

SAXON FACTORY GETS ORDERS FOR 531 CARS IN DAY

Spring Rush Brings in Orders From Every Part of Country; Six Cylinders Popular.

"The marked increase in motor car sales which characterized the midwinter season of the Saxon Motor Car corporation has been followed by an opening of the spring season even more propitious," asserts W. L. Kilby of the Noyes-Killy Motor company.

"Although the warm days of the year have been so few to date that they can be readily counted, dealers in every section of the country report big jumps in sales, while the orders at the factory indicate a mammoth season to come.

"A week ago a new record for a half day's business was established on Saturday morning when the factory received requests for 531 six-cylinder cars between opening time and noon. The orders did not come from a single distributor, nor were they from a single locality.

Demand is Extensive.
"On the contrary, they came from various sections of the country, indicating a most healthy demand for Saxon motor cars all over the United States. The extreme eastern seaboard, the southern states, the great middle west and the northwestern grain country were all represented in the orders.

"Daily since this huge order of 531 cars was received, the factory has been deluged with calls for cars in various other quantities, making in all a grand total that will necessitate top speed production to supply in the shortest time which the dealers say they can allow if cars are to be placed in the hands of waiting patrons for the spring driving season. With the factory kept at full speed all winter by the never ceasing demand for Saxons, regardless of season or weather, the problem of increasing production to meet this much larger spring business is not a small one. However, the Saxon Motor Car corporation is prepared for it."

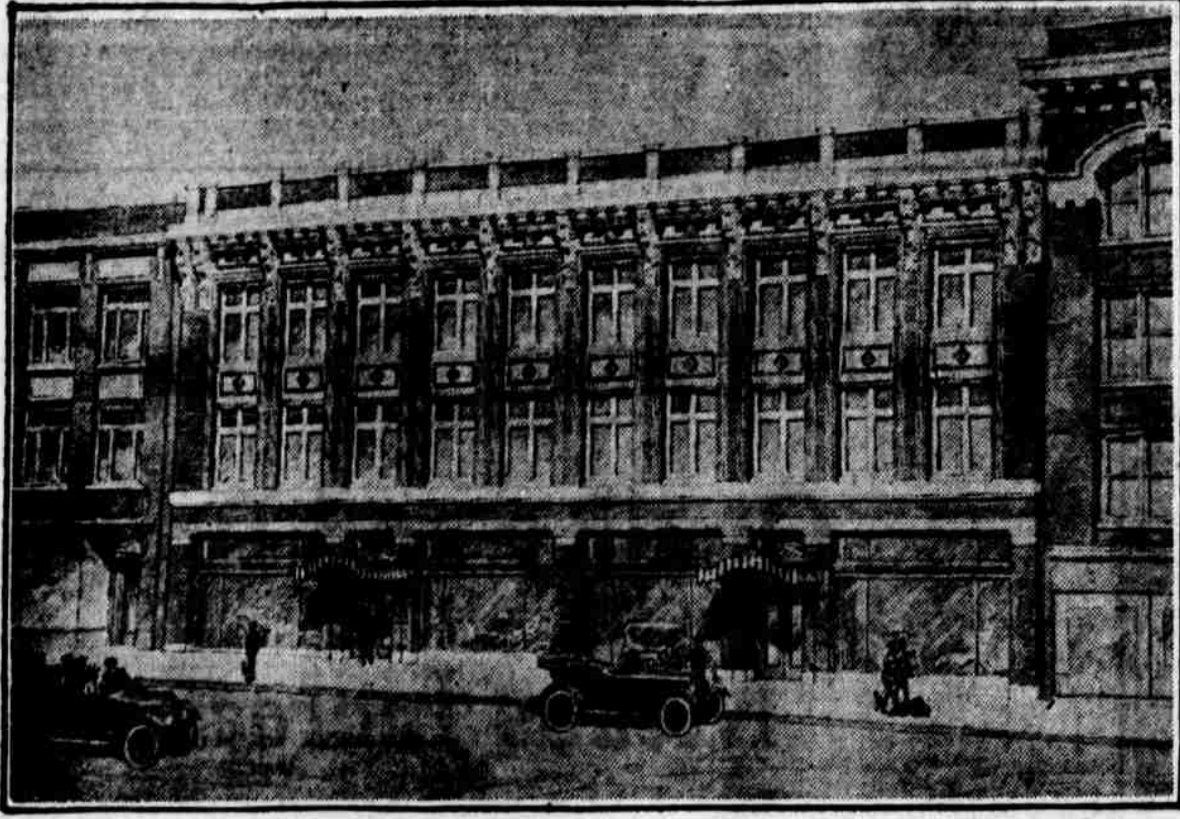
MANUFACTURERS HOLDING PRICES LOW AS POSSIBLE

"It is a rather remarkable tribute to the fine spirit of the automobile business that in the face of the most serious shortage of cars the industry has ever known, no manufacturer even thinks of applying the old remedy of boosting prices to cut down demand," was the statement recently made by Vice President R. C. Rueschaw of the Mitchell Motors company, Inc., of Racine, Wis. "The very reverse is, in fact, the case, because we are all fighting tooth and nail against the inevitable price increases forced by rapidly increasing manufacturing costs.

