

Apperson "Jackrabbit"

It is needless to say that we are well pleased with the result of the 1914 show. Our order book has certainly had its share of attention. From a business angle, we believe the 1914 show was a greater success than any previously held in Omaha and in every other respect the attendance spoke for itself. Probably the most prominent car on the floor was the big white Apperson "Jackrabbit" displayed at our booth, which was sold at the beginning of the show. Standing on its past reputation and present merit, the Apperson "Jackrabbit" promises to be a leader during 1914.

APPERSON JACKRABBIT AUTOMOBILE CO.,
J. H. DE JONG.

Henderson Cars

We are more than satisfied with the interest manifested in our Henderson kerosene cars.

Our Booth has been one of the centers of interest at the 1914 Auto Show, everyone seemingly wanting to learn more about the kerosene proposition. It is quite evident that motorists are rebelling against the ever increasing prices of gasoline. There are many good cars, but the Henderson stands in a class by itself as the ONLY car using a 10-cent fuel diet.

The Henderson Coupe was admitted by all to be the AUTOCRAT of the show.

Demonstrations will be continued at our salesroom, 1910 Farnam Street, T. H. POLLOCK AUTO CO. Tel. Doug. 6292

Ohio Cars

Satisfied! That does not half tell it. The Ohio cars caught the eyes of the people when they first entered the Auditorium, and, needless to say, held them through the entire week.

The Northway motor naturally commands the attention of the critical buyer.

Our orders have been big; our admirers have been many, and the show as far as we are concerned has been a tremendous success. The way to convince us that we will have one of the best years in the history of the company. I have never visited an automobile show that has given me more satisfaction, both from the attendance and from a business standpoint.

E. E. GRAY.

Spaulding and Davis Cars

These two cars made their first appearance at the show this year, and their reception was wonderful. The Spaulding sleeper was one of the biggest attractions of the show. The sleeping feature of the car attracted the attention of practically every car buyer, which convinced us that it must be something the tourist has longed for.

Yes, they examined the mechanical features of both the Spaulding and the Davis and did not have a criticism to make. We were sure we picked two winners when we chose the Spaulding and Davis. Now we know it. While we had an exceptionally large business at the show, we are sure it will be followed by a large business during the coming season.

If any dealer or prospective buyer overlooked these cars during the show, he is an exception.

FREELAND AUTO CO.,
1113 FARNAM STREET.

Auburn Cars

"Chicago and Kansas City did not indicate the business which the Omaha show did during the past week," is the expression of Mr. M. E. Garrett, assistant salesmanager of the Auburn Automobile company, who has covered the shows this year.

"Personally, this week has been a mighty busy one for us and we have closed a large number of contracts," he continued.

"Many mechanics approached us with the expression that they never saw so well balanced a motor as the Teter T-head 40, 4 1/2 x 5". It develops more power and less noise than any other four-cylinder motor.

"We are well satisfied and we know that the Auburn has made a lasting impression."

AUBURN AUTOMOBILE COMPANY OF OMAHA,
2559 Farnam St.

Reo and Chevrolet

We hesitate to give the actual figures of the business done during the past week, because this year proved the best in our experience, and surprised us.

These two cars have always had many admirers, but they certainly gained a few more during the past week. The interest displayed in these two cars was remarkable, and the orders we received were of the same nature. While it is a fact that the first two days of the past week were not favorable for demonstrations, yet we do not believe it would have increased our business a great deal. The show has been satisfactory to us from every angle.

L. E. DOTY.

Regal-Detroit

These two cars were certainly well received at the show. The many exceptional features of these two cars were marveled at by the hundreds of people who visited the show daily. It is doubtful if any other two cars on the floor made a more lasting impression on the general public than the Regal and Detroit.

The underslung construction of the Regal had a following all its own, and the Detroit, with its unexcelled specifications and beautiful finish, was more than appreciated by all who saw it.

T. G. NORTHWALL CO., T. G. Northwall.

AUTO SHOW NOW A MEMORY

Ninth Annual Event Best and Biggest Ever Held in the City.

ALL SATISFIED WITH RESULTS

Attendance Reached the High Water Mark and the Sales Made Were Far Ahead of All Former Years.

