

## NEW RECORD FOR CAR SALES MADE AT AUTO DISPLAY

More Machines Sold Wednesday Than During Any Two Days at Previous Shows, Says Powell.

Omaha's first war-time automobile show already has established itself as a huge success, not merely as an exhibit or from the standpoint of attendance, but as a business proposition. For the 13th annual Omaha auto show now in progress at the Auditorium is making its mark as the most successful "buying" show in history. Wednesday was the first big selling day and, paradoxical as it may seem, automobile men attribute a large portion of their success in rolling up commissions to the snow.

Monday afternoon, during the first few hours of the show, many sales were made and contracts entered into. Monday night was just fair, the majority of the record-breaking through opening night consisting of mere lookers-on. Tuesday business began to pick up, but Wednesday was the day when the automobile men ceased to be exhibitors and became salesmen.

**New Record Made.** According to Manager Clarke G. Powell, a new record for automobile show sales in Omaha was made. "Insofar as I can estimate it, more cars were sold Wednesday than during any two days at previous Omaha shows," said Powell. "That should be sufficient proof of the war-time prosperity of this territory and a blow to the knockers. I never saw anything like it; instead of the salesmen fighting for customers, customers were literally fighting for salesmen."

More than 1,000 out-of-town dealers registered at the show Wednesday and Powell declares 99 per cent of these dealers came to Omaha with the express purpose in view of making contracts for cars.

**Snow Aids Salesmen.** The snow took a shot at the attendance Wednesday night, but it aided the salesmen. The Auditorium was just comfortably filled and this led to more congenial circumstances for seller and buyer.

Today the auto men expect another record-breaking day. More dealers are arriving from out in the country and this means more sales. Friday will be "Army and Navy day," the big day of the show.

### All Records for Saving Of Fuel Made by Harroun

In January, 1917, the first Harroun show car began its circuit of the automobile shows at New York, Chicago and Detroit and all along the line this car was the center of expert interest. Engineers admired its construction; it became the basis of comparison with the most costly in its sturdy but simple mechanical layout.

The compact little valve in the head motor, in which Ray Harroun had incorporated the results of his native genius and his years of experience as a racing champion and engineer, is a conspicuous part of this performance. Engineers were again amazed when in a carefully observed test this motor developed a maximum of 43 horse power—a feat new to the annals of engineering in motors of anything like its displacement.

Records were again shattered when this Harroun car covered 49.6 miles on a gallon of gasoline on the Indianapolis speedway. This is the world's best record for a level circular course. On the streets and roads more sensational events have been registered and an authentic and carefully observed run of 64.4 miles on a single gallon of fuel. This was on a cold, blustery day of early winter, when conditions were far from ideal.

### Noyes and Killy Hosts At Luncheon for Dealers

The Noyes-Killy company was host at the Rome hotel Wednesday at luncheon to 45 dealers of King and Saxon automobiles and Signal trucks. William L. Killy, manager of the company, acted as toastmaster.

Judge A. L. Sutton and Clarke Powell, manager of the auto show, were the only local men on the program. George Guernsey, service manager from the King factory; C. A. Brown, service manager of the Saxon factory; F. B. Packwood, western sales manager of the Saxon, and Douglas Andrews, western sales manager of Signal trucks, were factory men who appeared on the program.

### Head of Kansas City Auto Association Visits Show

Albert T. Clark, manager of the southwestern division of the Anderson Electric Car company of Detroit, manufacturers of Detroit Electrics, is one of the "live wires" at the automobile exposition. His home is Kansas City.

Mr. Clark is president of the Kansas City Motor Car Dealers' association. This honor was conferred upon him by the Kansas City dealers in appreciation for his tireless energy in boosting the automobile business. The association has 70 members with less than 5 per cent electric car men.

AN OLD FRIEND IN A NEW DRESS—THE ALWAYS-RIGHT HAT IN STYLE ALAMO. A BULLY NEW

**Lanpher Hat**

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

### WESTCOTT FACTORY MAN IN OMAHA FOR SHOW



J. LEONARD ZISMER.

J. Leonard Zismer, district manager of the Westcott Motor Car company, is in Omaha for the auto show from Springfield, O. He will spend the week assisting the Standard Motor Car company in pushing sales of the Westcott car.

