

1923 Will Set Record in Auto, Sale, Says Ford

Survival of Fittest Predicted—Development of New Car Owners Will Increase Business.

"Demand for automobiles during 1923 will be greater than during any other year in the history of the motor car industry."

This statement by Edsel B. Ford, president of the Ford Motor company, is based upon an analysis recently made in connection with the sales of Ford and Lincoln motor cars.

"But the race is going to the sure and not the swift," he added. "It is to be a case of the survival of the fittest."

"Dealers and manufacturers have been content to skim the cream off the top of the market and now are engaged in the business of trading rather than in the development of new car owners. But the change is on the way. The great volume of prospective owners are looking for automobiles and the selling organization that is properly organized is planning to carry the story to them."

Seasonal Buying on Decline.

"Recent price reductions on Ford products in the face of the heaviest demand we have ever known came as the natural result of savings through constantly increasing production."

"When I say that the demand for cars during the year will be greater than ever before, I speak from facts compiled in an exhaustive study of car purchasing conditions throughout the entire country. The last two months, ordinarily termed months of low purchasing, have seen steadily increasing rather than diminishing orders from all parts of the country."

"Seasonal buying is on the decline. There have been too many times when the car buyer could not get a car, because he waited in vain for his order, to warrant any further continuance of this disappointment-inviting condition."

"From all parts of the country we are noticing a mounting interest in the Lincoln."

Many Sales Opportunities.

"In the sale of smaller cars many dealers have lost sight of the supplementary car sales where small cars, convenient in operation, being used as auxiliary equipment by owners of large cars. There are many sales opportunities for every dealer in this particular class of business. This year will see many remarkable developments along these lines."

"Commercial car sales are certain to feel a stimulus as the buyers represented by our industrial and commercial enterprises gain confidence in certain types of commercial car equipment."

"Prophets of the law of diminishing return, who are constantly talking saturation point seem to lack the true perspective which is that this country is one of such constantly changing opportunities that there will always be more business than can be taken care of."

"We are urging our dealers to protect themselves and future owners against a real car shortage even in face of a daily production of 6,000 cars which is our plan for 1923. And we know that we are justified in this warning, for the demand is going to exceed these huge production figures."

Remarkable Silence in New Paige Model

Initial tests and demonstrations of the new Paige 6-7 model indicate that the makers have made good their aim to produce a silent motor car.

"Three important improvements have a new degree of silence as their aim," says H. M. Jewett, president of the Paige company. "The new type of chain drive in the front of the motor gives motor silence with satisfaction, because of the automatic take-up that compensates for chain stretch and eliminates the necessity for frequent adjustment."

"To eliminate rattles, the type of construction used on the finest closed cars has been used on the new Paige open models. Body frames have been strengthened and double braced and the chassis frame has been strengthened. Double catch latches and the types of hinges also used on the finest closed cars make the doors rattle-proof."

"Squeaks are banished by the liberal use of anti-squeak. At no point in the body of the new Paige does metal touch metal or metal touch wood."

"These three important improvements are typical of many detailed betterments that we believe will give to the new Paige unusual smoothness and silence among fine automobiles."

