

MOTOR CAR USED IN SWITCHING FREIGHT

Providence Man Adopts Practical Method of Solving Yard Congestion Problem and Avoiding Delays.

The field of activity in which the motor car operates to the advantage of modern man is almost without limit. Witness the application of this truth by a resourceful Providence, R. I., man.

When the freight car shortage became serious several months ago, the Broadway Sales company not only found it difficult to obtain shipments from the factory, but had an endless amount of trouble in getting the cars unloaded when they finally arrived in Providence. This was due to insufficient switching facilities and a bad congestion of the railroad yards.

Sales were too heavy to tolerate delays, so the manager of the company decided there had to be a remedy. He brought out one of the oldest Dodge Brothers motor cars he had and went down to the yards to do a little switching of his own. The experiment worked. Although the car had seen more than 20,000 miles of service, it applied itself energetically to the task of moving freight cars weighing about 50,000 pounds each, "kicking" them up to the platform where they could be unloaded. Thereafter the same plan was tried several times, each time with success.

There are more ways than one in which the motor car can prove itself indispensable.

Dodge Brothers Will

Have Business Luncheon

A business meeting and luncheon will be held at the Henshaw for the Dodge Bros. dealers of the Murphy-O'Brien organization, Monday, January 14.

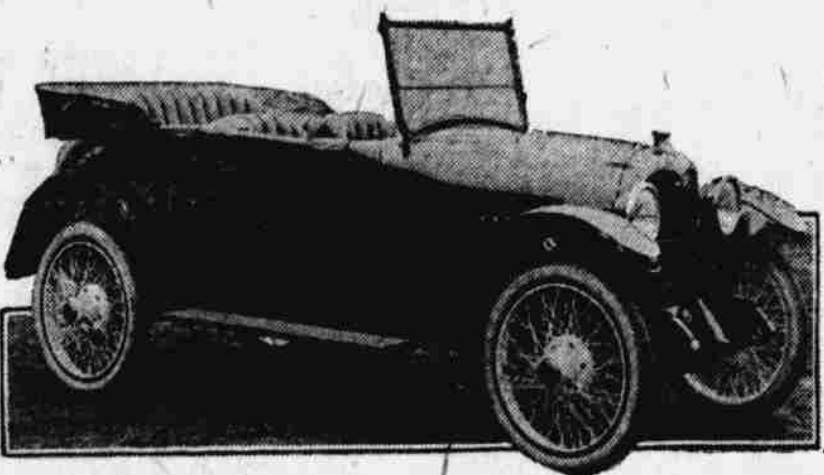
The general topic to be discussed at the meeting will be the 1918 situation as it confronts automobile dealers of this section.

Owing to the war, the material situation, government contracts, and the freight car situation, many problems will have to be worked out along new lines.

"Although there is no anxiety regarding the demands for automobiles," asserts R. E. Davis of the Murphy-O'Brien Auto company, "there are many complex problems facing automobile men, chief among them the question of freight equipment to ship in. No doubt these things will all work out to the satisfaction of everyone, but co-operation will be the keynote of 1918 automobile business."

A. E. Houghton, district representative, will represent the factory.

Moline-Knight Model C Four-Passenger Roadster



Announcement was made last week regarding the appointment of the Knudson Automobile company as distributors of Moline-Knight automobiles in this territory.

The Moline-Knight is manufactured by the Root-VanDervoort Engineering

company of East Moline and is one of three types of Knight motors used by American manufacturers.

The new models are very sturdy in appearance, although not in the least bulky, and bid fair to win a place in the hearts of Omaha motorists.

Jones-Hansen Crowd Take 'Stars' From the Reim Organization

Announcement was made last week by the Jones-Hansen-Cadillac company, newly appointed Cadillac distributors to the effect that several members of the old Cadillac organization had joined forces with the new distributors.

Harry Reid, formerly superintendent of service for the Cadillac company of Omaha, has joined the forces of the new distributors. Mr. Reid, it is said, is an authority on everything mechanical pertaining to the Cadillac car. Prior to coming to Omaha, he was for several years with the Northwestern Cadillac company of Minneapolis, and later with the Wolfer-Cadillac company of Davenport Ia. He is highly recommended by all his former employees and has a host of friends in Omaha, who will be glad to know that he will continue to greet them at the new Cadillac service station.

J. C. McDonald, who has been a Cadillac man longer than he can remember, was one of the first to align himself with the new Cadillac distributors. Mr. McDonald has been in charge of Cadillac wholesale business in this territory for the last season and will continue in the same capacity for the Jones-Hansen company. Mr. McDonald sold Cadillacs when the single cylinder was in vogue and has been getting their names on the dotted lines from Ken-

tucky to Mississippi and from Detroit to Omaha until it has become a habit.

