

TRUCK EXCHANGES BY PACKARD FIRM

Automobile Company Furnishes
Prompt Service to Merchants
Whose Equipment Is
Crowded to Capacity.

To help relieve terminal and warehouse congestion and move the short-haul loads which the railroads no longer are able to take care of, the Packard Motor Car company has established trucking exchanges at its branches in several of the larger cities. These exchanges undertake to furnish prompt and reliable trucking to merchants and manufacturers who, on account of "rush jobs" or demands beyond normal, require hauling equipment in addition to their own vehicles.

The Packard company has lists of owners of trucks available for immediate service, and has offered to put in touch with these owners all who have local or long-distance tonnage to move.

"While there is so much freight to be carried it is important that all trucks should be busy at all times," says H. F. Orr of the Orr Motor Sales company. "This exchange service, which is without charge, is helping to speed up transportation, a necessary factor in winning the war."

"The exchange helps owners to keep their trucks busy more of the time, and offers dependable hauling to business men at reasonable rates. These exchanges are being operated successfully in such cities as Cleveland, Pittsburgh and Philadelphia."

Killy Goes to New York To Attend Auto Show

W. L. Killy of the Noyes-Killy Motor company left Saturday for St. Louis, Mo., where he will spend New Year's day. From there Mr. Killy intends to go to New York City to attend the New York Automobile show. "I am very much interested," asserts Mr. Killy, "in the New York show this year, not from the standpoint of the exhibit, but from the standpoint of gaining a general knowledge of the feeling among dealers regarding the coming year."

"Certainly there is no cause for alarm regarding the sales possibilities in this section. As long as the farmers are prosperous and need quick means of transportation there will be no fall off in sales."

Camouflaged Overland Returns From France



A camouflaged Overland ambulance, veteran of many thrilling events in the war zone of France, has been the object of unusual interest on the streets of New York City and other eastern cities during the last few weeks. Immediately on its return to the United States, it was drafted into use in connection with the Liberty loan campaign in New York. After the conclusion of the campaign, it made a tour of some of the larger neighboring cities and is now back in New York for the much talked about Hero Land Bazaar at Grand Central Palace.

The car today stands practically as received from France by the New York branch of Willys-Overland Inc. It has been necessary, however, to replace a couple of the tires, the original tires having been worn out when the car went out of service. The fenders or rather what is left of them, are much the worse for wear and abuse, and the car has every appearance of having undergone most strenuous campaigns. The camouflage is the most interesting part of the exhibit. The body is painted almost every color of the rainbow. It looks as though a futurist had been given instructions to do his worst. Broad, irregular stripes of horizon blue alternate with stripes of green, brown and yellow. The running gear and wheels are painted in earth colors, greens and browns predominating. Along the top have been attached boughs, but the leaves are now giving way to the

chill winds of winter. Across the back where the door once hung is nailed a large tarpaulin, which was at one time a portion of a shop awning. Through the coating of mud, the shopkeeper's name is still distinguishable, and one can readily imagine that it was appropriated hastily from some French shop—maybe it was in Louvain or Verdun—after the car's door had been broken away.

The tarpaulin is also camouflaged in the same colors as the main body of the car. In the center has been hurriedly sewn a piece of celluloid large enough to enable the driver to see out of the back of the ambulance.

The interior of the ambulance, although still in good condition, continues to bear the unmistakable odor of strong disinfectants.

Defiance Truck Soon To Be on Omaha Row

Announcement was made last week to the effect that the Standard Motor Car company will take on the distributors' contract for Defiance trucks.

The Defiance is to be manufactured by the Allen Motor Car company of Eastoria, O., and is credited with being a real motor truck capable of holding a place among the leaders.

Carl Changstrom is very enthusiastic regarding the new truck and says that it is characterized by Allen quality throughout.

You can secure a maid, stenographer or bookkeeper by using a Bee Want Ad.

BRICTON MOVES OFFICES TO OMAHA

Will Operate Old Plant Until
the New One is Com-
pleted in This
City.