At 10 o'clock last night the ninth annual Omaha Automobile show ended and 300 dealers and salesmen began preparations to move their exhibition cars out of the Auditorium. At a late hour, or rather an early hour this morning, the last of the cars rolled out the side door and the dealers and salesmen gave devout thanks that the show was a thing of the past, while at the same time they burst into magnificent eulogies of the 1914 show.

It was the greatest show Omaha ever had, was the unanimous expression of the participants. The crowds were greater, the number of cars sold was greater, and the enthusiasm was greater. Clarke Powell announced last night that the attendance figures ran 50 per cent above those of last year, and last year was the record of the previous shows. Dealers estimated that the total business promulgated during the show was several times greater than the business at other shows.

The crowd yesterday held its own with the large average established other nights. It was an Omaha crowd. The country dealers all left Saturday morning or Friday, with but a few exceptions, and the face of the country dealer and his farmer prospect was an infrequent sight. But Omaha responded. As is usual in the case of city folk, many Omahans put off going to the show until the last minute.

Last night was the last minute and a swarm of the delayed but eager persons hurried into the Auditorium to see the sights as long as the vision lasted. And it was not a curious crowd, either, as Saturday night crowds generally are. People were on business bent, and business they did. They listened to the lectures, examined the cars, were attentive to the sales talks and then bought the car of their choice. The contracts ran well up into large numbers and the exhibitors were duly thankful that the closing night should be so fitting for a successful show.

Many Sales Made. But at 10 o'clock the Auditorium was cleared and all but those connected with the show left the building within ten minutes. Then the dealers and their salesmen and the factory representatives congregated about to talk over the week. Business was over and they were no longer rivals, but the best of friends. Then was the time, ordinarily, to learn just how successful the show really was. Every man was eager to add his praise to the event, and the visiting representatives were vociferous in their approval of Omaha as a business city. They all did a splendid business and some of those who have made the circuit of national shows asserted that as a cash basis town, where business was really business on a money standpoint and not on the standpoint of talk, Omaha could be classed with any city in the country.

After they had talked awhile all got down to work and hurried the cars from the building. It was a slow process because only one car could be moved at a time and the cars on the stage were handicapped by the incline to the arena floor, but it was all done in record time and the building was soon cleared.

Clarke Powell, manager of the show, shirked his duties as executive head and went home before the show broke up. He departed just before 10 o'clock so he could stop at the door, look back and see bustling activity on every side. Then he left without looking around. He wanted to have an active scene on his mind as he left and not one of a big, cold-looking building.

Before the show closed the exhibitors began to talk of prospects for next year's event. With one or two exceptions all were in favor of a bigger and better show next year. A few of the exhibitors were dissatisfied with the display this year and they expressed the opinion that they would refuse to re-enter the association next year. Their absence will not be missed because the more active stockholders will be allowed more display space and thus improve the show that much. Clarke Powell stated that efforts would be made to make the tenth event the best of all and that tentative plans would be made as soon as possible.

The show this year was a boom for the automobile business. Interest was stimulated to a high degree and dealers in this part of the country predict that the trade this spring and summer will be the best ever and that the show was conducive to this animation.

Notes of the Show. Frank Haller, of the Linger Implement company, made several visits to the show, although he manifested no activity. "I think this year's show is the best of them all," said Mr. Haller. "The salesmen say they are selling cars as fast as they can talk and I presume it is the way with others. The show is a great thing and interest in it should never be allowed to lag."

E. M. Burbank exhibited much enthusiasm over the show. "Me for the show," said Burbank. "Never will you see me out of a show. It is the best business can receive, and if you don't believe that, take a look at the sales records. If we had more than one show a year in Omaha the Paige factory would have to double its output in order to accommodate Omaha buyers alone."

J. H. DeJong, local Apperson agent, was pleased with the show. "Some show, ho, believe me," quoth DeJong. "But I am tickled silly that it is over. I haven't had a decent meal for a week because of the way these farmers like to buy my Jack-Rabbits! If these shows were held more than a week at a time I would be among those they plant sod over in the spring. But I am willing to go without eats for a week because I make enough coin to banquet myself the remainder of the year during this one week. Next year I'll sell more cars than I did this year."

