

1923 Auto Show to Start Year of Motor Prosperity

All Signs Point to Record Business During Coming Months, Omaha Dealers Say as Exhibit Nears.

The record-breaking automobile production figures for 1922, with the production of manufacturers that 1923 will see a still further increase of about 10 per cent, give additional assurance that Omaha's "Back-to-Prosperity" automobile exposition will lead the way to a big automobile selling season in the middle west. The 18th annual show will be held at the Auditorium February 28 to March 3.

A total of 2,527,000 cars and trucks were manufactured in 1922, an increase of 320,000 over the previous record year of 1920. The middle west, which has just been emerging from the agricultural depression, did not experience its share of this business. While sales of leading lines were good in the cities, they were not so good in the country.

Show to Make Change.

But the show will make a change in this condition:

The great increase in the value of farm products over a year ago, the very fact that there has been such restricted buying in this section for the last two years, the fact that other lines of business have already felt the effects of this new impetus, and that in spite of the season, the automobile industry is being spurred on by it, all give this assurance emphatically.

When the secretary of agriculture estimates that the 1922 crops were worth nearly \$2,000,000,000 more than those of 1921; when the governor of Nebraska estimated that the crops of this state reached a value of \$500,000,000, or an average of \$4,000 for every farm, when conditions generally have shown such wonderful improvement recently, it is certain that the Omaha section will assume its old position in the automotive industry.

"Back to Prosperity."

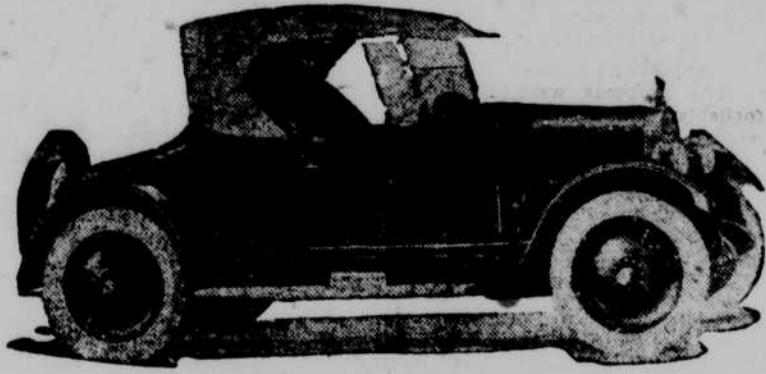
"That is why we are calling it the 'Back-to-Prosperity' exposition," says A. B. Waugh, commissioner of the Omaha Automobile Trade association, who is again managing the show this year. "The New York show is a further indication.

The announcement of new moderately priced cars, the many innovations, combined with the car announcements of the late fall and winter, have attracted more attention than in years. And all of the leading new lines will be on display at the Omaha show. It will arouse the interest and start the buying, which will result in one of the most active automotive years we have known."

Appreciative Mayor.

Martin's Ferry, O., Jan. 20.—Mayor Howard A. Duff sent letters of appreciation to persons who aided the city government in its work during 1922.

New Buick Sport Roadster on Four-Cylinder Chassis



Buick sprang an eleventh-hour surprise at the New York show by introducing a new sport roadster mounted upon the four cylinder chassis.

The new model has everything commonly associated with types of its character, with plenty of nickel to adorn its rich, red body. Nickeled parts include the radiator, windshield wiper, transmission control, emergency brake lever, running board guards, deck rails, hood fasteners, running board binding and binding for the trunk top.

It has drum head and cowl lamps, motorometer with dumb bell radiator cap, beveled plate glass adjustable windshield wings and an adjustable rear vision mirror.

There is a ventilator in the top of the cowl, adjustable from the instrument board, which also carries a

white face speedometer, oil gauge, ammeter and combination switch. There is also a ventilator control. The steering wheel control lever and horn button are walnut.

The trimming is in specially embossed leather to match the body. There are pockets in each door, one of which is used for side curtains, large compartment for packages back of driver's seat, a spacious luggage compartment in the rear deck with flush type door provided with a lock.

Other features of this new model—Model 23 it is designated—are removable toe and floor carpets, spare wheel carrier, right hand gasoline tank filler, beveled glass back curtain light, waterproof side curtains with clear vision windows and signal pocket.

The wheel base is 109 inches, tires 31x4. Regular wheels are wood with Hook wire or Tuarc disc optional.

