

COLE PRICE WILL BE BOOSTED JANUARY 1

Factory Announces Raise in Price Rather Than to Cut Down Worth of Car.

DEMAND FOR CAR GREAT

The Cole Motor Car company of Indianapolis announces an increase in the list price of its car, which will become effective January 1, 1917. The amount of the advance has not been stated, but this information is expected to follow shortly.

The news of the advance in the selling price of the Cole Eight does not come as a real surprise in view of higher costs of material. The company, however, has been able up to this time to maintain its price, announced last January, not only because its executives anticipated the large production during the last ten months, but because they got in the market early and contracted for large quantities of materials before the advance occurred.

Nevertheless the demand for Cole Eights so far exceeded even the hopes of their manufacturers that the large supply of materials began to near the exhaustion point sooner than expected and now it is necessary to place additional contracts for raw materials at the advanced prices. The Cole company's production during the last year, it is said, has been more than four times greater than that of any previous year in the history of the organization.

Pathfinder Closed Cars Have Merit

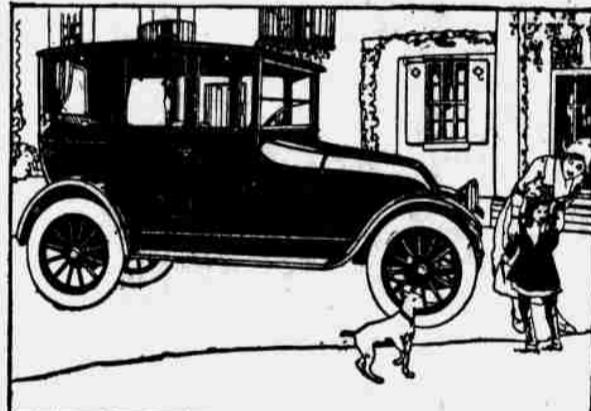
The Pathfinder company of Indianapolis announces that it has added a line of enclosed cars mounted on a Pathfinder twelve-cylinder chassis.

The new Berline limousine Pathfinder is a superb creation of coach-making furnishing and interior decoration, the work of experts who have devoted months to the fascinating task.

The fine fabrics used in trimming, with silk roller curtains at each window, match the general color scheme in a way that is most pleasing. Conveniently located and concealed are telephone to driver, cigar lighter, cut glass flower vase, card case and ash tray. The auxiliary full folding seats are so arranged as to fold forward from view when not in use, or on instant's notice can be placed into service.

Adequate space has been reserved so that passengers occupying either the rear seat or the folding seats will have plenty of room to be comfortable. The interior is well lighted by a dome light, controlled by individual switch to make it permanent, or when not in use automatically lights with foot lights when side doors are opened. The Berline is furnished in two colors. The lower portion of main body is painted blue black or wine.

The Franklin Enclosed Cars



Franklin Sedan. Weight, 2585 Pounds. Price, \$2750.

EVERY one of the Franklin Enclosed Cars weighs less than 2700 pounds.

This light weight brings enclosed car operating cost down to the level of that of open cars, and makes enclosed cars equally adaptable to country or city driving.

A direct-air-cooled engine that cannot freeze insures uninterrupted winter service. Perfect ventilation, easily controlled, gives summer comfort more perfect than open cars can give.

There are five different types:

The Sedan—a five-passenger car, desirable for touring. Body has V-front, composed of two adjustable windshields. Weight, 2585 pounds. Price, \$2750.

The Brougham—a condensed four-passenger car for personal driving. Body has V-front, composed of two adjustable windshields. Weight, 2540 pounds. Price, \$2700.

The Cabriolet—a general utility car, having offset seat for three people and auxiliary seat. Weight, 2550 pounds. Price, \$2650.

The Limousine—a seven-passenger car adapted to city and suburban driving. Weight, 2690 pounds. Price, \$3000.

The Town Car—a seven-passenger car, similar in purpose to the Limousine. Weight, 2680 pounds. Price, \$3000.

Whether or not you are thinking of a new car any time soon, by all means get acquainted with the utility of Franklin Enclosed Cars.

Franklin Motor Car Co., Omaha

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

Francis Sells Six Maxwells For Taxi Line

"Six town cars to one man sounds like a wee bit of a falsehood," says C. W. Francis, "but it's true."

