

BIGGEST MOBILE CONVENTION EVER

Six Thousand Dealers and Others Taken to Toledo at Company's Expense.

ALL ARE LOUD IN PRAISES

The greatest private motor show ever staged by a single manufacturer is going on in Toledo, O., at the present time, where the Willys-Overland company is entertaining its dealers from all parts of the United States, together with newspaper men, a few bankers and real estate men. The show started December 4 and continues until December 20.

Special trains, twenty-seven in number, have been and are running into Toledo from every corner of the United States. These trains consist of a string of Pullmans and diners sufficient in each case to care for the delegation attending. The entire expense of the trains and diners is paid by the Willys-Overland company.

Last Sunday two special trains left Omaha, one called the "Omaha Special" and the other the "Nebraska Special." The Omaha Special left at 10 a. m., carrying 132 people, and was accompanied by Adams' Saxophone orchestra. About the same number made up the Council Bluffs contingent, which was accompanied by a brass band. The train left over the Rock Island and was in charge of J. R. Jamieson, Overland distributor, ably assisted by J. S. Williams, of the New York Central lines and J. S. McNally of the Rock Island lines.

Live in Cars.
When the train arrived at Toledo the sleeping cars and diners were parked in front of the new administration building of the Willys-Overland company and the visitors lived in them during their stay in Toledo. The program during the two days that the Omaha delegation was at the factory consisted of factory tours, lectures and talks outlining new sales and service policies, minstrel and vaudeville shows, banquets, smokers and band concerts.

The minstrel show and most of the entertainment features are given by employees of the Willys-Overland company. The entire party is being held on the company's premises, which contain more than 103 acres of floor space. The trains are parked in the Overland yards, where there are seven and three-fourths miles of tracks. Many of the meals are served in the dining room of the administration building, where 500 can be accommodated at one time.

Stop in Chicago.
The Omaha delegation left Toledo, on the return trip, at an hour that permitted a stop over in Chicago Wednesday, so that many of the delegates could visit the National Live Stock show being held there. It left Chicago Wednesday night, arriving in Omaha Thursday.

Returning delegates are loud in their praise of the way in which they were entertained and of the wonderful arrangements made by the Overland people. Nothing was ever so impressive as the tour of the great plant that turns out the Willys-Overland, \$25,000,000 being tied up in the plant itself.

Growth is Rapid.
The growth has been most rapid, developing from 250 employees in 1908 to 17,300 in 1916. The administration building alone employs 1,000 persons. The structure is 375 feet long and has every facility for rapid work, including its own telegraph and telephone system and a mail handling department that does about everything but write the letters.

In the shops there is a whirl of action that is fairly amazing. Parts by the untold thousands are to be seen here with a value into millions of dollars. Every thirty days 1,000 tons of steel is consumed here and the same immense proportions obtain everywhere.

During this great factory show 6,000 dealers will be brought into the Willys-Overland factory to attend this biggest automobile convention in the world's history.

Cub Rookie Hurler Has Good Strikeout Record

Welton Ehrhardt, a recruit pitcher, who will join the Chicago Nationals next spring, averaged five strike-outs a game while with the Duluth team last season. Scouts believe he will develop into a top-notch right-hander, as he has plenty of speed and control. Ehrhardt is six feet, two inches tall and weighs 180 pounds in condition.



Ford Sales and Service

Prices

Runabout	\$345
Town Car	\$595
Touring Car	\$360
Sedan	\$645
Coupelet	\$505
Chassis	\$325

(Prices, f. o. b. Detroit)

McCAFFREY MOTOR CO.

10th and Howard, Omaha
Phone Doug. 3500.

A Bunch of Willys-Overland Dealers On Their Way to Toledo, O.



WILL STANDARDIZE AUTO LANGUAGE

Complete and Concise Nomenclature Recommended by Society of Engineers.

"ENGINE," NOT "MOTOR"

One of the objects of the standardization work now being carried on by the Society of Automobile Engineers, is the establishment within the automobile field of a precise and compact language. Last week copies of a pamphlet on nomenclature were mailed to all the members of the society, together with a number of data sheets, giving in concise form the results of standardization work accomplished in the first six months of the present year.

There are many advantages in having uniform names of car parts. The automobile user would find it much easier to make replacements. The manufacturer would benefit for the same reason. The entire industry should welcome any list of names that will remedy the present chaotic condition, in which each maker seemingly uses a different terminology.

