

### GOODYEAR SERVICE GIVES FIRST AID

Many Service Stations Around the City and Each One Prepared to Help.

#### ASSURES LONG TIRE LIFE

"Convenience as to location and 'preparedness' to give real service mark the Goodyear Tire and Rubber company's service stations in Omaha," declares Joe M. Dine, branch manager.

"We feel that for 1917 we have a better arrangement for taking real care of car owners in Omaha than we have ever had before. Every Goodyear service station is a real station. Every one is equipped, not only with the means, but also the desire to help car owners get the most possible mileage—to reduce tire cost per mile to the lowest possible level.

"Prevention is lots easier than cure. And the prevention of tire troubles is just as important as the inspection and adjustment of any other part of a car. Small tread cuts, if neglected, become big ones. When they get down to the fabric, water and dirt work in, then blowouts follow. The automobilist can't foresee how many miles from help he may be when the blowout is ready to perform. How much easier and cheaper it is to have the tread cut mended when it makes its first appearance.

"That's where the Goodyear service station comes in: Each station is ready—waiting for the motorist to bring in his car and have his tires looked after. Tread cuts are one thing. Proper air pressure is another. Keeping front wheels aligned is important. There are many things that count in making mileage greater."

#### New Buildings Erected

##### At the Peerless Plant

"Arrangements are now complete at the big plant of the Peerless Motor Car company in Cleveland," asserts W. T. Haus, local distributor, "for the removal of the passenger car departments into the new group of factory buildings which have been erected to take care of the increased production of the Peerless model 56 eight-cylinder car. This group of factory buildings affords approximately 500,000 feet of additional floor space which is to be devoted exclusively to the manufacture of Peerless Eights.

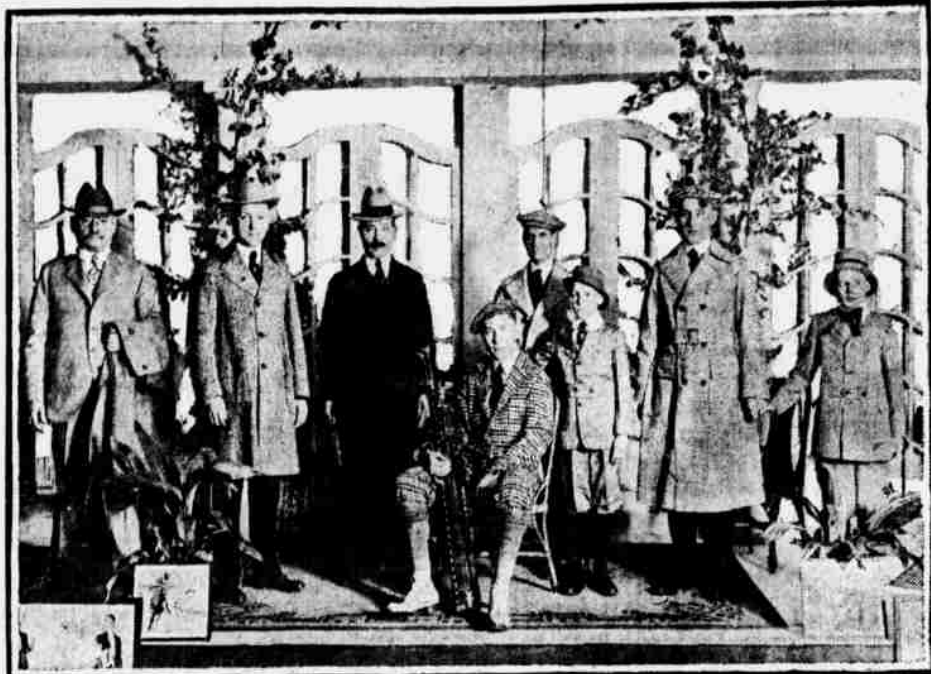
"The new buildings will house the departments which manufacture the Peerless eight-cylinder two-power range motor, the body building department where Peerless bodies are turned out and the painting and finishing departments.

"The two-power range eight-cylinder motor is the thing. Its combined loading and sporting range is one of the most talked about developments in the motor car world."

