

RIDICULOUS TO ADOPT FADS IN STYLES OF CARS

Packard Co. Official Says the Standard Styles Are Set And Annual Changes Foolish.

"A high grade motor car is designed to give high grade transportation, not to answer the demands of some passing fad," says H. H. Hills, vice president of distribution of the Packard Motor Car Co. "Whims have as little place in the body design of such cars as any other form of bad taste."

"Imagine the Pullman company, which is in the business of providing first-class transportation, announcing new models in sleeping cars each year, trying to throw the previous models into discard."

"The ridiculousness of such a thing is apparent. And yet the public has only recently begun to question the good judgment of automobile manufacturers who are doing exactly that."

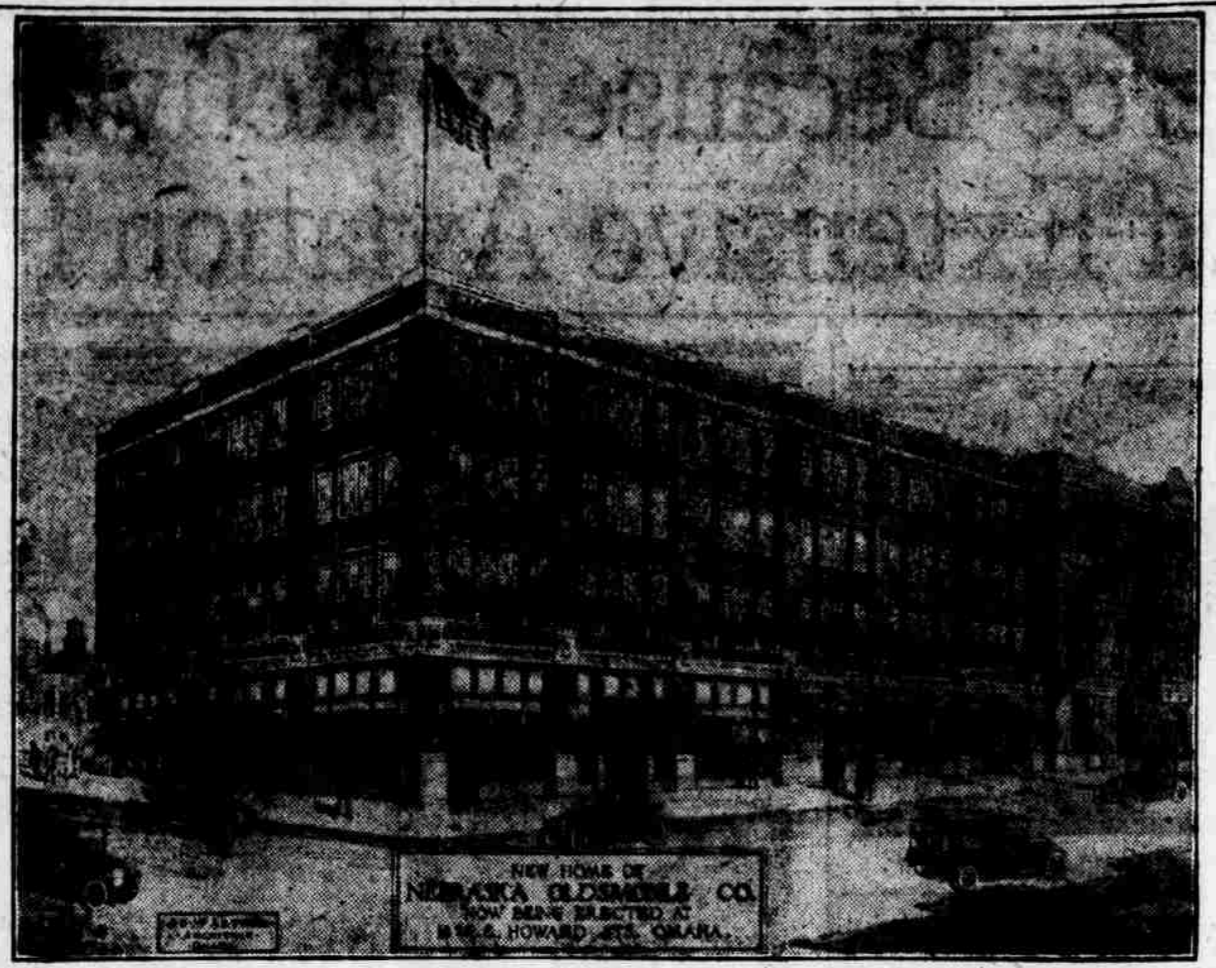
"It was not so long ago that passenger cars were called 'pleasure cars,' and since that time the automobile industry has seen a world of change. Perhaps that change may best be described by saying that there are fewer people 'spending money' on motor cars now—they are investing money, and doing it in a volume never before equalled in the history of the industry."

