

### KING PRAISES THE BUILDERS OF PARTS

Head of King Motor Car Company Says They Contributed To Its Success.

#### CAR OF UNUSUAL POWER

In a statement issued to the parts manufacturers who furnish some of the units entering into the construction of the eight-cylinder King, Arden Ward, Jr., president of the King Motor Car company, Detroit, paid a tribute to the organizations who helped to contribute to the wonderful success of this company. Mr. Ward's statement in part was as follows:

"The company begins the new year stronger and better organized than ever before, with a prestige built upon past performances, not only of its car, but its policies, which have shown to the public a good product backed by fair dealing and liberal treatment."

"The performance and wearing qualities of eight-cylinder motors have in the past proven the reliability of this type of motor so thoroughly that it is unnecessary to enter into detailed discussion of its merits, which are now well known to the public. The last year has won many triumphs for the King stock car, both in endurance tests and hill climbing."

"The credit of these successes and tests of the King and the good quality of our mechanical construction is due to a great extent to the loyal support of our parts manufacturers, who working in union with the King factory force, have produced a car of unusual power and sturdiness. It is this unity of purpose and co-operation which permits us to offer to the public for 1917 a car which for moderate price compares favorably in performance and equipment with the most expensive cars manufactured."

#### Used Car Sale Plan Just Evolved Will Boost Business

Contending that the used car business is not a detriment to the automobile business, but, on the other hand, a necessary adjunct, the Murphy-O'Brien Auto company have inaugurated a very comprehensive plan for handling used cars which seems to be meeting with favor among motorists.

The plan in substance treats the used car business on a very similar basis to the selling of new cars. The principle behind the scheme is to treat buyers of used cars with the same consideration as the buyer of a new car.

In order that complete satisfaction on the part of the buyer may be attained a seven days' "tryout" is allowed to buyers, with a proviso that the car may be returned and the money will be refunded at the expiration of this time, providing the buyer is not satisfied.

As a further inducement and guarantee of good faith the Murphy-O'Brien Auto company will give each buyer a thirty-day mechanical guarantee.

This plan gives promise of being a very good solution to the problem of selling used cars.

#### "Do Your Shopping Early Applies to The Auto Business"

"That the course of wisdom is to do your shopping early applies to the automobile business this year as strongly as to Christmas buying normally," said Charles E. Hannan, Jr., of the Western Motor Car company, Chalmers distributors, yesterday. "Although we are in a better position probably than the majority of the dealers in this section to make deliveries, yet the situation which faces us is, of course, serious."

"Following the tremendous business caused by the combination of beautiful weather and the annual auto show, Mr. Abbott and Mr. Johnson of our firm found it necessary to go to Detroit to investigate the freight car situation. Reports from Detroit are that it is indeed serious and that shipping in all sections is really more serious than the ordinary western buyer realizes. We are well stocked with cars at the present time and, although we expect to use every facility at our disposal to keep cars ahead of the demand, yet the unprecedented conditions of this year would seem to warrant one's buying now if he wants to be real sure to have a car to use during the balmy spring weather."

#### Francis Adds Service Line of Motor Trucks

In connection with the wave of motor truck enthusiasm which has "hit" Omaha comes the announcement that the C. W. Francis Auto company has taken on the service line of motor trucks. This line will be handled in addition to the Maxwell truck and Maxwell pleasure cars.

One of the features of the service truck organization is its body-building department in charge of G. V. Damarus. Unlike many manufacturers of trucks, the service people design and make their own bodies. This, it is said, adds much to the value of their line owing to the perfect balance attained thereby.

The Francis Auto company expects to be a brisk contestant in the motor truck activities of the city owing to its facilities for service which will follow the erection of the new service station at 2212 Harney street.

#### Precision a Necessity in Automobile Manufacturing

Precision in manufacture is an element that comes close to poise, balance and exquisite proportion. The exactness with which the working parts of this car are made may be suggested by the statement that they are not permitted a variation of more than half a thousandth of an inch. "As the paper upon which this is printed is about .005 of an inch thick, you will instantly realize the match-like accuracy with which the Marmon is made," said H. Pelton, in describing the Marmon 24.

Doelan Gets Wendell. Manager Mike Doelan, Rochester's new pilot, has purchased the release of Catcher Lew Wendell from Louisville.

### CITY SALESMAN FOR THE GOODRICH RUBBER CO.



H.W. MEACHAM

H. W. Meacham of the adjustment department of the local branch of the B. F. Goodrich Rubber company, has been appointed city salesman to succeed Ralph L. Pennington, who has taken charge of the local branch recently established at Lincoln.

Mr. Meacham has made a wide acquaintance among dealers in Omaha, as well as the Nebraska territory, through his broad handling of the Goodrich service department. He will, therefore, start on his sales work with the advantage of knowing most of the dealers and garage men.

"Meach" spells "service" in capitals—Satisfaction, Economy, Reliability, Veracity, Intelligence, Courtesy, Efficiency.

