

**NEW PAIGE MODELS  
REVEAL NEW IDEAS**

Introduced at Omaha Auto Show as "Most Beautiful Car in America."

**MUCH EXPECTED OF DRIVE**

A new mechanical principle that bears heavily on both comfort and economy, numerous refinements and impressive beauty of design, are the outstanding features of the new Paige models which will be shown for the first time at the Automobile show.

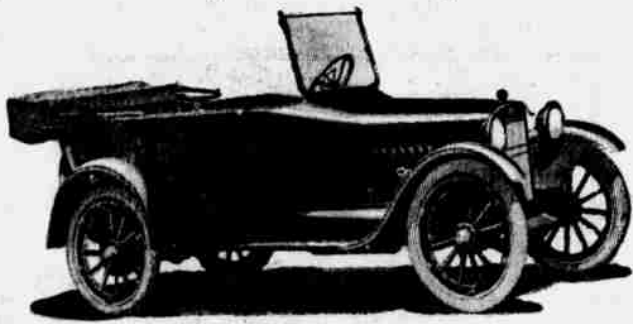
The Paige is now in its seventh year and its comparatively short history has been remarkable for a very rapid advance which has placed this company among the leading producers of six-cylinder cars. This advance in popularity and production has been due primarily, Paige executives declare, to a full measure of value. Aside from mechanical excellence, they have aimed also at originality, distinction and beauty of line and they have had the satisfaction of observing their ideas in this direction impress themselves on the industry.

Beauty has been such a marked characteristic of the Paige that enthusiastic owners have declared it to be "The Most Beautiful Car in America." This year, with the new models handsomer than anything the Paige factory has hitherto turned out, the Paige executives have been encouraged to adopt as their slogan the phrase suggested by the owners themselves and consequently the new Paige model is introduced to the public as "The Most Beautiful Car in America."

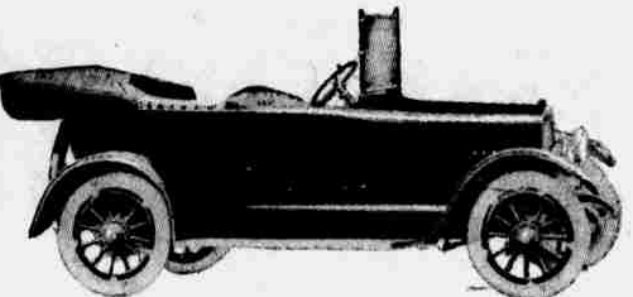
**Split Chassis.**  
Included in the show exhibit of the new Paige line is a split chassis, or a chassis that has been cut through the center, so to speak. This method of revealing the inner workings of a car gives an exceptionally graphic idea of the motor, transmission case, rear axle, etc., and shows the design, construction and operation of the vitals of the car more effectively than could be accomplished in any other way. Experienced men are always at hand to explain the chassis and the result is a liberal education in motor car mechanics for any one willing to give this feature of the exhibit a little time.

The exhibit also includes the new seven-passenger standard touring car, the Stratford "Six-51," the "Six-39," a five-passenger car known as the Linwood, finished in gray with wire wheels, but otherwise standard, and the Brooklands, a handsome and very distinctive car which is a new type of convertible roadster. The Brooklands can be instantly converted from a roadster to a touring car seating four and when used as a roadster the baby tonneau is concealed in a sloping turtle back. Of the various Paige enclosed models the sedan is shown, a beautiful and luxurious car built on the "51" chassis. Other new Paige models, both enclosed and open, are on exhibition at the salesroom, where special preparations have been made to receive visitors during show week. As beneficiaries are presented to the public as "The Most Beautiful Car in America," beauty of line, design, finish and furnishings first compel the attention. The stream line, developed and refined, is enhanced in its aesthetic effect by the adoption of a double cowl, which means that the cowl over the control board is repeated

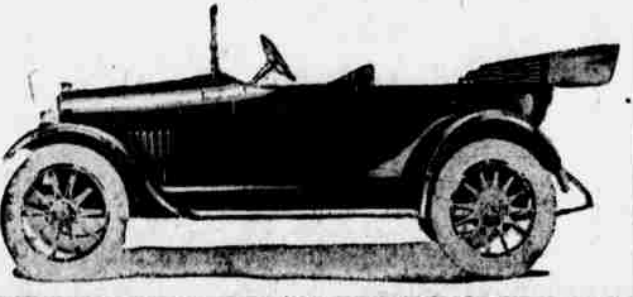
**Nobby Saxon Touring Car**



Regal Touring Car Model



Latest Allen Pleasure Car



over the back of the front seat and facing the occupants of the tonneau. A finishing touch of distinction in general effect is found in the sloping divided windshield.

