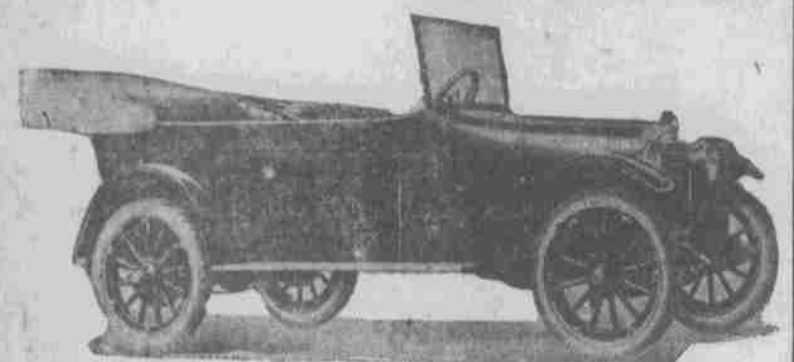


Cars to Satisfy Desires of All Are to Be Exhibited at Omaha's Automobile Show

Gate City to Keep Open House For the Week to Motor-dom of the West; 221 Autos to Be On Display at Auditorium For the Coming Week.

By JOHN E. KENNEBECK.

Automobile is king this week. All hail the king! As a forerunner of the Fourteenth Annual Omaha Automobile show to be held in the Auditorium beginning tomorrow under the auspices of the Omaha Automobile association, a proclamation has been issued to car dealers, declaring an exhibition of models of all motor cars. To Omaha will be revealed all the examples of beauty, comfort, service, luxury and satisfaction desired in automobiles. No expense has been spared to make this year's exhibition the grandest in the middle west.



Oakland Touring Car

Against a background of royalty in the way of interior decorations, 221 cars, denoting types of cars from the bobcat speedster to the luxurious laundalet, will be in full dress for the scrutiny and envy of the motorist. Thousands of lights, set in Pompeian lamps, light the scene and illuminate strips of alternate purple, yellow, green and red rising from the balcony railing to the quaintly decorated canopy ceiling.

cars, together with equipment of every convenience from electric cigar lighters to re-enforced steel guards over the rear gasoline tank and rear tires.

Secret Compartments. Close observation of the speedy type of motors and heavy construction of bodies might convince the prospective buyer that some cars are built for bootleggers. Secret compartments, small but serving the



Chalmers

ing. The stage has been transformed into a marquee, and tastily designed booths have been set up thereon for showy models of cars of the royalty class.

Exhibits Worth a Million. Approximately \$1,000,000 is the value of the exhibits. In the vernacular, many a single car has the appearance of a million dollars. Even the smaller-priced car will have its prominence at the show. The medium price car has gained the greater amount of floor space and is being shown in many models of beautiful design. Luxury and comfort in interior designs, together with power and speed in motors, combine to make the high-class car one of kingly attainment. Nor will auto trucks take a back seat, for the entire basement of the Auditorium has been decorated and divided into compartments for attractive exhibition and demonstrative purposes.

Peace Brings a Show. With the sudden return to peaceful conditions, Omaha automobile dealers felt that they were justified in embarking upon the show venture.

"Omaha will see the grandest exhibition of motor cars that has ever been held, even surpassing the national show in New York and Chicago, because of the latest output of new car designs which Omaha dealers have been fortunate in receiving for the exhibition," Clarke G. Powell, manager of the show declared. "The occasion is to be a real show of interest and value to the car owner."

The manufacturers, notwithstanding the great disruption of nearly all of the plants, due to making munitions of war, have contributed gratuitously in making the exposition a success. The new things in motordom will be chiefly in details, but it is improvements of this character both in neatness of design and greater reliability of motor and machine construction that make the strongest appeal to the individual owner who is his own mechanic either by choice or necessity. The war has had the effect of making thousands of motorists fairly expert mechanics and their knowledge of cars is destined to exert considerable influence upon designers in making the motors, gears, brakes and other parts available for repairs outside of the service station.

