

## STUDEBAKER "GOLD CAR" TO BE FEATURE

Created Sensation Last Year With Golden Chassis—Again to Be Star Feature.

A \$30,000 GOLDEN CHARIOT

Studebaker does it again! With unflinching regularity Studebaker has annually supplied the automobile shows of America with their feature attractions. Each year has witnessed another new and strikingly original idea evolved by the Studebaker organization for the purpose of interesting, instructing and educating visitors to the automobile shows.

Last year Studebaker apparently reached the apex of their originality when they startled the country with the famous "Gold Chassis." Not only was it the real aristocrat of the show, as it reposed in majesty on a robe of purple velvet, but it represented the biggest piece of gold plate work ever undertaken. While it was the most expensive chassis ever built, costing more than \$25,000, it was stands at the show it is valued at more than \$30,000.

The entire chassis of this series 18 Studebaker is finished in 24-karat gold, from stem to stern, just as was the gold chassis exhibited last year. But mounted on this golden chassis is a standard touring body, also finished in purest gold and glistening white enamel. The victoria top is of beautiful white leather. The brackets supporting this top are all gold plated.

**On Gold Chassis.**  
Now comes the "Gold Car"—an evolution of the famous gold chassis of a year ago. And it is even more wonderful and magnificent than the celebrated golden chassis.

It is a series 18 Studebaker six-cylinder, seven-passenger touring car, with the distinctive victoria top in place. It is the most expensive motor car ever built in the history of the industry, and yet it is standard in every detail of construction, with the exception of its brilliant gold and white finish.

About 400 ounces of 24-karat gold were used in finishing the Studebaker "Gold Car" and as it stands at the show it is valued at more than \$30,000.

The entire chassis of this series 18 Studebaker is finished in 24-karat gold, from stem to stern, just as was the gold chassis exhibited last year. But mounted on this golden chassis is a standard touring body, also finished in purest gold and glistening white enamel. The victoria top is of beautiful white leather. The brackets supporting this top are all gold plated.

**White Enamel.**  
The white enamel body is enriched with hair-line stripings of gold. The lamp rim and reflectors, the bars supporting the lamps, the radiator, the springs, the hubs, rims and nuts on the wheels of the car, all are of a twenty-four-carat gold.

All fixtures, such as door openers, little fasteners that hold the side curtains, screw heads and bolts, are of gold. The top of the running board and all bolts connecting the fenders are of gold. Gold finishes the steering wheel column and all metal parts, and it sparkles in all its brilliancy from the brackets holding spare tire and rim. It glistens from the top arms, from the top brackets on the side, which hold the top when down, from the brake drum, from the clutch levers, accelerator, shifting gears and emergency brake—from every metal part of the car.

The genuine white leather, with which the car is upholstered throughout, harmonizes beautifully with the rich gold finish of this Studebaker. The armchair auxiliary seats are upholstered with the same white leather, with all the fixtures finished in gold. The floor board in driver's compartment is covered with white linoleum and trimmed with gold. Even the speedometer has a white face with gold numbers.

### Auto Salesman Says He Has Developed Into a Car Chaser

"Our one worry today isn't orders, isn't increased prices. We think not at all of that point of saturation; nor is it shortage of materials—it is the freight-car situation," exclaimed R. C. Rueschaw, sales manager of the Reo company.

"Here I am, drawing a salary and carrying around the title of sales manager, and what I really am these days is a car chaser! I've been to every railroad office in Chicago; I've scouted and snooped around the yard and fraternized with switch engineers and yardmen—and I haven't found the answer."

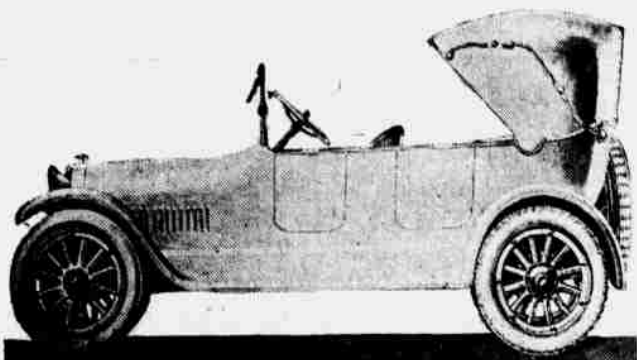
"I can't figure it out at all," continued the Reo man. "I get all kinds of replies, but no answers that satisfy. Of course, I am not interested in reasons why we don't get cars—I want cars. The dealers are hounding us to ship. Factory is turning them out faster than ever before. We have little warehouse facilities—for Reos never stay at the factory beyond the day they are made in normal times."