Standards are set. "This means that the automobile is recognized as an immense factor in the world's scheme of transportation, and that standards of excellence have been set. Year by year these standards will become higher. Improvements and refinements will certainly be made, but as far as high grade motor cars are concerned the day of sweeping changes has gone. The motor car that gives first-class transportation today will be giving first-class transportation five years from today, because it is fundamentally right in design, mechanically and artistically."

N. Y. University Starts New Motor Transport Course

New York, Jan. 24.—A course in motor transportation engineering, the first of its kind to be given by any university in connection with industrial study, is to be added to the curriculum of New York uni-

New Home of Nebraska Oldsmobile Firm Now Being Erected at Cost of \$300,000



The above picture is a reproduction of an architect's sketch of the new home of the Nebraska Oldsmobile company, which is now being erected at Eighteenth and Howard streets. This new building will be entirely fireproof, four stories high, with a foundation which will permit the addition of four more stories. It will be occupied by the Nebraska Oldsmobile company, distributors of Oldsmobile passenger cars and trucks in Nebraska and a large portion of Iowa.

The rear of the first floor will embrace a service station 75x75 feet. The second floor will be devoted to shop work and parts, the third floor will be used for displaying trucks, the fourth floor and basement will be used for storage purposes. The front of the ground floor will be devoted to a show room 75x71 feet and office quarters.

Every modern machine, including both a passenger and freight elevator, which is used in connection with automobile work, will be installed in this building. From an artistic and decorative standpoint, this building will be second to none.

The show room will have tile floors and tile walls, to wainscoting height. The approximate cost of the building will be \$300,000 and it is hoped that the building will be ready for occupancy July 1.

This mark of progress is a tribute to the success of Charles A. Tucker, president and general manager of the Nebraska Oldsmobile company. Under his direction this concern has gone from a comparatively small distributing agency located at Lincoln, Neb., to one of the largest distributing agencies in the middle west.

stock to \$1,000,000. This was due to the rapid growth. With the continuous increase in the business it became necessary to still further increase the capitalization and this was accomplished among stockholders present at the meeting.

The word "Sedan" is probably one of the oldest terms applied to a vehicle for transportation. It was used for the first time in France, and takes its origin from the French city of that name.

Capital Stock Increased To \$2,500,000 by Motor Firm
Stockholders of the United States Motor Truck company, Cincinnati, O., increased the capital stock from \$1,000,000 to \$2,500,000 at a meeting held January 14. Present stockholders oversubscribed the entire amount. The present company was taken over by its managers in 1914. It was then capitalized for \$300,000. It was in 1917 that it was found necessary to increase the capital

EFFORTS OF 15 YEARS RESULT IN AUTO SHOWS

Grand Exhibition at Auditorium March 1 to 6—Powell to Show Plans of New Home.

We're going to talk about Omaha's auto show (note the S on the end) from now on.

