

### SHOW ALL CARS AT OMAHA AUTO 'EXPO'

Powell Brings News from Chicago that All Factories Will Be On the Job.

### HOTELS WILL GIVE AID

Practically every car displayed at the great national show at Chicago will be included in the exhibits of the annual Omaha Automobile exposition at the Auditorium starting February 26, according to Manager Clark Powell, who has just returned from the Windy City event.

Powell reports that interviews with representatives of all the large factories brought the glad tidings that not one of the manufacturers intended to pass up Omaha. They were all agreed that the local exposition is one of the most important in the country because it is a show which makes sales.

It will be impossible, of course, for as many models to be shown at the Omaha display as at Chicago, because the Auditorium does not contain enough space. But every line will be exhibited. And most of the local dealers and agents are planning to hold special displays in their own show rooms, so that if not at the show itself all of the models, too, will be shown here.

**Hotel Bureau.**  
A new feature of the auto show will be a hotel bureau. The Omaha Hotel Men's association will maintain an office in the front of the Auditorium. This bureau will have telephone communication with all of the hotels in the city and will be in a position to take care of show visitors with hotel accommodations.

This hotel bureau, it is believed, will be of vast assistance to visitors. Heretofore many visitors to the auto show have found it difficult to obtain quarters during their visit. But the hotels this year are co-operating with the auto men in every possible manner. They are preparing lists of rooms which will be turned into the bureau. With the aid of this bureau and the fact that several new hotels have been erected during the last year it is believed the hotels will be able to accommodate even the larger crowds that are expected to attend the show this year.

**Palm Room Downstairs.**  
"The Palm Room" is the descriptive title that has been given the basement room of the Auditorium. This room will be exclusively devoted to pleasure cars. Heretofore it has been for truck exhibits. Mr. Powell and Mr. Lair are preparing special decorations for "The Palm Room," which will be entirely different from the decorations on the main floor and stage. There will also be a special orchestra in this room.

Dealers who will exhibit in the basement room of the Auditorium, "The Palm Room Boosting Club," and they declare they will be the liveliest bunch of exhibitors in the whole show.

### Rosengren On Secrets of Good Storage Batteries

Elmer Rosengren of the Nebraska Storage Battery company says: "A starting battery does work which has never been required of a battery before. A little battery of three cells is often called upon to deliver for a few moments an amount of current equal to two horsepower, or enough to propel a heavy electric vehicle at normal speed. Therefore, a starting battery must be made of special materials or it will last but a short time—yet it cannot be too heavy or too expensive. A storage battery, like most apparatus, is a compromise between cost, weight and life. If the plates were made of platinum the battery would be light and last indefinitely, but the cost would be prohibitive. The unusual service qualities of Willard batteries are due to the long experience of the company from the infancy of starting and lighting to the present time."

### Willys-Overland Company Faces Its Record Demand

The report comes that the Willys-Overland company of Toledo, O., has had a larger demand for its product than ever before, in spite of the fact that this demand occurs in the dead of winter, heretofore considered a dull automobile season. Not only did the dealers attending the big Willys-Overland convention at the Toledo factory last month contract for 205,000 cars in less than three weeks' time, but they have backed this up by actual orders for immediate delivery of 24,607 cars up to January 20, 1917, less than three weeks after the opening of the new season.

At all automobile shows held thus far the Willys-Overland line has been the center of attention.

### Goodyear Airplane Tires On Honored Flyers

The honor of being the first congressman to report at the national capital in an aeroplane, asserts Joe M. Dine, Goodyear branch manager, has fallen to Congressman-elect O. D. Sleafly of Franklin, Pa., who has just flown from that city to Washington in a Martin biplane equipped with Goodyear Aeroplane tires.

Persistent Advertising Is the Road to Success.



**DELCO**  
Electric Cranking, Lighting and Ignition.

**EXIDE**  
Batteries Storage Batteries

GOOD THINGS COME IN SMALL PACKAGES

So it is with a battery. Although good, it is very much abused. Have it tested every month.

Free Battery Inspection.

Delco Exide Service Station  
2024 Farnam St. Omaha, Neb.  
Phone Doug. 3097.

### NEWSPAPER MAN NOW IN AUTO BUSINESS.



G. W. Preston, formerly advertising manager of The Bee, has entered the automobile business in Omaha. Mr. Preston has formed a business connection with H. Pelton and will be sales manager of the truck end of the firm, handling Federal and Vim trucks. The Federal truck is a heavy vehicle, running in size from one to five tons. Vim trucks are light delivery machines with twelve body styles suitable for the various lines of business where delivery trucks are needed.

Mr. Preston has spent the last twenty-six years in the newspaper business, the last five years having been in Omaha, where he has developed a large acquaintance with business concerns. His knowledge of advertising and selling will be greatly to his advantage in the promotion of his new line of business.

### Eddie Rickenbacker is Buffeted by Troubles

E. V. Rickenbacher, beloved race demon, third in the championship for 1916, who was held up by the English military authorities at Liverpool, then released, only to become embarrassed because he wore civilian attire while the rest of the male population was in khaki, is now enroute to France. All of this information comes to one of Rick's friends at the King Motor Car company in Detroit, via cable and letters.

