

**HOLLAND ORDERS
MANY OVERLANDS**

Shortage of Cars and Poor Shipping Facilities Prevent Much Larger Sales.

AUTOS TAXED BY BORE

That American automobiles have satisfactorily filled the gap in Europe caused by the discontinuance of automobile manufacture by the big war, is the opinion of Anton P. M. Ceurovoorst, Overland and Willys-Knight dealer at Amsterdam, Holland, who is also the distributor for these two cars in the land of dikes and windmills. He has just completed a visit to Toledo factory of the Willys-Overland company.

"Before the war," said Mr. Ceurovoorst, on his trip to Toledo, "there were only four makes of American automobiles sold in Holland. Today scarcely an American car lacks representation."

"We sold more Overland and Willys-Knight cars during the last year than ever before; in fact, our sales would have been tripled had we been able to get the cars."

Lack of Ships.

Unfortunately, shipping facilities to Holland have been very uncertain. Ninety per cent of the space on board steamers bound for this country is used by the Dutch government for its own needs.

"In Holland," continued Mr. Ceurovoorst, "the system of automobile taxation differs from the one in your country. Over there we are taxed according to the bore and stroke of the motor; thus, an Overland model 75-B with its motor of 3 1/4-inch bore and 5-inch stroke is taxed \$80 per year. The Overland model 85-Six would cost the same, while the models 84-B, 86 and 85-Six would all be assessed \$100.

"Gasoline since the war has become quite an expensive item. Before the war we paid 25 cents per gallon, but during the last two years the price has doubled.

Sell for More.

Naturally, all American cars sell for a great deal more in our country than they do in the states; for instance, the model 75-B, the factory price of which is \$635, is sold by us for \$1,100 without tires. The Willys-Knight model 84-B and the Overland model 86 sell for \$2,000 in American money.

"The Willys-Knight car finds a very big market in our country. Unlike the situation in your country, the Knight motor is a very well known motor in Holland, due to the fact that the Daimler, Minerva, Mercedes and Panhard, all Knight motored, have found a ready market in Holland. However, all these cars are very expensive, costing from \$4,000 to \$8,000. Naturally, when we can sell the same sort of a motor in a car for \$2,000, we can find a market for it without the slightest difficulty."

Mr. Ceurovoorst estimates that in Holland, a country of 6,000,000 inhabitants, there are about 7,000 registered automobiles.

**Cadillao Building
Nearing Completion**

Work is being rushed on the new home of the Cadillac company of Omaha, being erected at Thirty-first and Harney streets, and George F. Reim is making plans for a housewarming about December 15. The walls have been raised and the roof will be in place this week.

Mr. Reim has had letters from Cadillac distributors in other sections, asking for his plans for the new building, which is to have many new features. The idea of erecting a double building, with the driveway in the center, is new and will be widely copied by other Cadillac dealers. It is Mr. Reim's plan to have two separate show rooms for the new and used cars. The used cars will have a fine display floor and by this plan all the space in the shops will be devoted to the handling of cars in repairs and overhauling.

**Mitchell Increases
Its Loading Tracks**

"The surprising continuation of an unprecedented demand for Mitchell cars that is mounting rapidly even at this time of the year, when a natural lessening is looked for, has created the immediate need for increased railway siding facilities," says John W. Bate of the Mitchell company.

With shipping accommodation second to none in the automobile industry, with over three miles of loading sidings already on our own property, we were forced to make provisions to increase both our Chicago & Northwestern tracks and platforms, as well as the Milwaukee, and section men from both lines have already swarmed down on us with their "bee-like" industriousness, and within a fortnight will see an addition of over two and a half miles of track, and the loading platforms, traveling cranes and other machinery that makes for ideal shipping arrangements."

**Development of
Storage Battery**

R. C. Smith, manager Delco Exide Service Station, in giving a history of the Storage Battery from its first stage five years ago says: The motorist began to demand a more luxurious car and convenience, so the first thing the automobile engineers thought about was something to crank the car, "a self-commencer," as we use to call it. Their were many aspirants for this job. Coiled springs compressed air tanks and tanks of inflammable gas were tried and it began to look as if the job would never be filled. About five years ago, however, a candidate which had been frequently suggested, but never until then seriously considered, was brought out, groomed for the ordeal and sent in for a "try-out."

This candidate was the storage battery in a highly specialized form working through the medium of an electric motor. A half million batteries are now at work for the American motorists.

Did you ever stop to consider what a storage battery is. It is not a mechanical, but an electro-chemical structure. A charged battery does not contain electric energy, it merely possesses the ability to develop electric energy by the chemical combination of the active material in its plates with the solution in which they are immersed. The generator helps feed the battery and build it up by the chemical action of the active material in the plates. You would not think about going without water for any length of time, neither will your battery. The only rule to follow is to start with a good battery properly built; then see that your generator is delivering enough food to the battery; add water every two weeks and a weekly health observation with the hydro-meter to determine if you really are getting the above.

