

AUTO DEALERS MEET BANKERS IN OMAHA SOON

Invitations Out for Big Meeting in January to Prepare for Spring Selling Campaign.

Plans have been developed for a gigantic meeting of automobile dealers and bankers to be held at the Omaha Commercial club January 7. Invitations will soon go out to the various automobile dealers and bankers throughout the state according to R. W. Hayward of the Hayward-Cameron Motor company. The primary object of this meeting is to bring dealers and bankers back to the realization that the automobile industry will soon be back to a pre-war basis so far as production is concerned. Most of the automobile factories are released from their war contracts and are in a position to go ahead with consumer production on a 100 per cent basis.

Bring Prominent Speakers.

The arrangement committee, headed by T. H. McDermott of the Nash Sales company, and assisted by R. W. Hayward, George VanBrunt, W. S. Johnson, and W. H. Head, have arranged with three nationally known men to speak at the meeting. LaFayette Young, who has agreed to speak at the meeting will give a general talk regarding the outlook for business of all kinds. His talk will not only deal with the automobile situation, but will take up in a broad way the national situation.

C. W. Nash, president of the Nash Motor company of Kenosha, Wis., has accepted an invitation to speak to the dealers and bankers regarding the situation confronting the manufacturers. Mr. Nash, who was for a good many years connected with the General Motor Corporation, has had a wide and varied experience in the automobile business and should be able to present the manufacturers' problems in a very comprehensive manner.

Talk of Finances.

R. H. Collins of the Cadillac Motor Car company, Detroit, Mich., will take up the automobile situation from the angle of sales and service. Probably no automobile manufacturers has given more attention to working out the details of various policies than has the Cadillac Motor Car company of Detroit. Mr. Collins is personally known to hundreds of automobile dealers in this locality and his deductions will no doubt carry a great influence.

Walter W. Head, second vice president of the Omaha National bank, who has been largely responsible for interesting bankers in this meeting will discuss the automobile situation from a financial angle. The average layman has little or no conception of the importance of the au-

WELL-KNOWN OMAHAN HAS JOINED UNIVERSAL



Ralph Newell

R. A. Newell, formerly with the Geo. H. Lee company, has accepted the position of sales manager for the Universal Motor company, 2502 Leavenworth street.

Mr. Newell is an Omaha product and graduated from the Omaha High school in 1904. He comes from a successful sales record of seven years with his former employers and is well equipped for his new position. His many friends and acquaintances predict a successful future for him in his new line of work.

tomobile to the average bankers business, nor the close relationship which has been formed between the bankers and the automobile men. It will be his purpose to dispel all doubt from the minds of the financiers regarding any uncertainty in handling automobile paper.

Finds Goodyear Tire Kits in Destroyed Ford Cars

Many of our soldiers, now abroad, who were formerly employees of the Goodyear Tire & Rubber company, Akron, Ohio, have written the company concerning interesting experiences they have had. Corp. John D. Walker, with Company E, Supply Train, No. 10, writes in part: "I was detailed to one of the American motor bases to get 40 Ford machines that had been destroyed in the drive of the Argonne sector. In each car I found a box of accessories and in checking these over found that each car was equipped with a Goodyear Tire saver kit. It made me homesick for a minute. But as I had some 250 kilometers to drive to the front, I was very much elated to have the repair outfit with me as a matter of protection against delay on the road on account of tire trouble."

NASH WILL NOT CHANGE PRICE OF AUTOMOBILE

President of Huge Concern Says Cars and Trucks Cost Same for Six Months.

"There will be no changes in the prices of Nash passenger cars and trucks before July 1, 1919," is the statement made by President C. W. Nash to a big meeting of Nash distributors from all parts of the country held at the Nash Motors plant at Kenosha beginning Thursday.

This statement is bound to be read with interest in automobile circles everywhere, as it is another indication that automobile prices in the reconstruction period of the first six months of 1919 will be generally maintained.

Since the signing of the armistice there were price reduction announcements made by a few manufacturers and this made the question of price policy uppermost in the minds of distributors and dealers everywhere.

To Maintain Prices.

The developments of the past ten days indicate that the majority of the leading manufacturers will maintain their prices and this seems to be particularly true among the manufacturers who have held their prices down during the uncertain conditions of war.

The Nash company, while it, during the war period, was on practically a 100 per cent basis, furnished the government while on this basis only regular peace-time products of the Nash factory. Accordingly, they are among those companies which are in a position to almost immediately resume quantity production of their own products for the general consumer trade.

Tries to Cut Costs.

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Overland Plays Washwoman for 15,000 of Its Employees Each Week

When an organization assumes the responsibility of caring for 15,000 men and women employees and realizes that their health and physical fitness must be kept constantly in mind the obligation assumes tremendous proportions.