The big Teuton is in Europe to get ready for his next year races. Incidentally, he is looking over the European field for the King Motor Car company, where he will have his workshop after he gets his parts together as a result of his European shopping tour.

### Miller Tire People Establish Place Here

Arrangements have been completed for the handling of Miller tires in Omaha. The location at 2220 Farnam is being remodeled to make a very attractive show room.

The Miller people are located at Akron, O., and manufacture pneumatic tires. The tire is quite well known to this section and is of excellent quality. Their slogan, "Geared to the Road," is well known. Tom S. Davidson will be in charge of the Miller interests.

### INTERIOR OF CAR IS FOR THE LADIES

Hence Precise Art Must Be Employed to Make Appeal to Feminine Fancy.

### HOW EMOND DOES IT

How much of a study it is to design the interiors of enclosed cars is little appreciated by the casual observer, yet the following statements from W. H. Emond, body designer of the Franklin Automobile company, give an interesting glimpse of what must be taken into consideration in this work:

"The interior of an enclosed car belongs to the ladies," Mr. Emond states, "and it is perfectly right that most of the appointments should be designed to appeal to the feminine eye and sense of comfort and convenience."

**Taste Decides.**  
"To retain good taste in appointments, they must combine well with the Turkish overstuffed style of upholstery, which seems necessary in a motor car to attain the luxurious comfort generally demanded. This condition precludes the use of emphatically scrolled decoration, which might suggest English or French Renaissance periods, and brings the selection down to appointments that are inconspicuous and avoid as far as possible any suggestion of a bric-a-brac interior. To be in harmony with this style, the fabrics can well be perfectly plain, but with rich, soft and beautifully finished texture that gives a restful and satisfying appearance."

### Pelton and Foreman Make Trip to Factory

In connection with the visit to the Chicago show, H. Pelton and Frank Werschay, Pelton's shop foreman, made a trip to the Nordyke-Marmion factory at Indianapolis.

As distributor for the Marmon car Mr. Pelton is anxious for his men to be familiar with the various methods employed by the factory, it being his idea that it will materially aid the handling of service problems.

### Firestone Tires And Kelly Trucks In Motor Circus

Assembling the transports for the world's first motor truck circus, promoted by the United States Circus corporation, has already commenced, the last remaining contract for equipment having been signed with the Firestone Tire & Rubber Co. a few days ago.

A new distinct type of tire, known as the Firestone Giant, the largest single tread solid tire produced, was designed to supply in heavy service conditions what the dual tire lacked. The selection of the Giant by the circus corporation forms an interesting chapter in the history of the organization.

Previous to this Mr. Knabenshue had recommended the purchase of Kelly-Springfield motor trucks and Troy trailers for the transportation needs of the circus. These will have the capacity of the ordinary sixty-five-car railroad train. Every one of the 1,200 members of the circus organization will find a berth in them as well as all the animals, including the horses, elephants, camels and wild beasts.

### Packard Airplane Motor Satisfies Tough Tests

The 200 horsepower airplane motor built by the Packard Motor Car company was shown to the public for the first time in the Packard exhibit this week at the Detroit Automobile show. The new product of Packard design and manufacture is a twelve-cylinder engine of the V type, with the cylinders inclined at an included angle of 40 degrees, to provide for minimum air resistance. On its first dynamometer test the engine developed more than 200 horsepower.

As a further means of testing the

engine it was mounted on the platform of a two-ton truck, with the propeller projecting over the rear end. The force of the propeller sent the truck flying along at a rate of more than forty miles an hour. As there was no muffler attached, the racket of the staccato explosions attracted a considerable amount of attention in the vicinity of the Packard factory before the police department, ruled the big engine off the streets.

### Allen Will Build New Central Auto Factory

At a banquet given by the Fostoria (O.) Chamber of Commerce a few days ago, it was announced that the Allen Motor company is planning for a big factory expansion, together with the establishment of an automobile community on the outskirts of Fostoria, present home of the Allen. This announcement was received with the greatest enthusiasm by the business men and merchants of the city.

The section selected for the new Allen factory site consists of about 150 acres of land situated at the northern corporate limits of Fostoria, and is traversed by three railroads, the Big Four, the Toledo & Ohio Central and the Hocking Valley. The tract has been secured by contract and is now being surveyed preliminary to the laying out of building sites, streets, etc. The new home of Allen motor cars is to be known as "Allendale Addition," and is to be provided with all modern improvements—paved streets, water, sewerage, lights, etc.

### 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.



**TIRE PRICES ADVANCING. BUT WE KEEP THE COST DOWN.**  
Bring us your old tires. Special 10 per cent reduction for repairing same during the slack winter months.

BLOW-OUTS repaired from \$2.75 to \$4.00, depending on size.

TUBES repaired—Punctures, 25c; Blow-outs, 50c.

WIEBEL BROS. 2518 Farnam St. Phone Doug. 4578.


