

General Hike in Motor Car Prices Expected by May 1

Labor and Material Costs to Cause Advances Unless Situation Is Relieved—Production on Increase.

Detroit, Mich., April 21.—Forebodings of increases in automobile prices are reflected in the attitude of tense expectancy that prevails in motor circles. Labor and material costs are moving steadily up the ladder and unless the situation is relieved very soon advances may be necessary before the first of the month, according to expert opinion.

Meanwhile, production is attaining new levels. Records live but for the moment, it seems, as insistent demand taxes the facilities of factories. More than 10,000 automobiles are being made in Detroit every day, nearly 40 per cent of the city's male population being employed in one or another of the 37 auto plants and the scores of accessory factories.

Not one automobile factory executive or dealer wants to see prices advance, but a large minority fear that an increase may be necessary. Others are noncommittal. Despite certain evidences to the contrary, it is believed that there will be no general increase in prices. One of several reasons assigned for the belief is that costs of materials and labor may advance along with the prices of cars if the car price advance is general. The manufacturer would then be no better off and would meet a greater sales resistance during the summer which is normally not the greatest buying season.

Hupp Price Advanced.

One advance was made during the week when Hupp announced an increase on all models ranging from \$50 to \$85 effective last Wednesday. Increases of 25 to 40 per cent in the cost of materials was the reason for the price advance, according to Charles D. Hastings, president of the company.

Possibility of an increase in Dodge Brothers prices is noted in a statement by Frederick J. Haynes, president of Dodge Brothers.

"Our business for the first three months of this year is well in excess of the same period of a year ago," said Mr. Haynes. "Wages and material costs have considerably increased. If continued, prices increases will be inevitable."

Rickenbacker April production will be in excess of any previous month. Daily output now averages 60 cars. May schedule calls for 25 per cent increase over April. Ford production continues to break records. A new high mark for daily output was set Tuesday when 6,573 cars and trucks were built. This is the greatest daily output in the history of the company.

Production for the week ending last Tuesday night also smashed all marks with a total of 38,792 cars and trucks. Tractor output also hit a new high mark with an output of 2,821 tractors during the week.

Production Gain.

Lincoln production for the week totaled 161 cars. March production, sales and deliveries of passenger cars was the largest in the history of the Olds Motor works. March was the best month in the 26 years of the company's history. April production will probably exceed March by 29 per cent, according to present prospects. General Motors Truck company showed a 156 per cent increase during the first quarter of the year, as compared with the same period last year. Sales by branches were 126 per cent greater.

Studebaker corporation started April with orders for 17,000 cars and had only 4,000 cars on hand. Willys-Overland shipments during the first quarter of this year equalled the total shipments during the first half of last year. Maxwell Motor corporation shipments during the first quarter totalled 13,550 cars, of which 1,399 were Chalmers.

Power Station Talks With Moving Street Car by Radio

New York, April 21.—Radio in the form of a carrier current was used for the first time this afternoon in carrying on a successful conversation between a moving street car and a power station, when the General Electric company gave a public demonstration on the Third Avenue Railway line.

As the trolley car slowly traveled up and down St. Ann avenue persons on the car talked back and forth to an engineer located in the Brook avenue substation. At times the car was three miles from the station but this does not indicate the limitations of operations, and General Electric engineers declared that sets could be built of sufficient power to assure communications over an entire street railway system.

\$100 Gift from Woman He Saved Being Hit by Truck

Los Angeles, April 21.—The execution to the rule that heroism is usually its own reward was broken here, according to a story told by Iyer Johnson, recent arrival from Muskegon, Mich.

Johnson said he was crossing the intersection between Sixth and Spring streets when a woman who became separated in the traffic from her elderly escort, stepped in front of a fast-approaching truck and halted a minute in confusion. Johnson saved her from the truck, though he was struck by it himself. Both Johnson and the woman were knocked to the pavement but were not seriously injured.

