputation for performance and dependability throughout Sweden.

"This year the race was held the first week in March, and the route chosen was exceptionally difficult—over muddy roads and through deep snow. Road conditions were so bad that many of the entrants, which included both American and European cars, were forced from the run—in fact, the Hupmobile was the only make having more than one entry, which finished with all its cars in the race. Three series "R" Hupmobiles were entered, and won first, third and seventh places, in a field of seventeen cars—a convincing proof of Hupmobile endurance and performance.

Winners of Sprague Tires and Tubes on Big Trade Excursion

Sprague Tire and Rubber Company during the Booster trip adapted a unique way of advertising Omaha made products by giving away tires and tubes to holders of lucky numbers, which were distributed by V. H. Nichols at towns made by the Omaha trade excursion.

The numbers which win tires are as follows: 781, 897, 1292, 1917, 3358, 4309, 4641, 4201, 5038, 5950, 5337, 5577, 6321, 6491.

The numbers which win tubes are as follows: 7169, 7952, 7644, 8236, 8646, 8999, 9722, 6733, 174, 260, 9763, 5226, 5001, 6783, 6453.

Holders of these numbers by presenting them to the factory at Omaha and giving the name, model and license number of their car will receive absolutely free a Sprague Tire or Sprague Tube that will be suitable for use on their car or truck.

During six days of the Boosters' trip, Mr. Nichols called upon and visited 107 Sprague dealers. This is believed to be a unique record. He reports that dealers everywhere are very enthusiastic over the Sprague product and expect the tire season to break in full swing as soon as warm weather sets in.

Wheel vehicles were first used in America during the 17th century. Army had approximately 85,000 motor trucks doing service at home and abroad.

Use GILLS for Economy and Power



GILL PISTON RING CO.
S. E. Cor. 20th and Farnam
OMAHA, NEB.

Car Must Stand Up to Give Satisfaction to The New Purchasers

"It is within the power of the motoring public to make automobiles measure up to their requirements," says A. W. Cook, Chevrolet retail store manager.

"The success of any automobile depends on the degree to which it gives purchasers what they want and need.

"In buying a car see that you get all that your money calls for. If you are not a judge of mechanical construction find out from owners what service their cars afford. The testimony of not one, but many owners is necessary to establish a reliable reputation. The reputation and resources of the manufacturer are guides to the quality of the car.

"Service and economy are the chief points to be considered. "Of what use are all the comforts and conveniences of equipment if the car itself doesn't stand up? What enjoyment is there in them if the car itself is a continuous extravagance?"

Small Part Lubrication.

The brake mechanism seldom gets the lubrication it really needs. Oil is required on the pins supporting the brake shoes and upon the bearing points of the cams or toggle mechanism which actuates the brakes. These parts usually depend for lubrication on the hand oil can. Beginning at the operating lever, every joint in the brake needs occasional oiling, as do the bearings of the compensating shaft.

Travel & Transport Topics

Conducted by Goodrich

Roads from Omaha.

WEST. Military road is still best from Omaha to Fremont. Go north from Elk City to Arlington and straight west to Fremont.

LINCOLN. Highway from Fremont west is in generally good condition to Colorado line. All roads in west in good shape.

SOUTH.

O. L. D. Trail is in generally good condition. Rough in spots and a bad place near Ashland.

Road to Plattsmouth and Nebraska City is in good condition.

EAST.

Blue Grass Trail to Red Oak, Ia. "First class condition."

White Pole Trail to Des Moines, Ia., excellent.

