

## KEEP HOME WORKS GOING, IS THEORY OF VER LINDEN

President of Olds Motor Works Declares Life Here Must Not Grow Stagnant During War.

"All lines of business must be kept running at capacity speed and capacities constantly increased during the war if our country is to maintain its present world-wide prosperity. Business, men, materials and life at home must not be allowed to become stagnant while some of our fighting men are in the trenches," said Mr. Ver Linden, president and general manager of the Olds Motor Works at Lansing, Mich.

Mr. Ver Linden is the sort of a man who will keep business going at capacity speed, judging from his past performance.

Take Up the Burden. Mr. Ver Linden says: "A man can do a lot of things any time, but when real necessity comes he can do a lot more." In the same way, a man can get along without a lot of things that sometimes seem essential to his well being.

"A lot of our men, workmen as well as professional men, inventors and geniuses, have left our country. Every man of us at home must do a part of the work they have left behind. If each one of us does a little more, if each does with a little less it will naturally increase the quantity for distribution and enable it to cover a larger area.

"Our allies and our own country will have sufficient of the things necessary to carry on the war to a peace; our people will have the necessities to live in a healthy, progressive manner and our country will not only be victorious in winning the peace for which we are fighting, but it will come out of the turmoil a better country, a bigger country, filled with a better bigger people."

And Mr. Ver Linden makes you believe it; makes you start out to do a little more, to do with a little less and to do your part in keeping business running at capacity speed and then pushing it beyond that limit.

### Murphy-O'Brien Cars Are Delivered Under Own Power

Grim necessity is responsible for many novel and unique plans for lightening the transportation situation. The automobile men occupy the front rank when it comes to overcoming the shortage of freight equipment.

The Murphy-O'Brien Automobile company of Omaha has been confronted with a shortage of freight equipment for handling Paige and Dodge cars from Detroit to Chicago.

During the last week the Murphy-O'Brien people have obtained 143 automobiles from Detroit. This has been accomplished by sending a number of experienced drivers to Detroit, from which point they have driven cars overland to Chicago. Upon arrival at Chicago R. W. Coad of the Murphy-O'Brien company has taken charge of the cars and equipment has been obtained for handling the cars west of Chicago. They employ about 50 men to drive cars from Detroit to Chicago.

## MOTOR CAR LINES SOON ARE LIKELY

Changstrom Predicts Transportation Problem of Entire Nation Will Be Changed by Use of Trucks.

"Within the very near future a system of motor truck lines will connect the most important transportation centers of the country, with fleets of trucks running on regular schedules and making connections at important intersecting points with branch lines extending out into tributary territories," prophesies Carl Changstrom of the Standard Motor Car company.

"While everyone knows that the transportation problem is one of the most serious of the many for which this country must find the solution, everybody does not realize the importance of that which the motor truck will play in solving it."

"Viewed in one way, the utilization of the motor truck has increased with remarkable rapidity, and yet, when you look at it from another viewpoint, it is surprising how slow business has been to take full advantage of the enormous saving of time and labor which the motor truck makes possible.

Team Already Supplanted. "The motor truck may fairly be said to have supplanted the team for hauling and delivery purposes. But we do not as yet realize the extent to which it is going to relieve the railroads from handling a large tonnage of small and troublesome freight and to improve transportation service throughout the country."

"Some beginnings have been made and the results have proved most successful. Motor trucks are now running on regular schedule between some adjacent cities. In England they have carried the system much further, and 'goods' trucks with a string of trailers traverse many parts of the country."

"In this development, as in so many others, the war has taught us more than we would otherwise have learned in many years. Where would the French and British armies be without their enormous fleets of motor trucks and 'lorries'? What the motor truck is doing today behind the lines in France, it can do for us in this country."

"Motor truck trunk line systems, with tributary lines serving tributary districts, would be of immeasurable advantage to manufacturers in many lines, to wholesalers, retailers and to the consumer, to say nothing of relieving the railroad congestion. The manufacturer would be enabled to make quicker and more frequent deliveries to wholesalers or to retailers. The retailer's trading radius would be greatly enlarged—he would be able to give good service to a much greater number of customers. The consumer would be benefited because he would be brought nearer to the manufacturer, the wholesaler and the retailer."

