

AUTO ROW PUTS ON A BURST OF SPEED

Twenty-First Year of King Ak-Sar-Ben Finds Auto Men Alive with Hustle of Increased Activity.

EXPECT TO HAVE A BIG WEEK

Omaha's automobile row is alive with the hustle and bustle of increased activity this week. The coming of Ak-Sar-Ben, the big parade and the festival, is an annual signal for Omaha motor dealers to go into high gear, push the accelerator down a little farther and rick off the miles a little faster. But this year it seems as if every auto man has put on just a little more speed than ever before and the casual visitor would think that half of the Detroit automobile industry had moved to Omaha for Ak-Sar-Ben week.

"Wars, financial depression, poor business and the various other walls of discontent that easterners are constantly cutting loose give us a large pain," declared a prominent Omaha auto man. "We look for the biggest business in history in Omaha this fall, and the pessimist has no business lurking around us." And that auto man seems to have hit the bull's-eye, for it would be impossible to find a dealer, a sales manager, a salesman, a mechanic or even an office boy on the row who doesn't believe his firm is in for a run of prosperity.

Cannot Get Cars.
Omaha dealers have but one complaint to make. They can't get enough cars. The dealer who is selling cars on the Omaha row is the dealer who can get cars, and the number of such fortunate individuals is limited. While the eastern dealer is encountering difficulties in moving his machines the Omaha man moves them weeks before he gets them.

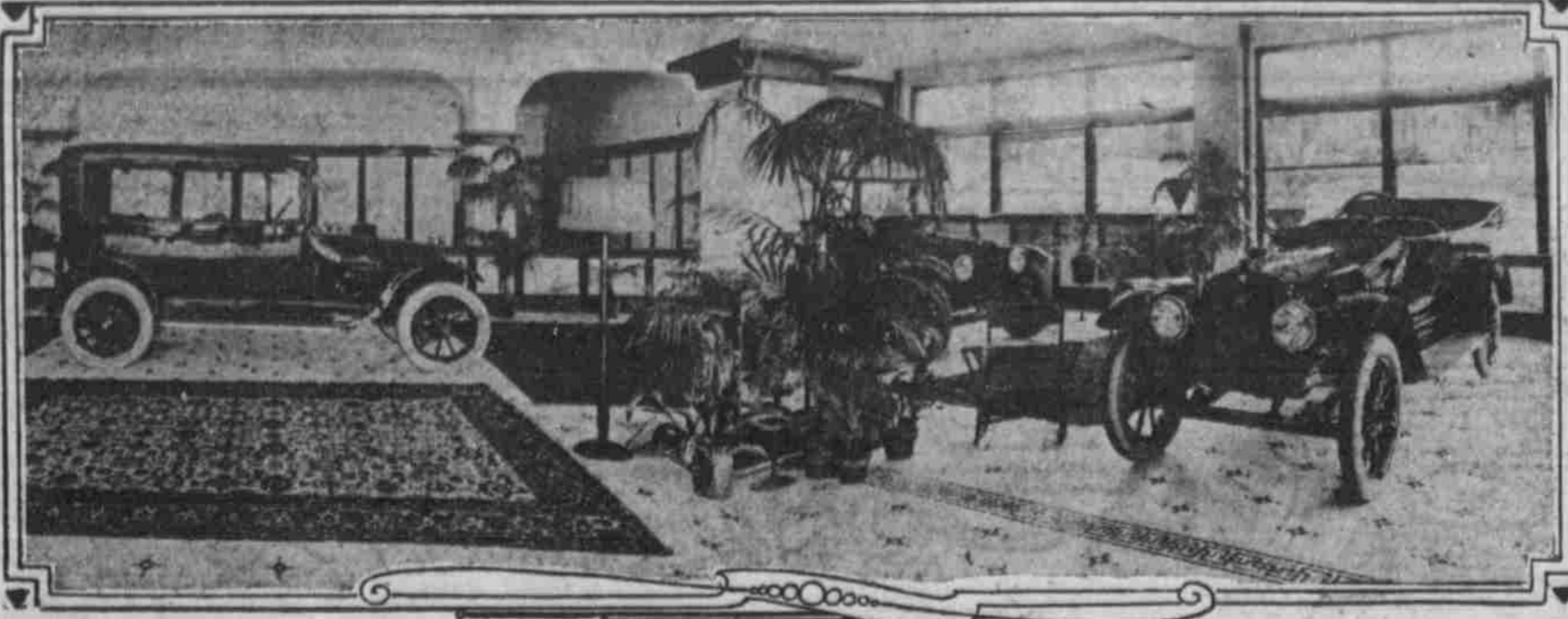
A few days ago a man entered an Omaha establishment, yanked a roll of bills out of his pocket that would choke a fourteen-inch gun and wanted to buy a car on the spot. The dealer couldn't get a car for him for a week. The man with the roll entered several other agencies, but found he couldn't get a delivery on the spot. "All I could sell you today," said one dealer after he had visited half a dozen, "is a demonstrator that has been run several hundred miles."