**Chalmers Prints
Special Newspaper**

The Chalmers Illustrated News, Volume 1, No. 1, under date of October 21, has made its appearance. This new publication, which is of commanding size, will circulate to dealers of the Chalmers Motor company and to buyers of Chalmers cars. It is a brand new publication with this company. Work started upon it shortly after W. L. Agnew became director of advertising of the company. The first issue contained on the front cover a photograph of Fred Junk, who captured the free-for-all and event No. 6 at the Giants' Despair hill climb at Wilkes-Barre, Pa., October 7, when the Chalmers proved the fastest car on the course with the winning run up the 3,700-foot hill in one minute and forty-one seconds. The Illustrated News is most liberally illustrated, as its name implies, and carries many views of pertinent news interest.

Chalmers' Shop and Service is a new publication which is being issued by the Chalmers Motor company. It will circulate directly to the shop men and mechanical men of the Chalmers organization at the factory and throughout America and the world. It will provide for the mechanical men information of great value, and will be to them what the Chalmers Monogram is to Chalmers dealers. The Chalmers Monogram, which circulates to the dealers every week, will be continued by the Chalmers company, as the publication has accomplished much good.

**Alford Goes to
The Nash Company**

W. H. Alford, formerly comptroller of the General Motors company, has rejoined his old chief, C. W. Nash, as vice president and comptroller of the Nash Motors company, manufacturers of Jeffery motor cars and trucks. He and Nash are now working shoulder to shoulder, guiding the activities of the organization toward a greatly increased production.

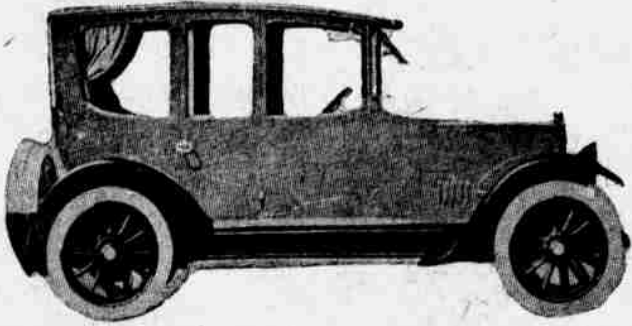
Alford was comptroller of General Motors four years, during which time he was in intimate touch in an executive capacity with the managers of the various units of that corporation. At the same time he built up a wonderfully fine acquaintance among financial and business men from all parts of the country.

The associations between Nash and Alford extends over a number of years, and the two, as Kenosha views them, make a team with an astonishing capacity for work. Mr. Alford is probably nearer to Nash than any other man in the entire automobile industry and the big manufacturer has always put the highest value on the counsel of his friend and present chief aide.

**Reports Big Demand
For Closed Car**

R. W. Craig, Chalmers distributor, reports a keen activity in closed cars since the recent salon. He predicts that Omaha will enjoy a large closed car business during the coming winter.

Kissel—Sedan Top to Gibraltar Body



**SAXON WINS BIG
ONEIDA HILL CLIMB**

Captures Cup in Hard Drive Against Field of Powerful Machines.

STOCK MODEL DOES IT

Saxon "Six" has again demonstrated its hill climbing ability by taking first honors in the Oneida hill climb in Illinois. "Bill" Seacord, Saxon dealer at Galesburg, drove the winning car which was a stock model, and negotiated the steep grade in twenty-five seconds.

The Oneida hill climb is the big motor car event of central Illinois. It is an annual affair and the event was viewed by thousands who came from all parts of the state. For the event the various entrants were classed according to displacement, and the Saxon "Six" fell into the 231-inch class.

Stock Cars.

Seacord took a car out of stock for the climb and he says that it performed like a tuned racer. The grade was exceedingly difficult and some of the entrants failed to finish at all. A silver cup was awarded Saxon for winning the race and it is the envy of all the other motor car dealers in Galesburg and Oneida.

Last July Saxon "Six" was entered in the motor contests at the San Diego exposition and it won the hill climb against a field of various pow-

ered and priced cars, some higher and some lower. To do this the Saxon had to surmount a 55 per cent grade at a faster time than the others. It also carried off honors in the "quick get-away" and relay race. Its total of points for all events was greater than any other car.

This also was a stock model Saxon and it was sold before it left the grounds of the contest. The Saxon Motor Car corporation has never made a practice of entering cars in various contests and in consequence it has never kept a supply of specially built cars for use in racing and other events. Every time a Saxon has gone into competition it has been a stock model and the results that Saxon has attained are the same that could be approximated by any Saxon owner.