Aid to Farmer. "It would work just as well the other way. The farmer would be brought nearer to his market. The products of his farm could be transported more quickly and at more frequent intervals to the towns or cities where his buyers are."

"We have the roads, and we can have the trucks. There is no reason why we should delay longer in making the fullest use of them. In fact, it is absolutely necessary that we do so in the near future, if we are to bring out national productivity and prosperity to the maximum."

## Auto Club Topics

Give the club credit for the adoption of the near-side stop for street cars in Omaha. It first agitated this progressive move six years ago. Since then the club has worked persistently for its adoption. A year or so ago it obtained its adoption through a city ordinance, but later, on petition from far-side store owners, the ordinance was revoked.

The club is in receipt of a letter from John E. Medland, chairman of the good roads committee of the Winnipeg Chamber of Commerce, in which he asks for maps and road guides through Nebraska. Medland is organizing a large party of Canadian tourists to leave Winnipeg in the early spring and tour the States. Nebraska will be toured quite extensively, says Mr. Medland.

The club has bought a couple of automatic danger signals to be placed for a try-out at dangerous railroad crossings. The plate is treated with a phosphorescent compound which reflects a bright red glow when an automobile headlight is thrown upon it. Cleveland Auto club has used them and pronounce the signal excellent.

The organizing of a trucking company to make deliveries to nearby cities is a progressive move, waiting for some one to grab it. This club has called attention to the possibilities of truck deliveries for the past two months. Fremont has just organized a company and is trucking hogs to South Omaha and taking back seed corn and other products.

Sunday, March 7, is another "pleasure-careless Sunday," designated so by the American Defense society. The idea is to leave the car in garage and spend your gas and pleasure money for war saving stamps.

The Omaha Auto club has employed John W. Yager, an attorney, to work in connection with Chief Counsel P. A. Wells, club counsel, in handling automobile theft cases for the members of the Omaha Automobile club. This service is free to members. The board of directors believes a great many convictions can be had if an attorney from the club is present to urge the owner of a stolen car to prosecute. The average motorist, after insurance money is paid, is too prone to drop prosecution and all worry. It is to combat this apathy on the part of individual owners that the free legal service move was made by the club.

A much needed traffic correction in Omaha is the elimination of diagonal parking on Farnam street from Tenth to Twenty-fourth streets. Farnam street is the natural outlet and inlet from the business district to the residence district, and vice versa, and with the present diagonal parking of cars at each curb a great loss of traffic space is taken, which increases danger and at the same time slows up business for all of Omaha.

Farnam street of all streets should be as free of parked vehicles as possible to facilitate traffic, the business of the city. Cars should be parked parallel with the curb to give a wider, freer and safer aisle for the conduct of business. Clearing Farnam street will make itself felt in speeding up business all over Omaha. Such a street in Milwaukee and other cities of Omaha's size is covered by a prohibited parking ordinance, cars not being permitted to park until late in the evening. Curb line parking on Farnam would be a wonderful thing. Eastern tourists wonder at it.

toleration of clogging a principal business artery.

The Auto club has recommended to the county commissioners a hard road bond issue of \$1,750,000 for a special election. Every government official and all nationally known men of prominence say "Build roads now." General Goetz says, "Build in spite of cost. Pre-war prices are likely never to return, or not for years. Hard roads are the best investment the citizens of this country can buy."

## IOWA-MADE FARM TRACTOR WILL BE SOLD IN OMAHA

Announcement was made Saturday that the Van Brunt Automobile company of Omaha had taken on the Plover tractor for distribution in southwestern Iowa and Nebraska. This tractor is made by the Interstate Tractor company of Waterloo, Ia. The tractor department will be in charge of H. E. Rose, who was formerly district sales manager for the manufacturing company.

Recently Governor Cox of Ohio arranged a seven-day course of instruction under the direction of the state university for the purpose of informing farmers and others interested regarding the uses and efficiency of the tractor. According to Rose, who attended this school of instruction, a surprising number of farmers from various parts of the country were present.

The Ploverman was among the numerous tractors exhibited at the Fremont tractor show last year. It operates in much the same manner as an automobile in that it has the sliding gear transmission and the gears are constructed of the same material used in high priced motor cars. This tractor uses a Buick motor and has an oscillating type of front axle. The manufacturers claim a reserve power of about 33 per cent above the rated horsepower. It is capable of turning in a 15-foot radius, measures 13 feet over all and has a wheel base of 100 inches. It weighs 4,800 pounds and will operate on kerosene.