An important acquisition to Omaha from an industrial standpoint is the locating of the Bricton Manufacturing company in this city. The factory has been located at Brookings, S. D., for the last eight years, engaged in the manufacture of the Bricton 10,000-mile puncture proof tire. The offices have been moved here.

The Bricton company will erect here at an early date a large automobile tire factory and in addition to the Bricton 10,000-mile puncture proof tire will manufacture a two-piece tire and a standard line of tires and tubes, in addition to operating a reclaiming plant.

C. A. Bricton, president of the company, considers Omaha the logical center for the tire industry, because of its central location and excellent railway facilities, and further that crude rubber can be laid down in Omaha for one-tenth less the freight rate to Akron, O., which is now the hub of the tire industry.

Speaking of the rubber supply Mr. Bricton further states that there are millions of acres of rubber plants under cultivation with tremendous areas of the tropics still uncultivated. The world's potential rubber supply seems almost inexhaustible.

Those who have not looked into the rubber industry and are not familiar with the rubber tire factories located at Akron, O., and elsewhere cannot realize the possibilities of the industry. Many of the tire factories have been unable to gauge their own rate of growth. More than once buildings have been put up and then torn down before they were finished.

Mr. Bricton states his building plans as far ahead as 1924. In speaking of the distribution of Bricton tires he mentioned the fact that his company had recently made a large shipment to Caracas, Venezuela, and has sold tires in many

other foreign countries, with a wide distribution throughout the United States.

The factory of the Bricton Manufacturing company will continue to operate in Brookings, S. D., till the new factory here is in operation.

Trucks Bring Land Much Closer to the Markets

By the use of motor trucks farmers can haul to market while keeping their horses working in the fields. In this way land formerly too far from market for profitable farming is brought into good use.

The farmer is also coming to be the large passenger car owner. The motor car is not only increasing his working capacity and the happiness of his family; it is keeping his boys on the farm.

George Mulligan, a rancher in the sand hills of Nebraska, lives 12 miles southeast of the town of Sargeant; his ranch covers 1,800 acres and he is not only a great agricultural farmer, but also an extensive cattle raiser. He has lived in this locality for the past 45 years. He has his own electric light plant, his own water works, also storage gas for cooking purposes. He uses tractors in farming and is so thoroughly convinced of the practicability of the use of motor cars that he has replaced six saddle horses with two Ford roadsters, using these to round up his cattle and to attend to chores on various parts of his land.

Mr. Mulligan is a farmer who not only recognizes the necessity for motorizing his farm, but also knows that by eliminating the hard work he can greatly increase his earning capacity.

Paige and Dodge Cars On Show at Murphy-O'Brien's

A very elaborate exhibit of Paige and Dodge closed car models is being held at the showroom of the Murphy-O'Brien Auto company and is attracting a considerable amount of attention.

One can almost see the passing of the open touring model when surrounded by these excellent examples of coach building. The closed car of today is as snug, convenient and beautiful as one could wish and many of the models can be converted instantly with open touring models.

You can secure a maid, stenographer or bookkeeper by using a Bee Want Ad.

SAXON "SIX"

A BIG TOURING CAR FOR 5 PEOPLE



A big roomy easy-
riding car

You'll find this new series Saxon "Six" roomier and more comfortable than ever before. The doors have been widened. So entrance and exit is easier and more convenient. The cushions have been given added depth and greater restfulness. Two people in the front and three in the back seat find more than common riding space. To accentuate the supremely easy-riding qualities of Saxon "Six" the rear spring has been lengthened to 41½ inches. And every added inch means just so much more discomfort taken from rough roads—just so much more luxury added to good roads. Saxon "Six" is \$935 f. o. b. Detroit.

NOYES-KILLY MOTOR CO.,

Factory Distributors.

OMAHA, NEB.

