

FREIGHT CAR LACK HURTS AUTO CITY

Traffic Manager of Packard Company Rents Horse Cars from Owners.

BUILDS SPECIAL TRUCK

The freight car shortage, which has reached an acute state in all parts of the country, is particularly harassing to the automobile manufacturers of Detroit. The situation has so persistently delayed deliveries that traffic managers are resorting to all sorts of schemes to get their shipments under way.

Charles J. Shaar, traffic manager of the Packard Motor Car company, has made special arrangements with customs officials of Canada to permit him to make shipments of Packard cars from Windsor, Ont., directly across the Detroit river from the Motor City.

Gets Horse Cars.

He also has rented twenty-six freight cars that are used in summer for carrying horses. These cars, being privately owned, can be used only for Packard shipments and are returned to the factory as soon as unloaded at destinations.

Shaar's department also has fitted a three-ton Packard truck with a platform from which it is possible to load Twin Sixes on team tracks or sidings in all parts of the city. This arrangement has resulted in the shipment of several hundred cars that could not have been shipped otherwise. It is often the case that motor cars are conveyed ten or twelve miles from the factory to the loading point. The traffic department has scouts continually on the lookout for automobile cars, and whenever they find an empty one, two Twin Sixes ready for shipment are immediately started on their way.

The truck is fitted with an inclined runway so that the car can run under its own power up and on the platform. Then the truck backs up to the door of the freight car and the Twin Six moves into the "side door Pullman," also under its own power.

Elmer Rosengren Preaches On Good Battery Service

"It is most important in the care of the battery," says Elmer Rosengren of the Nebraska Storage Battery company, "that the car owner should know exactly in what condition the battery is, whether it is half-charged, fully charged, or overcharged. Frequent and accurate hydrometer tests are the only way in which this can be ascertained. The more ordinary battery troubles can be avoided and the life of the battery lengthened by keeping it fully charged.

"For this reason then, if for no other, the car owner should frequently visit the battery service station in order that the experts can test his battery. As he comes to know them each separate battery becomes an individual problem to the service man. He learns under what conditions they are being used and are going to be used.

"Having tested a battery for a whole season or for a whole year, he is in a position at the end of that time to state whether repairs or renewals are necessary to prolong the life of the battery. If the machine is to be run through the winter, then he can give the motorist such advice as to keep it in the best condition during this trying season. If the battery needs charging, he is able to do this job all the better because he knows exactly how the battery has been used.

"Not the least important function of the service station, and especially the Willard service station, is to educate the car owner in the care of the battery. The advantages of this are obvious."

Regal Car Boosts Price To Maintain Its Quality

One after another motor car manufacturers have been forced to raise prices.

Now the Regal falls in line with a \$745 instead of a \$695 price. "Our price advance was caused by the very same reasons that you have heard again and again lately," said Mr. Fred W. Haines, president of the Regal Motor Car company of Detroit. "We held out as long as we could. All the while, however, our costs were advancing tremendously. There came a time when we, along with a number of other motor manufacturers, had to submit to the inevitable. We raised our price, and in doing so we felt that we were protecting Regal buyers as well as ourselves."

Mr. Haines said that inasmuch as there seemed to be a general movement among car makers in the Regal class to raise their prices also, the Regal will still hold relatively the same position in the price field that it did previous to the advance.

Asbestos Deposits in Arizona Good for Tires

Large deposits of long-fibered asbestos have lately been discovered in Arizona, in the Sierra Anchas. Heretofore 85 per cent of the asbestos used in the United States has come from Canada, and therefore the newly discovered deposits of Arizona are of great interest to American manufacturers of asbestos products, particularly those making asbestos sheet packing. The high grade fiber which is said to exist there may permit them, in a large measure, to supply the demand for a high grade American sheet.

The Goodyear Tire and Rubber company, Akron, O., is an extensive manufacturer of asbestos packing, known as Goodyearite, which is said to be equal to any of the high grade asbestos packings of Europe.

Universal Motor Company Opens Its Modern Home

New Year's day is the date for the formal opening of the new home of the Universal Motor company, 2562 Leavenworth street. W. H. Dudley, V. D. Benedict and O. D. Davidson, officials of the concern, invite Mr. and Mrs. Omaha and family to call during the day and get acquainted.

Dick Stewart, Jr., Has His Own Baby Peugeot



As a result of being the proud possessor, in his own name, of a Baby Peugeot automobile, Master Dickie Stewart, son of J. T. Stewart 3d, is one of the happiest youngsters in Omaha. This car, which, by the way, has a very interesting history as a racer, was presented to Master Dickie by his father on Christmas day.

