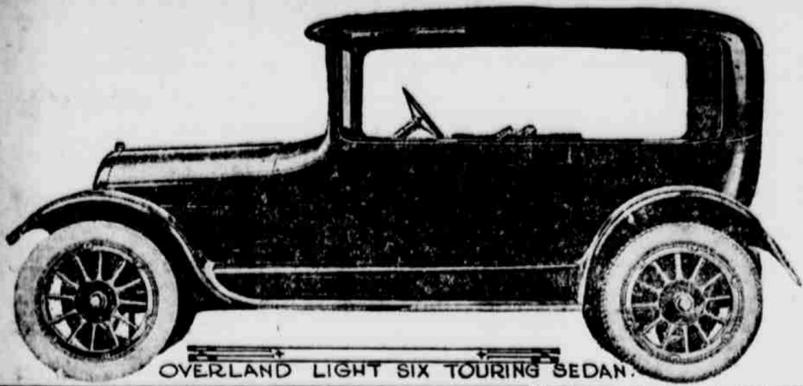


OVERLAND SEDAN HAS DISTINCTIVE LINES



OVERLAND LIGHT SIX TOURING SEDAN.

PREMIER MOTOR ORGANIZES HUGE SALES DEPARTMENT

P. D. Stubbs Does Marvels in Organization Before a Car Is Shipped.

Fresh from one of the most spectacular sales campaigns that any director of sales ever waged, P. D. Stubbs, general sales director of the Premier Motor Corporation of Indianapolis, arrived in New York today to be with "the aluminum six with magnetic gear shift" during its coming out week at the New York Auto Show.

The feat accomplished by Sales Director Stubbs during the past six months has never been duplicated in the automobile industry. Without a particle of exploitation of his product and before he had ever shipped a car he succeeded in building up a

THE JORDAN BELIEVES IN BETTER VALUES FOR THE PATRON'S MONEY

Builders Put Best Material Obtainable in Their Cars.

One of the proudest claims of the manufacturers of the Jordan motor car, the New York distribution of which Carl H. Page has just taken over, is that unlimited money cannot purchase better and more standard parts than those with which the Jordan product is equipped. The best car is made up of absolutely the best that money can buy, they boast, and furthermore they are most anxious to point to their specifications as proof for their assertions.

"As far as my own knowledge goes," said Mr. Page at his home recently, "the Jordan car costs more to produce than any other car selling at the same price. The Jordan production methods are as modern and efficient as any in the industry. The

BENEFITED BY EXPORTING.

Interstate Motor Has Learned Much From Its Foreign Trade. "Contrary to a rather common impression the English embargo on American and other 'foreign cars' does not apply to English Colonies," says H. W. Twyman, general manager of the Interstate Motor Company. "Even Australia, which in some respects is more thoroughly British than England, is extending open arms to American cars such as the Interstate."

Our 'exporting for peace' while partly the result of the increased demand brought about by the war is the result of the sort demanded by foreign motorists. "Some late improvements of our general service plan for the domestic field are the direct by-products of our exporting business."

To Untangle Panama Finances.

WASHINGTON, Jan. 10.—Official notification was received here today that President Valdes of Panama had been authorized by the Panama Assembly to appoint an American fiscal supervisor to rehabilitate the republic's tangled finances. A recommendation for the post will be made by the State Department, where several men are under consideration.

**CARTER'S LITTLE LIVER PILLS**  
 "CARTER'S LITTLE LIVER PILLS" ARE THE ONLY PILLS THAT WILL CURE ALL THE DISEASES OF THE LIVER AND BILIOUSNESS.

Peace-of-Mind Insurance



With Holmes Protection comes peace of mind. Our subscribers know that their business premises when closed are being carefully guarded by an organization that has had more than 40 years' progressive experience in the protection of property.

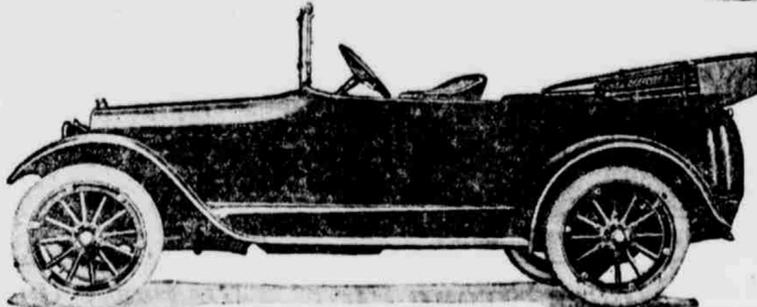
Why don't you have peace-of-mind insurance and protection at the same time?

HOLMES

ELECTRIC • PROTECTIVE • COMPANY  
 26 • CORTLANDT • ST • tel. - Cortlandt • 10

**Girl Killed by Gas From Stove.**  
 Charcoal fumes from a heater in their apartments at No. 431 West Twenty-fourth Street, Guttenberg, yesterday killed Gertrude Kaiser, seventeen, Dominick Kaiser, her father, and May, twelve, and Frederick, twenty-one, his two other children, were sent to the North Hudson Hospital unconscious. They are expected to recover.

