

### Middle West Hit Worst by Slump, Says Executive

Motor Firm President Asserts Depression More Fancied Than Real; Hard Work A Sure Remedy.

The Nash Sales Co. was host to more than 140 Iowa, Nebraska and South Dakota Nash dealers at a banquet given at the Rome hotel Thursday noon.

C. W. Nash, president of the Nash Motor Car Co. of Kenosha and Milwaukee, Wis.; George C. Miller, president of the Nash Sales Co. of Madison, Wis.; and E. H. Mahoney, representative of the service department, were the officials from the main offices in attendance. T. H. McDearmon, manager of the Omaha Nash company was toastmaster.

In an interview before the banquet Mr. Nash said he had attended numerous automobile shows in various parts of the country. "In attending these shows I had an opportunity to study conditions contiguous to the city in which the show was held. I saw business conditions gradually, but steadily, recovering from depression and starting off on a safe and sane basis again."

**Middle West Fares Worst.** "This was true in all parts of the country except the middle west, especially the trade territory adjacent to Omaha."

"While other communities, mostly industrial and commercial, have recovered from business reverses and have acknowledged conditions as they are, this territory is still in a depressed state. I attribute it to the mental condition of the people, not to business or financial conditions."

"Last year and during the war the people of this agricultural territory were receiving high prices for the farm products and stock."

"The slump which followed the readjustment period was not welcomed and many farmers have not recovered from the low prices they received for their products during the past few months."

"This mental condition of pessimism and depression should be banished at once. Times are not as hard as they seem."

**Advocates Hard Work.**

"If you would be prosperous again, stop sitting down and wishing for the good old days to come back, but pitch in, roll up your sleeves and make the new days just as good and perhaps better than the old."

Mr. Nash declared, retail sales would be good this season.

"It's time for the dealer to quit gambling and calling the automobile industry a 'game'. It's a business, calling for good sound business heads and only men with strict business methods will survive," Mr. Nash said.

Mr. Miller echoed the sentiment of Mr. Nash when he told the dealers "to work hard, face conditions truthfully, but with the determination to win."

### J. H. Hansen Entertains Cadillac Dealers at Show

J. H. Hansen, of the J. H. Hansen Cadillac company, entertained at the Fontenelle last night in honor of several associate distributors of Cadillac automobiles and several men in his own organization.

The guest line included James Muldoon, jr., of Omaha; Dave Kruidener and Ed Kruidener, of Des Moines; C. A. Morris, of Waterloo; K. G. Zeller, of Davenport; Edward Rehder, Fort Dodge; W. A. Lapham, Sioux City, and E. Fillmerill of Detroit, Mich.

Dinner was served at the Fontenelle at 6 o'clock. Music and other entertainment were provided later in the evening.

### Sparks and Thrills for The Asking at Auto Show

The Auto Electric Service company booth at the Automobile show is a rendezvous for all the visitors who are looking for thrills electrical and other kinds.

Heinie Wendland is the chief "thrill master" and under his skillful guidance sparks, electrical in nature, are passed from pillar to pillar and the magic workings of the electrical apparatus of the modern automobile are explained to the passers by.

### Cole Aero Eight Auto Show Hit on St. Patrick's Day



The hit of the auto show on St. Patrick's day was the Cole Aero Eight with a California top. This car was painted and finished in a beautiful green and won instant admiration from all the sons and daughters of the Emerald Isle.

### Says Attendance at Omaha Auto Show Best in West

J. J. Dooley, special representative for the Cleveland Automobile company of Cleveland, O., has been a guest of the Card-Adams company, Inc., the last week and has expressed himself as being pleased with the result of the Omaha Automobile show.

According to Mr. Dooley, he has attended both the national automobile shows and numerous shows held in the middle west and he frankly admits that the dealer attendance at the Omaha exhibit exceeds anything in the middle west.

### Lampert Joins Oakland Motor Car Organization

Charles D. Lampert, who for a number of years was associated with the Nebraska Buick Automobile company of Lincoln, has recently joined the organization of the Oakland Motor Car company in Omaha. Mr. Lampert works in connection with the wholesale division as one of the sales representatives.

