

WHITE POLE ROAD REPORTED BEST ACROSS ALL IOWA

Auto Club Wants Heavier Fines for Drivers Arrested Second Time; Plant Trees by the Roadside.

The White Pole road is reported the best route across the state of Iowa at present. Grading is in progress on the River-to-River road between Council Bluffs and Neola. Lincoln highway, Omaha to Cedar Rapids, is in good condition, but Cedar Rapids to Clinton is only fair, with some very rough stretches. Blue Grass is reported good on the average.

No Record of Second Offenses.
Violations of speeding and headlight ordinances bring much danger to the motoring and pedestrian public, yet the Omaha police court judges do not keep a record of these serious violations in such a manner that they can readily find out if a person brought before them is a second offender. The judges claim it is too big a task to keep this record and would require thousands of index cards and the services of another clerk. The Auto club queries: "Is the safety of the public, the probable saving of the loss of a life, worth the extra work at the police station?"

There's no question but that careless and indifferent drivers are up before the police judges every week who have been up before for a similar offense, according to the club. A system of graduated fines for first and second offenses, with a jail sentence for third offense, should be established, is the club's opinion.

Trees May Line Iowa Roads.

A movement is on foot in Iowa to plant walnut trees along the main highways. It is pointed out that black walnut will be scarce in America. England is spending millions on tree planting. Tree planting along the main highways should be under government direction. The Iowa plan is to plant the trees 100 feet apart and to trim them high, so that the shade would not keep the road wet. The value of the walnut tree is demonstrated in the citing of one farm lined and cross-lined with these trees, their value now being more than the land, and Iowa farm land is high.

Death Toll at Crossings.

The Iowa State Service Highway bulletin shows a list of 23 persons killed in one month at railroad crossings through auto accidents. Over 400 were hurt in the same month. Stop, or slow down, at every railroad crossing, and throw your engine into second or low, and then proceed carefully, if you value your life and the lives of your passengers. It's better to lose a second than lose a life.

Well Known Auto Man Takes Management of United Service Firm.



GEORGE E. DOUGLAS.

Announcement was made recently to the effect that George E. Douglas, who has been associated with the automobile industry in Omaha for a number of years, has taken over the management of the United Service company.

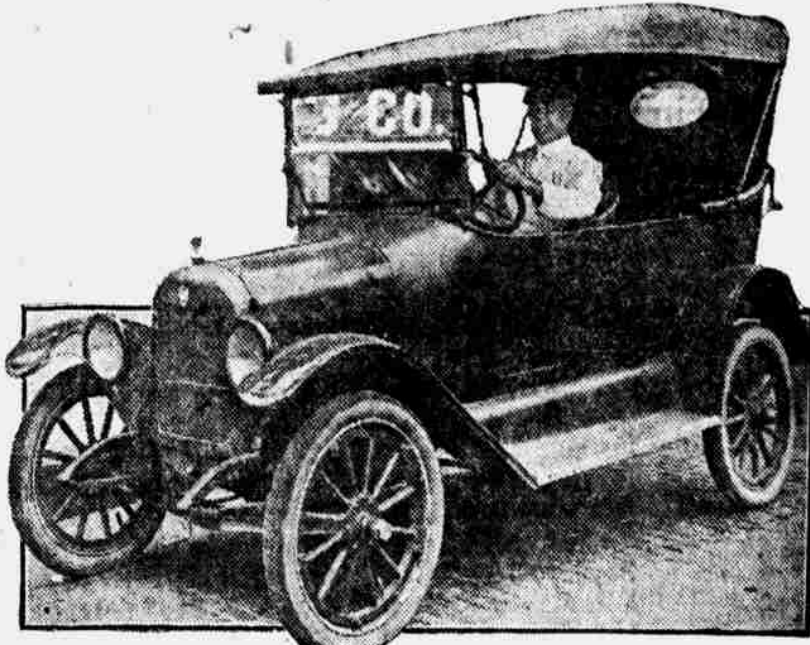
The principal feature of the United Service company business will be the sale of U. S. L. batteries. The U. S. L. battery is one of the most popular batteries in this territory, and is represented in 42 per cent of the automobiles manufactured.

The United Service company will specialize in all manner of electrical service work and their experts will be able to repair and furnish parts on all standard electrical equipment.

Mr. Douglas is peculiarly fitted for this kind of work owing to his association with the electrical vehicle business. This has familiarized him with all sorts of electrical equipment and has built up an acquaintance with automobile owners which will be a valuable asset to him. Prior to going into the automobile business Mr. Douglas was associated with the Gray Bonnet Taxi company.

This new concern is very fortunate in having an organization of factory trained experts who in all probability will not be subject to draft. George Coe will hold the position of service superintendent; L. E. Coffey, shop engineer, and Fritz Koberline battery superintendent. All of these men are well known to Omaha motorists.

Omaha Man Breaks Record Run on 16 Gallons of Gas



Twenty-eight and one-quarter miles on a gallon of gasoline is what J. W. Williams, service man for the K-B Printing company, got out of the Maxwell touring car shown above.

Mr. Williams made the trip from Minneapolis to Omaha, thence to Colo, Ia., over the Jefferson highway and back to Omaha over the Lincoln highway, a total distance of 452 miles, on 16 gallons of gasoline.

History Society Adds New Cadillac Book to Library

The New England Historical and Genealogical society, through its librarian, has paid a unique compliment to a booklet recently issued by the Cadillac Motor Car company, by adding it to the society's library.

The booklet goes exhaustively into the history of Antoine de la Mothe Cadillac and his coat of arms, the name and the emblem both being used by the motor car company. It is a complete historical work that has enjoyed a wide distribution. Copies are now in the hands of Cadillac dealers for further distribution.