The Van Brunt people are planning on distributing this tractor through the automobile men and are enthusiastic regarding the outlook for a successful selling season.

## "Jack" Alvord Has Charge of Van Brunt Used Car Station

"Jack" Alvord, well known Omaha automobile man, has been appointed manager of the used car department of the Van Brunt Auto company at 2406 Leavenworth street. Alvord has been in the auto game in Omaha five years and is one of the best known men along the row. He also will be remembered as a leading spirit at the Ak-Sar-Ben den.

## COLE SURPRISES MOTOR WORLD BY NEW BODY LINES

President of Organization Does in His Line What Clever Playwright Accomplished for Lovers of Theater.

When George M. Cohan completed his dramatic version of Earl Derr Biggers' novel, "Seven Keys to Baldpate," those who viewed the first trial performance of the play were fearful of its success.

"The critics will not stand for it," they said. "You can not so completely overwhelm them with surprises and get away with it."

The Public Counts. Cohan smiled, knowingly, and uttered a characteristic expression of his attitude on matters of that kind. "I don't care what the critics say," he remarked, "I'm writing what the public wants."

How correctly he sized up the situation is best shown by the reports of the proceeds from the play, which have amounted to the hundreds of thousands in the last three years.

A similar situation recently arose in the motor car industry. J. J. Cole, president of the Cole Motor Car company of Indianapolis, the producer of the Cole Eight, invited a number of his most intimate friends and business associates to view a new car which he was preparing for exhibit at the automobile shows.

It sponsored a new vogue in motor car designing, introducing what Mr. Cole called the Aero-type Body.

So completely did the car revolutionize popular conceptions as to what a motor car ought to look like that those who had the privilege of viewing it shook their heads dubiously.

Today, however, the Cole factory is working full tilt and still is unable to supply the demand for the Aero-Eight.

Like George M. Cohan, Mr. Cole disregarded the traditions of the critics and produced what proved to be the desire of the public.

## Women Take Soldiers' Places in St. Patrick's Day Parade

New York, March 16.—Some 3,000 women, each with a service flag representing a relative in the service, who otherwise would have been among the marchers, were assigned

to places in the ranks of the 25,000 St. Patrick's day paraders here today. For the first time since the civil war the famous Sixty-ninth regiment was not in line and the ranks of the First regiment of Irish volunteers had dwindled from about 1,000 to 200, the other 800 being with some unit of America's fighting forces. Standard bearers at the head of each of the several hundred societies, Ireland county organizations and local Irish clubs were warned not to carry any flags other than the Stars and Stripes, the Irish flag and a service flag.

Mississippi Defeats Suffrage. Jackson, Mass., March 15.—An amendment to the state constitution conferring suffrage on women was lost in the senate today on a tie vote, 21 to 21.



Refinement and Comfort— Long Low Rakish Lines—Performance Proven, in the

**KING**

Foursome, \$2350

Narrow and "racy" this King Foursome has lengthy leg-room and is provided with four doors. Plenty of carrying space. The necessary comforts for touring, the day's outing, or week end trips have been given close attention. So well have all details been cared for that the body conveniences in this model were chosen for illustrated articles by many of the leading motor car publications. See this car—ride in it—drive it yourself.

