

### FRANKLIN PUTS NEW MODEL ON MARKET

All Improvements in New Series of Car Are Along Definite Line.

#### THE MACHINE IS LIGHTER

Fundamental principle upon which it is conceded that the greatest degree of automobile efficiency from any standpoint must be based are...

All the improvements are along definite lines. They center in the one paramount purpose...

The Franklin, since it adhered to in the latest model, is as simple but one chassis, concentrating thought time and all other phases of development work on a single article.

Reduction in Weight. A reduction of 400 pounds in weight of the Series 212 passenger car, compared with Series 20, is one of the accomplishments...

The Franklin has always been known as the lightest automobile in its class, and now...

In all motor cars of equivalent construction the gasoline consumption must be approximately in proportion to weight...

Continuity of Line. Continuity of line—the elimination of angles—is a striking characteristic of all the latest Franklin cars.

The touring model is a strictly five-passenger car that is designed for the requirements of the greatest number of people today.

The roadster is smart in appearance chiefly because of its low rakish lines. It is built for two passengers, just the right size for the man or woman who wants a personal car.

The new four-passenger roadster is designed to meet the demands for a condensed four-passenger car having the appearance of a light roadster.

is on the rear. The top is built on a new and improved patent known as the suspension. The quarter wheel is on each side, allowing greater flexibility of vision...

By seating a two passenger enclosed car, and the bringing in a four passenger enclosed body...

### Saxon Motor Car Employees Get in On the Bonus Plan

Each office employee who has been with the Saxon Motor Car company longer than ninety days will receive a bonus of 5 per cent of the salary received during the year...

Each factory employee will share on a like basis with those in the office departments, except those who have been laid off on a permanent basis...

President Harry W. Ford, in commenting on this act of the company, said: "The payment of a bonus at this time does not bind the company to any one of bonuses each year...

Each factory employee will share on a like basis with those in the office departments, except those who have been laid off on a permanent basis...

Each factory employee will share on a like basis with those in the office departments, except those who have been laid off on a permanent basis...

Each factory employee will share on a like basis with those in the office departments, except those who have been laid off on a permanent basis...

Each factory employee will share on a like basis with those in the office departments, except those who have been laid off on a permanent basis...

### Twenty-Two Miles On Gallon of Gas

A. H. Meyer, formerly in the automobile business in Lincoln, but now employed by the government, writes from Kimball, Neb., that he drove an Allen thirty-seven on to Kimball...

Moves Into Larger Quarters. The future in store for a man in the automobile business is evidenced to quite an extent in the business of the Prince Auto company.

The future in store for a man in the automobile business is evidenced to quite an extent in the business of the Prince Auto company.

### Heard at The Omaha Automobile Club

Highland Cutoff. The Highland cutoff, from Valley to Central City, is reported by overland tourists to be in splendid condition and the farming country passed through was beautiful...

Danger Zones. Danger zones and near side steps for street cars is needed about as badly as anything to eliminate accidents, auto club officials say.

O. L. D. Official Visits Here. Mr. Litch, assistant secretary of the Omaha Employment Highway Association, called recently at the club room and reported that in making the trip over the route from Denver he saw the club reward circuit...

Road Reports. Omaha-Lincoln-Deer route is reported not very good because of the road and between Omaha and Holyoke road.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

### PEDESTRIANS' FAULT BELIEVES CHALMERS

Auto Maker Sounds Warning to Reckless Motorists Who Break Laws.

#### ACCIDENTS ON INCREASE

"With automobile accidents increasing daily in the larger cities of the country, and even authorities at their wits' end in an effort to solve the traffic problem, it seems to me that the time has come for the motorist to take up the burden," said H. C. Chalmers.

"Although practically every accident kept by the police department shows the pedestrian responsible in nine out of ten automobile accidents, we must recognize the fact that the general public is inclined to blame the toll of deaths and injuries on the driver of the car.

"Bearing this in mind, I believe that it rests almost entirely with the motorist to prevent future accidents, and to increase with each season's new crop of drivers. In the first place, there is undoubtedly a portion of the blame resting with certain types of drivers.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

Improvement for Joy-Riders. "The intoxicated joy rider" and others of his ilk, who frequent city streets during the late hours of the night, are a menace to safety.

