# TO CULTIVATE ALL THE LAND IT OWNS

**Goodyear Rubber Co. to Erect Bunkhouses for Men Who Wish to Till Soil.**

**LAND SURROUNDS A LAKE**

Complying with the war-time call from Washington to "protect the food supply," the Goodyear Tire and Rubber company is already getting into intensive agriculture, in addition to its many other activities. Every foot of ground the company owns and that is not needed immediately for building purposes will be placed under cultivation at once. Fortunately the company has available many hundreds of acres of rich land right now. This land, which was acquired recently, surrounds a lake which is to be used to form a big reservoir for supplying water to the factory.

The Wingfoot Clan, Goodyear's factory newspaper, describes the patriotic venture thus:

"The work will be in charge of the labor department. Goodyear men who wish outdoor work and who wish to undertake this patriotic work for the growing season are requested to fill in the blank and send it in.

**Great for Onions.**

"The land at Fritch's lake comprises farm land, orchard and woodland. Over 100 acres can be cultivated immediately and we can quickly clear any additional land needed. Between fifty and sixty acres is the finest muck and will grow huge crops of onions and like garden produce. The principal crops will be potatoes, navy beans, wheat, corn, peas, etc.

"Bunk houses will be erected at the lake to house the men at work on the farm."

Goodyear offers this as a suggestion to other patriotic manufacturers who have tillable land now lying idle. In addition to becoming a farmer itself the company advises every one of its employes who has a home to plant all the garden possible this year. The editor says in conclusion: "Every bit of food which can be raised is needed to prevent a scarcity of foods and an even higher cost of living than we are now experiencing, during the coming year."

## O-L-D Highway Will Hold Annual Meeting at McCook

The annual meeting of the Omaha-Lincoln-Denver Highway association will be held at McCook, Neb., May 15.

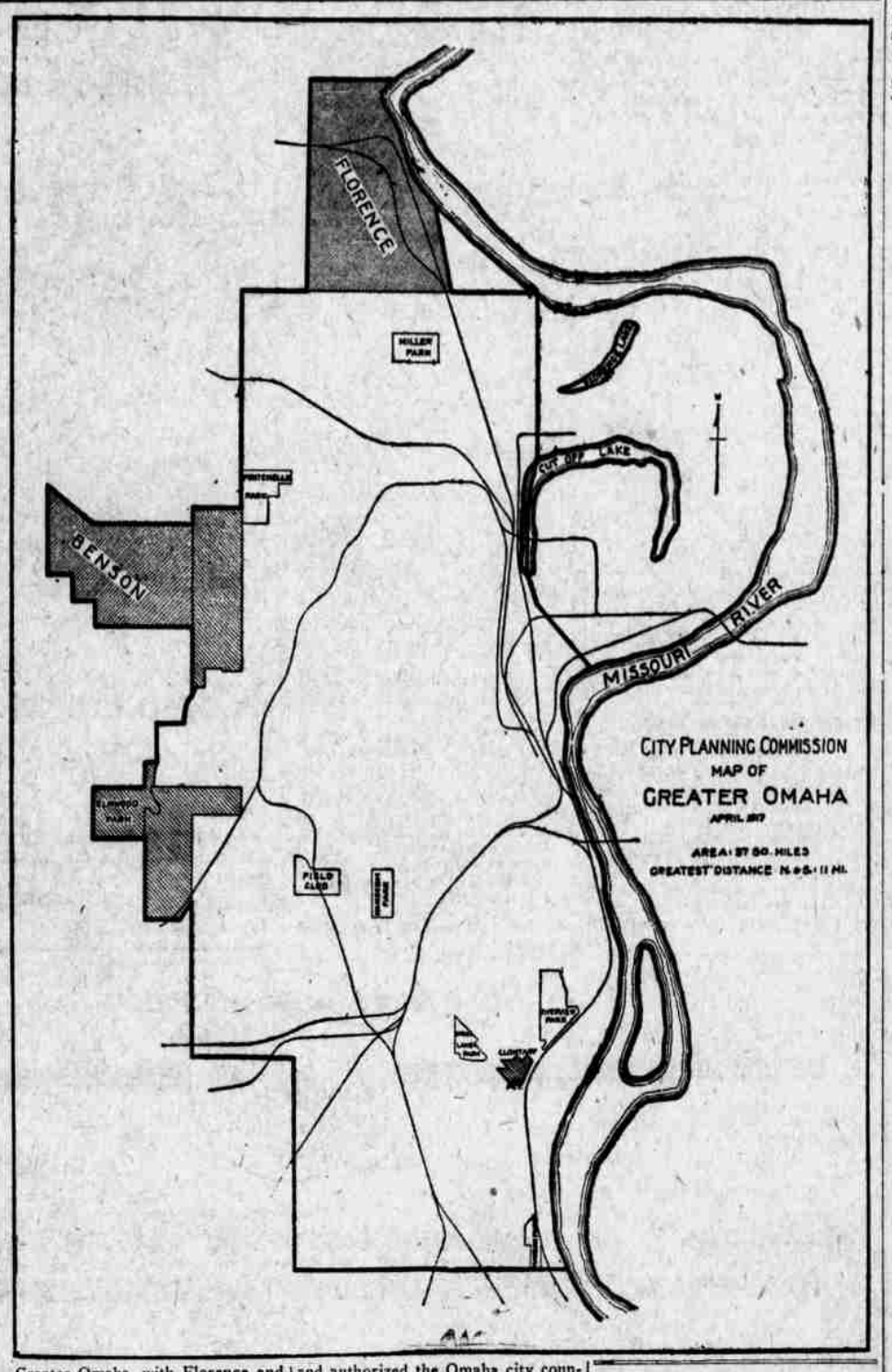
The advisability of adding "the Buffalo Bill Trail" to the name of the highway is one of the subjects scheduled to come up for decision. Dr. G. A. Condra will give an illustrated lecture on practical road making under conditions existing in Nebraska.