CHALMERS SIX MAKES HIT AT AUTO SHOW



CHALMERS SIX-30 TOURING CAR (5 PASSENGER)

complete countrywide sales organization for Premier cars. Premier dealers now number over 500, and they represent the highest type of dealer too.

"I contend," says Director Stubbs, "that the day of dealing from the bottom is all over in the motor car business. The men who sell motor cars these days have been through the trenches—they have been deceived by experts—they know truth from 'four-flush' and they can tell misrepresentation from truth in an instant."

"Our whole problem is one of production, and with Jack Banta on the job as Vice President and general factory manager, the production problem has smoothed itself out in good shape. We have been shipping twenty cars a day for the past month, and beginning Jan. 15 we go on a new schedule that will call for 50 cars a month straight through. Materials are already bought for 8,000 cars and provision made on materials for an additional 2,000 cars in 1917."

P. D. Stubbs is the nephew of the late George Bennett of Overland fame and is said to be the only living man who has learned by actual contact the fundamentals underlying Bennett's policies.

great cost of Jordan building. In comparison with its selling price, it is simply due to the fact that E. S. Jordan and his associates are among the first to realize that the public is demanding more and more value each day for money invested. In my opinion, three years from now will find majority of the manufacturers putting more real quality in their product, at greater expense, without materially increasing the selling price.

"I am firmly of the opinion that competition is becoming so keen that sooner or later the automobile builders will have to do business on a more narrow margin of profit, Jordan foresees what is coming and he is guiding his production methods accordingly. That is why so much money is being put into the building of Jordan cars."

"When the public learns of a car that will give 25 per cent, greater value for the money invested, in its purchase price than most of its competitors, you can feel certain that car will be a popular one. Jordan manufacturers are building for the future. They know what is coming and they are going to be on the ground floor when the time comes for all manufacturers to turn out their products at a reasonable profit with the greatest value at the lowest possible price."

Alterations Free At Our Three Brooklyn Stores  
**Martin's**  
 SUIT & WAIST HOUSE  
 Fulton St. cor. Bridge St. At Subway Station  
 1329-1331 Broadway Near Gates Avenue  
 Brooklyn 4810-4812 Fifth Ave. Bet. 48th and 49th Sts.

**Semi-Annual Clearance Sale**  
**Thursday---Special Reductions**

Martin's Thursday Bargain Day is an event that not alone interests economical shoppers in Brooklyn but all over Greater New York and even further.

Our delivery record shows that a gratifyingly large percentage of shoppers come considerable distances to shop here on Thursday.

Thursday with us is practically a clearance day. By closing out the odd garments at season's end reductions, even where the garments have been on our shelves only a day or two, we prevent over-accumulation of stocks and are enabled at all times to feature the very latest style effects of the season.

Get in the habit of shopping here Thursday even if it is at some slight inconvenience, the wonderful savings effected will more than repay you.

To-morrow's bargain offerings form a noteworthy collection of high-class garments suitable for present wear, in the height of mid-winter styles; the quoted prices give no idea or conception of the values.

Free alterations of garments is continued as usual in spite of the extra reductions in prices; this saves you from three to five dollars more; the finished product of our alteration department is of the same perfectly fitting character as that of the very best shops.

**COAT CLEARANCE**

\$20.00 Coats, Thursday only	10.00
\$28.50 Coats, Thursday only	15.00
\$32.50 Coats, Thursday only	20.00

**DRESS CLEARANCE**

\$15.00 Dresses, Thursday only	9.75
\$20.00 Dresses, Thursday only	12.75
\$27.50 Dresses, Thursday only	15.00

**SUIT CLEARANCE**

\$18.75 Suits, Thursday only	10.00
\$28.50 Suits, Thursday only	12.00
\$35.00 Suits, Thursday only	15.00

**WAIST CLEARANCE**

\$2.95 Waists, Thursday only	1.95
\$4.95 Waists, Thursday only	2.95
\$5.75 & \$6.75 Waists, Thursday	3.95

**FUR COATS & FUR SETS**

\$75 French Seal Coats, Thursday	45.00
Border, collar and cuffs of Skunk Opossum.	
\$135 Hudson Seal Coats, Thursday	82.50
42 inches long Plain or Skunk Trimmed.	
\$175.00 Hudson Seal Coats	125.00
Dyed Muskrat, 45 inches long. Some have Skunk collars, border and cuffs; others plain.	
\$49.50 Brown Fox Sets	27.50
\$50 Hudson Seal Sets, Thursday	39.50
Dyed Muskrat. Exceptionally large Stole, 72 in. long and 12 in. wide. Large Bar. el Muff.	
\$37.50 Black Fox Sets, Thursday	24.50
\$55 Taupe Fox Sets, Thursday	35.00

**EXTRAORDINARY SPECIAL**

Large Fur Muffs, Dyed Skunk, Natural Raccoon, Black Fox, Hudson Seal (Dyed Muskrat) and Nutria, large pillow or barrel shapes, Thursday	8.75
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**Splendid for Bad Coughs, Colds, Bronchitis**  
 An Inexpensive Home-Made Remedy—Gives Surest, Quickest Relief.

