

CLOSED CAR PRIME FAVORITE IN OMAHA

Showing Made in Brandeis
Stores Last Week Indicates
Popularity of Vehicle.

MANY SALES ARE MADE

"Omaha's first closed car salon," on the main floor of the Brandeis stores, closed last evening. It was such a success that the dealers who showed cars assert that they favor making it an annual affair. And so the exposition just closed should really be called "Omaha's first annual closed car salon."

Thousands viewed the beautiful cars with their shining bodies, their plate glass and their interiors finished in the utmost of luxury coziness and convenience.

The women particularly were interested and the most frequent sight was "mother" luring "father" to the salon and getting him to get into one of the cars and just feel how good it was to be there. The salesmen say that when the women want a car it is only a question of time till the masculine pen is put to check writing.

"A person can really be more comfortable riding in winter than staying at home nowadays," said one matron, as she viewed all the wonders of the various enclosed cars. It seems this is almost literally true.

Jack Frost Excluded.
Old Jack Frost has been excluded by the wind-tight bodies, and inside all is cozy as a cat in front of a blazing fireplace.

"We are certainly immensely pleased with the salon and will vote to make it an annual affair," said H. Pelton of the Franklin. "We sold two Franklin sedans during the show." This was Saturday noon. Others expressed similar opinions.

One of the pleasing features of the salon, as this was, in a big store, was that many people who hadn't examined the interior of a closed car before were made familiar with its luxuries and comforts. Thus the list of possible buyers of this form of vehicle has been greatly increased. Clark Powell, manager, was pleased with the results of the salon.

The range of choice was great. The little Ford town car was at one end of the size line, and some very large and roomy broughams at the other end. Then there were the cozy sedan style of car, the stately limousine and the cabriolet.

The idea of holding a "closed car salon" in a large department store is said to be an idea entirely original, tried for the first time here in Omaha.

Raapke Joins the Crowd On Automobile Row

Another new automobile company has invaded the Omaha auto row, which swells the total number of pleasure car handlers to sixty-five. The latest arrival is the Oldsmobile and it will be handled by the Raapke Motor company, Twenty-third and Farnam streets.

William Raapke will manage the business and is positive that the Oldsmobile will be as much in favor here as it was in Council Bluffs, where Mr. Raapke formerly had the Oldsmobile agency.

BARNUM ENTERS THE AUTO TRUCK FIELD.



F. P. BARNUM

F. P. Barnum, for many years connected with the late Johnson-Danforth company, has taken over the Denby line of motor trucks. Mr. Barnum was born and reared in Omaha and his friends may now seek expert advice at his headquarters, 2012 Farnam street.

Packard Plant Adds Four Acres Of Floor Space

Four acres of additional floor space for factory operations will be made available at the Packard Motor Car company's plant with the completion of six extensions, additions and new buildings, now under construction.

The Packard company has been obliged to make these extensions because of enlarged demands upon the plant. It probably goes further than any other automobile manufacturing concern in building complete motor cars and trucks this being made necessary by inability of the quantity producers of parts to furnish parts of the required high standard.

The larger of the additions now under way are two six-story wings to the stock building. Next in importance is the addition to the main power house, which will double the space of the power plant. Other units under construction are a traffic garage, fourth story additions to two technical service buildings, lumber sheds and a finished truck storage building.

The necessity for additions to the service buildings was made by the natural increase in demand for Packard service—the building of parts for the numerous earlier models. These buildings will be equipped with the necessary machine tools and appliances. Four immense generators will be installed in the new power house addition upon its completion.

The total floor area of the plant will be 58.6 acres with the completion of the improvements listed. There are now sixty-six buildings on the factory site, which covers 50.6 acres of land.

OVERLAND CAR IN MOROCCO'S WILDS

Makes Pioneer Journey Over
Rough Camel Route from
Tangier to Fez.

PASSED PIRATES' LANDS

An arduous motor trip was successfully accomplished recently in Morocco.

