

### Many Shakeups Occur in State Highway Boards

#### Departments in Fourteen States Reorganized During Past Year, Inquiry Shows.

Highway departments of 14 states either have been reorganized or the management of their affairs put under new direction as the result of the action of legislatures or a change in the state administration, according to the study of state highway activities being made by the Good Roads board of the American Automobile association.

This big turnover in management of state highway departments does not take into consideration the changes which occurred during 1922 and the years preceding, but represents the legislative or political product of three and a half months of 1923. When it is considered that these departments have the expenditure of from \$2,000,000 to \$4,000,000 annually under their direction, the economic loss resulting from the frequent changes in administration with the corresponding changes in policy is appalling, points out H. G. Shirley, chairman of the Good Roads board.

#### Complete Reorganization.

The changes made in the state highway departments in 1923 vary from the usual change of the chief executive of the department with the incoming administration, to a complete reorganization of a state highway department along entirely different lines. In one state, after May 1 of this year, there will be left only one assistant draftsman of the old organization. All of the heads of departments and minor employees were asked for their resignations. In another state widely separated from the first, the entire personnel of the respective heads of the organization were relieved from further duty by legislative enactment and a new form of administration substituted. This is the second complete change in four years for this state.

If a corresponding high percentage of private business concerns of similar magnitude were subjected to a like turnover in management, Mr. Shirley declares, the results would be so disastrous to business generally as to demand on the part of business the immediate remedy of this situation.

#### Must Plan Ahead.

It is pointed out that business concerns having the expenditure of amounts as large as those entrusted to state highway departments, for reasons of economy and efficiency, must plan their work ahead for a period of five, 10 and 20 years, and difficulties in applying this well-known rule of business to the administration of a state highway department will be appreciated when 14 out of 48 states changed either personnel or plan of administration, or usually both, in three months. The average term of office of a state highway executive is two and a half years, according to the statement of a well-known state highway official.

The observations which have been made by the Good Roads board emphasize the necessity of closer cooperation between the motorist who is interested in highway improvement and the state highway departments. It is the opinion of Chairman Shirley that the frequent changes in personnel and plan of administration is largely due to lack of understanding on the part of the public of the plans of the department and just how the state's money is being expended for construction and maintenance of highways. It is the belief of the board that the motorists through the organized efforts of their clubs can materially help in building up public confidence in their state highway department.

#### Cadillac Ad Man, Here, Says Farmers Are Prosperous

Verne E. Burnett, advertising manager of the Cadillac Motor Car company, Detroit, was a guest of J. H. Hansen of the J. H. Hansen Cadillac company on Wednesday.

Mr. Burnett is making a tour of the United States in the interest of the Cadillac company, paying particular attention to the condition of American farmers. He said the farmers are getting back to normal.


"Most of the farmers are not only ready for merchandise, but are buying better qualities than they have heretofore considered necessary," he said. "This applies to machinery, automobiles, household goods and other lines."

California has 214 motor vehicles registered to every one thousand persons, or one car for every 2.8 persons.

Palestine has 700 motor cars and 100 motor trucks.

Imports of motor vehicles into the United States totaled 416 in 1922.