True, Omaha is going to have one grand show at the Auditorium and annex March 1 to 6. It will be the climax of 15 years' effort on the part of Clark G. Powell and other automotive boosters.

But there will be around 50 other little shows, besides the big one. Auto row will be a show house itself. Nearly every distributor on the row has begun remodeling or redecorating his salesrooms for the gala week.

Many New Models. So many new models are coming out this year that the distributors will take up every inch of space allotted them in the Auditorium and still have several more 1920 creations to display in their own quarters.

More distributors than ever are seeking space in the Auditorium. Experience has taught them that it is to be represented in the big show.

Several firms which are erecting new buildings are getting in shape for "house warmings." Even Mr. Powell, who's going to have a new home for the Powell Supply company in Hiawatha street by July 1, says he will show his building plans if nothing more.

Show Powell Plans. "George Fisher, the architect, says we will have to show that much at least," said Mr. Powell.

None of the distributors are revealing any decorative secrets. Guy Smith, for one, has been dreaming for a month about a color and background scheme that will make his previous dazzling displays look sick.

Manager Powell won't say a word about the decorations for the Auditorium and annex other than to hint that they'll be "dignified marvels of splendor."

Fear Air Raid On World Commerce By Great Britain

(Continued from Page One, This Section.)

went out over the world in the early days and established a series of coaling stations at every strategic point along the great trade routes. These coaling stations gave its ships the advantage over the ships of all nations, for coal, in those days, was the very lifeblood of the ocean carrier's business. If he could not secure coal his voyaging was at an end. Likewise if he had to pay more for coal than his British competitor, he was at a decided disadvantage, for coal is a big factor in the cost of operating a ship and the captain who could buy the cheapest coal and be sure of his supply was in a position to underbid his competitors for freight to any point of the compass.

Gambling Instinct Strong. This fact should have been evident enough to the business interests of every nation, but it was only the Britisher, with his gambling instinct and pioneering spirit, that dared act and act quickly. The result was that the British merchant, though the British carrier gained control of trade that he could never otherwise have obtained, and with true British tenacity, what he once had he continued to hold.

At this time an analogous condition confronts the world. Aerial navigation is the new order, and the nation that neglects that fact and fails to secure aerial bases for its commercial air fleets at the great ports of entry throughout the world will lose out in the contest for foreign trade.

The American business man who has been laying plans for a foreign trade business campaign in the far places of the earth, particularly that rich, undeveloped domain to the south, with its myriad inland cities and millions of population, must get busy and his moves must be made swiftly, for if Britain succeeds in establishing a series of aerial bases for the distribution of goods inland by airships—like its coaling stations that circle the globe—it will make mighty inroads on our foreign commerce, which our splendid merchant marine will be unable to prevent.

Ship to Remain Principal. Of course, the ship will be the principal means of transporting the heavy materials of commerce for many years to come; perhaps no means of transportation will ever be devised that will take its place as a carrier of the raw material of commerce. At this time as in the past, the ship is the cheapest method of moving goods. Data compiled by F. Handley-Page, the great English airplane manufacturer, shows that one horsepower driving a ship will move 11,200 pounds at the rate of 10 miles per hour; the same amount of power will move 1,120 pounds on a motor truck at the rate of six miles per hour; one horsepower on a locomotive will move 1,120 pounds at the rate of 30 miles per hour on rails, while one horsepower on an airplane will move 20 pounds at the rate of 100 miles per hour or 10 pounds at the rate of 130 miles per hour. So while other means of transportation are swifter, the ship still has the call when it comes to bulk and low cost of carrying goods.

It is therefore a source of satisfaction to note the growth of our merchant marine. The latest available data shows that Great Britain's tonnage in operation in this country and there is little doubt but that in five years time, if the conditions warrant it, the yards of this country can turn out enough ships to give the United States the mastery of the sea, measured in cargo-carrying ton-

HANSEN BRINGS GLOWING REPORT OF N. Y. EXHIBIT

Says Cadillac Company Had Wonderful Showing of Beautiful Cars and Improvements.

