



CADILLAC HEADS WELL KNOWN IN NEW TERRITORY

Sales Record in Nebraska With Other Cars Assures Success of New Agency in Omaha.

J. H. Hansen, vice president and manager of the Jones-Hansen Cadillac company, the local firm which has secured the exclusive agency in this territory for the Cadillac car, has been in the automobile business for the last 14 years.

Prior to coming to Omaha to make his home he was manager of the Packard agency at Lincoln. Three months ago he came to this city to accept a position as general sales manager for the Orr Motor Sales company of Omaha, Lincoln and Sioux City.

While with the Packard Mr. Hansen won many prizes in sales contests and received from the Packard Motor Car company in appreciation of his services a number of prizes, including Liberty bonds and stock in the Packard factory.

Well Known in State. Before going to the Packard Mr. Hansen was connected with the Cadillac agency at Lincoln for three years and while with that firm distinguished himself as a sales organizer. When the time came that the Cadillac Motor Car company desired a new dealer for Omaha and territory it selected Mr. Hansen as one of the men to represent the firm at this point. While in Lincoln he was very active in public and Commercial club affairs.

Mr. Hansen started in the automobile business in this city 14 years ago, coming at that time from Europe, and since that time he has been in all branches of the automobile business, including every department of factory work, as well as being a special factory demonstrator, and afterward a direct sales representative of a number of prominent factories. Mr. Hansen is proud of the fact that he knows something of every part of the automobile business, having learned it from the ground up.

Jones Well Known. A. H. Jones, president and treasurer, is also well known in Omaha. Mr. Jones began his business career as a young man in Hastings in the implement and vehicle business, in which he was very successful. He started selling automobiles as a side line when they were known as "horseless carriages." He is one of the pioneer dealers of Nebraska. For the last 12 years he has been the distributor for the Reo motor car and truck and for several years past has been the largest customer of the Reo motor car factory. He is also distributor for the Cadillac car in the western half of Nebraska, as well as being associated with the Jones-Opper company of Omaha. Mr. Jones' success as a motor car merchandiser in western Nebraska attracted the attention of the Cadillac Motor Car company and it made him the

Members of the Firm Which Will Handle the Cadillac in Omaha



J. H. HANSEN.



A. H. JONES.

logical choice in its effort to secure a strong organization at Omaha. The new company starts out with ample financial resources, which, combined with proven ability and an agency regarded as one of the most desirable in the automobile field, assures in advance its complete success and its business methods will commend it to present and prospective Cadillac owners.

Noyes-Killy Motor Co. To Get in Truck Game

"The motor truck is fast coming into its own in this section," is the assertion of W. L. Killy of the Noyes-Killy Motor company.

"Until recently I had not made up my mind to enter the truck end of the business, but the number of farmers who have called upon us to look at trucks has made me eager to get into the game and we are making arrangements now to get into the truck field.

"During the next few weeks we will have decided upon the truck which we wish to handle and will announce our choice to the public.

"It is encouraging to see the interest which is being evidenced in trucks and I feel confident that Nebraska farmers will hold a prominent place among the truck users during the next year.

Clement Motors Company Show Hoist Steel Dump.

The W. M. Clement Motors company is now showing on its sales room floor one of the Autocar power hoist steel dumps. This car has created considerable interest among coal dealers and others having use for dump cars and the records being made every day by the several in use are almost beyond belief, considering the total number of tons hauled a day at low cost.

Those interested will no doubt be glad of an opportunity to carefully examine this car.

REO ENGINEER PLAYS HIS PART IN WAR GAME

Horace T. Thomas, chief engineer of the Reo Motor Car company since its inception, is devoting his entire time to government work in Washington.

The Reo engineer is chairman of the committee on designing this new government standardized three-quarter-ton truck.

Mr. Thomas says, "As it sooner or later gets to the consciousness of every loyal American that he has a part to play, I began to feel that I should be doing, or at least trying to do, something for my country in this crisis.

"At first my intention was to resign the position I have held so long and offer myself to the government.

"Mr. Scott, vice president and general manager of the Reo company, when advised of my plan said, 'You do not crave a uniform or a military title, do you? You simply want a job of work in the interests of better efficiency.'

"I told him that was my aim, but I didn't see how I could be of much use unless I offered myself wholly and gave all my time to the work.

"He then said that the Reo Motor Car company felt just as patriotic as I could possibly feel and that the company would give me leave and in addition pay my salary and expenses for the duration of the war.

"So I am in Washington co-operating with a lot of other experienced automobile engineers in working out a standardized light truck and other war equipment."

Those who know Reo engineering know that it is sound engineering and it is good to feel that our government has the assistance of practical men who hold regular positions on their ability.

VELIE COMPANY SENDS FOR BOYS

Brings All Moline Soldiers Home for Christmas Festivities in Company Cars.

When the War department made its ruling that soldiers could not travel on trains during the Christmas season, there was keen disappointment in thousands of homes all over the country.

W. L. Velie, president of the Velie Motors corporation at Moline, Ill., immediately came forward and offered to bring home all Moline boys within reach, entirely at his own personal expense, using as many Velie cars as necessary for the purpose.

A big 30-passenger Velie bus and many touring cars from the Velie factory, went to Des Moines, Ia., where Camp Dodge is located, and brought the Moline boys back in a glorious trip. Farmers and townspeople greeted the caravan with great enthusiasm.

After Christmas day in the many homes so unexpectedly made happy, the boys were returned safely and promptly to their military life, grateful to the man who brought pleasure to so many.

