

C. S. Conner New Vice President Of Auto Company

Resigns From Branch of Studebaker Corporation to Take Interest in O. N. Bonney Motor Co.

Announcement was made last week that C. S. Conner, who resigned as manager of the Omaha branch at the Studebaker Corporation of America, August 1, had purchased an interest in the O. N. Bonney Motor company, Studebaker distributors in Omaha and adjacent territory. Mr. Conner will act in the capacity of vice president and will have charge of the wholesale end of the business.

Mr. Conner is one of the best known automobile men in the territory and for five years prior to his resignation was manager of the Studebaker branch in Omaha. Serv-



ing in this capacity, Mr. Conner has built up a wide and influential acquaintance among automobile dealers throughout the territory.

He has been associated with the Studebaker Corporation of America for 12 years and is thoroughly acquainted with the plans and policies of the company. He returned to



Omaha on August 1 after a vacation of one month in Colorado.

O. N. Bonney came to Omaha from Denver several years ago, and together with his partner, Mr. Yeager, formed the Bonney-Yeager Motor company. About 12 months ago Mr. Bonney announced the purchase of this company and changed the name to the O. N. Bonney Motor company.

The new combination in control of the Bonney Motor company has had allotted to it sufficient new territory to increase its present territory approximating 100 per cent and both Mr. Bonney and Mr. Conner look forward to a very successful business during the coming months.

Cadillac Stands in Class All Its Own, Says Distributor

That Cadillac has always stood, and stands now, the world over, in a class all its own, is the declaration of J. H. Hansen of the J. H. Hansen Cadillac company, local Cadillac distributors.

"In Europe and in England especially," he says, "any other American car is rarely mentioned, or even considered, in comparison with the Cadillac. This foreign sentiment is but an echo, of course, of the esteem in which the Cadillac is held by owner and non-owner alike in America."

"It is generally conceded that the Cadillac of today has tremendous motor car value. This great value of the Cadillac—on which its reputation rests—is its superior performance, and that immunity from the need of constant tinkering, adjustment, overhauling and repairs which renders it unique among motor cars in economy."

Galbreath Takes Over Ford Agency at Benson

Announcement was recently made that N. N. Galbreath, who has been associated with the Sample-Hart Motor company for the last four years, will take over the Ford Sales and Service at Benson. Mr. Galbreath is now arranging to remodel the building in Benson and plans to install machinery and equipment necessary to rendering the best possible Ford service.

In the first six months of this year, fees from motor vehicle licenses and registrations in Massachusetts amounted to \$13,842,595.25. There have been registered 300,027 cars and trucks.

Stephens Sedanette Now on Display



The Stephens Sedanette, a new closed car recently added to the Stephens Salient Six line, is now being displayed by the Mid-City Motor and Supply company at 2216 Farnam street.

The Sedanette, as the name suggests, is a small sedan, built to accommodate four passengers. It possesses all the good qualities of a roomy coupe, without the inconven-

iences usually experienced in a coupe. Closed coupled construction, combined with four wide-opening doors, gives the occupant that close-up, chummy feeling and still freedom of entrance and exit.

The body is hand-made and a wonderful piece of coach work, with low lines, grace and beauty. Truck rack and tire carriers are at the rear, the body being protected by a series

of substantial nickel-plated rods that add materially to the outward appearance and lend a decided tone of individuality.

The upholstery is of dark blue, steel cut silk velour, being rich looking and very serviceable. All hardware is in du'rt' finish silver.

Oversize tires, large motor meter, Kellogg power tire pump are standard equipment.

Courtesy Is Big Element in Sales

Dealers Cannot Expect Reorders With it, Says Auto Firm Manager.

"Every selling point which the salesman may make must embody the element of courtesy," says Harvey H. Jones, manager of the Dort Sales company.

"Of course the product must be right in the first place, but even with this in his favor the dealer cannot expect reorders if his organization does not know the meaning of courtesy as well as the proper method of applying it.

"Courtesy does not necessarily mean giving away everything you have in the salesroom. But it does mean a square deal, giving the customer the most you can for his money and then taking care of him and making his request personal. There are many little things to smooth over in any branch of merchandising and it is possible to attend to these in a manner which the customer does not forget.

"In the service department courtesy is particularly important, paying interest in years to come. Resales of Dorts have been of such nature as to convince us that when you treat a man as you would like to be treated, you can count on him as one of your best salesmen, for he tells his friends.

"Since its first car went into the market the Dort Motor Car company has impressed this upon distributors and dealers everywhere. Among buyers of the new models a large percentage are people who have driven Dorts, found the cars all that is claimed for them and been satisfied with what we try to do for them."