#### Henderson Tire Co. Opens Branch Here

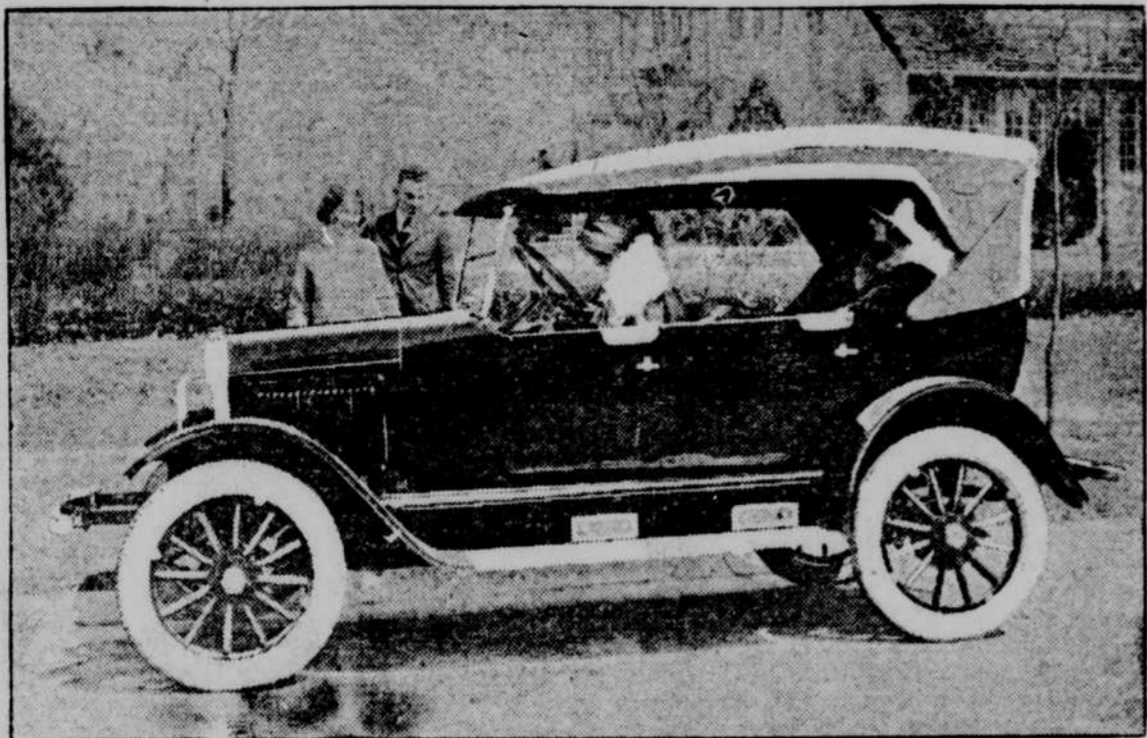


Charles A. Bothwell

The Henderson Tire and Rubber Co., Inc., of Columbus, O., which recently opened a branch in Omaha at 2215 Farnam street, are well pleased with results from this territory, so far.

Charles A. Bothwell, who will manage the branch, has been a resident of Omaha for many years and is well known. He feels confident this branch will show a satisfactory volume of business this year.

### Red Bird Newest Overland Model



The Red Bird is the latest addition to the 1923 series of the Overland. In addition to embodying the essentials of skillful design and solidity of construction, this model is specially notable for the complete equipment it carries on leaving the factory.

In general appearance the Red Bird is a creation striking to the eye. It is an illustration of fine, well-bred coloring.

Combined with this is the khaki top of serviceable material that will also hold its own in all seasons.

The engine in the Red Bird is larger and more powerful yet preserving all the facilities of the Overland motor for giving unusual mileage per gallon of gasoline.

The crank case has a double bottom which increases the strength and rigidity.

### Two Men Join Tire Firm



W. Earl Thurber.



J. E. Wenzel. Photo by Heyn.

Two additions to the sales organization of the Sprague Tire & Rubber company were made this week, according to an announcement given out by E. H. Sprague. W. Earl Thurber, a tire man of many years experience, joins the organization as service station merchandising manager, and J. E. Wenzel becomes Denver distributor.

Thurber will have complete charge of the merchandising of Sprague free tire service stations in the United States and will maintain his headquarters at the factory in Omaha. He recently came to Omaha from Chicago where he has been connected with one of the largest tire companies in the business.

### Farmers of West to Start Buying

#### Present Prosperity Will Continue, Declares Oakland Representative.

The lumber industry of the northwest has come back; the crops of the great middlewest look extremely promising; long expected rain has come in the extreme west, and what is more important there is a spirit of optimism in the middlewest and west sections of the country that the present prosperity is going to continue and increase.

This sums up the opinion of C. J. Nephler, general sales manager of the Oakland Motor Car company, from personal observation and discussions with business men and farmers during a three weeks' trip to the Pacific coast with George H. Hannum, president of the company. During the trip they visited more than 15 branches and distributors of the company.

"Of course, most farmers, due to conservatism, will be reluctant to make heavy purchases until they pretty nearly know just how large and fruitful their crops are going to be," explains Mr. Nephler. "But just as soon as they know the probable crop, they are coming into the market, for they are behind on many of their necessities, including automobiles, and they will begin to catch up, just as the general public did last year, which in a measure was responsible for the sale of a record number of automobiles as well as of other necessities during 1922."