"As a result of this freight car shortage a condition has developed that is unprecedented. The 'drive-away' is something unique—it has resulted from the frantic efforts of dealers to get automobiles."

### New Firm Evolves from Auto Device Sales Co.

The Auto Device Sales company has purchased all interests of the McFarland-Palmer company and has incorporated a firm to be known as the National Auto Accessories company, with a capital of \$40,000. It has already opened branches at St. Louis, Des Moines, Denver, Minneapolis and will open retail accessory stores in six of the surrounding states within the next few months. The rise of the Auto Device Sales company in Omaha has been phenomenal. It started here as a new firm last October and now has forty men on the road with over 1,000 dealers handling its goods. The G. L. W. spring oiler, the Perry auto lock, the Eisen regulator and the J. T. wind shield cleaner are devices which are controlled exclusively by this firm. Mr. Page continues as president and general manager of the new corporation, O. T. McFarland as secretary, and Charles M. Page as treasurer.

## Studebaker Gold Car



### SPARK PLUG FIRM IN GREAT STRIDES

Champion Company Becomes Largest in World After a Modest Beginning.

### SHIP WHOLE CARLOADS

A striking example of what has been accomplished in the comparatively short life of the automobile industry, can be found in the record of the Champion Spark Plug company of Toledo, O., manufacturers of spark plugs for all types of gasoline motors.

From a small beginning, with a production of less than 300 plugs a day, this Toledo concern has shown a remarkable growth and today it stands, it is said, first as the largest producer of spark plugs in the world.

Few men have figured more prominently in a commercial success than R. A. and F. D. Stranahan, president and treasurer respectively of the company. It is due largely to their untiring efforts and keen business foresight that the Champion organization was lifted from comparative obscurity into the front rank it occupies today.

The manufacturing of spark plugs appealed to them as an unusual opportunity for building up a permanent and profitable business. They had confidence in the stability of the automobile industry and foresaw the growing demand for motor car accessories such as spark plugs.

They moved from Boston to Toledo so as to be near the big motor car factories and although they started in to manufacture spark plugs on a small scale, it was not long before the quality of their product attracted the attention of a number of the more prominent automobile builders. The first big contract closed called for delivery of 100,000 plugs in twelve months. Others followed and in 1912 the business had grown to such an extent that it was found necessary to move into newer and larger quarters. The original floor space was 300 square feet, which has been increased from year to year until the Champion factory of today boasts of more than 100,000 square feet of floor space, and has a

production capacity of 100,000 spark plugs per day.

**Ship Whole Carloads.**  
The Champion company is the only concern manufacturing spark plugs with a business large enough to warrant its shipping carload lots. And carload lots mean a great deal when it is considered that a finished plug weighs less than four ounces.

A large portion of the Champion product is contracted for by the automobile manufacturers of the United States. Such cars as Ford, Overland, Studebaker, Maxwell and over eighty-two others use Champions as regular factory equipment. In addition, the company manufactures spark plugs for marine, stationary, tractor, motorcycle and aeroplane engines, in fact for any type of gasoline motor. Its export shipments alone amount to more than 50,000 plugs a month.

### Climbs Steep Grade to Show Worth of the King

The King conquers again. This time winding up the ten-mile Mount Diablo grade on the high gear, thereby being awarded the Oakland Tribune High Gear Challenge trophy, and adding still another to its score of more of stock car records in the car owners' service test category. The tortuous climb was made during the middle of the San Francisco Automobile show and was a sensation of the pioneer coast display.

### Tire Bill This Year to Reach \$350,000,000 Mark

It is estimated that more than \$350,000,000 will be spent in the purchase of tires for pleasure cars alone during 1917. The estimate is based on the number of cars in use, the average mileage, the guarantees ordinarily made with tires and on other figures of tire consumption by car owners in the past.

### Suburban Motorist Finds Good Way to Save Money

"You'd be surprised to know how much Mary and I have saved since we got the car," said the first suburbanite.

"How's that?" inquired his astonished friend.  
"Well, you see, every Sunday morning we eat a light breakfast and start out for a spin. Around noon we hap-

pen to be near the Joneses or the Smiths and, of course, we drop in. They invite us to stay. Then on the way back we have to pass the Williamses or the O'Henrys and they ask

us to stay to supper."  
"But you have to pay them back, don't you?"  
"No, that's the best part of it. Since we got the car we are never at home."



