

### COLE AGENT FILLS RUSH ORDER ON TIME

Rides 637 Miles of Ruts and Mud with Small "Gas" Consumption.

#### TRAYNOR IS MUCH ELATED

Out of the west comes another story of the efficiency of the modern motor car and the enterprise of the alert automobile dealer. When Lou J. Traynor of the Traynor Automobile company of Omaha one Thursday noon recently received a rush order for a Cole light car to be delivered in Chadron, 637 miles away, he did not stop to think of roads which faded away as the journey continued. On the other hand, with full confidence in the Cole, he started out to fill the order.

And he delivered the car on time. Without the slightest damage to the car he negotiated the 637 miles over the almost unsurpassable roads and gullies with a gasoline consumption averaging better than twelve and one-half miles to the gallon and with an oil consumption averaging better than 600 miles to the gallon. There was plenty of power, but no trouble, no over-heating, no mechanical trouble, speed beyond all requirements and all of this in spite of the fact that the car was brand new and never had been driven before. Traynor left Omaha Thursday evening and reached Omaha Saturday afternoon at 4 o'clock, an average of more than 315 miles a day.

#### Meets Stalled Motorists.

From Omaha to Sidney the Lincoln Highway was followed and with the exception of dry, choppy roads, there was clear sailing. However, plenty of fresh graded sand roads were found all along the Platte river and Traynor encountered many motorists who were stalled in the sand, either because of lack of power or overheated motors. The Cole light nevertheless experienced no difficulty.

Leaving Sidney at 6 a. m. the country next to be traversed looked very unattractive to the average motorist. Altogether there were 163 miles of unmarked cow trails between Sidney and Chadron, that portion between Bridgeport and Alliance being especially bad owing to the fact that about forty fence gates had to be opened and closed. Those gates were located in all sorts of undesirable places, some of them in deep sand where starting was most difficult, others on rough, rocky surfaces and still others on short steep hills.

#### Car Like New.

"When I reached Chadron," said Traynor, "the car looked just like new, ran better than before, had more power and there wasn't a single scratch on it in any place. During the trip I was told time and again by natives of the country that the car could not be driven through that country on account of high centers in the undeveloped sand hills and country roads, but not once did it falter or lack clearance enough to forge ahead. The taking of a car through such a trying test and its instantaneous acceptance by the buyer speaks volumes for its quality. For endurance and efficiency the Cole Eight is absolutely unsurpassed."

### GOES WITH THE UNIVERSAL MOTOR COMPANY.



Sherman McCaffrey, who has been connected with the McGraw Electric company for the last five years, has joined the sales force of the Universal Motor company local agents for Ford cars. Mr. McCaffrey's wide acquaintance in this city, where he has lived all his life and his long selling experience assure his success in this new line of work.

### Craig to Have Largest Electric Sign on Auto Row

R. W. Craig, the Chalmers distributor, is installing a very attractive electric sign at his sales room, 2512-14 Farnam street. This sign will be the largest on the automobile row and can be easily read for several blocks both from the east and west.

Mr. Craig has received notice that his first Chalmers touring sedan has been shipped and will be in Omaha within a few days. Chalmers closed cars this season carry an unusual richness of appointment. Lucille, Lady Duff Gordon, has designed the interior decoration for all Chalmers closed models, and the lady or gentleman of discriminating taste will find a richness in these cars that is elegant, refined and pleasing to the eye.

### Briscoe Racers Show Well In State Fair Contests

Briscoe racers finished first and second in the fifty-mile sweepstake feature event of the South Dakota state fair at Huron, S. D., September 11.

On Tuesday, September 12, at the Michigan state fair, Detroit, before a record attendance of 17,000 spectators, Kilpatrick, driving a Briscoe car, nosed out the Fiat, Mercer, Simplex, Cino, Case and a half dozen other well known racing cars in the international state fair championship race. Distance, 125 miles, on one-mile dirt track.

### O. C. Friend New Mitchell Head and General Manager

The biggest news item in the automobile trade this week is the Mitchell company's announcement that Otis C. Friend is appointed president and general manager of the Mitchell Motors Company, Inc., of Racine, Wis., to succeed H. L. McClaren.

Some two months ago Friend resigned from the Mitchell company to become vice president and general manager of the United Motors Corporation. However, on the resignation of H. L. McClaren, he was elected president and general manager of the Mitchell Motors Company, Inc. Friend's long association with the Mitchell, his loyalty to those with whom he had been for years, helped him convince the United Motors Corporation that his moral obligation was to his friends at the Mitchell plant, and like the broad minded men they are, they consented to release him from his contract, so that Mr. Friend will assume his new duties at once.

