



## POWELL POINTS OUT REASONS FOR OMAHA AUTO SHOW

Outlines in Letter to Nebraska Retailers Findings of Trade Association Regarding War Time Expositions.

The Omaha Automobile Trade association's reasons for holding the annual Omaha automobile show this year as usual are well outlined in a letter Clarke G. Powell, secretary of the association, has sent to the Federation of Nebraska Retailers.

Mr. Powell points out the need of the automobile business in order that the country may keep "doing business as usual" in these strenuous times of war and he further points out the advantages and benefits both Omaha and the state of Nebraska gain from the show.

The letter in part is as follows: "The Omaha Automobile Trade association of Omaha extends to you a most cordial invitation to attend our thirteenth annual Omaha automobile show which takes place February 25 to March 2 inclusive. If this automobile show benefited Omaha only or simply the automobile dealers of Omaha, this invitation might demand your polite attention, but would arouse little interest.

"The automobile show, however, in 12 years' growth has evolved itself into a true Nebraska institution and is of interest and direct benefit to every town in the state.

"Last year the industry here in Omaha did a business of nearly \$50,000,000. A very small proportion of the merchandise represented by this figure was sold here in Omaha. The big bulk of it was done throughout the cities and towns of the state of Nebraska.

"I do not believe it necessary to point out what the automobile has meant to you in your several lines of business. It has probably done more than any other one thing to bring the farmers in contact with his nearby town and to educate him into spending his money. Every car sold in Nebraska means business in an indirect way to some one of you. It is true that you may not sell the car but the man who buys it, especially if he be a farmer, is brought in closer contact with the town in which you are located and has brought to his attention more often the goods you have to offer.

"At this time the country certainly needs the automobile business as it has never needed it before. The country is urging upon us the necessity of 'doing business as usual.'

"We feel, therefore, that this is an especially opportune time to hold an

NEW MAXWELL AGENT APPOINTED



— LUMIERE PHOTO —  
WALTER S. JOHNSON.

Announcement was made Saturday to the effect that Walter S. Johnson, formerly sales manager of the Western Motor Car company, had taken on the Maxwell distributors' contract for this section.

Mr. Johnson is well known in automobile circles, having been connected with two of the larger distributors of this section. From 1910 to 1917 Mr. Johnson was connected with the Van Brunt Automobile company of Council Bluffs. Early in 1917 Mr. Johnson went with the Western Motor Car company as sales manager.

The territory controlled from Omaha will include a large part of the North Platte territory, a portion of South Dakota and western Iowa.

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### Harroun Makes Big Mileage in Gas Test

"The recent mileage tests on Harroun cars at Indianapolis and Detroit have so impressed the public that it is very hard to keep pace with the inquiries that come in with regard to the Harroun," asserts E. V. Abbott of the Western Motor Car company.

"On a recent gasoline test held at Indianapolis, a Harroun car made 49.6 miles to a gallon of gasoline. The car was also tested out at Detroit and showed 64.6 miles to a gallon of gasoline, which is a very wonderful mileage test. Of course we all know that there isn't any car that will average 45 to 60 miles to a gallon of gasoline, but we do know that the Harroun car will average from 25 to 35 miles to the gallon."

## USE MOTOR TRUCKS FOR SHORT HAULS

Congestion on the Railroads Is Being Relieved by the Use of Automobiles.

"The railroads have been nearly buried under an avalanche of freight, originating through our wartime endeavors," says T. J. Hudson, sales manager of Little Giant Truck company, Little Giant building, 1615 Michigan avenue, Chicago, Ill. "And to date have exerted Herculean efforts to keep stuff moving. For this they deserve the gratitude of the nation. But their task is growing increasingly difficult, and our manufacturers and business men should bestir themselves and throw them a life line."

"Motor trucks are a remedy at hand that will not only be of incalculable assistance to the country in its freight moving job, but will increase the business efficiency of each shipper who uses them."

"If the railroads can be relieved of the short hauls," says the American Railway bureau, "they can probably keep up with the long distance hauls."

This condition of affairs opens up a wonderful opportunity for transfer companies operating motor trucks on schedule over specified routes. Our big wholesale and mail order houses ship an enormous amount of goods to surrounding suburban towns. Transfer companies with motor trucks could probably get any quantity of this business. They could call for the freight at the shipper's warehouse and deliver it in the suburban town direct to the purchaser. If they only charged freight rates they could realize handsomely on the work. In reality, however, they could undoubtedly secure a higher rate on account of the increased service and saving in time they would render. In many cases they could get a return load as well, and keep their trucks loaded both ways.