Special Colors Predominate at New York's Auto Show

Returning from the National Automobile show at New York, local automobile men state that they found few innovations. According to J. H. Hansen of the J. H. Hansen Cadillac company, the newest things at the New York show are found right here in Omaha on fine cars, but special color schemes are much in vogue.

"Cars are now being finished in all colors of the rainbow, and nickel trimming and equipment are popular," says Mr. Hansen. "Special colors suiting individual tastes have long been available to Cadillac purchasers of Omaha."

In Mr. Hansen's opinion, the most interesting thing about the show was the enormous attendance, surpassing by many thousands the attendance of any previous show. For the past few

years the attendance has been light, but this year the attendance was greater than in any pre-war year. People showing interest in good motor cars came not only from every part of the country, but in large numbers from the middle west. Special trains were run from as far west as Texas and special Pullmans from coast to coast.

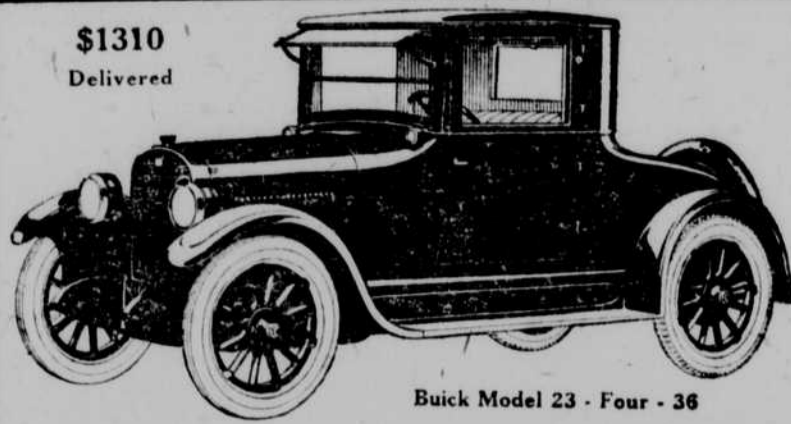
"Automobile prices have become stable. The demand is heavy. Orders

were placed by dealers for cars, and yes trainloads, for the months of April, May and June when a great shortage is expected because of the inability of the factories to secure material for the continually increasing production, and this is true with many good cars besides the Cadillac," says Mr. Hansen.

Canada has 106,000 Indians on reserves throughout the Dominion.

New Buick Dealer Sells His First G. M. C. Truck

H. Pelton, new Buick dealer at 2019 Farnam street, sold his first G. M. C. truck last Monday. Mr. Pelton recently took on the retail sales for this truck and intends to push the new line. He anticipates a splendid truck business along with his rapidly growing Buick business.



\$1310
Delivered

Buick Model 23 - Four - 36

So many folks would like to have a new Buick if they could only trade in the old car to advantage.

H. PELTON

The New Buick Dealer

specializes on this service to customers. If your car is worth what you ask for it we can deal with you.

2019 Farnam Street

Phone ATlantic 1716

Foreign Makers Copy American Car Designs

"From a study of new models of cars manufacturers abroad are offering for 1923, it would appear as though foreign automobile designers and body builders have been copying the lines of American cars," says A. C. Barley, president of the Barley Motor Car company.

"There is always a tendency here in America to belittle the value of domestic productions and over-estimate the value of similar articles produced abroad.

"The actual facts are that aside from a few well known and reputable coach makers abroad, most of the automobile body designs produced by foreign manufacturers have been freakish and impractical. There is a marked improvement, however, in the majority of the models now being announced by foreign motor car manufacturers."

Mr. Barley has been a close student of automobile coach work for many years and it was under his direction that the smart body styles, characteristic of Roamer cars, were developed.

Mr. Barley has lately been greatly absorbed in manufacturing a new car which bears his name, it being his idea to put a new six-cylinder car on the market to sell for under \$1,500 and having the characteristics of finish and appearance which are generally associated only with cars costing over \$2,000.

K. & M. Truck Body Plant Increases Production

The K. & M. Truck Body Works at Tekonsha, Mich., will start steady production of truck cabs and stake and closed bodies for Fords early this spring.