Long Haul Gives Proof of Truck's Reliability

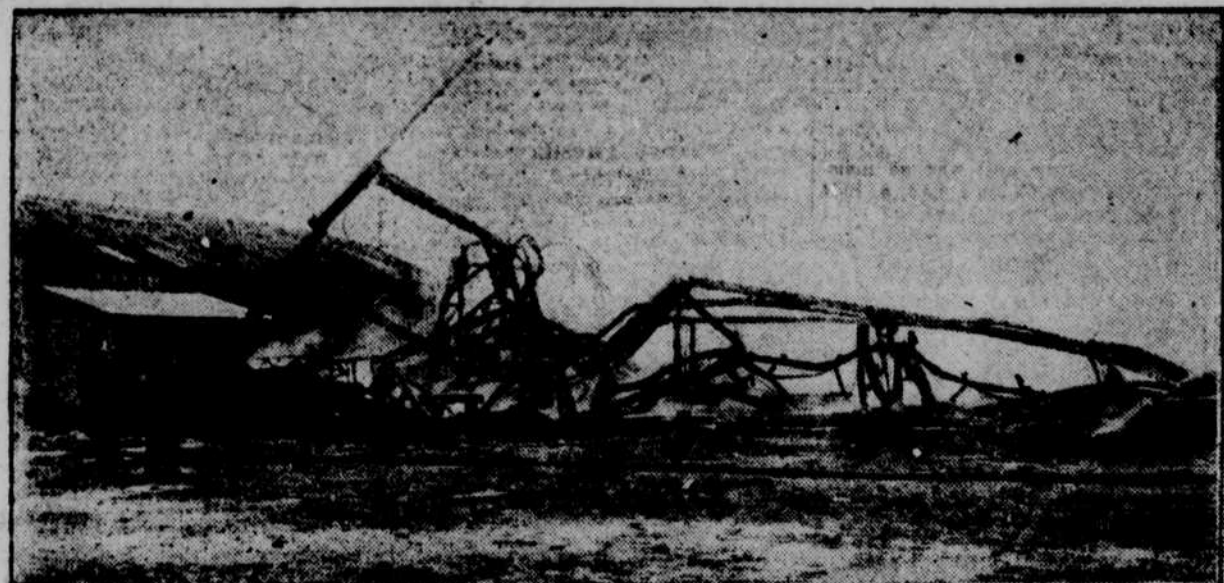
Leo Huff, vice president of the Nebraska Buick Auto company, says the motor truck is not intended to replace the railroad train, nor to compete with it for long distance hauling.

"Any good truck can, of course, be driven any distance," he says. "Some years ago a G-M-C carried a capacity load from Seattle to New York City, and returned with a capacity load to point of starting; but this merely proves the truck's endurance."

"Recently, however, a G-M-C one-ton truck made a record run from Chicago to Washington, D. C., a distance of 25 miles, in 27 hours and 34 minutes. This was accomplished by changing drivers and driving continuously, averaging 22 miles per hour in spite of the fact that a large portion of the distance was driven through a snow storm. The motor ran continuously from the time of departure and for five hours after arriving in Washington."

"The motor truck's proper economic sphere is within distances up to 50 miles, but it is gratifying to shippers to know that this comparatively new medium of transportation can step into the breach when an emergency arises."

\$250,000 Fire Destroys Mail Hangar



Six brand new airplanes, ready for use in the United States air mail service, valuable machinery and a government hangar were all reduced to junk at Maywood d. Ill., as the result of a disastrous fire. The loss was estimated at \$250,000.

Miller Plans New Rubber Glove Plant

Proposed Factory, to Be in Operation by March 1. Will Occupy 1,000,000 Feet of Floor Space.

The building of a special factory for the manufacture of rubber gloves was announced yesterday by Miller Rubber company officials at Akron, O. The building will form an important addition to the main factory group which already occupies more than a million square feet of floor space. It is expected that the new glove factory will be completed and in operation about March 1.

Miller first introduced the manufacture of rubber gloves in America. This was 30 years ago, at a time when rubber gloves were still considered a fad. For many years the company specialized in their manufacture, having the largest production in the world. His gloves were used in leading hospitals, clinics, and laboratories, by the world's greatest surgeons and in homes throughout the land.

Discontinued in 1920. In August, 1920, rubber gloves manufacture was discontinued because of the fire hazard involved. The glove department was then located in the heart of the factory where tires, accessories, sundries and mechanical goods are manufactured. But so many were the expressions of regret from the medical profession and homes on their discontinuance that the company, after a lapse of more than two years, has again decided to make them.

But this time the glove unit is isolated from the main factory group, thus removing the dangerous fire hazard to the plant. The equipment throughout will be the most modern. The capacity of the plant will be sufficient to meet all requirements for both the surgeon's and household glove.

Eliminate Binding.

A feature of interest will be the complete elimination of all binding, even in the bending of the fingers. The sense of touch is in no way impaired. The gloves are made from a composite of many types of hands.

