

COLE FACTORY HAS DOUBLED OUTPUT

Factory Is Now Third Among Those Whose Output Sells at Same or Higher Price.

DEMAND FORCES INCREASE

When it became known a few weeks ago that the Cole Motor Car company of Indianapolis had increased its production from 5,000 cars to an annual output of 10,000 and will confine its entire production to a single chassis—the Cole Eight—the true significance of the achievement of that concern may have escaped many of those who read of it.

Regarded relatively, this increase in the production of the Cole places that plant third among all the builders of motor cars in America whose product sells at the same or at a higher price than the Cole Eight. When this is known appreciation is possible of what the Cole under the active management of A. F. Knobloch, has accomplished in less than a year.

Under New Manager.

The new general manager of the Cole organization took the reins in March, 1916. At that time the Cole company was producing in the neighborhood of 2,750 cars annually. During the ten months which followed he increased that production to 3,000 cars, gradually eliminating from the production all but the Cole Eight model. Recognizing at the same time that with the success of the eight-cylinder car the Cole was not supplying but half of the actual demand for its product, Mr. Knobloch began laying foundations for a greater production for 1917. Contracts were made with the leading sources of supply. Every precaution was taken to see that, with plans at the factory completed for a 1917 production of 10,000 cars, there would be no shortage of materials to militate against the success of the increased output.

Light Car Helps When It Comes to Express Bills

On account of the tieup of freight shipments the automobile dealers are having a great deal of trouble in getting machines through on schedule time. This is very vital now, when cars for the auto show must be here in order that dealers may have cars to exhibit.

An interesting fact regarding the light weight of the Franklin car was brought out when the Franklin Motor company of Omaha decided to have its four show cars come by express instead of taking a chance on the freight situation. The four cars coming are a roadster, touring car, brougham and sedan; these four cars, including the two closed cars, lack nearly 400 pounds of coming up to the minimum weight for carload express shipments, which is 10,000 pounds. The weight of this shipment, to be exact, is 9,635 pounds.

The rate on freight shipments is such that dealers make about the same charge for the different cars no matter what the weight of the individual car is. In this instance the express rate is \$3.20 per 100 pounds, making the transportation charges amount to \$80 per car or only \$30 in excess of the usual freight charge of \$50.

Figure this out on the basis of what some cars weigh—especially closed cars—and it is easy to see how the charge would be prohibitive—in some instances they would run close to \$200 per car.

Increasing Interest In Automobile Shows

In the view of E. C. Howard, sales manager of the Cadillac Motor Car company, public interest in the automobile shows increases from year to year. In the attendance at the Chicago show, just closed, and in the enthusiasm displayed, he finds the evidence to confirm his impression, received at the New York show.

"It is quite apparent," says Mr. Howard, "that the public's interest in automobile shows nowadays is a sincere interest. By that I mean that comparatively few of the thousands who attend the shows do so out of pure curiosity. The automobile long since ceased to be a novelty. In the days when it was new and more or less untried people naturally flocked to see it because of its very newness."

"Today all that is changed. Attendances are record-breakers—figures prove. I believe that most of those who pay admissions to the shows nowadays are either owners of cars or expect to become owners. They have a sincere desire to see what improvements have been made, to compare constructions and to put their own interpretations on assembled values. They can do so with more ease, and in less time—and at the same time see more—than in visiting a dozen different salesrooms."

"The solidity and the growth of the public's interest is evidenced by another thing. This is the number of shows in the smaller cities. Almost every city now has its automobile show."

Scripps-Booth Car to Have Handsome Home Here

W. M. Clement Motors company, distributors of Scripps-Booth cars, are making some handsome interior decorations at their new location, 2512-14 Farnam street. The five large plate glass windows are being fitted up with Austrian shades and the light sales room being fitted into a veritable sun parlor by the addition of suitable furniture. Contracts are being let for the re-designing of the lighting system and those improvements, together with the new cars which have just arrived and been placed into position on the floor, makes one of the most attractive automobile show rooms in Omaha.

The main event, however, while scheduled, has not yet taken place, pending arrival from the factory of the Town Car on an eight-cylinder chassis. This car is the very last word in fine coach work and interior decoration. It is fitted up with every device for the comfort and convenience of the passengers, including the very latest up-to-date dictaphone arrangement for communicating with the driver.

Give your Want Ad a chance to make good, Run it in The Bee.