Allen Makes Oil Record In South Dakota Trial

Word was received last week by Carl Changstrom of the Standard Motor Car company regarding the initial trip of a brand new Allen "41," indicating that it was only necessary to put in one extra pint of oil in a drive to Colome, S. D., a distance of 345 miles.

Manager Omaha Branch of Tire Company



GEORGE W. HIETT

Announcement was made last week of the establishment of a branch of the Kelly-Springfield Tire company in Omaha, to succeed the Kelly-Springfield Omaha company.

Omaha bears the distinction of being one of two cities in the middle west where branches have been established by the Kelly-Springfield Tire company, Milwaukee, Wis., is the other town.

"The rapid growth of the automobile business in these two cities during the past year has influenced the manufacturing company to establish its own branches in order to render

better service," asserts W. H. Bell, district manager.

George W. Hiett, who has been connected with the Kelly-Springfield interests in Omaha for some time, has been appointed manager of the Omaha branch.

Prof. Fling to Lecture Here.

Prof. F. M. Fling of Lincoln will lecture Friday evening on the "Russian Debacle." The lecture is to be given on the third floor of the courthouse at 8:15.

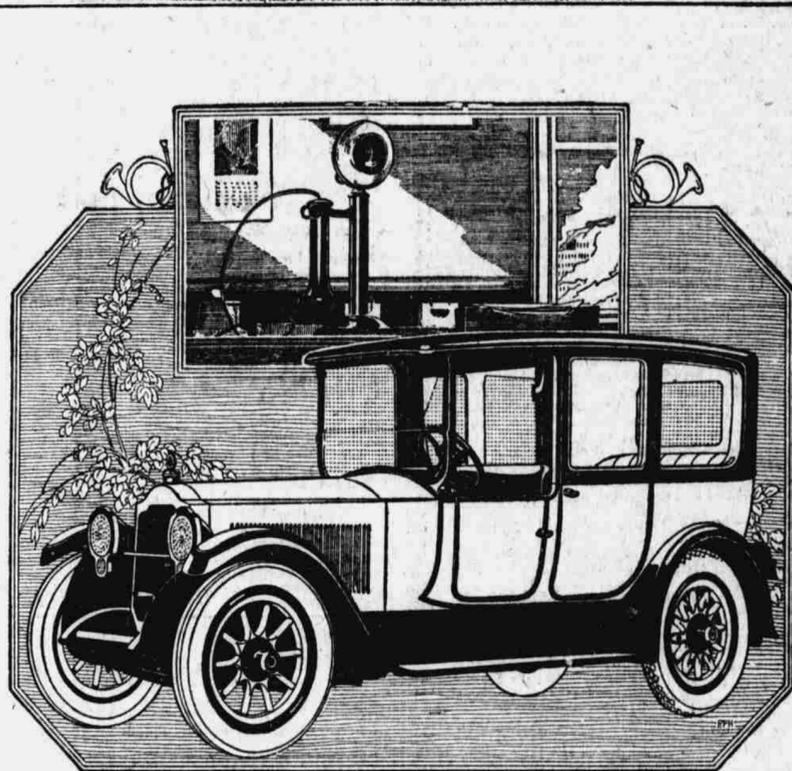


OUR CREED:

We Believe in Truth in Advertising

Haarman-Locke Motors Co.

2429 Farnam St., Omaha, Neb. Phone Douglas 7940



The new Packard Limousine, seven passengers

What is a necessity?

Telephones and automobiles would be quite useless in the savage communities of Darkest Africa.

Just as the spinning wheel and the harrow became necessary factors in the lives of our agricultural forefathers—so these two things have become essentials in the larger life of today.

They have so fitted into and speeded up our commercial and social activities, that they could no more be dispensed with than could the sewing machine or the fast freight.

Here and now—the telephone and

the automobile are no longer things of mere pleasure or convenience. They are indispensable factors in the essential work of this strenuous day.

As a matter of course we must all have the best mechanisms for the quick, sure transmission of our voices.

But is it not even more important that we now have the best procurable mechanisms for the speedy and dependable transportation of ourselves?

A Packard Twin Six is a thoroughly dependable means of insuring your personal efficiency—now.

Seventeen distinctive body styles in open and enclosed cars in the Third Series Twin Six—3-25 and 3-35

Ask the man who owns one

See the Orr Motor Sales Company
40th and Farnam Sts., Omaha. Also Lincoln and Sioux City



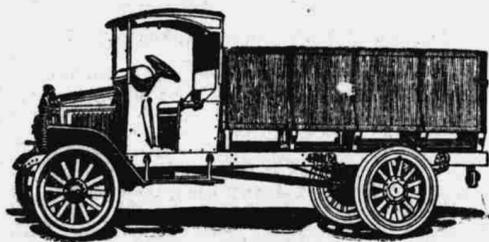
DENBY MOTOR TRUCKS

Pioneers of the Internal-Gear Drive

PRICES

ONE TON	\$1,490
With Express Body and Cab.	
TWO TON	\$2,025
Chassis Only.	
THREE TON	\$2,525
Chassis Only.	

f. o. b. FACTORY.



The sturdy-built DENBY TRUCK will handle an over-capacity load under all road conditions—its construction makes it particularly effective through mud or deep sand—and its a Speedy, Reliable, Always-on-the-Go Delivery when used on surfaced road or pavements.

The DENBY is built in three convenient sizes—1, 2 and 3 tons—and the special built bodies make them applicable to every line of business where hauling or delivery is a daily necessity.

Jones-Opper Co.,

2045.45 Farnam St., OMAHA, NEB.
Distributors Eastern and Northern Nebraska and Western Iowa.

A. H. Jones Co.

HASTINGS, NEB.
Distributors Southern and Western Nebraska and Northern Kansas.