#### Two Are Bound Over On Charge of Stealing Auto

Page Fite and Fred Davis of Tekamah, alleged members of the recently exposed band of auto thieves, were bound over to district court in the sum of \$1,000 each by Police Magistrate Fitzgerald on the specific charge of taking the machine of J. P. Hope.

### College Students Pose as Models for Classy Clothes



Were you at the style show at the Brandeis stores yesterday?

My, how nifty those men looked, parading gracefully across the stage, dressed in clothing of the Hart, Schaffner & Marx brand. The stage was built across one end of the big clothing department, with a background of French windows looking out on a garden.

Living models to display men's clothing were used for the first time

in the west and attracted large crowds in which the large number of women was noticeable.

From the dressing rooms at either end of the long stage the models issued and strolled easily along before the admiring spectators. There were three-button suits and pinch-back suits, single breasted and double breasted suits, English walking suits, business suits, tennis suits, golf suits, Palm Beach suits, dress and tuxedo suits, top coats and rain coats.

These "classy" models were interspersed by other living models displaying American army uniforms of various periods, cowboy and Indian costumes. And there were also several models of the fair sex displaying frocks that were very fetching and went well with the perfectly groomed gentlemen models.

The men "mannikins" were college students. The first show was at 11 a. m., the second at 2:30 p. m. and the last at 7:30 p. m.

### De Brown Takes Over Cole Agency in Both Iowa and Nebraska

One of the largest distributor contracts closed in this vicinity for some time was recently consummated by the Cole Motor Car company of Indianapolis with the De Brown Auto Sales company. The territory involved constitutes all of Iowa and that part of Nebraska lying north of the Platte river.

The De Brown Auto Sales company with headquarters in Omaha and Des Moines, Ia., handles the adjacent territories from the respective locations.

J. E. Roberts, district manager for the Cole Motor Car company, asserts that Mr. De Brown, commonly known as "Buster," is one of their fastest district dealers and has done most satisfactory business at Lincoln, where De Brown made his headquarters in the past.

Plans are being made by De Brown for the operation of an extensive service scheme, both in Nebraska and Iowa, and all operations will be on a large scale.

Lou Traynor, who has handled the Cole and Interstate, is very much pleased with the new organization and will retain the retail end of the Cole business in connection with his Interstate business. Traynor predicts a very successful future for the new company and expects to add a good record to their credit so far as sales in this vicinity are concerned.

Two Rooks Look Good. Two rook catches, show of the Yankees and McGraw of the Braves, are making a nice showing behind the bat and are also hitting the ball in true slugging style.

New York Second Bagger. According to Pilot Bill Donovan, Fritz Matsui will hold down second for the Yankees, instead of Gedson.

### UNIQUE PRIZES IN AUTO SALES TEST

Packard Divides Up Country Among Dealers and Makes Effort Worth While.

#### BOAT RACE AT THE FINISH

Probably the most unique and interesting sales campaign ever inaugurated in the history of the motor car industry has been devised and is now in the height of operation along the Lincoln highway. This sales stimulus is called the Lincoln Highways Sweepstakes and is being staged by the Packard Motor Car company of Detroit. The contestants are Packard dealers along the Lincoln highway.

To follow the race one must know the rules of the game and how the points are scored.

The route across the United States from San Francisco to New York City has been divided into 100 units, and the progress of the contestants is gauged by the rapidity of the sale of their quota of cars. For instance, if the dealer's quota of cars is 100, each car sale would advance him one point in the race. In order to reach the finish he must sell 100 cars. If, on the other hand, the dealer's quota is twenty-five cars, each sale would advance him four points, and he would reach the finish when the twenty-

fifth car was sold.

The country has thus been divided into four divisions—A, B, C and D—each according to the quota of cars, and the race is strictly between those coming under the respective divisions.

Omaha is in Division B, and the Orr Motor Sales company is a very fast contestant for the prize. Omaha now occupies fourth place in Division B and has outdistanced such towns as Minneapolis, St. Paul, Seattle, Cincinnati, Indianapolis, Buffalo, Baltimore. The towns leading Omaha in Division B are Rochester, N. Y.; Toronto, Quebec and Atlanta, Ga.

