

Business Is Good in Auto Industry, Says Rynerson

**Goodyear Tire Representative
Asserts Balloon Tire Rapidly
Forging Its Way To-
ward Public Demand.**

"Business conditions look good in the automotive industry," declared Mr. Rynerson, sales representative of the Goodyear Tire and Rubber company for this section, who has just returned from a week's sales conference at Akron, where the great Goodyear factories are located.

"Akron is easily the tire center of the country, with 65 per cent of the tires sold in the United States being made in that city," said Mr. Rynerson.

Reports made by factory representatives from every section of the United States indicate that while no great boom is expected, there should be very satisfactory business during the year.

"The big thing today seems to be balloon tires," said Mr. Rynerson.

"In every section of the country the demand for balloons is increasing at an amazing rate.

Balloon Tires Effective.

"The automobile manufacturers have come over to balloons practically 100 per cent with these tires as standard or optional equipment on all makes of cars. In addition, the public is coming to find out that it can get the advantage of balloon tires on present cars through the interchangeable balloons which fit present rims or by putting on small diameter wheels built especially for balloon tires.

"Whatever skepticism balloon tires had to face at the outset has disappeared since the tires have been out long enough by now for the public to be convinced that in addition to their easy riding qualities they are giving more satisfactory mileage, have better traction and nonskid qualities and have proved definitely superior to the old high-pressure tires.

"Goodyear's success in building balloon tires has, of course, been aided by its supertwist cord, which has much higher resiliency than the old cord fabric and so gives still better cushioning as well as better wearing qualities.

"The supertwist cord is another product of Goodyear's experimental laboratories which for years have been working out improvements in tire manufacture, and have given the industry the straight-side tire, now standard over the world, the first practical cord tire and the pneumatic truck tire.

Operate Own Cotton Mills.

"Goodyear has its own cotton mills at Goodyear, Conn.; New Bedford, Mass., and Los Angeles; operates a great cotton plantation in Arizona and a rubber plantation in Sumatra—thus giving the company control over the quality of the raw materials that go into the tire and which very largely determine the mileage the tire will give.

"Incidentally it is significant that the successive improvements in manufacture under quantity production methods have enabled marked economies to be made in production costs, so that the automobile tire is one of the few articles today which can be had at less than prewar costs.

"And this lowering of cost has been accompanied by a steady improvement in quality. For every automobile owner who drove a car in 1914 knows that he gets four or five times as many miles out of his tires today as he did at that time."

MOON RECORDS SHOW INCREASES

"The stability, permanence, and increasing growth of the Moon Motor Car company is reflected in a survey of the companies activities since its organization," according to Carl Changstrom of the Changstrom Motor company.

For a score of years before the first automobile was built in this country in 1893, the Moon Brothers Carriage company made carriages which were sold in all parts of the United States. In 1893 the Joseph W. Moon Buggy company was organized at St. Louis to take over the business of the Moon Brothers Carriage company. Joseph W. Moon, who had been president of the older company for some 20 years, became the presiding head of the new venture. Fourteen years later, in 1907, the Moon Motor Car company came into being. Mr. Joseph W. Moon remained at the head until his death in 1919.

"During this time," says Mr. Changstrom, "their growth has been steady rather than sporadic. They have placed over 50,000 of the new six-cylinder models on the streets in a comparatively short time. Moon is one of the very few companies whose production in 1924 exceeded that of 1923. The beginning of 1925 indicates a proportional increase."

FORD SALES SHOW MARKED INCREASE

January sales of Ford cars and trucks totaled 124,027, according to figures given out February 24 at the offices of the Ford Motor company. In addition, the company sold 4,156 Fordson tractors and 395 Lincoln cars during the first month of the year.