"Few people realize the many varied industries that must be maintained in connection with our chief occupation of building automobiles," said one of the officials of the Willys-Overland company in a talk on factory activities.

"Of course, there are dining rooms, temporary hotels for use of men until they can get permanently located, hospitals for first aid work and many other important branches which are vital to the physical fitness of our employees."

"Perhaps one of the most unusual is our complete modern laundry. It handles an amazing amount of work each month, probably more than the average city laundry."

"In October, 27,722 pieces of laundry, 95,000 pounds of factory rags and 5,000 automobile covers were handled in this cleaning plant."

"The company washes the outfits worn by the women workers twice each week. In October this totaled 6,800 pieces, including bloomers, aprons and caps. Just recently the company installed over \$10,000 worth of new machinery to enlarge the laundry and reduce the night work which had become necessary."

"With this additional capacity it may now handle the work of the factory, hospital, administration building, bowling alleys, Overland club and Overland camp."

Start Motor Freight Service to Decatur from Omaha Monday

C. E. Stallard, for several years connected with the Missouri Pacific railway here, and more recently in charge of the highway transportation rate committee of the Chamber of Commerce, will start a motor truck transportation between Omaha and Decatur Monday. Mr. Stallard's plan has been endorsed by the industrial committee of the chamber of Commerce.

Mr. Stallard will start in with one two-ton truck, increasing the number as the business justifies it. Each truck is capable of making three trips per week, leaving Omaha on Monday, Wednesday and Friday, and leaving Decatur Tuesday, Thursday and Saturday. Ft. Calhoun, Blair, Herman, Tekamah and Decatur are the towns on the route chosen and every class of freight to be transported between those towns and Omaha will be handled.

Makes New Long Distance Record Run in Australia

Ever since automobiles have come into extensive use in Australia, there has existed a spirited rivalry among motorists of the eastern coast concerning the establishment of the fastest driving time between the cities of Sydney and Brisbane, a distance of 620 miles.

From time to time speed records have been made between these two points which promised to stand for a long period—only to be again lowered. The latest record is the one set up by Fred Eager, a well-known automobile man of Sydney, who has created a new record of 19 hours, 38½ minutes, cutting 6 hours, 24 minutes from the best previous record. Eager drove an Overland car equipped with Goodyear cord tires, and established the new record under the auspices of the Automobile club of Queensland, his time becoming a matter of official record with the club.

NEBRASKA BOY HEAD OF NEVADA HIGHWAY WORK

Clarke Cottrell, engineer of highways of the state of Nevada, a Nebraska boy, who made good, was in Omaha Saturday, on his way to his boyhood home, Auburn, Neb.

Cottrell was born at Auburn, December 21, 1885, and is a graduate of Auburn High school, 1904.

After leaving the state university he took up engineering and superintended one of the first roads built under federal auspices, in the country and the first of its kind in Nebraska.

Shows Goodyear Tire That Has Been Run 23,440 Miles

One of the most interesting window displays that has appeared recently, exhibiting tires, was the one shown by the Franklin Wicks company, Seattle, Wash. The display consisted of a number of Goodyear cord tires, marked with the number of miles each had delivered in actual service. The average mileage of all the tires in the window was 17,618. In the center was shown a tire that had run 23,440 miles.

Willard Has Done Much to Make Motoring Easier

"It is gratifying but not surprising that treaded rubber insulation should have originated in the Willard factory," says Elmer Rosengren of the Nebraska Storage Battery company.

"Mr. Willard is never satisfied, nor are the men associated with him, in the past achievements. For years their slogan has been 'A Still Better Willard.'"

Many years ago, Mr. Willard's work in connection with the improvement of starting motors and lighting generators helped to make electric lighting and cranking possible.

His improvement of the pasted plate type of battery for automobile lighting and self-starting service was equally important, for upon it depended the commercial practicability of the entire electrical system.

Every part and piece of the modern storage battery owes some improvement—in greater or less degree—to the inventive genius and manufacturing resources of the Willard organization.

De Palma Smashes Auto Records With Packard

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CLARKE COTTRELL.

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Commissioned in Army.

He is married and has one child. When the war broke out he volunteered in the combatant engineer service and on the day the armistice was signed he was granted his commission as first lieutenant. He has been discharged from the service and will return to Carson City, Nev., to resume the duties of his office.

Salt River Valley Cotton Crop Great Aid in War

The Arizona cotton crop, grown chiefly in the Salt River valley, near Phoenix, where the Goodyear Tire & Rubber company owns the largest cotton growing plantation in the state, has been of wonderful benefit in the prosecution of the war. The larger part of it has been utilized in the manufacture of high grade automobile tires, for which purpose it is the best cotton known.