The trip, from Tangier on the Atlantic coast to the inland city of Fez, was made by the Tangier Overland distributor in an Overland touring car. The distance covered totaled over 500 miles, and the time spent enroute occupied from July 28 till August 2.

The trip is particularly interesting in that it marks the first passage of any vehicle on wheels between the two cities, and marks the first entry of an automobile into the ancient and sacred capital of the Moors.

Over Camel Path.
The trip was made over sections of camel and mule tracks. Only twenty miles of the whole distance could be by courtesy be called "road." The tracks were unconnected, and in many instances were entirely lost.

The road conditions may be imagined when it is stated that the continuous jolting of the car entirely severed a stout leather strap that was used to hold two spare wheels on the rear.

The rough roads in themselves were sufficient to deter many stout hearts from the trip, let alone the ungoverned nature of the country through which the trip was made, for the oleanders flowering on the river banks might well serve to conceal a band of robbers. Indeed, the red mountain, "Akha El Hamra," which once sheltered the famous bandit Raissouli, was one of the sights of interest, and the tourists passed through the old lair of the famous Sallee pirates.

Even Guides Lost.
Native guides had to be relied on almost entirely, and in many cases the guides themselves furnished much of the uncertainty.

The car furnished a source of great wonderment to the natives, especially when traveling at night, as was sometimes necessary. The headlights, which were visible for a great distance ahead, caused the car to be branded as an unholy traveling light.

The trip was an unusually severe test of a car's performance; steep hills were climbed and rivers were forded, and in many cases marsh land and sand made heavy going for miles at a stretch.

Dealers Still Buying Winter Cars in Carloads

J. H. De Jong, manager of the Apperson Motor company, distributors for Grant and Apperson cars, claims that the customary decrease in car sales which follows as a natural sequence the approach of winter has been less noticeable this fall.

"So far," says De Jong, "we are still behind on deliveries of Grant cars. We are getting shipments, but they pass right through Omaha without being unloaded. This means that dealers are still buying in carload lots."

Bee Want Ads Produce Results.

Some Tips on the Care of the Car During the Winter

"Your car needs definite preparation for the cold weather, if you are going to drive it this winter," says Joe C. Gerspacher, local Dort distributor. Of course, you will put an anti-freeze solution in your radiator and get out your radiator cover, or buy a new one, as the case may be.

The best and safest anti-freeze solution can be made of denatured alcohol and water. If the alcohol is renewed from time to time as it evaporates, this strength solution will keep your circulating system from freezing. The radiator should be drained and the solution mixed and stirred and then poured in. This is very important in cars using the thermo-siphon cooling system. The next step is to check over your carburetion and ignition. The carburetor should be adjusted so it will get a rich mixture. This will enable your engine to start quickly and save your storage battery. If you own a Dort you can omit this precaution, for the Dort is equipped with a carburetor dash adjustment, which you can set from your seat at the wheel. In checking your ignition it may be well to have the points of your spark plugs reset for quicker starting.

Economical use of your lights is another factor in saving your battery. Look after your tires, too. If you have one or more tires that are badly worn, take them off and keep them for spares. Changing tires in winter is no pleasant job and you can do much to avoid it by having good tires on all four wheels.

Pullman Cars Sell Well In America and Europe

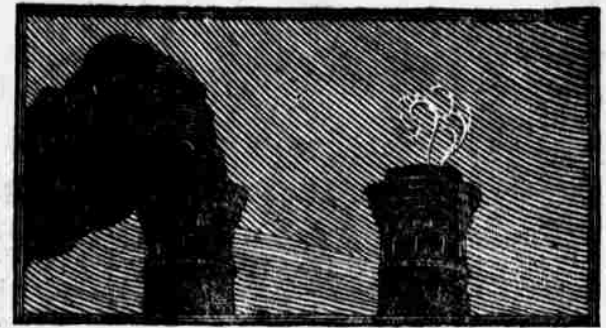
A large local and a big foreign demand characterize the sales of the 1917 Pullman. The T. G. Northwall company attributes the demand to the popular wish for a medium priced car.