Pleased With Backstop. Manager Mathewson of the Reds is elated over the excellent showing of his catching mainstay, Wingo and Clark. Those veteran backstops of the Reds are using their July formula in shooting the pill around the diamond.

### DEMAND FOR MORE CARS WITH ROBIN

Buyers of Autos Insistent that Machines Be Delivered Early This Spring.

#### MANY DRIVING OVERLAND

Stories about the first robin are coming in with considerable regularity, and as they do motor car manufacturers are receiving demands that grow more insistent every day for delivery of cars, yet the freight car situation grows worse. The Packard Motor Car company realized that if purchasers of new cars were to have them when they want them, other means of delivery than the railroads must be discovered. Therefore, a large number of cars have been driven to various points. One group of nineteen cars was delivered to the Packard branch in Pittsburgh. The largest train, consisting of forty-three cars, was sent overland from Detroit to Cleveland.

"A road is as good as its worst fifteen miles." That is what the Packard men who drove the Twin Sixes from Detroit to Pittsburgh think. After going through the notoriously bad stretch between Detroit and Toledo and finding the splendid concrete, brick and macadam roadways connecting Toledo and Cleveland, they would have voted favorably upon a fine space in heaven to be reserved for the people of the great commonwealth of Ohio.

But they would have worked the recall on any such resolution within an hour after they passed Youngstown. The road became a channel of rich, yellow, clay soup. In one stretch there was about five miles of mud. It took them hours to work through it.

Pittsburgh finally was reached in sixty-five hours. All through the arduous journey one woman, Mrs. Henry Schmidt, wife of one of the factory men, accompanied her husband.

band. She was the most cheerful member of the party, too. Traffic Manager Sharr says that in present traffic conditions the cars probably could not have been got to Pittsburgh by rail within two weeks at the very soonest.

#### Maxwell to Have Big Advertising Campaign

Definite advice has just reached here that the Maxwell Motor company is preparing an advertising schedule that will probably outstrip anything ever done by any automobile manufacturer.

Heretofore automobiles have been regarded as seasonal commodities and most of the advertising and selling was done in the spring and early summer. Within late years, however, motor cars have ceased to be luxuries or even pleasure vehicles. More and more they are becoming business, commercial and social necessities.

It is not surprising, therefore, that Walter E. Flanders, president of the Maxwell Motor company, should shape his advertising plans accordingly. When interviewed on the subject Mr. Flanders stated: "We have selected about 2000 newspapers all over the United States which combined have more than 1,500,000 circulation. In these papers we will advertise Maxwell cars every week—fifty-two times a year—using at least thirty-six inch display. This means that in the course of the year we will purchase almost 4,000,000 inches of newspaper space. We will adopt a uniform size and layout and will explain briefly each week one important reason why the Maxwell is entitled to the consideration of prospective purchasers."

"I believe that consistency and continuity are absolutely indispensable to the success of an advertising campaign. By using such a great amount of newspaper space in the manner I have outlined, we not only minimize the natural sales resistance but we attract and retain the very highest class of retail automobile dealers. And these are essential to our permanent structure of success."

Mr. Flanders, one of the earliest pioneers in the automobile business, has conceived and executed many advertising campaigns notable for their

purpose, size and extraordinary success.

#### Entire Auto Plant is Moved Twenty Miles

It is quite a feat to move a complete automobile factory twenty miles and keep it producing cars at practically its normal capacity, yet that is what was done by the Lewis Spring and Axle company, manufacturers of Hollier Eights and Sixes.

This company has been marketing parts, motors, springs, axles, chassis, etc., for various automobile manufacturers for the last fifteen years in its Jackson, Mich., plant. After building the Hollier Eight for some time, it was found that additional facilities were needed. As there was not room for expansion close by, and it was possible to secure an ideal factory at Chelsea, twenty-two miles away, it was decided to sell the Jackson

plant and move the factory to Chelsea.

This move was begun a year ago the first of January and the entire equipment for building Hollier Eights was transported the twenty-two miles and set up in the new quarters, all of the stock on hand was moved, and in a short time the new factory was turning out Holliers in greater quantities than before.

#### Pennant Winners Holdouts

Members of pennant winning teams naturally rate their services at a high figure, and are therefore the slowest to sign contracts unless they get a salary boost. At the present time the Boston Red Sox and the Brooklyn Robins, last year's champions in the two major leagues, are shy several members, the absent ones refusing to sign for the salaries offered.

