

FRANKLIN TRIPLES OUTPUT IN YEAR

Big Factory Meets Demand for Popular Car by Speeding Up Its Production.

To triple the production rate within a year's time has been the task of the Franklin Automobile company, Syracuse, N. Y. 1917 has been the greatest year in this company's history. The peak of production was reached the week of October 1, when 294 cars were turned out, an average of almost 54 cars per day for the five and one-half working days of the week.

An interesting indication of the position which the Franklin car is holding in the light of war conditions is shown by the jump which marked the period when the United States entered the war and when the nationwide readjustments were being made. Shipments during April, May, June, July and August were far ahead of the total shipments for the entire year of 1916.

To take care of this tripled business, the Franklin factory started out at the beginning of the year with practically double facilities. The last of the buildings to bring the factory capacity up to 15,000 cars a year is now completely equipped and in operation. The total factory floor space is 16½ acres. This year the number of employees exceeded 3,000 people, whose annual pay reached \$3,600,000.

Put Back Into Batteries

What Comes Out is the Rule

"The owner of a modern motor car is often heard to ask, 'How can I keep my battery charged? My lamps burn dim and the starter is weak,'" says Elmer Rosengren, Willard expert.

In a great many cases this complaint is due to the fact that the owner does not drive his car sufficiently without the lights burning or the starter being operated to generate enough current so that the battery will supply the demand of the lights and the starter when necessary.

This is especially true among the class of car owners who drive short distances daily, using their starting motor considerably and not putting back into the battery the same amount of current they take out. Then they drive their cars at night with the lights burning and oftentimes let their cars stand at the curb with the motor dead and the lights still burning and using current from the battery.

Every car owner must remember that it is necessary to drive at 15 or 20 miles an hour to generate enough current to effect the battery to any extent. A well cared for battery is just about as dependable a thing as there is on a motor car, but one which if not given the proper attention will soon cause a lot of trouble and expense to the owner.

Coming Automobile Show Creates Great Interest

According to J. H. Hansen of the Jones-Hansen-Cadillac company, the coming auto show is creating much interest throughout this part of the country. Salesmen in the territory bring in reports from dealers in Nebraska and Iowa, all of whom will visit the Omaha show and intend to bring large numbers of friends and prospects along.

"Judging from all reports," says Mr. Hansen, "the coming show will be a record-breaker not only in attendance but in sales. The work being done by the secretary of the Dealers' association, who is also manager of the show, will insure a complete success. He knows how to put on a show, and the truck and tractor show in connection with the passenger motor cars was a great idea. The eastern factories are recognizing the importance of the Omaha show and are sending men and machines here."

Jones-Hansen-Cadillac Adds Krause to Force

W. A. Krause, well known over the state of Nebraska as an exceptionally well liked automobile salesman, has joined the new Cadillac distributors in Omaha. Mr. Krause knows Cadillac cars, having been connected with the A. H. Jones company of Hastings, Neb., for several years selling Cadillacs over practically the whole state.

The Jones-Hansen service station on Farnam street is now in operation. According to J. H. Hansen, who is general manager, a new idea in Cadillac service has been outlined with the object in mind of defining the word "service" into comprehensive actual facts as to what a buyer can expect. The Jones-Hansen service station now employ 10 people.

Pneumatic Tool Co. Still Owns "Little Giant" Truck

That the Chicago Pneumatic Tool company has sold its interests in the Little Giant truck is the erroneous impression that seems to have arisen through the recent announcement of the organization of the Little Giant Truck company. The new company is merely a sales organization owned and controlled by the Chicago Pneumatic Tool company, with the same personnel of officers and executives with headquarters in the Fisher building and salesrooms at 1615 Michigan avenue.

Drive for Coat Hangers Is to Start Tomorrow

A week's drive will be started tomorrow by the salvage department of the Red Cross for coat hangers.

This salvage bureau is the one department of war service not asking for money. Donate your hangers.