L. C. Kohn of the Western Automobile Supply company stated that he favored the show. "I am a supply man," said Mr. Kohn, "and I agreed to step aside in favor of the car agents, so I didn't exhibit. I am a member of the association, however, and I will remain one, even though I do not exhibit. If there is anybody who should be dissatisfied with the show it is I and the other supply men, but I am not, and I believe that all the supply men favor it. It has helped my business wonderfully and I am confident that future shows will be just as much assistance as this year, if not more."

Manager Gaffney of the Jeffrey, who is ordinarily a man who makes no enthusiastic statements unless it is about his bar, was particularly pleased with the show. "Did you notice how the people crowded around the exhibits and were all anxious to learn of the good points of the different cars?" asked Mr. Gaffney. "Why, around our open chassis a crowd constantly congregated. They were all interested and they all stopped to look and listen. And we sold cars, too. It was a most successful show from our viewpoint and we expect to see subsequent shows here prove to be just as successful, if not more so."

T. H. Pollock, who experienced his first show as an exhibitor, enjoyed the show to the utmost. "It was my first show

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Car-Nation

When we forced the American Volturette Company into a contract guaranteeing delivery of 1,000 Car-Nations for 1914, we then lacked the support of the judgment of the thousands of people who visited the Omaha Automobile Show this week.

The fact that the Car-Nation is the one light car upon which the buying public centered its attention at our exhibit verified in every way our acceptance of this car as the leading expression of high grade, light construction of low price that has been offered for 1914.

We are not only fortunate in having the exceptional value that we are able to offer but we are doubly fortunate in having behind us the advantage that this factory is going to be able to produce in quantity a type of car that actually shows an improvement of the worn out ideas of the past.

MOTOR CAR SALES CO., 1818 Farnam St.

Paige Cars

We are certainly well pleased with the result of the show. The Paige "36" had a host of admirers all during the week as did the Paige "25."

During the past year this car has sprung into favor so rapidly both in Omaha and over the State that our business so far this season has more than trebled that of last year.

We do not believe that there is another car built that embodies more high grade construction and attention to detail and refinement than the Paige. The show has been all that we could ask and decidedly more than we expected.

PAIGE CO. OF NEBRASKA, B. M. Burbank.

Automobile Accessories

The Omaha Show brought into Omaha the past week the largest number of dealers in the history of the Show.

We enjoyed the greatest volume of business we ever wrote in one week.

We attribute this in part to the trade realizing that our SERVICE and RELIABILITY cannot be excelled.

WESTERN AUTOMOBILE SUPPLY COMPANY,
E. A. Pegau, President. L. C. Kohn, Sec. and Treas.
1920-22 Farnam St. Omaha, Nebraska. Douglas 5041.

Cadillac Cars

The Cadillac Company is gratified that the public feels secure in accepting Cadillac representations at their full worth. These representations are so accepted because the Cadillac Company has never misled and because the public could always expect and has always received more than was offered.

CADILLAC CO. OF OMAHA,
Geo. F. Reim. 2054-6-8 Farnam St.

Oakland Cars

The Oakland displayed the

Model 36, 4-cylinder.
Model 48, light, 6-cylinder.
Model 62, 6-cylinder.

All these models are equipped with the Northway motor, considered one of the best motors ever built. The six-cylinder motor used in the Model 48 was in operation and attracted large crowds every day during the show. More cars have been contracted for this year than ever before and contracts made with new dealers in new territory exceed by 75 per cent the results obtained at any previous show. These results would indicate that dealers and discriminating buyers intend to buy a car that will stand up.

LININGER IMPLEMENT CO.

The 1914 Overland

"We have been intensely gratified at the interest displayed by the patrons of the 1914 Automobile show in our 1914 product, the 1914 Overland," remarked Mr. Van Brunt last night, as the last of the immense throng were leaving the Auditorium.

"The contracts closed during the past week only go to prove that our product has kept pace with the ever-increasing demands of discriminating buyers, a contingency we have most happily been able to accomplish, due to our ever-increasing production and the consequent economy which has resulted in the purchasing power of trainload of raw materials instead of carload lots."

VAN BRUNT AUTOMOBILE CO., George Van Brunt.

Studebaker Cars

The ninth 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. Our sales have been splendid and the general approval of our line has been gratifying.

E. R. WILSON.