

ALL NECESSITIES ARE FURNISHED IN FORD FACTORY

Groceries, Meats, Shoes, Clothing and Even Legal Advice Given at Low Rate To Employees.

If this Ford man whom we will follow through his day's activities at the Ford factory has been frugal, as many of them have, he will arrive at the factory in a Ford car. During his morning's work he may be stricken with toothache or headache, whereupon he will visit the Ford doctor or dentist for relief. At noon he is served with a lunch consisting of sandwiches, fruit, hot coffee or soup and after that may see a Ford safety film.

Now supposing that this is the man's pay day. After subtracting living expenses, he may deposit the remainder toward a Ford investment certificate. Finished with the day's work, he can go to the shoe store for himself or son who is in school; or to the grocery store, where, among other things, he can buy a sack of flour made from wheat grown on Henry Ford's farm—where Fordson tractors do the work—and ground in Henry Ford's flour mill, and then hauled by Ford trucks to the Ford store, where it is sold to Ford men; or he may want to order a custom-made suit, or buy one ready made, which he does in the Ford clothes shop. Maybe a toothbrush is all he needs, but he gets it at a Ford store. Then he can purchase his meat in the Ford market or order his winter's supply of coke from the coke department. Everything is sold at cost to Ford men.

If this Ford man wants to rent a house, he goes to the Ford rental exchange; legal advice is given him by the legal aid department. But possibly he is a student in the Ford school; in that case he attends class after work. And stops in the Ford library on the way out.

Then he may go to the Ford athletic field for a set of tennis or for base ball practice. Possible he desires to take his family to the Ford band concert that evening. He procures tickets before driving home in his Ford car.

Light Delivery Truck Best in Bad Weather, Says Retail Manager

"An investment in a light delivery car or truck pays dividends all the year 'round," says A. W. Cook, Chevrolet retail store manager. "Modern commercial cars operate as well in winter as in summer. They are mechanically dependable. They are equipped to meet all conditions. In fact, severe weather especially demonstrates the importance of their utility and convenience."

"When other lines of transportation are tied up, the ton truck and delivery car can pick their way. Their route is not limited by steel rails. They do not depend on exposed wires for their power. "When horses slip, become exhausted and lose valuable time, the motor truck goes safely and securely to its destination. It never gets tired. "When other conveyances fail it can be depended upon to make deliveries, to get perishable goods quickly to market, to bring in supplies. "In bitter cold and storm customers find it a distinct advantage to deal with a merchant who can deliver to their very doors. This binds their good will to him. And the public especially appreciates a transportation system that insures the supply of farm products on which they can depend. "Furthermore a truck affords protection to goods in transportation. It goes direct from sources to destination and goods are not exposed in handling. "Uninterrupted transportation means uninterrupted business and profits. An investment in an efficient, well equipped light delivery car or truck, therefore, insures profitable return twelve months in the year."

Egan Goes to Los Angeles As Goodyear Representative

It was recently announced by the officials of the Goodyear Tire and Rubber company that J. P. Egan, who has been the local car and truck dealers representative for a number of years, will leave Omaha for Akron, O., in the near future, where he will receive an appointment to the new \$20,000,000 Goodyear factory at Los Angeles, Cal.

Mr. Egan will be in Los Angeles some time in the early part of July to fulfill his new duties as car and truck dealers representative in California.

"In leaving Omaha," Mr. Egan says, "I dislike the thought, due to the fact that I have a large acquaintance in and around Omaha with people who are in the automotive business. However, I will always remember the pleasant years I spent here and be an Omaha booster."

GASOLINE ALLEY—EVER MEET THIS BIRD?



BOTH PARTIES ARE IN FAVOR OF GOOD PUBLIC HIGHWAYS

Necessity of Motor Transportation Is Recognized in Platform Planks.

Regardless of which party wins out in the presidential election this fall, American motorists can rest assured that highway development will be continued. In their platform planks, both the republican and democratic parties have placed themselves fully on record as favoring liberal federal appropriations to assist in good road work. The republican party's good roads plank says: "We favor liberal appropriations in co-operation with the states for the construction of highways, which will bring about a reduction in transportation costs, better marketing of farm products, improvement in rural postal delivery, as well as meet the needs of military defense." The democratic party was just as specific in the plank adopted at the San Francisco convention. The plank says in part: "Improved roads are of vital importance not only to commerce and industry, but also to agriculture and rural life. We favor a continuance of the present federal aid plan under existing federal and state agencies, amended so as to include as one of the elements in determining the ratio in which the several states shall be entitled to share in the fund, the area of any public lands therein." This definite action of both parties, says the travel and transport bureau of the B. F. Goodrich company, proves conclusively that motor transportation has been recognized as a definite factor in the nation's economic fabric and that everything will be done to utilize its value to the utmost.