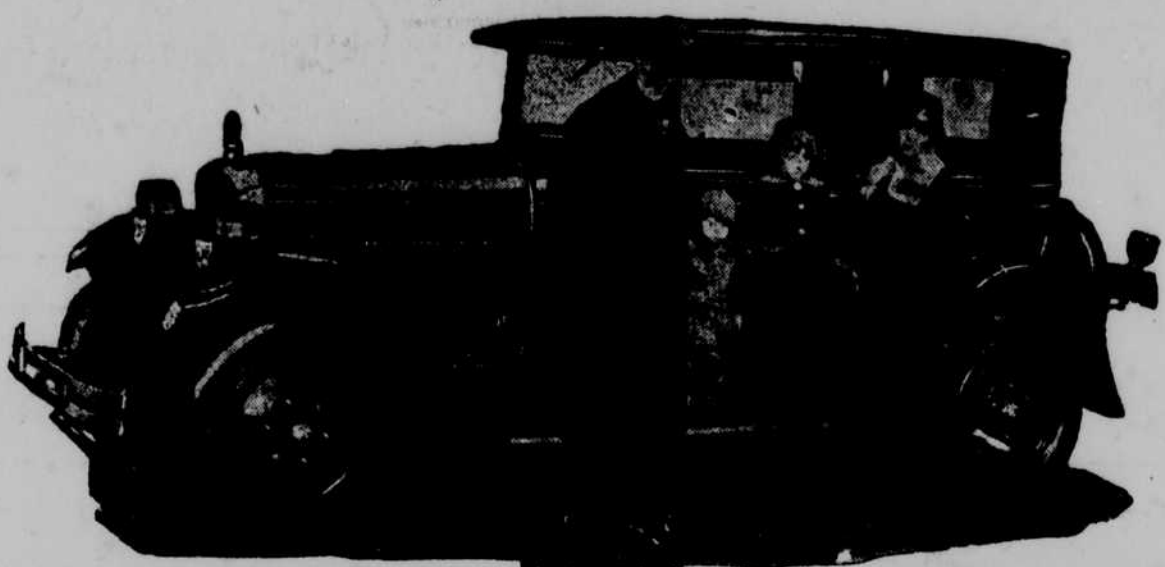
Of these, domestic retail deliveries for January were 76,082 Ford cars, 13,799 trucks, 3,384 Fordsons and 371 Lincoln cars. Foreign sales figures in the totals do not include those of Canada or British possessions which are served by the Ford Motor company of Canada, Ltd.

Sales reports for the first part of February show an increasing demand generally and in order to care for growing requirements all Ford manufacturing plants are now operating on a full six-day a week schedule. This includes the big Highland Park and River Rouge plants and all the smaller producing units.

Here lies the body of Jonathan Jones; His meanness on earth Is fettered with his bones.

50,000 Radio Fans Present WOA-W

Minister With New Nash Sedan



Just how thoroughly Rev. R. R. Brown, radio pastor of station WOA-W, is appreciated by his Sunday morning listeners is strikingly evidenced by the hundreds of gifts he has received regularly from members of his radio congregation. Country eggs by the dozens, honey, bulging hams, candy, cakes, of the best home-made variety, pictures, brooms, and numerous other articles are some of the means by which his listeners have shown their admiration and affection.

And now as a grand climax to these individual gifts a concerted token of appreciation from 50,000 of his listeners has been presented to Pastor Brown in the form of a glistening new Nash advanced six sedan. The car came as a complete surprise to Rev. Mr. Brown and he was almost overcome with gratitude and delight.

Big Shortage in Hudson-Essex

**Spring Business Has Started,
With Good Prospects in
View.**

"One of the big motor car manufacturers predicts a spring shortage of motor cars. There is now a shortage," said R. H. Davidson of the Omaha, Hudson-Essex company.

"Spring has come on us suddenly. In the last few days the mass of orders which people have been putting off has descended on us. The registration of cars will amply bear out this statement. All the uncertainties about motor taxes and registrations are now past, and the spring rush is on. Motorists who want prompt deliveries should take notice.

"There are various causes of motor car shortages. One of the ways to bring about a shortage is to shut down the factories and let the demand pile up. Some concerns have done that.

"Probably the busiest spot in Detroit right now is the big Hudson-Essex plant, with many of its departments running two shifts a day and still others three shifts. This night-and-day activity follows a winter program of the largest business the plant has ever known. There is a shortage of Hudson and Essex cars simply because the most energetic efforts have not succeeded in making as many as the public wanted.

"It is general all-around usefulness which the public demands in motor cars today. Nothing freakish is desired in body or chassis. The public asks for reliable transportation at the right standard of prices. When motorists are offered this combination they can be depended upon to buy. Month after month, it is this type of buying which has kept Hudson-Essex in a position of uninterrupted sales leadership and public demand.

New Manager Named for Stewart Used Cars



C. F. Mahan
PHOTO NELSON

One of the recent changes in the local automobile field is the affiliation of C. F. Mahan with the Stewart Motor company, Hupmobile distributors.

Mahan becomes manager of the used car department. He has been affiliated with various companies for 12 years.

In speaking of his new connection, he said, "I am going to try to make the used car department of the Stewart Motor company the most reliable in the city."

Special Display of Ford Motors

**Dealers Will Make Special
Showing at Sales Rooms
All Week.**

Ford dealers of Omaha will observe the coming week as special display week. Show rooms will be attractively decorated for the occasion.

