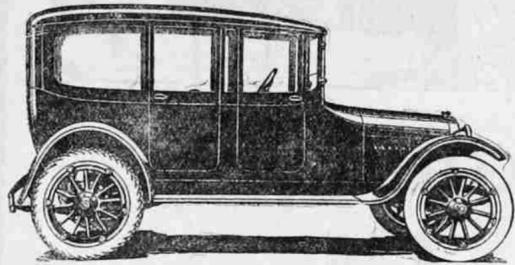




# LATEST NEWS OF THE AUTOMOBILE TRADE AND INDUSTRY



We call attention to the accompanying cuts which show the different Models of the Sensible Six Oakland for the season of 1917.

We would also like to call the attention of all prospective Oakland buyers to the fact: that owing to the shortage in railway equipment, and lack of storage facilities, the majority of automobile manufacturers have been forced to lay off a part of their employees, and by so doing have greatly reduced their output.

The Oakland Motor Car Company's schedule for this season calls for a production of 60,000 cars but as above noted will be greatly curtailed. We therefore advise you to place your order at once while we can make delivery out of our present stock, or make reservation now for early spring delivery, and thereby be assured of an Oakland before late in the season.

The wise man never waits; he acts—so be the wise man and call us for a demonstration NOW.

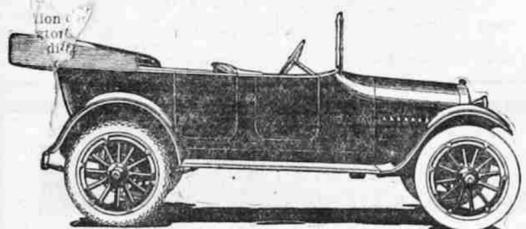
### OUR SERVICE POLICY

There seems to be an impression among car owners that the car manufacturers guarantee their cars for one year. This impression is an error, as the Automobile Manufacturers' Association adopted a standard warranty May 14th, 1910. It has been used by all automobile manufacturers since that time. If any factory replaces defective parts after ninety days it is done as a matter of policy and not because the car is guaranteed.

### THE STANDARD WARRANTY IS AS FOLLOWS:

We warrant the motor vehicles sold by us for ninety days after date of shipment, this warranty being limited to the furnishing at our factory of such parts of the motor vehicle as shall, under normal use and service, appear to us to have been defective in material or workmanship.

This warranty is limited to the purchaser, without charge, except for transportation of the part or parts intended to replace the part or parts claimed to have been defective, and which upon their return to us at our factory for inspection, we shall determine whether defective, and provided the transportation charges for the parts returned have been prepaid.



## Oakland

### The Sensible Six

#### Announcement

Bigger, better and more refined is the new model 34—Oakland Sensible Six.

The wheelbase is longer. The body is bigger and more comfortable. Skillful designing has refined the valve-in-head motor into one of high speed type, which without any increase in size develops full forty-one horse power at 2500 r. p. m. Riding quality is greatly improved by the use of long, semi-elliptic springs and the use of larger tires.

Power and beauty and roominess are added in generous measure, yet the new Sensible Six weighs but little more than its predecessor. Refinements have conserved and emphasized its lightness with great strength—its fuel and tire economy—its more than sensible operating cost.

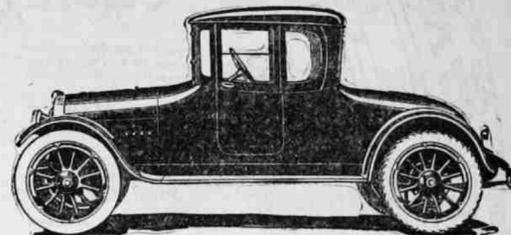
And the price of the new Oakland Six, \$875, is also sensible—doubly so when measured against the betterments and improvements which add tremendously to the comfort, convenience, and value of the car.

