

### CLOTHE YOUR CAR FOR WINTER TIME

Scarce Apparel During Cold Spells Means Poor Service When Season Starts.

#### COVER BATTERY PLATES

Would you let a horse stand for hours in the street in freezing weather without a covering?

You can't get any service out of a motor car in the winter unless it is protected. A motor needs a blanket as much as a horse. Only it needs several blankets.

The mention of "winter" should make these things stand out in a motorist's memory: Battery, radiator, top, curtains, carbureter and tires. First and most important is the battery.

If you haven't got a hydrometer buy one. They only cost a dollar. Drop the hydrometer into the solution in the battery cells every week. If the battery doesn't test around 1.275 look out. Remember, the drain on the battery is twice as great in the winter. These facts are from the battery makers. They get a chance to see most of the motorist's griefs.

The little instruction book that is found in the tool box of every new car warns the owner to keep the battery plates covered with distilled water. Many times in starting a motor in cold weather you will use more current than the generator will put back in the battery in an hour's running. Don't put anti-freezing solution in your battery. It will not freeze if properly charged. But an undercharged battery will freeze quicker than water. And batteries are expensive.

#### An Anti-Freeze Solution.

Then there is the radiator. Its "blanket" should be a radiator or hood covering, or both. Dealers say the only anti-freeze solution to use is alcohol or glycerin or a combination of both. Experimenting with alleged prepared anti-freeze solution is dangerous. Kerosene is not a good thing to use, according to Motor Age. "If you want to prove it to yourself stop a short length of garden hose, stop either end with corks after you have filled the interior with kerosene," says the editor. "Let this stand for two weeks, then pour the kerosene out and examine the interior. It will have the same effect on the radiator hose connections. Don't use calcium chloride."

Here is the proper solution for the radiator, says Motor Age:

#### Anti-Freezing Radiator Solutions.

ALCOHOL AND WATER.  
For zero weather use water, 75 per cent; alcohol, 25 per cent.  
For 10 below zero, water, 70 per cent; alcohol, 30 per cent.  
For 20 below zero, water, 60 per cent; alcohol, 40 per cent.

#### GLYCERIN AND ALCOHOL.

Not lower than 5 below:  
Alcohol ..... 15 per cent  
Glycerin ..... 15 per cent  
Water ..... 70 per cent  
Not lower than 10 below:  
Alcohol ..... 30 per cent  
Glycerin ..... 10 per cent  
Water ..... 60 per cent

#### End of War Will Not Hurt the Auto Industry

"Motor car manufacture has reached the stage where the automobile plant must be entirely distinct from all other kinds of factories. The efficiency engineer has applied his ideas to the building of model motor car factories in which the laborer, by labor-saving machinery and ingenious location of departments, is enabled to do much more work, with much less labor, than ever before. Production of automobiles has been reduced to an exact science," says George S. Waite, sales manager of the Grant Motor Car corporation.

"And so we have the spectacle of a young industry—for the motor car industry is still young despite its great growth—setting other industries an example of efficiency, in saving of protection cost. "It is partly because the leaders in the motor car field today are using the wisdom of the efficiency engineer to reduce the cost of the motor car that I have such great faith in the future of the industry, which is being placed on a rock foundation of solid worth."

"Our corporation had experience in the new order of things, in the building of a new factory, in which we profited by lessons taught by the last fifteen years of motor car manufacturing."

"We believe that our factory, which has 550,000 feet of floor space, has a greater output in proportion to its floor space than any other motor car factory in the world. This is saying much, for it indicates that there is also a tremendous saving of labor in the manufacture of one of our cars, but I think that a comparison will prove the assertion true."

#### "The Quality Goes Clear Through" Goes for Dort

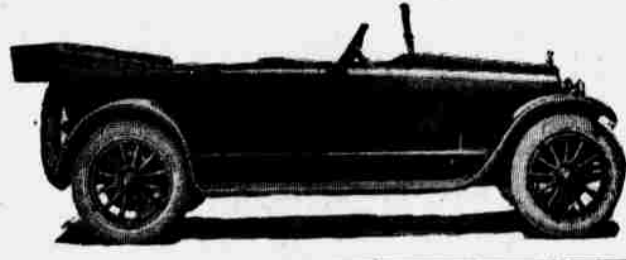
The Dort Motor Car company has copyrighted the phrase "The Quality Goes Clear Through" to describe that feature in which it is claimed all Dorts excel. The selection of this wording came about through Dort owners expressing approval of their cars. Quality clear through every part of the chassis and body, the company states, is the basis on which every car in its line is built.

In discussing the quality feature of the Dort, Ralph Dort, advertising manager, said: "We have put quality into the chassis in many places where only a motor car engineer could find it. It has been our experience, however, that this has paid, for you will seldom find a Dort owner who does not firmly believe he has secured more for his money than he could obtain in any other car for the same amount, or even slightly more money."

