

DORT BREAKS TWO YEARS OF SILENCE

Sphinxlike Head of Dort Company Finally Tells Reasons for His Success.

HIS MEN ARE THE REASONS

One of the characteristics which has marked one of the big men of the automobile industry has been his almost sphinx-like silence about the remarkable success of his particular car.

Recently J. D. Dort, president of the Dort Motor Car company, broke a silence of two years to tell some of the underlying reasons which have been responsible for the success of the car that bears his name.

This year marks the third appearance of the Dort at the shows. Two years ago this car was practically an unknown quantity. Yet the Dort has steadily, unostentatiously forged to the front, until today it is reckoned as one of the factors of the motor car industry.

In his remarks Mr. Dort explained why the Dort has succeeded; why it has come so quickly to the front, and how it has avoided the long, hard pull that other unsuccessful cars have had to go through.

As Mr. Dort expressed it, the determinant factor in Dort success is an adjusted and well oiled organization, which has worked together in harmony for years. Mr. Dort is frank in saying that had such an organization not been present in his business, that he probably would never have had reason to enter the automobile field as a manufacturer. In fact, it would be hard to give a good reason for his devoting his time to manufacturing cars at all, if it had not been for this organization.

From the very earliest beginnings of the motor car industry Mr. Dort and his partners had been financially active in the upbuilding of Flint's great motor industries. The motor companies he was already interested in had succeeded beyond his most sanguine expectations. Why should he assume the money risk of a new motor enterprise in the face of these conditions?

His Men Are Reasons.

Mr. Dort found his reasons for this in the men who are with him today. At the head of these men are D. M. Averill, general manager; John D. (Jack) Mansfield, general sales manager, and F. A. Aldrich, secretary and treasurer of the Dort Motor Car company. For years these men had been associated with Mr. Dort. They had been tried and found not wanting. They had proved their ability to work together in harmony. Associated with him in the building of the famous Blue Ribbon line of vehicles and other enterprises, they had lived in the very atmosphere of the motor car industry.

Much of the credit for this is due to Mr. Averill and Mr. Mansfield. The former, working under the most trying conditions the industry has ever experienced, and with raw materials soaring in price daily, and sometimes almost unobtainable at any price, forced delivery on his contracts, when other manufacturers were going without the same materials; and kept pace with Mr. Mansfield's selling organization, which was booking business on every hand. Yet so wisely was this selling conducted that deliveries were made to distributors and dealers and all obligations filled.

Good Sales Connections.

To Mr. Mansfield, too, is the credit for having established the splendid distributing connections the Dort Motor Car company now enjoys. The deal with Otto C. Owen, head of O. C. Owen & Co., one of the most successful veteran motor car distributors, to handle the Dort for Chicago; the deal with C. T. Silver, the largest automobile distributor in the world, to handle the Dort for New York City and surrounding territory; with George Franklin in Detroit; with M. A. Leach of the Leach Motor Car company of Los Angeles; with the La Crosse Auto company of Minneapolis; with Toozier-Gerspacher Motor Company of Omaha, and a great many others of the most prominent distributors who sell the Dort today are examples of Mr. Mansfield's work.

Mr. Dort's instructions to Engineer Planché, when he commissioned him to lay out the first Dort, are characteristic of Dort ideals. These were: "Design a car that shall be light in weight for low upkeep, but remember always that the quality must go clear through in every respect." So well was this work done and so strongly has this quality met with the approval of Dort owners that this phrase has since been copyrighted and is used as a Dort slogan.

Aluminum Marmon Has Big Appeal in World of Motordom

In compiling the automobile achievements of 1916, the historian of motordom was forced to devote a generous amount of space to recording the triumph of the Marmon 24, an innovation, making its debut at New York and Chicago shows twelve months ago, and immediately recognized as a car of individuality and distinction, gained through the use of aluminum for motor parts, transmission case, radiator shell, body panels and fenders.

The substitution of aluminum for heavier metals marked an epoch in the history of automobile design, construction and development. Light weight had been gained without the sacrifice of strength, and with the elimination of excessive poundage came an increase in riding comfort and a decrease in operating cost.

The aluminum Marmon appealed to discriminating motorists. Less than three months after the initial appearance of the car, Marmon distributors and agents were forced to refuse orders and no deliveries were made for ninety days. Twenty-five hundred cars were sold in 1916. There was a market for at least twice that number.

Few changes have been made in the history-making 1916 model. They consist of minor details and refinements that are the natural result of progressive production. A thermostatic system of control for engine cooling and rebound straps have been added, the windshield altered slightly to get better rain vision, the rear seat of the touring car made deeper and more comfortable, and the starting and lighting system slightly refined.

Packard Folks Plan for Record Spring Business

Every condition is favorable for the biggest carriage business the Packard Motor Car company ever has enjoyed, according to C. R. Norton, general sales manager. Mr. Norton bases his view on the reports made for the country generally as a meeting of the carriage sales board, representing the nine principal dealers in the Packard organization, at the factory last week.

"The country as a whole is very prosperous," said Mr. Norton. "Americans never in their history had as great buying power as now. The nature of business, too, is of such complexity that aside from the pleasure to be derived from a high-class motor carriage, the utility and convenience of one is apparent to every man of large affairs."