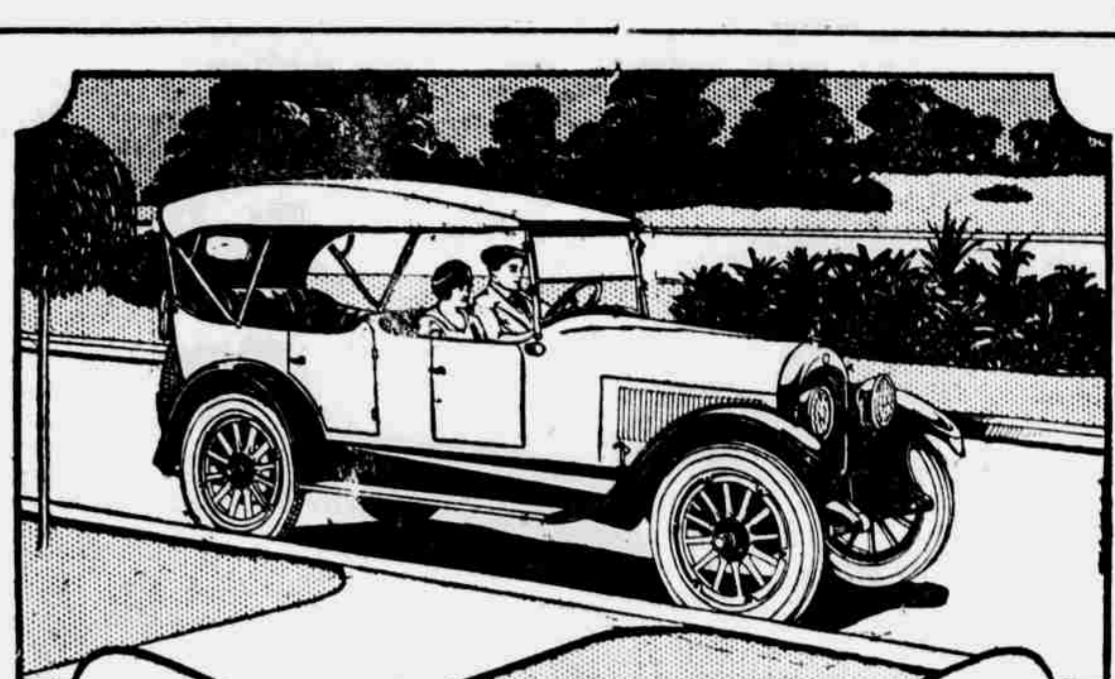
Lincoln Highway, east, good.

NORTH.

King of Trails to Sioux City slippery and muddy. Passable.

Washington Highway, north, fair except in extreme northern part of state, very muddy.

For the first time in history there were no light horses exhibited at the Cockermonth stallion show recently held in England, breeding having ceased.



STEPHENS Salient Six

Wins and Holds Its Friends By Greater Value—Greater Service

The greater value and the greater service of the Stephens Salient Six wins new friends and holds them.

to burn low and high grade gasoline with like efficiency.

They experience and enjoy a new and full measure of motor satisfaction.

Ownership only increases their high regard for the beautiful, comfortable, stylish hand-built bodies, while—

Inspect the hand-built bodies and the Stephens modern, efficient engine, which is the most powerful and most economical for its size in passenger automobiles.

Daily use wins their greater appreciation of its ready, all-around road-performance and its low cost of motoring.

"That is salient which is strikingly manifest or which catches the attention at once."
—WEBSTER.

They rely upon the certain ability of the Stephens efficient engine

And you will agree with Stephens owners that, "To own a Stephens is to enjoy complete motor car satisfaction."

