

What the Omaha Auto Dealers Think of the Show and the 1916 Outlook



The Show From a Wholesale Standpoint Lee Huff says:

I had fully made up my mind before the 1916 Auto Show was promoted that the time had passed when Automobile Shows were necessary to interest the people in automobiles.

While this may be true, this show has shown that there is a greater interest in the automobile industry than ever before, and it was patronized more freely and by more buyers than any previous show, and it has also brought thousands of people to the city of Omaha, and I am now convinced that as long as the interest continues which has been demonstrated at this show that Automobile Shows should be continued.

Our volume of Buick Business to date has surpassed that of any previous year and we have registered over 500 Buick dealers at our sales room during the past week, all of which goes to show that the automobile industry is still in its infancy.

LEE HUFF,
Mgr. Neb. Buick Auto Co.

Geo. F. Wright, Paxton-Gallagher Co.
City of Omaha, Public Works Dept.
John Lynch, County Commissioner.
F. L. Lainson, Florist.
Adolph Storz, Storz Brewing Co.
R. P. Holman, Paxton-Gallagher Co.
Geo. W. Condon, Contractor.
Dr. M. E. O'Keefe.
Arthur Storz, Western Auto Supply Co.
E. A. Pegau, Western Auto Supply Co.
Mike Saba, General Store.
Woodward Candy Co.

F. G. Hanna, Harding Creamery Co.
L. M. Pegau, U. P. Steam Baking Co.
Lester Pope, Pope Drug Co.
E. H. Hoel, Carpenter Paper Co.
F. S. Pusey, N. Y. Stock Exchange.
Dr. E. H. Bruening.
J. A. Grosscup, Shary Land Co.
J. B. Adams, Adams Grain Co.
W. C. Bullard, Bullard Lumber Co.
A. S. Kelly, Nebraska Telephone Co.
Ed Creighton, Foster-Barker Ins. Co.
Dr. E. C. Henry.



Below is a list of the owners of 1916 Buick Valve-in-Head Sixes. Ask them about the Buick car and Buick service, and their answer will be another assurance to you that "When better automobiles are built Buick will build them."

Conrad Young, Real Estate & Investment Co.
H. E. Daniels, Internat'l Harvester Co.
F. L. Gallup, C. W. Martin Co.
Record Commission Co.
W. H. Taylor, Omaha Gas Co.
B. B. Reppert, Internat'l Harvester Co.

The Show From a Retail Standpoint Chet Bowers says:

I believe that 1916 will see the greatest buying movement ever experienced in the automobile world. Speaking from the retailer's point of view, I can say that the 1916 Auto Show was without a precedent. We have closed more sales in the city of Omaha than at any previous show, and the interest shown by the automobile buying public has shown me that we will be unable to meet the demand for Buick valve in head sixes during the 1916 season. I want every prospective motor car purchaser to ask any owner of a Buick automobile what he thinks of his investment—what he thinks of Buick service. Service is one of the main features to consider when buying an automobile, and without it the best car is a poor investment.



CHET BOWERS,
Retail Sales Manager.

Byron A. Smith, Williams & Smith.
C. B. Slater, Paxton-Gallagher Co.
S. R. Rush, U. S. District Attorney.
J. A. MacGregor, Rothenberg & Schloss Cigar Co.
L. D. Upham, Insurance Co.
S. Guttman, General Store.
H. G. Jordan, Byron Reed Co.

W. A. Schall, H. H. Stubendorf,
J. W. Gilliam, Miss Edna Bartlett,
Insurance; Dr. F. O. Beck,
N. R. Hirsch, A. H. Murdock,
M. S. Wise, Thos. Donahue,
Dick Murphy.

SOUTH OMAHA.

Jos. Pablik, J. J. Mershon,
F. L. Hibbs, E. M. Rohrbaugh,

BENSON.

Wm. Hager, Geo. Stoltenberg,
A. Baumaster, N. P. Madsen,
Martin Mathiessen.

NEBRASKA BUICK AUTO COMPANY

OMAHA—Lee Huff, Manager

LINCOLN—H. E. Sidles, General Manager

SIoux CITY—S. C. Douglas

C. W. Francis says:

"The show has meant a big thing to us in the way of actual sales made. We sold more cars in one day at the show this year than we expected to make all week. These sales were made to individuals and dealers. Everybody seemed to have money to spend for cars. We had the most attractive chassis in the show, it being the same as our company used at the New York show. Yes, we are well pleased."

C. W. Francis Auto Co.

2216-18 Farnam St. Phone Doug. 853



BIG AUTO SHOW NOW MERE MEMORY

Eleventh Annual Omaha Motor Exposition Goes Down as the Best in History of Omaha.

LOOK FORWARD TO NEXT YEAR

The eleventh annual Omaha motor exposition is now a mere memory. But it is a pleasant memory and will hold a firm stronghold in the mind of every automobile man in the city of Omaha during the next twelve-month.