"My attention has recently been

called to your 'The Coat of Arms of Le Sieur Antoine de la Mothe Cadillac' as a very desirable book for the library of this society," says the librarian's letter.

"The generosity of publishers is amply shown by our library shelves and by the pages of our magazines, the New England Historical and Genealogical Register, where for almost 72 years the titles of new genealogical publications given to the society have been listed."

Fined on Booze Charge—G. M. Miller of Nebraska City was fined \$50 by Judge Woodrough in federal court Saturday morning, when he pleaded guilty to bringing liquor from St. Joseph, Mo., to Nebraska.

REIM CALLS ON TRUCK OWNERS TO SAVE FOR WAR

Thousands of Freight Cars Could Be Saved by Co-Operation on Return Loads.

All Packard truck owners and drivers in this territory are earnestly requested by George F. Reim company to operate their trucks with the greatest possible efficiency for the duration of the war.

The combined efforts of the Packard owners and drivers in this city and other cities throughout the country

will save thousands of freight cars for Uncle Sam. And he needs them now and will for a long time to come, to win the war.

There are many ways in which owner and driver can help the boys over there. Return loads, store door deliveries, conservation of gasoline and tires, careful truck operation and boosting for good roads are some of the ways they can help.

The installation of the National Standard Truck cost system will help also. It gives a picture in black and white of the increasing truck efficiency and just how much time and money the truck owner is saving thereby. Uncle Sam benefits indirectly, but none the less substantially.

Released from Custody—Federal Judge Woodrough Saturday ordered Anton Menousek released from county jail, where he was serving sentence for stealing from a b-x car. Members of the Omaha Welfare board pleaded for the man's release on the grounds that he is needed by his family. His sentence was for three months and began July 9.

Cadillac Suburban is New Creation Which Attracts Attention

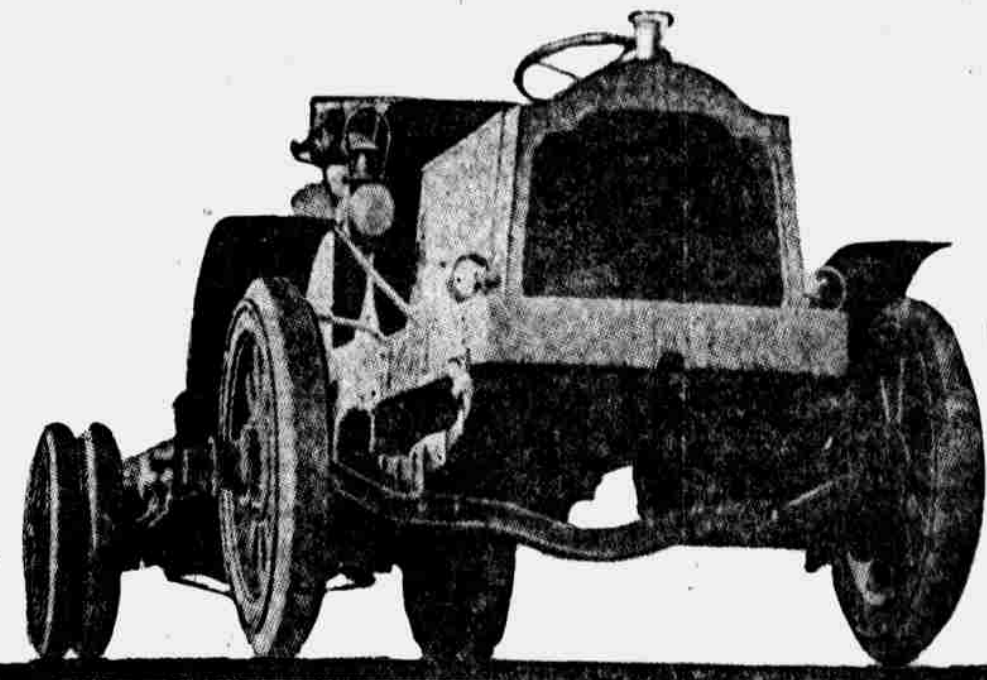
A new style Cadillac enclosed car is now exhibited by the Jones-Hansen-Cadillac company. According to J. H. Hansen, this new car which has been named the "Cadillac Suburban" is the latest creation of the Cadillac factory in the enclosed family car. It is a longer, more roomy and larger enclosed car than they have made before. It has wide doors and very wide windows. The front seat is continued from one side of the car to the other, instead of being two separate seats. The wheelbase is 132 inches. One of these cars was recently delivered to B. W. Warren of Omaha. Besides this Suburban, the Jones-Hansen people are showing a very late town car and a special Landaulet.

The Jones-Hansen-Cadillac company is highly pleased with the business

even under the existing unsettled conditions, and still more pleased over the fact that they are receiving a greater number of Cadillac cars than it had been promised. While the allotment has been cut more than 75 per cent for the fall season, it has been favored by the factory to the extent of having received a greater number of cars so far in August than it received in the month of July.

As Mr. Hansen puts it: "We are still somewhat behind the orders on certain models, but are much pleased at the manner in which the factory has favored the middle west. While we all know that motor car production has been reduced even more than the government requires, and fully realize that good motor cars will be mighty scarce if not entirely extinct by the time snow flies—we are still receiving some cars."

Brother Seeks Sister—Omaha post-office officials have been asked to help locate Mrs. Flossie Chastan of Omaha. Her brother, Bert G. Usher, now in France, is anxious to locate her.



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1918	22c
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