

AUTOMOBILE IS HELPFUL FACTOR OVER NEBRASKA

Motor Dealer Says Car and Tractor Have Done Wonders in Developing Nebraska Farms.

"Nebraska is a state of distances," says F. E. Bottenfield, distributor of Studebaker cars in Hastings and surrounding territory, "and when the automobile came a few years ago, it eliminated the distances."

"It put towns that were 50 miles apart five miles apart. The average size of farms in Nebraska is greater than that of any other state, excepting Texas. The automobile has had more to do with the farming prosperity of Nebraska than anyone who lives outside of the state can realize."

"The owners of great farms and ranches have been enabled, by the automobile, to keep constantly in touch with all of their properties. At the same time, they have been able to keep in touch with other farmers, with their banks in the city, and with their markets. They have been able, by use of the automobile, to keep in touch with supply stations where repairs for farm implements can be quickly obtained and where orders for farm machinery can be placed."

"By the use of the automobile they have been able to keep their horses on the farm where horses are used for farm purposes. The tractor, however, is taking the place of horses on the big farms in Nebraska just as the automobile has taken the place of the horses on the country roads between farms."

"I should say that the automobile and gas engine have done more to develop Nebraska in an agricultural way than perhaps any other one factor."

Hudson Super-Six Has Fulfilled Every Promise

Those who have followed the history of the Hudson Super-Six have had an opportunity to observe its development; how it has brought about the prestige that the car now holds.

When the Super-Six was introduced it was with the statement of its being a Hudson patented motor which developed 80 per cent more horse power than other motors of similar size. Power and unusual engineering skill were impressed upon the motorist. The very name, Super-Six, suggested that thought.

The car being new, it was necessary to describe its new principle with more or less detail. Salesmen had to explain how the greater power was obtained.

But at the end of the year buyers were less interested in knowing about the motor and were more curious about its performance. The competition stories that the Super-Six was a mechanical failure were met by establishing new records of endurance. Those records were the proof that buyers wanted and accepted.

SHOW VISITORS ARE BUYING CARS

Purchasers of Motor Vehicles Are Looking Them Over Carefully Before Signing Contracts.

"It is not a mere matter of selling cars this year," said Guy L. Smith, dealer in Hudson automobiles in speaking of the big auto show. "We are selling transportation and the same care is being exercised that would be used by a traveler."

"The request of the government that motors be used wherever possible is adhered to by people residing in this territory. The purchasers of cars this year are buying for transportation purposes and selecting cars that are suitable for that purpose. I believe that this largely accounts for the keen interest being shown in the Hudson exhibit."

"Show visitors are more enthusiastic than I have ever seen them before and are making a careful examination into the qualities of their purchases before contracting for a car. This will be the banner year of the motor industry in Omaha beyond a doubt, and the biggest question to contend with, in this section of the country, will be in securing railroad transportation to ship cars to Omaha."

"The show here this year is wonderful, brighter than ever before and more attractive to visitors. This show will place Omaha on the map with a great big mark as one of the biggest centers of the automobile industry in the United States. The war is being felt, but the necessity of motor transportation will make this a show that will go down in the history of Omaha."

EXHUST ECHOES HEARD AT SHOW

County treasurers were seen to slip quietly out of the convention in the court house and wend their way to the Auto Show in the Auditorium yesterday. The tax collectors seemed fully as interested in how to save the price of one of the beautiful cars as they did in how to catch the elusive tax dodger.

"Army and Navy Night" will be the big patriotic night of the week. The exposition this year has been extremely patriotic and the climax will be reached when the boys in khaki and blue are the special guests of the management.

The Card-Adams Motor company will entertain local dealers at a luncheon Thursday noon. J. C. Ayers, vice president of the Denby Motor Truck company, will be the principal speaker at the gathering.

More than ordinary interest is being shown in the truck display. Farmers have been large buyers and the complete motorization of the farm is rapidly drawing near. Sales in the

Robert Russell to Direct Work Fitting Boys for Farm Labor

Robert Russell, son of E. Z. Russell, has been chosen by Miss Caroline Stringer to head the work of fitting 300 or 400 Central High lads for work on farms this season.

"Bob" Russell was a member of the championship foot ball team and is at present on the Central High basketball team. He has given up track and spring base ball to assist in this work. About 30 of the junior and senior boys who have worked on farms, have been selected as group leaders to teach the other boys the care and management of horses and the manipulation of farm machinery. The boys will visit local implement houses

truck department approach closely the sales of automobiles in percentage to the showing made.

Factory demonstrators who have been in attendance at all of the shows this year continue to marvel at the immense crowd on the opening night. All are agreed that it was the most enthusiastic showing made this year.

The Elcar company, which has no local sales agency and were unable to secure space in the Auditorium, have opened headquarters across the street. The showing was delayed, but is now open to visitors.

Several new models were installed on the floor yesterday. Inadequate

twice a week to learn the handling of the machines. The teamsters' union has agreed to assign the boys to teamsters to learn the care of horses. Farmers are wanted to help the work. One owner of a large Nebraska farm has asked for several boys for the summer and can place others. Plenty of places are open. Boys who are recommended as capable will be excused from school after May, according to present plans.

Three hundred and twenty-five boys have planned to help on farms and about 25 are undecided. The government employment bureau through Coy Kendall is assisting in the work.

train service due to the rush of war supplies prevented all of the cars from reaching Omaha in time for the opening and the time for closing the exhibits was extended.