"For a long time the material situation has been a hard nut to crack. With steel makers and other suppliers boosting their production to meet war-time requirements, it has been hard enough to get any kind of material. But when you consider that in building a car like the Mitchell only the highest grades of materials can be used you will begin to get some idea of the difficulties of laying in a supply of raw material and the prices that must be paid for it.

"The labor situation hasn't made the

Erecting New Auto Building in Farnam Street for Two Largest Distributors



Travelers passing along the west end of Omaha's automobile row were surprised last week to find excavation work started for another new building. This building when completed will be the home of the Jones-Opper company and the Van Brunt Auto company, two of the largest distributors on the row.

It is said that this building when completed will be one of the most modern and attractive automobile buildings in the United States. The plans were made by George L. Fisher of Omaha, after a very thorough study of the construction of numerous automobile buildings in Detroit.

The Farnam street facade will be particularly interesting from an architectural and color standpoint. Dark, rich cherry red, rough texture face brick, laid with flush joints in ivory colored mortar, will form the body of the front, while all the trimmings, including the main cornice, will be in light ivory tinted glazed terra cotta. Stippled buff cement panels, with brick and specially designed faience inserts, occur between the second and third-story windows and in the frieze of the main cornice.

Special attention has been given to produce fine show effects, while a

handsome marquis brings each street entrance into prominence.

The whole idea has been to produce a facade which will harmonize in general tone with the adjacent buildings and at the same time be a radical departure from the usual store front treatment and a sparkling example of the effect that can be produced by an artistic use of modern face brick.

Complete faith in the future security of our nation is evidenced by the construction of new buildings of this character. The judgment regarding the future of the automobile, in this instance, is based on years of experience and a complete knowledge of the problems which now confront the automobile dealer. The personnel of both of the companies to occupy the new location includes men of wide automobile experience.

The Jones-Opper company consists of Arthur H. Jones of the A. H. Jones company of Hastings, and J. M. Opper of Omaha. Mr. Jones has for 12 years been the Reo distributor in the South Platte territory and during the last two years has handled the Cadillac in the same territory. Recently he formed the Jones-Hansen-Cadillac company, to take over the

job any easier. You can't take 1,500,000 or 2,000,000 of our young men away from the working forces of the country and not feel a sharp shortage all along the line. In the Mitchell plant, for instance, we have found it is cheaper to employ good men at good wages. Step by step, piece by piece, and car by car, it actually costs less to build an automobile with alert intelligent men than with the lower and cheaper grades of labor. Therefore, as the quality of the men available sinks, the labor cost rises, and it is becoming harder to get good men at any price.

"With such reasonable excuses as backing, there is scarcely an industry on earth that would not relieve a shortage of merchandise by an artificial price boost. Indeed, with a lively demand and a short supply, the old law of supply and demand would inevitably bring about such an increase in price without much assistance from the manufacturer.

"But in the automobile industry we are standing firm. Prices must increase, of course. We can't tell when such increases will hit us. But so long as we are able we are holding prices down. When the raise comes it will be no false or artificial one, arbitrarily made to increase profits and relieve the market, but will be due to no longer escapable increases in every manufacturing cost."

Change Oil.

This is the season when the owner of a car should replenish oil in all compartments, engine, clutch, gearset and rear axle. The compartments should be finished out with kerosene before the new oil is installed.

Automobile Electric Systems

Occasionally need the services of an expert.

Bring your generator, starting motor, coil or magneto to us.

J. T. Stewart Motor Co.
Service Station
21st and Leavenworth Sts.

Hiller Gives Interesting Facts About Exide Battery

Some conception of the care required in the manufacture of a battery for starting and lighting service is no easy problem. It requires a lot of ability and experience to design a battery that will satisfactorily meet the conditions of starting and lighting service. A battery must have a great amount of power in order to crank an engine for perhaps thousands of revolutions, in addition to lighting the lamps on the car and furnishing current for ignition, electric horn, etc.

"At the start," asserts Hiller, "let us impress upon you the fact that the design and manufacture of a battery for starting and lighting service is no easy problem. It requires a lot of ability and experience to design a battery that will satisfactorily meet the conditions of starting and lighting service. A battery must have a great amount of power in order to crank an engine for perhaps thousands of revolutions, in addition to lighting the lamps on the car and furnishing current for ignition, electric horn, etc.

"Do you realize that an 'Exide' auto battery, which measures only 12 1/2 inches long, 7 3/4 inches wide and 9 1/2 inches high, and weighs only 65 1/2 pounds, can deliver over 2,000,000 foot pounds of energy—sufficient to raise its own weight to a vertical height of over six miles? Do you realize that in cranking an engine a 50 or 60-pound storage battery must often develop power at the rate of over two electrical horsepower?"