Arrangements for the week's activities were made by the Omaha branch of the Ford Motor company and every dealer in the branch territory will participate. Ford dealers are located in every section of the city and those desiring to inspect the cars have only a short distance to go in order to reach some dealer's show rooms.

The display opens Monday and will continue over Saturday. A general invitation is extended to the public to visit some dealer's show rooms during the week. The dealers will keep their places of business open every evening until 9.

All types of Ford cars will be on display—the runabout and touring car for those who like an open car, and the coupe, Tudor sedan and Fordor sedan for those who prefer closed cars.

The Fordor sedan is growing in popularity as a family car. In the display of trucks a number of body combinations will be shown, giving both the business man and farmer a wide range of equipment.

In addition to the all-steel express type body, which has met with great favor, the Ford Motor company is now offering a stake body of exceptional strength and durability. Stakes may easily be removed to make a platform for carrying extra large materials, and provision also is made for use of grain and cattle sides.

Complete details will be given all those who desire information on the Ford weekly purchase plan, the easy and simple way to car ownership, through which 165,000 have already purchased Ford cars.

Steel Bodies Give Overland Drivers Greater Security

**Later Body Types Make Possible
Greater Vision,
Strength, Endurance
and Economy.**

Addition of the new all-steel sedan, recently announced by Willys-Overland, gives this company a complete line of all-steel bodies on the four-cylinder Overland chassis. Touring car, coupe and sedan are now built entirely of steel, without wooden framework or joints in their make-up.

This new development is the result of scientific and metallurgical experiments in the use of steel in the construction of motor car bodies in which Willys-Overland, the Bud Manufacturing company of Philadelphia, and the steel industry have collaborated in an effort to improve on the conventional designs.

Today, engineers admit that the all-steel design is the nearest approach to perfection in a motor car body because of its greater strength, safety, endurance, proof against fire, economy and beauty.

The all-steel construction on closed cars permits use of smaller posts of steel between the doors and at the windshield corners. This minimizes traffic hazards and insures to the driver a better vision, besides adding to the graceful appearance of the car. It also gives the body greater rigidity, lessens body vibration and eliminates the squeaks and rattles resulting from mortised wood joints.

Steel being impervious to fire, naturally this new construction reduces hazards from this danger. Its greater strength is also an added safety factor against collision shocks that would destroy coachwork of wood and steel. The lighter weight of the new design as compared to the composite body types also renders possible greater economies in gasoline and tires.

CITY'S CADILLACS DRAW ATTENTION

The four new Cadillac cars sold the city of Omaha for use in the fire and police departments are now in their hands and have been put into active service. The roadsters used by the fire department attract wide attention in making their daily runs and their attractive finish as well as their quietness and smoothness of operation cause no little comment by onlookers.

The police touring cars are always a source of attention when making calls and people awe at the confidence their drivers take in handling these cars under some unbelievable conditions. Both the police and fire department cars, of course, have the Cadillac four-wheel brakes. The drivers of these cars are able to make their runs much quicker, knowing that the four-wheel brakes are dependable in an emergency.

NEW GARDNER WILL SOON ARRIVE

The Changstrom Motor company, local distributors for the Gardner, have received word that a load of the new Gardner Eight-in-line models is being rushed to them immediately. The Gardner Motor Car company has been overhauled on this model since its introduction. The sale on these has far exceeded the production and the Changstrom Motor company is very

enthusiased over the prospects for Omaha.

"At last," states Carl Changstrom, "the wonderful performance and possibilities of the Eight-in-line are in a car that has a price which enables many people to take advantage of those qualities which only the Eight-in-line possess." Changstrom Motor company reports that the interest shown in the straight Eight has been increasing tremendously and that they anticipate a great demand here for the new Gardner.

The Gardner Eight-in-line has balanced

loose tires and four wheel brakes as standard equipment. The range of performance in high gear extends from one to 75 miles per hour. It is the lowest priced Eight-in-line closed car that has been shown in Omaha. They may be seen at the salesroom of the Changstrom Motor company, 2555 Farnam street.

Artificial respiration, applied promptly and intelligently, is our one best bet in drowning, electric shock and gas asphyxiation.



REO 20th ANNIVERSARY SEDAN

\$1595
AT LANSING, PLUS TAX

The price—history making in itself—assumes tremendous significance when three important facts are completely realized:

Traditional Reo reliability and balanced goodness are preserved intact.

The chassis is exactly identical with that used in all other Reo models, with no attempt to manufacture down to a price.