### 395,962 Fords Delivered in U.S. in First Quarter

#### Sales 135 Per Cent Greater Than for Same Period Last Year—Demand Exceeds Supply.

Detroit, Mich., May 12.—Sales of Ford cars and trucks in the United States alone for the first quarter of 1923 reached the total of 395,962, the greatest sales record in the history of the Ford Motor company for a similar period of months. This is an increase of 135 per cent over the same months last year, when Ford retail deliveries totaled 168,500.

Even these figures do not indicate the number of sales which could have been made had production facilities been greater. Every month deal or requirements have been far in excess of the company's manufacturing ability. For May, dealers' orders reached the enormous figure of 300,000 Ford cars and trucks.

Following the expenditure of millions of dollars for new machinery, expansion of manufacturing units and enlargement of assembly plants, production has been gradually increased since the first of the year until at present the company is operating on a schedule in excess of 6,500 completed cars and trucks a day.

While reservations now are being put on early predictions that this year would see 3,000,000 cars and trucks produced in the United States, increasing demand for Ford products will, all indications are, keep production at capacity rate for the remainder of the year, bringing it well over the million and a half mark by January 1 next, maintaining the established Ford percentage of producing as many cars and trucks as all other manufacturers combined.

### Rubber Situation in America Is Acute

W. W. Wuchter, president of the Nebraska Tire and Rubber company, has returned from a conference, called by H. S. Firestone in Akron, O., on the crude rubber situation, November 1, 1922, the British colonial secretary put into force a very drastic restriction on the exportation as well as a prohibition export duty on crude rubber from the British possessions in the far east, attempting to create a shortage of crude rubber and thereby increasing the cost to manufacturers, who must of necessity pass it on to the ultimate consumer.

A conference was held February 27 in Washington at which Mr. Wuchter was present and resolutions of protest were adopted and further resolutions requesting congress to appropriate \$500,000 for investigation of such countries not under the British flag, where crude rubber can be successfully grown. Congress made this appropriation, and the Department of Commerce is now busy working out its plan along these lines.

The United States is dependent upon the far east for its rubber. All protests to the Rubber Growers' association have been without result.

There were 12 per cent more motor tourists visiting the national park in 1922 than in preceding years, according to the report of the director of the national park service. The total was more than 285,000.

### Dayton, O., Sets New Record for Autos Per Square Mile

While California and Iowa have been racing with each other for several years to register the most vehicles per person, Dayton, O., has quietly been establishing a new motor record, that of the most motor vehicles per square mile, that is, 1,855.

Detroit comes next in this rating with 1,867, with San Francisco third, totaling 1,803 cars and trucks to the square mile.

City planning experts are taking recognition of this particular growth and many municipalities are providing for new highways and parking facilities.

### Dr. Bert N. Caldwell Joins University of Iowa Faculty

Iowa City, Ia., May 12.—Dr. Bert N. Caldwell, former member of the typhus commission to the Balkans and ex-superintendent of the Alleghany General hospital at Pittsburgh, has been appointed superintendent of the university hospital at the University of Iowa. He will begin his new duties sometime this month. Dr. Caldwell is now at Vera Cruz, Mexico, where he is a member of the yellow fever commission.

### Record of Buick Shows Healthy State of Industry

#### Million-Mark Not Considered Good, but Guide Post Urging Keep On.

By E. T. STRONG.  
General Sales Manager, Buick Motor Co.

We do not think of the 1,000,000 mark as a goal reached. Rather we consider it as a guidepost along the way, advising us that we are going in the right direction and urging us to keep on and on.

And so, in viewing the production of our 1,000,000th car, we do not see anything that might cause us to sit back and admire the laurels already won. We accept our achievement as a challenge to produce better cars, in that we may give every Buick owner a little more value, a little more service, a little more motoring pleasure than our record may reasonably lead him to expect.

The production of 1,000,000 cars of Buick quality is also of significance to the automotive industry. That it has been possible to make and sell so many good cars shows at once that the industry is in a healthy state. Such a production by an acknowledged leader can have nothing but a stabilizing and beneficial influence on the industry as a whole.

