

MORE COMFORT IN THE 1917 BODIES

Adjustable Seats, Better Tops and More Luxurious Fittings in New Models.

WHEEL BASE IS LONGER

Passengers have more comfort in 1917 bodies. Occupants can generally sit as they please, and not as they have to sit. There is also a greater choice in bodies for all purposes.

Among the body developments of the year are the club roadster, the touring sedan, movable and adjustable seats, better upholstery, better arrangements of instruments and gauges, better tops, wind shields and tire carriers and more luxurious fittings. An important improvement is a wider choice in painting colors and trim.

Most important of all the improvements in bodies is the better arrangement of seats. The front compartment of the touring car is now as comfortable as the rear, and is no longer neglected when the body is laid out. The close-coupled touring car has about passed out of existence and in its place is the club roadster, so that in the pure touring design there is always plenty of room in the tonneau.

Two factors have been very important as regards room in bodies. The wheel-base is longer on most cars and the engine is shorter, due to the block method of casting. This has allowed from five to six inches more space to be used in the bodies of a great many cars, and it has been used to great advantage.

A great amount of ingenuity has been displayed during the year in the development of the roadster. The four-passenger type, which has all the room of the small touring car and which still preserves the graceful lines of the roadster, has been the season's popular development. These cars are seen around the country club and the shop and are often owned by people who have one or more other cars in their garage.

The touring sedan, which was introduced three years ago, is now developed to a higher extent than ever. In fact, the sedan has become the most popular type of closed body and has made the limousine secondary. The latter is holding its own, however, among people who have chauffeurs, and probably will continue to do so.

Future of Closed Car Is Certain in Summer or Winter

"While practically every automobile maker produces several closed car models, this type now constitutes but a comparatively small percentage of all cars manufactured," says W. O. Allen, general manager of the Allen Motor company.

"At that, you can go out on any street or boulevard in cities of every size and in villages even, at this mid-winter period, and see many closed cars. Last summer, during the most severe heat, you saw many of them, and next summer you'll see still more."

"But with all these evidences of usage the closed car is just an infant. Full appreciation of closed cars is yet to come."

"The time is coming within the next few years when the car which may be converted into a full-fledged closed car will change places with the touring car of today's type and will constitute the bulk of automobile production."

"At the Allen factory this is our first year in closed car building. Yet from the time when we announced our first closed cars, nearly six months ago, we have been taxed beyond our ability to fill orders in this particular field."

"I believe that what is known as the convertible sedan will be the big seller of the future. It is perhaps the best type of all-service car."

Dodge Brothers Sedan Of Distinctive Appearance

Keeping faith with the public brings quick reward.

Evidence of this truth is to be found in the results following the recent publication of first advertisements relating to the Dodge Brothers convertible sedan. The advertisements stated merely that "the sedan is a car such as you would expect of Dodge Brothers," and that it was designed and built complete in Dodge Brothers' works.

Immediately, and in many cases without further idea of the car's appearance, people began placing orders. The result is a demand with which dealers may not be able to keep pace unless there is a big change for the better in shipping and manufacturing conditions generally.

The Dodge Brothers sedan, like the Dodge Brothers coupe, is truly a car of distinctive appearance. Designed to embody the very latest and best in American and foreign coach work, it immediately conveys a lasting impression of comfort, quality and refinement.

The general lines are conservative as well as graceful and dignified. With its flat type of roof and the absence of extreme lines, the body is one which will suffer little from sudden shifts of fad or fashion. The color panel of the body is painted a deep blue, outlined by a cream-colored stripe.

The cowl, body front, fenders and hood are painted black and the wire wheels are a cream color to match the stripe.

Automobile Takes Place Of Horse in Yellowstone

With automobiles taking the place of horses and coaches in Yellowstone park during the coming season, railroad passenger officials figure that tourists will have much more time for sight-seeing at the stations.

It is figured that with automobiles the speed through the park will be increased to fifteen miles per hour, whereas, with horses it was about five. Under the new plan, the tours will be of five days' duration, covering the same ground as heretofore.

