

R. W. CRAIG LANDS CHALMERS AGENCY

Well-Known Figure Along Auto Row to Head Company Handling Car.

BIG TERRITORY INVOLVED

Effective July 1, the Chalmers Motor Company of Detroit broke away from its Omaha connection, establishing a branch, which will control the distribution of Chalmers automobiles in Nebraska, western Iowa, southern South Dakota and also a portion of Minnesota and Kansas. John M. Robbins has been appointed district manager.

The territory adjacent to Omaha will be under the direction of Robert



ROBERT W. CRAIG

W. Craig, president of R. W. Craig, incorporated, a corporation, just formed under the Nebraska law. Daniel Baum, Jr., will act as vice president and treasurer of the new concern.

Mr. Craig came to Omaha from New York five and one-half years ago, during which time he has been prominently identified with some of the best automobile organizations along the row. Craig asserts that during his stay in Omaha he has had many offers outside of Omaha, but his confidence in Omaha has prompted him to wait here until the right opportunity came to him to establish his own business.

The show room of the new concern will be at 2512-14 Farnam street, which location is being remodeled and redecorated. Craig says they will have one of the best display rooms and service stations in Omaha when the work is completed. The service quarters are Craig's hobby and he plans to eliminate price cutting by giving the buyers a new conception of the word service.

During the time the new location is being remodeled Chalmers cars will be displayed in the show room of the Drummond Motor company.

To Place Ross-Eight Agency in Omaha

H. H. Connor, formerly connected with Dodge Brothers as a district salesman, traveling out of Omaha, has been appointed district representative for the Ross Automobile company, with headquarters in Omaha. The Ross eight is a car designed by Mr. Ross, formerly of the Ross & Young Machine company, Detroit. He is a man with wide motor experience.

The car is an eight-cylinder design, seven-passenger touring car. The motor is the same make as those used in the Curtiss aeroplanes, the Herschell Spillman motor, cast in bloc.

Mr. Connor expects to formally announce an Omaha distributor within the next week.

Metz Factories Make Most Of Parts for Their Own Cars

The four Metz factories at Waltham, Mass., now manufacture 98 per cent of the parts of all Metz cars, said Manager Manley of the local Metz branch.

No other automobile concern in the United States manufactures a greater percentage of parts for its cars. We not only build our own motor, transmission, axle, frame members, body, etc, but we have recently commenced to build our own accessories, such as horns, carburetors and speedometers.

Even the lumber used in the bodies is cut from the company's own timber lands in Vermont.

Powell Company Has Large Supply of Pneumatic Tires

The largest stock of pneumatic tires in Omaha, is the claim made by M. P. O'Connor of the Powell Supply company. This company distributes Lee regular pneumatic tires and Lee puncture-proof pneumatic tires.

Carload after carload of these tires has been received during the last two days and the Powell people are boasting of their ability to take care of all orders for any quantity of any size or type tires right on the minute.

LEE Tires

Science and skill, plus thirty-three years of experiment and in study of rubber have produced LEE Puncture-Proof Pneumatic Tires, guaranteed puncture-proof under a cash refund. Call and see them or write for booklet and prices.

POWELL Automobile Supply Company
3081 Farnam

Big Selling Concern Is Formed to Handle Maxwells in This Territory

Announcement has recently been made of the incorporation of a new automobile selling organization, the aim of which is to promote on a much larger scale the sale of Maxwell automobiles in eastern Nebraska, western Iowa and southern South Dakota.

According to C. W. Francis of the C. W. Francis Auto company, who has been elected president of the organization, it is composed of a number of prominent Omaha business men and will be capitalized at \$500,000.

In order to secure the desired territory which embraces eastern Nebraska, western Iowa and a portion of South Dakota, it was necessary to contract for not less than 3,000 automobiles to be sold during the 1916-1917 season. Francis asserts that this is only the minimum contract necessary to the territory rights controlled by the new corporation and he is of the opinion that their sales will double this number.

The present quarters and firm name, C. W. Francis Auto company, will be continued in Omaha owing to the established good will of that concern. In Sioux City the new concern will be known as the Iowa Sales company, with offices at No. 516 Nebraska street.

C. J. Brokaw, district sales manager of the Maxwell Motor Sales corporation of Detroit, who was instrumental in promoting the corporation, has been very highly praised by his factory for his services and for the fine representation among the stockholders. Francis has a No. 1 record at the factory and with him at the head of the organization the factory



is assured of the success of the new venture.

The 1916-1917 Maxwell product will be at a price, for a completely equipped car with electric starter, speedometer, electric lights and one-man top, that puts it in a class by itself and within reach of every man.

Rely On Your Own Judgment

Be a "show me" type of man. Buy a Metz because you like it—because it suits you.

Buy it because you found out by demonstration it was easy on tires and light on gasoline and oil consumption.

Buy it because you discovered by riding in it that it was roomy, comfortable and hugged the road as no other light car does.

Buy it, because with your own hands you drove it and were convinced how flexible its gearless transmission made its drive.

And if you want a car you can take care of yourself, in your own garage, buy it because upon examination you saw how strong, simplified and "get-at-able" is every part of a Metz.

It is the demonstration of a Metz that wins its friends—that will convince you that it has economical features that all others lack.