The list of names recommended by the Society of Automobile Engineers was developed through the combined efforts of engineering and service representatives from a number of the leading automobile manufacturers. More than six hundred separate names of the more important parts are given, but no attempt has been made to list minor parts, the names which are well settled.

Engine, Not Motor.
A striking exception to popular usage is the name "engine" which is recommended rather than "motor" to avoid confusion with the electric motors used for starting the engine installed on automobiles. Definitions have been included for axles, brakes and bodies for which usage varies.

The names of bodies particularly are in need of standardization because of the wide variety of names used by individual car makers. That this action is appreciated is shown by the fact that the Chicago Automobile Trade association, composed of practically all the dealers in that city, has recommended that its members adopt the S. A. E. body names. It is likely that the manufacturers, through their organization, the National Automobile Chamber of Commerce will in the near future adopt the complete nomenclature.

When the difficulties arising from the use of different names for the same things are considered, it surely is desirable that the S. A. E. nomenclature be widely adopted, particularly as it is the result of the painstaking labors of the highest authorities in the industry.

Other Standards.

In addition to nomenclature the S. A. E. has adopted a number of other important standards, an outline of which is given on the thirty-nine data sheets sent members of the society last week. The subjects covered include a new specification for nickel

steel, physical properties of nickel and nickel-chromium steels, complete dimensions and tolerances for roller bearings, throttle-lever throw dimensions for carburetors, gearshift positions for three speed transmissions and dimensions for piston rings of both concentric and eccentric types.

The standards initiated by the electrical equipment division of the S. A. E. standards committee are of special value to every car user. Three sizes of the forked type head lamp supports are standardized. Dimming devices that operate by reducing the current to the head lamps are not recommended for the purpose of eliminating glare. The anchor pins of head lamp bulbs are to be in a vertical plane when installed. Focusing devices are to be arranged so as neither to revolve nor cause the bulb to move out of its axis. It is recommended that head lamps be mounted as high as practicable and that the lamp centers should never be less than three feet from the ground. In addition the division has developed complete specifications for the flexible steel tubing tric wiring.—New York Herald.

Franklin Sales Speed on Swiftly

The R-U-2-B-1 of 60 score board designed by H. Pelton to show prospective buyers, in fact any one interested, just how many Franklin cars were allotted him until July 1, 1917, and just how many out of each month's allotment were sold, has nearly assumed the aspect of a "lost city" car. On December 7, all but fifty cars of the allotment of sixty, were sold leaving ten to dispose of by July 1.

In this connection it is interesting to notice that several of the cars sold were enclosed jobs and it will be impossible to secure delivery on another enclosed car until March 1. This indicates the popularity of closed cars in Omaha.

The touring cars now being sold are for July deliveries.

Hupp Factory Has Two New Vice Presidents

President J. Walter Drake of the Hupp Motor Car corporation has just announced the appointment of Lee Anderson, vice president of the Commercial division and Du Bois Young vice president of the manufacturing division.

Mr. Young, who joined the Hupp corporation forces eighteen months ago, was formerly with the American Gear and Manufacturing company of Jackson, Mich. Under his administration as manager of works, the Detroit plant has been doubled in capacity. He has had fifteen years' experience in automobile manufacturing, having begun with the Premier Motor company of Indianapolis in 1901. In his new capacity, Mr. Young will have charge of purchasing, stores and production of the Hupp corporation.

Mr. Anderson has been a member of the Hupp organization for the last two years, first as advertising manager and later as commercial manager.

Nabors Makes Record.
"It seldom that a newcomer in the big yard succeeds in finishing a world's record right off the reel, but Pitcher Nabors of the Athletics did this very thing. He lost the last twenty games he pitched.

SAXON ANNOUNCES INCREASE IN PRICE

Made Necessary by Advanced Costs of Materials and Labor Since War.

EFFECTIVE FIRST OF YEAR

"On and after January 1, 1917," asserts W. L. Kilby, "the Saxon six-cylinder touring car will list at \$865 f. o. b. Detroit, an increase of \$50 over the present price. It is needless to comment here on the reasons for this price increase. Material and labor costs have been advancing at an alarming rate during the past few months and this increase in price is inevitable. This new price applies on the Series Four touring car. The Series Two roadster will remain at \$815.

