

CLOSED CAR SALON TO RUN FOUR DAYS

Magnificent Display of Winter Cars to Be Staged Here During Next Month.

SHOW AT BRANDEIS STORES

Omaha automobile men have joined in a plan for a winter automobile show for closed cars exclusively, to be held in November at the Brandeis store. Twenty exhibitors have thus far joined the movement and there will be at least forty cars shown in the main aisle of the store. The exhibitors declare there will be ample space for displaying the cars.

The show will open at 8:30 o'clock Wednesday morning, November 1, and will be open from 8:30 a. m. to 9 p. m. the remainder of that week, closing Saturday night.

The "Closed Car Salon" will be the first exhibition for winter cars exclusively ever held in the United States, and the plan is attracting much attention in other automobile centers. The arrangements are in charge of Clarke G. Powell.

Chandler Company Expanding Again

Further expansion in the manufacturing facilities of the Chandler Motor Car company, Cleveland, is marked by the beginning of construction of one new general assembly building sixty feet wide, 500 feet long and four stories high, and the addition of three stories to the big service building erected earlier this season. With the completion of these two new buildings the Chandler company will have on its factory site five splendid modern manufacturing buildings, all equipped with the very latest of machinery and all known modern devices for efficient motor car production.

The new buildings will be ready for occupancy in time to help take care of the production of next year's series of Chandler Sixes, a contemplated production of 25,000 cars.

The Chandler company also announces that it has purchased a large piece of property directly across East One Hundred and Thirty-first street from the main factory buildings, and on this property will, next spring, erect a building to be devoted exclusively to the handling of export shipments, installation of special foreign equipment, boxing cars ready for delivery to steamship, etc.

Jeffery Quad Sends First Battle Flag

In the Kenosha, Wis., offices of the Nash Motors company, manufacturers of Jeffery motor cars and trucks, they are displaying what is probably the first "battle flag" ever designed and used by a motor truck company in the United States army. Members of Truck Company No. 1, United States army, which consists entirely of Jeffery quads, sent the emblem to H. C. Hart, truck sales manager of the Nash organization.

In each corner of the flag there is either a pair of crossed American flags or a spread eagle, while across a blue circle on a red background appear the words "Jeffery Quad" in white lettering. "Truck Company No. 1" is inscribed over the circle, and "U. S. A." beneath it.

This truck company, the first out with its official banner, was among the first to skip across the Mexican border in the wake of General Pershing's troops.

Mitchell Motors Has New Purchasing Agent

O. C. Friend, the president of the Mitchell Motors company, inc., in line with the policy he has already established of filling important positions by men from his own organization, has just announced the appointment of Marion C. Bias as purchasing agent to succeed Guy Morgan, resigned.

Mr. Bias has been identified with the Mitchell organization since 1909. In that year Mr. Friend had just been appointed purchasing agent of the Mitchell company and brought Mr. Bias to Racine to assist him in organizing the purchasing department.

Pullman Shows Up Well in Gasoline Consumption Test

According to Mr. Miller, manager of the T. G. Northwall company, the Pullman has been distinguishing itself in this territory as a minimum gasoline consumer.

Charles E. Seifert of Lincoln reported having made a 2,000-mile trip through Wyoming and Colorado, averaging 18 1/2 miles to a gallon of gasoline. Much of this driving was through mountainous districts.

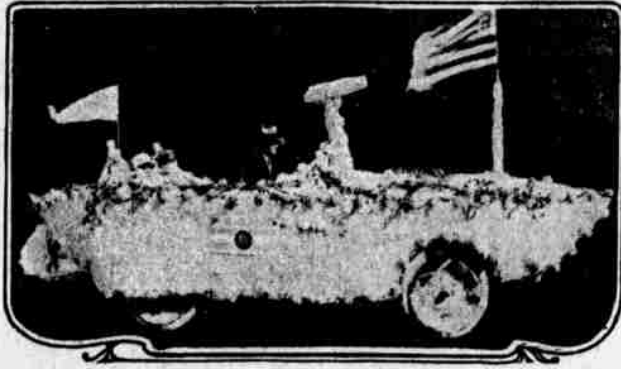
Chalmers Closed Models Will Be Shown This Week

R. W. Craig of R. W. Craig, Inc., local Chalmers representatives, is planning to stage a closed car show of his own in his show rooms this week. Three of the Chalmers closed models, of which Lady Duff Gordon designed the interior, will arrive this week.

Post Has Joined Forces With Omaha Chandler Co.

E. E. Post, former Omaha manager of the Ryan Motor company, Lincoln, has joined forces with the Omaha Chandler company.

Submarine in Flowers in Parade



Beautiful float put in the Industrial parade here last week by the United States Tire company, which attracted so much attention. It flew the United States flag and was rigged with perspective and had a crew of beautiful young women.