Omaha cleaners will buy them back and the money goes to the Red Cross fund. Help our boys over there!

Bring them or send them to salvage headquarters, 1409 Harney street.

Sinking of Tuscaria Stimulates Recruiting

The torpedoing of the transport Tuscaria loaded with United States troops has proven a great stimulant for army recruiting in Omaha. Following the first reports 70 men have enlisted in the army. The number does not equal the records made a few days before the closing of the army to registered men, but is far more than the daily average the last few months.

EFFICIENCY EXPERT WITH M. F. SHAFER & CO.



S. D. Tomlinson

CLOTHIERS SEE BIG SHORTAGE OF WOOL

Secretary of Nebraska Association Says Situation Is Alarming; Convention in Omaha Feb. 12-14.

The shortage of wool is reaching a stage which is acute so far as the clothier is concerned, according to C. C. Wescott of Plattsburgh, secretary of the Nebraska Retail Clothiers' association. "It is the clothier's turn to worry about the war now," he said. He was in Omaha last week completing arrangements for the clothiers' annual convention at the Hotel Fontenelle February 12-14.

"Recently I saw a sample of the clothing we will soon have to wear," he continued. "It looks like gunny sack. If you take the hay, wood and stubble sweepings of a barn yard and weave them into a cloth, you will have some idea of what the new cloth will look like.

"In the near future it will be no disgrace to wear old clothes, but a matter of pride to exhibit a garment which has seen much wear."

The program for the coming clothiers' convention has just been issued and includes the following addresses: "Greetings," Charles Beno, Council Bluffs, president of Iowa Clothiers' association.

"The Clothing Man in the Present Crisis," Fred Voiland, Topeka, vice president Kansas Retail Clothiers' association.

"Loss of the Young Men's Trade," P. J. Tracy, Chicago, sales manager Kuppenheimer & Co.

"The Trenches," Ross L. Hammond, Fremont, editor Fremont Tribune.

"The Financial Aspect," Walter W. Head, Omaha, vice president Omaha National bank.

"Doing Business Under War Conditions," E. D. Voorhees, Kansas City, sales manager Lee Mercantile company.

"What I See Wrong With Present Day Business Methods," Prof. O. E. Klingaman, Iowa City, University of Iowa.

"Proper Balance Between Stock and Sales," O. F. Rempke, Lincoln, of Mayer Bros. Co.

"The Men's Apparel club of Nebraska will entertain the convention Tuesday night, the Market Week committee on Wednesday night and the convention itself will promote two noon-day luncheons and round tables.

Nebraska Oldsmobile Co. Buys Chicago Exhibit

Owing to the various complications which have confronted the automobile men during the recent months, some of the manufacturing companies have experienced difficulty in getting special models to dealers for the various shows.

Charles A. Tucker of the Nebraska Oldsmobile company, during the Chicago automobile show, provided against such an occurrence hampering his exhibit at the Omaha auto show by purchasing the complete line of auto show cars displayed at the Coliseum.

These are finished in special colors and made an extremely attractive display at Chicago. The entire Chicago display is now enroute to Omaha.

Persistent Advertising Is the Road to Success.

Four Moves in Two Weeks On Omaha's Automobile Row

The last two weeks seem to have been moving days for several dealers on Omaha's automobile row.

The Omaha Chandler company, the Western Motor Car company and the Prince Auto company have all changed locations during the past two weeks.

The Western Motor Car company started the ball rolling by moving from 2054 Farnam street across the street. They now occupy the building used by the Overland branch as a sales room.

The Prince Auto company moved from 2421 Farnam street into the old Western Motor Car company location and the Omaha Chandler company have taken over the location at 2421 Farnam street.

The old location of the Omaha Chandler company at 2520 Farnam street will be occupied by the S. & A. Tire company in addition to their present quarters.

Persistent Advertising Is the Road to Success.