Takes Only Chance.
"Give it to me," snapped the man, and he flung the roll of bills in the dealer's hand and proceeded to drive the car out of the shop.

But brighter prospects are near. In other parts of the country the selling time is about over. Omaha's selling time never ceases whether the roads are running mire or covered by three feet of snow. And Omaha firms will soon be able to get as many cars as they want. Then they will be able to make deliveries promptly and the salesman will not have a single grudge against the world. All he will have to do is sell cars and that's a cinch on the Omaha row.

Are Ak-Sar-Ben Boosters.
Omaha motor dealers are among the most enthusiastic boosters Ak-Sar-Ben has. From one end of the row to the other the salerooms and garages are gayly decorated in the red, green and yellow of Samson's royal court. The display windows are a mass of solar and lights and the salerooms are all draped with flags, streamers and bunting and to add to the effect an abundance of palms and ferns and other tropical shrubbery

Salesroom of Guy Smith on Auto Row One of Omaha's Show Places



ONE-HALF OF SALESROOM OF GUY SMITH AS IT APPEARED FRIDAY.

Gossip Along the Automobile Row

has been scattered around the nooks and corners.

"You have got to be an Ak-Sar-Ben booster whether you want to or not," said one auto man. "Of course there isn't a man on the row to my knowledge who does not believe in King Ak and the good he does for the city, but in addition you can't get the business unless you are one of his subjects. You have no idea how the average Nebraskan, whether he lives in Omaha or North Platte, endorses Ak-Sar-Ben. If Ak-Sar-Ben officially declares anything is all right, that settles it—it is. Ak-Sar-Ben has always made good with the people during its twenty-one years of existence and that is why you won't find a person knocking Samson's camp. It is much easier to sell a car during Ak-Sar-Ben than any other time of the year."

Would Look at Teasles.
A somewhat inebriated man walked into a main line ticket office recently and, smugly smiling, showed a \$1 bill to the agent.
"Where do you want to go?" inquired the latter.
Reflecting a moment, the inebriated one suddenly had an inspiration. Broadly grinning now, he said:
"What trains have you?"—National Food Magazine.

Joe H. Hartzell, division manager of the Regal Motor Car company of Detroit, Mich., spent the last few days in Omaha with Phil McShane and C. A. Bishop of the Mothano Motor company. Mr. McShane has just taken on the Regal line, and arrangements are being made through Mr. Hartzell for prompt service in delivering cars to this territory.

"Here's a good one," said E. R. Wilson of the E. R. Wilson Automobile company. "A certain automobile dealer, who was extremely anxious to secure some advertising for his car, free of charge, made an agreement with a motion picture company to the effect that if he furnished the automobile they were to put some complimentary phrase in one of the explanatory notes on the films. The agreement was concluded and the

following wording was arranged on the explanatory note which followed a thrilling ride to a station in an effort to capture the 'villain' before he boarded the train. With the aid of a high-powered automobile Colonel Jones reached the railroad station just in time to seize the villain as he stepped aboard the train. Everything went along in nice shape," continued Mr. Wilson, "and the automobile man received the desired publicity until the night the picture was run for the fifth time. Then, just as the exciting chase neared its climax, the machine broke down and didn't make the train."

G. L. Willmar, assistant sales and advertising manager of the Studebaker corporation, spent Sunday with Manager Keller of the Omaha branch.

G. A. Bishop has just been appointed salesmanager of the Mothano Motor company and will take direct charge of the business. Mr. Bishop has been in the automobile business for several years in various sections of the country, and is well fitted for the new position. Mr. Bishop sold Studebakers in Tacoma, Wash., and handled the Cadillac, Studebaker and Ford for some time at Bedford, Ia.

J. V. Thomas, who has been associated with the sales department of the Mothano Automobile company, East Moline, Ill., for the last year, has resigned. He will

be succeeded by D. M. Beal, who has been manager of the Moline-Knight branch in Omaha.