No Price Reduction. The prices of cars exhibited this year, which have shown a slight tendency to reduction since the signing of the armistice, are not yet on a level with pre-war, but it is a prevailing impression that manufacturers will lessen prices somewhat. Taking the full value of reliable cars in consideration, the prices are about as cheap as it is possible to list. This week's show will demonstrate that owners are getting a machine of higher quality and better workmanship than was possible four or five years ago.

With all indications pointing to the coming season as the greatest automobile touring year since the advent of the motor vehicle, car manufacturers and dealers have stimulated a real interest in showing nearly every design of car possible to be made. The lowest price car being shown at the Omaha show is listed at \$550. Other cars built more for service and economy, than for luxury and comfort, range in price up to \$2,000. The highest price car costs \$7,000. There is a completely equipped car or at least a specially designed pew for mother, father, daughter, or son, on exhibition. The lawyer, statesman, banker or doctor will find his choice car in either a serviceable and economical type of medium price or in the highly finished product of maximum price. Elaborate upholstery in various hues is a new feature of the higher class

purposes, are located in nearly every part of the body but the spokes. The double sheeting of steel over the rear tank and the possible extension of one-inch mud guards to protect the rear tires from bullets of nervous boozehounds are features and practical improvements of the few types of speed demons launched by the manufacturers. However, automobile dealers don't expect the government authorities to interfere in the restriction of these specially designed compartments used for drivers' gloves, tire chains and knick-knacks.

Oil Shortage Forced German Militarists to Ask Sudden Peace

Oil experts of the United States have come to the conclusion that one of the chief reasons for Germany's complete and sudden acceptance of peace terms was her stringent insufficiency of petroleum products. This was evidenced by the sporadic efforts of her submarines, which could not operate uniformly and in accordance with the admiralty program. In addition, the lack of activity of German airplanes and the fact that she could not operate tanks, except on a limited scale, seemed to prove conclusively that oil was unobtainable.

Gasoline and the larger supply of her oil came from Roumania, Galicia, and in small part from German crude. Another source was from retorting coal, lignite, peat, and shale. Products of coal and other volatile fields were undoubtedly utilized for motor fuel, while the cracking process and synthetic process of passing hydrogen over hot carbon were likewise employed to meet the enormous demand when the country found her oil supplies waning.

The effect of the armistice with Austria meant a complete cutting off of oil supplies, with the result that Germany signed the surrender that halted hostilities.

India Lifts Restrictions on Automobile Imports

Automobiles, traction engines, and chassis, together with parts and accessories, may be imported into Straits Settlements and the Federated Malay States, India. The proclamation of May 16, 1917, prohibiting such commerce, has been revoked, according to the American consul general at Singapore.

Statistics for Omaha's 14th Annual Auto Show

Date—March 10 to 15, 1919, inclusive.
Place—Auditorium and Annex south of Auditorium.
Auspices—Omaha Automobile Trade association.
Manager—Clarke G. Powell.
Opens—2 p. m., Monday, March 10.
Closes—10:30 p. m., Saturday, March 15.
Hours—(After Monday) 9:30 a. m. to 10:30 p. m.
Music—Afternoon and evening by Oleson's Orchestra.
Admission—40c. (This price absorbs the war tax.)
Number of Exhibitors—Sixty.
Makes of Gasoline Cars—Eighty-one.
Cars on Display—Two hundred and twenty-one.
Lowest priced Car—\$555.
Highest Priced Car—\$7,000.
Value of Exhibits—Approximately \$1,000,000.
Public Entrance—Fifteenth Street between Howard and Jackson.
Exits—All sides of building.

Passing of Old John Barleycorn Is Boon to Motor Industry

Says one motor car builder, who is also a bit of a philosopher: Old John Barleycorn is getting ready to take the count. By next July he'll be groggy and by January 1, 1920, the average citizen will not be able to fill a thimble. What will this mean for the automobile industry? A great deal, viz:

1. There will be few motor car accidents, because rum has been at the bottom of most disasters.
2. There will be fewer arrests for spreading, because it is rum that makes the auto go.
3. The pest of the roadhouses and their bars will be removed, thereby enhancing touring for those who don't care for barroom loitering and the pursuits thereof.
4. Billions of dollars spent for booze will be available for other purchases. The motor car industry will benefit by this.
5. There will be more alcohol to put into anti-freeze mixtures—not for the human system, but the automobile system.

