

## REPEAT ORDERS RECEIVED FOR SANDOW TRUCKS

**Omaha Motor Sales Company  
Receives Cash Testimonials  
From Large Number of  
Satisfied Owners.**

The Omaha Motor Sales company, Iowa and Nebraska distributors for the Sandow truck, is enthusiastic over the business outlook in the truck line since the opening of the auto show. Many repeat orders are being received from satisfied Sandow users as a result of sales made last year. Mr. Orloff, the general manager, considers the repeat orders the largest compliment that can be paid the manufacturers and distributors of the Sandow truck.

Until a few years ago there were no Sandow trucks in service outside of Chicago, where they are made—now they are in use everywhere. The Sandow truck factory today is one of the largest in the country and the constant growth and popularity of the Sandow truck is evidence that the Sandow is designed on correct engineering principles from the best materials obtainable and for real service.

**Fulfillment of Purpose.**  
The Sandow truck is the outgrowth of a big idea, the fulfillment of a purpose, a determination to make a high-grade line of trucks adaptable to every kind of trade at a price which makes it an economical business necessity for every merchant, farmer and manufacturer. The Sandow is the lowest priced high-grade worm-driven truck on the market.

T. L. Beach, president and treasurer of the Sandow factory, will be in Omaha during the auto show, accompanied by J. W. Garside, auditor for the same company.

The Omaha Motor Sales company consists of good sound business men, every one of them a live wire in his department and when all work together they pull like a Sandow and that is some pull.

### Motor Car Essential in Nebraska, Says Dort Man

"Here in Nebraska, above any part of the United States, the passenger car is regarded as essential," says Joseph C. Gerspacher, distributor for Dort cars. "Our cities are comparatively near to each other and we have a splendid system of improved highways to encourage motoring traffic. The farmer, conservative and slow to make up his mind, long ago decided that the passenger car has multiplied his opportunities by bringing him closer to the market and purchasing markets, in addition to making life happier for the members of his household. As a public carrier, the automobile has made great strides and has even greater strides ahead of it. It must more and more be relied upon as the logical means of short interurban traffic. As good road building progresses the value of the automobile becomes apparent in this connection. The cry of today is for man power, not only to subdue the Hun, but to effectively back our boys in France with telling support behind the lines."

### Ansted Points Out Value Of Auto in Peace and War

Frank B. Ansted, president of the Lexington Motor Car company, drew a striking picture in a recent interview at the plant in Connersville, Ind. "Suppose for the sake of argument," said Ansted, "that we imagine this country without the automobile and the many other adaptations of the internal combustion engine."

"What a slowing up there would be immediately in the progress of every single line of endeavor! Men in every line would find that the working day had been practically reduced in time value to six hours or less. Every phase of business usage and of health-giving recreation would be instantly swept away. In their place would come added hours of toil in attempting to accomplish the same tasks which set so lightly upon the efficient man with an automobile who gets about so quickly nowadays and thinks as he goes."

"Then go to the seat of war. Without the automobile Paris would have been in the hands of the Hun. Had it not been for Gallieni's timely appearance with reserves brought up by pressing every passenger car and taxi into service, Paris would have fallen at the battle of the Marne."

### "Beauty-Power" Contained In Oldsmobile Sportster

"One of the brilliant features of the automobile show is the striking manner in which the Oldsmobile exhibit crystallizes their well known slogan, beauty-power," says J. R. O'Neil, manager of the Nebraska Oldsmobile company, local distributors. "This is particularly true of the smart roadster model, with its long, slim lines, low hang and the graceful angle at which the seats are set."

"There is remarkable simplicity, extreme accessibility and sinuous strength in the 8-cylinder, 58-horsepower engine, with its two-phase power. This unusual power factor has given the Oldsmobile the sobriquet of the 'car of double character,' as it really gives two distinctly opposite power phases, an idling pace and a thrilling speed."

### Auburn Sport Model One Of Unusually Snappy Lines

A new sport model of unusually snappy lines is a feature of the Auburn six exhibit of the Raapke Motor company at the automobile show. The car has just been added to the Auburn six line and is offered in two chassis sizes. One has a 43-horsepower engine and 120-inch wheel base, the other a 55-horsepower engine and 131-inch wheel base. Three very distinctive color schemes are offered at the purchaser's option. One is the ash gray which was so popular in the Auburn six roadster last season. The other two are shown for the first time in this sport model and are a rich maroon body and wheels with black fenders and royal blue body with black fenders.

## Officers of Studebaker-Wilson Motor Car Company Incorporated



E. R. Wilson  
President.



J. E. KAUFMANN  
Secretary.



C. S. CONNOR  
Manager Factory Branch.



S. A. WILSON  
Treasurer.

### Chauffeurs Go to War So Owners Drive Own Cars

War conditions are bringing back the era of the owner-driver, according to J. T. Stewart of the J. T. Stewart Motor company.