The first 1,000,000 Buick cars have done many things—things that have made interesting history. But, to us, their individual accomplishments have combined to build for Buick a reputation, which is at once both a valuable asset and a responsibility.

That this responsibility does not rest lightly on our shoulders goes without saying. We have but to refer again to the Buick creed, which reads, "No matter what its price, a Buick car must and will give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which Buicks have attained."

There are 47,426 garages in the United States.

There are 139,000 motor vehicles in Canada, nearly half of these being in Ontario.

USED ON 8 Million Cars

EIGHT million cars are equipped with Stewart-Warner Speedometers and Speedometers. Eight million endorsements of Stewart reliability and quality. And every day adds thousands to this tremendous clientele.

As a car owner, dealer or manufacturer, these facts mean everything to you. Don't accept any other feed system or speedometer equipment. Don't take any chances. It is not worth the risk.

Stewart-Warner Accessories are Customizable. They require an unbelievable small amount of attention, yet it is assuring to know that immediate, expert service can always be obtained when necessary.

There are Stewart Service Stations in eighty-seven principal cities, from Norway to Tasmania, fifty-four in the United States alone that service Stewart equipment exclusively. And every station has its Stewart experts, factory-trained, skilled mechanics.

What a convenience this is for car owners, what an invaluable asset for car manufacturers and dealers. Demand Stewart equipment and you command Stewart Service.

Stewart-Warner Speedometer Corporation - Chicago, U.S.A.

### Speed Wagon Makes Alarm Clocks Unnecessary

A speed wagon which keeps so close to a schedule that the farmers along their route have thrown away their alarm clocks, is described by J. M. Opper of the J. M. Opper Motor company.

The speed wagon in question, which was placed in service on February 15, 1922, by the Democrat and Chronicle newspaper of Rochester, N. Y., has been doing duty every day and has been adhering to its strict schedule so accurately that the folk in the vicinity of Hornell, N. Y., insist that they can tell the time of day by simply keeping an eye upon the road over which the speed wagon travels.

"A ton and a half of newspapers sent out every day by the Democrat and Chronicle prior to February of last year was carried by trains, but connections with other lines could not be made in time to insure the farmers of getting their newspapers early in the morning. To solve this problem, the speed wagon was called into service and has been on the job seven days out of the week since that time.

"The total distance covered each day is 150 miles, or 1,050 miles each week. Almost every possible condition is encountered in the progress of the run, and the maintenance of a strict schedule is made unusually difficult, owing to the fact that there are many grades en route, of them being a three-quarter mile grade which is especially deep and winding. Part of the trip is through the foothills of the Allegheny mountains, but fortunately, the roads are good."

**DURANT**

### SPECIAL NOTICE

We will now furnish you Durant Touring Cars, painted either blue or red, equipped with disc wheels or wood wheels, cowl lights and many other extras at the Durant regular price at Omaha, \$998.00.

Have you seen the Durant Sport Touring and Sport Sedan?  
They are Wonderful Values.

**Andrew Murphy & Son**  
14th and Jackson  
Wholesale and Retail

# 33.8 MILES PER GALLON

## What Car Can Equal This Record?

A stock Gray touring car has just finished a cross-country run from San Francisco to New York with an average gasoline consumption of 33.8 miles to the gallon. The trip was made under the sanction of the American Automobile Association. The car was accompanied by an official observer of that association and every drop of gasoline and every mile traveled was checked by the observer.

This is a world's record for low gasoline consumption under all conditions of automobile travel. What car dares attempt to equal this record?

Today, when the insistent demand of the motor driver is for economy and low operating cost, the Gray establishes a record under official observance that may never be equalled by any other car.

Come In and See the Gray Today

**Gray**  
Read These Facts About the Gray Test

- 4000 miles driven
- 300 miles of high mountains
- 400 miles of Mohave Desert and Sand
- 700 miles of Prairies and Plains
- 200 miles of hard-going mud
- 200 miles of Pennsylvania Mountains
- 3000 miles of improved highways and city driving

Proof of economy under all driving conditions

**\$520**  
Touring Car  
F. O. B. Detroit

**Gray Motor Corporation, Detroit, Michigan**

**KOPAC BROTHERS**  
Distributors  
Nebraska and Western Iowa  
1116 Howard Street, Omaha, Neb.  
Wire at once for agency.