On the auto trips tourists may enter by any of the three gateways and leave by any of the three.

RENEWS CONTRACT WITH THE BUICK COMPANY.



"CHET" BOWERS.

Friends of "Chet" Bowers will be glad to learn that he has again contracted with the Nebraska Buick Auto company as their sales representative for Omaha, South Omaha and Council Bluffs.

At no time since the 1916 auto show has Mr. Bowers been able to fill all the orders which he has received for Buick cars. However, his allotment has been increased for the 1917 season so that he hopes to meet the ever-increasing demand for Buicks in a better manner than in the past.

He now has a competent sales force composed of F. G. Hunt, who has been associated with him during the last year; R. C. Green, formerly paying teller of the Omaha National bank; and J. D. Reddan, formerly with the Omaha Hardwood Lumber company.

Mr. Bowers predicts more real sales at the show this season than at all previous Omaha shows combined.

Stearns to Build But Two Types of Motors Hereafter

The final development of the Stearns-Knight combination results in the announcement by the F. B. Stearns company, Cleveland, builders of the Stearns-Knight, that in the future they will build only four and eight-cylinder Knight motored cars.

"I have been designing motor cars for twenty years," said Frank B. Stearns, president of the company, "and I am through. In the future we will direct all our efforts toward the refinement of the present four and eight-cylinder cars."

Stearns is one of very few manufacturers who have actually developed a motor car. Beginning with a single cylinder "horseless carriage" way back in '96 the name "Stearns" has constantly been a leader in the design and production of the automobile.

An evidence of Stearns' progressiveness and a move that attracted national attention, particularly among the builders of motor cars, was the adoption of the Knight type, or sleeve valve, motor by Stearns in 1911. This type of motor up to that time was used only by the leading builders of European motor cars. It has since been adopted by other American builders.

Again, Stearns' progressiveness developed the Knight type engine to a point which made possible the construction of a multiple cylinder power plant, the Stearns-Knight Eight, the first and only eight-cylinder sleeve valve engine in the world.

Two Fiat Machines Will Race On Ovals In United States

As announced recently in Motor Age, it is more than probable that two Fiat cars will face the starter in the next 300-mile race on the Indianapolis speedway. The Fiat directors and engineers have maintained their interest in racing and would have sent cars to America in 1915 and 1916 had circumstances permitted.

Drivers for the two racing machines have not been officially appointed, but indications are that Jack E. Scales and Antonio Fagnano will be selected to handle the Italian mounts. These men have been connected with Fiat for years and drove for them in the last European road race—the French Grand Prix of 1914. Fagnano is one of the old school of race drivers who has had considerable American experience as mechanic to Lancia and Sarrano. He has in addition taken part in nearly all the big European races either as driver or mechanic. Jack Scales has never visited America. While employed in the test and experimental department of the Fiat factory he drove in a number of the smaller European speed contests, but the French Grand Prix of 1914 was his first start in a classic event.

Packard Will Provide Detroit With Auditorium

For years Detroit has dreamed of having a great auditorium that should be adequate to the artistic, social and political needs of the Wonder City of America. Many times tentative plans have been ventured and as many times have lapsed ineffectually. Now this hope and dream of Detroit is to be realized.

A suitable auditorium for public use is to be constructed as a part of the beautiful building which the Packard Motor Car company is preparing to erect in the heart of the city for the sales and service quarters of the Detroit branch. The structure will be eight stories high on a lot 236x200 feet.

In providing for the needs of Detroit in this respect the officers and directors of the Packard Motor Car company are influenced by a desire to demonstrate to the citizens of Detroit in general, and to the music lovers of the city especially, the loyalty which they feel for the town in which the Packard company has grown from a small beginning to a great industry.