Anyone who tries this pleasant tasting home-made cough syrup, will quickly understand why it is used in more homes in the United States and Canada than any other cough remedy. The way it takes hold of an obstinate cough, giving immediate relief, will make you regret that you never tried it before. It is a truly dependable cough remedy that should be kept handy in every home.

Any druggist can supply you with 2½ ounces of Pinex (50 cents worth). Fill this into a pint bottle and fill the bottle with plain granulated sugar syrup. The total cost is about 24 cents and you have a full pint of the most effective remedy you ever used. Pinex is a highly concentrated compound of Norway pine extract, combined with glycolal, and is famous the world over for its healing effect on the membranes.

To avoid disappointment ask for "2½ ounces of Pinex" with full directions and don't accept anything else. A guarantee of absolute satisfaction or money promptly refunded goes with this preparation. The Pinex Co., Ft. Wayne, Ind.—Advt.

**H N**  
 What is it?  
 Thin, Anemic People Ought to Know

AUTOMOBILES.

**BUICK BUSINESS HAS DOUBLED EACH YEAR**  
 Company Has Not Caught Up With Its Orders for Past Six Years.

"The demand for Buicks this year has been so great that we could not book half the orders customers and dealers wished to place with us," says A. G. Southworth, manager of the New York branch. "The New York branch delivered over 800 Buicks in December. This established a new one month's branch record for New York in what was considered by many the quietest automobile month of the year. The factory will build at least 125,000 four and six cylinder automobiles during 1917. We are the largest producers of six-cylinder cars in the world. We have not caught up with our orders for six years in spite of the fact that we nearly double the production each year. The future for Buicks looks brighter than ever."

"I believe our new seven-passenger six-cylinder touring car will be the feature of the show. The reliable valve-in-hand Buick motor is here shown in its very best advantage. You know men who risk their lives in racing cars, submarines and diving machines all use this valve-in-hand type."

**HOW THEY FOOLED THEM ALL.**  
 (From the Detroit Free Press.)  
 "Did any one discover that you were a bride and groom on your honeymoon trip?" We fooled every one. Instead of calling each other by our first names I called Jim Mr. Black and he called me Miss Pinky. Just as we did before we were even engaged. We were just as fond with each other as strangers would be."

AUTOMOBILES.

**Inter-State**  
 "What I like is the small amount of oil the engine uses. It has plenty of power."  
 —R. Squire Jones, Minneapolis, Minn.  
**SPACE-B8 (SECOND FLOOR) AUTO SHOW**  
**GARLAND AUTO CO. 1888 BRDWAY**

**BRISCOE \$685**  
 The Car With The Half Million Dollar Motor Fully Equipped

**YOU WILL LIKE THE NEW BRISCOE**

Progress **T**HE new Briscoe at \$635 we believe is the best-looking, the sweetest running automobile ever built at the price. Success has made it. Increased production has lowered costs, provided more refinements.

Character **T**OURING car has surprising roominess—try it! Four-passenger roadster is the only car built with a full back to the front seat—a novelty—see it! Briscoe-built in Briscoe factories insures quality in every detail.

Message **Y**OU will miss the real meaning the show holds for you if you fail to see the beautiful, handsomely finished and completely equipped 1917 Briscoe models.

Five Passenger Touring Car \$635  
 Four Passenger Roadster \$595  
 Coachcar Delivery Car (Canopy Top Body) \$510

Headquarters: Claridge Hotel  
**BRISCOE MOTOR CORPORATION**  
 BRISCOE SALES CO., 1794 Broadway. Tel. Columbus 6044

**MARION-HANDLEY**  
 THE SIX PRE-EMINENT

**"THE man who is responsible for that car,"** said a discriminating visitor at our exhibit, pointing to our "six-60," "is dominated by pride of accomplishment. You can see it from whatever angle you view the car. It is what I call full and rounded value for the money."

Visit the Marion-Handley exhibit and see this seven passenger beauty, and form your opinion.

The Mutual Motors Company  
 Jackson, Michigan  
 J. I. HANDLEY, Pres.

**WOMEN! MOTHERS! DAUGHTERS!**

You who tire easily, are pale, lagging, nervous, or irritable, who are subject to fits of melancholy or the "blues," get your blood purified for life's enjoyment.

**PURIFIED IRON** taken three times a day after meals will increase your strength and vitality. It contains 200 per cent in two weeks of many cases.—Fertile's Recipe.

**22-KARAT GOLD CROWNS \$2 UP**  
**SOLID GOLD BRIDGE WORK \$2 UP**  
 Silver Fillings **50c UP**

**DR. BLOOM**  
 MODERN PAINLESS DENTIST  
 TWO OFFICES  
 2 East 125th St. 169 E. 34th St.  
 8 E. 42d St. 11th Ave. N. W. Cor. 3d Ave.  
 Hours: 10 A. M. to 8 P. M. Daily  
 BUNNERY, H. A. M. to 3 P. M.  
 BROKEN PLATE REPAIRED WHILE YOU WAIT.

Read World Real Estate Ads. for Best Bargains.  
 Use World Real Estate Ads. for Quick Results.