

### Dealers Seek More Space at Automobile Show

#### Accessory Show Reduced to Make Room for Exhibitors Who Are Late in Plans.

Manager Powell is having a busy time trying to find room for Omaha distributors to display at the auto show the new models which are arriving daily. Every inch of available space in the Auditorium, including the stage and basement, has been taken, and it has been found necessary to commandeer some space from the accessory show in order to take care of several dealers who were late in making arrangements with their factories.

The dealers insist on showing every new model they have, because they recognize the fact that every owner and every prospective owner is displaying an unprecedented interest in body development and refinements.

It is a generally recognized fact that motors have been developed to a point of efficiency which renders them almost "fool proof." Manufacturers have therefore concentrated their efforts in obtaining greater mileage from the present low grade gasoline and on improvement of body models, particular attention having been paid to upholstery, interior finish and other details offering additional comfort to the motorist.

The show management is also having its own troubles on account of the demand for space in the accessory show.

### C. E. Masters Sales Manager of Auto Firm



Clyde E. Masters, who has been associated with the automobile business in Omaha for the past five years, has accepted the position of sales manager for the Omaha Auto Sales company, distributors for Maxwell and Chalmers automobiles.

### Omaha Men Form Company to Sell Brake Lining and Clutch Facings



C.A. Miller



M.B. Wilder

Morris D. Wilder and C. A. Miller recently organized a company for the purpose of selling Ever-Ready brake lining and clutch facings for all makes of automobiles, trucks and motor cars. This is the first organization here to devote themselves exclusively to the sale of these commodities.

Ever-Ready brake lining and clutch facings are made by the Kelso Manufacturing company of Trenton, N. J.

The brake lining is guaranteed for one year. Wilder was formerly associated with the Peterson Motor company

of Omaha. He also is a mechanical engineer and had charge of quite an important airplane station during the war. Miller formerly was wholesale man for the Peterson Motor company of Omaha and prior to this was associated with the Card-Adams Motor company of Lincoln. He has traveled Nebraska and western Iowa territory for the past 15 years. The new firm will locate temporarily at Eighteenth and Webster streets and is planning to exhibit at the automobile show this year.

### Speed Record on Coast Is Broken By Studebaker

#### Light-Six on Round Trip Between San Francisco and Los Angeles, Beats Fast Train by Three Hours.

In two sensational dashes a Studebaker light six recently broke all records for speed between San Francisco and Los Angeles, setting a new mark for the round trip, lowering the coast route record by 2 hours, 35 minutes, 20 seconds; beating the best time ever before made over the valley route, and leaving "The Lark," most famous of the fast coast express trains, three hours, 47 minutes and 30 seconds in the rear.

On the first trip, the drivers, Hart L. Weaver and James C. Gwiley, carried United States mail both ways between San Francisco and Los Angeles, being sworn in as federal officials upon authority from Washington. In fact, the journey was made for the purpose of showing the

possibilities of the motor car in transporting mail quickly.

The round trip, a distance of 864.8 miles, was covered by the Studebaker in 21 hours, 23 minutes. The trip down, over the coast route, a distance of 453.7 miles, was made in 19 hours, 12 minutes, 30 seconds, as compared with the previous best record of 12 hours, 47 minutes, 50 seconds, established in 1916.

The car and "The Lark" started their dash to Los Angeles at the same time, and it was on this occasion that the light six beat the train's schedule by over three and one-half hours.

After hanging up these records the Studebaker drivers went after the fourth and only remaining speed mark—that of lowering the previous best time over the valley route. They succeeded in making the trip from Los Angeles to San Francisco over this route, a distance of 411.1 miles, in nine hours, 15 minutes, 50 seconds. This record-breaking time was made under difficult weather conditions, the pilots being forced to drive through a dense fog 120 miles of the way.

These record-breaking trips also prove how an automobile can stand a long continued run without mechanical trouble. In this case the car was ready to start out on its second trip immediately after finishing the first.

### Miller Tire Co. Will Establish Branch in Omaha

#### A. G. Wall Named Manager Of Depot to Care for Business Formerly Handled Through Denver.

Announcement was recently made of the establishment of a direct factory branch of the Miller Rubber company in Omaha and of the appointment of A. G. Wall as manager of the branch. The Omaha depot, until recently, had been operated under the direction of the Denver office.

Mr. Wall has been associated with the tire business for a number of years. He formerly was stationed at Beatrice, Neb., with the Firestone

people, and was promoted to manager of the tire business for William Warnick company, jobbers at Sioux City, Ia. From this position Mr. Wall was promoted to the manager of pneumatic trade sales at the Omaha branch of the Firestone Tire and Rubber company.

Mr. Wall has spent the past few weeks in traveling the territory covered by the Omaha branch of the Miller Rubber company, which embraces the major portion of Nebraska, western Iowa and southern South Dakota. According to this report, there is a definite picking up in the tire business and Miller tires are gaining a strong foothold in this territory. Wall has put on a number of salesmen who are making an intensive sales canvass of the entire territory.

Production at the Miller factory has started again on a very liberal scale. The factory is in good condition financially and the cord and heavy truck tire departments have been working to capacity during the entire period of slow business. Manufacturers' specifications have increased considerably and Miller tires are now standard equipment on numerous high grade automobiles.

### Tom Foley, Well-Known Salesman, Returns to Hansen Cadillac Co.



THOMAS FOLEY

One of the oldest and best known automobile men in this community has returned to the J. H. Hansen Cadillac Co. Tom Foley, who for years was connected with the Cadillac Co. in the Omaha territory, and who since then has been selling high grade motor cars, is again on the Cadillac staff.