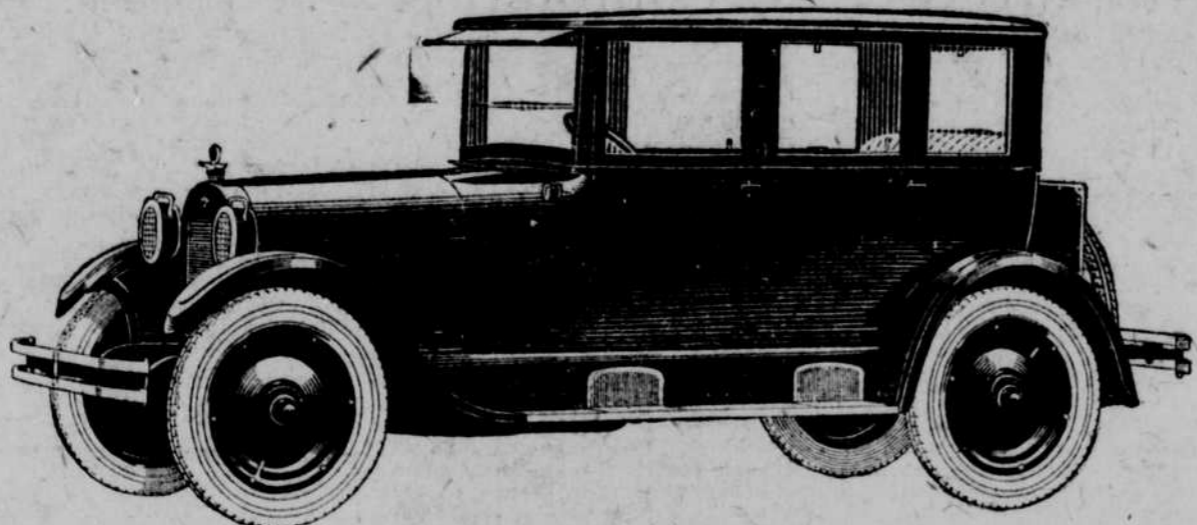
As a "little gift" the woman's escort presented Johnson with \$100.

Ohio Coeds Split About Even on Husband or Career

Athens, O., April 21.—To find out whether coeds at Ohio university preferred a "career" to a husband, someone in authority issued a questionnaire. Of the 109 young women who replied 53 preferred careers, 48 frankly asserted their preference for husbands and eight announced they wanted both a career and a husband.

Those desiring husbands expressed the wish that their future mates possess brains and good looks—also salaries ranging from nothing to \$25,000 a year. Ninety of the young ladies said they could cook. The others stated they could "make fudge."

New Reo Brougham Makes Place on Market



A complete description of the new four-door brougham Reo which was seen for the first time at the national automobile shows has been received by E. F. Nygaard of the J. M. Opper Motor company, together with photographs of this model.

"The new brougham Reo," says Mr. Nygaard, "combining modernness with comfort and economy, is truly a quality product. Completely appointed and equipped to the smallest detail with every convenience for comfort and utility, it represents the most advanced practices in close-coupled design and is in conformity with the modern trends of motor car construction."

"This new brougham Reo comfortably seats five passengers. The front seat is wide enough to accommodate an extra person. The door and seating arrangement is such that there is no crowding or sacrificing of either seat or leg room in gaining all the advantages of close-coupled body.

"The frame work is of selected ash and maple, thoroughly braced, with all exterior panels of sheet steel. The top is of waterproof fabric.

"Wide doors, each hung on three heavy hinges, are provided with double catches which ensure against door rattles. Both rear doors and left fore-

door are locked from the inside, while the right foredoor is locked with a key from the outside.

"A high grade trunk bound in nickel-plated brass is fitted with large suitcase and waterproof cover. The trunk is fastened from the inside to a carrying platform at the rear of the body.

"The transmission, the same as every major unit, is Reo designed and manufactured. The axle is of Reo make, semi-floating type. The strong frame and mounting springs provide for the sturdy of an enclosed body without danger of twisting loose."

"Y" Camp Quota Nearly Reached

75 Boys Already Signed Up for Outing at Camp Sheldon.

Much interest in boys' camping attended the first week of enrollment for Camp Sheldon, Omaha "Y" boys' camp at Columbus, Neb. On the first day of enrollment 25 boys made application and during the last week over 75 boys have enrolled and paid their fees.

This is the record in camp enrollments for the Omaha "Y" and, it is believed, is the record for any boys' camp.

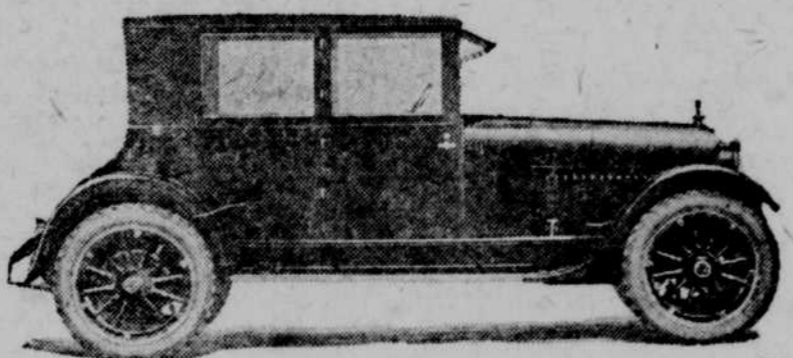
Only 25 places are left to Camp Sheldon for the Omaha boys' period from June 20 to 29, and they will be filled before this week is over, from all indications.

