



AUTO MUST TAKE OVER DUTIES OF PASSENGER TRAIN

As Motor Truck Aided in Freight Situation, Pleasure Vehicle Must Rescue Passenger Traffic.

"The curtailment of passenger traffic 20 per cent in some parts of the country will not work such a hardship as supposed," is a statement from J. T. Stewart of the J. T. Stewart Motor company.

"Just as the motor truck relieved the freight problem in the short hauls, and some long ones also, so can the automobile relieve the passenger traffic at this time.

"The automobile is a necessity in these days, where transportation means the saving of time and money; and the public, having once been educated to flying along the highways and moving goods at from 15 to 30 miles an hour, will not go back to walking and slow moving and expensive horse hauling.

"Season and weather are not to be considered as in past years when they were looked upon as a handicap to business. And yet it is not so long ago that with the first frost the motor car was locked up in the garage. But not today; the motor car has shown us the short cuts and the time to be saved so it is used the year around.

Snow No Hindrance.

"The recent snow storms have not curtailed traffic as it would have a few years ago and the answer again is the automobile. The mail man has been able to follow his regular schedule in the rural districts. The delivery system in the city has come through in fine shape with its motor cars.

"The modern business man today must be alert, confident and prosperous to carry on his work. The automobile can be his incentive to greater effort. He must have an ally to meet unusual needs, for if he lets business run haphazard he is apt to be passed

by the man who finds more time to do bigger things through the use of his motor car."

Dearborn Units Are Built To Withstand Hard Usage

J. M. Opper of the Jones-Opper company of this city, representing the Dearborn Truck company of Chicago, states that the factory has recently added to its line a two-ton Dearborn unit adaptable for use with any standard chassis, and a new one-ton unit, which is also universal in its application.

Both of these new units are characterized by the same sturdy and mechanical construction that characterized the original Dearborn truck units, which were designed for the Ford car exclusively. Provision has been made in their construction for overloading, the margin of safety being 50 per cent above the rated capacity.

Being practical for use with larger power plants than the one-ton Dearborn units, which have been used in connection with the Ford car, these new two-ton Dearborn units can be attached successfully to power plants of 40 to 50 horse power, which dealers have often been forced to sell in their second-hand state at prices that are less than their actual worth.

The new two-ton Dearborn units are built with heavier frame, wheels and general all-around heavier and stronger construction to meet every condition of hard service.

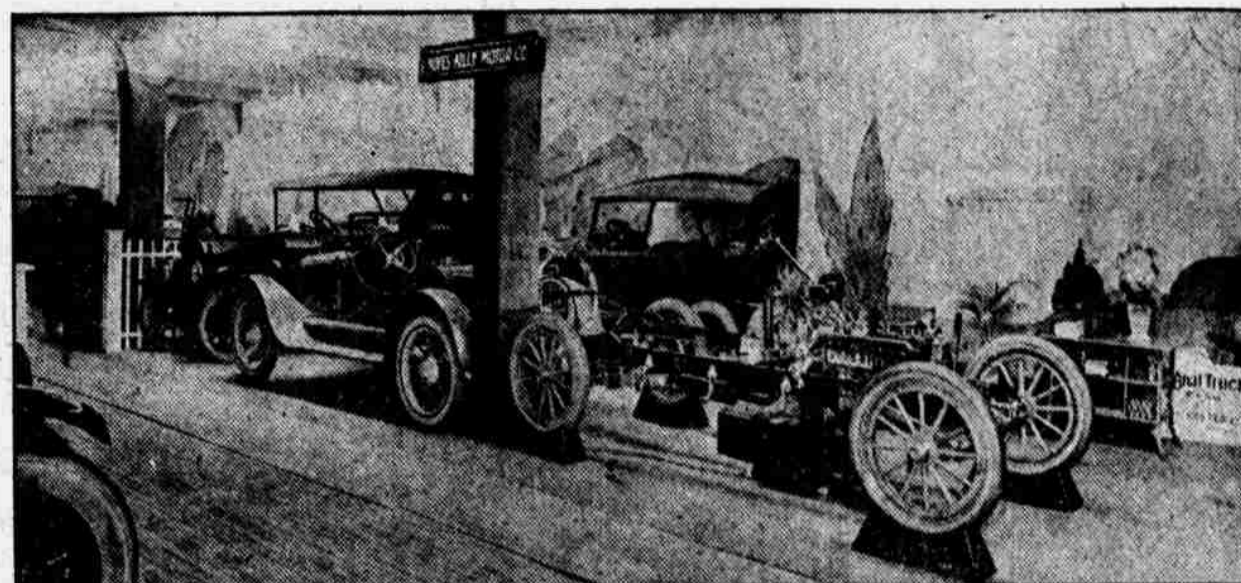
Harvesting Ice With Car New Method Tried in East

Motor trucks hauled ice through city streets in summer, but it has remained for Wellesley, Mass.—that center of culture and feminine learning—to discover how to harvest ice with a motor. And once more necessity is the parent of the idea.

First the car was tried with the ice marker and then with the grooving plow, and it was found that a much larger expanse was covered than with horses. Then the car was turned to hauling the ice from the far side of the pond to the ice-house channel; and it easily towed cakes 100 feet long while men laboriously poled cakes only five feet long.