George Green's Band, Which Will Play at the Omaha Automobile Show



Hudson Display at Auto Show to Pass Previous Efforts

Arrangements are fast being made for the unique Hudson displays during the week of the Auto show. Both the Hudson show room and the Hudson booth at the Auditorium, asserts Guy L. Smith, will be decorated in fitting style and the predominant idea will be originality.

The show room has recently been remodeled to arrange for additions in the sales organization. The last year has passed all expectations, asserts Mr. Smith, and made necessary dividing the organization to include a wholesale department, which is in charge of T. M. Bromwell. This year, as now "doped out," will far exceed the last season, and in anticipation the allotment of cars has been greatly increased and facilities enlarged.

Mr. Smith drew booth No. 1 at the drawing for spaces for the Auto show.

New Standard in Car Quality by Dort Sedan

The latest addition to the Dort line of motor cars is the new Dort sedan. The verdict of the many men and women who saw this car is that Dort set a new standard of quality when he put this car out; for it has the appearance and equipment and, being mechanically the same as the sturdy Dort touring car, all the dependability of a very much higher-priced machine.

Women who appreciate an inclined car of rare elegance will find all those luxuries and interior fittings that they have admired in the most expensive inclined cars—and with it all the element of true good taste and the atmosphere of a quiet corner in a favorite room.

Interest Shown in the New Six-Cylinder Patersons

The Nebraska-Paterson Auto company of this city, distributors of Paterson cars in this territory, state that prospective buyers are showing an unusual amount of interest in the two new six-cylinder Paterson models brought out this year by the W. A. Paterson company of Flint, Mich. For many years the Paterson company has held rigidly to one model, but the popular demand among both consumers and dealers has been so insistent that a new type four-passenger, close-coupled body has been designed for 1917, using the regular Paterson chassis.

The 1917 touring car is designed along practically the same lines as last year's model. There are, however, a number of minor changes in the way of improvements and refinements in the 1917 car. The body has been newly designed with a double cowl, also with a slightly more pronounced streamline effect. The body is somewhat longer and wider, giving a greater amount of room. The front seat is forty-one inches wide by eighteen inches deep. The rear seat is forty-eight inches wide and twenty inches deep, with a space of thirty inches left in the tonneau where auxiliary seats may be installed.

While the Paterson is cataloged as a five-passenger model, with the auxiliary seats seven passengers are carried very comfortably. One of the very unique Paterson features is the way they store their side curtains in the top of the car. They fold up very neatly and fit perfectly so that they go into place without any pulling or stretching. The tonneau is provided with robe rail and foot rest.

The electric dash lamp and tail light are connected in series, so that if the tail light should become disabled, the dash light will go out, showing that the rear light is out of operation.

Preparing Battery for Its Job Is Now Quite the Thing

The average man buying an automobile knows in general how to take care of it. He knows that a certain level of oil must be maintained in the crank case, that the grease-cups must be tightened up every so often, that the carburetor must not be tampered with, but he rarely, if ever, knows anything about the storage battery, upon which so much depends.

Experience, observation and the results of tests of the Willard Storage Battery company have proved this fact beyond all doubt, and this company at least, is taking steps to see that the battery receives care during this period, by instituting at all its service stations, a special ninety-day plan, by means of which the new car owner registers his battery at the service station and reports every so often thereafter to allow the battery to be looked into by the expert in charge.

Unprecedented Demand For the Packard Truck

The rapidity with which American business men everywhere are motorizing their transportation systems is well indicated by the tremendous volume of truck sales made by the Packard Motor Car company through its dealers during January, 1917.

"More than two millions of dollars, \$2,262,500, to be exact, was invested in trucks made by this company in the first month of this year," said R. E. Chamberlain, truck sales manager. "Never before has this record been equaled or even approached in the history of the truck industry. The figures quoted represent the value of Packard trucks for the use of American business men only—no foreign orders, samples or demonstrators are included. Also every dollar was for chassis only, most buyers having bodies built by outside firms."

Improvement Is the Rule Along the Automobile Row

The work of improving seems never to end in automobile circles. Improved models are ever coming out and additions and changes are constantly being made in show rooms and working facilities. The keynote in automobile circles seems to be action. The improvements in show rooms seems to jump from wishes into realities without any consideration of costs. The rule seems to be, "It should be this way, and it shall be this way." Presto, and it is that way.

Right on top of the erection of a new service station at 2212 Harney street comes the remodeling of the Maxwell show rooms on Farnam. C. W. Francis, the Maxwell distributor, has taken on the Maxwell truck line and asserts that it is necessary to move the offices back toward the rear in order to give them more show room.