Following the general trend of motor car makers to turn their branch houses over to responsible dealers, the Moline Automobile company has recently sold its Omaha branch to R. E. Davis & Co. Mr. Davis has been allied with the motor car business for several years and is rated as one of the leading dealers in Omaha territory. The deal includes the entire state of Nebraska and western Iowa, two sections of the country that have for years taken a large percentage of Moline cars.

A clever piece of instructive and well executed printed matter is being put out by the Olds Motor works under the heading "After Sixteen Successful Years." It tells in a brief way the story of how the present Olds is a culmination of these many years of successful motor car building.

The T. G. Northwell company has just received samples of the two-passenger roadster manufactured by the Pullman Motor Car company. The roadster is built on the same chassis as the touring car, having the same superior construction, the only difference being in the body design. This roadster has an unusually large and roomy compartment

in the rear, and, with the lines of the body, which are unbroken from the front end to the rear end, the car has the appearance of being very much larger than it really is. Owing to the extreme practicality of this roadster, the T. G. Northwell company expects to do considerable business with it.

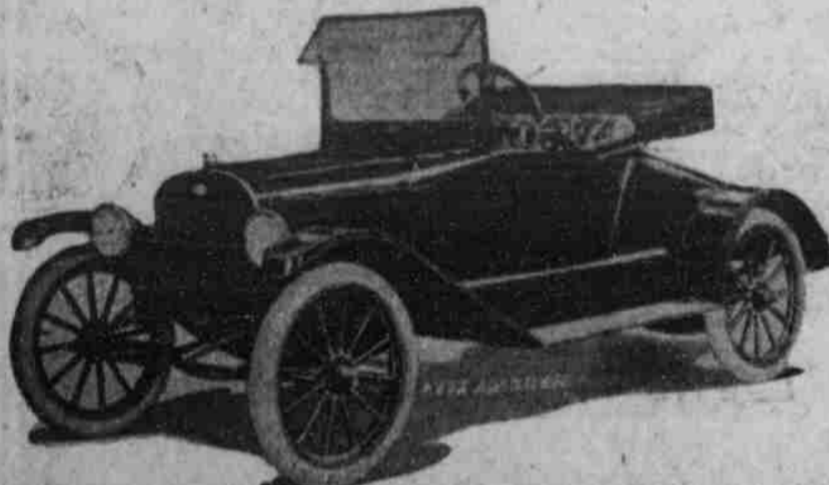
A. K. Chambers, purchasing agent for the Powell Supply company, has just

returned from a two-weeks' hunting trip in western Nebraska.

