

### MILADY FAVORED IN PIERCE CARS

New Closed Cars Are Constructed with View to Protect Rich Garments Easily Ruined.

#### DOORS AND SEATS ARE WIDER

Pierce-Arrow construction as exemplified in the closed cars displayed by the Stewart-Tosser Motor company demonstrates with what art toy designers have safeguarded handsome costumes worn by the women who are users of these vehicles in the evening pleasures of winter.

This is an important consideration. It is not to be forgotten that the blouse on its way to the dance, the dinner, the reception, the theater, the opera or the wedding is likely constantly to be carrying a cargo of richly made, fragile and expensive feminine clothing.

Such specimens of the art of the gown-maker, modiste and milliner can readily be ruined. In the early days of the motor car, when makers were too much concerned in the difficulties of making the machine go to give much thought to its lines or appointments, the closed car was a crowded, uncomfortable handbox, difficult of entrance and exit. In such a vehicle it was readily possible to crush a dress all out of shape in the ride of half an hour.

No Danger in Pierce. The danger disappears in the Pierce-Arrow closed car models. These cars are ideally suited to the easy transit of the richly dressed.

The dropped frame of the chassis has resulted in lowering all 48 and 66 bodies three inches, while the 33 bodies are two and one-half inches nearer the ground. The lowering not only improves the appearance of the car, but makes it much easier to enter.

The electric lights are provided to light the woman steps. In this matter the woman alighting can see just where she is stepping no matter how dark the night may be.

The doors have been made wider, so have the seats. There is ample width, there is ample head room. The rich upholstery of the interiors does away with any peril of damage to the daintiest of fabrics.

### Drummond Motor Company Figures On an Enlargement

Plans now being made by the Drummond Motor company of Omaha should result in a big automobile factory in Omaha at last, and this is something that has long been looked forward to here.

Omaha is the center of a region which this year especially is the most prosperous in the whole country. In Kansas, Iowa, South Dakota and Nebraska thousands upon thousands of automobiles are sold yearly. Yet most of these are shipped from Michigan, Indiana or from east of those states.

The Drummond Motor company, which had been selling one of the leading makes of cars, began September 1 to put out a car of its own, the Drummond. Such has been its success with the first of these cars that now a reorganization of the company is under way.

The Drummond Carriage company was established in 1884 in Omaha, and in 1892 it was incorporated with a capital of \$50,000. When the company entered the automobile business a few years later the name was changed to the Drummond Motor company. The company had a \$50,000 capital stock, with a fair surplus.

The reorganization plans now consist of increasing the capital to \$500,000, \$100,000 being common stock and \$400,000 7 per cent cumulative preferred and participating in further profits when an equal amount of dividends has been paid to the common stock of the company.

About three years ago the Drummond Motor company moved into its present building at Twenty-sixth and Farnam streets. This is a large three-story brick building, with 4,500 square feet of space. For some years it has devoted much of its attention to building bodies and repair work. This experience has assisted it in its present undertaking.

The Drummond car is an assembled one, standard parts being secured from some of the best known parts manufacturers in the country.

The four-cylinder car has a Continental motor, Stromberg carburetor, Westinghouse starting and lighting system, multiple steel disc clutch, Muncie transmission, Hotchkiss drive, Salisbury rear axle, Stewart vacuum feed system, Feder's hexagon honeycomb radiator, and the equipment includes one-man top with curtains, rain vision ventilating windshield, Stewart-Warner speedometer, electric horn, foot rail, robe rail, foot accelerator, one extra rim, tire holder, tools, pump and tire repair outfit.

J. W. Griffith, formerly Union Pacific purchasing agent, is president of the company; F. W. Bacon, vice president and general manager, and W. T. Griffith, secretary and treasurer. E. T. Swobe is acting fiscal agent.

#### Automobile Row

S. Livingston, manager of the Master Sales company, is spending the week in the east on business.

"The factory production on the Oldsmobile eight has been increased 36 per cent in the last thirty days. Deliveries are coming to the Omaha territory in very nice shape, but from the number of orders that we are receiving indications point to the fact that we will not be able to catch up on deliveries for some time," says Mr. T. M. Bromwell.