Few Autos in Japan.

There are 4,000 autos in Japan, according to Y. Bryn Yamashita, business man and banker of that country, now here on business. The small number of machines is attributed to the fact that the country has no good roads.

Ackerman Predicts Prosperous Year for Automobile Industry

A good idea of American business men's attitude toward the future might be found in the experience of S. E. Ackerman, sales manager for the Franklin Automobile company of Syracuse, N. Y. In the interests of the company, Mr. Ackerman has, within the past few months, held sales conferences with Franklin dealers in practically all sections of the United States. As a consequence, his analysis of business conditions is national, reflecting the spirit of the country as a whole, and not influenced by any particular local condition.

The result of this widespread investigation can be viewed almost as a complete assurance that, despite the short time since the United States was in the midst of war, 1919 will prove the most prosperous year this country ever saw. "Steel and coal production and farm crops are the barometers by which the clouds of depression or the sunshine of business prosperity must be measured," says Mr. Ackerman, "and certainly the readings are clear enough at this time." Facilities for the production of steel have increased tremendously during the past year, as also the production of coal. And in practically all the agricultural regions the outlook is most reassuring.

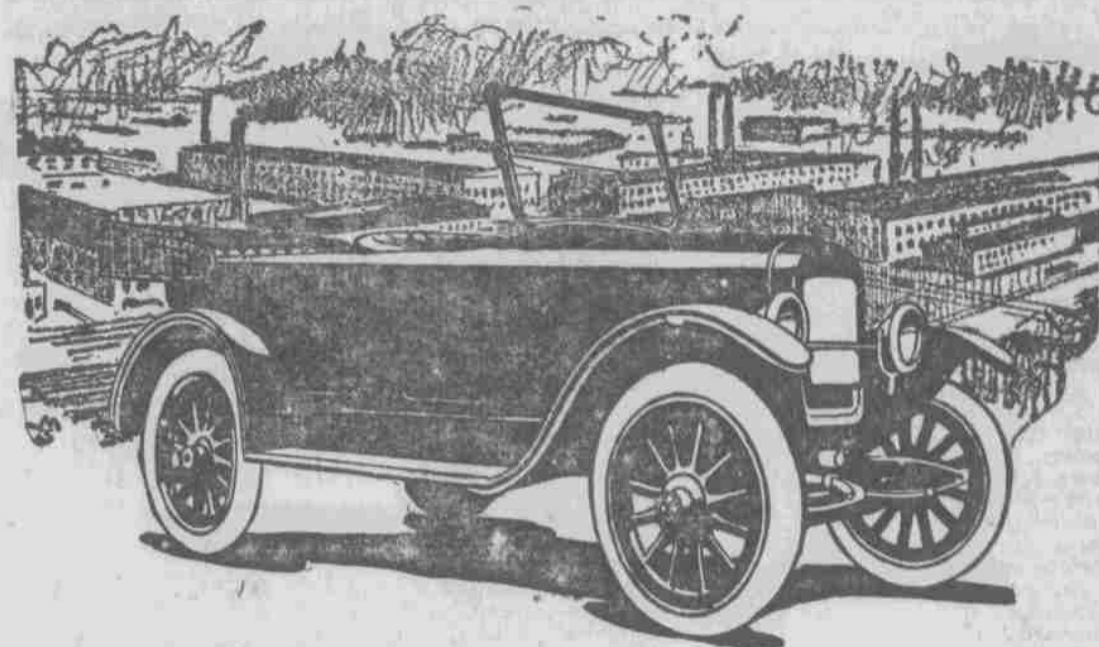
duction, large markets are required, and these are readily available through the greatly increased buying power at home and the pressing need for American products abroad. "With our company these conditions are already being felt. Even though our productive effort has been especially vigorous, the demand exceeds the supply by a large margin, and the pressure is increasing every day."

Chicago Automobile Club to Bar German Products

As far as members of the Chicago Automobile club are concerned there will be no such thing as a German product on the market for the next seven years. The decision of completely ignoring such articles was reached at a luncheon recently following the appeal of Capt.

