

SAXON CONTRACTS FOR 50,755 CARS

Dealers Purchase This Number of Machines for Nineteen Seventeen Season.

TAKES ALL PRODUCTION

Contracts calling for the sale of 50,755 Saxon motor cars during the season of 1917 have been completed in the last three weeks between the Saxon Motor Car corporation and its dealers throughout the country. Pending contracts which will be closed within the next week will bring the total to more than 60,000 cars, which will be the company's maximum production for the coming year.

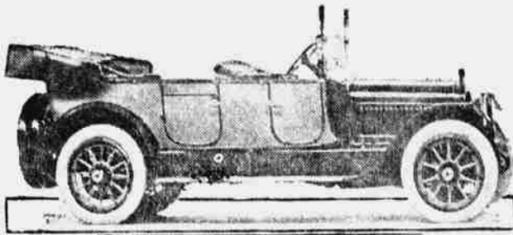
These figures were made public in a statement issued by Harry W. Ford, president and general manager of the company. There is a monthly schedule of cars embodied in each contract which constitutes a definite order against which the company can make shipments, and it is believed that this is a new feature in dealer contracts.

"The rapidity with which our sales department has closed up dealers' contracts covering our maximum production for the coming year has been a surprise even to me," said Mr. Ford.

"Our dealers began to gather at the factory on July 15 and in two weeks' time the work was practically over. There was a great crowd present, and their enthusiasm over the Saxon line was so great that the work of the sales department consisted for the most part in simply laying out the territory and filling in the contracts for signature.

"It is a fact that we did not lose a single dealer, but in a number of instances we were able to strengthen our previous connection. Other companies in the low-priced automobile field have been putting in a number

New Packard Twin Six



The Packard Motor Car company has announced its second series of twelve-cylinder motor cars following the delivery in the last year of nearly 8,000 twin sixes and their successful operation in the hands of owners. The company also announces that, although the last season's output was nearly three times as great as that of the previous year, a further substantial increase in production will be

of branch distributing houses and we were able to sign up their previous dealers to handle the Saxon line. This has resulted in a great strengthening in Saxon dealer organization taking in the country over.

Drives Hup From Omaha to Denver In Thirty Hours

Word has been received from J. O. Alsworth, who purchased a Hupmobile from the Hupmobile company of Nebraska in the event that he made the trip from Omaha to Denver in twenty-nine hours.

Alsworth asserts that he has averaged fifteen to twenty miles per gallon of gasoline, depending on the road conditions.

Struggle to Handle Ross Car in Omaha

Announcement has just been made by H. H. Cannon, district representative for the Ross Automobile company of Detroit, Mich., of the appointment of L. F. Strubble of Lincoln as distributor for this section.

Strubble will locate his Omaha branch at 2415 Farnam street, which location is being remodeled for the new concern.

In speaking of Strubble Cannon asserts that he is a live wire. Although one of the new generation of automobile men, Strubble has made an excellent record in selling the Haynes line at Lincoln. The Ross people look for a very satisfactory showing at Strubble's hands.

MAXWELL SMASHES RECORDS IN WEST

Ray McNamara Makes New Time Between Spokane and Seattle and Portland.

BETTERS TRAIN SCHEDULE

Ray F. McNamara, piloting a Maxwell, recently made some remarkable records on the western coast adding to the reputation this make has established for all-around efficiency.

He broke all speed records in a run from Spokane to Seattle in a stock Maxwell roadster. The elapsed time for this run was eleven hours, fifty-five minutes. The Maxwell bettered the train schedule between these points by more than an hour and kept ahead of the former automobile record by five hours.

McNamara averaged thirty-two miles an hour across the desert lands of eastern Washington. He crossed the dangerous Biewitt Pass in the Wenatchee mountains and the Snoqualmie Pass in the Cascades after midnight and arrived in Seattle early in the morning.

Another record run for speed and efficiency was hung up by McNamara on a run from Portland to Spokane. The distance is 488 miles and the elapsed time was fifteen hours and thirty minutes.

The best previous record for this run was made last May, when a motor car did the distance in twenty hours and thirty minutes.

McNamara attributes the success of both runs to the quick acceleration, perfect cooling system, excellent brakes and the Maxwell's ability to stand a good hard beating over a hazardous course.

Northwall Gets Big Bonus for Largest Pullman Sales

The F. G. Northwall company, distributor of the Pullman automobile, in this territory, received information that the company has been awarded the bonus put up by the manufacturers for the largest sales of the Pullman in the United States of the 1916 car. Assistant Secretary Miller said that two others in the east received a bonus. "Our increase in this territory," said Mr. Miller, "over 1915 was 100 per cent. This, of course, includes our territory in Nebraska, part of Iowa and part of South Dakota. We have a branch house in Sioux City, and are doing a big business in Iowa. Referring to their plans, Mr. Miller said that his selling organization was stronger than ever. He has ordered space at the state fair in Lincoln and as assumed of every month larger output of cars at the factory than last year.