"I was surprised at the show in Omaha," said Mr. Zismer. "Omaha after the exhibition this year takes its place in the front rank of motor shows over the entire United States."

### AIR COOLED MODEL ATTRACTS WOMEN

New Holmes Car Was Designed With View to Meeting Needs of Fair Sex.

Women form a large part of the Omahans who are inspecting the Holmes car exhibit while attending the automobile show. It is on display in the Woodmen of the World building at Fourteenth and Farnam streets.

The Holmes car, which is making its bow to the Omaha automobile world this week, was designed and built by Arthur Holmes, president of the Holmes Automobile company, Canton, O.

The Holmes car is air cooled, a feature which recommends it to the woman who drives her own car. Mr. Holmes says that when he designed the car he made a special effort to construct a simple, easily manipulated mechanism and this feature of the car especially commends it to the woman driver. She can and does learn to be a good driver, but she wants the machinery of motoring suited to her physical strength.

A young woman had a great deal to do with designing the interior fittings of the car, according to Mr. Holmes. The appointments are adequate. The zeal with which Omaha dealers are supporting the show demonstrates the confidence they have in this territory.

quate, including the conveniently located case for calling cards and powder puff, and in the touring model a commodious set of drawers located directly in front of the deep, roomy back seat.

Another new feature of the Holmes car which appeals to women is the reversible seat behind the driver in the enclosed models. If several women are riding in the car and one of them has to take that front seat she can turn away from the wind and face her friends in the rear of the tonneau. The car has full elliptic springs and wide, luxuriously cushioned seats.

### Minneapolis Boast Good For Laugh at Postoffice

Postmaster Fanning is much amused over the showing of the Minneapolis postoffice in selling thrift stamps as set forth in a little publication issued by the postmaster. The total sales of thrift and war savings stamps of the Minneapolis letter carriers since the campaign started is \$220,010. Mr. Fanning says the Omaha carriers have sold that much in a week.

The total sales by the carriers in Minneapolis during January were \$56,753. One Omaha carrier sold more than \$24,000 in a single week in January.

### North Platte Engineer Some Stamp Buyer

North Platte, Neb., Feb. 28.—(Special Telegram.)—Engineer Joseph Schwaiger and wife demonstrated their patriotism last evening by buying \$2,000 worth of war savings certificates from Postmaster P. H. McEvoy.

### SNOW AND SLEET BENEFIT TO CROPS

Weather Man Reports Precipitation General Over State; Worth Millions to Farmers of West.

The snow of Wednesday afternoon and night was general over southern and central Nebraska, southern Wyoming, all of Colorado and Kansas, northern Oklahoma, southern Iowa and all of Illinois.

Omaha had less than many other nearby points. Precipitation, either rain or melted snow, follows: Omaha, .16 of an inch; Cheyenne, .36; Denver, .50; Des Moines, .22; Davenport, .50; North Platte, .06; Kansas City, 1.22. That at Kansas City was chiefly rain.

It was just the kind of snow to do good to the crops at this time of the year. North Platte had 20 degrees, Valentine 24, Cheyenne 14 and Denver 8 above zero.

Railroad officials say it was worth millions of dollars to the farmers of Nebraska.

According to reports to the railroads, the south half of Nebraska, all of Kansas, together with the east half of Colorado and Wyoming is buried under a blanket of snow that is 2 to 10 inches in thickness. It is reported at the railroad offices that the snowfall has ceased and that clearing weather is the rule, with temperatures ranging from 24 to 35 degrees above zero. There was little snow through the

northern part of Nebraska, but all Wednesday afternoon and well into the night there was a light rain. Farther south snow fell all Wednesday night, with the heaviest along the Republican river valley and in the southwestern part of the state around McCook, Curtis and Benkleman.

In Kansas and in some portions of southern Nebraska there was a fairly heavy rain during most of Wednesday

night, later turning into snow and continuing several hours.