**Elgin Car Said to
Do Good Work**

J. Cavanagh, manager of the Motor company distributors for the Elgin, has received indirect word from Munfordville, Ky., to the effect that the Elgin is performing stunts in the South. Charles M. Hays drove from Louisville, Ky., to Munfordville over the Blue Ridge mountains, and the car didn't balk at any point. One stretch of this trip includes a steep grade of over a mile with many sharp curves. Many stiff grades were negotiated on high and at the rate of twenty-five to thirty miles per hour. The trip, although not intended to be an endurance, put the little six over 340 miles in one day, and Hays says the engine did not have a full throttle at any point.

**PACKARD'S ELEVEN
ENCLOSED BODIES**

Rich Fabrics in Exclusive Weaves Build Luxury Into the Fine Interior.

LOW, GRACEFUL EXTERIOR

The appearance of the Packard Twin-Six enclosed cars in the sales-rooms and in the possession of owners who have put them into use recently calls attention to the sumptuousness and luxury now attaching to motor coach work of the highest class. There are eleven enclosed body styles in the new Packard series taking in the 125-inch and the 135-inch wheelbase. These range from the three-passenger coupe to the limousines and landaulets, with capacity for carrying seven passengers.

Handsome Trimmings.

The fine finish of the exterior, the handsome metal trimmings and the low graceful lines are particularly noticeable. The enclosed cars all suggest roominess and the feature of comfort raised to the point of luxury. The interior proves an added delight. The plaited upholstery of gray limousine cloth, a special woolen texture, is particularly suited to the interior of an enclosed car. Or the purchaser may have his choice of many rich fabrics, which include exclusive weaves. The seats are lower, more spacious and comfortable because of the new type of upholstery springs used in the new Packard. Waltham speedometers and clocks are standard equipment on all Packard carriages. A handsome traveling watch is also furnished for convenience of occupants of rear seat in double compartment bodies.

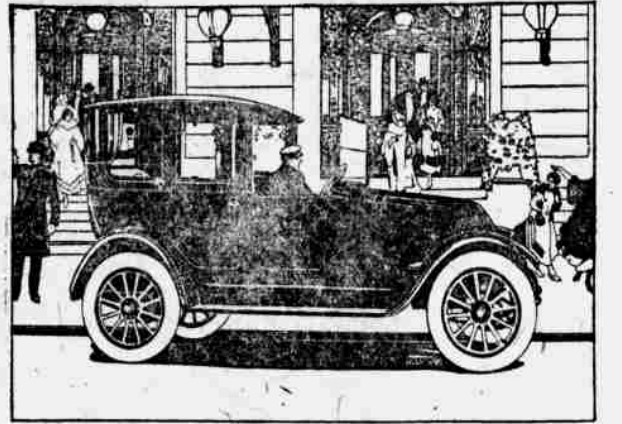
Hidden Pockets.

The window regulators, hidden pockets filled with small articles of convenience for passengers, silken curtains, thick, soft carpet—all are details of the luxury which is made complete by the silky smoothness of the Twin Six engine, and the sense of security given by sturdiness of construction.

Distressing Cough Cured.

Dr. King's New Discovery not only stops your cough, but hardens your system against colds, kills the germs. All druggists—Advertisement.

**The Franklin
Enclosed Cars**



Franklin Town Car. Weight, 2680 Pounds. Price, \$3000.

HERE is a practical principle, marking an advance in enclosed cars, that every motorist ought to know about—

The scientific light-weight Franklin Enclosed Cars—whatever the type—weigh less than 2700 pounds.

Combined with resiliency, this light weight means easy handling, comfort, safety and economy on roads as they come.

Positively controlled ventilation at all times, giving free circulation of fresh air without drafts, insures comfort for summer driving and touring.

Franklin direct-air-cooling—no water to freeze or leak—has always given the Franklin car superior winter driving qualities.

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?** 2205 Farnam St. Phone D. 1712.

CHANDLER SIX

\$1295

Until Dec. 1

And then the price of the famous Chandler Six—greatest of all light sixes, greatest by any test and any standard—goes up.

Chandler production cost has advanced 15 1/4 percent in the past year. And so the Chandler selling price must advance.

Now is your last opportunity to buy a Chandler at the present low price established nearly two years ago.

Get Your Chandler Now.

- Seven-Passenger Touring Car \$1295
- Seven-Passenger Convertible Sedan \$1895
- Limousine \$2995
- Four-Passenger Roadster \$1295
- Four-Passenger Convertible Coupe \$1895

(All Prices F. O. B. Cleveland, Ohio)

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