Camp Sheldon skull caps in camp colors will be on hand for boys who have signed up for camp before this week is over. They may be secured by calling at the boys' division office. Buttons also have arrived which will be given to all boys who have signed up for camp.

A party was held at the Y. M. C. A. last night for 400 of the members to boost the camp. The moving picture film taken at camp last summer was shown and talks were given by former campers.

During the dry season in China, when the river levels drop to such a low point that traffic is hindered by boats running aground in the shallow places, teams of bullocks are used to pull the heavily laden craft into deeper water.

'Ask Owners,' Hudson Slogan



When selecting your new car, a good thought to keep in mind is, "Will it continue to do the things which are inducing me to buy it?" Will the second and third years of service be as satisfactory as the first? This depends upon principles of design and construction and the simplicity of maintenance care re-

quired to prevent and to compensate for wear. The most convincing proof in the case of any car is the testimony of an owner—he knows from experience. Hudson and Essex salesmen, according to local dealers, use their satisfied owner lists regularly when proving points of satisfactory performance.

Swimming School to Open April 30

Y. M. C. A. to Conduct Free Classes for Boys This Spring.

Annual free swimming school conducted by the Omaha Y. M. C. A. for all boys over 12 will open Monday, April 30. Teaching will be done by members of the physical department staff.

Graduating exercises of the swim-

ming school will be held at the Y. M. C. A. Saturday night, April 26.

The lessons are free as indicated.

Boys who are taught to swim are under no obligation to the association. The reason for the swimming school is to cut down the toll of drownings which comes every year. Enrollment week starts tomorrow.

Loud-speaking telephones are installed in subway trains in Hamburg, Germany, to enable the voice of the collector announcing the stations to be heard distinctly in every car.

Are you reading the Brisbane column daily appearing in this paper?

Wescott Puts Out New Sedan Model in Spring

Innovation Gives Owner Auto Six Months in Advance of Average Closed Car Now Being Produced.

The Westcott Motor Car company of Springfield, O., has made a rather unusual move by bringing out a new model at the opening of the spring selling season.

E. H. Gilcrest, salesmanager of the company, says: "This move has been decided on after a careful study of the buying tendencies of the public today. The habit which the industry has fallen into of bringing out new closed models only in the fall is a relic of the days when the automobile business was strictly a seasonal sales proposition.

"Today, the average purchaser doesn't buy his car with a particular month or season in view. He buys it as a year-round utility.

"We have brought out the new Westcott sedan at this time of the year, putting into it the very latest developments and refinements in closed car construction, so that a man can buy it now, knowing it is at least six months in advance of the average closed car now being produced. Thus, his depreciation will be just so much less and the length of time which he will be satisfied with his car will be so much longer.

"Perhaps the greatest achievement in this new Westcott sedan is the way the long, low effect which has made the brougham type of car so popular during recent months, has been worked into a sedan body. The Westcott sedan bears a strong resemblance to the brougham type of car. Yet it has the ample room of the full five-passenger sedan type which so many buyers prefer. A new and novel type of windshield has been developed with a solid, non-rattling upper panel, clear vision panel at the bottom easily moved with one hand by a lever working over a quadrant. The Westcott sedan has been made fully adaptable for year-round service of every nature, including touring, by the provision of two spares to be carried on the slides and an extra large size touring trunk."

The minimum wage for servants in Moscow, Russia, is 200,000 rubles per month. All servants must be secured through a government labor bureau, and failure to register each household worker or nonpayment of the servants' tax is punishable by imprisonment and fine.

Early Spring Tourist Traffic Through Omaha Is Heavy

Tourists, in great numbers, are already passing through Omaha bound in every direction, according to E. H. Sprague of the Sprague Tire and Rubber company. Travel is particularly heavy, for this time of the year, over the Lincoln highway. Judging from the early start the motor tourists are getting 1923 will be a record breaker, it is said.

"We have never before been called upon so early in the season by so many tourists as we have during the past week," said Mr. Sprague last night. "Calls for our free service sta-

tion have been received from many points along the Lincoln highway and in almost every case it has been from some stranded tourist who was in need of tire service.

"The number of cars from other states visiting our free tire service station is also on the increase," he says. "During the past week we have had cars in our Omaha station from almost every western state and many from eastern and northern states, as well.

Information gathered from other sources as to tourist travel bear out the prediction that this year will be the greatest in the history of Omaha for motor tourists. Missouri river

bridge officials predict a huge volume based on the number that have already said to cross the muddy river.