### Wheat in Good Condition.

Beatrice, Neb., Feb. 28.—(Special Telegram.)—Farmers report that most of the winter wheat is green and that the recent rains and snow were badly needed.

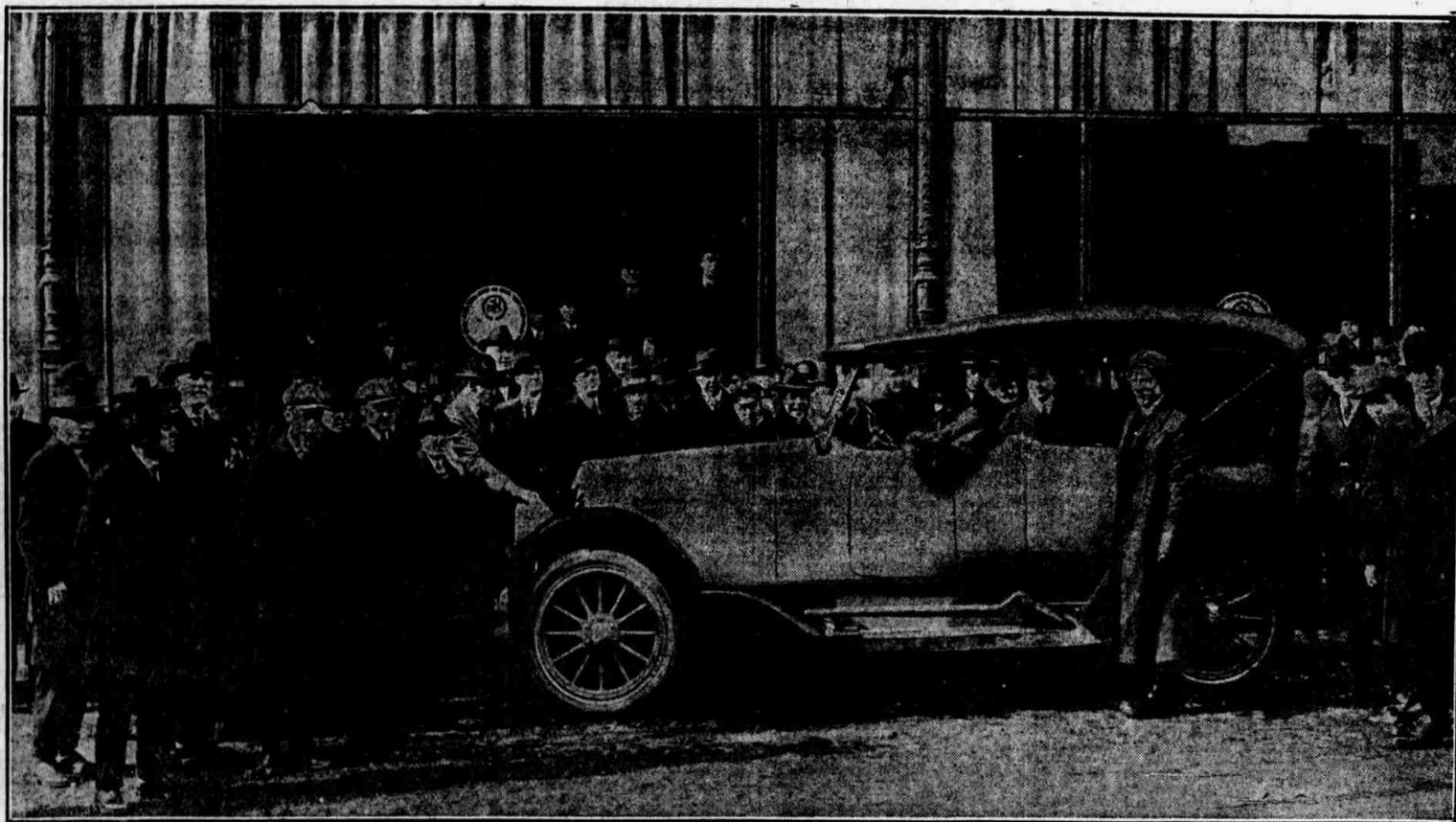
A cordial invitation is extended to all Auto Dealers and Garage Owners to investigate THE MORRIS CASH & CREDIT REGISTER during Show week.