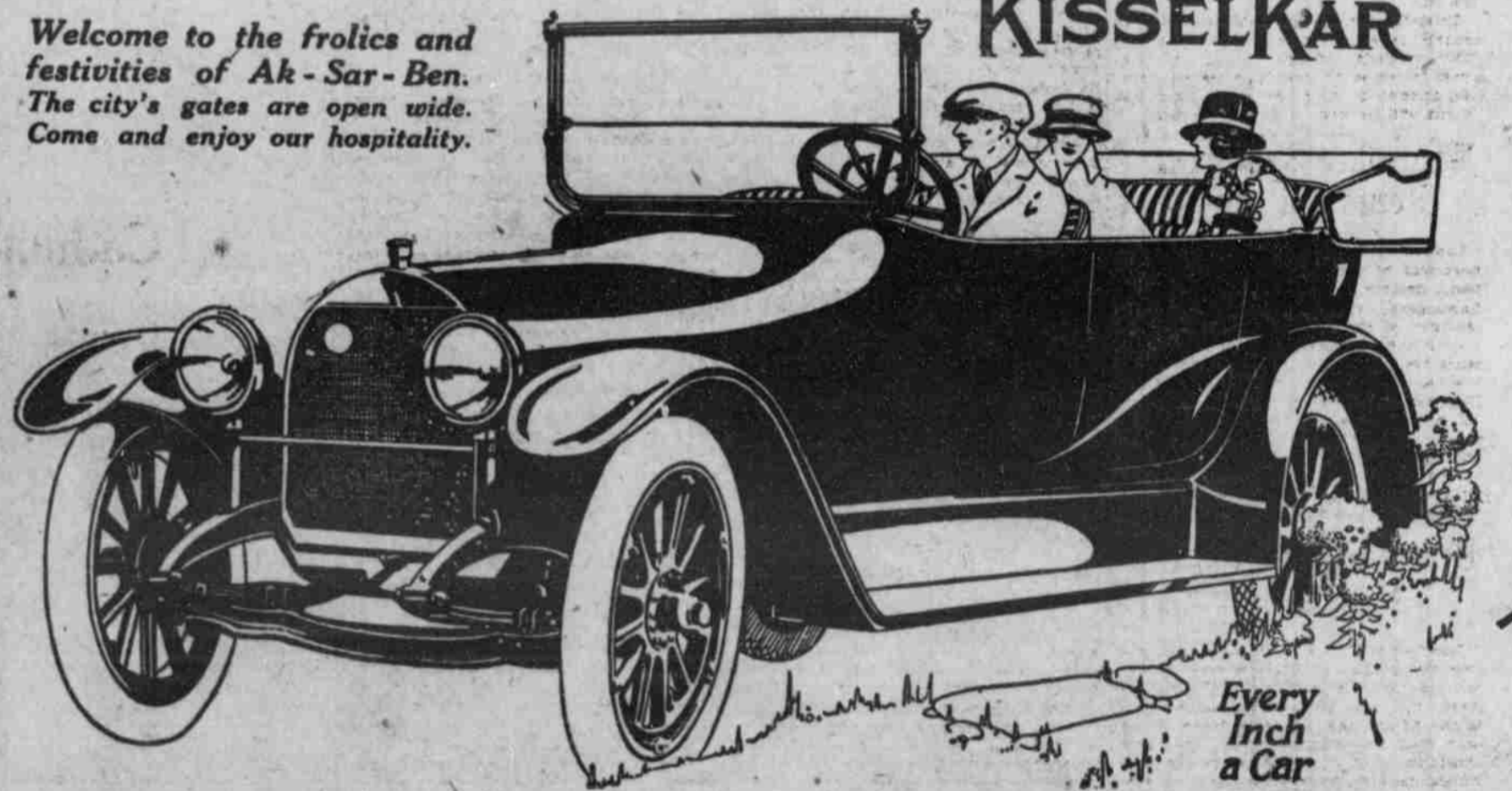
M. P. O'Connor of Powell Supply company reports a constantly increasing business on Lee Puncture-Proof Pneumatic tires. Practically every 1915 dealer's contract has been renewed for 1916 and a big list of new contracts made.

(Continued on Page Four—Col. Three.)

Metz Always Attracts Attention



Welcome to the frolics and festivities of Ak-Sar-Ben. The city's gates are open wide. Come and enjoy our hospitality.



The car to buy this fall is the KisselKar

The ALL-YEAR Car

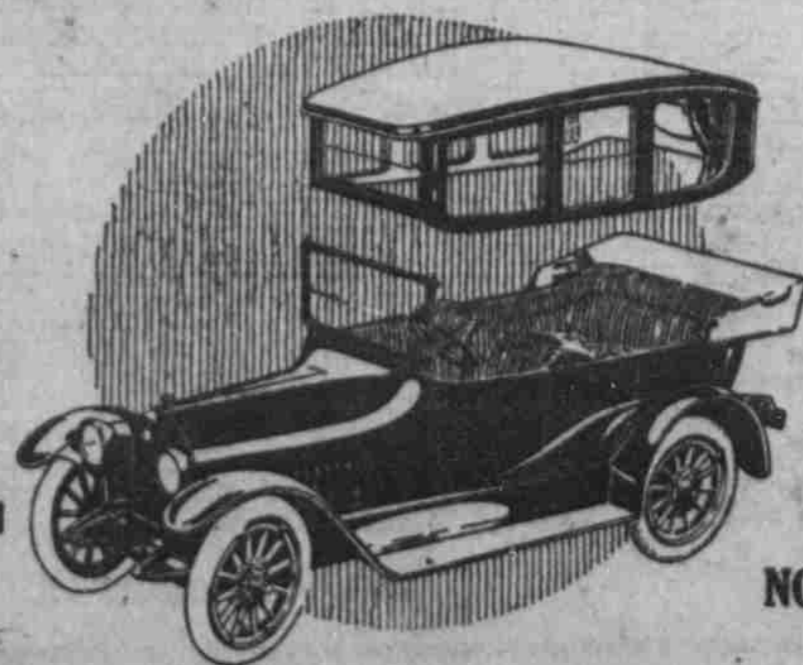
HERE'S the car you ought to own—the car for year round driving. An open touring car for the charming autumn weather—a luxurious closed Sedan for winter use—converted from one to the other in a half hour's time.