Mr. T. M. Bromwell of the Oldsmobile Sales company is making a trip through the Nebraska territory. Mr. Bromwell reports that the Oldsmobile dealers who have received their eight-cylinder demonstrators are very much enthused over the performance of it. The numbers of orders that Mr. Bromwell is receiving from the dealers indicates that the Oldsmobile eight is going to be a very popular seller this season.

#### VICE PRESIDENT OF THE OVERLAND COMPANY QUILTS

For several months C. S. Jamison, vice president and director of the Willys-Overland company, Toledo, O., has been in ill health, and has finally decided to relieve himself of all commercial responsibility and obtain a much needed rest.

That he may actually and thoroughly carry out this intention, he has resigned as an officer and director of the Willys-Overland company, to take two years' leave of absence.

### Somebody Swipes Oldfield's Pet Car and Barney Is Wild

Police court annals of Los Angeles contain many a story illustrating the care-free way in which the motor car thief operates. None, however, approaches the barefaced impudence of the man who a few nights ago stepped into Barney Oldfield's famous pet Maxwell touring car and drove it away into oblivion.

That any of the motor brigands should deem it possible to purloin Barney's car and get away with it staggers the imagination of the master pilot and his friends. That the attempt could be made successfully is indeed a blow.

Barney's car is probably the best known motor vehicle in Los Angeles. On it the dean of the circuit chasers has lavished several varieties of special finish and personal equipment. With characteristic speed demon modesty he has decorated it freely with signs and legends. "Barney Oldfield—Official Car" appears on each side in chaste gold letters.

Such was the car the bold thief calmly picked for booty and "lifted."

Oldfield himself is heartbroken over the apparent loss of his cherished personal chariot. He insists hopefully, however, that the car cannot be long hidden, and that, despite the great army of Maxwell's in southern California, he himself would be able to pick out his property, no matter how thorough an effort had been made to disguise it. Dire punishment is also in store for the robber. It may even take the form of personal violence.

"Why, just think!" comments the veteran. "I bought that car at El Paso early in the spring. It's been as far east as New York, as far into the northwest as Tacoma, and it's stopped off in most points in between. It's been tender for my race cars at every big race track in the country, and it's carried me around every day it wasn't snoring by rail."

Barney is having Maxwell dealers all over the west notified of the loss of the car and will offer a reward for information leading to its return if it does not turn up in a few days more.

### HUFFMAN IS BACK FROM SNOWY TOUR

Omaha Dealer Makes Run Through Nebraska Storms in New Chalmers Six-Thirty.

#### NOW CALLS CAR "SNOWBIRD"

W. L. Huffman and party, who left here Thursday morning for a run through northern Nebraska towns, returned Friday night on scheduled time, and with the new six-30 Chalmers running like a watch. Mr. Huffman is now calling the car, "The Snow Bird."

Immediately after leaving Omaha they ran into a driving snowstorm and at West Point encountered snow six inches deep. In spite of this, however, the party arrived at West Point nearly an hour ahead of schedule. The first night's stop was at Norfolk, where the car upon its arrival at the Norfolk Daily News office was surrounded by a crowd curiously anxious to get a close view of the much talked of six-30, which, as they had been advised by wire from the stations down the line, would arrive there at 4 o'clock. Mr. Huffman states that after soaking up all the heat in Norfolk they left there driving into a severely cold wind, which discomfited the party, but had absolutely no effect on the car.

Big Crowd at Fremont. The car was received at each control during the day with great interest, and upon arriving at Fremont it was suggested by someone in the party that they drive the car in the garage, where they might all warm up preparatory to the run to Omaha. It was soon discovered, however, that this would not do because the crowds surrounding the car made it impossible for motorists to enter and leave the garage, so it was taken to the office of the Fremont Tribune, where those interested were given an opportunity to look it over.

"It is plainly evident that the Chalmers Motor company have correctly guessed the requirements of the majority of automobile buyers, in this new car," said Mr. Huffman. "This was proven to me most conclusively on this trip, which we have just completed."

