

AUTOS HARD TO GET TO NEUTRAL LAND

Red Tape Necessary Almost Tire Out Prospective Purchaser of a Machine.

TROUBLES FOLLOW FAST

Importers in the neutral countries of Europe are bumping into one trouble after another, according to C. A. Geerkens, a prominent Holland dealer in automobiles, who is on a tour of the United States.

Addressing a conference of dealers and officials at the Packard factory, Mr. Geerkens, who is identified with H. Englebert and company, The Hague, outlined some of the restrictions laid on neutral commerce by the belligerents.

The Netherlands Oversea Trust, Mr. Geerkens explained, is the medium through which every Holland importer must work in these troublous times. Before the importer can take a Packard car or any other goods into Holland he must give a heavy bond to the N. O. T. that he will not export the car from The Netherlands. Then he must obtain a shipping permit from the Holland-American line. With the permit in his possession, and his bonds all satisfactory, the importer must take a tedious round to get the permit O.K.'d by numerous officials. Then he sends the permit to his New York agent, who sees to it that the car is shipped, complete except for tires.

For a time, Holland could get tires in an indirect way, from New York to England, and thence to The Hague. Now, however, England will not permit the tires to go through at all, because the Germans developed the practice of capturing the rubber-laden ships and taking them into the conquered port of Zeebrugge.

Maxwell Beats Train, Chicago To Indianapolis

Another touring record was established by a stock Maxwell touring car December 1, when Ray McNamara piloted a car from Indianapolis to Chicago and return, 376 miles, in nine hours flat. The average of 41.7 miles per hour was maintained over roads that were not in the best of condition.

The Maxwell went the entire route without any mechanical trouble. A stop of fifteen minutes was made in Chicago, where gasoline and oil were taken on. The car was also delayed by a blowout and twice at railroad crossings by freight trains.

On both legs of the journey, the Maxwell made better time than the swiftest trains between Indianapolis and Chicago. McNamara's time between Indianapolis and Chicago was four hours and fifteen minutes, beating the fastest train between the two cities by forty minutes. On the second leg of the journey, from Chicago to Indianapolis, the time was four hours and forty-five minutes, which is fifteen minutes faster than the schedule time of the Hoosier Limited, the speediest train running out of Chicago to the Indiana capital. The car carried four passengers.

Dodge Brothers Car Goes 1,000 Miles Per Week for 20 Weeks

Out in Los Angeles there is a Dodge Brothers' car that is establishing a record for consistent performance.

Used as a "jitney" by P. E. Kritch, it has regularly covered 1,000 miles per week for twenty weeks and bids fair to continue to travel at the same rate for many weeks to come.

Mr. Kritch uses the car on a route which covers eight miles in the city and each day he drives back and forth over this route.

Mr. Kritch has kept a careful record of his expenses in order to find out if he is really making money, and the information he has gathered is of interest to all motorists.

During the 20,000 miles he has averaged slightly more than twenty miles to the gallon of distillate, which he uses in place of gasoline, and he has used only one and one-half sets of tires. He got 17,000 miles out of his front tires and 11,000 miles from the tires on the rear wheels.

The success of Mr. Kritch with distillate has led to many motorists of Los Angeles turning to this fuel, as its cost is but 9 cents per gallon.

Omaha Company Makes Brake Lining For Pierce Arrow Car

That Omaha products are accepted as quality products, is evidenced through a contract recently placed by the Pierce-Arrow Motor Car company of Buffalo, N. Y., with Paxton-Mitchell company.

The Paxton-Mitchell company some time ago furnished J. T. Stewart of the J. T. Stewart Motor company with some brake lining of their own composition, which was put on a Pierce-Arrow car. This material gave Stewart such excellent service that he reported the composition to the chief engineer of the Pierce-Arrow factory. The result was that the Pierce-Arrow people made a number of rigid tests and then placed a very substantial order with Paxton-Mitchell for their brake lining. They consider the brake lining made by the Omaha firm an excellent grade and superior to some of eastern manufacture.

Retail Agency Here For the Interstate

Announcement has just been made by Lou Traynor of the Traynor Auto company of the establishment of a retail agency to handle the sale of Interstates in Omaha and vicinity. This territory will be handled by W. G. Todd, formerly with the Kanouse Auto company of Indianapolis. Todd is an Omaha boy and he has recently returned to Omaha to enter into business for himself.