"The Maxwell Town car is very well suited to taxi use, owing to the low operating cost. And we have just sold six to Joseph Sutley, who will operate them in taxi service."

These cars are to be painted yellow and will soon be seen hurrying to and from objective points in Omaha.

Franklin Sedan Like Pullman Coach

In these days of politics, speed mania, gasoline consumption, endurance tests, high-gear hill climbing, six-foot snow drifts and completely submerged roads, a story relative to such an insignificant thing as interior finish seems "tame"—it lacks thrills, but we will "take a chance." Some one may be interested in comfort.

The object of discussion in this instance is a Franklin Sedan and the manufacturers have seemingly spared no money to make this model a regular little Pullman drawing room. It is equipped with nearly everything, except the time honored "southern gentleman," who makes your berth and separates you from 25 cents. In this model milady need only press a button and she has at her disposal a mirror and powder. A similar button on the other side will produce cigarettes, matches and an ash receiver for the man.

This model really makes one realize how much one can enjoy conveniences and comforts while motoring. The interior is finished in English Edridon, and among its refinements are included concealed compartment holding a mirror, memorandum book, face powder for the woman and a match holder, cigarette case and ash tray for the man; umbrella holder, arm rests, coat hooks, hat holders and little Pullman-like swings for miscellaneous articles; flower holders and a compartment tray for small articles.

The wind shield is V-type, a new design which not only splits the wind, but gives a clear, side view. Directly over the running board is a little illuminating light, which automatically shuts off when the door closes.

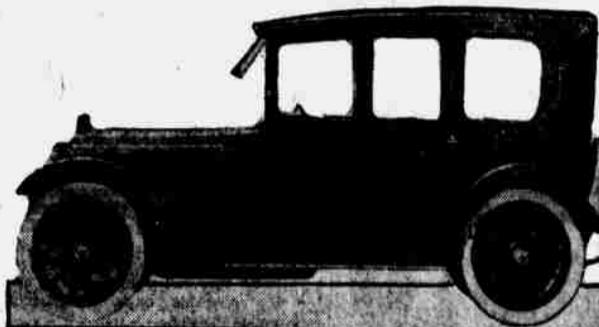
A noticeable thing regarding this model is that it is ninety pounds lighter than last year's Franklin touring car.

Matthews of Jackson Auto Company Visits Bluffs

Mr. H. E. Matthews, secretary of the Jackson Automobile company and manufacturer of the famous Jackson line, is making a trip over the territory and stopped at Council Bluffs at the Jackson Automobile company's branch there.

Mr. Matthews is one of the three sons of G. A. Matthews, the founder of the Jackson factory and the original builder of the Jackson automobile. The Jackson automobile was built after the sturdy ideals of the original founder of the Jackson factory, one of the most successful men in the automobile business in the state of

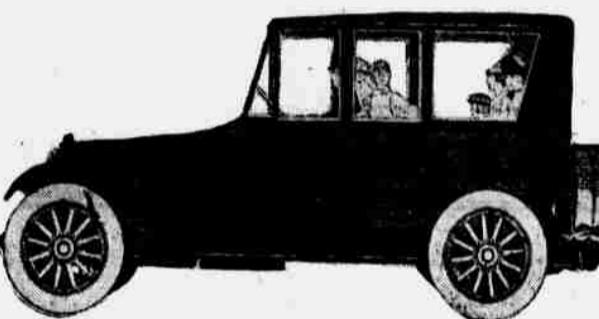
Hupmobile Touring Sedan



Studebaker Six Sedan



Chalmers Lucile Sedan



Michigan. A man of wide acquaintance and wonderful popularity and of remarkable business capacity, who in 1902 saw the possibilities of the business and with shrewd business insight prepared for the future.

The Jackson Automobile company is today the property of the three sons, H. A. Matthews, H. E. Matthews and F. C. Matthews.

H. E. Matthews is making a complete swing around the territory, and having recently visited Kansas City, Minneapolis and St. Louis, is very enthusiastic over the field offered by the northwest. Matthews says the

Jackson models are meeting with great success in this territory.

America's Auto Exports Almost Total a Billion

There were 77,499 automobiles shipped out of the United States in the fiscal year of 1916, according to statistics just compiled by the bureau of foreign and domestic commerce.

The total value of these autos was over \$91,500,000.

Of the total number, 56,234 were passenger automobiles, while 21,265 were commercial autos.