The distribution of the particular day's production in question was one touring car to Christiana, Norway; six touring cars, three four-passenger roadsters and two two-passenger roadsters to Havana, Cuba; five touring cars to Paris, France, while the balance went to Oklahoma, Texas, Atlanta, Ga.; Los Angeles, Cal., and Nebraska.

The seventeen cars which went to sea were driven over the road to New York, leaving on their respective steamers a few hours after their arrival in the metropolis.

Yellow Taxicabs to Come Onto the Omaha Streets

Omaha is to have a new string of taxis, which will be known as the yellow cabs. These have been purchased from the C. W. Francis Auto company and will be operated on the same plan as the yellow taxi lines of Chicago, Detroit and Kansas City. The price scales will be similar to those of the other cities mentioned. The new line will be operated by Joseph Sutley from the stand at Fourteenth and Farnam streets.



Waste! Modern economy demands all of the power of the fuel and all of the "drive" of the gasoline

Because of mechanical betterments, coal which yesterday went to the mine dumps is today driving the machinery of production and transportation—for gases once wasted are now consumed.

More energy is extracted—by the help of science—from every pound of coal.

It's because of Twin-six motor refinements that the Packard demonstrates its unusual ability to handle low-gravity gasoline—to transform a sluggish vapor into hot, lean, lively gas and return utmost mileage in all weathers and on all roads.

More energy is now extracted—by the Twin-six—from every gallon of gasoline.

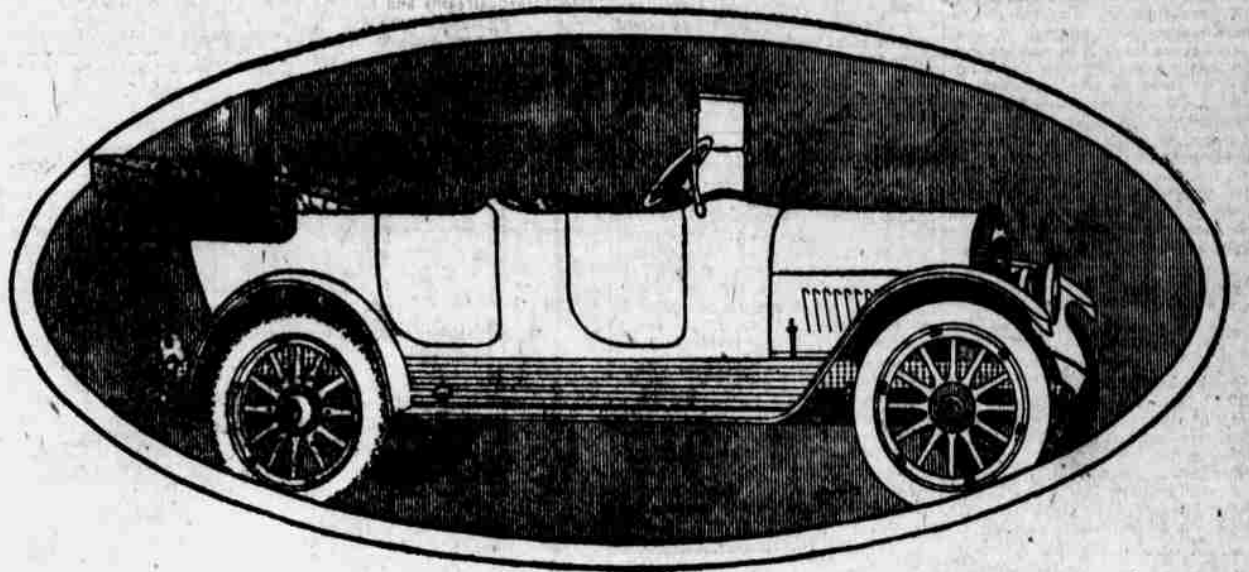
Let us make clear to you all that this means in motor car economy—and in your personal economy. The time and the place are yours to name.