J. H. Hansen, of the J. H. Hansen Cadillac Co., has returned from the New York automobile show. In talking with Mr. Hansen, it was easily noticed that he was overwhelmed at the enormous attendance at this eastern show which, in the middle of the winter and at a time when most manufacturers are over-sold, was able to attract such an enormous crowd that every possible means of accommodation was filled to capacity for the entire week. Mr. Hansen said that every afternoon and evening at the New York show reminded him of the usual "first night" attendance at the Omaha auto show.

"Down east," said Mr. Hansen, "the public has learned from experience that it is necessary to order cars in the winter time if prompt delivery in the spring is desired. The Cadillac had a beautiful exhibition, showing some very beautiful improvements and refinements, and hundreds of orders for early spring delivery. The shortage of cars for this coming year is an assured fact. While many manufacturers can get most of their cars completed, there is always one small item or another which cannot be obtained in the quantity necessary, due to the more or less unsettled manufacturing situation."

Mr. Hansen is having the finishing touches put to the local Cadillac building at Farnam and Twenty-sixth streets and hopes to have it completed by the time of the Omaha automobile show, which he believes will be the greatest event in the automobile business in Omaha. The Cadillac salesroom will be very dignified and beautiful in appointment, arranged under Mr. Hansen's supervision by the best artists obtainable.

Brake Squeak.

By removing the wheel and band and cutting out a short bit of lining under the anchor, squeaks may be eliminated from the braking system. The section removed may be taken from between the rivets, so that these latter are not disturbed and the lining will be just as firmly held as before.

Harley Davidson Commercial Pulls 1,000-Pound Load

"One of the most amusing features and a consistent one too, that we run into while demonstrating our commercial Harley-Davidson," said Victor Roos, the Harley-Davidson dealer, "is that our capacity is usually underestimated. Most everybody realizes that a motorcycle is much cheaper to run than even a light car, but when they think of us they must think we have a one by two box that can carry 50 to 100 pounds while as a matter of fact with our 21-2 by 41-2-foot drop end gate box we can carry 1,000 pounds. Just a week or so ago while making a demonstration with the mercury below zero and about a foot of snow on the ground, we had a load of 868 pounds in the way of getting thick, er and thicker on the streets all the time. Sold the second outfit to two Omaha concerns the past week."

Name New Factory Manager For Napoleon Motors Firm

H. C. Carter has been appointed factory manager of the Napoleon Motors Co., Traverse City, Mich. Mr. Carter was for a number of years with the Dort Motor Car Co., Flint, Mich., leaving that organization to organize the inspection department of the Republic Motor Truck Co., Alma, Mich. He became chief inspector for the Republic company with the organization of the inspection department. Mr. Carter is a man of broad experience both in the truck field and in all branches of the automotive industry.

Bethlehem Motors Co. Plan Big Additions to Plant

Arthur T. Murray, president of the Bethlehem Motors corporation, said at the New York show: "The Bethlehem plant at Allentown is already large, but it is going to be added to and will soon be two and one-half times its present size and almost, if not quite, the largest truck manufacturing plant in America. Our sales are exceeding every expectation and more manufacturing capacity is necessary immediately."