Serves You As a CASH REGISTER CREDIT REGISTER AUTOMATIC BOOKKEEPER EVERY ENTRY FORCED

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

## Morris Cash and Credit Register Co.

219-222 City National Bank Bldg., 16th and Harney Sts. Phone Douglas 4408. Omaha, Neb.



The new Holmes Car arriving at the showroom in New York City, on Tuesday, January 8th, at the end of the drive from the factory at Canton, Ohio. At the wheel is Arthur Holmes, Chief Engineer and President of the Holmes Automobile Company, who drove the car from Canton. The route was from Canton to Pittsburgh; then over the heavy grades and hair-pin turns of the Allegheny Mountain roads to Hagerstown, Maryland; thence to Baltimore, Philadelphia and New York. In spite of heavy snow drifts and ice covered roads, the run of 594 miles consumed only 46 gallons of gasoline—showing the remarkable mileage of 13 miles to the gallon.

# How Arthur Holmes Proves Out a Car

## The New Holmes Air-Cooled

From Canton, Ohio, to New York over steep mountain grades, through snow drifts and roads of snow and ice

IT'S all right to tie ribbons on a car in an automobile show, brilliant with glistening paint and shining accessories. They all look good on dress parade. The question is, what will the car do in a grueling test of service—in the most difficult road conditions, through blizzard, in a 50-mile wind with top up and the chains on?

What the motor car owners and dealers are asking today is "What about the engine?"

"What about the endurance of a car?" "Its economy?" "Its dependability?" "Where are the bugs in it?"

Engineers, motor-wise technical men, automobile dealers, and alert car owners, who saw the Holmes Car at its New York Showroom, during Motor Week, were convinced that the Holmes Car is the last word in a perfected air-cooled automobile.

They did not meet Arthur Holmes, Chief Engineer and President of the Holmes Automobile Company at the opening of the show.

He was on his way from the factory at Canton, driving a new Holmes Touring Car, which arrived in front of the showrooms Tuesday noon.

This is a record of his trip. The engine was put into the chassis on Friday, January 4th, and the trip began on Saturday. The engine had never been run on the block prior to being installed. It was so stiff that no man in the plant could turn it over. It required the electric starter and a man at the crank to start it.

The comparatively level road between Canton and Pittsburgh gave the only opportunity to break the engine in before tackling the heavy mountain grades east of Pittsburgh. In spite of the severe conditions, the engine gave no trouble whatever.

Owing to the grades, and the poor traction, because of snow and ice, it was necessary to make long climbs in first and second gear. The engine was frequently running idle while the occupants of the car cleared away snow with shovels, yet there was no heating.

The only adjustments made were those on the carburetor, made necessary by atmospheric conditions, an adjustment of a valve push rod, and one on the clutch.

Several times at the top of long steep grades, requiring

the use of first and second gears, the switch was thrown to see if the engine would kick over, but it was so cool that there was absolutely no chance of ignition from overheating. This was a striking vindication of the soundness of design of the air-cooling system as developed in the Holmes Car. Leaving Canton the tank contained 15 gallons of gasoline.

considered, this is remarkable. Up the long grades over the ice, with slipping wheels, in spite of the chains, in low or intermediate gear, with the top up in high winds, the gasoline consumption was approximately 30 per cent greater than it would be under normal driving conditions.

When stops were made to shovel snow, and for other causes, the engine was frequently left running idle.

Between Pittsburgh and Uniontown and between Baltimore and Philadelphia, the party lost its way, got into roads that were worse than the regular roads, and made frequent stops to inquire the way, with the engine idling and consuming gasoline. The test demonstrates beyond any question that under ordinary conditions an average mileage of 16 miles and better may be expected.

In spite of a brand new motor, little more than one gallon of oil was used for the 594 miles.