Packard prices are \$2,865 and \$3,265 at Detroit—for the 2-25 and 2-35 open cars.

Ask the man who owns one

See the Orr Motor Sales Company,
Fortieth and Farnam Streets, Omaha.
Branch at Sioux City, Iowa.

Packard
TWIN-6



One Hundred Dollars Advance in Price on Roadster and Touring Models



Months ago our dealers were notified that an advance in the list price of Cole Eight Cars would become effective on deliveries after January 1.

It is now known that the advance on the touring and roadster models will be \$100 per car. On or before January 1 we will announce the advance in the prices of other models.

In line with our announced policy at the beginning of the season, present models will be continued during next season without change.

Present prices will prevail on all cars delivered before January 1, 1917. All cars ordered for delivery after that date will be at the new prices.

The same high grade material will be used throughout in Cole construction with refinements in minor details from time to time as is our custom.

PRESENT PRICES

7 Passenger Cole Eight Touring Car	\$1895
4 Passenger Cole Eight Roadster	\$1595
7 Passenger Cole-Springfield Touring Car	\$2195
4 Passenger Cole-Springfield Touring Car	\$2195

All prices f. o. b. factory

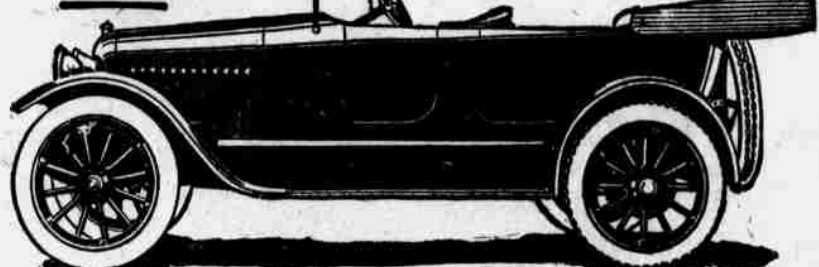
TRAYNOR AUTOMOBILE COMPANY

2210 Farnam Street, Omaha, Neb.

Phone Douglas 5268.

Cole Motor Car Company, Indianapolis, USA

GRANT SIX



The Public Demanded 20,000 Grant Sixes This Year

BUYERS caused Grant production to jump to 20,000 cars because of the fact that the Grant Six is without question one of the greatest automobile values of the year.

Knowledge of intrinsic features increases daily. Opinions are decided about even the seemingly unimportant details of automobile construction. You know what you want in a car.

Come and see the 1917 Grant Six before you buy any car and look it over carefully. Check up details of construction. You will understand quickly why buyers forced the production of 20,000 of these cars.

The tremendous, sweeping success of the Grant Six is based solely upon national recognition of extra value. It has the looks, the strength, the power, the ease of riding you want. It is moderate in price and costs little to operate.

We believe it offers the biggest dollar's worth of good automobile for every dollar of its price.

Come and check us up.

These Features Hint Grant Value

Nowhere else can you find a five-passenger SIX with Overhead Valve motor; Full Floating Rear Axle—True Cantilever Spring Suspension—Wagner Two Unit Starting and Lighting System, Willard Storage Battery, Remy Ignition, Stromberg Carburetor, Stewart Vacuum feed with 12 gallon tank in rear—and every feature YOU want in YOUR Six—for \$325.

Five-Passenger Touring Car or Three-Passenger Roadster, \$325; Three-Passenger Cabriolet, \$1050

P. O. B. FACTORY

Come and See. Come and Compare

APPERSON MOTOR CO.

2417 Farnam St. J. H. DeJong, Mgr. Omaha, Neb.
GRANT MOTOR CAR CORPORATION, FINDLAY, OHIO