Many good roads boosters in addition to delegates are expected to attend the meeting.

## Snow Does Not Stop the Delivery of Allen Cars

Carl Changstrom says that even the inclement weather of the last week did not keep the dealers over the territory from coming in and driving away Allen cars. He reports two driven out to Holdrege, one to Scottsbluff, one to Grand Island and one to Scotia.

# *Here is the Way Omaha Will Soon Look*




Greater Omaha, with Florence and Benson annexed, will be eleven miles from the north limits of Florence to the present southern limits of the South Side. The city will then embrace thirty-seven square miles. Ordinances covering the formalities of adding two more suburbs to Omaha are being prepared by the city legal department for introduction by the mayor. The Florence-Benson annexation bill carried an emergency clause and authorized the Omaha city council to annex without submitting the proposition to a vote. During April the city council annexed three strips, viz.: Between Benson and Omaha, in the Elmwood park district and Clontarf precinct, these areas being indicated by interlineations on the map. Mayor Dahlman stated that Florence and Benson will have been legally annexed before June 1. A population of nearly 7,000 and four schools will be added to Omaha.

**Chip to Meet McCoy.**

If present plans are carried out George Chip will again battle Al McCoy in Brooklyn in the same ring where McCoy leaped into fame by knocking out Chip in one round.

## New Type of Frame Used on Monroe Car

One of the most annoying troubles found by motor car drivers up to the present time, appears to have been satisfactorily eliminated from the new Monroe touring car.

With the older forms of frame construction a very rigid body has been necessary in order to avoid door rattles and even the swinging open of doors when traveling over a rough road.

In the new Monroe the frame side members have a depth of over six inches, which is nearly twice the width of the average frame. This means not only an exceptionally light frame section, but far more rigidity than is possible with the other type. This new frame construction makes it possible to build the body of lighter sills, making less weight.

When the doors are fitted even the roughest kind of road will not produce a rattle. Nor can they be unlatched to swing open. There is only one car using this type of frame construction which sells for less than $3,000. It is the new Monroe touring car.


# THE FRANKLIN CAR

**WHY is the upkeep of the average automobile greater than the owner expected?**

• • •

**If we were to cram the answer into one sentence, we would say: Because the average owner doesn't know, *before he buys,* the relation between the *weight* of a car and the cost to *operate* that weight.**

• • •

**When Weight Is Superfluous**

We ask this: Does it seem fair that the great majority of motorists must learn what constitutes superfluous weight only by having experience with it?

The Franklin owner is protected against any such condition, because, for 15 years, the service the Franklin Car has given has been based on *Scientific Light Weight.*

The weight of the Franklin Touring Car—2280 pounds—is his weight standard for any open car, and the weight of the Franklin Sedan—2610 pounds—his standard for enclosed cars.

**Results You Can See**

He knows how useless is the weight of 177 water-cooling parts eliminated by Franklin design.

One big source of repair bills and depreciation wiped out at one stroke!

He knows how Scientific Light Weight puts his car in the twenty-miles-to-a-gallon-of-gasoline and 10,000-miles-to-a-set-of-tires, class.

He knows how the rack and strain, the wear and tear of heavy weight is avoided by light, flexible construction.