Oakland Eight \$1585—For those who want a big seven-passenger car, Oakland Eight offers the utmost in speed, pulling power and luxurious riding comfort. It has that look of style and distinction—and its lightness and efficiency make its maintenance unusually economical for a car so large and luxurious.

THE CADILLAC CO. OF OGDEN  
CADILLAC AND OAKLAND PLEASURE CARS.  
FEDERAL TRUCKS  
UNITED STATES TIRES.  
432 25TH ST. PHONE 387.

Sturdy as the Oak

Model 34 The Sensible Six



The condition of this warranty is such that if the motor vehicle to which it applies is altered or repaired outside of our company, our liability under this warranty shall cease.

The purchaser understands and agrees that no warranty of the motor vehicle is made, or authorized to be made, by the company, other than herein above set forth.

We do not guarantee tires, rims, batteries or horns. They are guaranteed by their respective makers and should be sent to them.

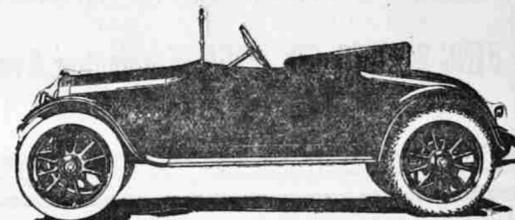
### WE HAVE DECIDED TO CARRY OUT THE WARRANTY ON ALL NEW CARS AS FOLLOWS:

We will make all necessary adjustments without charge, for one year after delivery of car, provided car has not been tampered with or injured through accident. We will make regular inspection of your car monthly for a period of twelve months after delivery to you and no charge will be made for this service.

As to replacements of defective parts after ninety days under the head of policy, if any owner can give the factory a good reason why a part should be replaced, we do not believe there is a more liberal factory in the country today than the Oakland Motor Car Company.

It has been our policy from the first to give our customers the best class of service we know how to render. We maintain a separate department for the purpose. This department is in charge of the best men obtainable, men who are Oakland specialists. Our shop is equipped with every facility in the way of machinery and tools. We carry in stock several thousand dollars worth of parts for Oakland cars, to prevent delays that might occur by waiting to get parts from the factory. We believe that owners of Oaklands will bear us out in the statement that we have lived up to every promise we made to them regarding service.

No one is ready to say that the best cars are not better when they are backed up by good service. We believe the Oakland automobile, coupled with our service station, offers a combination which cannot be approached elsewhere.



PRICES—Five-passenger Touring model, \$875; Two-passenger Roadster model, \$875; Closed-Convertible Sedan model, \$1020; Closed-Convertible Coupe model, \$995—f. o. b. Pontiac, Michigan.

## SECOND ANNUAL SHOW OF MODERN AUTOMOBILES

Success Will Crown Efforts of Ogden Dealers—Plans Being Perfected and Large Crowds Expected—6000 People Attended Last Year—More This Year.

As the time for the Second Annual Automobile Show in Ogden approaches, prospects for the greatest achievement ever accomplished in the intermountain region grow brighter and there is little question but what the most sanguine expectations of the auto dealers of the city will be fully realized. The show will mean much for Ogden and all the territory between Pocatello, Idaho and Provo, Utah, as the users of automobiles will assemble in large numbers to see the astonishingly handsome and utilitarian models of the 1917 machines. It will be a fastidious exhibition of automobiles and at the same time will serve the sensible purpose of advising the automobile users, through personal inspection, of the great worth of the modern machines.

Promptly at 7 o'clock p. m. on February 8th, after several weeks of preparation the doors of the Second

Annual Automobile Show of Ogden will be thrown open to the public for three days.

The 1917 exhibition of the American Automobile industry will far outclass its predecessor in the number of exhibitors, in its value to the trade and in its appeal to the general public.

The annual gathering of the fruits of America's third largest industry is more than a mere show—it is a demonstration of the forwardness of our inventors, designers and manufacturers second to that furnished by no similar exhibition anywhere throughout the middle west.

