



BIG MEN IN AUTO WORLD EXPECTED AT OMAHA SHOW

Omaha Dealers Are Inviting Their Salesmen to Be Here for the Exposition Week.

Omaha's 14th annual automobile show, March 10 to 15, will have for its guests some of the biggest men in the automobile industry, according to plans now being made by Omaha distributors.

Omaha dealers are inviting their sales managers to be here for the entire week.

Among those invited are Edsel Ford, son of Henry Ford, who has taken his father's place, at a salary of \$150,000 a year, as head of the Ford motor plant.

Expect Big Men

"The distributors expect most of the men they have invited to attend," said Clarke C. Powell, manager of the show, Saturday. "The Omaha territory provides the best field for automobile development in the entire country, and manufacturers fully appreciate the fact."

Other leading factory men who have been asked to come to Omaha for the week are:

R. J. Olfert, vice president, and H. A. Biggs, salesmanager, of Studebaker.

F. A. Akers, salesmanager, and Paul Gee, district salesmanager, of Geo.

U. B. McCurdy, district salesmanager, of the Cleveland truck.

E. C. Howard, general salesmanager, and E. G. Gorman, western salesmanager, of Cadillac.

General Salesmanager

O. H. McCormack, general salesmanager of Hudson.

P. L. Emerson, general salesmanager, and A. L. Spetler, assistant salesmanager, of Oldsmobile.

J. E. Roberts, general salesmanager of Cole.

R. C. Rueschaw, vice president and general manager, and John Tainsch, assistant general manager, of Mitchell.

George Graham, general salesmanager of Pierce-Arrow.

James Dunlap, salesmanager of Chandler.

J. C. Ayres, vice president and general manager of Denby truck.

Master Truck is to Be Handled Here by Truck and Tractor Company

The Truck and Tractor corporation, located at 1310-18 Jackson street, has recently made arrangements for handling the Master truck, which was introduced here about a year ago.

The Truck and Tractor corporation is headed by two well-known and influential Omaha business men and it is their plan to put an organization behind the Master truck which will give it representation second to none in Omaha.

A complete stock of parts has already been shipped to Omaha and machinery for forging bodies, springs and wheel work has been installed. The company has a stock of springs for most every car known in this territory.

In addition to the general truck business, the Truck and Tractor corporation will represent the Goodyear and Rubber company as agents for their solid truck tires.

Fifty-Four Douglas Trucks Shipped to Java Past Week

Omaha people interested in the industrial development of the city will be interested in knowing that a factory turning out one of the best auto trucks and pleasure cars is located within the city limits.

The Douglas Motors corporation, of which George Christopher is president, is located at Thirtieth and Sprague streets, and is a newly built factory occupying 40,000 feet of floor space and employing at present 75 people and daily increasing the out-put of cars and trucks, of which they are manufacturing a high grade pleasure cars, the Douglas eight.

Mr. Christopher states that the truck business is the department that will receive the most attention. Their investment in tools and machinery represents around \$45,000 in addition to carrying on hand raw materials and supplies to about \$200,000, owning their own building and ample ground for extension of the factory.

During the past week the Douglas Motors corporation's business represents orders for 34 trucks to be constructed and delivery of four passenger cars. One car was forwarded for export to Java. This car was sold entirely on the specifications given in advertisement.

Iowa Territory Added to That of Big Omaha Firm

Toozer-Gerspacher Motor Co. has increased its territory by taking over nearly all of the Iowa district for Dorr.

The firm will establish a branch office in Des Moines in the near future. For the present Iowa business will be handled from the Omaha headquarters.

Sergt. F. W. Meis, jr., of the 74th balloon company, has been honorably discharged and returned to the Toozer-Gerspacher people.

RETURNS TO ROW WITH NEW PATERSON MODEL.



J. P. LINCH.

J. P. Linch has recently returned to Omaha's automobile row with a brand new Paterson model, which, according to Linch, is one of the best little six-cylinder automobiles on the market.

