

AUTO SHOW IN NEED OF MUCH MORE ROOM

Annex Will Have to Be Built to Accommodate Displays of Truck Dealers.

DECORATIONS TO BE NIFTY

Clarke G. Powell one of whose regular jobs it is to personally manage, conduct and superintend the Omaha automobile show, is the busiest chap in Omaha these mid-winter days. Powell is busier than the proverbial bee in the honey suckle vine and is daily proving Thomas Edison's contention that a man only needs four hours' sleep.

Powell is confronted with something of a serious problem that is giving him most of his worry. There isn't enough space in the Auditorium to accommodate all the dealers who wish to display their new lines of motor craft. Fifteen more dealers have applied for display space this year than last. And last year the Auditorium was taxed to its capacity.

Powell, however, in company with the directors of the show association, has a plan which may mend matters. The scheme is to use main floor, stage and basement all for pleasure cars. Last year the trucks occupied the basement. This year an annex over Fourteenth street will be built for the trucks. This scheme, it is believed, is the only solution to the space problem.

George Laier, official decorator for the show, promises to spring something of a surprise in the decorations this year. Decorations of past automobile shows have always been elaborate, but Mr. Laier says they will all dwindle to nothing in comparison to this year. Considerable more money is to be spent in "dolling" the Auditorium up and this gives Mr. Laier confidence in making his assertion that Omaha is in line for a surprise.

George Green's band has been contracted to provide the music. It is possible a quartet or double quartet will be engaged to assist the band musicians.

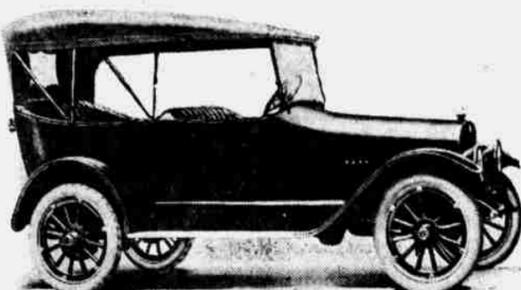
The show this year will be held the week of February 26. It follows right in line with the other shows of the country, so that all manufacturers will be able to have their full display of cars here.

Cord Tires Win the Big End of Racing Coin of Year

The official announcement by Chairman Richard Kennerdell of the contest board of American Automobile association that the 1916 national automobile championship has been awarded to Dario Resta gives him a margin of 660 points over the number won by his nearest competitor.

"In these days when successful racing depends so largely upon the absence of tire trouble, the absolute superiority of Cord tires has been fully demonstrated by the last year's performances," says W. S. Rutherford, branch manager of the B. F. Goodrich Rubber company. "Not only were all of Dario Resta's 4,100 points taken on Silvertowns, but of the 35 combined points won by drivers occupying the next five positions, 5,855 of these were scored on Silvertowns as against the 4,880 points taken by the other tires combined."

Patterson "Six Forty-Five"



Haynes Factory Hums in Efforts To Meet Demands

Although the Haynes has been building cars and selling them since back in the '90s and has always had a fair-sized factory, some thirty-two months ago it produced the Haynes "Light Six," whereby a car of strikingly graceful lines nosed its way to the footlights from amidst the chorus of other high-grade cars. It became a headliner immediately with the result that Haynes strides have been of the seven-league boot variety ever since.

"Despite twenty-four-hour a day factory schedules, despite multiplication after multiplication of factory buildings, despite a steady influx of new workers, the three and a half years and more since the advent of the "Light Six" have denied the Haynes people even a breathing spell," says C. J. Corkhill, local distributor.

The present 350,000 square feet of floor space will soon be increased to nearly 1,000,000 square feet, it is planned. The 1917 output will be three times that of 1916, and 1916 far overshadowed the year preceding.

King of Trails is Now Being Marked by Engineers

The "King of Trails," the new military highway from Winnipeg to Galveston and San Antonio, has been completely surveyed by the engineers in charge, and Omaha has been selected as one of the cities through which it will pass.

United States military engineers, in company with D. E. Colp of San Antonio, are inspecting that portion of the highway between San Antonio and Denison, Tex., and further inspection will be continued as rapidly as possible.

The official car is at present marking the highway from Waco to San Antonio and Galveston, and as weather conditions permit will continue their work on northward, finishing at Winnipeg in the early spring. This mark is yellow band, sixteen inches in length with K-T stenciled thereon in black, and will be the most distinctively marked highway in the United States, and will soon be ready for the tourists.