Edward Tupper, national organizer of the British Seamen's union, who declared that 11,000,000 British seamen had taken a similar pledge.

One of the largest steel presses in the world is used for producing side rails for Willy's-Overland cars. It weighs 325 tons, stands 21 feet high, is 20 feet wide and is embedded in 15 feet of concrete. It exerts a pressure of 2,000 tons.



Is Your Car Built or Just Put Together?

There's a lot of difference in results between the two methods. A car that is put together from the products of a score or more of parts-makers represents just that many standards of construction, no two of which are likely to be exactly the same.

Briscoe cars are 99% built in Briscoe plants. Briscoe engineers not only design the car, but they stand guard over every process of manufacture, and see that it is up to Briscoe requirements.

That is why Briscoe cars set unmatched standards of operating economy, of consistent performance, of all-around satisfaction. That is why, too, when you need a spare part you get it with a minimum of delay and at a moderate expense.

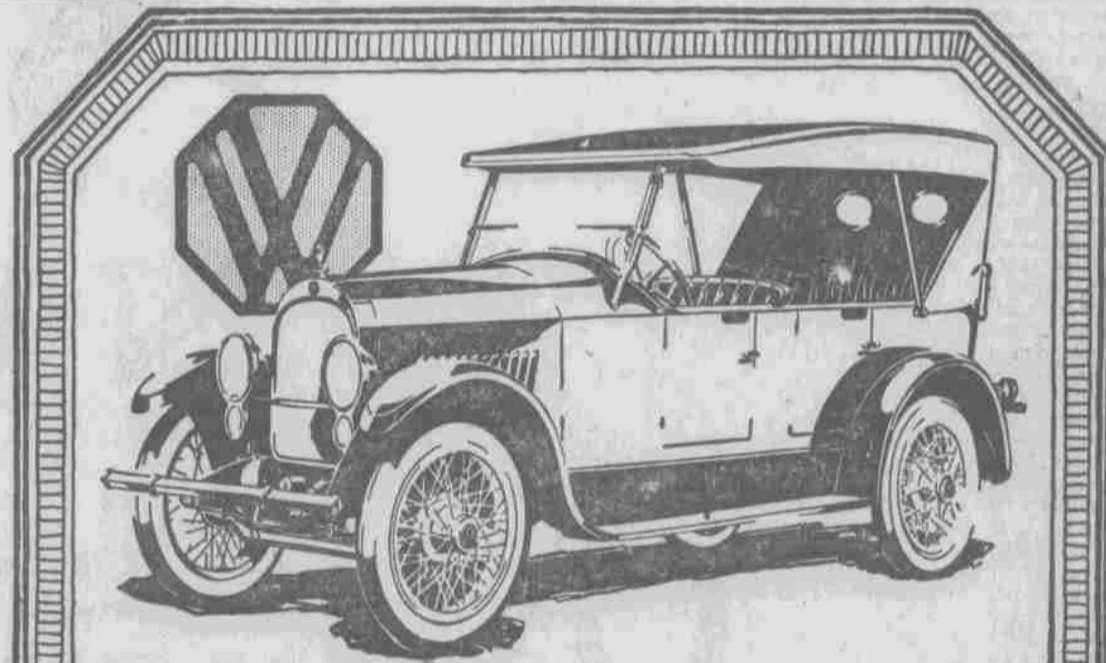
C. J. Dutton Automobile Co.

2056-58 Farnam St.

Omaha, Neb.

DEAL WITH DUTTON

BRISCOE



The Car with a Longer Life

SHORT SPECIFICATIONS
Continental
Delco
Rayfield
Feldiers
Brown-Life
Spicer
Gemmer
Stewart-Warner
Timken

As the crowd flows through the Auto Show, it's only about twice in an hour that the different sort of buyer comes along. He is the man who makes more than surface discriminations. He is very positive as to what he wants in a motor car—and his exanation of the car itself reveals definitely whether those values are there.

That man, when he reads this advertisement, seizes upon the claim that Westcott is the car with a longer life; and he makes this mental note: "Too important to pass by—I'll see the Westcott! If it's got the stuff in it, I'll know—and if in addition it has lines and comfort, it goes straight to the head of my list."

