



## AUTO DEALERS DECIDE TO HOLD BIG SPRING SHOW

Plans Being Made for Best  
Exhibition Ever Staged  
in Omaha, Says Clarke  
Powell.

The Omaha Automobile Dealers association decided unanimously at a meeting in the Chamber of Commerce yesterday to hold an Automobile show the coming spring as in years past and to make it a "bigger and better and broader show than ever before."

In fact, such magnificent plans are being made that, in the words of President Clarke Powell, "it will bring to Omaha the greatest crowd the city has ever had over a period of days, not even excepting the Ak-Sar-Ben festivities."

The unanimous opinion was that

this year an automobile show is needed even more than in any past year for the reason that the people "need to be awakened out of their trance."

"For many months now the government has been drilling into the people that they must buy only the necessities of life," said Mr. Powell. "This has been right and proper. We all did it to help win the war. Now the necessity has passed, but the habit still remains. The people need to be educated to begin buying again. This will be accomplished by the automobile show. This, the third greatest industry in the country is in a position to lead the way to greater activity in all other lines of merchandising as well."

Date Not Decided.

The date has not been decided on. It will be some time in February or March. There is a difference of opinion as to the best time to hold it. Decision on this will await the fixing of dates by Kansas City and some other cities; also it will not be decided until Washington has decided definitely when the next Liberty loan drive will take place as it will not be held while the drive is going on.

As to ways in which it will be really made, by all odds the biggest

and finest show Omaha has even seen, these points were mentioned and will be discussed and decided on at a later meeting:

Increase advertising expenditure by 50 to 100 per cent over that spent in the past.

Make the show a combined, passenger car, truck and tractor show.

Longer Show.

Lengthen the time of the show to eight or ten days. Possibly the time will be divided, devoting perhaps four days to passenger cars, and three days each to trucks and tractors. In this event the Auditorium would be large enough because the passenger cars would all be moved out before the trucks were put on display.

Another way suggested to get room for the greatly enlarged show of 1919 was mentioned, namely, to rent as much space in buildings adjoining the Auditorium and to build a temporary structure in Fourteenth street adjoining the Auditorium.

It was also suggested to have the Auto show dovetail into the spring style shows and the Merchants' Market week, so as to bring even greater crowds to the city and have greater attractions for them in all lines of merchandising.

Changes Suggested.

Mr. Powell made tentative suggestions of changes in the show, re-arranging it "from the ground up."

"I think at this show, dealers should display less cars, but use the same or greater space as heretofore," he said. "A merchant doesn't throw all his stock into the show window, but displays a few articles in attractive setting. We should do the same."

"It might be advisable to mix trucks and pleasure cars. Nearly every dealer handles both and it might provide pleasant diversion to have both standing together."

"It might be a good idea to have each display partitioned off by a solid wall from the next display instead of merely by a fence. And this year a good feature would be to let each dealer decorate his own display booth according to his own ideas."

Conventions Proposed.

Another big departure from past practice is proposed at the coming show, namely, to call conventions of all the distributors of each and every car in this territory to meet in Omaha during the Auto show. Speakers are to be brought here from the factories to talk to the men. Distributors for each car will hold

meetings of their own where sales methods will be discussed and campaigns mapped out and optimism "shot" into them.

A suggestion by John McDermott met with support also. This is for a big banquet to be given in Omaha for the dealers in this territory sometime within a month. This is intended to "bridge over" the time between now and the Auto show and to prepare the dealers for the show and for the big business that is looked for in the spring. Prominent, enthusiastic and optimistic speakers are to be brought here to address the dealers.

Advertising Continued.

The matter of advertising was brought up and Mr. Powell declared in favor of doing more advertising in the newspapers than heretofore, but to "spread it out" over the week preceding and the week of the show instead of putting the bulk of it into special Auto show editions of the newspapers the Sunday before the show. It is proposed to spend from 50 to 100 per cent more on advertising than in the past.