"A very large number of chauffeurs have entered the national military service," says Mr. Stewart.

"Many of these men enlisted, and naturally a greater percentage was drafted. Being men who were devoted to outside callings, the majority of them were in robust health, and I think it will be found that the percentage who failed to pass the physical examination is very small. Employers have put no obstacles in the way of the patriotism of these chauffeurs."

"In fact, actuated by the same motives of patriotism, they have encouraged their entrance into the service."

"Many of these chauffeurs will continue to drive motor vehicles in the service of Uncle Sam. Some will drive passenger cars. Many more will drive trucks."

"It is, in fact, a very fortunate circumstance that the nationwide popularity of the automobile has made available so many skilled drivers. There are certainly enough good pilots of motor cars to handle adequately all the vehicles that the

United States government may use, either abroad or in this country. "The result is that many owners

A cordial invitation is extended to all Auto Dealers and Garage Owners to investigate THE MORRIS CASH & CREDIT REGISTER during Show week.

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A device designed expressly for your particular business in every detail.

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Omaha, Neb.



"Built for Service Without Waste"

# DORT

The Quality Goes Clear Through

Thou shalt not waste! It is the modern commandment born of the great world-wide struggle to preserve liberty and perpetuate democracy.

Time is truly money and no man-made commodity can save more of it than the right automobile. The Dort is a right automobile—a car that yields a full dollar in service for each dollar of purchase, operating and maintenance cost.

Both military and civic competency demand such a car. It serves best the soldier, the professional man, the salesman, the farmer and all those to whom accelerated movement means multiplied success.

Good looks, comfort, slow depreciation and reliability without waste, explains the enthusiastic satisfaction of Dort owners.

### At the Show

The latest development of Dort engineering and body design invites your inspection.

**TOOZER-GERSPACHER MOTOR CO.,**

Distributor,  
Phone Douglas 6082.

Omaha, Nebraska.



are now reverting to their original practices and are driving their own cars."

### Nash Cars Make Second Appearance at Auto Show

One of the features of more than usual interest at the auto show this week is the exhibit of the Nash Motors company, displayed by Manager T. H. McHearman of the Nash Sales company, which includes the complete line of Nash perfected valve-in-head passenger cars, all of which have been introduced to the buying public within the last six months.

At last year's show both trade and buying public manifested great interest in the Nash exhibit because it was the first time that an exhibit at a national show bore the name of C. W. Nash. Much speculation as to the probable policies of the new company were indulged in and in the main these surmises which prophesied a complete line of high grade six cylinder cars embodying Nash ideals have proved correct.

The 1918 display includes a complete line of Nash passenger cars and two new rear driven trucks, a one-ton and a two-ton, which are offered as truckmates of the famous Nash Quad, which drives, brakes and steers on all four wheels.

### New Studebaker Models Attract Wide Attention

One of the most successful firms in the middle west is Studebaker-Wilson, Inc., distributors of Studebaker cars and trucks. It is an incorporation of the business of the E. R. Wilson Auto company, pioneers of the automobile industry in Omaha.

They are handling the Studebaker line exclusively and have just closed the largest year's business in their history. In speaking of their line E. R. Wilson says: "Never has any announcement attracted greater attention probably than that of the three new series 19 Studebaker models, the light four, light six and big six. At all national automobile shows they were the sensation for the public and the big talk of the automobile trade."

"They represent a longer step forward in design, and a greater purchase value than probably any other car. It is almost beyond belief that such values, so many refinements and features generally found only on cars costing hundreds of dollars more, can be had on Studebakers at the low price maintained."

**Before You Buy, See  
NATIONAL  
SPARK PLUGS  
Opp. Auditorium, North**



**Sets the pace  
20th Year**

MODEL 45-A  
8-Cylinder  
TOURING CAR  
\$1467

MODEL 45-A  
8-Cylinder  
THE SPORTSTER  
\$1550

MODEL 45-A  
8-Cylinder  
CLUB ROADSTER  
\$1467

MODEL 37  
6-Cylinder  
TOURING CAR  
AND ROADSTER  
\$1185

MODEL 37  
6-Cylinder  
SEDAN  
\$1695  
  
COUPE  
\$1595

(All prices f. o. b.  
Lansing, Michigan)

**AT THE SHOW, the new Model 45-A Eight-Cylinder Oldsmobiles will merit your admiration by reason of their beauty and power. Their distinctive design, superior coach work and beautiful finish are usually found in only much higher priced cars.**

The bodies are large and roomy; upholstery is of genuine French leather, plaited; their appointments and minor details are of the highest standards. Utmost comfort is afforded through deep cushions and backs and long underslung rear springs.