If you're either a buyer or a dealer who thinks along that line, we'll be mighty glad to see you at the Westcott display.

Standard Motor Co.

CARL CHANGSTROM, President.

2020 Farnam St.

Omaha.

WESTCOTT

The Car With a Longer Life

Stearns

MOTOR CARS

Better and Better As the Miles Roll Up

A CAR is ordinarily considered to be at its best the day it leaves the factory. Thereafter it steadily deteriorates. It is an actual fact that the exact opposite is true of the Stearns. Its best days are two, three, even four years in the future. The farther it goes, the better its performance becomes. Its remarkable flexibility increases as the miles increase. Its Stearns-built Knight engine runs with still greater smoothness. These outstanding traits of the Knight have been intensified by Stearns. Never has the Knight engine had as fine a setting as in the Stearns. For six years the process of refinement has gone on. Now the Knight principle is blended perfectly with Stearns practice. Stearns owners are essentially fine-car owners. They appreciate the unique advantage of performance that continually improves. They set high value on the longer life built into the car by Stearns manufacturing methods.

STEARNS FOUR FIVE-PASSENGER \$1585
Touring Car for Seven, \$1,725; Clover-leaf Roadster, \$1,850; Coupe, \$2,150; Limousine, \$3,500; Landulet, \$3,100; Lan-
dulet Brougham \$3,200.

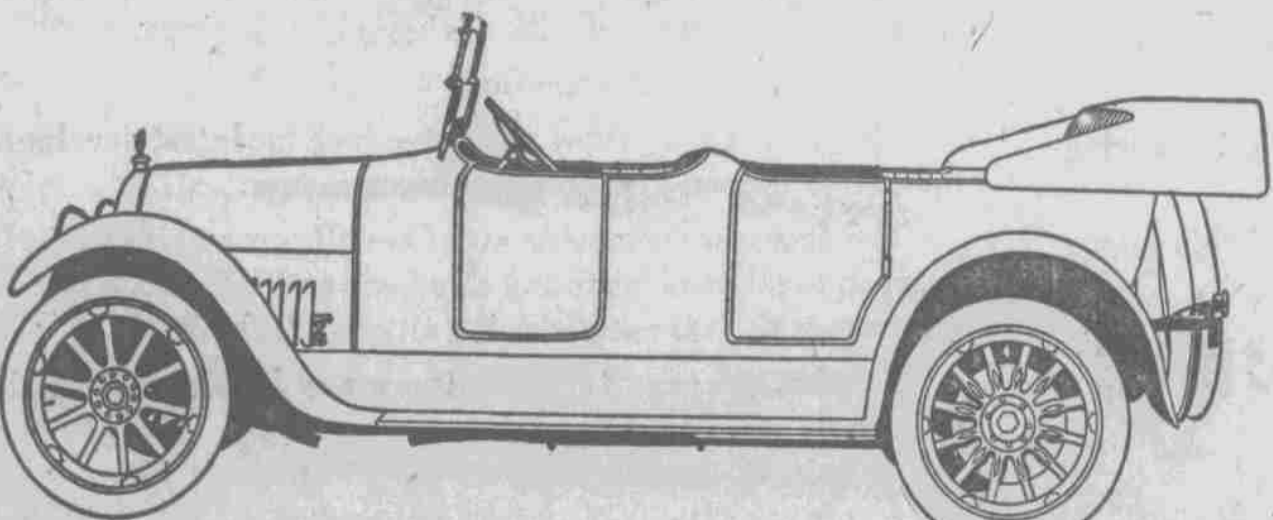
STEARNS EIGHT
Touring Car for Seven, \$2,375; Clover-leaf Roadster, \$2,575; Coupe, \$3,075; Coupe-Landaulet, \$3,075; Limousine, \$3,650; Landaulet, \$3,785; Landaulet Brougham, \$3,785.

HAYWARD-CAMERON MOTOR Co.

Distributors

2043-45 Farnam St., Omaha. Phone Doug. 2406

Space No. _____ Omaha Auto Show



THE F. B. STEARNS COMPANY,

CLEVELAND, OHIO