### Franklin Car Makes Thousand Miles on One Gallon of Oil

One thousand forty-six miles on a gallon of oil was made by a Franklin car in an official road test from New York to Chicago, on which a report has just been made public by the technical committee of the Automobile Club of America.

The route took the car up the Hudson to Albany, thence to Utica, Syracuse, Buffalo, Erie, Cleveland, Toledo, Kendaillville and Chicago. The distance was divided into six sections, over which the car was piloted by different drivers, the reliefs being planned so that no stops would be necessary except for gasoline and provisions.

After leaving Buffalo the car struck poor roads at every turn. A good deal of heavy mud was met with in the northwest corner of Pennsylvania; beyond Cleveland, heavy rains were encountered; at Bryan, Ind., the rain turned into snow, and later a high wind developed. The trip into Chicago was finished in one of the worst storms experienced in that section for several years.

The total net running time was sixty hours and eighteen minutes, and the elapsed time sixty-seven hours and thirty-seven minutes. The running average was 18.9 miles per hour. The mileage was checked on the odometer and on accepted road maps.

The run was officially supervised by the Automobile Club of America through Ferdinand Jehle and Herbert M. Smith, who alternated as observers on twelve-hour turns. Their certificate state that the car used in the test was a strictly stock enclosed sedan model, with all adjustments in accordance with standard conditions of operation.

#### Expecting New Model Soon

Guy L. Smith has again decorated his show room in a manner which would suggest that the new Hudson model is expected soon.

A large Hudson electric triangle lights the front of the building in the evening, drawing attention to a life-sized picture of the new model, which has been mounted, billboard style, on the inside. This seems to have impressed the passers-by as a unique idea and it has caused much comment.

### Heard At the Omaha Automobile Club

The club has recently written over 500 letters to automobile and commercial clubs all over the state, asking their cooperation in marking the roads to their neighbor towns. So far, the replies have been coming back by the dozen, and there has not been a club which has not offered its enthusiastic co-operation in this important work. Alliance tells us they have the best marked roads in the western part of the state, and have gone as far as Hot Springs, S. D., with their marks. The Omaha Automobile club directors feel very appreciative over the success of this campaign, which is entirely original with them. Many of the clubs have sent back maps showing the route of their main highways in all directions. With this information, the Omaha Automobile club will be able to get a line on all the important connecting highways and the data will be one of the most valuable benefits we can offer the members.

#### Officers' Work Appreciated.

President George, Secretary Powell and Treasurer Dietz have plugged so faithfully for the upbuilding of the club that before they had time to say whether they were up for re-election, "It was gone and did." Secretary Powell says he is now a bit inclined to raise that 1916 membership mark from 1,500 to, "Oh, we don't care how far the motorists of Omaha carry the good work."

#### Go "Slow" or "Slowly."

In Indianapolis they are arguing with the automobile club and telling them that "Go Slow" on their "Danger-Public School" signs is ungrammatical. We all know it's a grammatical error, but it hits the motorist harder than "slowly," and if "slow" makes them go "slowly," why should they worry?

#### Blue Book Man Enthusias.

Mr. Edwards, the western route man for the Automobile Blue Book, says the last year has been exceptional in activity among automobile clubs of the country.

"And I don't mind saying," smiled Edwards, "that the Omaha Automobile club looks as good to me as the rest of the best."

K. C. Throws Mud at Itself. "Go forty miles in any direction from Kansas City and the motorist runs into a sea of mud during wet weather," says the Kansas City newspapers, who are keen for a bond issue for paving their main county highways. "That's our sentiment," Kansas City, concerning Omaha and vicinity.

What if it is Winter Time? Join the club, anyway. What's the difference when you become a booster for good roads and road benefits, summer or winter? It won't cost you any more, so why not joineth? Sayeth the word and we will calleth.