Cars at 1917 Auto Show

- Allen... Standard Motor Car Co. Apperson... Apperson Motor Co. Auburn... Auburn Auto Co. "Omaha". Briscoe... R. W. Craig, Inc. Cadillac... Cadillac Co. of Omaha. Case... Prince Auto Co. Chalmers... Western Motor Car Co. Chandler... Omaha Chandler Co. Chevrolet... W. L. Huffman Auto Co. Cole... Traynor Automobile Co. Crow-Elkhart... Fred C. Huffman Motor Car Co. Davis... W. T. Wilson Auto Co. Detroit Electric... Anderson Electric Car Co. Dodge Brothers... Murphy-O'Brien Auto Co. Dort... Tooser-Gerspacher Motor Co. Drummond... Drummond Motor Co. Federal... H. Pelton. Ford... Ford Motor Co. Franklin... Franklin Motor Car Co. Elgin Six... The Motor Co. Garford... Henry & Company. Glide... Nebraska Glide Auto Co. G. M. C... Henry & Company. Grant... Apperson Motor Co. H. A. L. Lozier... W. L. Huffman Motor Co. Haynes... Haynes Auto Sales Co. Hollier... The T. G. Northwall Co. Hudson... Andrew Murphy & Sons. Hudspeth... Guy L. Smith. Hupmobile... McShane Motor Co. International... International Harvester Co. Inter-Stats... Traynor Auto Co. Jackson... Jackson Auto Co., Branch. Jeffery... Standard Motor Car Co. Kelly-Springfield... Andrew Murphy & Son. King... Noyes-Killy Motor Co. Kissel... Lininger Implement Co. Lexington... R. W. Craig, Inc. Marion-Handley... Prince Auto Co. Maxson... H. Pelton. Maxwell... C. W. Francis Auto Co. Mercer... McShane Motor Co. Metz... R. W. Craig, Inc. Milburn Electric... Electric Garage Co. Mitchell... J. T. Stewart Motor Co. Monroe... L. E. Doty, Inc. Moon... Tooser-Gerspacher Motor Co. Nelson... Fred C. Huffman Motor Car Co. Oakland... Lininger Implement Co. Oldsmobile... Raapke Motor Car Co. Overland... Willys-Overland Inc. Packard... Orr Motor Sales Co. Paige... Murphy-O'Brien Auto Co. Paterson... Nebraska-Paterson Co. Pathfinder... Tooser-Gerspacher Motor Co. Pierce-Arrow... J. T. Stewart Motor Co. Premier... W. L. Huffman Motor Co. Pullman... T. G. Northwall Co. Peerless... W. T. Hause Auto Co. Rauch & Lang Elec... Electric Garage Co. Regal... McIntyre Hayward Motor Car Co. Reo... Jones-Opper Co. Republic... Andrew Murphy & Son. Saxon... Noyes-Killy Motor Co. Savers & Scovill... W. E. Weekly. Scripps-Booth... W. M. Clement Motor Co. Service... Lininger Implement Co. Smith Form A... Henry & Company. Stearns-Knight... McIntyre Hayward Motor Car Co. Stephens... Fred C. Huffman Motor Car Co. Studebaker... Studebaker Wilson. Sun... W. T. Wilson Auto Co. Velie... L. E. Doty, Inc. Vim... H. Pelton. Willys-Knight... Willys-Overland, Inc.

English Sunbeam Motors To Be Built in America

An engine company of Buffalo, N. Y., has secured the manufacturing rights for the production in America of Sunbeam engines. That this company had in its possession one of the

latest twelve-cylinder Sunbeam aviation engines was a current rumor three months ago. The truth of this report is now confirmed. The company hopes to have an American-made Sunbeam twelve-cylinder airplane engine running about September of this year. Considerable difficulty, it is stated, was experienced in obtain-

ing permission from the British admiralty for the export of particulars regarding the Sunbeam products, but this was eventually overcome.

Crew Men at Work

Garment of both Harvard and Yale have reported for practice. The candidates are divided into crews and drilled in the rowing machine.

Riches From Cotton and Potatoes Makes Year Best of All for Autos

The note of country-wide prosperity which prevailed among the thousands of Overland and Willys-Knight dealers who gathered last month at the Willys-Overland factory in Toledo, for the greatest dealers' convention in the history of any industry, was one never to be forgotten by those who attended the meetings.