**Light Cars Specialty  
Of the Franklin Company**

Last year, at the meeting of the Society of Automobile Engineers of Detroit, directly following the two national automobile shows, two prominent authorities read papers outlining their observations on the trend of motor car design for 1916.

One of the points brought out was this: "The greatest point in which the present-day automobile fails in its purpose is that of maintenance cost. It is cheap enough to buy, but it is woefully costly to maintain."

"In reducing maintenance cost, there are two chief things for which to work; one, the reduction of weight; and the other, the reduction of friction loss in transmission."

This question of weight reduction is not altogether new to the motor car industry, as some of the most successful makes have been avowedly lightweight cars. The Franklin company might be said to be a pioneer in this type of construction, for, as far

**1916 Banner Year  
Of Auto Industry**

The automobile industry enjoyed its banner year in 1916, when 1,617,708 cars were produced. Official production figures for the last twelve years, furnished by the National Automobile Chamber of Commerce, follow:

Year	Passenger Cars Only	Trucks	
1905	31,806	1910	175,880
1906	32,482	1911	200,937
1907	41,289	1912	278,281
1908	82,846	1913	450,000
1909	115,332		
1910	219,000	1916	1,617,708
1915	702,971		

back as 1902 when its first model was marketed, the principle of light weight was as evident as it is today. Last year the production of a Franklin car weighing 2,680 pounds was regarded with a great deal of interest, but this year even further advances have been made in bringing the weight of its touring model to 2,280 pounds. Every one of the Franklin enclosed cars weighs under 2,650 pounds.

**Chassis Is Signed.**  
The Cincinnati Reds have Nat Chase's signature in a two-year contract covering the seasons of 1917-18.

**COLE TO CONFINE  
LINE TO "EIGHTS"**

Indianapolis Factory Will Build Eight-Cylinder Cars Exclusively, With One Chassis.

**IS A BOON TO DEALERS**

The announcement of a definite production policy on the part of an automobile company means more to the dealer handling that company's product than anything else, in the opinion of C. P. Henderson, general sales manager of the Cole Motor Car company of Indianapolis. Since the recent formal announcement that the Cole organization will manufacture Cole Eights exclusively, scores of Cole dealers have wired in to the factory approving the idea and predicting the 1917 year in the history of the concern, he says.

"With a fixed production policy, such as the Cole's," said Mr. Henderson, "our dealers know just what they have to expect. They have no fear that we will suddenly change our models and leave them in the lurch with a lot of cars the production of which has been stopped."

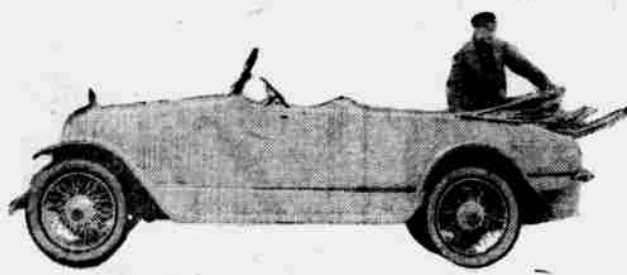
"The Cole company's decision to concentrate all of its efforts on eight-cylinder cars was due to the fact that the eight-cylinder automobile which we are now building has proved itself to be the best possible buy for the money. Furthermore, A. E. Knobloch, our general manager, is a firm believer in the theory of one standard chassis to a factory. If two chassis are turned out by one factory, the attention of that institution must be divided between the two. By building but one type of chassis the whole attention of the institution is concentrated on that one product and the results are, therefore, more satisfactory as they would be under other circumstances."

"Three years of consistent and studious production has revealed to us through the dealers what we consider a car that adapts itself to the needs of the general public better than any other car."

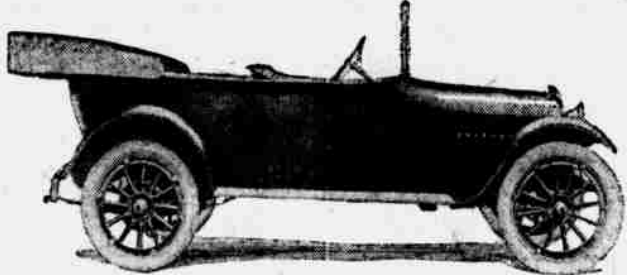
**Lee Huff the Original  
Showman; Sees 'Em All**

If you want to know anything about any auto show, just see Lee Huff, manager of the Nebraska Buick Auto company. He seems to have a mania for auto shows this season, having attended the following since the first of the year: New York, Chicago, Sioux City, Kansas City and Des Moines. He is still strong for the Omaha show, however, and says that outside of Chicago and New York the real show will be at Omaha.