Go Over Your Ignition, Says the Haynes Agent

"The ignition of your automobile should be thoroughly gone over at least once during the summer touring season for any shortcomings that the season's travel may have developed," is the statement of Charles Cole, manager Nebraska Haynes Auto Sales company, who is the local distributor for the Haynes "Light Six" cars.

"It is good policy to give first aid to the spark plugs at least every 1,500 miles, since this conspicuous part of the ignition system is oftenest in need of attention. After cleaning, the gaps between their terminals should be made just about the thickness of a flour line in width."

Few Changes Made In New Pathfinder

The new series twin-six Pathfinder is little changed from the preceding model. About the only outward indication of a change is the tilt of the windshield. In the new model it is tilted backward at a slight angle. There are few changes in the body of the car, the markets being justly satisfied with the graceful liquid lines which created such a future of admiration among dealers and owners alike. Mechanically the car is almost much the same. The V type overhead valve twin-six motor, has not been changed in the least. This motor develops 100 horse power and owing to its construction and the twin-six advantages the car can be throttled to a half mile per hour pace and immediately accelerate to a speed of 70 miles per hour in high gear all the time. Because of the wonderful speed flexibility of the Pathfinder motor, dealers all over the United States and in foreign countries have been able to put demonstrators more expensive cars of foreign and domestic make. The poise and balance of the Pathfinder, together with the easy-riding springs and deep, lavish upholstery, are attributes of its recognized long touring case.

First of Allen Classic Models Arrive in Omaha

Carl Changstrom of the Standard Motor Car company is very much pleased by the fact that the first shipment of Allen classic models have arrived.

They seem to equal the promise of the factory in regard to beauty, and mechanical construction. They are finished in Spanish brown with gold trimmings creations over harmonious color scheme.

Pelton Sells Cars By Oil Painting in Absence of Machine

An elaborate oil painting and a score board which would make Roosevelt's simplified spelling take the dust, tells the story of Franklin sales which have been registered by the H. Pelton organization since the new Franklin model has been announced.

The oil painting takes the place in a museum of the demonstrator, which has not as yet arrived, but is looked for early this week. It is the only exterior impression which the salesman has been able to hold before the admiring prospect's eyes. Yet they have sold right out of the allotment of state cars, which is all Omaha has been able to secure for the coming season.

The much advertised score board accompanied with the following heading, which reads "clear as mud" unless you are good at adding: H. P. 2-B-1 of 64.

If you are good at adding this will mean to you "are you to be one of 'Sixty'?" Research this is arranged in monthly allotments for September, October, November, December, January and February. After each model is a space to be filled when the car is sold. If you want to know just what your chance is to get a Franklin and when you can get it, you need ask no questions. Just look over the score board, which is fun and authentic.

Many People Don't Know. A straight liver causes an awful lot of misery—keep it active use Dr. King's New Life Pills. Only the All-Druggists—Advertisement.



Five Passenger Touring
\$1125
Roadster \$1095
J. O. B. Toledo

- 40 horsepower sleeve-valve motor
- 84 x 4 inch tires, non-skid rear
- Auto-Lite starting and lighting system
- Electrical control buttons on steering column
- 114 inch wheelbase

The Only Motor That Improves With Use

The Willys-Knight motor appeals to every true economist.

It is the only motor in the world that improves with use.

The longer it runs, the smoother, sweeter and more powerful it becomes.

All motors are more or less good for the first three or four thousand miles. Then the wear, tear and friction start their deadly work and gradually eat their lives away.

But the sliding sleeves of the Willys-Knight Motor get smoother and smoother and smoother. Each 1000 miles you run add to its economy and efficiency.

No Willys-Knight Motor has ever worn out.

No carbon troubles, no pounding and banging, practically no gear shifting. Just a gentle operation that's as smooth as silk and as soft.

No valve grinding. Carbon makes it run the smoother—the only motor in the world that makes an advantage of carbon.

The Knight Motor is the power plant preferred by Kings, Queens and royalty of Europe. They all use it.

And now you can have the same thing—at a popular price.

No other car in the entire history of the automobile business ever attracted such international attention. No other new car in the same price class ever sold so rapidly.

Stop in and have a look at the Willys-Knight motor. Drive it yourself and feel its wonderful power, pep and flexibility.

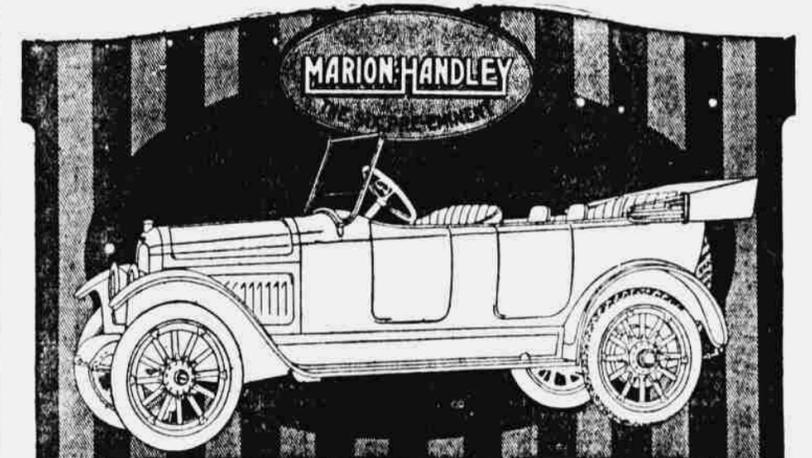
Once you own a Willys-Knight motored car, you'll never be content to drive anything else.