To Get In or Out of Business—Bee Want Ads

Oldsmobile

SETS THE PACE
20th Year

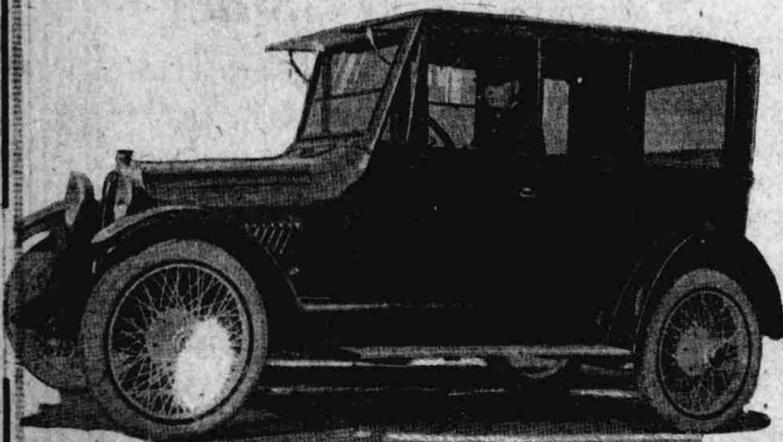
MOTORING AT ITS BEST

The spasmodic changes in the weather—warm today, cold tomorrow, with rain the next—are convincing arguments that the perfect type of passenger car body is one that may be changed as the weather changes; a completely closed car when needed or an open model if the weather invites.

Oldsmobiles stand out prominently in the field of all-season cars as masterpieces of their kind. The bodies are designed for them exclusively and are not to be found on other cars.

The Sedan is a delight to the eye. The cozy homeiness of the interior, with its exquisite upholstery and deep, buoyant cushions, matches perfectly with the dignity and good taste of its exterior finish and appearance.

A man's car in its power, speed and mechanical perfections, a woman's car because of its exterior and interior beauty and elegance; a family car because of its comfort and roominess. In truth—A MERRY OLDSMOBILE.



Nebraska Oldsmobile Company (Inc.)

2559 Farnam St.,
Phone Tyler 3336
Omaha, Neb.

Distributors for Nebraska
and Southwestern Iowa

16th and O Sts.,
Phone B-6522
Lincoln, Neb.

Whose Tires Do You Help Buy?

THE one outstanding and unalterable fact about the definite mileage guarantee is that it must be paid for.

We Goodyear Service Station Dealers know this well—as you tire users should know it.

The cost of such a guarantee, like every other cost of production and marketing, is included in the selling price of the tire.

Thus the presence of such a guarantee in a tire of normal price can mean only that some other quality has been slighted or sacrificed.

If you drive with reasonable care, almost any standard make of tire will deliver you mileage above the average guaranteed figure.

The premium you pay for the guarantee does you no good at all, and by paying it you deny yourself such additional mileage as uncompromised quality could give.

It is only the reckless driver—the man abusive of his tires—who can expect to profit regularly from the definite mileage guarantee.

Remember that you are paying for his neglect and helping to buy his tires the next time you are offered such a guarantee as an inducement to purchase.

This sign identifies the Goodyear Service Station Dealer.



Goodyear Tires, Tubes and Accessories are always kept in stock.

NATIONAL AUTO SCHOOL,
2814 North 20th St.—Phone Webster 5943.

TROUP AUTO SUPPLY CO.,
1921 Farnam St.—Phone Doug. 5230.

THE NOVELTY REPAIR CO.,
4809 South 24th St.—Phone South 1404.

HOLMES-ADKINS CO.,
4911-15 South 24th St.—Phone South 420.

CHAS. W. WALKER GARAGE CO.,
Fontenelle Garage—Auditorium Garage,
and C. W. Walker Garage, 36th and Farnam Sts.

COUNCIL BLUFFS AUTO CO.,
510-518 Pearl St., Council Bluffs—Phone 2691.

THE TIRE SHOP,
2518 Farnam St.—Phone Douglas 4878.

ORR MOTOR SALES CO.,
Packard Show Room.

GOOD YEAR

AKRON