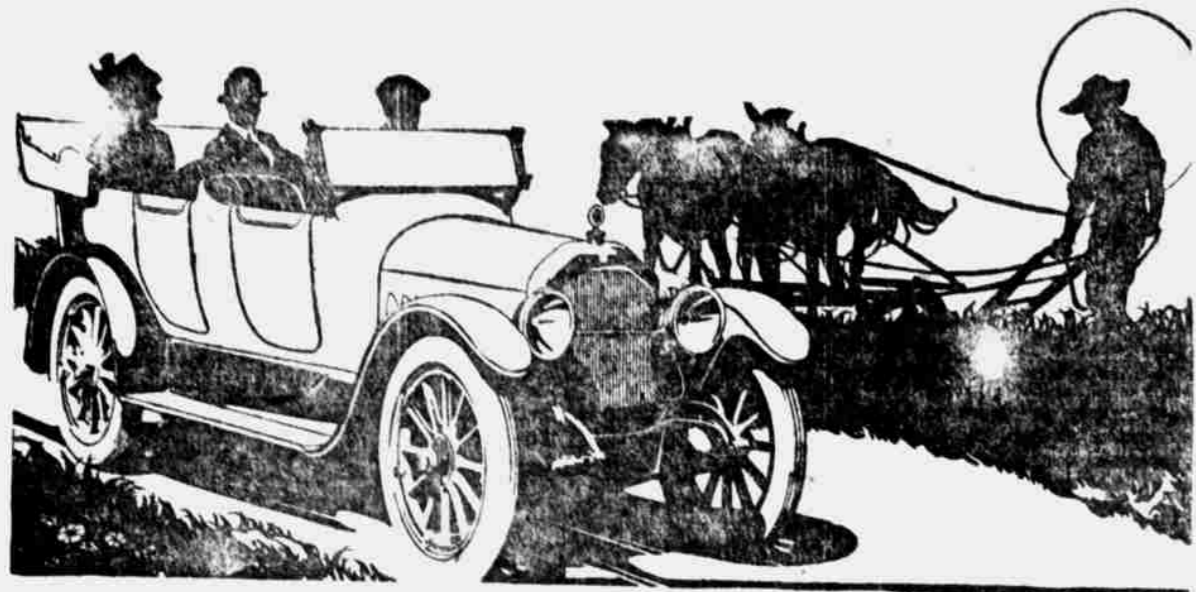
Then there is the seven-passenger family touring car, or the three-passenger roadster at \$1585 or the luxurious summer or winter seven-passenger (Springfield type) Sedan at \$2150. Prices f. o. b. Detroit, may be advanced at any time. Wire wheels \$100 extra. Write for our booklet telling of interesting King achievements.

Noyes-Killy Motor Co.

Factory Distributor  
2066 Farnam St., Omaha, Neb.  
1901 McGee St., Kansas City, Mo.



King Foursome



## PEERLESS EIGHT

Ready to Romp

Ready to Race

An effortless light hearted frolic! That's what the Peerless Eight makes of the ordinary day's work of utility driving. The soft, easy flow of eighty horse-power makes it a romp.

But not every day is a work day.

Would you crawl at a snail's pace behind retarded traffic? You may do so with utter smoothness.

With your Peerless Eight you sacrifice none of the holiday joys—you are equally as ready to race as to romp—you have your "sporting" range.

Does the traffic open up? The advantage is yours for you have the "pick-up" to leave the cars about you as though they were stalled.

You may master the road whatever the adverse conditions; you may make Time laugh at Distance.

And the limit of speed for the open streets is a romp for your eighty horse-power.

You have only to open your throttle wider to release her double poppets and utterly change the character of her performance.

And you waste not at all. For all this is done in your "loafing" range of power on half rations.



Many a lesser powered six—even many a four—would starve on the fuel that carries your Peerless Eight romping through the day's work.

Gone now the soft flow of eighty horse-power "loafing." As you reach her "sporting" range there comes a deep growl of brute power, all conquering.

In her "sporting" range she is as mighty as she was gentle in her "loafing" range.

Let us show you the joy of this startling contrast in performance and the practical economy gained without sacrifice.

Seven Passenger Touring \$2340 Roadster \$2340 Limousine \$3690  
(Weight 3500 pounds) Sedan \$2990 Coupe \$2850

All prices are f. o. b. Cleveland; subject to change without notice.

GEO. F. REIM COMPANY

DISTRIBUTORS OF HIGH GRADE MOTOR CARS

3016 Harney St.

Harney 10.

# Oldsmobile

SETS THE PACE  
20<sup>th</sup> Year

EIGHTS

SIXES

THE Oldsmobile model 45 is for the family that wants the maximum of pleasure and durability in a car that is a credit to their social and business standing.

The high-powered, perfected eight-cylinder motor puts a new zest into driving.

Its remarkable flexibility makes frequent gear-shifting unnecessary.

Visit the new Oldsmobile home and let us show you this exceptional car.

Nebraska *Oldsmobile* Co. (Inc.)

Distributor for Nebraska and Southwestern Iowa

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

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