A marvelous feature of the Model 45-A motors is a two-phase power range enabling—

**an Idling Pace—a Thrilling Speed**

Idle along boulevards or thread tangled traffic at a speed of one, two or twenty miles an hour, on a lean and gas conserving mixture—then, with simply additional pressure on the accelerator, a veritable burst of power is at your command for lightning pick-up, steepest hill or heaviest road. Investigate this marked achievement.

### The Sportster

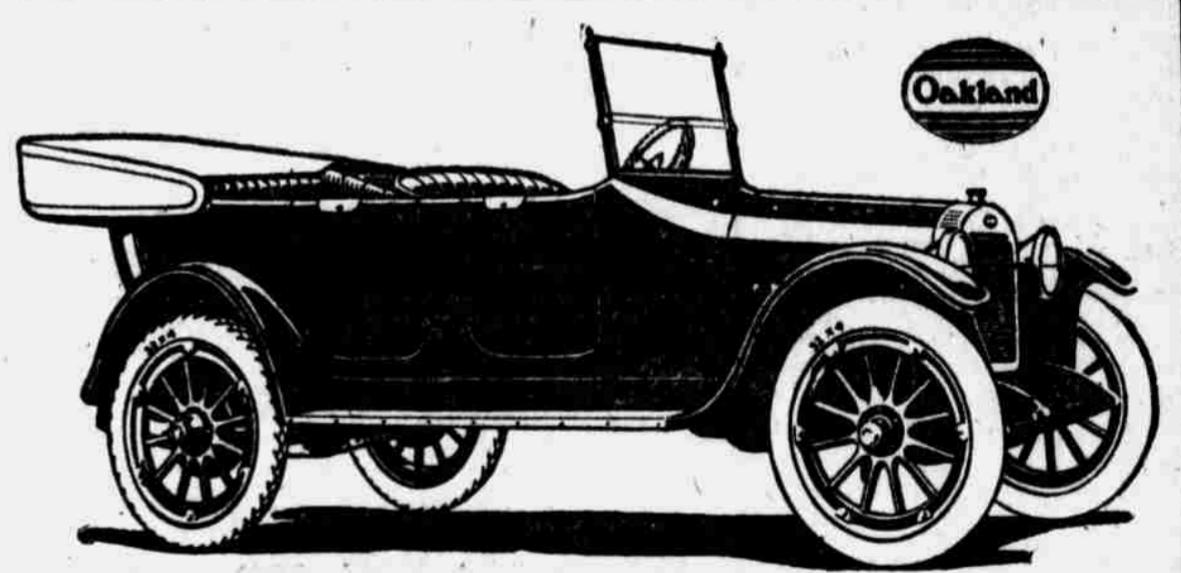
The latest Oldsmobile creation features the exhibit. Fashion, refinement and smartness find full expression in its rare beauty of design and superior finish. Do not fail to see it.

### The Six-Cylinder Models

So popular with those who wish maximum durability and pleasure in a car that creditably reflects their social and business standing, are built in Touring Cars and Roadster, and in the All-Season Sedans and Coupes.

**Nebraska Oldsmobile Co. (Inc.)**

Distributor for Nebraska and Southwestern Iowa  
2559 Farnam St., Phone Tyler 3336, Omaha, Neb.  
16th and O Sts., Phone B-6522, Lincoln, Neb.



## Shown as They Really Are

The Oakland Sensible Six—a motor car that anticipated the present national thrift policy by nearly three years—is now on view at the Automobile Show in a full range of body styles.

Upwards of one hundred thousand careful buyers have tested the mettle of this car under the rigorous conditions of everyday service, and to every one of them it has delivered an unequalled measure of utility and satisfaction.

The rugged and serviceable chassis which is the foundation for all Oakland Sensible Six models, equipped with the powerful and economical overhead-valve engine delivering 44 horsepower at 2600 r. p. m., is also displayed with all its working parts revealed.

But none of the cars on view has been specially finished for this exhibit—all are shown exactly as they would be delivered to you.

Oakland occupies Space at the Show. The models displayed are: the Touring Car, at \$990; the Roadster, at \$990; the Roadster Coupe, at \$1150; the Sedan, at \$1190; the Sedan (unit body), at \$1490; the Coupe (unit body), at \$1490.

All prices f. o. b. Pontiac, Mich.  
OAKLAND MOTOR CAR CO., PONTIAC, MICH.

**OAKLAND MOTOR CAR CO.**

**MARSH-OAKLAND CO.**

Distributors

City Sales

2200-02 Farnam St., Omaha.

2200 Farnam St.

**OAKLAND SENSIBLE SIX**