### Packard Breaks The Track Record

The Packard aeroplane twelve exceeded the speedway record at Indianapolis by one-half second. This is the first time that a lap of the two-mile track has been made by a 300-hp motor at more than 100 miles per hour. The unofficial time was 1 minute, 29.32 seconds. The best previous time for a motor under 300 cubic inches was that of Boillot in a Peugeot, 1 minute, 30.13 seconds, in 1914.

This is the same car that J. G. Vincent, vice president of engineering of the Packard company, had at New York during April and May this year, with the exception that a new intake header had been added for better performance at high speeds. The car was driven by Rader, who carried a mechanic and ten gallons of gasoline. This is the first of a series of tests which are to be made by the engineering department to demonstrate the efficiency of the small bore twelve. Mr. Vincent states that the twelve-cylinder engine was of great advantage at Indianapolis as the steady torque made the car hold the turns at the high speed.

### Paige Makes New Record for Month's Volume of Business

August is not usually a record-breaking month from the factory standpoint, but nevertheless that month closed by winning distinction for the Paige-Detroit Motor Car company, August, 1916, for the Paige not only was the best month of the year, but it surpassed in volume of business the record of any other month in the entire history of the company.

The amount of business transacted in the thirty-one days totaled \$2,020,200, which is a pretty fair indication of several things—how the Paige Sixes stand with the public, the success the factory has attained in solving production and meeting demand and as a reflection on the general state of the industry.

### Bolton Secures Full Control of the Omaha Chandler Co.

Announcement was made yesterday to the effect that Guc Bolton has purchased the interests of A. D. Northrup in the Omaha Chandler Co. The partnership of Bolton and Northrup was formed several months ago under the name of the Omaha Chandler Co., for the purpose of distributing Chandler automobiles in western Iowa and northeastern Nebraska.

According to Bolton their business has assumed very promising proportions and in view of the good standing of the Chandler in this community, the 1917 season gives promise of being very profitable.

"The Card-Adams Motor company of Lincoln, Neb., state distributors for the Chandler, has already gained a very enviable reputation as Chandler distributors and this connection is a decided asset to the Omaha Chandler company," says Bolton.

### September Biggest Month In History of the Empire

September, with shipments for the first fifteen days near the record for any previous full month in the eight years' history of the Empire Automobile company, will be the banner sales period for this most successful factory. Demand for deliveries, the sales department records show, are not limited to any one section of the country, but bring a general distribution from the east to the far west. In addition to the domestic shipments over fifty more Empires will go abroad before the end of the month.

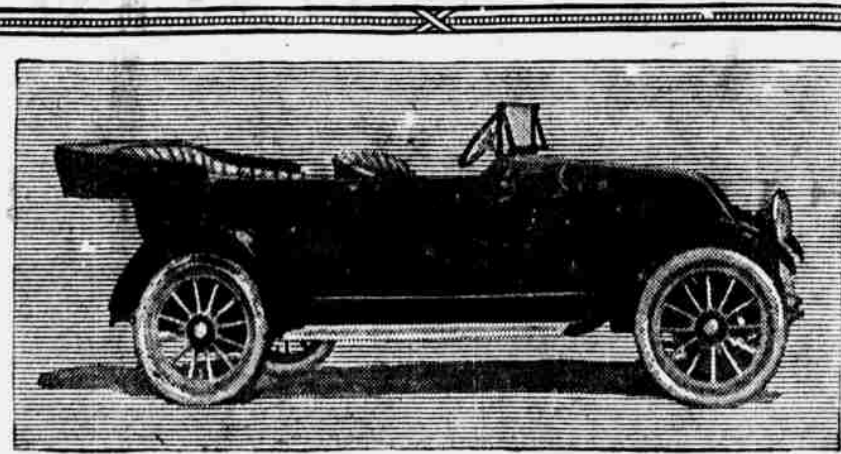
Within the last two weeks several attractive new sales connections have been effected for representation in new territory. These have had a material influence in booming Empire totals for the month.

### In a Cadillac From Vancouver to Winnipeg

From Vancouver to Winnipeg was the feat accomplished for the first time by motor car, when H. W. White of the former city, recently made the trip and won the gold trophy offered by the Vancouver Automobile club.

The car in which Mr. White achieved this record was a Cadillac. He was accompanied by his wife and daughter.