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"The chief concern in our case, and I imagine it is true with many dealers," asserts Mr. Oppen, "is getting enough cars. This situation is bound to become more acute when the real buying season sets in."

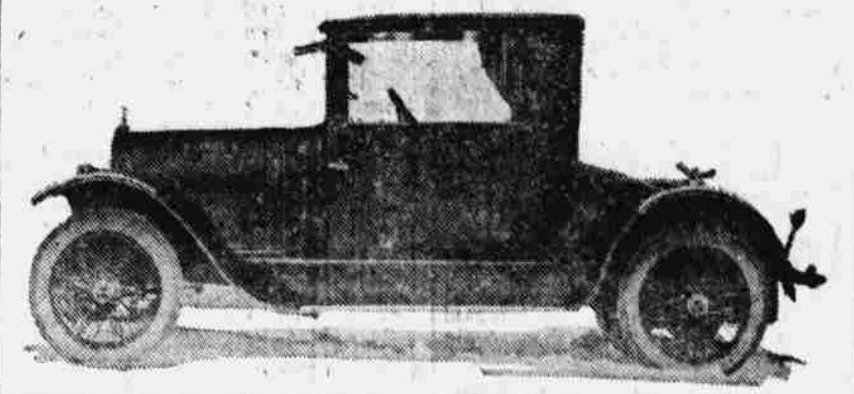
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### Boston Taxi Fares Cut With Dodge Brothers Cars

Boston has now joined hands with Chicago, New York and Pittsburgh in the matter of cheaper taxi fares. The mediums whereby this move has been accomplished were a consolidation of the city's two larger taxi companies and a fleet of 50 new taxicabs, with especially built bodies mounted on Dodge Brothers' chassis.

Taxi rates have been soaring in Boston, in common with everything from soap to shoe leather. But travelers to Boston may now ride from the railroad station to their hotels for a quarter instead of the usual 40 cents, and an extra passenger only costs a dime more. At that, the passengers read the meters themselves, for these are mounted in plain view in the passenger compartment of the new cabs.

## New Sixteen-Valve Stutz Coupe Now Graces Auto Row



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## CANADIANS MAKE TOUR OF NEBRASKA

Party of Winnipeg Motorists to Visit This State on Auto Trip in the Spring.

The Omaha Automobile club has received a letter from John E. Medland, chairman of the road committee of the Chamber of Commerce of Winnipeg, Manitoba, Canada, stating that a large party of automobilists is being formed there for a tour of Nebraska and adjoining states early in the spring and asking for information about roads, hotel accommodations and the like. The tour will probably consume several weeks.

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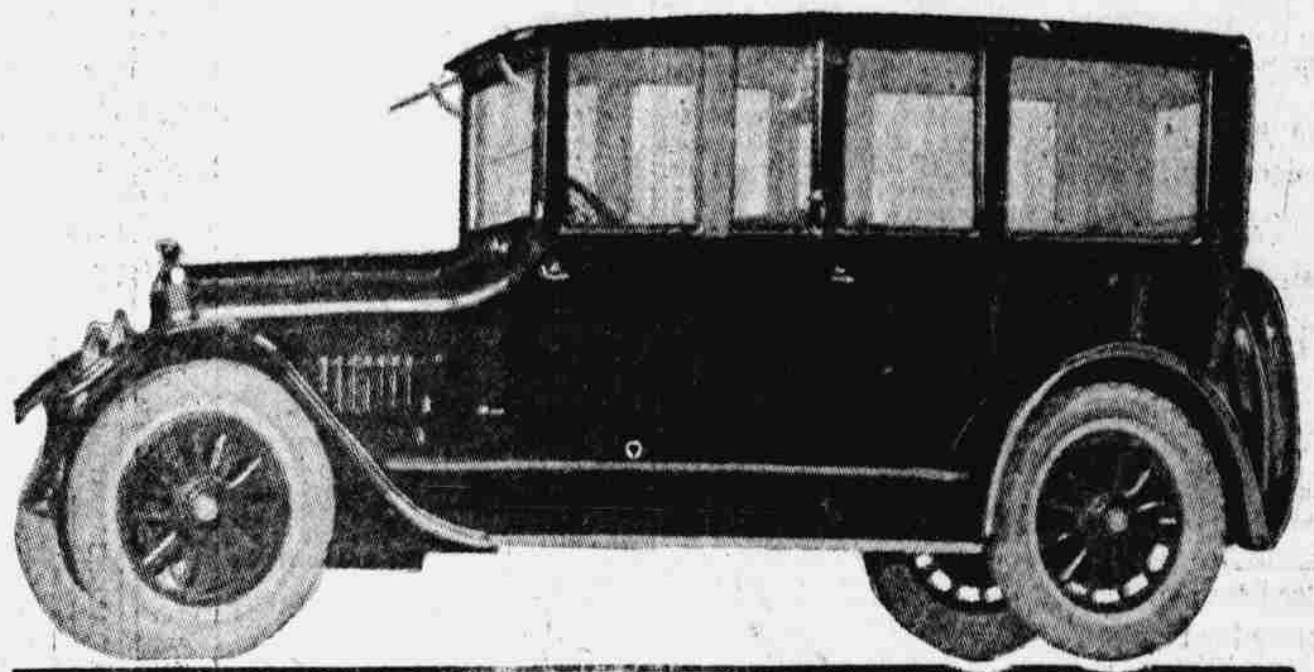
biles. It is desired to free the motorist from the annoyance of having to take out a new license in each state whose line he chances to cross and the Omaha Automobile club asks all aged senators in congress, asking them to write to the representatives and Senators in congress asking them to vote for the bill.