Auto dealers and distributors having exhibits at the show are advocating the complete excavation under the Auditorium before the show next year. The annex in the McCaffrey garage will not be available next year and the building is inadequate to care for a showing of this kind without additional room.

The Nebraska Oldsmobile company will entertain their local dealers at a banquet in the Hotel Fontenelle tonight at 6:30 o'clock.

HAYNES AGENTS SELL MANY CARS

Manager Corkhill Is Pleased With Promise of Early Deliveries From Eastern Distributors.

"Sh! Sh!" said Charles J. Corkhill, manager of the Haynes Auto Sales company when asked how cars were selling during automobile week. After reaching a secluded spot he imparted the information that the Haynes light six maroon chummy roadster, that has been attracting so much attention, has been sold twice and another prospect was ready to sign a contract.

"The two men sitting in the front seat have each purchased the car and they are so happy I do not like to be a 'joy-killer.' We telegraphed for more cars today and were assured that they would be shipped as soon as transportation facilities could be secured. Another shipment is now en route and we will try and fill orders secured this week."

"Carl Swanson of the Jerpe Commission company bought the seven-passenger beige brown light six Haynes touring car. Sales like these show the trend of the business conditions in motordom this year, so you can hardly blame us for feeling so optimistic and cheerful. "One of the most gratifying conditions in our line is the large number

of repeat orders we have been asked to fill. Haynes owners who desire a later model car are all coming back and buying another Haynes."

One of the most attractive visitors we have had is Mrs. C. H. Wright, a daughter of David Cole. She thoroughly investigated other cars on display and would then come back to the Haynes. She finally gave her order for a beautiful blue car that will be one of the most attractive in Omaha. She is now driving a Haynes."

Automobiles Are Used In Marketing Farm Produce

"To realize that the automobile is a necessity in Nebraska, get off the train anywhere in the state and observe the dust-covered automobiles lined up at the station. Ask the driver how far he has driven. He will tell you anywhere from perhaps 10 to 50 miles." So says W. W. Wertz, distributor of Studebaker cars in Lincoln and vicinity, who is a visitor at the Omaha show this week.

"You know," continues Mr. Wertz, "there are vast regions in our state that are many miles from the railroads. Some of them from 10 to 50. In our best days it was a good horse that could average eight miles an hour on our roads with a light buckboard and a light load. Today, the average

touring car makes 30 miles an hour and carries three times the load the old-fashioned buckboard and team of horses could.

"You know years ago people used to deplore the fact that a great deal of the fruit and perishable vegetables raised by our farmers was not accessible to the markets. The automobile has changed all this and opened up the products of our fertility to the markets of the central western United States."

Pelton to Sell Franklins On Hand at Same Price

"It is an ill wind that blows no good to some one." This is true in the automobile business as well as elsewhere. The Franklin Motor Car company stocked heavily on cars recently on account of the anticipated freight congestion. No sooner had their cars arrived than the Franklin factory announced a \$200 raise in price.

H. Pelton, manager for the Franklin company, believes all merchants at this time should be satisfied with one profit and is going to put this entire stock of new Franklins on sale at the auto show at the old price, thus saving each purchaser of a car during this week the cost of many months' driving.



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Hundreds upon hundreds of automobile owners have come to Omaha from Nebraska and Iowa to attend the Auto Show. What did they find? They found that HAWKEYE TIRES WERE LEADING THE FIELD. They found that OMAHA WAS TRULY A HAWKEYE TERRITORY. They found that the people of Omaha were buying these tires on MILEAGE SERVICE AND NOTHING ELSE—and that they were proving to be the tires of the lowest cost PER MILE. Remember that—Remember HAWKEYE TIRES ARE THE TIRES OF THE LOWEST COST PER MILE. This applies whether you buy the HAWKEYE 6,000-MILE TIRES or the SANTA FE 3,500-MILE TIRES.

You will find HAWKEYE TIRES ON HUNDREDS OF CARS IN OMAHA. You will find them on exhibition in many windows. YOU WILL FIND THEM here at our FACTORY DISTRIBUTING BRANCH. You will find them arriving in carload lots. You will be missing one of the real benefits of our great Auto Show if you do not investigate HAWKEYE TIRES. If you are a TIRE USER or a NEBRASKA DEALER, call on us TODAY.


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SANTA FE Plain
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CONSUMERS

Insist upon the best. Demand HAWKEYE TIRES. If your dealer does not carry HAWKEYE TIRES write us and we will put you in touch with a dealer who does.

RED TUBES

In these days of conservation, when W. S. S. stands for WORK-SAVE-SERVE as well as for WAR SAVING STAMPS, it is the duty of the automobile owners of Nebraska to make their works of conservation known by their deeds and not by words alone. You are doing your own part when you buy HAWKEYE TIRES—"The Thrift Tires." HAWKEYE TIRES are "The Thrift Tires" because they give you the greatest service for your money—and the thrifty man—The W. S. S. man—is the man who gets the most for his money. HAWKEYE TIRES are "The Thrift Tires" because they are made from rubber shipped from the Pacific Coast and fabric shipped from the South. This means that every carload of HAWKEYE TIRES sold in Nebraska results in a carload of freight being saved for war purposes in the East. And—EVERY CARLOAD OF EASTERN FREIGHT SAVED MEANS CONSERVATION OF FUEL, LABOR AND RAILROAD FACILITIES FOR THE BOYS "OVER THERE."

GRAY TUBES

HAWKEYE SALES CO.,

Distributors for Nebraska
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OMAHA, NEB. PHONE DOUG. 1960