An entirely new design stamps the word "distinctiveness" all over this new Paterson model. The lines are sharp and clear cut, but designed in such a manner that the whole appearance makes you think of the time-worn phrases "Snap" and "Style," which are so often associated with the description of automobiles.

The Paterson which is manufactured at Flint, Mich., made a very favorable impression in Nebraska territory last year, in fact, the impression was so favorable that it was impossible to supply the demand. Manufacturing facilities at the Paterson factory have been increased considerably during the past year and Linch has been assured that there will be plenty of cars during the coming year. Upon this assurance Linch has already started an energetic campaign to secure dealers.

Peterson Real Booster for the Hawkeye Truck

R. W. Peterson, of the Peterson Truck company, is a very enthusiastic booster of the Hawkeye truck, manufactured at Sioux City, Ia.

According to Peterson the manufacturers put this truck through a course of demonstration test which will make the most hardened truck man "sit up and take notice." Instead of telling people what the truck will do the Hawkeye manufacturers do the Old Missouri stunt and actually show them.

One of the "eye openers" which most visitors remember is performed in the following manner. A 2½ ton load is put on a 2-ton model and the truck is driven against the building, telephone pole or other stationary object, which eliminates the possibility of the truck moving forward; then the motor is started and its power demonstrated through the fact that the rear wheels spin.

12 MODELS OF CADILLAC CARS ARE NOW SHOWN

Jones-Hansen Garage Open to Public Day and Night; Musical Program Planned Each Day.

The first complete line of Cadillac cars ever exhibited in Omaha will be shown this week at the Jones-Hansen-Cadillac company's garage, Twenty-sixth and Farnam streets.

Special arrangements have been made by J. H. Hansen to keep open house, night and day, so that the public will have the opportunity to see the brand new demonstrators which have just arrived from the factories.

No sales will be solicited, Mr. Hansen declared. The garage has been handsomely decorated for the occasion, and the company's representatives will be present to answer any and all questions of admirers of the most complete and attractive automobile exhibit ever offered the Omaha public, it is said.

Open Day and Night.

The doors of the garage will be thrown open Monday morning and everyone interested in automobiles is invited as a visitor. "Our representatives will be on the floor night and day," said Mr. Hansen. "and they will be glad to welcome any one who desires to see the cars. They will answer all questions and explain anything they are asked to explain."

A musical program has been arranged for each night during the week. Both vocal and instrumental numbers will be given, and all have been invited to help enjoy this feature of the exhibition.

12 Models Shown.

The cars which have already been placed on the floor are: Town landulet, 7-passenger suburban, 4-passenger Victoria, 4-passenger special model 7-passenger special finished car, painted, Hawaiian russet with cape top, 5-passenger brougham, roadster, landulet, limousine standard town car and regular touring car.

Mr. Hansen has arranged for special decorations for the occasion. Smilax, ferns and palms in profusion furnish the principal embellishments in the garage and show room. Artistically placed and decorated are a number of bird cages containing canaries. The liberal number of ferns and palms presents the spacious show room as a veritable summer garden. The four large pillars in this room are decorated with hanging baskets of L'Art Nouveau, and Mr. Hansen has spared no effort to render the show room as attractive in appearance as the cars are specimens of the factory's output.

DENVER AUTO FIRM HAS MOVED TO OMAHA.



E. Lee Yager
VICE PRES.

E. Lee Yager, vice president of the Bonney-Yager Auto company has recently come to Omaha to take an active part in the work of that company. The Bonney-Yager company were formerly Studebaker distributors in Denver, Colo., and Mr. Yager remained in Denver to close out their interests at that point.

It was the original intention of the Bonney-Yager company to retain their contracts both at Denver and Omaha. After giving the matter a great deal of consideration it was decided that the Omaha field offered them an opportunity to which they could well afford to devote their entire time.