**Foreknowledge**

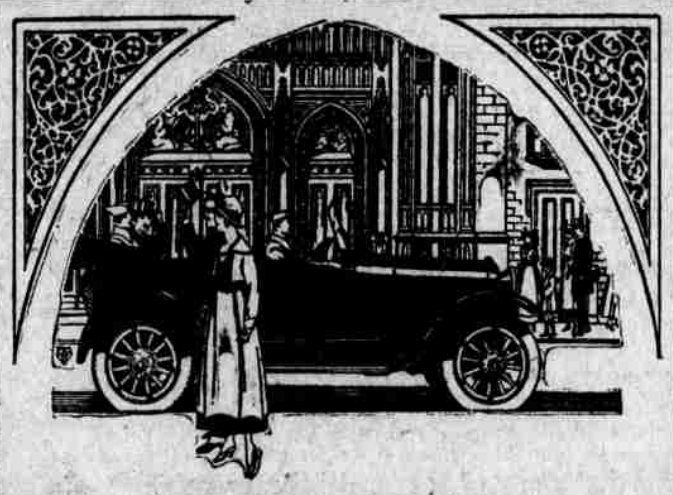
Investigation of *weight* discloses to the Franklin owner all the facts about operating cost, comfort, safety and reliability, *before he buys.*

Franklin Scientific Light Weight means something *to the man who regards his money as worth face value.*

**FRANKLIN MOTOR CAR COMPANY**
2205 Farnam Street - - - - - - Phone Douglas 1712
R-U-2-B-1-OF-60



PAIGE



# PAIGE
*The Most Beautiful Car in America*

THIS new five-passenger Paige Linwood "Six-39" quality has simplified the actual physical effort of driving a motor car. We have tried to design and manufacture in this Linwood a car which a woman or youngster can drive with ease and safety. See the Linwood, ride in it, drive it and see whether or not we have succeeded.

The motor is tremendously powerful and flexible. The gears shift noiselessly with a pressure of the finger. The brake is quick, easy and sure. The entire control will give you a new conception of pleasurable and luxurious driving.

You will not only enjoy it, but you will be proud of the Linwood, because, in addition to its mechanical excellence, it is a Paige—"The Most Beautiful Car in America."

| | |
|---|---|
| Stratford "Six-51" seven-passenger | $1495 f. o. b. Detroit |
| Fairfield "Six-46" seven-passenger | $1375 f. o. b. Detroit |
| Linwood "Six-39" five-passenger | $1175 f. o. b. Detroit |
| Brooklands "Six-51" four-passenger | $1695 f. o. b. Detroit |
| Dartmoor "Six-39" 2 or 3-passenger | $1175 f. o. b. Detroit |
| Limousine "Six-51" seven-passenger | $2750 f. o. b. Detroit |
| Sedan "Six-51" seven-passenger | $2300 f. o. b. Detroit |
| Sedan "Six-39" five-passenger | $1775 f. o. b. Detroit |
| Town Car "Six-51" seven-passenger | $2750 f. o. b. Detroit |

**Paige-Detroit Motor Car Company**
Detroit, Michigan

**MURPHY-O'BRIEN AUTO CO.**
1214-18 Farnam Street. Phone Tyler 123.
OMAHA, NEB.
Some Good Territory Available to Dealers.

PAIGE



# COLE 8

## Recognition

Never have we had so many voluntary expressions of satisfaction and good will from Cole Eight owners.

Never has our output been so great—nor spoken for so far in advance.

Never has the Cole been more strongly entrenched as America's dominant Eight.

Weight of public opinion—based solely upon the quality of the car—is responsible.

Each day the growing demand for the Cole Eight is more difficult to meet.

So we suggest that if you want a Cole Eight now—next month—or the month following—order it *today.*

**Prices**

| | |
|---|---|
| Seven Passenger Cole Eight Touring Car | $1795 |
| Cole Eight Tuxedo Roadster | $1795 |
| Four Passenger Cole-Springfield Tourcoupé | $2295 |
| Seven Passenger Four-Door Toursedan | $2495 |

Prices f. o. b. factory
and subject to change without notice

**TRAYNOR AUTOMOBILE CO.,**
Retail Distributors
2210 Farnam St. Phone Douglas 5268.

**Cole Motor Car Company**
Indianapolis, U. S. A.

**DE BROWN AUTO SALES CO.,**
Wholesale Distributors for Iowa and Northern Nebraska.
Some Good Territory Open for Live Dealers.
2210 Farnam Street, Omaha, Neb.
1414 Locust Street, Des Moines, Ia.