"Due to the increase in price on the part of some twenty to twenty-five other automobile companies, the Saxon maintains the same relative position in the automobile world, so far as the list price is concerned as it did several months ago when the price was set at \$815. In fact most of the other companies who have announced price increases much greater than that which we are announcing at this time. The following shows a comparison in the costs of certain raw materials before the outbreak of the European war and the present time. Some of these materials have practically increased three fold in price whereas this increase which we are announcing of \$50 amounts to only approximately 6 per cent of the present list price."

	July 31, 1914.	Oct. 30, 1916.
Lake Copper	\$12.00	\$28.50
Electrolytic Copper	12.75	28.75
Casting Copper	12.62 1/2	27.87 1/2
Tin	35.00	42.00
Lead	3.75	7.12 1/2
Spelter	4.85	10.50
Antimony	17.35	46.00
Aluminum	6.00	12.25
Sheet Copper	18.50	37.50
Copper Wire	14.25	31.00
High Sheet Brass	12.87 1/2	46.00
Sheet Zinc	7.00	16.00
Iron and Steel Products:		
Bars	1.16	2.70
Plates	1.16	2.25
Shapes	1.16	2.70
Wire	1.55	2.70
Sheets (24 ga.)	1.80	3.40
Tin Plates	2.20	6.90
Pig Iron	14.00	24.00
Bessemer—Valley	13.00	22.00
Basic—Valley	13.00	22.00
No. 2 Foundry—Valley	13.00	22.00
No. 1 Foundry—Phila.	14.25	22.75
No. 2 Foundry—Cleveland	13.75	21.20
No. 2 Foundry—Buffalo	13.00	25.35
No. 3 Southern—Cincinnati	13.25	19.40
No. 5 Southern—Chicago	14.50	22.00

Saxon Motor Men Trying To Meet Great Demand

R. C. Getsinger, sales manager of the Saxon Motor Car company of Detroit, spent several days last week with W. L. Kilby of the Noyes-Killy Motor company, going over plans for the coming season.

Getsinger reports that they cannot fill all their orders, although they are turning out 160 cars a day.

Weeks Handicapped.
Billy Weeks, the Canadian 154-pounder, is battling his way to pugilistic fame under a four-ply handicap. Jim Corbett has picked him as the coming middle weight champion.

Now Is the Time to Watch Carburetors

"The time of year is upon us when drivers learn to value the little things about their car," says R. C. Smith, manager of the Delco Exide Service Station.

"With low gravity gasoline, those who intend driving this winter will have to look at their carburetors and see that the mixture suits the weather."

"At this time, too, attention is divided to the storage battery. Although the electrolyte will not evaporate as quickly in cold weather as in summer, it will freeze unless the battery is kept well charged. Most dealers are now getting ready their anti-freeze solution signs, inviting motorists to drop in and buy a gallon for their radiators. With the advent of cold weather, the first thing Mr. Owner thinks of is his radiator. Does he overlook his storage battery entirely? If so, it is up to the dealer to remind him of it, mentioning that the cost of a new battery will greatly exceed that of repairing a bursted radiator."

"There is no doubt that the majority of drivers have been educated to an appreciation of the storage bat-

tery on the modern automobile; to just what it represents in ordinary operation, starting, lighting and ignition. Instances where drivers fill the cells with sulphuric acid, sal ammoniac or vinegar, are becoming rare. Those who have thus experimented have learned that it is much cheaper to use only distilled water, as the instruction books suggest."

"Upon new owners, especially, too much emphasis cannot be laid upon the fact that the battery requires some attention—but such slight attention in comparison with the wonderful service it renders, that he should be more than willing to spend upon it three times the amount of attention it requires."

Ping Bodie Wants More Coin to Come East to Play Ball

"Ping" Bodie, former "fence buster" of the Chicago Americans, who was purchased by the Philadelphia club of the American league, has advised friends that he would rather play ball on the Pacific coast than to go east with Connie Mack. The reason is that

Mack offered Bodie only \$3,000 a year, and "Ping" cannot see those figures. "I wouldn't leave God's country for \$3,000," Bodie wrote. "Besides, Connie needs me more than I need him. I won't go east for that money."

"Ping" is managing a bowling alley in Los Angeles.

Ask Your Dealer

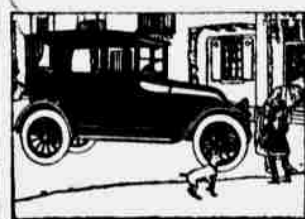
About

G. L. W. Spring Oilers

G. L. W. Spring Oiler Company

894 Brandeis Bldg.

The Franklin Enclosed Cars



Franklin Sedan. Weight, 2385 Pounds. Price, \$2750.