#### Motor Transports to Be Given Stiff Test

To demonstrate the utility of the William Penn highway through Pennsylvania the War department of the United States in May or June will send a transport train from Easton to Pittsburgh. The train will consist of several motor trucks and armored cars, such as have been in use on the Mexican border since last summer. An effort will be made to break time records for trucks across the state. On the return trip from Pittsburgh the route from Reading eastward will be through Philadelphia instead of Easton.

### Monroe Five Touring Car



### NEW PATHFINDER IS DISTINCTIVE

Contains Radical Style Departures by Concealing Top and Spare Wheels.

#### ADDS TO ITS APPEARANCE

The new twelve-cylinder seven-passenger roadster which the Pathfinder company exhibited for the first time at the Grand Central Palace, New York, proves that America is the dictator of motor car styles today. New models are annually launched by the manufacturer in midsummer, but W. E. Stalnaker, vice president of the Pathfinder company, realizing the importance of New York's opinion and approval, held this model for the New York National Automobile show. With its massive hood, sloping rear end, and concealed top and spare wheel and tires, this new model is a radical departure from the conventional type of motor cars. It strikes the observer as especially new and different, because the rear end of motor cars has not undergone any changes on five or seven-passenger models since the rear entrance door was abandoned years ago, practically since the inception of the automobile industry. Men and women of today not only want their clothing to protect them, but they insist on style and good looks. So does the motor car purchaser. When automobiles were first built they were crude mechanical contrivances, chugging along the road with the passengers sitting high up in the air, exposed to the weather without any protection whatever. As the art of automobile designing advanced and fundamental mechanical problems were solved more was done for the passenger's comfort. Windshields were added, tops were put on, rear and front doors were added for the passenger's convenience and protection. The very shape of the car suggested the long and painful process of evolution. The conventional top and its makeshift place at the rear of the car in plain view is a relic of the dim past. When the top was added to the car as extra accessory equipment, no place was designed for the stowing of the top, which was simply reeled and covered with a top boot to catch all the dust in Christendom. In the past the manufacturer did not sell his car with an extra spare tire, later he gave a tire and a rim, but forgot to arrange a place to carry it. Sometimes they were carried on the running board, later in the rear and it was up to the Pathfinder designer to patent a revolving tire box to carry the extra spare wire wheel, tube and tire in a location where they were out of sight and safe from thieves. Both the revolving tire rack, permitting disappearing extra wheel, and the concealed top have many advantages outside of appearance, and they are considered new practical improvements. In appearance this new twelve-cylinder seven-passenger touring roadster with disappearing spare wheel and concealed top, massive hood, which suggests power, wire wheels, low center of gravity, narrow V-shaped radiator, slanting windshield and stream-line body, long wheel base, high body sides and backs, clean and smooth outward appearance, gives the car a massiveness and commodiousness that spells the ultimate motor car from the standpoint of luxury and comfort. Truly this car is a new dictator of motor car styles and elegance and unquestionably will be the most popular Pathfinder model that has ever been produced.

#### Young Men Are Heads of Overland Organization

A point that occasioned some comment from the visiting delegations to the Overland Dealer's convention, which took place recently at the Toledo plant of the Willys-Overland company, as the size and scope of the factory and the completeness of the line for the coming season, was the fact that the executives and department heads, almost without exception, are young men. John N. Willys, president of the institution, who is only 43 years of age, is one of the oldest men in the organization. It is this fact which has contributed not a little to the phenomenal success of this automobile company.

"The automobile industry," said John N. Willys when the subject of the youth of his aides was brought up to him, "is essentially a business of young ideas, vigor, imagination and originality."

"The older generation cannot yet entirely understand the automobile. The young men, however, grow up with it and have none of the doubts that their elders might have about it."

#### Fire at Saxon Plant Makes Just One Week of Delay

Production of Saxon motor cars was resumed just a week of working days from the time the main plant of the Saxon Motor Car corporation was partially destroyed by fire.

Additional factory quarters, which were under lease at the time of the blaze, and which contain more floor space than the burned building, were transformed into new assembling, testing and other necessary departments by a corps of 200 workmen, who began their labors while the fire department was still pouring water onto the smoldering ruins of the other plant. It was by working day and night the temporary factory was made ready in such a short time.

Only a single day was lost by the office force, which was speedily housed in a building one block from the old plant and which the Saxon company had been using for some time to relieve the congestion in its old quarters, pending the completion of the big new plant now under construction.