Auto Business Has Returned from Its Summer Vacation

"Business is here. When we say 'better business is on the way,' we're just a little behind the other fellow," says Ralph W. Jones, of the Card-Adams Motor company.

Accordingly, Mr. Jones has sent out to live automobile dealers a letter, which says in part:

"Business is back. She returned from her vacation a few days ago and has kept us very busy entertaining her all week.

"Prices are settled. The new dealer contracts are ready, and as usual, are on a fair and liberal basis. Some readjustments of territory are being made and we are trying hard to please every dealer in this respect.

Special Farmers' Course at University of Nebraska

To meet a desire on the part of farmers that they have aid in the farm accounting, organization and marketing, special courses will be given along such lines at the University of Nebraska, beginning January 27 and continuing four weeks. Other short courses will be given in dairying, poultry raising, animal husbandry, automobiles, tractors, etc. One hundred and twenty-five farmers are now taking a short course in automobiles, tractors, and trucks. The short courses are open to any one.

New Metz Master Six to Be on the Market Soon

The Metz Motor company has put a new gear car on the market which will be known as the Metz Master Six, and which, according to General Sales Manager R. A. Pickens, surpasses all models previously shown by the Metz people. The Metz dealers throughout the country will be able to demonstrate the car and accept orders within the next few days.

Studebaker to Have Entire Eastern Show Brought to Omaha

"The Studebaker exhibit at the Omaha automobile show, March 10 to 15, will be just as big, just as complete and just as pretentious as the Studebaker display at the New York and Chicago shows," said C. S. Connor, manager of the Omaha branch, Saturday.

"We are making a determined drive this year to get as many of our 500 or more dealers in five states to come to Omaha during show week."

Mr. Connor is going east next week to arrange for the Omaha show exhibit.

Again Enlarge National Tractor Show Building

Kansas City, Jan. 18.—(Special).—The special building home of the fourth annual National Tractor show to be held in Kansas City, week of February 24 to March 1, is to be again enlarged. This is the second time that the demand for floor space has necessitated a change in the original plans. The Tractor show building will now cover an area of over 10,000 square feet. Guy H. Hall, secretary of the Kansas City Tractor club, said today. "The fourth annual National Tractor show will demonstrate the remarkable development of the American tractor. Four years ago the possibility of such a building as is now being erected to house the great annual event would have been ridiculed."

The American tractor, as an armored tank, played an important part in the war. Now, in its original capacity, the tractor is working wonders in all parts of America, helping this country to make good its food pledge. It is predicted that over 500,000 tractors will be in use in America the coming year. Should this prophecy be fulfilled America will be able to meet the demands of starving Europe, completing the task of making the world safe for democracy.

Home Made Primer.

An ingenious method of making a priming outfit consists in running a lead from the lower compartment of the vacuum tank to the top of the

inlet manifold, installing, of course, a control to be operated by hand. Whenever a start is made the driver opens this control and a little of the gasoline from the tank flows into the manifold. Care must be taken to plug the priming line in low enough.