Seated beside Dick is his younger brother, Joe, whom Dick insists shall share the pleasures of this car until he (Dick) is old enough to become interested in the fair sex.

De Jong Secures Larger Rooms for His Two Cars

Announcement has just been made by J. H. De Jong of the Apperson Motor company to the effect that they will move immediately to 2060-62 Farnam street.

"The sale of Apperson and Grant models this year has exceeded the records of previous years to such an extent that we have entirely outgrown our present quarters," asserts Mr. De Jong. "We have been patiently waiting for some months to find a suitable location for our show rooms and service station.

"The new location will enable us to carry a complete stock of parts for both the Apperson and Grant. In addition, the facilities and increased floor space will enable us to give better service and expedite the movement of cars in and out of the service room.

"The show room at the new location will give us much more room and the rear of the building will permit stocking a greater number of new cars.

Hupmobile Tourists Held Up by Many Cops

During the last summer and fall when the infantile paralysis epidemic was at its height, motorists were put to much inconvenience in many of the eastern states by health officers. Automobiles were searched for children being transported from one state to another, the same as were the trains.

The Hupmobile capital to capital party met with no exception to this rule, and in practically all the eastern

states which they visited after leaving Washington on August 28, they found health officers on the job at the state boundary line.

They met their first official at the "Mason and Dixon line," on their way north from Washington at the boundary line between Maryland and Pennsylvania. Although all the members of the party were heavyweights in the pink of condition and surely

did not look like children, the health officer, H. A. Brinkerhoff, insisted on searching the car for children. Needless to say, he found none, as the youngest member of the party, W. A. Krohn, the photographer, admitted to 27 years of age, although he scarcely looks over 21.

Heretofore Chicago has been the big motor car show for the west and southwestern dealers, and each year has seen more and more of them

by this company have been desirable in every respect. It has been my experience that a firm 5,000 miles away that has the initiative required to make a connection with an American manufacturer is a pretty high caliber business institution.

AUTO MEN STUDY FOREIGN MARKETS

Exports Sales Manager of Nash Motors Company Greatly Increases Business.

WHAT WAR HAS TAUGHT

According to J. A. Rose, manager of export sales for the Nash Motors company, the export sales of Jeffrey cars and trucks have increased 800 per cent in the last year, and at present the Nash Motors company has direct dealers in twenty-seven foreign countries.

"I am convinced," says Mr. Rose, "that after the war is over the subject of foreign markets is going to be studied much more closely by the automobile manufacturers in general. The war itself has done a great deal to open American eyes to the possibilities of foreign trade. For one thing it has familiarized the average man with the world map and shown him how dependent the various countries are upon each other.

"Foreign connections so far made

AUTO MEN STUDY FOREIGN MARKETS

Exports Sales Manager of Nash Motors Company Greatly Increases Business.

WHAT WAR HAS TAUGHT

According to J. A. Rose, manager of export sales for the Nash Motors company, the export sales of Jeffrey cars and trucks have increased 800 per cent in the last year, and at present the Nash Motors company has direct dealers in twenty-seven foreign countries.

"I am convinced," says Mr. Rose, "that after the war is over the subject of foreign markets is going to be studied much more closely by the automobile manufacturers in general. The war itself has done a great deal to open American eyes to the possibilities of foreign trade. For one thing it has familiarized the average man with the world map and shown him how dependent the various countries are upon each other.

"Foreign connections so far made

by this company have been desirable in every respect. It has been my experience that a firm 5,000 miles away that has the initiative required to make a connection with an American manufacturer is a pretty high caliber business institution.

"Another thing that makes foreign business most desirable is the fact that when it is winter in this country it is summer on the opposite corner of the globe and the selling season is at its height. Thus, if export trade is sufficiently cultivated, factory production schedules can run at the same speed the year around, making for economical manufacture and efficiency throughout the whole organization.

Texas Saxon Dealers to Attend New York Show

Twenty-eight Saxon motor car dealers from the state of Texas will journey northward to New York for show week and will spend the days of the big automobile exhibit in getting pointers for their work in Texas.

They will go under the direction of the Ray-Rose company of Dallas, Saxon distributors for the state.

Heretofore Chicago has been the big motor car show for the west and southwestern dealers, and each year has seen more and more of them

attending the exhibition in the Coliseum. New York, however, opens the motor car show season.