The body represents a genuine sedan, with steel paneling over a rugged hardwood framework, dimensioned to provide more spaciousness for five passengers than any other car of similar wheelbase.

Considering the reputation—mechanical correctness—dependability—body quality—and the price,

It is true that "Never Before in Automobile History Has \$1595 Bought So Much Motor Car."

- 120-inch standard Reo double frame chassis
- Time-proved Reo 6-cylinder, 50 h. p. engine
- Four-door roominess and convenience
- Full-size balloon tires
- Good looking and long-wearing upholstery
- Reo safety control
- Smart lines, fine finish

J. M. OPPER MOTOR CO.

REO DISTRIBUTORS

PHONE AT. 3425

2558 FARNAM ST.

DODGE BROTHERS COMMERCIAL CAR

Its economy of maintenance could have no better proof than this:

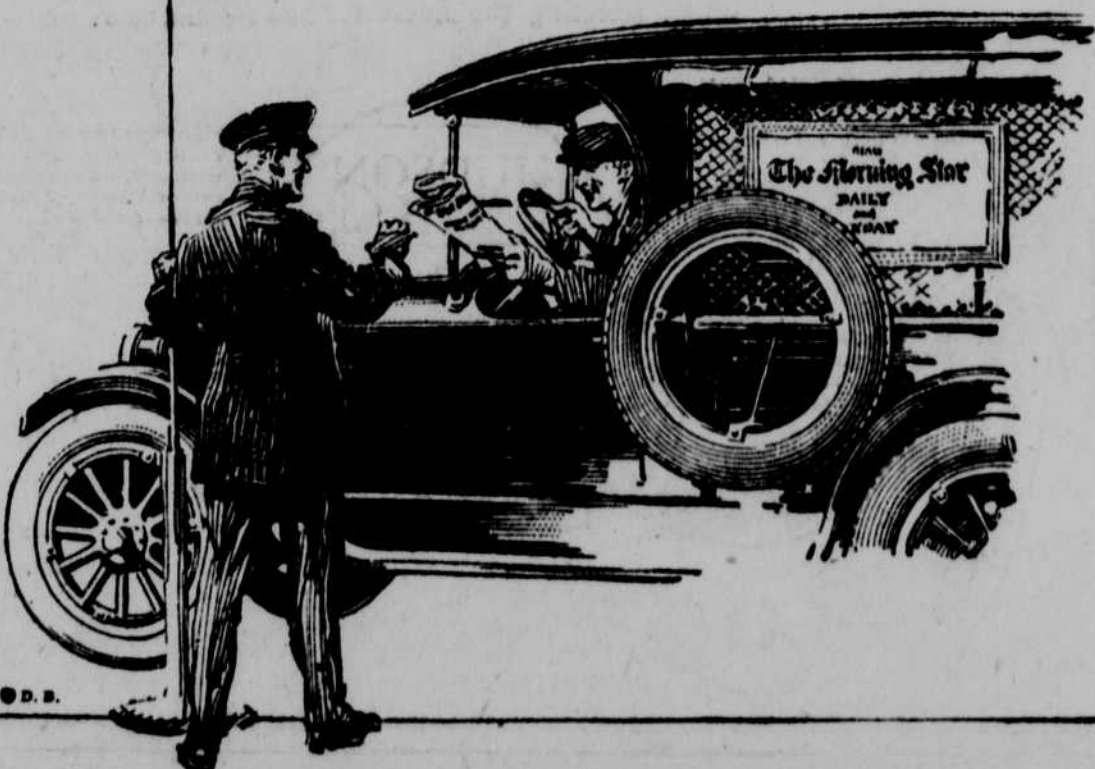
It is operated in fleets by a long list of business houses whose selection of equipment is based strictly on comparative records.

Screen Commercial Car \$910, f. o. b. Detroit
\$990 delivered

O'BRIEN-DAVIS AUTO CO.

28th and Harney Streets—Tel. HA. 0123

Sales and Service Branches at
Council Bluffs, Ia.
Fremont, Neb.
Denison, Ia.



Special Display of Ford Cars

At Dealer Show Rooms this Week

Beginning Monday and continuing all this week, Authorized Ford Dealers of Omaha and vicinity will present a special display of Ford cars to which everyone is invited. All body types, both open and closed, will be on exhibit.

This display is arranged in response to the particular interest which centers around motoring at this time of the year.

Whether you intend to buy a car now or later, this is a good time to become acquainted with Ford values and the convenience of the Ford Weekly Purchase Plan.

Bring your family and friends—show rooms will be open every evening.

Ford Motor Company

See Display at your Nearest Authorized Ford Dealer