Mid-City Motor & Supply Company

Telephone Tyler 2462 2216-18 Farnam St., Omaha

A GREATER VALUE A GREATER SERVICE

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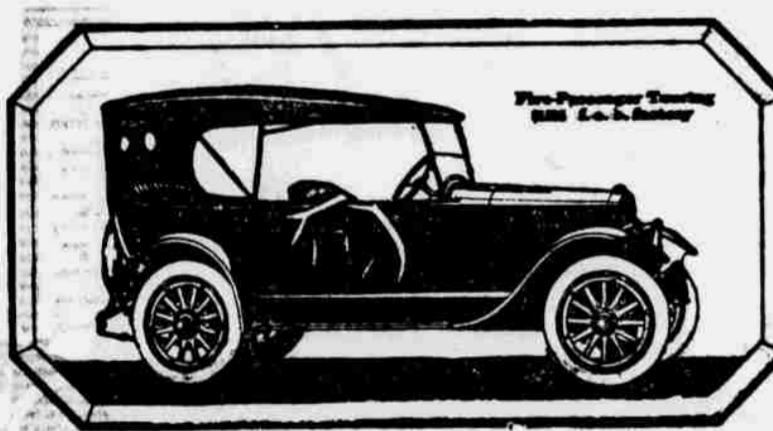
Buy your Sextet on the monthly payment plan.

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Its greatest beauty, however, is in its performance ability—the beauty of fine mechanical construction.

Let us take you for a test ride.

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Distributors Nebraska, Western Iowa and Southern South Dakota.

5th and Pacific Sts. Omaha, Neb.



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in every sense means just what this heading implies—it is rebuilt, renewed and restored to as nearly its original condition as our long experience can make possible.

You will have complete satisfaction in your operation of this rejuvenated car, and at a material saving in first cost.

It is really better to be safe than sorry in your purchase of a car.

We will gladly show you what has been done to the car you select.

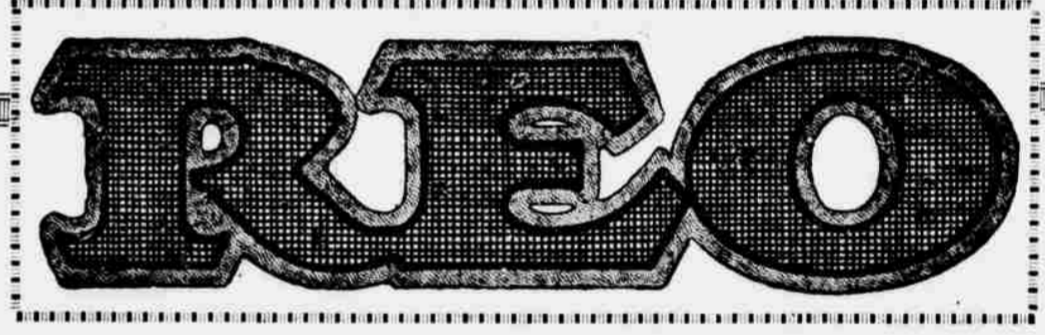
O'BRIEN-DAVIS-LOAD AUTO CO.

OMAHA, NEB. 1814-1818 FARNAM ST. TYLER 123

COUNCIL BLUFFS IA. 103 SO. MAIN ST. COUNCIL BLUFFS 691

Nebraska Storage Battery Co.

20th and Harney Streets Phone Tyler 2920



Have You Seen That New Reo "Six"

Our new Reo Six—that new Reo Model about which motorists have expressed such a lively interest—is here. It is the handsomest car ever turned out of the Reo shops. And mechanically it is the epitome of Reo experience—the ripest in the industry—as it is also the crowning achievement of Reo engineering.

We will say this—in one regard this Reo transcends all others—even its own predecessors.

That is in the lubricating system. Can you imagine—you experienced motorists—how much longer the life and how much greater the satisfaction of driving an automobile if you could be certain that every moving part—every part not only of motor, transmission, and axles, but of chassis as well—were constantly and positively bathed in oil?

Well you will find in his new Reo Six a lubricating system that guarantees just that.

Need we say more to induce you to come in at your earliest convenience to see—to study in detail—to ride in—and to yourself drive—this latest product of the Reo laboratories.

A. H. Jones Co. Hastings, Neb. Distributor for Southern and Western Nebraska.

Jones-Opper Co. Omaha, Neb. Distributors for Eastern and Northern Nebraska and Western Iowa.

Richards-Christiansen Motor Co. 50-52 Main St. Council Bluffs, Ia.



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