# Allen \$795 F.O.B. FOSTORIA

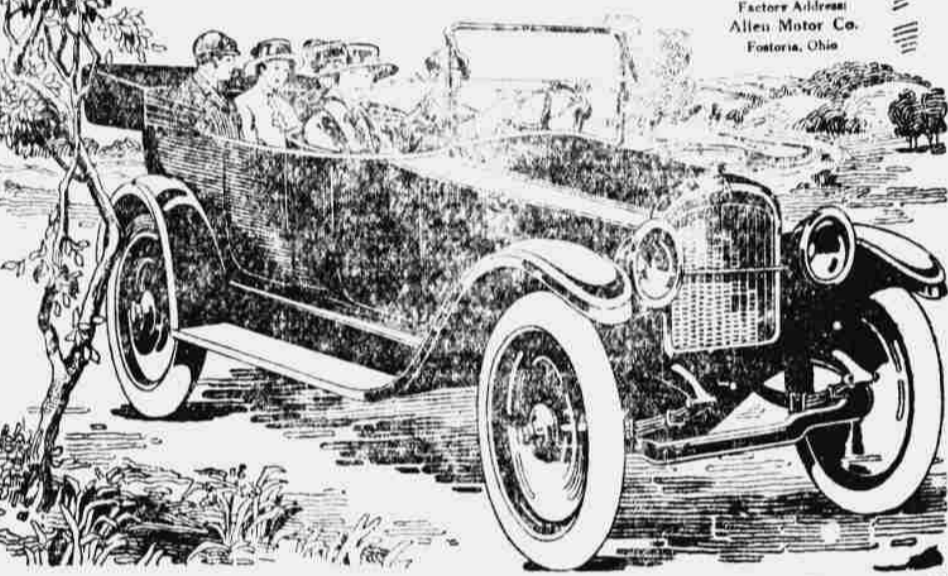
### —And It Still Surprises

A year ago, the Allen 37, then just out, was the surprise of the 1916 season, because of the excess of value over what the public expected.

- In Power 37 H. P. 3 1/2 x 5 1/2, 4 cylinders. In Size—112" wheelbase, roomy body, full five passengers—ample leg room. In Comfort 55" rear springs—superb balance throughout—deep upholstery. In Economy 20 m. p. g. or more per gallon of gasoline. Weight 2300 pounds, easy on tires. In Beauty stylish and modern boat lines, handsome finish. In Equipment which includes everything. No extras to buy.

Where can you find more motor car value under \$1000? Are you willing to be surprised? Let us show you the Allen today.

STANDARD MOTOR CAR CO., CARL CHANGSDORF, 2019 Tenth St., Omaha, Neb. Distributors for South Dakota, N. D., Minnesota and Wisconsin. Phone D. 1795. Factory Address: Allen Motor Co., Fostoria, Ohio.



# Velie Six Biltwel Bigger - Better - More Power

## Hundreds of New Dealers Join the Velie Ranks--

ALL over the country the announcement of the 1917 Velie Biltwel Six has caused a genuine furore. Buyers and dealers alike have eagerly sought the opportunity to secure the new Six with its remarkable specifications and equipment at the low price of \$1085.

The enormous facilities of A Mile of Velie Factory are required to keep up with the ever-increasing demand.

Hundreds of new dealers have joined the Velie Sales Organization, and even now, so shortly after the announcement, the 1917 Velie Biltwel is appearing in large numbers in practically every community where good automobiles are sought.

Velie values are even greater this year than before. Eight beautiful, new body styles give a range of selection satisfying every need. The Touring car is larger, roomier and more graceful than ever. Timken axle front and rear, a more powerful Velie-Continental motor, multiple disc clutch, push button starter, with everything in and on—these are only indications of the values found throughout the car. Read the list.

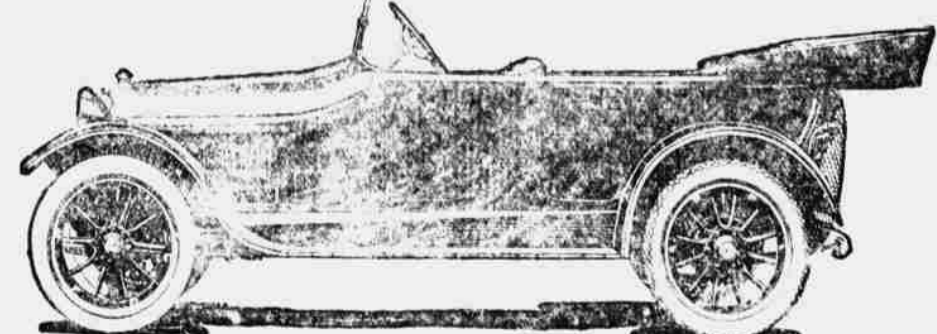
#### Deliveries Now

See and judge for yourself. Ask for a convincing demonstration. The nearest Velie dealer can give you delivery now. Don't wait. After you have tried out the flexibility and power of the new Velie Six—after you have felt the luxury of high-grade leather and curled hair upholstery, and by comparison have seen the beauty of its new body and its mirror finish, you will agree that

Bigger—Better—More Power—Is an Assured Fact Velie Motor Vehicle Co., 125 Velie Place, Moline, Illinois.