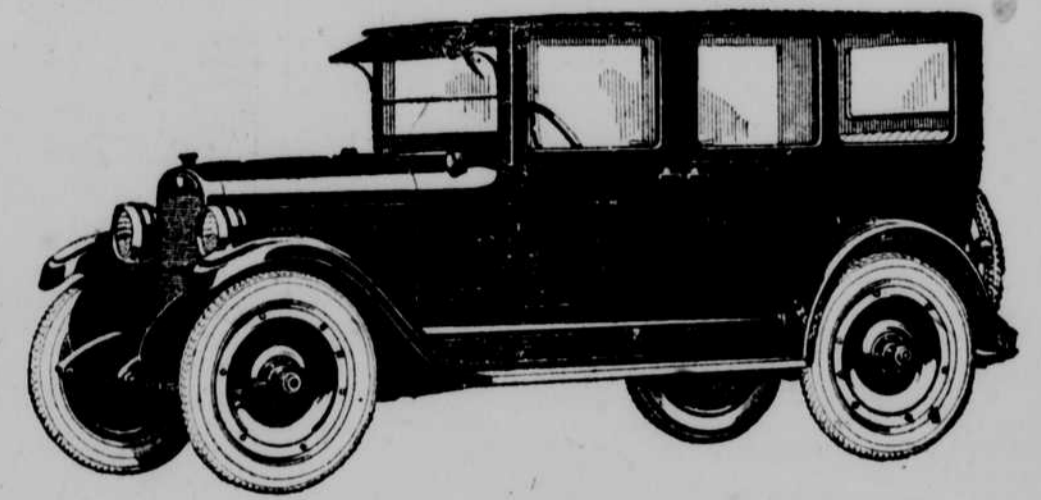
D. G. Martinson, general manager of Keep & Martinson, has authorized a sales and advertising program for the K. & M. products, and factory equipment and production will be speeded up as soon as this can be accomplished.

Tekonsha is in the center of one of Michigan's important hardwood belts where this company has many holdings, and Mr. Martinson believes that due to the recent large demands for trucks and truck equipment that the K. & M. truck cabs and bodies will find a ready and immediate outlet.

"This equipment has been made and marketed in a small way for some time and the extra values given in engineering, material and workmanship, have brought so many requests that the present expansion became necessary."

Mechanical Signals for Closed Cars on Sale Here

Difficulty has been experienced by motorists trying to comply with the city ordinance in respect to the new direction signals for closed cars, which goes into effect February 10. A limited number of these signals have been secured by the National Accessories, Inc. which will be sold at a moderate price.



The good Maxwell is outselling on the closest possible comparison of the four great evidences of value—manufacturing superiority, better performance, greater beauty and durability.

The motor of the good Maxwell is decidedly unusual for its performance, long life and extreme flexibility in cars of this class. In every detail of design and manufacture it evidences the determination of the powerful organization now building the good Maxwell to earn complete dominance in its price field. Prices L. o. b. Detroit, revenue tax to be added: Touring Car, \$985; Roadster, \$995; Club Coupe, \$985; Four-Passenger Coupe, \$1235; Sedan, \$1335.

PETERSON-MILLARD CO.

28th and Farnam

HA rney 5066

The Good

MAXWELL

December 1921
Car and Truck Sales
50,203

Ford

December 1922
Car and Truck Sales
105,799

Everything Points to the Greatest Spring Demand for Ford Products in Company's History

1,202,517 Ford Cars and Trucks were delivered to retail purchasers in the United States alone during 1922—

Actual deliveries for last month greatly exceeded any previous December in the history of the Ford Motor Company—

It was the ninth consecutive month in which more than 100,000 Ford Cars and Trucks were retailed—keeping the Ford Plants working at capacity to meet dealers' requirements—

In many parts of the country dealers are already finding it necessary to specify later delivery dates on

certain types because there are no reserve stocks to draw from—

Commercial users, business houses and farmers, anticipating their future requirements, are placing orders and taking delivery of Ford Cars, Trucks and Fordson Tractors to insure against delay—

Everything points to the biggest shortage of Ford Products this Spring that has ever existed—

The only way you can be sure of obtaining delivery of a Ford Car, Truck or Fordson Tractor is to list your order immediately—

We have given you these facts as they actually exist so that if you are planning to purchase a Ford Car, Truck or Tractor for use this Spring or Summer, you can list your order now and take advantage of our dealer's first opportunity to make delivery

Ford Motor Company
Detroit, Michigan

See Any Authorized Omaha or Council Bluffs Ford Dealer

A Small Deposit and Easy Payments if Desired