The equipment necessary to fit out the car for work on the ice was simple. Tires and rims were removed from the rear wheels and in their

Noyes-Killy Display With Classy King Foursome in the Background



The Noyes-Killy booth, displaying King and Saxon cars, is one of the most artistically arranged at the show. The King foursome shown in the background is easily the feature of the exhibit and excites the admiration of all. Nickel trimmed, with wire wheels and finished in beautiful colors that bring out the graceful lines

of the car, it quickly attracts the attention of show visitors.

The Noyes-Killy company recently has taken over the Kansas City distributing branch for this car, which gives them one of the largest territories of any Omaha dealer. With the new territory they now distribute cars to dealers in Nebraska, Kansas, Oklahoma, southern South Dakota,

western Iowa and western Missouri.

The Saxon speedster in the foreground is proving popular with those attracted by a low built speedster along racy lines. Accompanying the speedster is a standard six-cylinder cut-out chassis. The chassis is so arranged as to show every movement of the engine and gearing of the Saxon cars.

for him on his return from "making the world safe for democracy." During his absence overtime will be spent by Mr. Huff and others feeling that in this way they can best "do their bit."

Save on Tires.

In this day of conservation it is everyone's duty to save on everything. The Fisher Manufacturing company of Lincoln, Neb., manufactures a rim-grip subcasing which not only saves your tires, but gives double the mileage, prevents blowouts, thereby saves time.

Day-Elder Trucks Prove Very Popular Attraction

The Day-Elder, one and one-half ton trucks selling at a popular price are attracting a large share of the attention at the truck exhibit in connection with the auto show. Foshier Brothers & Dutton have the agency for this popular car.

The shortage of transportation facilities has rapidly increased the demand for trucks and the great load that the Day-Elder truck will carry with its worm drive is making it one of the most popular models shown.

Prominent Auto Man Waits Call to Colors at Fort Omaha

C. A. (Chief) Bowers, who is starting his fourth year as retail sales manager for the Nebraska Buick Automobile company, is awaiting call to enter the balloon school at Fort Omaha. He has successfully passed the entrance examination and is expecting orders to report at any time.

Lee Huff will manage both the retail and wholesale departments during his absence, with Uncle Sam's army. His position will be kept open

—those who understand motor car construction in its modern development describe the *New Studebaker Models* as "the cars of the year"—

*Beautiful in design
 Thoroughly modern
 Mechanically right*

Studebaker-Wilson, Inc.
 Farnam Street and 25th Avenue
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COLE EIGHT SPORTSTER—FOUR PASSENGER

A Fleet of SPORTSTERS with AEROTYPE Bodies

LATEST ADDITION TO THE COLE LINE

Fleet as an arrow in acceleration; capable of acquiring racing speeds when desired; negotiating from twelve to fifteen miles per gallon of fuel; developing more than eighty horsepower—the Cole Eight sport models sponsor a new vogue.

Cord Tires. Shock Absorbers. Plate Glass Curtain Lights.

Cole models are priced from Nineteen-ninety-five to Twenty-seven-ninety-five, f.o.b. factory, subject to change without notice.

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 Phone Douglas 5268.

AT THE SHOW—SPACE 14
 COLE MOTOR CAR COMPANY, Indianapolis, U. S. A.



Great Value Brings Great Popularity

Dodge Brothers convertible sedan is a fine example of that thoroughness which is always associated with their name.

Their purpose was to produce an enclosed car which would be equally useful in all seasons.

No one thing they have ever done has so correctly gauged the needs and tastes of the American people.

The sedan has broken down seasonal and sectional barriers, and been universally accepted as an all-year car.

How literally true this is, may be judged by the fact that the car is proportionately just as popular in the temperate South as in the more rigorous North.

The extra ease and elegance it provides is an especially strong attraction, because it is so easily adjustable to weather changes.

There is no denying the fact that the majority of owners enjoy the distinction and the beauty of an enclosed car.

Dodge Brothers endeavored to satisfy this desire, and at the same time furnish the highest degree of utility.

The result is an eminently practical car, which is at the same time very beautiful.

The beauty—and the painstaking thoroughness—is of a sort that invites the most intimate examination.

The admiration inspired at first glance is not disappointed upon closer scrutiny.

The details are all good—the seating arrangement a model of convenience and comfort, the upholstery soft and substantial.

It is an easily driven car, and despite its beauty, is rugged as are all cars which Dodge Brothers produce.

They have never built a car which appealed more strongly to every member of the household.

It is essentially masculine in its convenience, and essentially feminine in its comfort and ease of handling.

Dodge Brothers' reputation might well rest on this convertible sedan.

It deserves its great popularity because it gives great value.

It will pay you to examine this car at the show

Murphy-O'Brien Auto Company

1814-18 Farnam St. Omaha, Neb. Phone Tyler 123.
 Service Station—Blackstone Garage—3814-16 Farnam St.

Sedan or Coupe, \$1350; Winter Touring Car or Roadster, \$1600
 Touring Car, Roadster or Commercial Car, \$995
 All prices f. o. b. Detroit

The gasoline consumption is unusually low
 The tire mileage is unusually high