"Power is not all. A storage battery, to be successful, must do its work instantly, automatically and un-failingly, month in and month out, and at temperatures ranging from below zero to 100 degrees Fahrenheit. Again, it must be so designed as to require a minimum of care and to be easily kept in first-class condition.

"Problems of this kind not only require constant study of engines, but co-operation on the part of users in order that full battery service may be attained."

Giant Tire Press Recently Installed by Tire Company

"Solid truck tires are really beginning to occupy a place worthy of mention in total tire sales," asserts George W. Hiett, manager of the Kelly-Springfield Tire company branch. "In fact," asserts Hiett, "business on solid truck tires of late has compelled us to install a hydraulic tire press in order to give adequate service on this class of tires. This press, installed two months ago, has enabled us to extend the solid tire branch of our business to a marked degree.

"The new Kelly-Springfield cord tire, too, is commanding a great deal of attention.



Stearns skilled workmanship combined with the Knight Sleeve Valve Motor, offers the best motor investment today.

PRICES:

4-Cyl. Models.	
Touring Car\$1945
Four-Pass. Roadster\$1945
Coupe\$2000
118-inch wheel-base	
Six-Pass. Touring\$2300
Model Militaire\$2300
128-inch wheel-base	
8-Cyl. Models	
Touring Car\$2700
Four-Pass. Roadster\$2700
Coupe\$2800
Model Militaire\$2850
128-inch wheel-base	

The one car that improves with use — runs sweeter, quieter and grows more powerful — wears in instead of wears out.

Your better business judgment will choose Stearns.

Immediate Delivery

McIntyre-Hayward Motor Co.
2427 FARNAM ST. - OMAHA
PHONE DOUGLAS-2406



The Peak of Tire Accomplishment

NOTHING that we Goodyear Service Station Dealers have ever said about Goodyear Cord Tires is half so impressive as what these tires have actually accomplished.

On the speedways and tracks of America the past season, Goodyear Cord Tires have won every officially recognized race.

More than that, the majority of these races were driven at a pace which shattered record after record, and speeds in excess of a hundred miles an hour were common.

Most important of all, in spite of such terrific speeds, every victory by Goodyear Cord Tires was won by a non-stop run.

This is the very peak of tire accomplishment—under similar conditions such performance has never been duplicated.

It is the most eloquent testimony possible, of the superior speed, strength and stamina of Goodyear Cord Tires.

It establishes beyond question our contention that these are the most able, the most resolute, the most enduring and economical tires it is possible to buy.

The qualities that have made Goodyear Cord Tires supreme on the speedway are the qualities that insure your extreme satisfaction from them on your car.




This sign identifies the Goodyear Service Station Dealer.

Goodyear Tires, Tubes and Accessories are always kept in stock.

- BLACKSTONE GARAGE CO.,**
3814-16 Farnam St.—Phone Harney 800.
- HOLMES-ADKINS CO.,**
4911-15 South 24th St.—Phone South 420.
- NATIONAL AUTO SCHOOL,**
814 North 20th St.—Phone Webster 5943.
- TROUP AUTO SUPPLY CO.,**
1921 Farnam St.—Phone Doug. 5230.
- THE NOVELTY REPAIR CO.,**
4809 South 24th St.—Phone South 1404.
- JONES-HANSEN-CADILLAC CO.,**
Farnam and 26th—Phone Harney 710.
- COLFAX GARAGE**
30th St. and Ames Ave.—Phone Colfax 1907.
- ORR MOTOR SALES CO.,**
Packard Show Room.
- CHAS. W. WALKER GARAGE CO.**
Fontenelle Garage—Auditorium Garage, and C. W. Walker Garage, 36th and Farnam Sts.
- COUNCIL BLUFFS AUTO CO.,**
510-518 Pearl St., Council Bluffs—Phone 2691.
- S. & A. TIRE & RUBBER CO.,**
2522 Farnam St.—Phone Doug. 3854.

GOODYEAR



What's Back of Your Packard?

ENGINEERING KNOWLEDGE tested and proved during twenty years of continuous progress.

SHOP EXPERIENCE covering the life of the motor industry, with Packard quality always paramount.

UNEQUALLED FACILITIES for producing, in the Packard shops, motor cars of the highest class in quantities which permit of giving the greatest value to the customer.

Advanced factory methods that insure uniform excellence in materials and workmanship.

A business policy of equal treatment to all patrons, and that treatment based on a desire to deserve good will.

Country-wide Packard service—uniformly prompt, courteous, capable, and reasonably priced.

A great organization built up on the principle of Americans First; composed of men who take pride in their work and in the character of the product. The judgment of forty thousand owners.

Ask the man who owns one

See the Orr Motor Sales Company
40th and Farnam Sts., Omaha. Also Lincoln and Sioux City