#### How to Eliminate Glare From the Auto Headlight

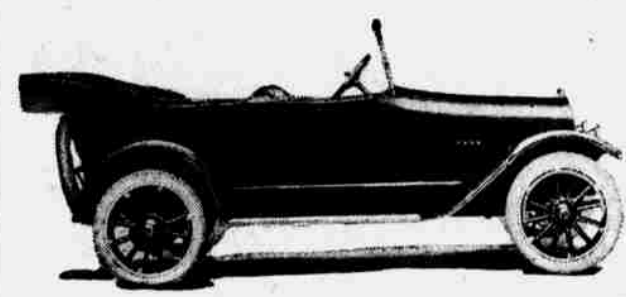
Elimination of glare from automobile headlights is ridiculously easy when the headlights are hung on forked baskets, according to George S. Waite, sales manager of the Grant Motor Car corporation. He says: "The problem of headlight glare, which is not only inconvenient to ap-

proaching motorists, but positively dangerous, and which has caused so many accidents, has been the subject of deep study for more than a year by a committee of members of the Society of Automobile Engineers. At the conclusion of its investigations the committee made recommendations for a standard headlight which would throw a concentrated beam of light for a distance of 200 feet and yet with its highest point not more than forty-two inches from the ground.

"The solution is to set the lamp so that the upper edge of this beam, which if the lamp is a good one is clearly defined, will be parallel to the ground. When the lamp is set square, the center line of the beam is parallel to the ground, but the distance between the edges of the beam grows greater as the distance from the lamp grows greater."

Holtz Cat Record.  
Raton, a sleek black cat, holds the feline transcontinental automobile travel record. He went to the coast and back with the golden flyer suffrage car, which was a Saxon roadster.

### Paterson Touring Car



#### New Elgin Models Are Quite Attractive Cars

The very attractive exhibits of the Elgin Six at the New York, Philadelphia, Chicago and other large automobile shows drew immense crowds. The Elgin motor car this

year has three exhibits—a five-passenger touring car, a four-passenger roadster and one chassis. Its display bespoke the powerful strides made by the Elgin company during the last year. Beginning with one car in 1916, it is now building at the rate of eighteen to twenty cars a

day, and before the close of 1917 will be turning out thirty-five cars each twenty-four hours. The company now has orders on its books for 8,000 cars which must be delivered before August 31, 1917.

#### Apperson Roadplane Opens a New Viaduct

Out in Denver the Colfax-Larimer viaduct has been under construction for some time. The work is about completed now and the other day under special permit from officials of the Rocky mountain city the first automobile was permitted to make its way across. To Miss Emma Schmidt Lind, 7-year-old granddaughter of G. H. Schmidt, belongs the honor of piloting the first car, an eight-cylinder Apperson Roadplane over the new causeway. This youthful "chauffeur's" grandfather for thirty years has conducted a blacksmith shop at First and Larimer streets, the western terminus of the new viaduct. That is why it was thought fitting for him to have the honor of sending his car across the new roadway first.

# PAIGE

The Most Beautiful Car in America

## Introducing

# "THE MOST BEAUTIFUL CAR IN AMERICA"

On January the First, and at the leading automobile shows, we introduced what we sincerely believe to be the most beautiful car in America.

This, we admit, is a bold and sweeping statement.

It is probably the most sensational announcement that has ever been made by a manufacturer of medium priced automobiles.

But we mean precisely what the words imply, and only ask that you reserve final judgment until you have seen the New Paige with your own eyes.

It is not our purpose, in this advertisement, to describe one single detail of the latest and greatest Paige Achievement.

We merely invite you to visit the nearest Paige Representative—key your expectations up to the very highest pitch—and determine for yourself whether or not we have been guilty of exaggeration.

A moment's reflection, however, must convince you that we would not and could not make any such claim unless it were substantially correct.

Our entire reputation and position in the motor car industry depend upon the accuracy of our public utterances.

Knowing this, it is not likely that we would voluntarily assume responsibility for a statement which could be refuted to our everlasting discredit.

If, though, you are still inclined to doubt, please remember that Paige has been one of the truly creative factors in the motor car industry.

From the very beginning our body designs have been absolutely unique and refreshingly distinctive.

If imitation is the most sincere form of flattery, we should indeed feel elated, because it is generally admitted that Paige designs have served as the models for practically every quality car in the industry.

Nothing could more strikingly emphasize the fact that Paige has always built beautiful cars—and can be logically expected to produce—"The Most Beautiful Car in America."

So far as the mechanical features of our product are concerned, you need only consult the thousands of owner records which have been established during the past seven years.

The Paige motor and chassis are world famous. They have been developed by the ripest engineering genius that the industry affords.

In them we have incorporated every improvement, every refinement, that could possibly increase the efficiency of a smooth running, ever dependable motor car.

As we have said time and time again, you can only expect to get out of an automobile precisely what the manufacturer puts into it.

There is no substitute for basic quality. To build the truly great things in this world one must work with his Heart quite as well as his Hands.

But for the present, we are going to say no more.

When you—and other Americans like you—stand before the latest and greatest Paige achievement, our case will be in the hands of the Jury.

So, please remember this advertisement at that time—every word of it—and determine for yourself whether or not our claims are justified.

In justice to your own interests, make it a special point to see "The Most Beautiful Car in America."

At the Omaha Show—Space 23

Account limited space at the Automobile Show all models are also displayed at our salesrooms.

Some unoccupied territory available to dealers.

The Paige-Detroit Motor Car Company, Detroit, Michigan

Murphy-O'Brien Auto Co.

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