"The volume of our carriage business is being well sustained through the winter months. Our experience is that the second series twin-six by its remarkable performance is enhancing the Packard name. From hundreds of owners we are getting reports, emphasizing especially the economy with which the car operates. Twelve and thirteen miles to the gallon is becoming a general driving experience."

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Pierce-Arrow Touring Car



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Maxwell Success

Reflected in Great Increase in Output

The success of an automobile company is reflected in its production. If there is a large production, it follows that a large demand necessitated such a production. The production of the Maxwell Motor company, Inc., has increased by leaps and bounds in the last three seasons. Where it was a modest 30,000 a few short years ago, the production is now well over 100,000 for a single year.

What more dramatic evidence could there be of Maxwell popularity and Maxwell success?

The production this season will be double that of last year. No other

motor car company has been able to show such sensational progress and, as a result of the great activities in the Maxwell plants at Detroit, Dayton, O., and Newcastle, Ind., the name of the company has become a household word wherever automobiles are spoken of.

Standardization Helped.
In spite of the increased prices in steel and other raw materials, the Maxwell company is now able to sell their cars at a price lower than obtained a year ago, while cars of other makes are selling at advanced prices.

Show the New Sedan to Demonstrate Its Worth

A campaign of education to show the advantages of the permanent top style is to be carried on upon a large scale and in a novel way by Chalmers dealers and distributors. This plan was featured strongly at a luncheon of Chalmers dealers held at Chicago

during the National Automobile show.

Realizing that by actually showing a sedan type of car and by demonstrating its all-year-round features, more can be done toward having this type of car widely adopted than can be accomplished in any other way, officials of the Chalmers company instructed each dealer and distributor to drive a sedan through every city and town in his territory. In this way, it was felt, prospects may actually see the cars themselves instead of having to be told about them.

Up to the present time the use of sedans has been restricted pretty much to the larger cities. In the towns and country increasing numbers of them are to be seen, the reason of their comparative scarcity in the past being that residents there have not had the merits of the all-weather cars brought properly to their attention. Much interest promises to be centered in this pioneering effort of the Chalmers dealers.

Stronger Than Ever

Today the Cole Eight is a more pronounced leader than ever before.

Production of this wonderful car is not only 200 per cent greater than at this time last year,

—but even this increased production does not meet the rapidly growing demand.

Such great popularity can be credited solely to Cole Eight performance.

No car built excels the Cole Eight in power, smoothness, and sterling dependability.

No other Eight has been produced to approach the Cole in actual miles per gallon of gas and oil or in point of tire economy.

It is the largest Eight built—yet relatively the lightest. This unusual combination gives greater economy of operation than many Sixes.

In every respect—action, appearance, and riding ease—the Cole Eight is a wonder car.

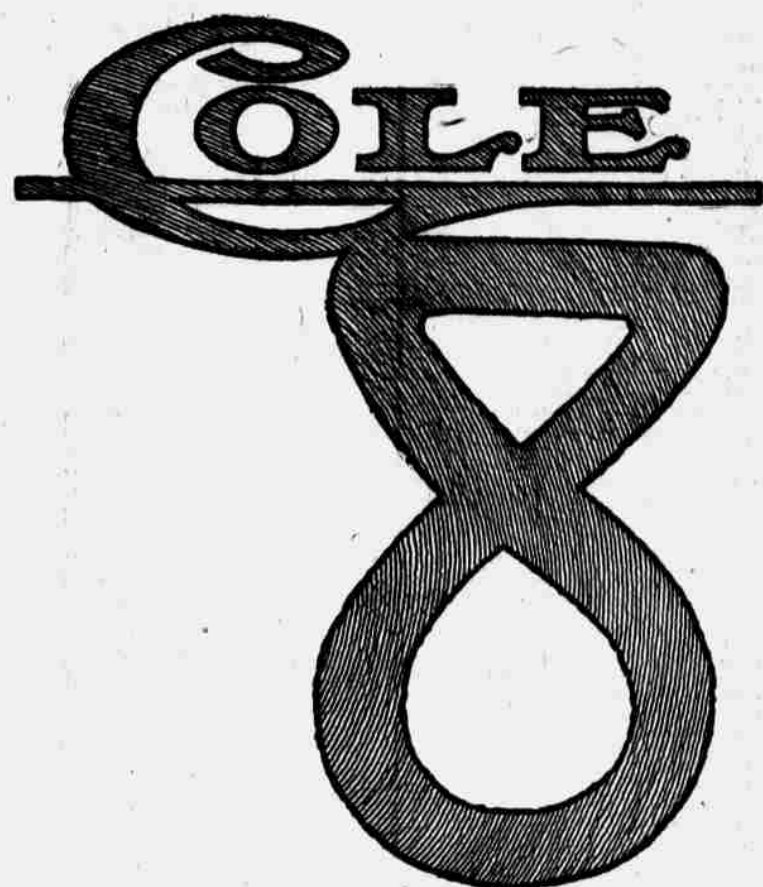
See the magnificent Cole Eight models on exhibit at the Automobile Show.

Traynor Automobile Co.

Distributors
2210 Farnam St. Omaha Phone Douglas 5265

Space 13

Cole Motor Car Company
Indianapolis, U. S. A.



Prices

Seven Passenger Cole-Springfield Tour sedan	\$2295
Four Passenger Cole-Springfield Tour coupe	\$2295
Seven Passenger Cole Eight Touring Car	\$1695
Four Passenger Cole Eight Roadster	\$1695

Prices f. o. b. factory