Lee Huff reported on the Vigilance committee's operations in stopping auto thefts. The insurance companies, he said, have threatened to cancel all existing automobile insurance and refuse to take any more unless automobile stealing is checked.

"It may be," he said, "that by spring no one will be able to get automobile insurance."

He reported that there have been many arrests and prosecutions and that at present 20 persons are either in jail or out on bond awaiting trial for automobile thievery.

The association voted \$500 toward the expenses of the committee.

Cole Sales Manager Visits

Omaha; Says Outlook Fine

J. E. Roberts, general sales manager of the Cole Motor Car company of Indianapolis, spent Friday and Saturday in Omaha, going over the Nebraska situation with the De Brown Auto Sales company and the Traynor Automobile company, Cole representatives in Nebraska and Iowa.

Roberts is very optimistic regarding the outlook for the coming year. His optimism is evidenced by the decision of the Cole Motor Car company to increase production 50 per cent.

## Price of Franklin Cars Fixed for Year Now That War Is Over

Franklin dealers this week feel as though the burden of war had been lifted from their business and would like to celebrate all over again. Their new prices are termed peace time prices and are practically guaranteed for a year.

The factory correspondent simply states they expect no more price changes for at least a year and probably not then.

This would give both dealer and customer a feeling of security in purchasing and the fact that Franklin cars are not made in yearly models makes ownership as well as dealership a desirable asset.

H. Peltou, Omaha's distributor announces local prices elsewhere in this issue.

## Don't Forget Your Storage Battery During the Winter

"Don't forget your storage battery this winter," says Elmer Rosengren of the Nebraska Storage Battery company. "If you use your car the battery must be full of pep, otherwise it will freeze. This generally means ruin."

"If you store your car and pay no attention to the battery it will gradually become discharged, the water evaporate, the plates harden, and you'll find it either maimed for life, or dead past all hope of resurrection."

## Removal of Priorities Gives Auto Men a Chance

Mr. Rhodes F. Baker, assistant priorities commissioner, announced the removal of all priorities on materials except for navy, emergency, fleet, railroad, telephone and telegraph, which will not appreciably handicap you in getting your order filled. The priorities division also eliminated the preference list. There will be no further necessity for

manufacturers to obtain permits to purchase materials of any kind.

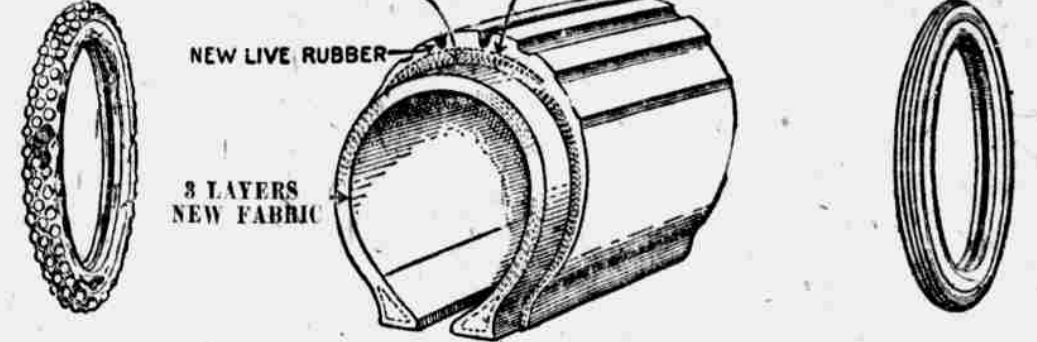
## Mark Your Battery.

One of the tricks practiced by dishonest garage men is to install a

run-down battery in place of a perfectly good one on some transient's car. The run-down battery has been lived a little and does pretty well for a day or so, until the car is so far away from the place where the

substitution was made that the car owner cannot afford to go back and fight for his rights. It is a very good plan to mark your battery with your initials in such a way that they cannot be got off and then keep an eye on it when you are touring.