Dealers from Maine told of potatoes selling at more than four times as much as last year and they said that the farmers were buying automobiles with their new wealth faster than the motor cars could be supplied. From the south came reports of riches made in the cotton fields. Out of the west developed orders for thousands of Overland and Willys-Knights based on the fact that, in spite of bad weather conditions causing a lower crop percentage, grain prices were so high that the farmers had more money than ever before in their history. In the north the same conditions prevailed. There was money in every hand—plenty of it.

That these reports of prosperity were not simply the result of over-enthusiasm was shown by the signed contracts for Overland and Willys-Knight cars. When the contracts

were totaled up they amounted to over 205,000 cars, representing a selling value of \$175,000,000, the biggest volume of business the company has ever known, exclusive of export and "Unless I am mistaken," said one of the prominent dealers from the west, "you fellows are facing, for perhaps the first time in automobile history, an actual shortage of cars. More motor cars will be sold this coming spring than were disposed of all last year. Its going to be the biggest year in the history of the trade. All because the people have money and they are going to spend a great portion of it for automobiles."

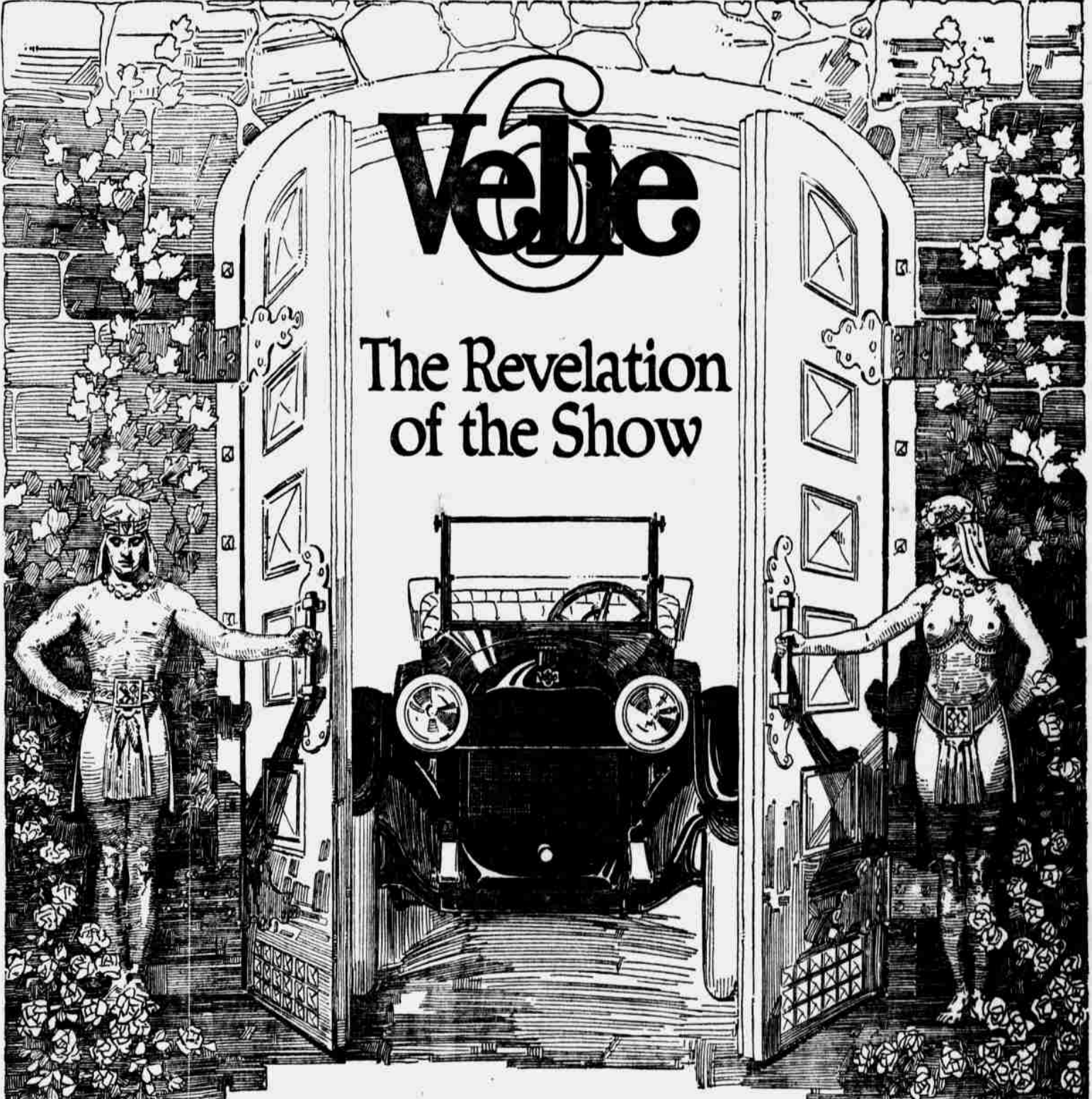
Thirty-Six New Concerns in 1916

Thirty-six new companies were added to the list of automobile manufacturers last year. Twenty selected the four-cylinder engine. Fifteen of these makes sell under \$1,000. Twelve chose the six-cylinder. Only one of these cars sells under \$1,000; ten sell for less than \$2,000. There are three new eight. Only one is priced under \$2,000. The following summary embraces 150 companies, and includes all makers of importance and some of lesser note. In the totals the fours stand first, leading the sixes by thirteen.

Table with 2 columns: Engine type and number of companies. Rows include: Four exclusively (23), Eight exclusively (11), Twelve exclusively (5), Fours and sixes (10), Fours and eights (6), Sixes and eights (5), Sixes and twelves (2), Fours, sixes and eights (3).

Rubber is Going Up as Result of European War