When You Need a New Battery

The Willard trade-mark branded into the side of the battery tells the whole story. For that mark is the sign of the Still-Better Willard with Threaded Rubber Insulation.

It is the outward and visible sign of the biggest storage battery improvement in years.

It stands for durable, Threaded Rubber Insulation—for a battery in which the need of re-insulating is indefinitely postponed.

Next time you're in, ask us for the booklet B-3, "A Mark With a Meaning for You"—it tells exactly what.

Nebraska Storage Battery Co.

2203 Farnam St. Omaha Phone Doug. 5102

Authorized Willard Service Station

Willard
STORAGE
BATTERY
SERVICE STATION

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National

—with airplane type motor

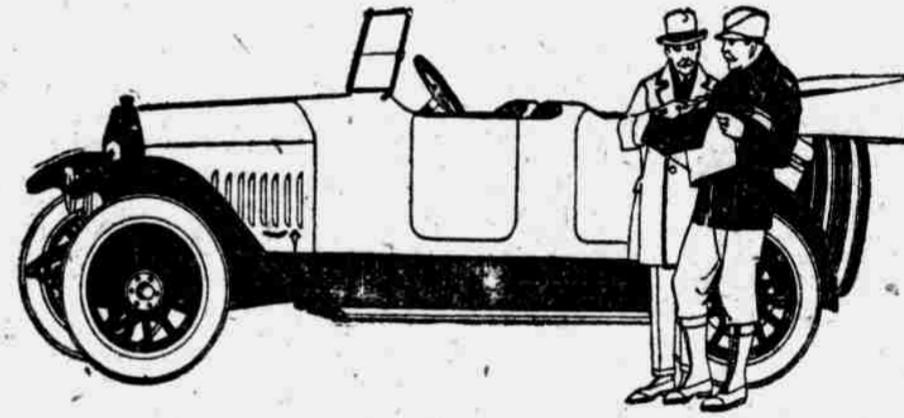
CERTAINLY if it was not economical to maintain an inefficient motor car before the war, it is not economical now. Indeed, the thriftiness of a good car which serves capably and without waste, is more pronounced today than ever. A great many men are buying National cars who at a less critical time might have been content with an automobile of lower merit. But in the present situation they do not care to chance even a part of that service which a good motor car can render them, merely for the sake of a temporary saving in the purchase price.

Six and Twelve Cylinder Models

7-Passenger Touring Car, 4-Passenger Sport Phaeton

4-Passenger Roadster, 7-Passenger Convertible Sedan

NATIONAL MOTOR CAR & VEHICLE CORP., INDIANAPOLIS

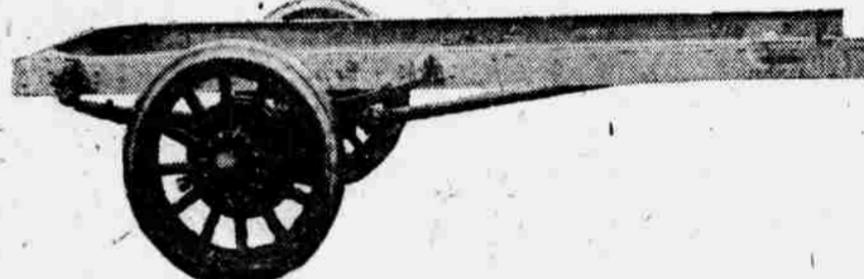


The T. G. Northwall Company

OMAHA, NEB.