January 1st, 1916, the public would have never dreamed that there would be held on the 3rd, 4th and 5th of February an automobile show in Ogden, yet, in the short space of three weeks through the untiring efforts of Ogden dealers there was held one of the most successful automobile shows ever held in the intermountain district.

The success of the show was far beyond the expectation of the dealers, both from the standpoint of attendance and interest displayed by the public. When you take into consideration the fact that, regardless of snow, and rain, all during the show there was close to 6,000 people passed through the doors.

Our sister city Salt Lake did not figure on an automobile show this year until after the second annual Ogden show was announced. As soon as the Salt Lake dealers found out that Ogden was going to have another automobile show, one which would be the largest, and most up-to-date ever held in the middle west, they immediately got busy and announced a show to be held February 26th to 28th, inclusive.

The committees of the dealers have been very busy in preparing a good time for all who attend the Ogden show. Special music and entertainment will be furnished, the decoration, while uniform, will be far beyond the expectation of the public.

Arrangements have been made with all of the railroads for rates from Pocatello, Idaho, on the north, to Provo on the south, and Evanston, Wyoming, on the east.

Ogden's merchants have co-operated with the dealers to make the show a wonderful success.

### SIXTY MEN IDEL

Bingham, Jan. 12.—The Utah Apex mine yesterday laid off sixty men from certain sections of the workings. This company is installing a new electric hoist which will enable it to take ore to the top of the ridge and dump it on the Tooele side of the mountain.

Coming, "The Purple Mask," Read the Story—See it.

## CADILLAC SHOWING ELEVEN BODY STYLES

Absence of Radical Mechanical Change Proves Soundness of Original Eight-Cylinder Principles.

New York, Jan. 6.—Furnishing eleven body styles on its eight-cylinder chassis, lack of sufficient space compels the Cadillac Motor Car company to divide its exhibit between the big show at Grand Central Palace and the New York headquarters on upper Broadway. With the present Cadillac, is offered a greater range of body types than ever before.

A feature of the exhibit at the Palace is a chassis with many portions cut away, exposing the internal construction and mechanical operation. The Cadillac company was first to employ this idea in the early days of the industry, and a cut-out chassis is always a prominent part of the exhibit at the more important shows.

An inspection of the chassis reveals an adherence to the general principles of design which have characterized the eight-cylinder Cadillac since its inception.

Quite frequently, after placing a new car in the hands of the public, an automobile manufacturer discovers the need of a number of changes. The opposite, however, appears to have proven true of the eight-cylinder Cadillac.

The first Cadillac "Eight" proved so successful, it is claimed, that it was found unnecessary to make any radical mechanical alterations last year, and the same is true now.

Among the improvements noted, however, are increased depth of frame to eight inches maximum; wheelbase increased to 125 and 132 inches; greater accessibility between cylinder blocks where carburetor and electric motor-generator are installed; increase of one-eighth inch in size of valves; new belted type of piston which increases strength and still further reduces its weight; improved clutch; already easy steering made still easier.

A condenser has been introduced, enabling the use of alcohol as anti-freeze in cold weather, without material loss from evaporation.

In comment on its adherence to the same general design and the same principles, the Cadillac company says:

"This does not imply that the Cadillac process of refinement has come to a conclusion. In many ways, this is a better finer Cadillac than any which has preceded it—the subject of unremitting research and scientific betterment in scores of details.

"What the absence of radical change really means is, that the underlying principles of Cadillac V-type eight-cylinder construction have been proven fundamentally sound by the performance of more than 28,000 cars.

"It means that the Cadillac company has arrived at the deliberate judgment that the kind of a motor car which it is now building represents the highest degree of efficiency yet evolved. It means that this is the joint judgment of every expert mind associated with this company, as well as the experience and judgment of new Cadillac conforms to the finest the many thousands of owners. The Cadillac tradition, down to the least and last of details—and it advances them still more closely toward perfection."