The first 104 miles, from Canton to Pittsburgh, are over comparatively level roads of hard clay. From Pittsburgh to Uniontown, and from Uniontown to Hagerstown, the way is through the mountains, with long and steep grades. For instance, there is a climb near Uniontown 7 miles long with a 10 per cent grade.

In the mountains there was heavy snow, with big drifts. It was very cold, with the wind blowing almost a gale.

From Baltimore to New York, for the greater part of the way the roads were practically a sheet of ice.

The heavy grades and hair-pin turns encountered in the trip gave an excellent opportunity to test out the control, handling and power of the Holmes Car.

To show how severe the conditions were, at least 20 wrecked cars and trucks were seen on the road between Hagerstown and Philadelphia. They had slipped off the icy roads into the ditches.

As indicating the light weight—balance and flexibility of the car, it may be mentioned that tire chains put on at Canton were not taken off during the trip; yet when the car reached New York the chains showed practically no wear at all. This is eloquent testimony to the easy riding qualities of the car, and an indication of the wonderful tire economy which its design was intended to insure.

This test, the most severe to which a new engine and car could be put, leaves no room for doubt that both the engine and chassis design are practically and scientifically correct, and that no weakness exists in any part of the car.

STATE OF NEW YORK }  
COUNTY OF NEW YORK }  
CITY OF NEW YORK }

January 9th, 1918.

I, the undersigned, E. E. Smith, City of Canton, State of Ohio, deposes and says,

I am in no way connected directly or indirectly with The Holmes Automobile Company of the City of Canton, State of Ohio. I was invited to ride in The Holmes Car leaving Canton, Ohio, at 7 A. M., January 5th, arriving at Grand Central Station, New York City, at 1 P. M., January 8th, 1918. I kept an accurate accounting of the entire tour as indicated herewith as follows:

January 5th, 1918  
Left Canton, Ohio at 7 A. M. with 15 gallons of gasoline in the tank and 7 quarts of oil in the engine. Made eleven adjustments, causing delays of from fifteen to twenty-five minutes each. Arrived at Uniontown, Pa. at 10 P. M. Took on 13 gallons of gasoline in tank. Distance covered from Canton, 195 miles.

January 6th, 1918  
Left Uniontown, Pa. at 10 A. M. Stopped Sunday for dinner at Frostburg, Md. Arrived at Hagerstown, Md. at 5 P. M. Took on 16 gallons of gasoline in tank and 3 quarts of oil added to engine. One valve adjusting screw broke, taking one-half hour to repair. Distance covered from Canton, 319 miles.

January 7th, 1918  
Clutch adjusted at Hagerstown, Md. Left Hagerstown, Md. at 7 A. M. Arrived Trenton, N. J. at 10 P. M. Took on 16 gallons of gasoline in tank. No adjustment of any nature was made on this run. Distance covered from Canton, 536 miles.

January 8th, 1918  
Left Trenton, N. J. at 7 A. M. arriving at Newark, N. J. at 9:30 A. M. Left Newark 11:45 A. M. arriving at Holmes Show Room, No. 33 Vanderbilt Avenue, opposite Grand Central Terminal, New York City, at 1 P. M. 3 gallons of gasoline remaining in the tank, and 3 quarts of oil in the engine. Distance covered from Canton, 594 miles.

(Signed) E. E. SMITH  
Sworn to before me this 9th day of January, 1918. E. Dillman,  
Notary Public, Kings County, N. Y.  
Certificate filed No. 162, N. Y. County, N. Y.

13 gallons were put in at Uniontown, 10 gallons at Hagerstown, 10 gallons at Trenton; 3 gallons remained in the tank after the arrival in New York.

This makes a total consumption of 46 gallons for the distance driven of 594 miles, an average of about 13 miles to the gallon. When the conditions under which the trip was made are

## THE HOLMES AUTOMOBILE COMPANY, CANTON, OHIO

This is the Car that created the sensation of Motor Week in New York. You can see it at the W. O. W. Bldg., Corner 14th and Farnam Sts. The Holmes-Morton Automobile Co., Present Location, Corner 14th and Farnam.