**Pathfinder's New Fold-In Top**



Oakland Touring Model



King Eight With a Load



**Reo Engineer Expatiates  
On Carburetor Vaporings**

"This is the time of year when carburetor vaporings fill the air," says Horace T. Thomas, chief engineer of the Reo Motor Car company.

"This is the time when prosperity reaches its peak in the carburetor business—because conditions are such at this season that every motorist finds something to be desired in the workings of his 'mixing valve.'"

"Few there be who will not fall for a new carburetor when on a cold morning the motor refuses to start and the starter fails to make it commence."

"Yet most carburetors are good carburetors. It's surprising how little real difference one finds among them

when actually tested under all conditions.

"Some day I'm going to finance a big company and a bigger advertising campaign, to sell a 'Faith Cure Carburetor.'"

**Uses Train to Catch Up**

When thirty-eight Saxons raced from New York to Frisco in six days and eighteen hours, it took one of the observers from North Platte, Neb., to Salt Lake City, Utah, to catch up with the race. He traveled on a fast train, but the Saxon—with four hours start—got in only forty minutes behind him.

**Run Onto Flat Cars**

During the freight car shortage of this year they have been loading Saxons on the flat cars by driving them up an incline under their own power and running them along a string of cars to the front end. By this method seventeen flat cars were loaded in an hour and forty-five minutes, where it used to take a day.

**King Adds a Four-Passenger Model To Its Long List**

In addition to changing the body lines of the seven-passenger touring car, adding many conveniences, the King Motor Car company of Detroit adds a four-passenger model to its product and places the list price on these three models at \$1,385, an increase of \$185 over the \$1,200 price which has prevailed since November 15. The seven passenger King Sedan (Springfield type) will sell for \$2,250. The chassis, with an eight-cylinder motor, continues the same as in the last year with the single exception that the Stewart vacuum gasoline system is used.

The chassis, which has been approved by grueling stock car official tests under the direction of the American Automobile association, and in the hands of King dealers, or under the guidance of King owners, remains intact.

The new King four-passenger model, designated as the King Four-ome, has been built in a sporty type. The windshield is tilted and while wire wheels will probably predominate on this type they can only be secured at extra cost. In the driver's compartment are two comfortable individual bucket seats nineteen inches wide and nineteen inches long. The tonneau seat is forty-two inches wide and nineteen inches long and is built strictly for two passengers.

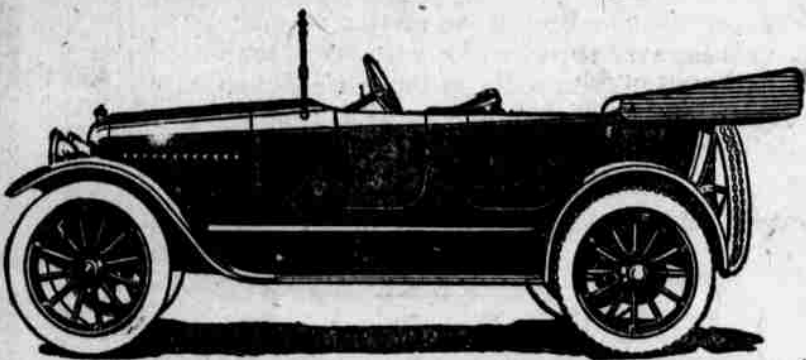
The lines on the seven-passenger touring car are changed, giving the car a more rakish appearance than the predecessors of this type. The Springfield type Sedan model accommodates seven passengers instead of five as in last year's model.

**Regal at the New York Show  
Attracts Much Comment**

The exhibit of the Regal Motor Car company, consisting of one regular stock car, one stock car painted leather-brown and trimmed with purple, and one white enamel chassis with cut-out parts illuminated by flashing lights, attracted much favorable comment from both retail buyers and dealers at the New York show.

The special chassis in particular caught the fancy of retail buyers. Lights and mirrors were arranged to show the mechanism of the motor from above and beneath, the Bendix starter drive, the clutch and the differential. A great deal of retail business was signed directly as a result of this novel feature, and the Regal 4-thirty-two was generally conceded to be one of the most attractive light cars exhibited.

**A conviction that is  
a challenge to you**



**1917 GRANT SIX \$875**

IT IS our sincere conviction that the Grant Six leads in Quality, Size and Power for its price. We believe it is the best thing on wheels for under a thousand dollars.