Allegiance of Cadillac Owners Cited by Hansen

"In computing the sales records of our firm for the year 1922 it was interesting to note that 50 Cadillac cars of older models were traded on new Cadillacs during the year, against 53 cars of all other makes combined," says J. H. Hansen, local distributor for the Cadillac.

"Of course, Cadillac owners are naturally enthusiastic over their cars, and the typical Cadillac owner firmly believes that he drives the best car in the world. He buys one Cadillac after another and refuses to be interested in other makes."

"Our policies are founded on the desire to maintain and promote this allegiance of Cadillac owners. We are more interested in the welfare of a Cadillac owner than in any new business that could possibly come to us, and our aim in business is to render a service to Cadillac owners that will be considered as great and as efficient as the services rendered by the Cadillac car itself."

Moved to Larger Quarters

A. H. Vayo & Co.

In order to accommodate its rapidly growing business, has moved into more commodious quarters at 2559 Farnam street.

A full line of Haynes, Roamer and Barley automobiles will be here for display and demonstration purposes and the same careful and efficient Vayo Service maintained.

A. H. Vayo & Co.

2559 Farnam St. JA ckson 4277

Cooper Motor Firm Gets Star and Durant Franchise

The Cooper Motor company has received the franchise for retail sales of Star and Durant cars in Omaha. Leo P. Cooper, formerly of Conway, Iowa, is the new company's president and associated with him is Earl L. Blessing, local automobile man, who will represent the company in the capacity of sales manager.

The company has sales rooms at 2656 Farnam street. "We are confident of a big 1923," said Mr. Cooper. "The Star is now manufactured on a large production basis, so we will have an ample supply of cars on hand at all times. We also represent the other Durant lines which include the Locomobile and the Flint Six."

Essex Auto Body Exhibit to Be Open Another Week

"Our educational exhibit has been received with enthusiasm by the public," said Gray L. Smith, distributor for Hudson and Essex cars. "Yesterday 43 persons were in our sales rooms at one time and during the evenings we have had so many interested visitors we decided to keep the show going another week."

The exhibit shows an ordinary Essex coach turned upside down with the weight of the entire car (2,700 pounds) resting on the top. In addition to this body construction test there is an exhibit of Hudson and Essex chassis in various stages of construction and a display of Hudson and Essex parts.

New Minerals Found.

Berlin, Jan. 13.—Morning tests at Damblich-Bronnen, near Thale, in the Harz mountains, resulted in the discovery of new extensive deposits of silver, iron and lead ores. A Charlottenburg mining concern will work the mine.

New Barley Six Shown in Omaha

Companion to Roamer Line, of Striking Appearance, Sells for \$1,395.

The new Barley Six cars, companion to the Roamer line, are being shown by A. H. Vayo Motor Co. The standard touring model of this new line sells for \$1,395, f. o. b. Kalamazoo, Mich., completely equipped. Notwithstanding its low price, it is a quality car in every sense of the word and is, so Mr. Vayo declares, "the first car to be put out at a popular price by an organization whose experience has been entirely along the line of producing high priced, custom finished automobiles."

The new Barley Six is striking in appearance, being very much different from the standard production type of automobile and adhering very closely in general appearance and detail of finish to higher priced custom built cars. Purchasers of the new Barley car will have the choice of the following colors of body finish: Liberty blue, Molekin deep, and Coach Painter's green. The open car models are finished in genuine Spanish leather in two shades, giving the purchaser the choice of either gray or tan.

The factory is now in production on the following models: the 5-passenger touring, the sport touring, the standard sedan and the sport sedan.

A successful demonstration has been given in England of an automatic alarm for use in coal mines. The alarm indicates the amount of coal gas, fire damp or any dangerous vapor, and continues to sound until the atmosphere is safe.

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Motor Gossip Hints at New Paige Model

Forthcoming Design at Least to Be of Six Cylinder Type, President of Concern Admits.

December motoring gossip in Detroit centers largely about model changes and the unveiling ceremonies which are always the most fascinating feature of the national shows in January.