Germany's threat of unrestricted naval warfare has advanced crude rubber about 10 cents a pound. Ceylon first latex crepe, the principal Ceylon grade, sold Friday as high as 90 cents a pound, compared with 75 cents the day before. Three months ago crude rubber was but 60 cents a pound.



Velie The Revelation of the Show

A unique and brilliant display of the low-priced car of high-priced features.

You have an excellent opportunity to compare Velie values at the shows. Compare the New 1917 Velie Six by highest standards you know. Judge by quality only. What better can you find at any price than the powerful Velie-Continental motor—Timken axles front and rear—long, underslung springs—multiple dry disc clutch—Remy automatic ignition—enclosed wiring—vacuum feed—push-button starter—everything in and on? What could be finer than the Velie's graceful new streamline body—longer—roomier—with genuine deep-tufted leather and real curled

hair upholstery—Velie permanent mirror finish—with Snap and Style and Smartness up to the last minute? Such features are found only in a car built up to a long-maintained standard, and not down to a price. Built by an organization of the Velie's exceptional facilities—with half a century of manufacturing experience—and a mile of Velie factory—facts worth considering. Velie cars may be seen at space No. 17, Auditorium, during the Omaha Automobile Show, or on your dealer's floor any day. See these cars—ride in them, and you'll agree comparison proves Velie values.

VELIE BILTWEEL FEATURES

- Six-cylinder Velie-Continental Motor. Timken Axles front and rear. Removable Cylinder Head for Inspection. Helical Gears in Motor—no chains. Enclosed Multiple Dry Disc Clutch. Hotchkiss Drive—no noisy torque arm. Spiral Gears in Floating Rear Axle. Remy Automatic Ignition—Push Button Starter. Double Bulb Headlights—Dashlight. All Wires Enclosed in Metal Conduits. Rear Gasoline Tank—Vacuum Feed. Simple Rocking Gear Shift Lever. Luxurious Body, 4 inches longer. Unusually Wide Doors—easy to enter. High-Grade Leather Upholstery. Cushions Deep Tufted—Real Curled Hair. Long, Flexible Underslung Springs. Expanding Tire Holder—no Straps. Mirror Body Finish—20 Operations Deep. Light of Weight—Economical of Fuel. Everything in and on—ready for the road.

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