Ohio has 45 automobile clubs. Switzerland has motorless Sundays.

The record broad jump for automobile is 68 feet. California leads in the operation of motor stage lines.

In Australia, when gasoline is available, motorists pay \$1.25 a gallon. Louis Chevrolet, the famous automobile racer, has retired from the game.

In Buenos Aires, S. A., traffic officers direct traffic with white painted clubs.

There are 10 miles of highway for every mile of railway in the United States. Four hundred different styles of automobiles are produced in the United States.

The police department of Philadelphia, Pa., is planning to eliminate the use of horses. Gasoline is known as "Nafta" in the Argentine and is sold by the litre instead of the gallon.

In Africa there is a lack of locomotives and light railway cars are being drawn along the tracks by road tractors.

Representatives of the leading organizations of the motor car industry have prepared a uniform anti-theft motor law, to protect the 750,000,000 automobile owners in this country. The maximum imprisonment for automobile theft is recommended to be fixed at 10 years, with a maximum fine of \$5,000.

An International Touring Alliance has been formed by the American Automobile Association and Motor Union of England, the Touring Club of France, the Touring Club of Belgium, Le Union Velocipedique de France, the Cyclists' Touring Club and the Touring Club of Italy. Motor organizations of Denmark, Holland, Sweden and Switzerland are making application for membership.

CHOOSE AUTO READY FOR ALL SORTS OF WORK

Buyer Should See That He Has Tried Engine Ready for All Emergencies.

"An automobile should be looked upon as equipment for any transportation need," says A. W. Cook, Chevrolet retail store manager.

"Too many people buy cars for some special purpose and then when they see the many other uses a car will serve, realize that their choice is not equal to their wants."

"The car that is bought just to run back and forth to the office soon becomes a general business utility or the constantly used conveyance of the owner's whole family."

"The purchaser finds that his car is being subjected to wear" far beyond his expectations. "Unless he has chosen wisely as to quality, therefore, it will not stand up under the extra work."

"Continuous use over the best of roads puts a heavy strain on a car, and one never can tell when he will be called upon to travel over difficult road conditions or to climb some unusual grade."

"Such work calls for plenty of power and sturdy construction. To be certain, therefore, that his car will meet all his demands, one should keep these two points in mind:

"Be sure that the motor in your car is of a type that affords the utmost power for every bit of gasoline consumed and that its reputation for performance has stood the test of time."

"Make certain that the whole chassis and body are so nicely proportioned to that motor that they do not overtax it, that weight has been so distributed that strain on all vital parts is cut to a minimum."

Sticking Valves. Tire valves which have stuck and from which the top has been sheared off, or which cannot be handled with the tire tool in the ordinary way, may be removed as follows: Use a small three cornered file which is driven down with a hammer, then using the file as a handle to unscrew the valve.

A motor tank race was recently contested in France when 27 tanks went over a three kilometer (17.8 mile) course, which included a steep hill and a wide stone quarry. Twenty-five tanks finished the race.

The Perfect One-Piece Piston Ring



GILL PISTON RING CO. 5. E. Cor. 20th and Farnam OMAHA, NEB.

Omaha Liberty Auto Co. Moves Into Larger Rooms

"Business has been good with the Omaha Liberty Auto company," according to William McCullum, manager. "In spite of the adverse conditions which have confronted the automobile men during the past few months, it has been necessary for us to seek larger quarters. "We have just moved from 1914 Douglas street to 2054 Farnam street. Our new location has several times the floor space afforded by the old location. Both our sales and service floor in the new location are large enough to accommodate our present business. In our new location, it will be possible to show a complete line of Liberty models and to properly handle service work."

The highest priced automobile 20 years ago was the "Victoria" type, selling from \$2,700 to \$3,200.

A Useful Block. A very useful bit of equipment in the home garage is a heavy block of cast iron. A good size for this piece of metal is eight inches square by four inches deep. Have your local carpenter make a pattern block in wood and then send it to the nearest foundry and have a casting made. If one face and edge of the block is planed up it will make the device more useful still, as the two surfaces enable either rough or fine work to be handled.



REO MAKES BIG GAINS

Phenomenal demand and sales each year of REO Trucks should be sufficient evidence of their efficiency.

On the farm or in the city, they are noted for their reliable performance and economy of operation. Applicable to practically every line of business.