OLD WORN TIRE ORIGINAL CARCAS PURE GUM BREAKER STRIP AFTER BEING REBUILT



## The Saving Is Enormous

Our system of rebuilding tires is about the same as they use in the factory making new tires. We do not over-cure the bead, as in the old method of pot-curing, because the bead is exposed; in other words, the bead does not go into the mold. Over-curing the bead causes 90% of the blow-outs.

Most of the tread separation with the old method is caused on account of insufficient pressure in the wrapping before going into the pot. With our method this is almost entirely eliminated, because we get 3,000 pounds foot pressure on the tread when in the mold. We reline all casings with three plies of fabric, an extra precaution that is of the utmost importance, because, no matter how carefully the inspector examines an old casing, there are times when a weak spot cannot be seen, and the extra fabric protects you against any such possibility.

Our shop is open to the public at all times. You are invited to investigate just how it is done.

## AGENTS WANTED

We have a few real good used tires, Ford sizes, at \$4.00 and \$5.00. We maintain an Expert Auto Repair Department.

## Good-wear Tire & Garage Co.

27th and Leavenworth Streets  
J. SCHONBERGER

Phone Douglas 4700  
SAMUEL L. ZIMMERMAN

## Fords start in zero weather as freely and easily as in summer, if equipped with the

## U & J CARBURETOR

Also get at least

50% More Mileage From the  
Gasoline.

Money Back Guarantee

You can install a U & J without special tools. Or, drive here and we'll put one on for you in an hour.

Nebraska Representatives Wanted.

## U & J CARBURETOR CO.

311 N. 18th St. (Davenport Garage)  
Omaha, Neb.

## Cole Aero-EIGHT ANNOUNCEMENT

Government restrictions removed: Prices  
reduced \$300: Production increased 100%

Effective at once the prices of all Cole Aero-Eight models will be reduced \$300. We have been able to double our production and can make immediate deliveries at the restored prices. While our production was curtailed by Government order, we were able to supply less than 50% of the constantly increasing demand for our cars. The readjustment in our sales and production program for 1918-1919 will make it possible to meet the requirements of our patrons with greater certainty.

DeBrown Auto Sales Co.

Traynor Automobile Co.

Wholesale Distributors in Nebraska  
and Iowa—Omaha, Des Moines,  
Lincoln.

Retail Distributors,  
1210 Farnam St. Phone Doug. 5268

COLE MOTOR CAR COMPANY, Indianapolis, U.S.A.

## Why So Many Experienced Motorists Turn Eventually to the HUDSON Super-Six

When a man buys his first car he is susceptible to a variety of influences that often affect the wisdom of his choice.

When a man has owned and driven cars over a period of years, he makes his choice on the basis of known performance only.

He buys a car for what it will do as shown by what it has done.

That's why such a large percentage of Hudson owners are men who have had a long experience with motor cars.

They know what the Hudson will do. They've seen it perform day in and day out. They realize that back of this performance is a three year record for power and endurance won by achievements yet to be paralleled.

It is because we believe that this is the basis upon which you prefer to make your choice that we emphasize Hudson performance and often pass over other Hudson features with bare mention.

Some indeed have told us that the attractiveness of Hudson models is so distinctive as to merit more advertising emphasis than we give it.

That, however, we will leave to you, knowing that if you choose a Super-Six on the basis of performance, it will not detract from your satisfaction to also get a car of distinctive beauty in body design.

In spite of the increasing demand—the natural accompaniment of victory and peace—the line of models on our floor is still fairly complete.

Better make your choice now. If you have followed the development of the Super-Six, you know the quality that the White Triangle assures you. If you are buying your first car there is no safer guide to follow than the experience of the thousands of motorists who have turned to Hudson for real satisfaction.



GUY L. SMITH

"Service First"

Farnam at 26th

Phone Douglas 1970