The total distance traveled was 1,758 1/2 miles, of which 1,005 1/2, between Vancouver and Calgary, was made in sixty-four and one-half hours actual running time—nearly sixteen miles an hour, an unusually good record in view of the road conditions.



## The New Series FRANKLIN CAR

WHEN you hit a bump and get a jolt, you are feeling the effect of weight in an automobile. Just how big the jolt depends on how much weight.

The Franklin Car is acknowledged to be the easiest riding car in the world. The New Series car is easier riding than any of its predecessors. The reason for it is lighter weight.

Here is a full-size five-passenger car weighing only 2280 pounds—a reduction of 400 pounds.

Think of taking away the jolts and jars of 400 pounds weight from a car already

the comfort standard among automobiles!

Pounding against the springs by axles, wheels and tires—the unsprung parts—is minimized by a 30 per cent. reduction of weight in the axles alone.

When you ride in the New Series Franklin we are now showing, you will know how weight saving works out in actual use.

Franklin Motor Car Co., Omaha

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2205 Farnam St. Phone D. 1712

## Scientific Proof of Maxwell Fuel Economy

In a test made by David L. Gallup, M. E., Professor of Gas Engineering, Worcester Polytechnic Institute, a stock Maxwell Touring Car made from 23 to 33.7 miles per gallon of gasoline at speeds ranging from 10 to 35 miles per hour. We reproduce a letter from Professor Gallup concerning this test.

DAVID L. GALLUP, M. E.  
Consulting Engineer

Sept. 1st, 1916.

Maxwell Motor Co., Inc.,  
Detroit, Michigan.

Gentlemen:—

I beg leave to submit the enclosed blue print giving the results of an economy test made on a 1917 Stock Maxwell Touring Car, furnished by your Boston representatives.

The curve is self explanatory and needs no discussion other than the statement that the carburetor, which was stock, was adjusted to give the best combination of power, flexibility, speed and economy, for such conditions of touring as would ordinarily be encountered.

In tabular form the results (taken from the curve sheet) are as follows:

SPEED (Miles per hour)	ECONOMY (Miles per gallon)
10	33.7
15	32.7
20	31.2
25	29.8
30	26.1
35	13.0

Respectfully submitted,  
D. L. Gallup

DLG/K

**Deferred Payments If Desired**

NOTE that no unusual means were employed to get these results. The car used was taken from stock; the test was made with a full load and with top and windshield up; the regular Maxwell carburetor was used.

Any Maxwell car is capable of giving this same economy in gasoline consumption.

Maxwell operating economy matches its economy in first cost, making it *The World's Greatest Motor Car Value.*

C. W. FRANCIS AUTO CO.

2216-18 Farnam Street.

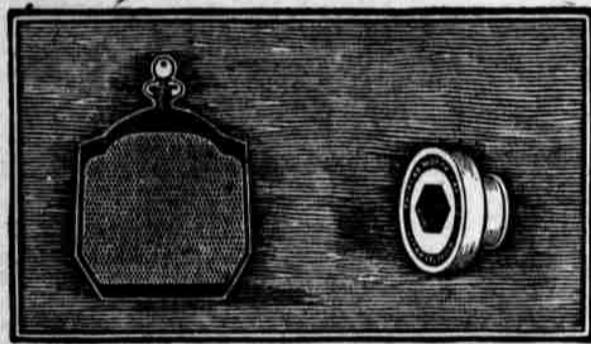
Omaha, Neb.

Phone Douglas 853.

# Maxwell \$595

F. O. B. DETROIT

Fully Equipped—No Extras to Buy



Shapes! You distinguish "this" from "that"—you separate one thing from another by its shape

A radiator and a hub cap—minor details! But by them is the Packard known—even to the man who looks as he runs.

Two surface distinctions! But the big thing that sets off the new model Packard from all other cars is the Twin-six motor—the most important advance that has ever been made in motor development.

A vital distinction that! And one that is vitally important to every owner

or prospective owner of a motor car.

Two blocks of six simple, sturdy cylinders have replaced the old heavy block. And thereby is the Packard made sprightlier, speedier, safer—and more economical of gasoline.

You should know more of the new Twin-six than its surface distinctions. Let a Packard man show you the things that count—now. The prices are \$2,865 and \$3,265, f. o. b. Detroit.

Ask the man who owns one

Telephone for a demonstration or see the new Twin-six models at the Orr Motor Sales Company, Farnam and Fortieth Streets, Omaha

**Packard**  
TWIN-6