Prominent among big manufacturers mentioned as likely to spring a sensation is the Paige-Detroit Motor company. The sensation of the 1923 New York show was the unveiling of the Jewett Six.

This year the Jewett will appear not as a newcomer, but as one of the big production models of the season. Rumor has it that the Paige Motor cars will spring their lineal and fireworks around the Paige car.

Even the casual visitor to the Paige general offices detects that something new is in the air. What are the Jewetts going to do to the Paige—already a world's stock chassis champion—famous for hill climbing and easy handling?

That the new Paige offering will be an eight—or even a 12—is denied by President H. M. Jewett of the Paige company.

"This company, for a good many years, has been building nothing but sixes," he said. "We have always believed in the six, and our belief today is stronger than ever before."

"We have no quarrel with manufacturers who wish to multiply cylinders, but we are not moving in that direction, nor do I notice such a trend either in America or Europe. As a matter of fact, both continents are steadily traveling in the opposite direction."

Olds Motor Works Plans Record in Production

"Never have I seen such enthusiasm over business," said Charles H. Tucker, president of the Nebraska Oldsmobile company, who returned Monday from the Olds Motor works at Lansing, Mich. "The Olds Motor works is making rapid preparations for the largest production in its history. Many new designs are in the process of construction and will be offered at very low prices."

"Plans are under way for 400 or 500 per diem production." Mr. Tucker said that local business had improved 100 per cent over last year.

Speed Wagon Has Interesting History

"Passenger cars have undergone some radical changes since the industry began," says J. M. Opper of Jones-Opper Co. "But the most revolutionary change I know happened in the commercial car field when Reo introduced the speed wagon, over seven years ago."

"Motor truck engineers had been trying to design a job which would not pound itself to pieces on the road. The advent of the pneumatic tire for commercial vehicles just about this time offered a solution. But most of them were hard to convince."

"After a little experimenting Reo engineers caught the big idea and designed a vehicle which had a capacity of from 500 to 2,500 pounds, with the speed of a passenger car, the economy of a much smaller vehicle, and a construction which could stand the rack of hard usage and continuous service."

"I believe the introduction of the Reo speed wagon had more to do with the development of the pneumatic truck tire than any other event in automotive history."

"The speed wagon was one of the first commercial jobs to be equipped with starter and electric lights as standard equipment."

"By pioneering Reo has kept the speed wagon at the front in point of sales and production every year. Over 75,000 Reo speed wagons are in use throughout the world today serving in more than 253 varied lines of business."

ADVERTISMENT.
Ford Runs 57 Miles On Gallon of Gas

A new automatic vaporizer and decarbonizer, which in actual test has increased the power and mileage of Fords from 25 to 50 per cent and at the same time removes every particle of carbon from the cylinders is the proud achievement of John A. Strawn, 2324 South Main street, Pulkaviana, S. D. A remarkable feature of this simple and inexpensive device is that its action is governed entirely by the motor. It is slipped between the carburetor and intake manifold and can be installed by anyone in five minutes without drilling or tapping. With it attached, Ford cars have made from 40 to 57 miles on one gallon of gasoline. Mr. Strawn wants to place a few of these devices on cars in this territory and has a very liberal offer to make to anyone who is able to handle the business which is sure to be created wherever this marvelous little device is demonstrated. If you want to try one entirely at his risk send him your name and address today.

Motor Car Merchandising Expert Joins Ad Agency

Norman L. Taylor has been added to the organization of Brooke, Smith & French, Inc., of Detroit. Mr. Taylor was formerly sales manager for the William N. Albee company of the same city. He is widely known throughout the automobile industry because of his knowledge of retail merchandising methods, gained through an experience of 14 years in actual field contact work. On certain phases of automobile market, notably that which relates to analysis of retail sales possibilities and methods for sales stimulation, Mr. Taylor is considered an authority.