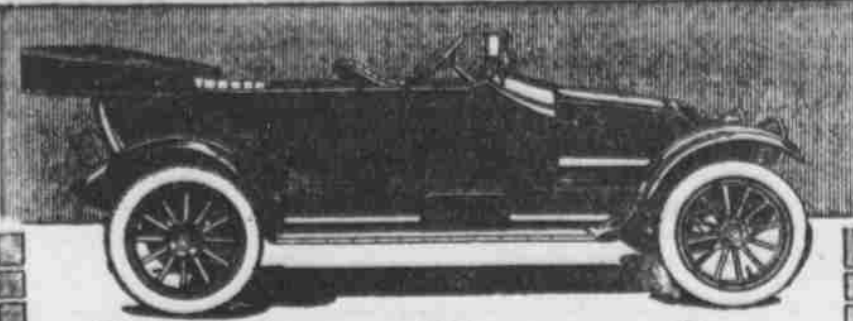
### Battery Must Be Cared for During Months of Winter

"Many an experienced motorist who would never leave his garage on a winter night with a badly worn tire," said Elmer Rosengren, manager of the local Willard Storage Battery branch, "thinks nothing of starting out with a half-charged battery that may mean a stalled car."

"Of course this is due in a great measure to the fact that the condition of his battery is not constantly staring him in the face, like a tire or an oil gauge. But car owners are beginning to realize the necessity of keeping their battery in A-1 condition, if they are to have bright lights and a snappy starter."

"Even if you are going to store your car," added Mr. Rosengren, "the battery should be removed and filled at regular intervals with distilled water and tested regularly for specific gravity of between 1.275 and 1.300. Many motorists, however, leave their batteries at our service station, where they are kept charged throughout the winter at a nominal cost."

"Car owners, however, are beginning to realize the importance of keeping their batteries up to the mark, to prevent freezing and give satisfactory all-around winter service."



### I'd Like to Use my Car This Winter, But---

Every one will admit that precautions to be taken with most cars in winter use are, at the least, annoying.

Anti-freeze solutions, heated garages, water heaters, blanketed radiators—all are things that most motorists would like to forget about.

Why go through another winter's motoring with fear for the condition of your car?

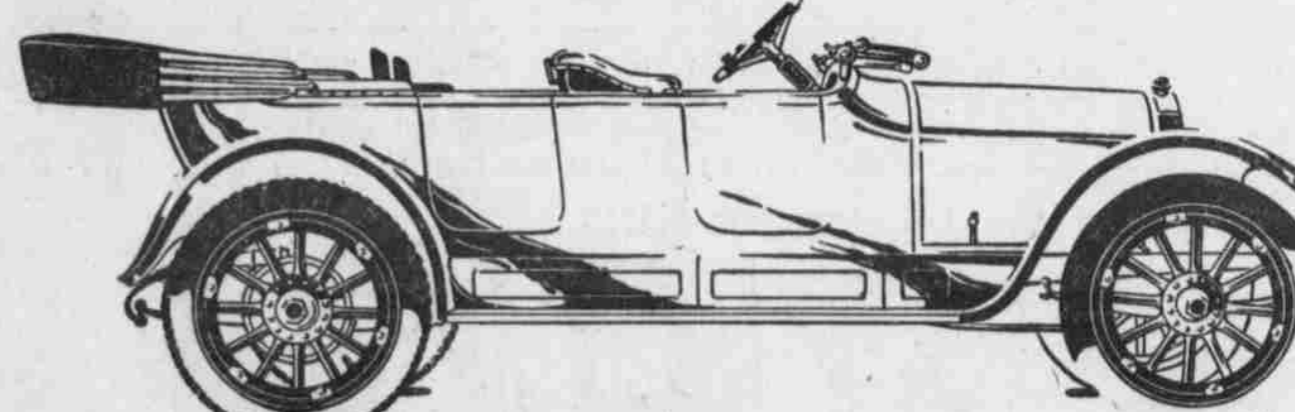
The Franklin car is direct air cooled—no water, radiator, pipes, plumbing, no leaking, no freezing.

You can let it stand along the curb as long as you wish without any concern, no matter how cold.

Ask for a ride in the Franklin and learn the reasons for the satisfaction is gives.

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*More room*—125 inch wheelbase which means—

*More comfort*—for a full quota of seven adult passengers.

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*More certain starting*—a two unit starting and lighting system.

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*More stable organization* to give you service—there are more Overlands in use and going into use every day than any other car of more than 100 inch wheelbase.

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