### Eight-Hour Day Works Well in Ford Factory

Since the Ford Motor company in January, 1914, adopted an eight-hour working day, the plan, regarded at that time as an experiment, has been generally adopted throughout the country and seems to be increasing in favor as its value becomes more fully known.

Ford accidents have decreased 80 per cent in the last year alone, in the face of a 100 per cent increase in the

number of employes. The Ford spirit is responsible for this showing. And Ford workers, themselves, defining this spirit assert that it is the result of short working hours, a living wage, safe, healthful, pleasant surroundings, the very foundation of efficiency. Exactly what part the eight-hour day has taken in producing these results may never be known exactly, but Ford employes say unanimously that it has been a large part.

Persistent Advertising Is the Road to Success.



**KING**  
EIGHT CYLINDER

Proven by Achievements

Car Owners' Service Test, 10,850 Miles Non-Motor-Stop, Sheepshead Bay Motor Speedway, Stock Car—Sanction and Supervision A. A. A.

Over Tortuous Mt. Wilson, Cal., on High Gear, 1,700 Miles on High Gear in Northern and Southern California.

At Hilo, Hawaiian Islands, on High Gear to the volcano.

"Round the Rim of the World" Route to Big Bear Lake, San Bernardino Mountains on Non-Boiling Radiation Test.

Over Lookout Mountain, Colorado, and Lookout Mountain, California, on High Gear.

First in Slow High-Gear Race, at Richmond, Va. Cotton Wood Canyon, from Salt Lake City to Brighton, on High Gear.

U. S. Army and U. S. Marine Corps Adopt the King Chassis for New Type Light Armored Motor Car, after Grading Official Tests.

On High Gear from Providence to Providence, via Albany and New York City.

Over-the-Road Fuel Economy Test, Pittsburgh to Milwaukee, Stock Car—Sanction and supervision A. A. A. 326 HOURS Non-Motor-Stop Run, Continuous Driving, between Baltimore and Washington.

Via Detroit from Providence to Providence on High Gear.

Los Angeles to Los Angeles, via San Francisco, on High Gear.

First High Gear Ascent up Lookout Mountain California, by Woman Driver, Made by Helen Gibson in King Eight.

Omaha to Omaha, via Kansas City, on High Gear


Write Us for Details on Any of These Tests

7-passenger Touring Car \$1585 3-passenger Roadster \$1585  
4-passenger Four-door - \$1585 7-passenger Sedan - \$2150  
Price f. o. b. Detroit  
We Cannot Guarantee That These Prices Will Not Change

**NOYES-KILLY MOTOR CO.,**  
2066-68 Farnam St.,  
Omaha Distributors.

King Motor Car Co. Detroit, Mich.

## We Have Been Talking Gasoline Economy —here's what we mean by it



J. W. McCormack drives his Franklin Car 3025 miles, averaging 20.7 miles to the gallon of gasoline.

E. F. Williams drives his Franklin Car 1363 miles, averaging 20.2 miles to the gallon of gasoline.

W. M. Phillips drives his Franklin Car 887 miles, averaging 25.9 miles to the gallon of gasoline.

Clifford Lenders drives his Franklin Car 887 miles, averaging 25.7 miles to the gallon of gasoline.

HERE are four runs, aggregating 6041 miles, much of the distance over the worst roads in the country—the average speed, 25.6 miles per hour; the average gasoline mileage, 23.1 miles per gallon.

Gasoline economy and Franklin road ability are the factors proved by these tests. It is in road tests like these—tests of thousands of miles by Franklin owners all over the United States—that the Franklin Car is demonstrating its ability to get over the ground fast and comfortably, and more economically than any other car known to the motoring world.

The Franklin is an economical car—saving in gasoline consumption, easy on tires. Owners of Series 9 Franklins are averaging around 20 miles to the gallon of gasoline. Country-wide records over a six-year period show an average, for Franklin Cars, of nearly 10,000 miles to the set of tires.

To every motorist—to every man and woman who is thinking about a motor car, we say:

As the Franklin dealers in this community, we have something here to show you that will double the pleasure of your motoring and cut operating cost in half.

Something that can be demonstrated in a practical way—and you certainly should see it before you decide on any make of car.

**Franklin Motor Car Co.**  
2205 Farnam Street Phone Douglas 1712  
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Enclosed! Protected from winter's cold and summer's dust, ride in comfort—and make every day's work count for more

Life's in the living—and a Packard enclosed car not only brings to you all the city offers of culture and delight—it is itself a transcending joy.

Year 'round it enables you to do more—accomplish more—enjoy more—by shortening the time spent in going and coming.

Transform these wasted intervals into periods of luxurious rest or hospitality.

Consummate comfort first; travel ease such as the old story kings never knew.

And the satisfaction of knowing that you have perfection of appointments and finish, in countless detail.

All this coupled with the ability of the Twin-six motor to carry you unflinchingly over snow-bound streets or difficult country roads—as far and as often as your pleasure or your need requires.

Ask the man who owns one

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

**Packard**  
TWIN-6