**MOTORED** to stand the grind of long-distance runs and the sudden bursts of speed, the Apperson Roadplane is the peer of the warplane in power, speed and mechanical dependability. It glides over the road as the plane glides through space—a ride in one offers a new thrill in motoring.

"6's" and "8's," seven, five and "Chummy Roadster" (four-passenger) bodies, 3,000 lbs.—long wheelbase, perfect balance, luxurious upholstery—\$1690 to \$2000, f.o.b. Kokomo. See the Roadplane at the Show.

Apperson Motor Co., Distributors  
2060-62 Farnam St., Omaha  
Phone Douglas 3811  
SPACE 3—OMAHA AUTO SHOW

APPERSON BROS. AUTOMOBILE CO., KOKOMO, INDIANA, U.S.A.

# Apperson Roadplane

# Overland

## Undoubtedly the Industry's Crowning Achievement

From your point of view this announcement is most important.

For herein we set forth the achievement toward which this company has aimed for the last eight years.

This achievement in a word is the completion of our gigantic organization to a point where we can make and market a complete line of automobiles under one head.

This means tremendous economies—much greater than ever before.

This means the elimination of all waste, all lost motion and much greater factory efficiency.

This means an even higher grade of cars at much more attractive prices.

All of which means a substantial saving for you on the next car you buy.

For now and for the first time in the history of the automobile business we as one single organization offer the public a full and complete line of automobiles.

This concentration—this greater efficiency—this more effective means of pulling together is going to set a new standard of low priced high-grade automobile values.

For we operate on the basis of—  
—one executive organization  
—one factory management  
—one purchasing unit  
—one sales expense

—one group of dealers to plan, produce and sell all Overland, Willys and Willys-Knight models.

Buying power is concentrated. Costs are distributed over all these cars. The savings are enormous.

As a result we are producing cars of exceptional quality—and marketing them at unusually low prices.

Every car is built to a rigid standard of performance, comfort and appearance.

The new models are listed in this announcement. They include Overland models from the snappy comfortable \$665 Light Four to the beautiful Light Six Sedan at \$1585.

They include also the big, handsome Willys-Knights from the Four at \$1285, to the super efficient Eight at \$1950.

These new models establish price records, value records and performance records which we believe will prove to the public conclusively that the vast economies of vast production are the key note and manufacturing secret of the greatest value for the least amount of money.

## WILLYS-OVERLAND, Inc., OMAHA BRANCH

SALES ROOMS  
2047-49 Farnam Street. Douglas 3292

SERVICE STATION  
20th and Harney Streets. Douglas 3290

### Overland Light Four Models



Roadster, 104-in. wheelbase . . . . . \$850  
Touring, 106-in. wheelbase . . . . . \$865  
Sport Model—Country Club—(Illustrated) \$760

### Overland Big Four Models



Roadster, 112-in. wheelbase . . . . . \$835  
Touring, 112-in. wheelbase—(Illustrated) . \$850  
(See also Closed Cars)

### Overland Light Six Models



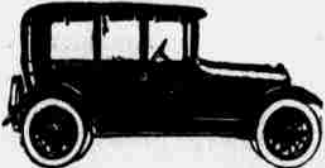
Roadster, 116-in. wheelbase—(Illustrated) . \$970  
Touring, 116-in. wheelbase . . . . . \$985  
(See also Closed Cars)

### Willys-Knight 7 Passenger Models



Four Cylinder Touring, 121 in. wheelbase . \$1285  
Eight Cylinder, 126-in. wheelbase (Illustrated) \$1950  
(See also Closed Cars)

### Overland and Willys-Knight Closed Cars



Overland Big Four Coupe, 112-in. wheelbase \$1280  
Overland Big Four Sedan, 112-in. wheelbase \$1460  
Overland Light Six Coupe, 116-in. wheelbase \$1385  
Overland Light Six Sedan, 116-in. wheelbase \$1585  
(Illustrated)  
Willys-Knight Four Coupe, 114-in. wheelbase \$1680  
Willys-Knight Four Sedan, 121-in. wheelbase \$1980  
Willys-Knight Four Limousine, 121-in. " \$1980  
All prices f. o. b. Toledo

See our exhibit at the show—See our complete line at our retail sales rooms  
"Made in U. S. A."