Studebaker Executive Says Next Year Will Break All Records

"If the automobile outlook for 1917 may be measured by the Studebaker situation, the new year is going to far outstrip any that has gone before." So says L. J. Ollier, vice president in charge of sales of the Studebaker corporation, in commenting upon the splendid public reception given the new Series 18 Studebaker cars, last week.

"And it is surprising how much interest is displayed by the general public in the plans of automobile makers relative to their new models," continued Mr. Ollier. "This has been very noticeably emphasized the last week since the Series 18 models were announced. Word received from our branches and the dealers that never before has such interest and enthusiasm been shown over new models."

"One thing that has impressed me very forcibly in connection with the bringing out of our new models, is the keen interest displayed by the public in the reading of our newspaper advertisements. The crowded condition of dealers' showrooms on the day following publication of this advertisement seems to prove conclusively that the buying public does read, and follow very closely, the advertisements appearing in the daily newspapers."

Batteries Wear Out Like Tires

"The storage battery," says Elmer Rosengren of the Nebraska Storage Battery company, "is just as liable to wear out as tires, and like the tire, it must be given careful attention by the owner if the longest possible life is to be obtained from it."

"A storage battery is a chemical apparatus, consisting of positive and negative lead plates immersed in electrolyte, a solution of sulphuric acid. When the starting motor is used or the lights or ignition system put on the circuit, a certain electrochemical action takes place between the positive and negative plates in the presence of the electrolyte and electricity flows through the wires."

"As this chemical action continues the character of the plates change, the current will, ultimately, cease to flow and the battery is dead. This condition, however, is forestalled by the generator, causing the current to flow in the opposite direction, or to 'charge' the battery."

"Charging the battery does not mean that electricity is being stored up by the battery, but that by means of electricity the plates are being restored to the condition in which they were before the discharge began."

Jeffery Sedan Meets With Popular Favor

The Jeffery Sedan is meeting an enthusiastic reception from numerous motorists who are seeking a real all-season car which gives them both winter and summer service at a price well within reach of most automobile buyers.

The Jeffery Sedan is a real family car, seating seven people comfortably, all in one compartment as the front seats are divided making the interior into one spacious room.

The demand for a car which best serves all winter purposes, one which can be used for the theater and all social and business engagements, is constantly growing.

A car such as the Jeffery Sedan affords real luxury during the cold winter months, and has all the advantages of a limousine, yet can be driven by one of the family.

MITCHELL MAN IS ALWAYS ON THE JOB

Efficiency Engineer's Search for Improvements Goes on in Play and Work.

QUEST FOR POINTERS

"The automobile manufacturer who goes to sleep on the job, being content to let well enough alone, and never thinks to look around the country to see what other manufacturers and inventors are doing, is on the road to failure," said John W. Bate vice president and chief engineer of the Mitchell Motors company, Inc.

Mr. Bate has been out in California looking over the coast conditions with "Wild Bill" Ruess of Los Angeles and George Osen, "Frisco" veteran coast distributors for the Mitchell.

"I travel all over the states," said Mr. Bate. "We bring out all the new ideas and improvements we can think of, but we don't consider a thing a failure just because some one else thinks of it at first. It may be an idea that is worth investigation, an invention that we want, for nothing is too good for the Mitchell."

Utilizes Fishing Trip. "Once or twice a year I go all over the states—I hunt a little, fish a little, visit with our dealers, and listen to the boys out in the first line trenches extolling the merits of the Mitchell but all the time I am looking for things that count, listening to the people who really buy the car, to those who really do the driving and caring for necessary—for ideas and suggestions—and let me tell you the real live 'tips' come from the boys out in front and the owners."

"It is on such trips that I am most impressed with all the conditions the manufacturer must take into consideration when he builds the same car for Boston and New York, with their macadam roads and asphalt pavements, as he does for the steep mountain grades and desert lands of California and the Pacific northwest; a

car that alike must meet the needs of North Maine, Wisconsin and Minnesota, with their varying good and bad roads, as well as the swamps and sands of Florida and the sands and heavy loam of Arizona and Texas."

E. C. Morse Is New General Manager of Chalmers Company

Hugh Chalmers, president of the Chalmers Motor company, announces the election of E. C. Morse, vice president in charge of the selling division, to the position of general manager of that concern. Mr. Morse, who has already assumed his new duties, continues in charge of the sales, service and advertising departments, and will devote a large portion of his time to this work.

