



LEE HUFF

After this great show Lee Huff, manager of the Nebraska Buick Co., says:

"When better automobiles are made Buick will make them"

OMAHA'S BEST AUTO SHOW IS CLOSED

Great Success in Every Particular and the People Remain Around Until Lights Go Out.

DEALERS ARE ALL SATISFIED

"The biggest and best of all the auto shows ever held in Omaha. That is the universal verdict regarding the auto show that closed yesterday. Not one dissenting word was heard from the dealers and factory representatives. All were enthusiastic.

The crowds at the show yesterday afternoon and evening were large. They were crowds that had a large percentage of buyers in them and a still larger percentage of "prospects."

There was not one exhibitor in the whole show who failed to make at least one sale. The majority made more than one sale.

"We don't look to make any sales at the Auto show," said a salesman. "We rarely make sales quickly. I don't think automobiles are sold that way. But it is especially true of the higher priced cars. And we are particularly anxious in getting promising people interested in our car. That is what we look to the auto show to accomplish for us. And that it does accomplish."

Closing night is always an attractive night. There's something about it—no one seems to know just what it is—that makes people linger around.

Closing the Show.

Perhaps it is the grand transformation that takes place late in the evening when those who are about can see the lights of the great building begin to flicker. The intimated at the show last night knew what this meant. Simultaneously there was a babel of horns.

It was the noisy announcement that the auto show of 1915 was officially at an end. Workmen quickly went through the building, removing the partitions between the booths. And then the machines began to roll out of the building and be towed away to the respective store rooms along automobile row. This morning there is scarcely a machine remaining in the building.

But the memory of the show will not quickly depart from those who participated. They are already talking about the 1916 show.

Big Business Increase.

"We did more business at this year's show than we did at all the former Omaha shows combined," said W. E. Foesler, handling the Enger, Metz and Cartecar. "We had to have several additional men and were simply covered up with business."

"It was an event that filled the city with people and the kind of people that bring business to Omaha, not only while they're here but after they go. For many of them went home with contracts in their pockets to sell cars in their respective cities. Why, the hotels couldn't hold them. A man was in here yesterday and told me he went to six hotels before he was able to get accommodations."

J. A. McIntyre, who distributes Stearns-Knight cars in Nebraska and western Iowa from Omaha, said:

Finest Show Ever.

"People are looking for higher priced cars and we have never done business in any previous show equal to that we have done at this one. It was absolutely the finest show we ever participated in. Both from the standpoint of sales and dealer contracts, this beats them all."

George G. McVicker, secretary-manager of the Jeffrey Omaha company, said:

"We made numerous sales and closed several contracts. One of the largest contracts written during the show, I think, was that including Lincoln and the surrounding territory for the Jeffrey and Empire line made with Heaton Bros., formerly of Homeville, Neb. I feel greatly elated over this contract, as both of the Heaton's are old Jeffrey dealers and have been successful with the line for the last seven years in the southern part of the state."

Must Have Show.

"We surely wouldn't be able to get along without the auto show," said Sales Manager Craig of the Oldsmobile. "It does a world of good and this is the best yet."

H. F. Orr of the Orr Motor Sales company, called it the "finest show we have ever had. It has been a most wonderful success," he said. "No previous show has duplicated it for real sales and prospects. We have the finest list of names as prospective buyers for our line that we have ever received at the auto show. Sales of a \$4,000 or \$5,000 car are not made as quickly as sales of some cheaper cars."

One of Best Buying Shows.

"We have here the Packard '28' roadster, the identical car that was exhibited at the New York show this year. Omaha is the only city outside of the grand circuit of auto shows where this car has been exhibited."

H. C. Elias, representing the Paige car, called the show the "biggest yet," and reported a number of actual sales during the week.

W. B. Hawley of the Mitchell-Lewis Motor company, makers of the Mitchell car, said the Omaha show this year was one of the very best buying shows he ever attended.

Manager Clark Powell summed up the apparently unanimous opinion in the statement that "in crowds attending and in sales made and contracts closed the show far exceeded any previous show held in Omaha."

"Many more dealers from out in the state and from neighboring states were here than ever before," he said.

Says Means Lot to Omaha.

"Last year we had about 1,400 dealers in attendance. This year I estimate there were 1,500. Remember, too, that each of these dealers brings in a number of his townsmen with him. There are a number of men in every town who have been studying the merits of various cars for some time. Some of them haven't been able to make up their mind. So the dealer gets them to go down to the show, where the merits of the car can be explained to better advantage."

"A number of weeks ago we sent out about 5,000 posters, and these have been hanging in the dealers' windows everywhere, advertising the show. One dealer this year brought in twenty of his fellow townsmen with him to the show. I think there were at least 1,000 out-of-town folks present. Many of the dealers remained all week. They came Monday and they went home last night."