Miss Katherine Davis has been bookkeeper and office manager for the Cadillac company of Omaha for six years, and has accepted a similar position with the Jones-Hansen company. The new company is fortunate in being able to secure the co-operation of an accountant who brings with her a thorough knowledge of Cadillac factory systems on the one hand and an acquaintance with Omaha Cadillac owners on the other.

Red Cross Canteen at Fort Omaha Has Record Day

Thursday was the record day at the Fort Omaha Red Cross canteen since it opened September 15. From 3,000 to 4,000 soldiers were served at the canteen that day, it is estimated. One hundred pounds of a 400-pound order of yarn has been received by the knitting department of the Red Cross, Mrs. Robert Stoddard announces, but the demand is far greater than the supply.

Since Monday, 74 pairs of socks, 105 sweaters, 103 pairs of wristlets, 19 mufflers and eight helmets were received at headquarters.

Two boxes containing 480 pairs of socks and 120 sweaters were shipped Friday direct to France.

CHANGE ROUTING OF LINCOLN HIGHWAY

Good Roads Committee of Omaha Auto Club Acts on Suggestion of Federal Authorities.

In order to obtain secure federal and state aid on the Lincoln Highway through Douglas county, a change in routing must be made, as the authorities at Washington have decided definitely that roads running over a leased right-of-way shall not receive the aid.

The good roads committee of the Omaha Auto club personally inspected the route, together with County Surveyor Adams, and their finding and recommendation was adopted by the board of directors at Thursday's meeting.

Change in Routes.

The change is as follows: From end of paving on West Dodge continue west three miles, instead of following at present along Union Pacific railroad; north one and a quarter miles to Elkhorn; Elkhorn to Waterloo route remains same as heretofore; Waterloo west three miles to road 98, instead of following Union Pacific railroad; north a mile to Valley, and then north five and one-half miles to Military highway and into Fremont, instead of paralleling Union Pacific from Valley to Fremont.

The board of directors recommended first preference in state and federal aid expenditure of moneys on George Washington Highway from Florence city limits to Washington county line; on Omaha-Lincoln-Denver from Millard south one and a half miles to Sarpy county line, and as much as possible on the Lincoln Highway. With the completion of hard surfacing of these three arteries Omaha will have three all-weather entrances from the north, south and west in anticipation of proposed federal truck service which is to be established.

New Organization Formed For Little Giant Truck

After an existence of nine years as a department of the Chicago Pneumatic Tool company, the motor truck interests of the company were on

WHOLESALE SALESMAN FOR THE CADILLAC



J. C. McDonald

January 1 taken over by a new organization known as the Little Giant Truck company.

From small beginnings the motor department of the tool company had grown to such proportions that a separate organization to handle its many and varied interests became absolutely necessary—this growth was particularly marked during the last year. A good staff of active dealers, eager to ally themselves with a 25-year old concern—a complete line of motor trucks from one to five tons capacity—the Duntley gas generator, which permits the use of cheap fuels, such as kerosene and distillate, as an exclusive feature—have helped to build up the prestige of the Little Giant truck and to practically double the volume of business during 1917.

The Little Giant Truck company is owned and controlled by the Chicago Pneumatic Tool company and the officers are the same: W. O. Duntley, president; W. B. Seelig, secretary; L. Beardsley, treasurer, with T. J. Hudson sales manager. The headquarters will remain in the Little Giant building, 1615 Michigan avenue, as heretofore.

VAN BRUNT MAKING PLANS FOR SEASON

Organizing New Territory and Making Extensive Improvements in Service and Sales Departments.

The Van Brunt Automobile company, which recently took over the territory controlled by the Willys-Overland Inc. branch, is fairly under way with its plans for the coming season according to George Van

Brunt, and everything looks promising.

Plans are being carried out now for extensive improvements both in the service and sales organizations, and within a short time the Van Brunt people hope to have the new territory as widely organized as Iowa, which they still retain.

"Surely," said George Van Brunt, "there is no cause for alarm in this section regarding the 1918 outlook. We have been in business for a long time and indications of a good season were never more apparent. Without a doubt the situation will hinge upon the freight car situation, but when the cold weather is over many freight cars will be released and cars will through in shorter time."

Pease-Black Co.

1417 Farnam Street

A Shirt Sale

As Is a Shirt Sale

| | |
|-----------------------------|--------|
| All \$1.50 Shirts, now..... | \$1.15 |
| All \$2.00 Shirts, now..... | \$1.45 |
| All \$2.50 Shirts, now..... | \$1.75 |
| All \$3.00 Shirts, now..... | \$2.15 |
| All \$4.00 Shirts, now..... | \$2.45 |

Silk Shirts

| | |
|-----------------------------------|--------|
| All \$ 5.00 Silk Shirts, now..... | \$3.45 |
| All \$ 6.50 Silk Shirts, now..... | \$4.85 |
| All \$ 7.50 Silk Shirts, now..... | \$5.85 |
| All \$10.00 Silk Shirts, now..... | \$7.35 |

Pease-Black Co.