This car has marvelous flexibility. It throttles down to one and one-half miles an hour on high gear, it speeds up to fifty. It has power to spare. Moreover, it is economical—owners average twenty miles to the gallon of gasoline (some say twenty-eight miles) and 900 miles to the gallon of oil. Of course, it is easy on tires, because in spite of its generous size, its roomy body, its extra strength, it is light in weight.

And its true cantilever spring suspension makes it remarkably easy riding on any road. We emphasize this feature of the Grant Six because it deserves emphasis.

Taking all these facts into consideration, it is our conviction that the Grant Six offers you more for the money than any car sold for less than a thousand dollars.

This is a challenge to you to come and see the Grant Six at Booth 3—Main Floor.

Five-Passenger Touring Car, \$825 Three-Passenger Roadster, \$825

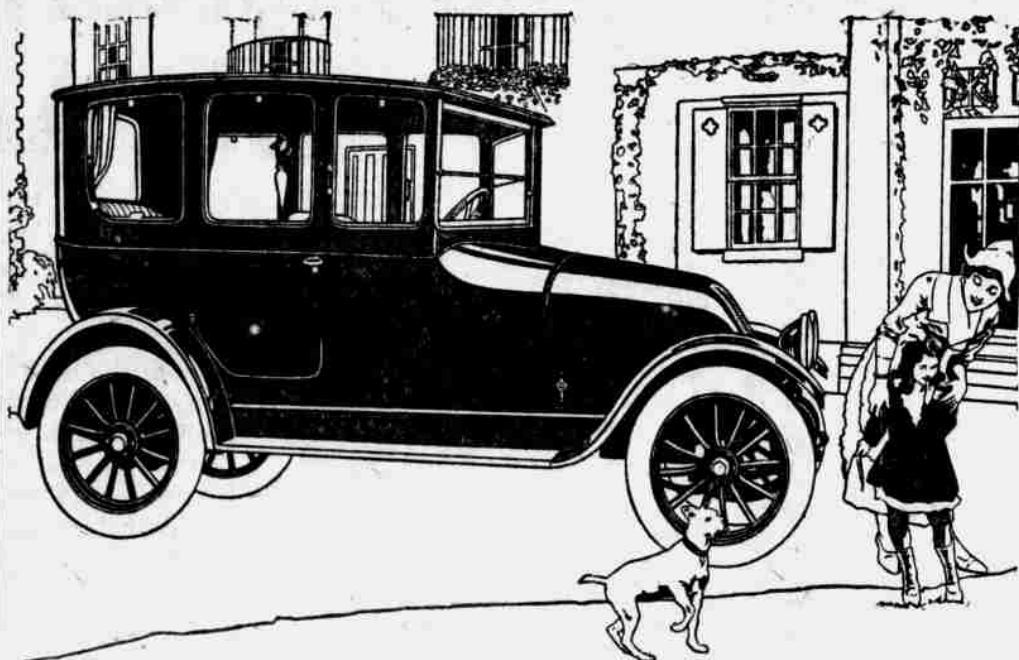
Three-Passenger Cabriolet, \$1050 f. o. b. Factory

**Apperson Motor Co.**

2060-62 Farnam St. Omaha. Phone Doug. 3811.

GRANT MOTOR CAR CORPORATION, CLEVELAND, OHIO.

*At the Automobile Show*



**We Have Been Telling You Facts About the Franklin Car—Now Let Us Prove Them**

**WE ARE** in close contact with public opinion regarding motor cars and know that seasoned judgment will influence many motorists this year in the selection of their next fine car.

If you are a motorist yourself, you will know the reason for this discrimination.

You know that the man who discards a heavy car is looking for the light-weight car—because he is tired of enormous gasoline and tire bills. You know he is looking for a comfortable car to drive and ride in—because he is tired of constant exertion in controlling a car; tired of suffering the jolts that a heavy car gets over rough roads. You know he is looking for a safe car—one that holds the road and stops and starts easily.

He is looking for that which the experienced motorist is finding—the Franklin scientific-light-weight car.

We invite you to visit our booth at the Automobile Show and inspect the Franklin Car. We will not only repeat the facts we have been telling the motor public about the Franklin Car—but we will prove them personally to you.

We will prove to you that the scientific-light-weight construction of the Franklin gives you the greatest economy ever recorded by any fine car.

We will prove to you beyond the shadow of a doubt the safety and reliability of the Franklin—whether you, your wife or your young daughter is at the wheel.

We will arrange a Franklin trip for you and your family, to prove comfort. We want you to drive the car yourself.

What you find out may mean your getting the Franklin a year or so sooner.

**Franklin Motor Car Co.**

2205 Farnam Street

Phone Douglas 1712

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Franklin Exhibit on Stage Auditorium—Auto Show