Takes Five Years to Get Auto Material

"No product, in demand by the people of the country today, require such a 'Johnny On-the-Spot' delivery as does an automobile," said President F. W. Haimes of the Regal Motor Car company. "It taxes us to the utmost

to keep abreast of the demand and we are doing it, but if the people knew how much time and labor are involved in making an automobile, they would be just a bit more lenient in their demands. I mean the time and labor necessary to get the raw material, from all parts of the world, into our factory in Detroit.

"It would take one man five years to gather the raw material used in turning out our light four model. He would have to travel into the dense forest of Java and Sumatra for the rubber, the deepest mines in the world, which are in Michigan, for copper, to the broad plains of Brazil or Australia for the hides for the leather upholstering, to Germany for spelter needed in the manufacture of brass, and to Canada for aluminum.

Surely a herculean task. The entire world contributes, but not without a struggle, and strongest of all, Mother Nature is the one great barrier to this wealth of material."

CADILLAC enclosed models meet all the requirements of the most exacting tastes in motor cars—luxury, refinement, comfort, service.

The Cadillac Brougham offers motoring luxury in a degree not shown in any other enclosed car on the market.

Cadillac Company of Omaha
George F. Reim, Pres.

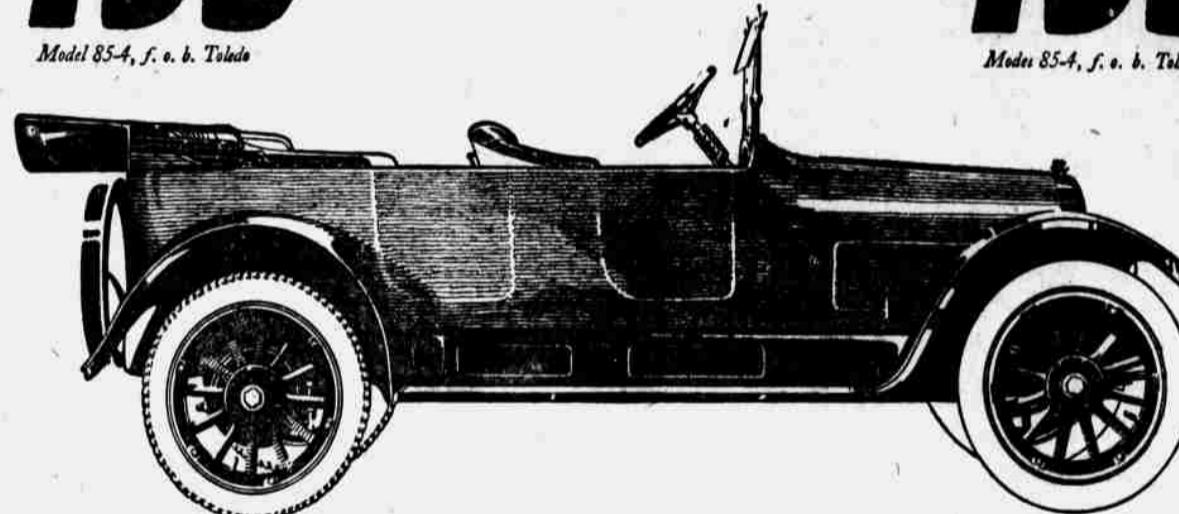
Overland

\$795

Model 85-4, f. o. b. Toledo

\$795

Model 85-4, f. o. b. Toledo



Let's All Keep Well This Winter

Winter is almost here. How will it be with your family?

When the cold, damp winds blow and the snow and slush make wet feet, the penalty of even a short walk—

What will you and your family do?

Give up your activities?

Flirt with sickness—or worse? Or, get this Overland and go where you will, when you

will, and always in protected comfort?

An automobile is a summer delight—but it's a winter necessity.

And the bigger, roomier, more comfortable Overland, bristling with extra value, is the car to buy and now is the time to buy.

This is the car with the good old 35-horsepower Overland motor, developed in the

building of more than 250,000 now in use, famous the world over for its absolutely dependable reliability, winter or summer.

Get one now—it will get the whole family here, there and everywhere, in dry, warm comfort all winter long, and give them a new joy of living when spring and summer come.

Don't put it off—see us today—buy yours now.

Willys-Overland, Inc., Omaha Branch

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Douglas 3292

SERVICE STATION
20th and Harney Streets
Douglas 3290