MOTORISTS who keep only one car are especially urged to see these new models.

To own a Franklin Enclosed Car means the ability to drive both country and city every day in the year.

Most people think of the enclosed car as entirely a winter car.

But anyone who knows Franklin Enclosed Cars, with their scientific light weight, easy handling, economy and perfect ventilation, will tell you that these cars are even more comfortable for summer touring than the open models.

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.

SAXON "SIX" A BIG TOURING CAR FOR 5 PEOPLE



A big roomy easy-riding car

You'll find this new series Saxon "Six" roomier and more comfortable than ever before. The doors have been widened. So entrance and exit is easier and more convenient. The cushions have been given added depth and greater restfulness. Two people in the front and three in the back seat find more than common riding space. To accentuate the supremely easy-riding qualities of Saxon "Six" the rear spring has been lengthened to 41 1/2 inches. And every added inch means just so much more discomfort taken from rough roads—just so much more luxury added to good roads. Saxon "Six" is \$815 f. o. b. Detroit.

Noyes-Killy Motor Company

2066-68 Farnam Street Omaha Distributors

DODGE BROTHERS MOTOR CAR

The enamel finish is permanent and an ordinary application of polish brings back all its brightness.

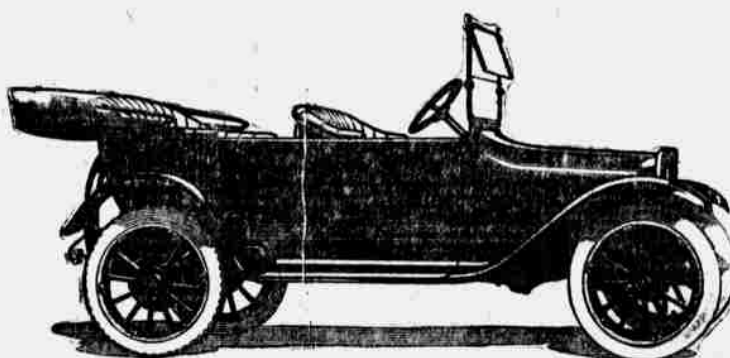
It is a constant source of satisfaction to the owner to know that he can restore the original lustre of the car at any time.

It will pay you to visit us and examine this car.

The gasoline consumption is unusually low. The tire mileage is unusually high.

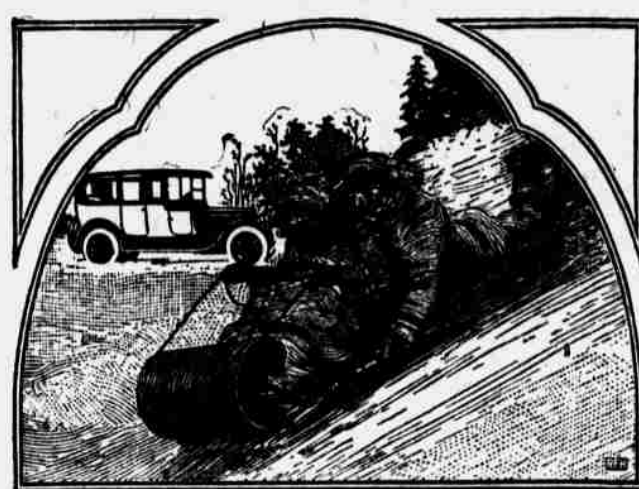
The price of the Touring Car or Roadster complete is \$785 (f. o. b. Detroit)

The price of the Winter Touring Car or Roadster complete including regular mohair top is \$950 (f. o. b. Detroit)



MURPHY-O'BRIEN AUTO CO.

1814-18 Farnam Street. Phone Tyler 123. Omaha, Nebraska.



Thrill! Would you feel again the fine exhilaration—the stimulating joy—of smooth and unfettered motion?

Glide—low—near the ground—swift, safe, sure!

The tobogganer and the Twin-six owner are kinsfolk in their pleasures.

The gentle, powerful, smooth pull of the twelve cylinder motor—the sensitive poise of the unique springs—the instant adjustment of the new-type upholstery to every movement of

the body—all add to the thrill of Packard riding.

Real mastery it gives you too—in the enclosed, year-round car. You lock out winter, yet keep winter's zest. You break the tyranny of distance and storm-bound days.

You go where you please—as far and as often as you please—always when you please—and in true elegance.

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