Come in and see it at once.

Willys-Overland, Inc., Omaha Branch

SALES ROOM	PHONE	SERVICE STATION
2043-47 Farnam St.	Douglas 3290.	20th and Harney Sts.

Made in U. S. A.



OUR CREED

"An Honest Car at an Honest Price and a Fair and Square Deal to All"

IN presenting the product for the season of 1917 we experience that peculiar thrill which always follows the doing of some one thing well.

"Pride of accomplishment," 'tis said, "is the mainspring of human endeavor," and we frankly confess it to be the driving force in the Marion-Handley shop.

The pleasing result in this instance is a remarkable "Six" in two sizes (which they said "could not be built")—pre-eminent in appearance, staunchness, and lightness. A hand-made piece of art; carrying 100 per cent of actual structural value plus an abundance of tone, style, and little niceties which discriminating motorists appreciate.

Therefore, this presentation is made with pardonable pride and complete confidence.

We cannot promise as many this season as will be wanted; but each one will be "a first-water gem" and will carry to its ultimate owner that pleasing sensation experienced only through the ownership and use of something more than a mere vehicle of conveyance.

7-Passenger Touring Car Model A \$1185 F.O.B. Jackson, Mich.	7-Passenger Touring Car Model B \$1385 F.O.B. Jackson, Mich.
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Brief Specifications Marion-Handley Model A

- Motor—Foreign type, high speed, six-cylinder, cast on bloc, with upper half of crank case and cylinders integral; 3 1/2-inch bore, 5-inch stroke—a powerful, sturdy and silent motor actually developing 45 H. P. at 2000 R. P. M.
- Cooling—Centrifugal pump gives positive water circulation through water jackets and hexagon honeycomb radiator in conjunction with a two-blade aeroplane fan, belt-driven.
- Ignition—Westinghouse.
- Carburetor—Latest type Zenith with water-jacketed intake manifold and adjustment on instrument board.
- Electric Equipment—Latest type Westinghouse, starting, lighting and ignition. Two-unit system.
- Clutch—Dry multiple steel disc, Multi-plates lined; 11 discs, of which 8 are driving and 3 are driven. Discs 2 inches in diameter, made of saw steel.
- Transmission—Selective sliding gears of nickel steel; three speeds forward and one reverse, direct on high; mounted on four annular ball bearings.
- Drive—The latest development Hotchkiss type, used almost exclusively by foreign builders and now being adopted very rapidly by American manufacturers of high-grade automobiles.
- Rear Axle—Floating type; Brown-Lipe spiral bevel differential of the latest type, carried on High Duty roller bearings, with adjustable ball thrust to take care of the side thrust; short drive shafts carried on two 100-lb. thrust type annular bearings, which are adjustable. Gear ratio, 4.6-12 to 1.
- Wheelbase—120 inches.
- Gasoline Supply—16-gallon round steel tank located at the rear of chassis with gasoline gauge on top of tank. The gasoline is conveyed from the tank to the carburetor by means of the famous Stewart-Warner Vacuum System.
- Upholstering—Dixon type, highest grade long-grain, bright finish, real leather; curled hair and double springs.
- Springs—Genuine imported Alloy Sheffield steel; front, semi-elliptic, 36 inches long and 2 inches wide; rear, semi-elliptic, 31 inches long and 2 inches wide; underslung from rear axle; very flexible, insuring low center of gravity and extremely easy riding.
- Body—Very latest "boat" type, seven-passenger touring and four-passenger roadster, having contoured hinges and being the latest type of body design, made of heavy gauge sheet steel; large and roomy, with antic leg room and unusually comfortable auxiliary seats.
- Top and Curtains—Chase leather one-man top and quick detachable Collins curtains. When curtains are in place, attachment on doors allow curtains to open with the door, a feature readily appreciated when curtains are constantly in place.
- Tires—32x4-inch straight side, with non-slip rear wheels.
- Standard Equipment—This includes all electrical equipment, lamps, one-man top, windshield, Stewart-Warner vacuum driven from drive shaft, electric vibrator horn, foot rail, tube rail, foot accelerator, one extra Firestone rim, which is held in place by special tire holder, tools, jack, pump and tire repair outfit.

Prince Auto Co.

2421 Farnam St. Omaha, Neb. Distributors for the Entire State of Nebraska and Western Half of Iowa.