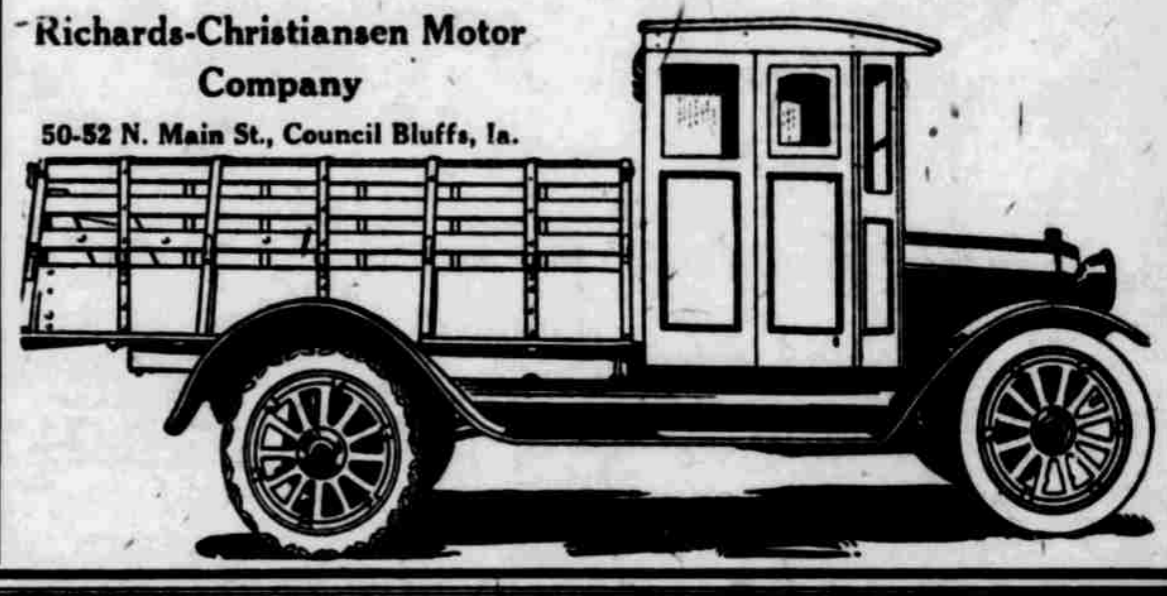
The purchaser of a REO Truck has the satisfaction of knowing that the best and largest institutions of the country are solving their transportation problems with REO Trucks.

Your investigation will mean a saving of money.

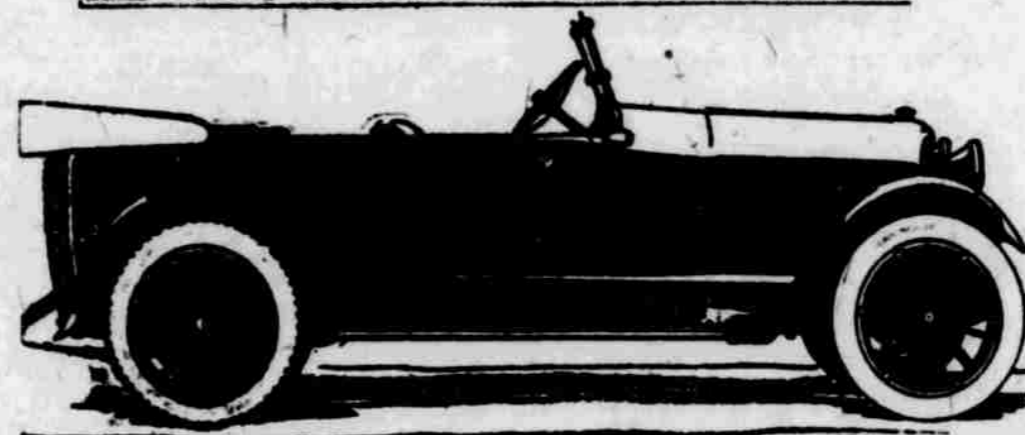
A. H. Jones Co. Hastings, Neb. Distributor for Southern and Western Nebraska.

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

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



PAIGE THE MOST BEAUTIFUL CAR IN AMERICA



THE utility of the motor car is no longer confined to the masculine side of the family. The woman of today, in her own important sphere of social, business and charitable duties, is also turning to the motor car as a means toward the more efficient conduct of her affairs.

The trend of feminine thought in this direction finds definite expression in the increasingly large number of Paige Light Sixes sold to women.

There can be no doubt that the smart five-passenger Paige Glenbrook admirably meets the requirements of the feminine motorist. It is a car of mechanical excellence, a car of luxurious comfort and, quite as important, a car noted for its ease of control.

Of course, you can better judge this Paige model when you have seen it and enjoyed a trial ride. All we ask is the privilege of making a single demonstration.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, Michigan Manufacturers of Paige Motor Cars and Motor Trucks

NEBRASKA PAIGE CO., 1824 DOUGLAS ST., OMAHA, NEB.



LAFAYETTE

Every element in the competent action of the LAFAYETTE is a natural consequent of the expert engineering that produced the car

La Fayette-Hayward Company 28th and Farnam Sts. Omaha, Neb.



La Fayette Motors Company at Mars Hill, Indianapolis

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Guaranteed 6000 Miles
PAULING TIRE & RUBBER CO. 179