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Many Testing Devices

To Try Out Dodge Car

It is not always a massive hammer and a rusty blow that determines whether a material is strong enough, or good enough for use in Dodge Brothers car. There are many testing devices in the Dodge Brothers laboratories in which force is the chief factor, but there are also many extremely delicate instruments. Steel brass and babbitt, for instance, are carefully examined under the microscope for imperfections in the metal.

the surface of the piece is made perfectly smooth by grinding wheels and then polished to a mirror surface by the use of special surfaced wheels and various grinding powders.

The piece is then examined at various magnifications up to 1,000. If there are any impurities or minute cracks or any structural defect in the metal it is readily discovered.

An acid treatment follows, that reveals the entire history of the piece of metal to the metallurgist so that he is enabled to tell with absolute accuracy just how the piece was made, how it was treated and whether it will perform the function for which it was intended.

Vital Motor Car Statistics

The buying of a motor car now-a-days centers around four questions



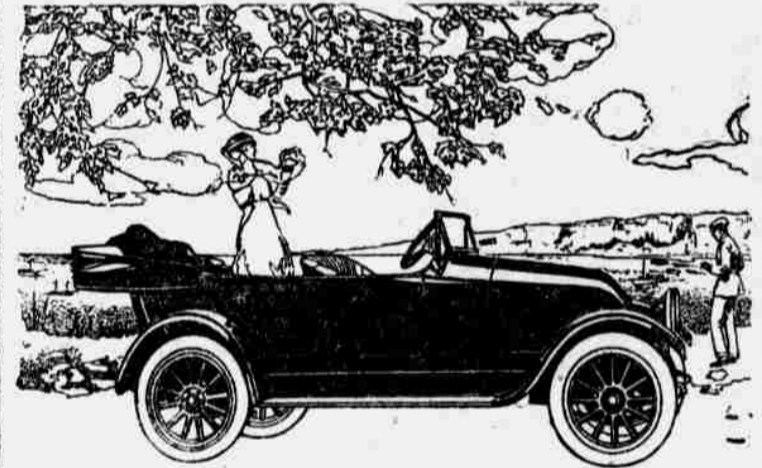
**Efficiency
Performance
Economy
Beauty**

All Glide models have been made with strict observance of these points. That is why the Glide weighs less than any other 6-cylinder car of its size. That in turn explains why it is easier on tires—and so on, you can follow a complete chain of reasons for each distinctive feature of the Glide to the ultimate conclusion that it represents a wonderful value.

**Price
\$1250**

Nebraska Glide Auto Co.
Avery Building, Omaha, Neb.

Experience Taught Us the Fundamental Element of Safety—Look for it in Your Next Motor Car.



WE know, and probably from experience you know also, that a big percentage of dissatisfaction with heavy cars is due to the inability to stop and start quickly, and to slow response to steering effort, especially in congested traffic.

Therefore, it is no mere coincidence that thoughts of safety bring about thoughts of a light car.

Looking for assured safety in a light car has led many a motorist to the Franklin—the scientifically constructed light-weight car. Past experience enables you to instantly recognize in the Franklin what you anticipated in other cars—but didn't get.

Fundamentally the much-talked-of safety of the Franklin is due to the less momentum of light weight, to the road-holding quality of flexible light weight, to the ease of moving and guiding light weight.

You will do well to seriously consider safety when examining the Franklin and other cars. Undoubtedly it will eliminate much after-aggravation—if you choose wisely.

Franklin Motor Car Co.
2205 Farnam Street Phone Douglas 1712
R-U-2-B-1-of-60

The New 1917 Six-43

(Actual Brake Horsepower)

We wish to announce that we have taken the agency for the **MOON automobiles** for Nebraska and Western Iowa and have just received several carloads of these beautiful cars.

The car is big, roomy and comfortable. The seats are designed to fit and rest the body—and there is more than ample leg-room, both front and rear. The upholstery (genuine tan Spanish leather) adds both to the comfort and the beauty of the car. The motor (new Continental-Moon high-speed efficiency type) develops tremendous power in proportion to its weight—43 horsepower, actual brake test. It is quickly responsive to every emergency. The new two-unit Delco-Moon starting, lighting and ignition system; the Bendix drive in connection with starting motor; the noiseless spiral gear rear axle—these are a few of the most important new features of this dependable and graceful car.

Toozer-Gerspacher Motor Co.
2211-13 Farnam St. Tel. Doug. 6082.

We have some good territory open for reliable dealers. Write us at once.

Five passenger fully equipped
\$1295

Give your Want Ad a chance to make good, Run it in The Bee.