1417 Farnam Street.

Why We Don't Deal in "Special Discount" Tires

NOT one of us Goodyear Service Station Dealers listed below deals in "special discounts" or like fictitious attractions to induce our customers to buy.

We know that such practices are bad business both for ourselves and for our patrons; that they undermine confidence, and that they almost invariably result in dissatisfaction and disappointment for both parties.

We sell tires of the highest quality only, at a price based on their actual value and including a legitimate margin which will enable us to give the helpful service necessary to secure maximum mileage from such tires.

We know that tires of lesser quality, or lack of the kind of service with which we follow every purchase, would in the end cost our customers far more than they pay now.

When a dealer offers you a "special discount" to get you to buy a tire, you may fairly be sure that he is doing one of two things.

Either he is offering you a tire on which he, himself, gets a special discount from its maker, or he is withholding from you the helpful and intelligent service that every good tire should have.

In the one case the quality of the tire is lowered at its source by compromised manufacture; in the other the tire is handicapped in its capacity for service by neglect.

It will pay you to remember these things the next time you are offered a "special discount" on a tire, or any similar inducement which looks like something for nothing.

This sign identifies the Goodyear Service Station Dealer.



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

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

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

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

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

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

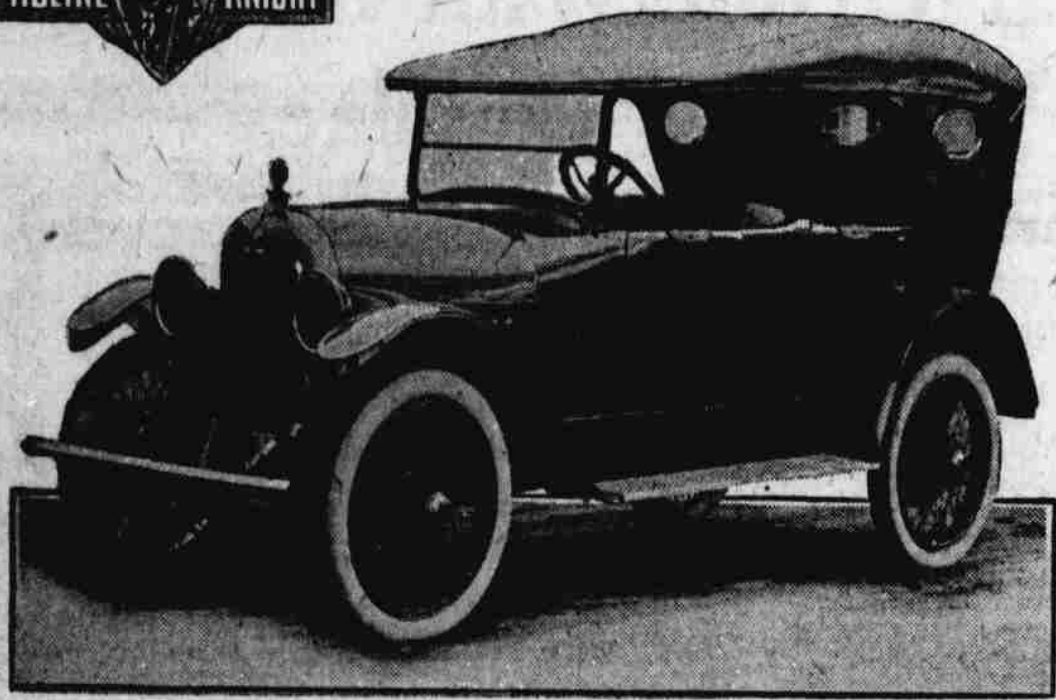
ORR MOTOR SALES CO.,
Packard Show Room.

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.

GOOD YEAR

AKRON



Announcing Our Appointment as distributors of the MOLINE-KNIGHT

WE are pleased indeed to announce our connection with the Root & Van Dervoort Engineering Co., of East Moline, Ill., as distributors of Moline-Knight Automobiles.

It is an accepted fact in automobile circles that the Moline-Knight is a distinctly high grade product. In examining its construction you will find not only the famous Knight type of motor, but many other features which entitle the car to a place among the leaders.

Moline-Knight Motors are so smooth, silent and vibrationless that the source of power is almost forgotten. No valves to grind—

carbon actually improves the motor—the spherical combustion chamber gives all the added efficiency claimed for valve-in-head motors without the noisy and troublesome valve mechanism.

Come in and see this car. We will explain it to you point for point.

| | |
|----------------------------|--------|
| Model C, 5 pass. touring.. | \$1650 |
| Model C, Chummy..... | \$1650 |
| Model G, 7 pass. touring.. | \$1985 |
| Model G, Chummy..... | \$1985 |
| Model G, De Luxe..... | \$2250 |
| Model L, 5 pass. Touring | |
| Sedan..... | \$2280 |

(f. o. b. Factory)

Knudson Auto Company

OMAHA, NEB.

2059 Farnam Street

Phone Doug. 6531