J. V. Hardy of the Ray-Rose company, who looks after Saxon dealers all over Texas, realized the advantage to be gained by taking his dealers to New York and he planned the trip.

Omaha Tire Repair Co. To Enlarge Its Quarters

Along with the marvelous growth of the automobile industry the tire interests are keeping up the same rapid pace.

Henry Nygaard, proprietor of the Omaha Tire Repair company, has recently announced his intention to add to his present location a building equal in floor space to his present location.

In speaking of this year's business Nygaard asserts that his business has increased to exceed by 50 per cent the business done last year. "The Diamond line," he says, "which we recently took on, has proved to be a very good seller, and we owe our increase in part to the addition of this line."

Indigestion Due to Constipation. Take a dose of Dr. King's New Life Pills tonight. See how much better you feel in the morning. 25c. All druggists—Adv.



SAXON "SIX"

A BIG TOURING CAR FOR FIVE PEOPLE

New Series Saxon "Six"

From the standpoint of radical departures in design this new series Saxon "Six" is unchanged.

But in a score of ways it is a better car, a greater value than ever before.

The events of the past twelve months have conclusively proved the fundamentals of Saxon "Six" construction to be as advanced as is possible in the light of present-day automobile knowledge.

This is evident to the public. As evident as it is to ourselves.

Nearly everybody now concedes Saxon "Six" to be a car of uncommonly fine quality—one of the very best cars in the world regardless of price.

So attention was turned to refinement where refinement seemed possible.

These newer attractions naturally group themselves into two classes—those that are evident at a glance and those that reveal themselves in smoothness, abler performance.

In the first class, of course, is the new body. It has been built roomier than ever, and more comfortable.

You'll find the doors wider, entrance and exit easier and more convenient, and the cushions are softer and deeper.

There is little need to speak of the new mode body lines. They impress themselves upon you in the first look.

In the second class of improvements comes the 2' crankshaft and other detailed improvements in the motor.

Probably it is in these motor refinements we take the greatest pride. Mainly because it seemed impossible to better the Saxon "Six" motor.

But it was finally found possible to make smoother and more supple even its smooth and supple power-flow.

Even more rarely than formerly will Saxon "Six" owners resort to gear shifting.

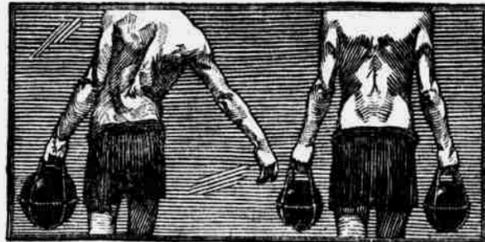
In behalf of greater strength and safety the brakes are now a full 12 inches.

And the wonderfully easy-riding qualities of Saxon "Six" have been heightened by the 4 1/4-inch rear springs of full cantilever type.

Saxon "Six" is \$865 f. o. b. Detroit.

Noyes-Killy Motor Company

2066-68 Farnam Street. Omaha Distributors



Balance! Equalize the load and the task becomes easier—progress swifter—for men or motor cars

Two nimble arms of alloy steel now do the work which one "straight lifting" arm formerly did—in the Packard motor.

Divided burdens—explosion stresses cut in half—are only two of the major advantages of this epoch-marking V-type plant.

Set at an angle of sixty degrees, the twin blocks of responsive cylinders work in powerful and balanced harmony.

The effect is a smooth succession of power impulses—overlapping and equalizing one another without waste of fuel or need of compensating counter-weights.

And the result! A motor so flexible—so even—so mighty—that the most luxurious closed body is a plaything for it in any weather, on any road. Prices—for the open car—\$3,050 and \$3,500—at Detroit.

Ask the man who owns one

See the Orr Motor Sales Company, Fortieth and Farnam Streets, Omaha. Branch at Sioux City, Iowa.



We Are Not Yet Caught Up With Our Orders

In extending the compliments of the coming season to our many friends, we regret most sincerely that we were unable to make deliveries to all who desired to purchase Oakland cars. We sincerely hope that the increased manufacturing facilities installed by the Oakland factory will enable us to secure a car for each buyer during the coming season.

Oakland Sensible "6" A large, roomy, 5-passenger touring car, \$875 f. o. b. factory.

Oakland Reliable "8" A large 7-passenger touring car, \$1,585 f. o. b. factory.

Lininger Implement Co.

Omaha, Nebraska.

6th and Pacific Sts. Phone Doug. 109



HEYN PHOTO W.H. HEAD