Since entering the Chalmers company two months ago, Mr. Morse has greatly increased the efficiency of the departments under his charge and has won the unwavering loyalty of the great body of Chalmers distributors. He is recognized as one of the foremost executives and salesmen in the automobile industry.

Effective November 29, W. P. Kiser, formerly treasurer of the Chalmers company, will be secretary and assistant general manager. Mr. Kiser will be succeeded as treasurer by D. P. Turnbull. Both men have been connected with the Chalmers company for some time past and are widely known in financial circles.

North Platte Men Plan Highway that Will Shorten Way

The Mitchell Community club has started a movement which will result in the establishing of a through highway up the North Platte valley, connecting the Lincoln highway at North Platte with the Yellowstone highway at Wendover, Wyo.

This highway will shorten the distance from all points east of North Platte to the northwest, the Yellowstone National park, Glacier National park, by over 100 miles, and will

furnish the best grade to the Pacific coast.

The club is in communication with all the cities and towns on the route and more than half of them have indicated a desire to assist in the movement. The shortest and best route between each town will be marked with local and general directions and all roads put in good traveling shape. Very little work will be necessary to make this highway feasible, as practically all the roads are now established and in comparatively good condition and the "good road boosters" in each town will see that the few remaining links are rapidly formed.



Not Its Fault

Your battery can't inspect itself.

It can't fill itself with pure water.

It can't test its own specific gravity.

It can't tell you to find out if the lights are using too much energy and the generator giving back too little.

So it isn't the battery's fault if these precautions are neglected and battery troubles result.

It's our business to take care of batteries and keep them well.

Drop in and we'll show you how to avoid trouble and save money.

Nebraska Storage Battery Co. 2203 Farnam St., Omaha Phone Doug. 5102

Free inspection of any battery at any time.

Willard Storage Batteries are for sale by car dealers, garages and all Willard Service Stations and Factory Branches.



Says Little Lampers: The Willard specialist is not like most doctors—he gives advice and inspection free.

FREE

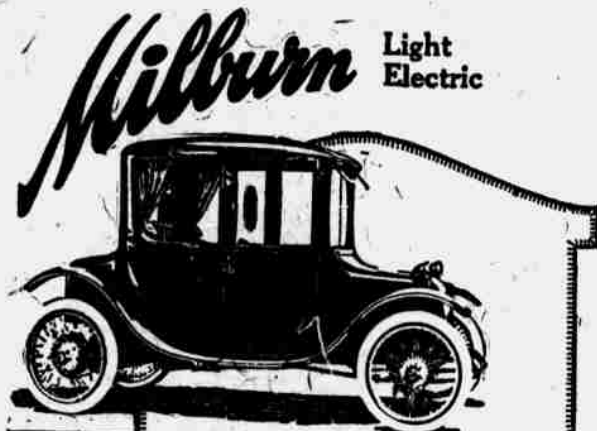


Starting & Lighting Battery SERVICE

NO doubt you have been using your starting battery pretty strenuously this summer. Don't start it out on its winter work without having it put in good order. Cars are hard to start in cold weather. We make no charge for inspecting your battery.

The "Exide" Starting and Lighting Battery is the original Unit-seal Battery—the most compactly constructed battery. It gives powerful, enduring service—the sort that you can depend on. It's easy to care for and easy to repair. It's the famous "Giant" that lives in a box. GET IN THE HABIT OF USING OUR FREE INSPECTION SERVICE REGULARLY.

DELCO-EXIDE SERVICE STATION 2024 Farnam St., Omaha, Neb. Phone Doug. 3697 Free Battery Inspection



The Talk of the Town

The success of the new Milburn Brougham was instantaneous. It compelled recognition everywhere.

That National Board of Censors—public opinion—approved of the Milburn from the start, and today it stands forth as the crowning achievement in electric car building.

No other electric can give you so much for so little money—\$1685.

Comfort, beauty, style and grace, combined with an abundance of power and mileage, are the basic reasons of the Milburn's sweeping success.