There is a Sedan Top for the Touring car—a Coupe for the the Roadster—each a creation that the most exclusive coach builder in the world would be proud to acknowledge as his own. Not SET on—with earmarks of a makeshift—but a structure of the best materials—SET IN—built for the body it adorns—with no indication whatever that it is other than

a permanent, immovable part of the car. Drive your new touring car or roadster during the delightful autumn days just before us—but be prepared for its equally satisfactory use during the cold and snow to follow. You'll enjoy the ALL-YEAR Car—through every calendar month.

See the new KisselKars

These new ALL-YEAR Cars have beauty, comfort, convenience, simplicity, power, flexibility, accessibility, economy, personality—plus the ALL-YEAR feature, introduced by Kissel and never successfully imitated in any other car. KisselKar prices range from \$1050 to \$2000.



We are closing our 1916 contracts with agents NOW. This is a very desirable and attractive proposition. Write us, or come and see us at once.

Ak-Sar-Ben Visitors make your headquarters with us

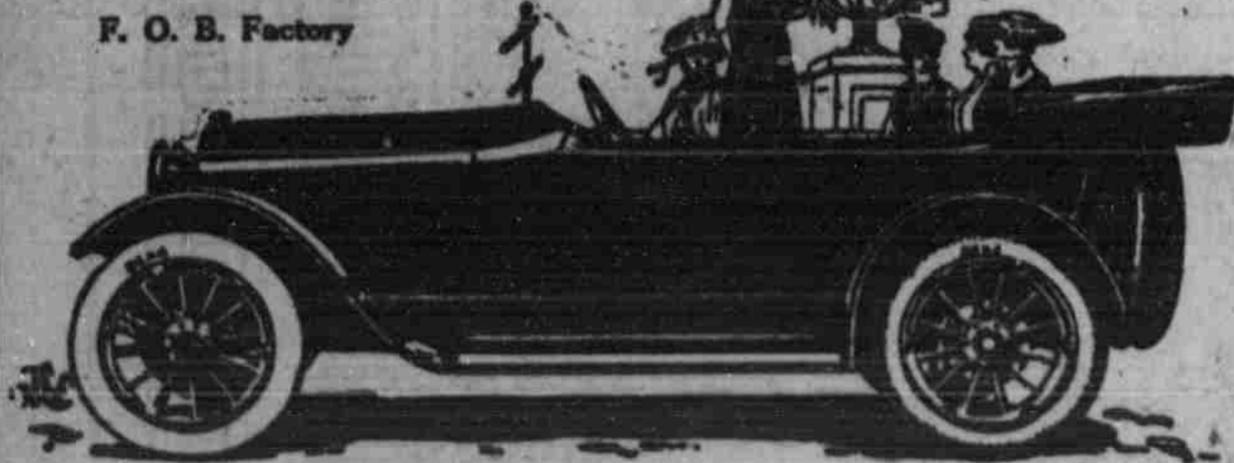
We extend you a special invitation to view our showing of ALL-YEAR KisselKars. It will be a pleasure to show you how easily and at how little expense you can enjoy the luxury of a warm and cozy closed carriage this winter and turn it into an open car in the spring.

NOYES-KILLY MOTOR CO. DISTRIBUTORS 2966-68 Farnam St., Omaha, Neb.

Light Six \$1,095



40 H. P. Four \$895



Seventh Year of Continued Growth

You Cannot Find a Handsomer Car at Any Price Than the 1916 Empire

The EMPIRE has a nice, wide, roomy body, deep cushions and a high polish finish.

THE MOTOR is a powerful six-cylinder L head type, cast on block. It is the kind of motor that is always ready to go, and will take you anywhere, at any time.

The EMPIRE is a dependable car, and is an economical investment for the owner—first cost is often misleading, especially to the inexperienced purchaser—these things are the important things to consider and to investigate. WHAT WILL MY REPAIR BILLS AMOUNT TO? WHAT GASOLINE MILEAGE AM I GUARANTEED? HOW MUCH INCONVENIENCE ON ACCOUNT OF CAR BEING IN REPAIR SHOP? ASK ANY EMPIRE OWNER THESE QUESTIONS AND THEN YOU WILL DECIDE FOR YOURSELF THAT THE EMPIRE IS THE CAR FOR YOU TO BUY.

Phone Us For Demonstration While Attending AK-SAR-BEN.

Empire Distributing Co.

Geo. G. McVicker, Mgr. 2429 Farnam St. Omaha