Complete Line of NATIONALS will be displayed at Auto Show

The Jow-a Commercial Chassis



Universal Unit For All Other Cars As Well As Fords

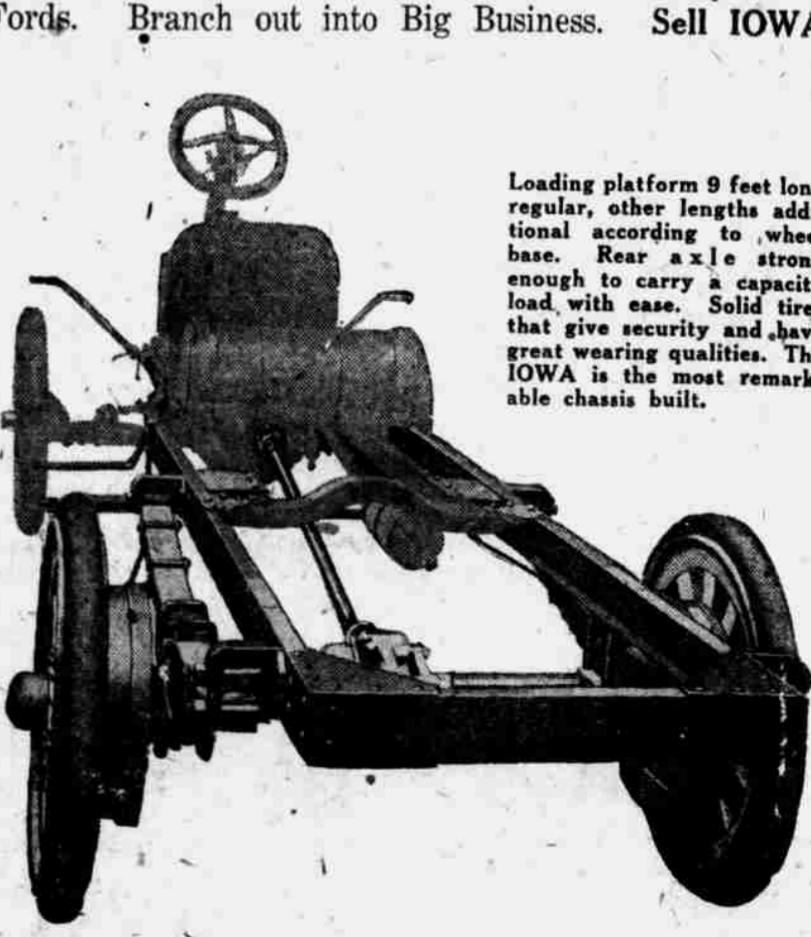
It takes only a few minutes to show any prospect who uses horses for pulling loads of 2 tons or less, that an IOWA Commercial Chassis will do the same work better, and for less money. Every horse-drawn load of 2 tons or less represents a probable user of one or more IOWA Chassis. Watch these loads pass your place of business, and see how thick in your territory IOWA Chassis prospects are. The IOWA Chassis offers dealers an almost unlimited field for sales, because—unlike other units—IOWA Models will fit all makes of cars except those with transmission on the rear axle. Don't tie yourself down to a single model unit that is only for Fords. Branch out into Big Business. Sell IOWA Chassis to everybody.

NOTE THE OPENING OF OUR NEW OMAHA BRANCH.

For the convenience and service of our dealers and owners alike, we are opening a branch office in Omaha, Neb., to operate under the name of The Iowa Motor Truck Co. Mr. H. H. Cannon, 245-7-9 Omaha National Bank, will act as our branch manager.

DEALERS AND USERS write for complete details. Remember, IOWA Chassis is for other cars as well as Fords—and it SELLS FOR SERVICE.

Prices for Iowa Universal Unit	
Fitting all makes of cars except cars with transmission on the rear axle.	
1-Ton Model E, 116-inch Wheel Base, 32-x3½-inch Tires . . .	\$415
2-Ton Model E, 130 to 140-inch Wheel Base, 32x3½-inch Tires . . .	\$430
2-Ton Model O, 130 to 140-inch Wheel Base, 32x3½-inch Tires . . .	530
34x3½-inch regular tires and 34x3½-inch dual tires can be furnished at small extra cost.	515



IOWA MOTOR TRUCK COMPANY

OTTUMWA, IOWA

Omaha Branch, 245-7-9 Omaha National Bank Bldg.