Wheeler Joins Universal Motor Firm Sales Force

A. E. Wheeler joined the Universal Motor company sales force on August 1. Mr. Wheeler is well known along auto row and, believing that the Ford car this year will be the best investment and the best seller, he has lined up with the Universal Motor company.

Two Auto Concerns Here Consolidate



WALTER S. JOHNSON
Announcement of consolidation of the Omaha Auto Sales company, distributors of Maxwell and Chalmers cars, with the Mid-City Motor and Supply company, distributors of the Stephens Salient Six, has just been made.

This move unites two old and established firms, whose business policies are well and favorably known throughout this middle west territory and the consolidation of these two companies gives Omaha an unusually powerful automobile distributing organization.

Walter S. Johnson, manager of the Mid-City Motor and Supply company, also has been president of the Omaha Auto Sales company since its organization.

Mr. Johnson says: "I feel that the consolidation of the two companies over which I have had supervision will permit a better observation of activities and tend to produce better results, due to a concerted action by those who have been connected with me for several years."

Non-Skid Design Now Applied to Solid Truck Tire

Tread So Designed That Tire Can Be Used on Roads And Under Conditions Formerly Barred

Slippery streets and muddy roads have been conquered by a solid truck tire. After years of experiment and two years of actual hauling tests, Goodyear engineers recently announced a solid rubber truck tire with a tread so designed that it can be used on roads and under conditions that formerly have been barred to the easily-mixed heavy truck on solid rubber tires.

With slight changes, the all-weather diamond block design of the Goodyear passenger car tire has been adopted as the tread principle of this new solid tire and positive traction for heavy, slower moving trucks is now a certainty.

Hauling tests brought out some other interesting features in connection with this new tire. The additional height of the rubber provides an over-size factor for cushioning of both truck and the load as well as taking much of the bump and jar out of the truck driver's daily job.

W. A. Pixley of the Truck and Tractor corporation, local dealers for the Goodyear truck tire, reports that drivers as well as the man who pays the bill, are most enthusiastic about this new tire, the combination of long life, easier going and surer traction making a combination that appeals to both owner and operator.

Firm Has New Used Car Sales Policy

Jordan Company Believes it Has Solved Second-Hand Problem.

Four hundred and fifty motor car dealers in the Jordan organization throughout the United States started Monday morning, August 1, toward what appears to experts to be the first practical solution of the second-hand problem.

This is the biggest problem confronting the automobile industry today.

Edward J. Jordan, president of the Jordan Motor Car company, announced in a broadside advertisement in all the principal cities of the country a national used car sales policy, the first of its kind ever conceived by an automobile manufacturer.

In this policy the Jordan company endorses the policy of Jordan distributors and assures to the public truth as to prices and condition of used cars in the hands of dealers.

Another striking feature of the campaign is a 10-day national sale of used cars in which all new cars will be taken off the floors of Jordan dealers and every salesman in the Jordan organization will be engaged for 10 days in meeting used-car buyers.

The keynote of the whole campaign is "truth," as endorsed by Jordan.

The word "suspicion," unfortunately, describes the attitude of 90 per cent of those people who would buy a good used car if they had complete confidence in the man who offered it for sale, and the price at which he offered it.

Without wasps fig trees would not produce fruit.

Stewart Produces Service Station Leases Building
The Stewart Products service station has leased the building at 4345

Farnam street and is remodeling the building preparatory to using it for a service station.
According to G. E. West, manager of the Omaha station, its business

has grown to such proportions that present quarters are entirely inadequate. The new Stewart Products service station will be directly across the street from the old location.

The motorcycle division of the traffic squad of the New York City police force is the most machine-mounted squad of its kind in the world.

HUDSON Super Six

Why Has It Led For All These Years?

Its Prestige Endures

Brief popularity is not hard to win. A car may appear to give good value for the price asked, and gain a substantial volume of buyers.

But will it hold and win added prestige each succeeding year?

Not unless the good apparent value is also a permanent value, proved in the continued dependability and good performance of the car.

Witness the many cars of good name, which enjoyed a forward position in the industry a few years ago, and which are today hardly considered, if indeed they are in business at all.

Hudson has not only held, but each year has added to its prestige, because men know its qualities of fine performance and dependability endure for years and thou-

sands of miles, with a minimum of expense and care.

Super-Sixes that have passed their 100-thousandth mile are numerous, and thousands of them are nearing their sixth year of service.

Hudson endurance is primarily due to a design that is exclusive. But it is vastly increased also by the fact that wear can always be taken up by devices for compensating adjustments. Thus it is simple and inexpensive to restore to its original mechanical newness.