The Chamberlain-Dent bill has come up in congress again. It authorizes the secretary of war to make selection of the roads to be improved under the federal appropriations giving preference to those that are likely to be useful for military purposes. Members of the Omaha Automobile club are asked to support the bill.

### Cannon Goes to Windy City Automobile Show

H. H. Cannon, district representative of the Iowa Motor Truck company of Ottumwa, Ia., left Saturday evening for Chicago to attend the Chicago automobile show.

Cannon expects a growing enthusiasm and brisk buying in the truck attachment field and claims credit for a "strong" week in number of dealer contracts signed.



## NEW light is being thrown on the economy of the Cadillac. War tests have emphasized owners' experiences.

Its ability to negotiate great distances, or heavy mileage, day after day, **without overhauling or adjustment**, stands out in bold relief.

Given even ordinary care, its beautiful driving and riding service is delivered at an **absolute minimum of maintenance cost**.

A new spirit of discrimination animates America in motor car buying. It is focusing on the Cadillac as the foremost exponent of **known and permanent value** in the world today.

CADILLAC owners in Omaha territory will find our stock of cars and parts most complete. They will find our organization courteous and our service facilities complete. Our service station and show rooms are conveniently located and easy access may be had to either. It is our ambition to maintain an organiza-

tion which will meet the desires of the most exacting.

**COME in and get acquainted** and incidentally inspect what we consider the most efficient, practical and economical automobile made.

**WE are prepared to make** immediate deliveries on all types of the new Cadillac motor car.

### The New Cadillac Is Made in the Following Body Styles:

Cadillac Type 57 Chassis, Open Bodies: Seven-Passenger Car, Four-Passenger Car, Two-Passenger Car. Enclosed Bodies: Four-Passenger Convertible Victoria, Five-Passenger Brougham, Four-Passenger Town Limousine and Town Landulet, Seven-Passenger Limousine, Landulet and Imperial.

It Would Be Good Business On Your Part to Buy Your Cadillac Now.

## Jones-Hansen-Cadillac Company

A. H. JONES, President.

J. H. HANSEN, Vice-President

Authorized Factory Distributors

Permanent Service Station and Office in the Drummond Building

Phone Harney 710

Farnam Street at 26th



## Auto Dealers Attending the Chicago Show

If you are alert and abreast the times you probably are interested in trucks.

Whether you handle Little Giant Trucks or not, they will be good, stiff competitors for you or some one and it will pay you to find out about them.

Little Giant Trucks are made in 1-ton, 2-ton and 5-ton capacities, and there is the Little Giant Convert-a-Car.

Little Giant Trucks are the only trucks using the Duntley Hydro-Pneumatic Gas Generator—a device which saves 50% in fuel and is guaranteed.

The Little Giant Truck Co. is an integral part of the Chicago Pneumatic Tool Co., a \$14,000,000 concern.

See the truck and the factory while at Chicago.

## Haarmann-Locke Motors Co.

2429 Farnam St. - - - Omaha, Neb.