Come in, call us up, making an appointment for a demonstration, or write for a catalogue today, without fail.

The Quality Car

METZ COMPANY

2066 FARNAM STREET, Omaha, Neb.



Roadster or Touring Car, \$600. Completely Equipped Including Electric Starter and Electric Lights.



For Independence From trouble and freedom from noise

HYATT
QUIET ROLLER BEARINGS for Automobiles



ANNOUNCEMENT



THE KING MOTOR CAR COMPANY, following its policy of preceding years, will make no mid-year announcement of new models or prices. The prevailing practice of mid-season announcements, for the stimulation of sales, has a demoralizing effect on the entire industry. It causes a quick depreciation on all cars purchased during the first half of the year, and also retards the normal Spring business, as buyers frequently wait for new models, which they know will be announced in the early Summer. Dealers are also affected: in anticipation of early Summer announcements they under-order for Spring business to avoid the risk of unsold stock when the new models are made public.

It is the policy of the King Motor Car Company to make all announcements of new models and prices immediately prior to the New York Automobile Show which occurs in the early part of every January. At this period automobile sales are at their lowest point and dealers have ample time for the formulation of plans for the coming year. If they could look forward to a full year, undisturbed by mid-year announcements, their businesses would be placed on a safer and much more profitable basis, as they would be encouraged to give generous orders in the early Spring.

The eight cylinder Model E, now being manufactured by this Company, has a 60 horse power engine and comes in a 7-passenger touring model, a 3-passenger roadster model, and a 5-passenger sedan model. This car has performed so remarkably and has met with such wide-spread approval from both dealers and public, because of its extraordinary road ability and operation economy, that the King Company will continue its manufacture without substantial change for the next year and a half. The improvement and refinement of both mechanism and coach work will go constantly on.

Although fourteen of the leading American car manufacturers have increased their prices since the first of the year, the King Company, by anticipating the present condition of the material market, has been able to continue with the originally announced price for touring car or roadster of \$1350. While the Company will endeavor to maintain this price, immediate purchase is advised to those who have the King in mind.

Noyes-Killy Motor Co.
2066-68 Farnam St.

99 Per Cent Efficient, Say 11,000 Owners

Motor	99.9%	Electrical System	99.5%
Transmission	97. %	Rear Axle	99.7%
Clutch	98. %	Frame	100. %

YOU'VE heard, time and again, what a wonderful hold the Hupmobile has on its owners. Eleven thousand of them now tell you why. The net result is a tribute such as no car has ever had.

Classified and tabulated, these thousands of opinions result in a rating of 99 per cent for Hupmobile efficiency.

Until we cast up the result we did not know what a gold mine of good opinions we had uncovered.

A Gold Mine of Good Opinions

We have encouraged the owners of the present model Hupmobile—11,000 out of our total ownership—to register their criticisms, complaints and comments.

The engineering department especially sought evidence covering every unit in the car. They wanted to know any and all troubles the owner might have had.

Owners' estimates varied, of course. Some had had minor troubles in one part of the car, some in another. But the net result, out of the

11,000, was an overwhelming vote of complete satisfaction. It figured down to an exact 99 per cent of efficiency.

We never expect to come closer to the goal. No human effort can. We don't think any car other than the Hupmobile ever attained this high peak of popular approval.

Doesn't this explain why better than 50 per cent of all Hupmobile owners buy the Hupmobile year after year?

Isn't it plain why the Hupmobile public has not been won away by multi-cylinder promises?

Performance Is the Answer

Performance, of course, is the one and only answer.

In high gear work, for instance, these 11,000 owners know that the Hupmobile daily duplicates—if it doesn't actually outdo—cars that have more cylinders, or cost more money.

In pulling power, and quick getaway, they see nothing under another name that they do not have.

In flexibility, they find themselves relieved of gear-shifting to an amazing extent.

The Broadest Service System

In the Hupmobile service system, they know they are getting more than any other

car offers: expert inspection, adjustment and care each month for eight months by trained Hupmobile experts at Hupmobile service stations, paid for with coupons supplied free of cost.

Do you wonder, then, that 11,000 owners vote the Hupmobile 99 per cent efficient?

The Mark of Superior



Motor Car Service

Five Hupmobile Points to Remember

PERFORMANCE—A high-gear performer in the usual low-gear situations.

COUPON SERVICE—Regularly each month for eight months, free labor, inspections and adjustments at more than 5000 authorized Hupmobile service stations in the United States and Canada.

ECONOMY—In line with the well-known Hupmobile repair cost record of 1/4 cent per mile. This is

real economy—maintenance economy. Car is easy on tires, fuel and oil.

EFFICIENCY—Eleven thousand owners report the Hupmobile 99 per cent efficient.

REPEAT SALES—Fifty and eight-tenths per cent of the Hupmobile output is sold to Hupmobile owners, because they are completely satisfied with Hupmobile Performance, Service, Economy and Efficiency.

5-Pass. Touring Car \$1185 Roadster \$1185 7-Pass. Touring Car \$1210 Price f.o.b. Detroit

Hupmobile Co. of Nebraska
FACTORY WHOLESALE BRANCH
2054 Farnam Street, Omaha.

Hupmobile