L. E. DOTY, Inc.

2027-2029 Farnam Street, OMAHA, NEB.



\$1085

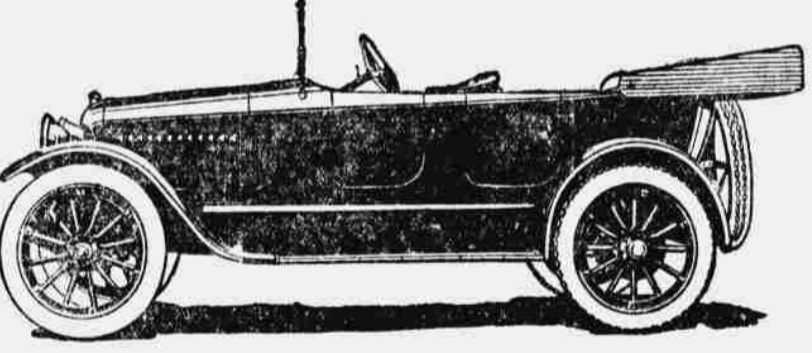
#### Velie Biltwel Features

- Six-cylinder Velie-Continental Motor—Timken Axle front and rear—Removable Cylinder Head for Inspection—Helical Gears in Motor, no chains—Enclosed Multiple Dry Disc Clutch—Hotchkiss Drive, no noisy torque arm—Spiral Gears in Fluting Rear Axle—Remy Automatic Ignition—Push Button Starter—Double Bulb Headlights—Dashlight—All wires in Metal Conduits—Rear Gasoline Tank—Vacuum Feed—Simple Rocking Gear Shift Lever—Luxurious Body, 4 inches longer—Unusually Wide Doors, easy to enter—High-Grade Leather Upholstery—Cushions Deep Tufted, Real Curled Hair—Long, Flexible, Underslung Springs—Expanding Tire Holder, no straps—Mirror Body Finish, 20 Operations Deep—Light of Weight—Economy of Fuel—Everything in and on, ready for the road.

#### Eight Body Styles

- Model 26, five-passenger Touring, \$1085; four-passenger Companionable Roadster, original and exceptionally smart type, \$1165; two-passenger Roadster, \$1075; Enclosed bodies, exclusively designed: Cabriolet, \$1485; Touring Sedan, \$1665; four-passenger, Sociable Coupe, \$1750; Town Car, \$2200. Model 27, seven-passenger Six, completes the line; 125-inch wheelbase, 45 h. p., 3500 lbs. tires, 4-speed transmission. The crown in luxury and refinement. Price, \$2550. Ask for catalog. See and judge for yourself. They are at your nearest Velie dealer's name.

## Its quality makes people talk



### 1917 GRANT SIX \$825

THE 1917 Grant Six can now be inspected on the sales floors of Grant dealers the country over. There are over 1200 Grant dealers—and they are just as much delighted with this new model as you will be.

The records of the Grant Six Overhead Valve Motor in hill climbing; its extraordinary power and equally extraordinary flexibility and economy are the sort that make people talk, and in these days of good cars it takes an extraordinarily good motor to make people talk.

The Grant chassis is simple, strong and thoroughly efficient. Grant bodies excite comment because of their roominess and beauty of line and of finish.

There is a quality of workmanship and stability in every detail of the Grant Six that makes it easy to see the reason why Grant production has increased this season to 20,000 cars. Before you buy any car, make it your business to see and ride in a Grant Six.

Five-Passenger Touring Car, \$825 Three-Passenger Roadster, \$825 Three-Passenger Cabriolet, \$1050 f. o. b. Factory We Can Make Immediate Deliveries. APPERSON MOTOR CO. J. H. DeJONG, Mgr. 2417 Farnam St. Omaha. Phone Douglas 3811. GRANT MOTOR CAR CORPORATION, FINDLAY, OHIO