Eyes of Girls Open When Kissed, Debaters Prove

Bucyrus, O., April 21.—The interesting subject, "Resolved, That Girls Close Their Eyes When Kissed," was debated here by local high school students. The negative debaters won. The attitude of the co-eds in the audience plainly indicated that the ladies will "keep their eyes open." Paul Ungar, debating on the negative side of the question, delivered his argument entirely in German.

GATES TIRES

"The Tire with The Wider and Thicker Tread"

It's Hardly Any Wonder—

—that nearly everyone you talk to these days understands why a wider and thicker rubber tread on a tire gives more miles.

It's such a simple proposition!—more rubber to wear, more rubber to protect the inside fabric—naturally, more miles.

No wonder, then, that you are getting two or three thousand extra miles from your Gates Super-Tread Tires—they have the wider and thicker rubber tread.

DODGE BROTHERS TYPE-A SEDAN

Its dependability is taken for granted—its economy of operation is proverbial.

Comment, as a rule, is directed to the richness of its fittings, and the dignified beauty of its coach work.

This beauty is not a superficial thing. It goes much deeper than mere external adornments.

Like all creations of genuine excellence, it emanates from the honest value which Dodge Brothers have built into the car.

You sense it in the depth and comfort of the seats—richly upholstered in genuine mohair velvet. It makes itself known the instant you close the doors—which snap solidly shut, like the doors of a safe. It emanates unmistakably from every line and curve of the sturdy body.

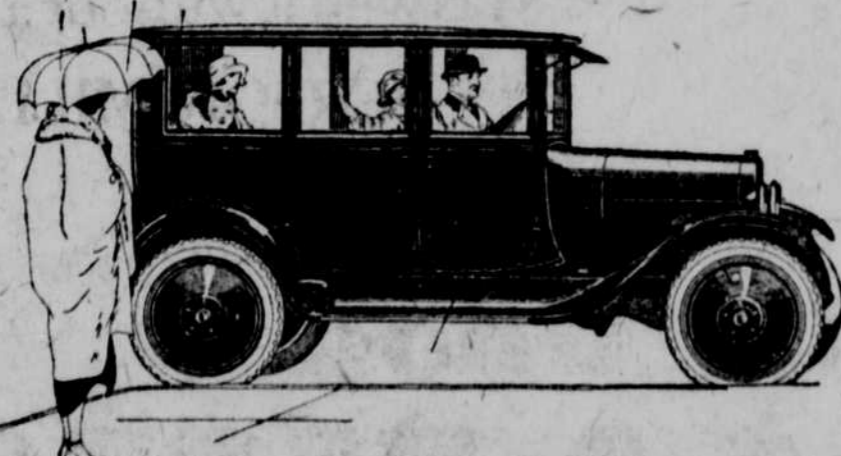
It becomes most evident when you discover that in smart company, where a car of less distinction would appear at its worst, Dodge Brothers Type-A Sedan appears at its best.

The price is \$1595 delivered

O'BRIEN-DAVIS-COAD AUTO CO.

28th and Harney Streets Telephone HA rney 0123

Council Bluffs Salesroom—33-35 Fourth Street Telephone Council Bluffs 691



\$5.00 Enrolls You

YOU CAN NOW BUY AND PAY FOR A FORD CAR OUT OF YOUR WEEKLY EARNINGS ON THE

Ford Weekly Purchase Plan

Thousands of families are taking advantage of this new way to buy a Ford and will soon be driving their own cars, enjoying all the benefits and advantages of motor transportation.

The FORD WEEKLY PURCHASE PLAN is amazingly simple. You can enroll with an initial payment as low as Five Dollars. Each week you add to your first payment as much or as little as you feel you can afford.

This money is placed in the bank and draws interest. In a short time your deposits plus the interest paid by the bank will be sufficient to obtain delivery of the car.

Start today, and before you realize it you will be driving your own Ford car.

Ford Motor Company

Detroit, Michigan

See Any of the Following Authorized Ford Dealers:

IN OMAHA		
Hannan Odell-Van Brunt, Inc.	Adkins Motor Co.	McCaffrey Motor Co.
Sample-Hart Motor Co.		Universal Motor Co.
Galbreath Motor Co.		C. E. Paulson Motor Co.
IN COUNCIL BLUFFS		
Bowers Motor Co.		Hughes-Parmer Motor Co.

The following banks are acting as depositories for payments made in connection with the Ford Weekly Purchase Plan:

IN OMAHA		
First National Bank	Bank of Benson	Merchants National Bank
		Live Stock National Bank
IN COUNCIL BLUFFS		
First National Bank		City National Bank