



ESSEX GUESSING CONTEST



The Essex
on the 100-Hour
Non-Stop Motor Run

Is Using

L. V. Nicholas Oil Co.

Keystone "A"

"Because It Is a Dependable Oil."

To the winner of Third Prize in the Essex Guessing Contest, the L. V. Nicholas Oil Company will give fifty gallons of BLITZEN GASOLENE.

L. V. Nicholas Oil Company,
"BUSINESS IS GOOD" "THANK YOU"
L. V. Nicholas PRES.

Win \$161.55 Worth
of Merchandise

HERE ARE THE
RULES

At 8 o'clock Tuesday morning a stock Essex Touring Car started on a 100-hour non-motor stop run through Iowa and Nebraska. The car will be stopped enroute at larger towns, but the motor will keep running. The 100 hours will be complete at 12 o'clock Saturday noon.

The prizes enumerated hereinafter will be distributed between the persons guessing the exact, or most nearly exact, number of miles which this car is driven. The mostly nearly correct will receive first prize, the next best guess will be awarded second prize, the third best guess will be awarded third prize. In case of a draw or tie in guessing the prizes will be divided equally between the winning contestants.

Answers or guesses must be addressed to S. P. LaDue, Automobile Editor, Omaha Bee, Omaha, Nebraska. The contest closes at 9 o'clock Saturday morning. Answers or guesses reaching the Bee office after that time will not be counted or considered. Winners of the prizes will be announced Monday afternoon in The Omaha Bee.

FIRST PRIZE

Exide Battery (Essex size), retail value \$48.30.
Racine Country Road Casing, retail value \$40.00.

SECOND PRIZE

Fabric casing and tube of standard make, retail value, \$40.00.

THIRD PRIZE

Stewart Warning Signal and V-Ray Searchlight, retail value \$17.50, and order for fifty gallons of Blitzen gasolene, retail value \$15.75.

It does not cost a cent to guess. Try it—you may win. You can sell the merchandise if you can't use it.

Our
Telephone Number

TYLER 1373

Was, through error left out of the June Directory. Ask information for number in case you don't remember

Drive into the largest and best equipped
Tire Service Station in the world

STATION SERVICE FREE

No Tipping Permitted

OPEN

From 7:30 A. M. to 11:00 P. M.

Sundays Included

Road Service at Reasonable Rates

—Distributors—

RACINE Multi-Mile Cord and Country Road Tires. We also stock United States, Goodyear, Goodrich and Fisk Tires.

To the winner of 1st Prize in the Essex Guessing Contest we will give one 32x4 RACINE COUNTRY ROAD CASING.

Lionberger Tire & Service Co.

"Real Tire Service"

2220 Harney Street

Omaha, Neb.



The Essex
on the
100-Hour
Non-Motor-Stop
Run

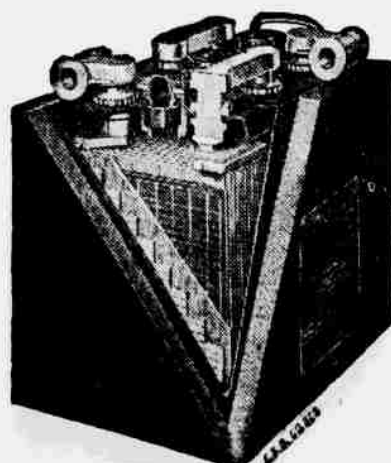


is using an

Exide
Battery

Because of its Nine Points of Superiority and its Oversized Construction.

"Ask about these Features"



To the Winner of 1st Prize in the Essex Guessing Contest

the Auto Electric Service Corporation will give a new Exide Storage Battery (Essex size).

Auto Electric Service Corp.

Our Reputation Is Your Guarantee

2205 Farnam Street

Omaha, Neb.

The Essex on the
100-Hour
Non-Motor-Stop Run
Is Using a

**STEWART
Speedometer**

Because Stewart
Speedometers
Are Unquestionably
Accurate

To the winner of 3rd prize in the Essex Guessing Contest the Stewart Products Service Station will give a Stewart Warning Signal and a V-Ray Searchlight.

**Stewart Products
Service Station**

2044 Farnam Street

Omaha, Neb.



Watch the

ESSEX

This Week



To the winner of the second prize in the Essex Guessing Contest we will give a 32x4 Casing and Tube of standard make.

GUY L. SMITH

"SERVICE FIRST"

2563-5-7 FARNAM ST. OMAHA, U.S.A. PHONE DOUGLAS 1970