These are reasons why the oldest Super-Sixes are in service today. And it is why Super-Sixes always bring high resale prices. For resale value is altogether determined by the mileage remaining in a car.

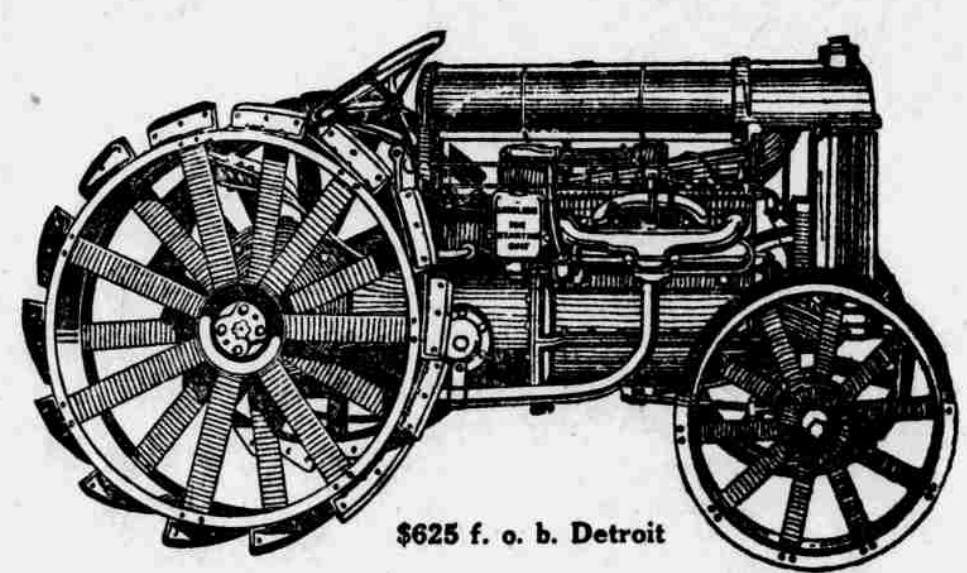
Price Reductions Average \$396

GUY L. SMITH

"SERVICE FIRST"

2565-5-7 FARNAM ST. OMAHA, U.S.A. PHONE DOUGLASS 1976

Fordson



\$625 f. o. b. Detroit

The Fordson saves from thirty to fifty per cent of the farmer's time.

The Fordson plows, harrows, drills as much ground in the same time as from four to six horses. (Many farmers say it does the work of eight horses.)

The Fordson does for the farmer just what machine power does for the manufacturer—it enables him to manufacture his product at less cost. And that is what the farmer wants to do; grow his crops more cheaply and make his margin of profit greater. And the Fordson will help him do it.

Let us prove this to you by a demonstration on your own farm. Just phone us or drop us a card.

- McCaffrey Motor Company 15th and Jackson Sts.
- Sample-Hart Motor Company 18th and Burt Sts.
- Universal Motor Company 2562 Leavenworth St.
- C. E. Paulson Motor Company 20th and Ames Ave.
- Adkins Motor Company 4911 South 24th St.



"IT SPEAKS FOR ITSELF"

Gardner Value

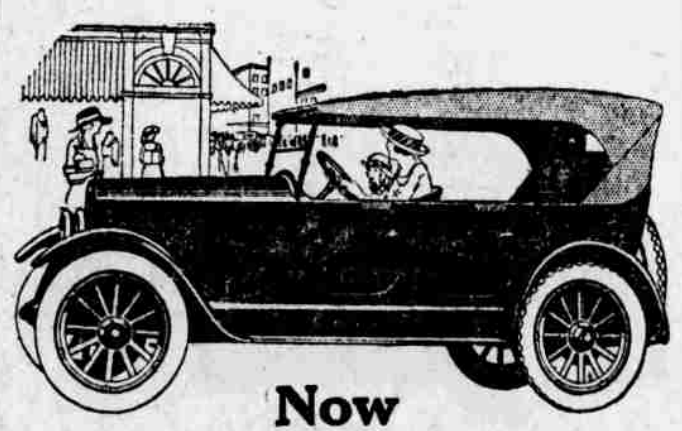
When you buy a Gardner car you get what you have a right to demand—a dollar's worth of real value for every dollar you invest.

The price of the Gardner car has been reduced since last October from \$1285 to \$995—almost 25 per cent.

Gardner products have always been noted for delivering a big value to the consumer at a low price. That is why we have been successful. Talk to Gardner owners—they know.

A Better Car at a Lower Price

THE GARDNER MOTOR CO., INC.
ST. LOUIS, U. S. A.



Now \$995

Western Motor Car Co. Distributors

Farnam St. at the Boulevard—Omaha