Paige Can Stand Submarine Usage

Rolling around the streets of Duluth, Minn., in a Paige touring car with a record that should entitle it to membership in the submarine class, as well as a few blue ribbons for a "come back" stunt so sensational that it kept the Duluth citizens talking for many days.

The Paige in question is owned by L. H. Dresser, a railroad official. Mr. Dresser one day recently was at the wheel of his car on the famous aerial bridge that is one of the sights of Duluth and which, with one exception in Europe, is the only one of its kind. Instead of operating a conventional draw this bridge moves over the water like a suspended cash carrier.

On this occasion the bridge was crowded to its capacity with traffic and in the jam resulting someone made a false move that precipitated Mr. Dresser and his car into the water many feet below. The Paige fell forty-three feet to the bottom of the canal, where it rested upside down, with Mr. Dresser pinned beneath the wheel. Although he is 65 years old, Mr. Dresser succeeded in extricating himself and reached the surface of the water, where he was rescued.

The Paige car was successfully salvaged shortly after the accident by means of a block and tackle arrangement operated by a salvage company and was found to be little the worse for its plunge, a few minor breaks and smashed fenders and seats comprising the damage.

Packard's Engine-Tire Combination

Two Six smoothness of action and Goodyear cord tires again go into a combination that will give joy to the 1917 motorist. Goodyear tires are standard equipment on Packard cars because of "the extraordinarily good service given by them," as pointed out by Alvan Macauley, president of the Packard company.

Investigations have shown that it has not been unusual for Packard owners to get 8,000 to 12,000 miles and even more out of these tires. All weather tread, 35x5, for the rear wheels and rib tread, 35x5, for the front wheels are delivered on twin sixes unless other tires are specified. The all weather treads are proving remarkably effective in the prevention of skidding.

Experiments on smooth strips of beach with motor cars of one cylinder have shown that the tires left a distinct depression in the sand for each impulse of the engine. This was

naturally follows that this effect is diminished by dividing the stress through the use of additional cylinders.

The continuous, even flow of power given by the twelve-cylinder engine practically has eliminated the abrasive action which is so hard upon tires.

Orpheum Actor Buys Cole Eight in Omaha

Chester Spencer, playing at the Orpheum last week with Spencer and Williams in "Putting it Over," purchased a Cole Eight from the Traynor Automobile company.

Spencer has been a live prospect for some Cole dealer for a long time. The Omaha boys nursed his enthusiasm into a sale and Spencer is now the proud possessor of a car which he refers to frequently in his act.

Franklin Series 9 Makes Fine Record

In a trip from Syracuse to Pendleton, Ore., 3,025 miles, the Franklin Series 9 averaged 21.4 miles per hour and 20.7 miles to the gallon of gaso-

line. From Syracuse to Cincinnati, 887 miles, it averaged 27 miles per hour. Average gasoline consumption was 25.33 miles to the gallon. From

Syracuse to Lexington, 766 miles, average miles an hour were 24.41. Average gasoline consumption was 25.7 miles to the gallon. From Syra-

cuse to Kansas City, 1,363 miles, average miles per hour were 28.61. It averaged 20.21 miles to the gallon of gasoline.



KING

for ROAD MASTERY

Only an EIGHT can compete with an EIGHT—and there are but two Pioneer cars of this class

WHY the eight cylinder motor gives the quickest acceleration, practically eliminates gear-shifting, takes all but the steepest hills on "high," banishes vibration, develops great power and speed at small fuel expense, and adds years to the car's life, is explained in the words—CONSTANT POWER.

The King is the original popular-priced Eight and has been in operation the world over for more than a year. A demonstration in the King is a most necessary part of your "before buying" experience.

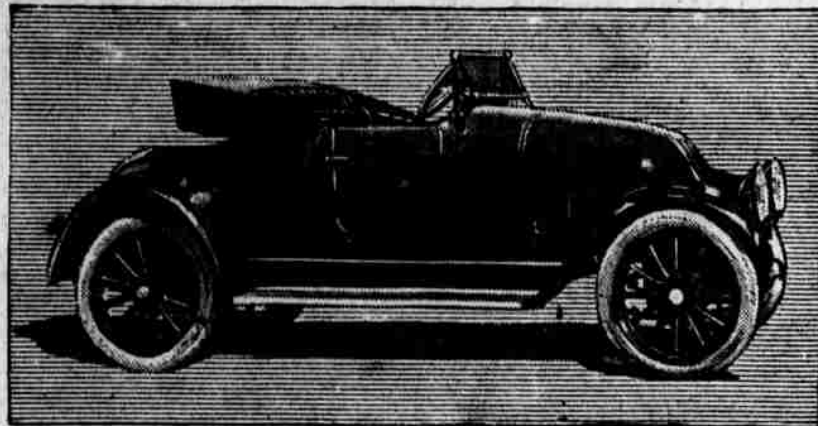
60 Horse Power, 7-passenger Touring Model, \$1350

Noyes-Killy Motor Co.,

Distributors,

2066-68 Farnam St. Omaha.