Buick Averages 20 Miles to Gallon on Long Tour

Twenty miles to the gallon of gasoline, except in the high mountain country, is the average claimed by J. W. Eckert, who has returned with Mrs. Eckert to his home in Rochester, N. Y., after an 11,000 mile tour in a Buick Four.

Mr. and Mrs. Eckert went first to the northwest, then to California, turning at Los Angeles for the east. The trip took 38 days of actual driving.

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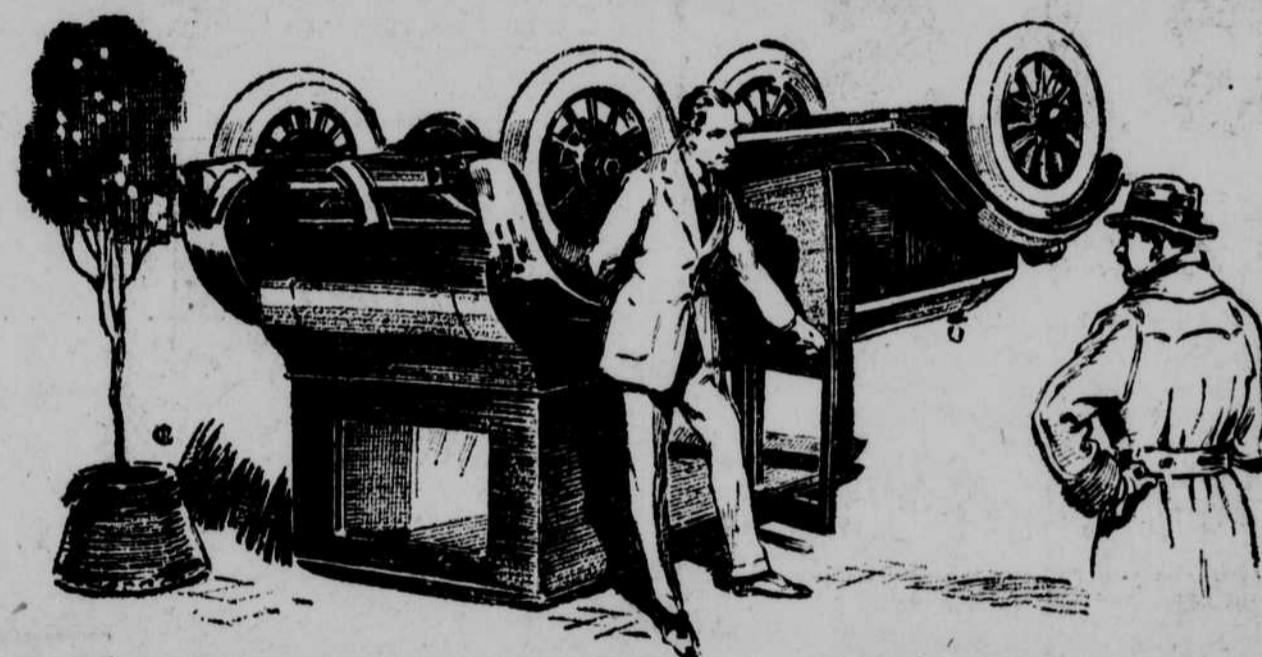
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Jewett active eagerness to do your bidding comes from ample power—20% more than in any other car its size. It is power that will endure—guaranteed by the best oiled motor ever put into a small car. Try your family in its five-passenger capacity.

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Note the materials and workmanship throughout.

None of the Coach value is absorbed in useless or merely ornate fixtures.

Closed cars that feature such things cost almost double their open car price.

And it is the open car price by which you judge how much attention goes into the mechanical parts of a car.

You wouldn't knowingly sacrifice chassis quality for seldom used body fittings that appeal only to the eye. Know the facts. Hudson and Essex Coaches cost but little more than their open models. They give all essential closed car comforts on these two world-famous chassis.

No wonder their sales have exceeded any ever known among cars of comparable price.

In buying a closed car you want comfort, good looks and all-weather utility, of course. But you also want assurance of mechanical quality, performance and reliability. At their respective prices, does any other car combine these advantages in such measure as Hudson and Essex Coaches?

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