#### Walton Was Real Veteran

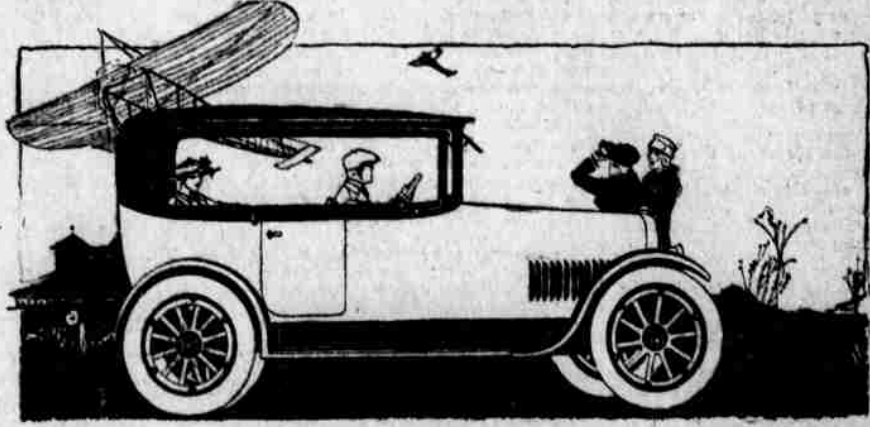
Sam Crawford of the Detroit Tigers is far in the lead of all big league outfielders in the number of games played, having taken part in 2,441 contests. Second place belongs to Stages, the Braves' gardener, who is credited with 1,796 games.

### Perry Lock Steering Wheel

a positive Theft Insurance

No two locks have boys alike. Front wheels are wild when car is locked. Ask us about it now. Phone Douglas 3217.

National Auto Accessories Co.  
884-6-8 Brandeis Bldg.  
Omaha, Neb.



### Hudson Super-Six as a Touring Sedan

**A Type 3000 Want**

This season, 3000 Hudson Super-Sixes come out as Touring Sedans. That's ten times as many as last season.

If we judge things rightly, the demand for this type will continue to multiply. More and more people want an all-season car, as fit for January as for June.

**Nothing to Remove**

One minute this car is a closed Sedan, luxurious in fittings and appointments. Secure from the storm, warmed by the motor—a palatial car.

The next minute it changes to a Touring Car. The plate glass windows drop into the sides. The view is unobstructed. Not a cask or a brace in the way.

And this without removing anything, save supports between the windows.

**The Family Car**

The seats are all in one compartment. Any member of the family may drive.

Two extra seats disappear when not wanted. When in use, the car seats seven.

On a fine day, this is all a Touring car can be. If a shower comes up you are sheltered. When winter comes you are warm. And all with a single car.

The motor is the Super-Six, controlled by Hudson patents. The smoothest-running motor in the world. A man who wants a Touring Sedan will want that motor in it. The finer the car the more you need the finest motor built.

Touring Sedan, \$2175 at Detroit

**GUY L. SMITH**

**"Service First"**

2563-65-67 Farnam Street, Omaha



### Pleasure Without Fatigue

In so many instances travel pleasure is accompanied by a sense of fatigue, due to the noticeable jar of the conveyance. The absolute elimination of all sense of travel fatigue is accomplished by the Apperson manufacturers in their latest model through their perfect spring suspension and evenly balanced motor.

A ride in the Apperson Rodaplane will convince you.

**Apperson Motor Co.**  
J. H. DeJONG, Manager.  
2060-62 Farnam St., Omaha. Phone Douglas 3811.

*"The Home of Satisfaction"*

## Satisfaction Guaranteed on Used Cars

Beginning March 15th, 1917, the Murphy-O'Brien Auto Co. will adopt a new policy of selling used cars. We will guarantee every Dodge Brothers and Paige car we sell. We will assume responsibility for defective parts and give the purchaser every assurance of satisfaction. This is something new in the automobile industry—a most radical change from the policy employed by all dealers in used cars.

Heretofore the purchaser has assumed all the risk. He has had to depend on his own judgment, or "luck." He could never be sure he would not have a big repair bill tacked on to the original purchase price. We are going to change this. We are going to insure you—to guarantee you will be satisfied. We believe this is only fair—that the man who spends his money for a used car is entitled to the same attention and consideration that is given to the purchaser of a new car.

### SEVEN DAYS' TRIAL

Come down and pick out your car. We'll tell you everything we know about it. Then try it for seven days. If, at the end of that time, you are in any way dissatisfied, bring the car back and every cent of your money will be cheerfully refunded.

That's all there is to it. There is no red tape.

In a week's time you will know whether the car is as represented—and that is what the trial is for—to determine if you are satisfied. Then, as a further insurance of satisfaction, we will give a

### 30-DAY MECHANICAL GUARANTEE

We give, for a period of 30 days, the same guarantee as to the mechanical soundness of the used car that we give with new cars. Thus we assume all risk.

We believe the prospective purchaser of used cars will appreciate this new policy. We know we will derive a vast amount of satisfaction if we can say on December 31st, 1917, "We know that everyone who has purchased a car, of any description, from the Murphy-O'Brien Auto Co. is satisfied."

Come in and talk it over. Now is the logical time to purchase, as prices are low.

USED CAR DEPARTMENT

## Murphy-O'Brien Auto Co.

1814-16-18 Farnam St. Telephone Tyler 123.