In remarking about his new connection Mr. Foley said: "The buyers of Cadillacs are increasing in number, and I just simply had to feel 'em again. I have had a great deal of respect for this Hansen Cadillac concern for some time, and I find that their policies in business and service are even more ideal than I had anticipated."

### Increase in Sales By Buick Company

As an indication of the improvement in the automobile business in this locality the Nebraska Buick Auto company have reported the following sales for the past week:

Nebraska Power Co. Walter Ziegler, 4229 South Twenty-fourth St. R. H. Stark, 3423 North Thirtieth St. J. N. Hill, 4615 Camden Ave. Wm. Tannebaum, Twenty-fourth and W. Omaha.

John Broder, Storm Lake, Ia. Alvin Browning, Bancroft, Neb. G. W. E. Segrist, Cresco, Neb. James Brown, Creston, Ia. Angton Quimberg, Hooper, Neb. E. J. Stratford, College View, Neb.

In addition to the above deliveries they have over twice this number of cars ordered for delivery next week.

Lee Huff, local manager of the Buick, believes that within 60 days Omaha will see a shortage of automobiles, due to the fact that most factories were closed the greater part of the winter. They have just received a communication from the Buick Motor company stating they will be unable to make deliveries on two of their closed models until about 60 days.



C. W. MATTSON

Announcement was made last week that R. D. Catherwood and C. W. Mattson had organized the Catherwood-Mattson Motor company to distribute Velie automobiles in Nebraska and southwestern Iowa.

The new company will locate at 2203 Farnam street and at the present time is remodeling and decorating the building. Roy Catherwood has been general

### Company Organized for Distribution of Velies

sales manager for the Van Brunt Automobile company for the past five years. Chester Mattson also has been associated with the Van Brunt Automobile company as retail sales manager. Both Catherwood and Mattson have a wide acquaintance in the territory and representatives of the Velie factory feel that they have made a very satisfactory connection in Omaha.

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### Cadillac Power Plant to Be Exhibited at Show

One of the features of the Automobile show this year will be a Cadillac power plant which has been cut open in such a manner that the internal mechanism is visible when the power plant is in operation.

This piece of machinery has been valued at \$12,000, and so far has only been exhibited at the national shows. J. H. Hansen of the Hansen Cadillac company considers himself fortunate to have been able to secure this exhibit for Omaha.

# PAIGE

If you stepped into a New Series 5-passenger Paige Glenbrook without knowing its make or price and experienced its power, speed and general excellence in actual performance, we would be willing to make this prophecy:

After a single demonstration of its capabilities you would price the Glenbrook at five hundred dollars more than it costs.

That is because there are no existing standards by which the New Series Glenbrook can be compared. It has established its own standards.

There is only one way to prove such strong statements—to ride in the car.

*Glenbrook "6-18" Five Passenger Touring Car  
Admiral "6-18" Four Passenger Sport model  
Lexus "6-18" Roadster Two Passenger  
Lexus "6-18" Four Passenger Sedan "6-18" Five Passenger*

All models will be exhibited at Auto Mobile Shows throughout the country.

PAIGE-DETROIT MOTOR CAR CO., DETROIT  
Manufacturers of Paige Motor Cars and Motor Trucks

NEBRASKA PAIGE CO.  
R. M. Austin, General Manager  
27th and Harney Sts. Omaha, Neb.

THE MOST BEAUTIFUL CAR IN AMERICA

The Omaha Bee's Rotogravure Section an exceptional medium for your advertising

## Willard Batteries



### Five Threaded Rubber Reasons

1. Willard Threaded Rubber Batteries are standard on 172 makes of motor cars and trucks, and on export models of 2 others.
2. Most of the important battery improvements originated with Willard, and are today found in the Willard Threaded Rubber Battery.
3. Threaded Rubber Insulation saves you money because it does not warp, puncture, crack or carbonize. It outlasts the plates.
4. Threaded Rubber Insulation—found only in the Willard Threaded Rubber Battery—permits "bone-dry" shipment that keeps the battery new.
5. As an authorized Willard Service Station we offer to every Willard user the benefit of the broad Willard policies.

Nebraska Storage Battery Co.  
20th and Harney Sts.  
Omaha, Neb.



## Thousands Know the Cleveland As "The Better Car"

The Cleveland Six gives all, in every-day, year-around performance, that you could ever hope for from the car you choose, and gives it in full measure. It combines so many good qualities that it has earned a wide preference among discriminating purchasers. These qualities have established the Cleveland's position as "the better car" in the field of light sixes and fours.

#### Alive With Power

The exclusive Cleveland motor, designed by the Cleveland company's own experienced engineers and built in the company's own works, is the most highly refined of the overhead valve type. It is alive with power. Quiet, pliant power which answers promptly to your every request.

#### Featuring the Cleveland chassis, too, are long, underslung springs which wipe out the road bumps, positive brakes which add immeasurably to safety and an ease of control which is a pleasure to the driver. On this chassis you have the choice of four attractive bodies.

#### Cord Tires Standard Equipment

Touring Car (Five Passengers) \$1465  
Sedan (Five Passengers) \$2475  
Roadster (Three Passengers) \$1465  
Coupe (Four Passengers) \$2375  
Price F. O. B. Cleveland

### CARD-ADAMS COMPANY, Inc.

Lincoln 1732-38 O Street  
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CLEVELAND AUTOMOBILE COMPANY, CLEVELAND, OHIO

## DODGE BROTHERS 4 DOOR SEDAN

What use or beauty could you ask of this Sedan which it does not give you in generous measure?

The gasoline consumption is unusually low  
The tire mileage is unusually high

### O'BRIEN-DAVIS-COAD AUTO CO.

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HARNEY AT 28TH ST.  
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103 SO. MAIN ST.  
COUNCIL BLUFFS 691

Omaha Automobile Show  
March 14th to 19th