This route is forty-three miles shorter than any route across the United States. The following are some of the principal cities on the highway: North Dakota, Grand Forks, Fargo, Wahpeton; Minnesota, Wheaton, Ortonville; South Dakota, Brookings, Sioux Falls; Iowa, Sioux

City, Missouri Valley, Council Bluffs; Nebraska, Omaha, Plattsmouth, Nebraska City, Auburn; Kansas, Hiawatha, Atchison, Leavenworth; Kansas City; Missouri, Kansas City; Kansas, Olathe, Ottawa, Garnett, Iola, Parsons; Oklahoma, Vinita, Wagoner, Muskogee, McAlester; Texas, Denison, Sherman, Dallas, Waxahatchie, Hillsboro, Waco, Temple, Austin, San Antonio, Houston and Galveston.

Franklin Has Hard Time Keeping Pace With Orders

Two hundred and fifty per cent increase in production of Franklin cars finds the Franklin Automobile company, Syracuse, N. Y., even farther from supplying the demand than before the added facilities were installed. In midsummer, cars were being built at the rate of 4,000 per year. With the announcement of Series 9 at about that time it was made known that buildings then under construction would soon make it possible to build 10,000 cars a year. With some of these buildings already in use, cars are coming through the plant at the rate of 150 a week and the 10,000-per-year schedule will be in full swing February 1.

It is seemingly impossible, however, to build the new series cars fast enough to supply dealers' requirements. Although dealers' allotments for spring and summer delivery have not yet been scheduled, over 1,200 orders, signed by the purchasers, are already entered for cars, to be delivered after March 1.

Overland Is Fortified Against Material Shortage

Those big companies which foresaw the possible shortage of materials due to the astonishing demand for motor cars, and fortified themselves against that shortage, are congratulating themselves today on the fact that they were not caught totally unprepared to cope with present market conditions.

The Willys-Overland company, the greatest producer of medium and high-priced cars, was perhaps one of the least affected of all by this upheaval in the material market. While it is true that all quantity producers of motor cars felt the sudden change, the Toledo concern had taken the precaution to protect itself in a measure against just such an emergency.

Long before prices started to shoot skyward the Willys-Overland company had tucked away in its store rooms and sub-cellars huge quantities of raw materials. Today it has more than \$30,000,000 worth of parts on hand, fully 50 per cent of which was bought at before war prices.

GOODYEAR SCHOOL FOR DEAF MUTES

Mammoth Rubber Plant Hires Ashland Martin to Teach "Silent" Workers.

CLASSES STAGE DEBATES

In line with the recent announcement to Goodyear Tire and Rubber company employees that the scope of the company's factory schools would be enlarged and opportunity extended to every workman to improve his education, a new division of the school has been inaugurated for deaf mutes. Goodyear thus becomes the first of the great industrial concerns of the country to provide special educational advantages for these "silent" workers. A preliminary canvass shows that the subjects most interesting to them are business arithmetic, English and mechanical drawing. Accordingly these will be the first subjects to be taught—with others added with the growth of the school. To direct the activities of the new undertaking the company has employed Ashland D. Martin, himself a deaf mute and a graduate of Gallaudet college.

Expert Workmen

About 200 of these "silent" workers are now employed at the Goodyear plant. Their expertness in building and finishing Goodyear tires and their general efficiency as workmen bear evidence that their peculiar affliction need not constitute a handicap in the battle of life.

Shut out from many of the amusements and pleasures that appeal to their more fortunate brothers, they show unusual interest in athletics of all kinds. The development of their physical powers through general participation in athletic events, stamps them as one of the sturdiest groups of workmen in the entire plant. However, that their interests are not confined exclusively to physical matters, is shown by the recent organization of a Deaf Mute Literary society. The features of the meetings of this society are animated but noiseless debates, readings, dialogues, etc.

Serious Bronchial Cough.

Dr. King's New Discovery will give quick relief in bronchial irritation and bronchial asthma, allays inflammation, eases sore spots. All druggists.—Advertisement.

Perry Lock Steering Wheel

a positive Theft Insurance

No two locks have keys alike. Front wheels are wild when car is locked. Ask us about it now. Phone Douglas 3217.

Auto Device Sales Co. 884-6-8 Brandeis Bldg. Omaha, Neb.

Packard Trucks Prove True to Pershing's Men

Though cartoonists and humorists are now having more or less fun with "the war in Mexico" United States army officers take it seriously because it has revealed many lessons of value, one of them being the adaptability of motor trucks to conveyance of

troops. Interest in this method of transportation has been intensified lately by the splendid performance of a fleet of Packard trucks under command of Captain O. L. Brunzell over the longest trip ever made by a truck train in the regular army.

The journey began at El Paso and ended at Fort Sill, Okl., 1,195 miles distant. The actual running time

was 192 hours 17 minutes, elapsed, time eighteen and one-third days. Washouts and floods converted miles of road into quagmires, causing many delays and long detours. The trucks even had to carry heavy bridge material to brace up tottering structures.