### Omaha Fire Chief Buys Cadillac Car for Runs

The Omaha Fire department will henceforth beat all corners to fires in a Cadillac roadster which has just been

### 15 Studebakers Sold in 3 Days

O. N. Bonny, Distributor, Declares Business Slump Over And Public Anxious to Buy.

O. N. Bonney of the O. N. Bonney Motor company, distributor of Studebaker automobiles, is enthusiastic over the development of sales which are directly traceable to the present automobile show.

Mr. Bonney asserts that conditions which have been evident to the automobile men during the last few months have absolutely changed and that people are actually anxious to buy cars now.

During the auto show up to Thursday morning, the O. N. Bonney Motor company had sold 15 cars at retail and in addition had made several good-sized dealer contracts.

Mr. Bonney feels that buyers are considering the comparative value of automobiles this year to a greater extent than ever before; and that the real troubles of the automobile men from now on will arise from the construction of their automobiles rather than from any lack of demand on the part of the buying public.

Electric machinery to keep rifle gallery targets moving has been invented by a man in Australia.

### Harding Asks Probe of Records in Debs Case

Washington, March 17.—President Harding has asked Attorney General Daugherty to review the case of Eugene V. Debs, socialist presidential candidate in 1920 and now serving a sentence under the espionage act in Atlanta penitentiary.



**Dr. Burhorn's**  
**Chiropractic Health Service**

Chiropractic has proven potent and efficient in removing the cause of Acute and Chronic Diseases—Also, if taken in time, will prevent eighty per cent of the so-called "Women diseases."

Our X-Ray analysis of your spine will show the exact location of the misplacement that is producing the pressure on the nerves which causes your trouble.

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# The Fashion

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**FRIDAY—**  
**A Most Sensational Sale of Easter Suits and Coats**

Ready tomorrow for the biggest sale of the season! Hundreds of beautiful new Suits and Coats in the very styles that fashion has approved for Spring, at a special price that should make this the store for every economical woman.

**THE SUITS—**

Smart, new Spring Suits, which should bring a much higher price. Over 300 of them in the season's best styles—fashioned of fine tricelines and men's wear serges, in ripple, flare, box and straight-line tailored models. Some are braid trimmed; others are embellished with embroidery, buttons, etc. Sizes for women and misses.

**THE COATS—**

Coats that ordinarily sell at \$35.00 to \$39.50! The very newest and smartest styles—including the new cape effect, the dolman, sports and straightline models—in long, short and three-quarter lengths. They're splendidly tailored of handsome Velours, Polo Cloths, Camel's Hair, Velour de Laine and fancy mixtures—in all the new Spring shades. Sizes for women and misses—at

Come and See These Wonderful Values

25

Come and See These Wonderful Values

**Friday Starting 9 a. m. Wonderful Sale of Street and Dress Hats**



Our Eastern representative has bought almost two thousand Hats! They are due to arrive almost any day, and to make room to properly display and sell the incoming Hats we are going to offer to the ladies of Omaha the most sensational millinery offer of the season!

Sale Price

295

Endless assortment of new Sailors, priced \$3.95 and up

Beautiful array of Easter Hats—our special price, \$5.00

**A Sale of Rugs Just Before Housecleaning Starts Saturday at Union Outfitting Co.**

Sale Prices Will Make It Possible to Have New Rugs for Every Room.

If you have been planning on replacing some worn out rug with a new one this spring, you can save many a dollar on it if you take advantage of the timely sale which takes place next Saturday at the Union Outfitting Company.

The sale embraces dependable qualities in Rag Rugs, Grass Rugs, Velvet Rugs, Tapestry Rugs, Axminster and Wilton Rugs of various sizes in handsome medallion, floral and Oriental patterns. And, as always, you make your own terms.


—Advertisement

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# Auto Show

# TONIGHT

## Auditorium and Annex




MARCH 14<sup>th</sup> to 19<sup>th</sup>


-at the Auditorium

## "Musical Night"

### at the AUTO SHOW



Three Augmented Orchestras  
Songs by Ak-Sar-Ben Chorus  
of Seventy-five Voices.....



# TONIGHT

## Auditorium and Annex