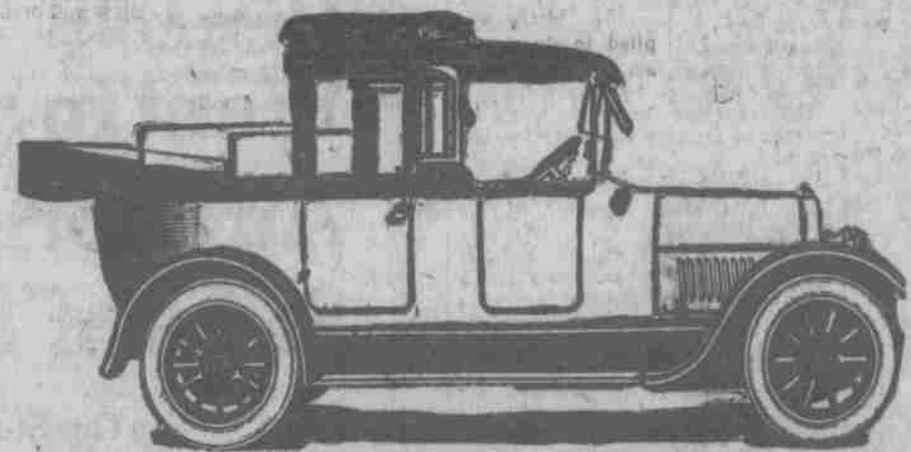
Check the Specifications

In the Hawkeye 1½-Ton model you will find—

- Buda Motor, 3¾x5½.
- Fuller Clutch and Transmission.
- Clark Internal Gear Rear Axle, equipped with M. & S. Differential, which permits pulling on one or both rear wheels.
- Other features are Hood hung separate from Radiator, Prest-o-Lite Tank and Lights, and the price is hard to beat.

PETERSON TRUCK CO.
DISTRIBUTORS
2427 Farnam St.-Omaha. Phone Doug-4473

—Now the Cadillac Salon Showing All Models



Velle Values

There is not another car on the American market which embodies so many standard and high-priced features at a low price as the Velle!

TIMKEN! Continental! Remy! Velle!—four of the biggest names in the history of American industries. And the reputation behind each of these names is staked on the Velle Automobile.

TIMKEN AXLES, both front and rear, with extra large Timken Bearings all around.

Nothing better can be bought.

CONTINENTAL MOTOR. The Six-Cylinder Velle-Continental Motor is admitted to be the masterpiece of all motors ever made by this great corporation.

REMY STARTING, LIGHTING AND IGNITION. The name Remy has stood for the best in ignition and starting and lighting since before the automobile was born!

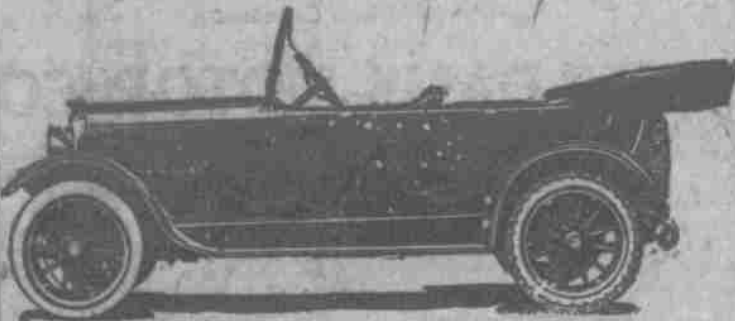
THE VELLE car would be an exceptional car if it excelled in these features alone. No other car at anywhere near the Velle price has them.

BUT THE VELLE is also far more elegant than most cars. Its mirror body finish is twenty coats deep, its lines are long and continuous, its smartly-tilting windshield, gently rounded body sides and plated upholstery make the car far better looking than most sixes.

THE VELLE is comfortable, roomy, easy-riding. You may choose from nine body styles, open and closed.

Search far and wide. Study every car on the market. You will not find a value like that of the Velle **\$1465** at..... for the touring car.

Crumbliss-Van Doren Auto Co.
2204-06 Farnam St. Phone D-8554



Open Evenings
This Week
Attractive Exhibition
Music

THE distinguished service rendered by the Cadillac in France is paralleled, in less heroic environment, by the every-day experience of Cadillac owners.

You will find that the average owner, while proud—as we are proud—of the high honor conferred upon his car by the War Department, does not see how the Government could well have done otherwise.

The fact that the Cadillac was officially designated as the standard seven-passenger car of the United States army, pleases, but does not surprise him.

England long ago anticipated this action by the American Government, when the Dewar Trophy was twice in succession conferred upon the Cadillac.

We told the simple truth when we said a few weeks ago that there is only one thought in the world today about the Cadillac.

That thought is that the Cadillac is a truly great motor car—in name, and in fact, the standard of the world.

Jones-Hansen-Cadillac Company

Farnam Street at Twenty-Sixth