Persistent Advertising Is the Road to Success.



Dominant! The car of the master
—from Roman to Packard days—has proclaimed the character of the man

Strong men express themselves in the type of their personal equipment. The unstinted power of the Twin-six motor makes the most luxurious Packard boss of the highway. And this disciplined, economical, un-labored mightiness allows the widest margin of safety in construction and beauty—convenience and comfort.

And the stronger the personality the more dominant that expression is apt to be. That fine standard of fitness —the demand of the patrician everywhere—more than ever before is now satisfied by the masterful Twin-six.

Patrician!
Utility, fashioned in refinement's mould—and fitness, down to the smallest detail—have always been equipment demands of those who lead in the world's modes.

Ask the man who owns one

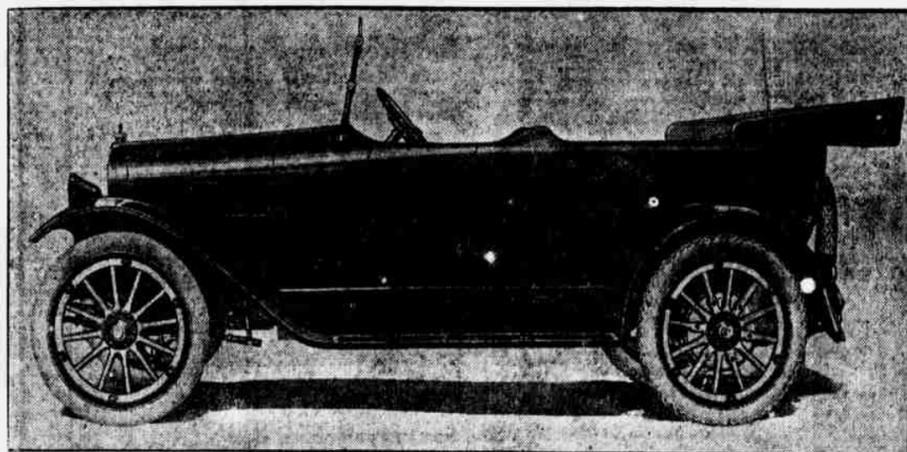
Choice of twenty body styles. Prices, open cars, \$3060 and \$3600, at Detroit

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

Packard

TWIN-6

ARE YOU A LIVE AUTOMOBILE DEALER?



Drexel Seven-Passenger \$1650 Sixteen-Valve Motor

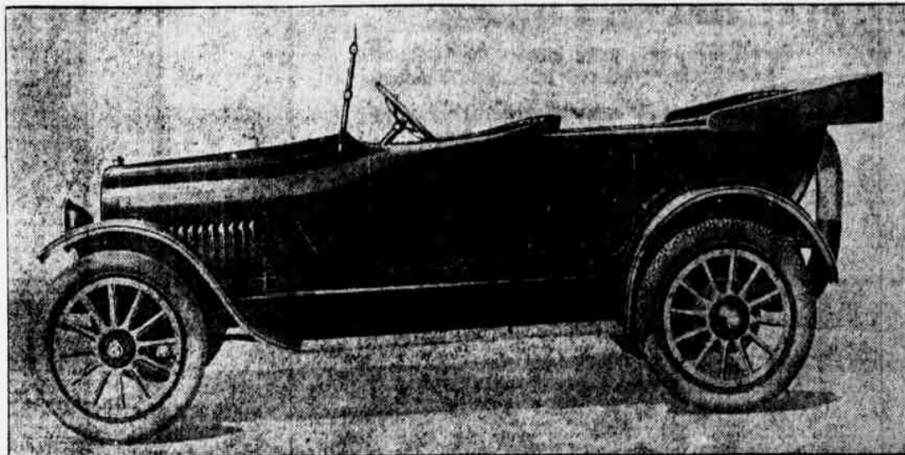
This will be your first opportunity to inspect the epoch-making DREXEL seven-passenger touring car and four-passenger club roadster, powered by the new FARMER MOTOR with sixteen valves in the head. The five-passenger car with the FARMER eight-valve motor, which has already won success as a steady sales producer, will also be exhibited.

These cars will reduce your "sales resistance" almost to the vanishing point, which means maximum profits for you.

You are cordially invited to make your headquarters either at our show space—G 9 Greer Bldg.—or at our Chicago Salesroom, 2241 Michigan Ave.

Are you one of those far-sighted, aggressive dealers who form the backbone of the automobile business of the world?

If so, you will be found at the DREXEL exhibit at the Chicago Automobile Show sometime between January 27 and February 3. We have a message for you which will mean dollars as well as prestige in your territory.



Drexel Five-Passenger \$985 Eight-Valve Motor

DREXEL MOTOR CAR CORPORATION

CHICAGO, ILLINOIS