Prizes are to be given by the factory at Detroit to the winners and the dealers contesting are offering individual prizes to their salesmen. The race will be finished when 2,500 cars are sold.

For the extremely fast contestants, if there prove to be any who outdo their competitors before the race is finished, a boat race is arranged from New York to Galveston. To reach Galveston a dealer must score 206 points, or 106 after reaching New York.

#### Harley-Davidsons Are Here by the Carload

Another carload of the 1917 "military drab" Harley-Davidson motorcycles has just been ordered for rush delivery to Victor H. Roos, the local distributor. The new color, which is required by Uncle Sam on all his field equipment, is making a big hit, for bicycles, motorcycles and autos alike are coming out now in big numbers with this color, says Mr. Roos.

**There is a strong public belief in the superiority of the Stearns-Knight motor**

The new series of "Eight" and "Four" cylinder cars represent the last word in Knight engine construction. Stearns-Knight cars are built in the shops of the F. B. Stearns Company

according to the teachings of six years' experience in Knight motor-building. One glance at the crankshaft and sleeves will show you the difference between the Stearns-Knight and other Knight type motors.

"FOURS" (60 H. P.) \$1,495  
"EIGHTS" (80 H. P.) \$2,250

*McIntyre-Hayward Motor Co.*  
2427 FARNAM ST. - OMAHA.  
PHONE DOUGLAS 2406

# HOLLIER

"Honestly Built"

Knowledge comes only through experience and wide experience better fits one for a judge than an individual experience.

This application is particularly true in the case of choosing a motor car which is adapted to a community. The experience of a single individual is not sufficient to judge whether a motor car is suited to the needs of a community. It requires the observation of the needs of the majority in the community to pick an automobile which will give satisfaction.

Our 27 years of experience in transportation problems which confront people in this section, has fitted us admirably to select a car suitable to the needs of the community.

It is with this experience to guide us and back us up, that we choose the Hollier line and the same experience and confidence in our judgment permits us to endorse the Hollier—to put our reputation behind it—to recommend it to you.

In offering to you the Hollier "Six" at \$985 and the Hollier "Eight" at \$1185, we know that we are offering you a maximum value for your money and that we are selling you a car which will meet all your needs at any time.

Investigate Now. Immediate Deliveries

## THE T. G. NORTHWALL COMPANY

Omaha, Neb. Sioux City, Ia.

# PAIGE

The Most Beautiful Car in America

## Now Is The Time To Buy Your "Six-46"

Let us again urge you to place your order for a Fairfield "Six-46."

Don't wait too long—don't be too sure that you can buy to just as good advantage thirty or sixty days from now.

For the spring season is nearly here and it is certain that we shall not be able to supply more than one-fifth of the demand for this popular car.

Then, also remember that the cost of manufacturing, materials and labor is still soaring.

With the single exception of the Fairfield, every light Six on the market has been increased in price, anywhere from \$100 to \$250—and more "raises" are undoubtedly coming.

If it were necessary for us to purchase the material for any of our models today, we couldn't attempt to sell them without increasing the price twenty per cent.

So, from every angle, you see, the Fairfield is a "preferred buy" right this minute. By contracting for our supplies more than eight months ago, we have done everything that we possibly could to protect ourselves and you. But in the face of a constantly rising market we may be forced to increase prices proportionately.

From the present outlook, there is no other alternative, for we flatly refuse to compromise on the quality of our cars. We shall continue to use only the best materials no matter how far the commodity prices may advance.

Above all, please understand that this advertisement is written in a sincerely helpful spirit. It is by no means our purpose to "stampede" motor car buyers into early or ill-advised purchases.

We are merely telling you the facts—facts that can be readily substantiated by your banker or any man who is well informed in regard to industrial conditions.

The "Six-46" now costs \$1375. At that price we honestly believe that it represents more actual dollar for dollar value than any other motor car on the market.

Wait too long—and you run the risk of paying more.

Place your order now and you can rest assured that you will never regret the decision.

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
Town Car "Six-51" seven-passenger	\$2750 f. o. b. Detroit

Paige-Detroit Motor Car Company, Detroit, Michigan

## MURPHY-OBRIEN AUTO CO.

1814-18 Farnam Street. OMAHA, NEB. Phone Tyler 123.