ELECTRIC GARAGE CO., 40th and Farnam Sts., Omaha, Harney 304. G. E. DOUGLAS, Toledo, Ohio

The Milburn Wagon Company Established 1888 Toledo, Ohio Automobile Division

Stearns THE ULTIMATE CAR

OWING to increase in cost of materials the price on 8-cylinder open models will advance \$100; on 4-cylinder open models \$50, making the prices as follows:

- 8-Cylinder \$2,250
- 4-Cylinder \$1,495

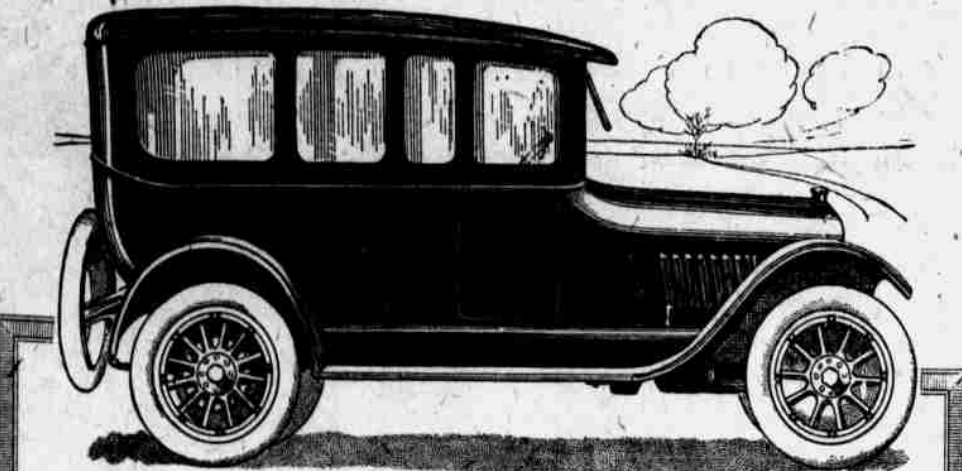
Effective January 1, 1917

An opportunity is given to place orders for spring deliveries at today's prices.

Demonstrations by Appointment

McIntyre-Hayward Motor Co., 2427 Farnam St., Omaha Phone D. 2406

Knight TYPE MOTOR



SEDAN \$100

That's approximately what it will cost you to convert your touring car into a beautiful sedan and be warm as toast while you motor this winter. No flapping curtains or draughts. They fit perfectly and won't scratch your car a bit. We have in stock winter tops that can be attached to the following cars at a nominal cost.

Dealers Write for Our Agency Proposition.

- Ford Roadster \$ 70.00 f. o. b. Detroit
- Ford Touring 77.00 f. o. b. Detroit
- Chevrolet 4-90 90.00 f. o. b. Detroit
- Maxwell 115.00 f. o. b. Detroit
- Overland 83 115.00 f. o. b. Detroit
- Buick D45 125.00 f. o. b. Detroit
- Chalmers 6-30 140.00 f. o. b. Detroit
- Hudson Super-6 160.00 f. o. b. Detroit
- Cadillac 160.00 f. o. b. Detroit
- Reo the Fifth.

WINTER TOP CO. 2216-18 Farnam Street OMAHA, NEB. Open All Day Sunday Phone Douglas 853



JEFFERY SIXES 7-passenger Touring \$1465 7-passenger Sedan 1630 Roadster 1435 F. O. B. Kenosha

JEFFERY FOURS 7-passenger Touring \$1095 7-passenger Sedan 1260 F. O. B. Kenosha

The Jeffery Sedan Owner Rides In Comfort

NOT long ago, the family that motored year-in and year-out must own two cars; an open touring model for late Spring, Summer and early Fall and a heavy enclosed car for blustery weather. Most folks locked the touring car in the garage when Winter came.

But now, if you were forced to choose—if you could only drive six months in the year, you would keep your car for the bleaker days of raw winds and driving snow when a snug closed car brings you comfortable transportation and protection against the elements.

Jeffery Sedan owners are insured against treacherous weather. Cold, snow, rain, winds can never threaten comfort. During the winter with its constant round of parties, balls, theatre and opera, this comfortable closed car bars out the frosty elements and insures a warm dry ride no matter what the weather.

When Springtime comes with rare warm days, the top is quickly dismantled and stored away, leaving a fleet, seven-passenger Jeffery Six touring car ready for Summer service and the open road.

And thus you have two cars in one—both included in the price of one.

\$1630 Seven Passenger Sedan 12-1/2 Horsepower 12-1/2 Inch Wheelbase (F. O. B. Kenosha)

Standard Motor Car Co., CARL CHANGSTROM, Mgr. Distributors Omaha. Phone Doug. 1705