Improved body lines and fenders add to the grace of contour; moldings have been eliminated from around the doors and from the hood; the upholstery is deeper and more luxurious, and the covering material is yllaited instead of tufted as formerly; the spring suspension has been improved, adding materially to the luxurious riding qualities. New design head and side lamps, following the outline of the La Mothe Cadillac Coat of Arms, are distinguishing features.

All the cars have a wheelbase of 125 inches, excepting the three seven-passenger enclosed cars, which have 132-inch wheelbase. Of the open cars there are four styles. The Seven-Passenger Touring car, with disappearing auxiliary seats, may be considered the standard Cadillac of the open body type. This is supplemented by a Four-Passenger Phaeton, a Two-Passenger Roadster, with disappearing rumble seat for two, and a Club Roadster, seating four. There are two convertible cars, that is, cars having permanent roofs and disappearing windows, viz.: a Seven-Passenger Touring Car and a Four-Passenger Victoria. The list of enclosed cars includes a Four-Passenger Coupe and a Five-Passenger Brougham, each with 125 inch wheelbase. A Limousine, a Landulet and an Imperial, each of seven-passenger capacity and 132 inch wheelbase, complete the offerings.

The running boards are entirely clear. Battery and tool compartments are concealed under the dust shield along the running boards, where their contents are out of the way but instantly accessible. Spare tires are carried at the rear. In the seven-passenger models, the auxiliary seats fold snugly into recesses, entirely out of the way when not in use. A tonneau lamp on the curb side illuminates the entrance. The tops of open cars can be raised and lowered by one per-

son. Storm curtains, which have an unusually abundant lighting area, are carried in pockets on the under side of the top. When released, they are quickly secured in place without getting out of the car. The curtains are so constructed that they open with the doors. Throughout the cars, there is evidence of the care taken to provide every convenience and comfort.

### COUNTY OFFICIALS TAKE THEIR OATHS

Malad, Idaho, Jan. 12.—The newly elected officers of Oneida county took their oaths of office Wednesday. The commissioners, all of whom were re-elected, are commencing their second term. Veurlam Dues was chosen chairman, and the oath to the other officials was administered as follows:

T. H. Ezell, sheriff; Lewis Williams, assessor; Lydia Morgan, treasurer; J. C. Torey, superintendent of schools; T. E. Ray, attorney; David Thomas, probate judge; Peter Illum, supervisor; J. P. Harrison, coroner. The commissioners are Veurlam Dues, H. A. Holbrook, J. W. Williams.

### MINERS LAID OFF

Bingham, Jan. 12.—Owing to its inability to get coal and coke, the Highland Boy mine was compelled to lay off a large number of its employees. Until fuel can be secured attention will be paid to development work. In the meantime but very little ore is being shipped to the Tooele smelter.

Read the Classified Ads  
Read the Classified Ads.

## SAXON 'SIX'

A BIG TOURING CAR FOR 5 PEOPLE

The power-flow developed by the Saxon "Six" motor is 98% smoother than that of the best known "four" in its price-class. That is why Saxon "Six" picks up faster, is more flexible, and is capable of far greater pulling power.

Saxon "Six" is \$865 f. o. b. Detroit

Specifications: New body design, larger body, new finish, 12-inch brakes, 4 1/2-inch full cantilever type rear spring, 2-inch crankshaft, tilted windshield, new style top with Green rear bow, new style fenders, instruments mounted on cowl dash, chrome vanadium valve springs, new design carburetor, 112-inch wheelbase, light weight six-cylinder high speed motor; 32-x 3 1/2-inch tires, demountable rims, two unit starting and lighting system, Timken axles, full Timken bearings, and twenty further refinements.

## Ogden Motor Car Co.

2331 Hudson Ave. Ogden, Utah

## Simplex "Ford" Motor Oil

Makes good at all temperatures.

Utah Oil Refining Company REFINERS.

EVERY DROP COUNTS