KING MOTOR CAR COMPANY, DETROIT



The New Series FRANKLIN CAR

NO wonder that many motorists are nervous, with roads crowded and the other man's car often doing the unexpected.

The weight of a car has much to do with the way it can be controlled. It isn't all a matter of the driver.

The New Series Franklin—because it weighs only 2280 pounds—is easy to handle, quick to start,

easy to stop, holds to the road, minimizes skidding.

Let any motorist take out the New Series Franklin, drive it, go somewhere, get the feel of the car. He will report a sense of absolute and perfect control never so fully realized before.

Franklin Motor Car Co., Omaha

R-U-2-B-1 of 60?

2205 Farnam Street Phone D. 1712



Straws Show—

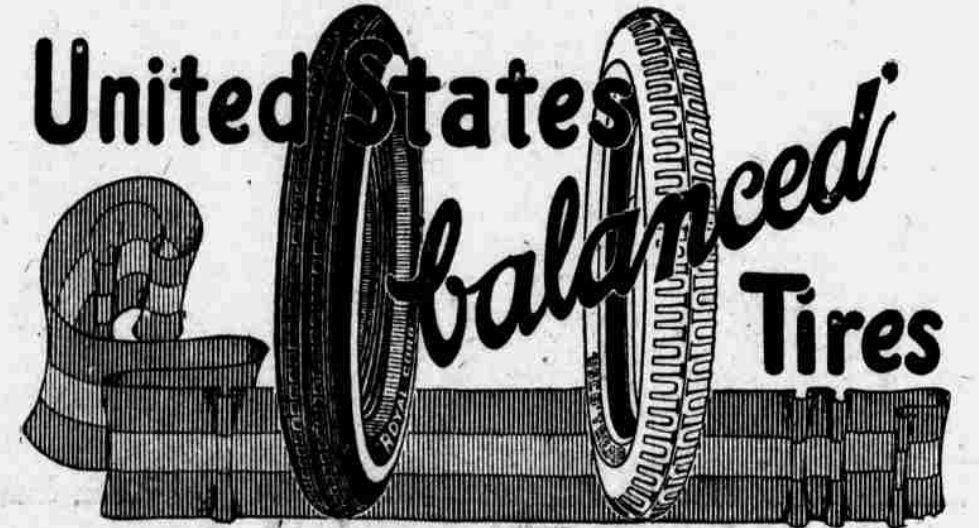
Motorists buy a certain make of tires for the first time because it is sold to them—through advertising, salesmanship, or the good words of satisfied users.

But motorists continue to buy that make of tire only because the first tires have made good—have given satisfactory mileage and service.

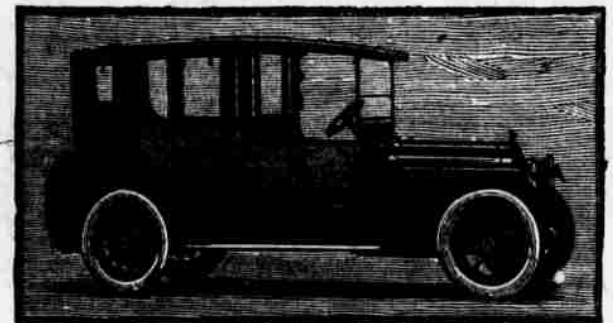
Motorists bought United States Tires so consistently that, during the first seven and one-half months of this year, we sold and delivered more tires than during the entire twelve months of last year.

And motorists are continuing to buy United States Tires at the same phenomenal rate.

If straws show which way the wind blows, such phenomenal sales increases certainly show where the best tire service comes from.



A Complete Stock of United States Tires Carried by OMAHA RUBBER CO.



Tools! Why not this new and better speed-tool to get more out of every hour of business and social life?

A man with a motor car is a man with enlarged, extended power.

He's of greater economic worth—because he can do more in less time.

But—the evolving world learned long ago that an inadequate tool is always a poor investment.

Packard enclosed cars are doubly efficient tools.

First. Their unmatched comfort and substantial elegance make getting

about a joy. They set you down at the journey's end rested, refreshed, ready for either work or play.

Second. Their Twin-six motors insure speedy, safe and economical arrivals at your destinations.

Factors in bigger and wiser economy—these.

Why not let us show you what they mean in your personal economy? Now's the time to place an order for your enclosed car.

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

FOR AUTOMOBILES

You Cannot Heat Your engine to a point where Fan Hard Oil will not lubricate it.

PANHARD OIL

Panhard Oil is the only oil that will not carbonize in the cylinders. Panhard Oil is the only oil that retains its lubricating qualities at all temperatures.

Let us discuss this oil question with you and recommend the grade best suited to your car.

POWELL SUPPLY COMPANY
OMAHA
Automobile Supplies
2051 Farnam