Another use to which it has been extensively put is that of making tread—both of these items being prime war necessities. The well known Egyptian grade only, is grown in Arizona, and is of a better quality than the Egyptian cotton grown in its native land.

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Roads Must Be Kept Open to Help Move Nation's Foodstuffs

"The announcement of the United States Railroad Administration that the shipment of foodstuffs would be given preference over that of any commodity, will no doubt have considerable effect on the retooling of the country's transportation equipment," says Carl Changestrom of the Standard Motor Car Co.

"The extremely heavy movement of grain, flour and other foodstuffs overseas, will to a great extent depend on the ability of the motor truck. This will no doubt give those freight cars as well as motor trucks loaded with foodstuffs the right-of-way over any other commodity. If our roads are not kept open this winter, there is bound to be a congestion of commodities only secondary in importance to foodstuffs. I understand that already a large number of permits have been cancelled, and freight held as non-essential will not be forwarded from points of shipment."

American Cotton Equal to That Grown in Egypt

The embargo on imports of Egyptian cotton for use in automobile tire, airplane and balloon fabric and the limitation of the imports to 80,000 bales for the current year will not seriously hamper American manufacturers. The southwestern states, in which, since 1912, production of Egyptian cotton has risen threefold, will yield close to 50,000 bales. It is believed that eventually importation of this product will cease altogether, as American plantations increase their yield.

Careful analyses and spinning tests by the Department of Agriculture remove all question as to the quality of the American product, which has been found to be the equal in every respect of the foreign cotton.—Motor Life.

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No change in the prices of Nash passenger cars and trucks before July 1, 1919

IN offering Nash products to the public, we have never made price an issue. At this time, however, owing to the various price changes announced in the motor car industry, we wish to call your attention to the fact that Nash products at the present price represent unusual values. Nash prices have never been artificially raised, therefore there will be no change in the Nash prices before July 1, 1919.

THE NASH MOTORS COMPANY

Nash Passenger Cars—5-Passenger Car, \$1490 4-Passenger Roadster, \$1490
Sedan, \$2250 4-Passenger Coupe, \$2250 7-Passenger Car, \$1640

Nash Trucks—One-Ton Chassis, \$1650 Two-Ton Chassis, \$2175
Nash Quad Chassis, \$3250

F. O. B. Kenosha

Nash Sales Company **Hayward-Cameron Motor Co.**
Distributors
T. H. McDermott, Gen. Mgr. **Omaha Distributors**
10th and Howard, Omaha Phone Tyler 2916 2427 Farnam St. Phone Doug. 2406

NASH MOTORS
VALUE CARS AT VOLUME PRICES



"I Am Standardizing on the 'Standard of the World'."

"I have used many motor cars of different makes and prices. The Cadillac meets all my requirements and satisfies me in every respect. My boys in France have written several times of Cadillac performance 'Over There.'"

"I shall meet them with a NEW Cadillac and want it now to be sure of delivery," said a prominent business man of Omaha the other day when he purchased an additional Type 57 Cadillac. Among other cars he has used a Type 57 Cadillac Roadster for five months. He realizes Cadillac value and the satisfaction obtainable by using several models of the Cadillac—the car which has through performance earned the title of the

"STANDARD OF THE WORLD"

Our past three weeks' business evidence a keen demand for good motor cars, and now that the Cadillac model and price are completely established, you should buy a Cadillac and thereby secure known permanency and satisfaction.

—VISIT OUR DISPLAY NOW—

Jones-Hansen-Cadillac Co.
OMAHA LINCOLN



BETHLEHEM
Internal Gear Drive
MOTOR TRUCKS
Dependable Delivery
BETHLEHEM MOTORS CORP., ALLENTOWN, PA.

Victorious Over the Wear and Weight of War Time Work

Bethlehem Trucks stood the "gaff" of war-weight-loads and did it without special care, and at a distinct economy in operation, upkeep and investment.

Bethlehem service means more than any speedometer can show you in mileage—it means the carrying of whatever you have to transport to wherever you have to get it in the least possible time and at minimum effort and expense.

Bethlehem Trucks are built to carry the owner's confidence as well as his goods. They are the modern motor trucks equipped with Gray & Davis Electric Starting and Lighting, a Drive Shaft Steady Bearing which prevents shaft troubles, and a whole catalog of other improved features.

Get a Bethlehem Internal Gear Drive Motor Truck and receive the kind of service you must have to put your business on a 100% work basis.

1½ Ton Chassis 2½ Ton Chassis
\$1965 \$2365

¾ Ton Chassis
\$3465

F. O. B. Allentown

The motor truck bought today without electric starting and lighting will be out of date tomorrow. Examine a Bethlehem and know why.

J. T. Stewart Motor Co.
DISTRIBUTORS
2048-52 Farnam St., Omaha

Millions