For the eleventh annual Omaha motor exposition will be chronicled as the greatest and most successful automobile show ever held in the history of the automobile industry in Omaha. It will be a popular topic of conversation for many months to come along the row and even the factory men, who have seen many great shows in many great cities, will point toward Omaha and the eleventh annual Omaha show when they swap reminiscences.

Profuse in Praises.
Every dealer who was an exhibitor at the show was profuse in his praises last night. When 10:30 came and the doors were closed for the last time the automobile men gathered around to talk it over, no longer business rivals, but the best of friends. "I'm glad it's over and yet there is still a touch of regret," is the way most of them expressed themselves. They were glad the show was over because it was a hard six days of work, not to mention the hours of "preparation" before the big display opened. And there was a touch of regret because the biggest business week in history was a thing of the past and it meant the return to the regular routine after a week of carnival.

Great Show, Says Stewart.
"The most wonderful show we ever had," said President J. T. Stewart after it was all over. "We reached our mark, a \$1,000,000 show, and our business broke all records. I believe it was the best show the middle-west ever had."
"Some show, some show," declared George Reim, member of the board of directors. Reim started to talk about the show three months ago and until he hiked for home early this morning he was still talking about it. "New York and Chicago have nothing on Omaha. I've seen lots of shows, but this was the best I ever saw."

Many Sales Made
"And it was a selling show, too, and that is what counts," continued Reim. "Every exhibitor surpassed his fondest expectations in the matter of sales. I spent a lot of money on this show because I knew it was going to be a huge success and I made it all back and more by sales the first two days. And the first two days were the lightest days. I sold more cars during show week than I ever sold before in a single week."

Clarke Powell, manager of the show, quit talking about the 1916 show at 10:30, when the doors closed. The minute it was all over Powell switched his figures to 1917. "Watch us in 1917," started Powell. "Bigger, better, greater than ever. We'll beat this year to death."

Verdict is Unanimous.
Other dealers expressed the same sentiments Stewart, Reim and Powell did. They all admitted the 1916 show the greatest ever and they all predicted even this far ahead, that the twelfth show would be even greater. The superlative "greatest" is never realized in the automobile industry.

It was an Omaha crowd which attended yesterday afternoon and last night. The dealers and other out-of-town visitors began to return home yesterday morning and it was purely a local crowd.

But it was a great crowd and the auditorium was taxed to capacity every hour. And it was pretty good buying crowd, too. Lots of orders were received from prospects who nibbled tentatively earlier in the week. Others who intended

(Continued on Next Page.)

E. R. Wilson says:

"We did more business and there was more business derived from this show than any show ever held in Omaha. Our business was exceptionally nice and we made a number of contracts for future business. Our Gold Chassis was the sensation of the show and was pronounced a work of art by everyone. It was the thing that drew the crowds to the show. We had 300 dealers in and all of them are waiting for the roads to open to start a great season's business."

E. R. Wilson Automobile Co.

Studebaker Factory Branch
2550-2-4 Farnam St.



Carl Changstrom says:

"This show has been a wonder. We are more than pleased and know that we have profited and will profit a great deal more than we expected. The show was crowded all week with interested people, the large percentage of which were buyers. Allen Cars certainly came in for a world of interest, and our booth was crowded all the time. Our actual sales were more than satisfactory and we know future business will be all we could possibly ask for."
"We want to express our appreciation to the public and extend a warm invitation to come to our salesroom, where we will have time to give personal attention to explaining our cars and demonstrating them."

CARL CHANGSTROM
Standard Motor Car Co.
2010 Farnam St.



Guy L. Smith says:

"We never had a show where there were so many people attended and so much interest shown. The greatest trouble we had was to get in touch with the people who really wanted to talk about our cars. We had ten salesmen at our booth and we estimate that they were able to get to talk with about ten per cent of the folks who wanted to buy cars."

"We wish to thank everybody for the interest shown in the Hudson Super-Six and invite them to come to our salesroom, where we can show them the car and demonstrate its superiority."

Guy L. Smith

"Service First"

2563-67 Farnam St. Phone Doug. 1970



F. J. McShane, Jr., says:

"It sure was a dinger of a show. Everybody had money and they all seemed to be looking for cars. We were so busy at the show and at our store rooms all week that we didn't have time to breathe. Actual results from this show please us immensely. We hope the others did as well as we did. The REGAL and the MERCER came in for more than their share of interest and attention. I can't say enough for the good this show will do the auto business."

McShane Motor Company

2054 Farnam St. Phone Doug. 6648



J. T. Stewart 2d says:

"The Auto Show just closed was a 100 per cent affair from start to finish. The crowd was there, the buyers were there and Mitchell and Pierce Arrow cars were also there. Our salesmen were there and business was fine. What more could we ask? It was by far the best Auto Show we ever had and was a great deal better than we or anyone else expected. You bet we are satisfied and we expect to do the best business this year we ever did."

"To the many people who called at our booth and failed to get our personal attention we extend an invitation to come to our salesroom, where we will take pleasure in demonstrating the superiority of our cars."

J. T. Stewart Motor Co.

2048-52 Farnam Street