"I tell you, it means a lot to Omaha to have the auto show. One man, a big druggist, said to me that this show means more to him in increased business than any other event with the exception of the Ak-Sar-Bea celebration."



E. R. "Studebaker" Wilson

"The tenth annual automobile show has, indeed, been a success from our standpoint. The Studebaker exhibit has attracted more attention this year than ever before, although we considered the previous shows exceptional business pullers. We feel that this is another indication of the good will and confidence the Studebaker line enjoys with the general public."



The Omaha Automobile Show has brought out with startling positiveness the undeniable superiority of the CADILLAC EIGHT.

The purchasing public of Automobiles quickly recognize the principles of continuous power, unequalled flexibility, rapid acceleration, obtained almost entirely with throttle control. Picture in your mind a ride in the city or country, up hill, or through sand or mud, at almost any desired speed, without the shift of a gear, with practically no vibration, with rough roads literally smoothed out as you pass swiftly over them. Add to that a dependable mechanism that requires the least attention and you partially know the Cadillac Eight.

To fully realize, you must own and operate one yourself. Place your order now, with the CADILLAC COMPANY OF OMAHA, 2060 Farnam Street, Omaha, Nebraska.



H. H. Replogle, General Manager, Akron-Marathon Rubber Co., Says:

"The business obtained during Show week exceeded our expectations and demonstrated more than ever that the Motoring Public and the Dealers in Nebraska and Iowa are rapidly becoming users of high grade equipment and they fully appreciate a quality tire backed by a definite guarantee of 5,000 miles service."

"Our positive assurance that the quality of Marathon Tires will not be reduced or affected by the present price situation is bringing us business from dealers who aim to give their customers real value and service. Marathon Tires are built to meet a demand—not competition."



Geo. G. McVicker of the Jeffrey Omaha Company Says:—

Every visitor said to the Jeffrey man "It's a great car you have there."

Empire durability, modern equipment and beauty more than ever pronounced itself. "The aristocrat of the less than a thousand dollar car."

Both of them sold by the Jeffrey Omaha Co., 2056-58 Farnam St.

C. J. Corkhill of the Haynes

"Omaha's great show, surprised even us old veterans, and Mr. E. E. Butler and I have sold cars here in Omaha since 1900. Naturally we expected big crowds and big sales.—But now we are amazed. More Haynes cars sold the first four days than any other previous four months. This is the buyer's method of telling us what he thinks of the Haynes."

Everybody agreed--

Embodied in the lines displayed at the LININGER BOOTH were found the practical, efficient, dependable things, with finish, class and quality, necessary to the finished product, and the up-to-date car.

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| Oaklands | King Eight |
| Six-49. Queen of the Sixes \$1,685 | The Car of No Regrets \$1,350 |
| Four-37. Best Four Built for the Money \$1,200 | |
| Saxons | Brisco |
| Four Cylinder Runabout \$395 | Four Cylinder Clover Leaf Roadster \$785 |
| Six Cylinder Touring \$785 | Four Cylinder Touring \$785 |
| Light, easy going, dependable and economical. | Easily the monarch of the light Fours. One type of car that's here to stay—built with the "trouble left out." |

LININGER IMPLEMENT COMPANY
Distributors. Omaha, Neb.

OUR SHOW has been a wonderful success, and we feel certain that every visitor left the show with a renewed confidence in Chalmers cars.

The interest shown has strengthened our belief that we are beginning a most profitable year.

If you did not receive one of our catalogues we will gladly mail you one upon receiving your address.

Stewart-Toozer Motor Co.

2048-52 Farnam Street ———— Omaha

Mr. Buyer

During the past week you have had an opportunity at the 10th Annual Automobile Show of inspecting practically every American made automobile and your opportunity of giving intelligent consideration to the purchase of a car has been greater than ever before.

You have seen the stripped chassis of many of the cars and have listened to expert lecturers telling of the various good features of their cars and while the profusion of cars and the different statements made by the various car salesmen may have confused you somewhat you have undoubtedly come away from the Show with the choice of your car simmered down to two or three cars.

The object of this little advertisement is to call your attention to the many excellent features to be found in the 1915 MITCHELL cars and to ask you to allow us to give you a good practical road demonstration such as was not possible during the past week owing to unfavorable weather conditions.

The MITCHELL factory with its twelve successive and successful years of automobile manufacturing is turning out for 1915 better cars than it ever built before and we think that you owe it to yourself to look over the MITCHELL models before placing your order.

A call at our salesroom at 2054 Farnam St. or a word over the telephone, Douglas 782, will enable us to arrange a demonstration at any time that it is satisfactory to you and upon the success of the demonstration we will let the sale of the MITCHELL car to you stand or fall.

Yours very truly,
MITCHELL MOTOR CO.
J. T. Stewart 2d Pres.