First Entries Received for First National Truck Run

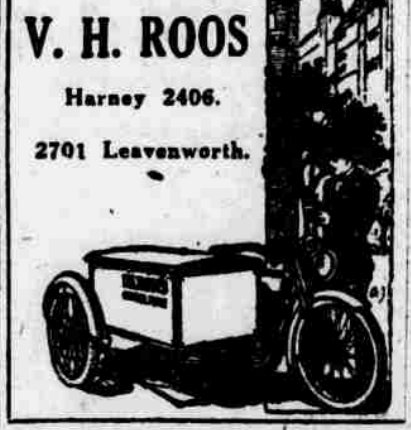
S. P. LaDue, residential manager of the first national motor truck reliability contest, wired Charles P. Root, general manager, and F. Ed Spooner, promotional manager, at the New York show, that the first official entries had been made for the contest. The Douglas Motor Car company entered two trucks of 1 1/2 tons capacity. Entry blanks and rules for the event were printed in Omaha after their preparation by Mr. Root and approval by the A. N. A. contest board and the Douglas company stole a march on a number of eastern makers who had plans to make the first official entry. Napoleon Motors company at Traverse City, Mich.; American Motor Truck company, Newark, O.; and American Motor Truck company, Chicago, will sign their entry blanks as soon as received.

WHAT IS YOUR LOSS?

Your delivery is a net loss. Why not reduce it 75%?

It is being done with Harley-Davidsons with Commercial Vans.

Let us try it at your place with your goods at no obligation to you.



Oldsmobile

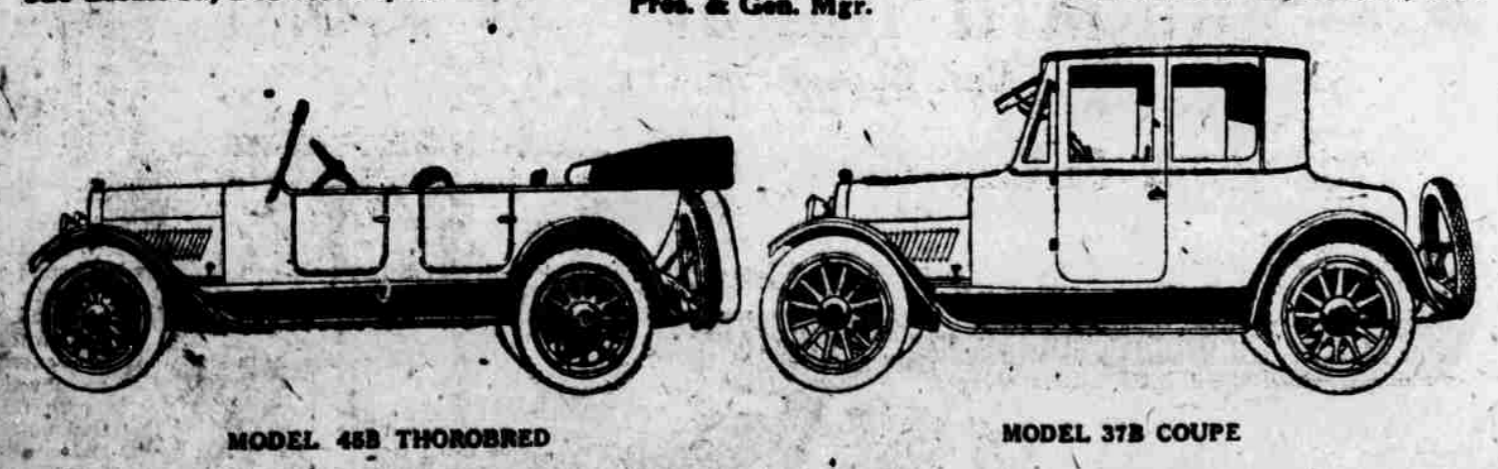
The Smartest New Car of 1920

BEHIND the nickle-plated radiator of the Oldsmobile Eight is a remarkable motor.

Powerful, efficient, compact, reliable. These four words tell the reasons for its success. You will find a new motoring delight in the swift response and the flexible power of this remarkable motor.

Notice how many Oldsmobiles you see everywhere. That will tell you what other motorists think of it.

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The Way Bumps Look The Way Bumps Ride

Wonderful Riding Qualities In Coast-to-Coast Trip

ON rough highways and desert trails, in sunshine and storm, the Overland 4 Four-Door Sedan blazed the trail for the U. S. Army Pioneer Motor Transport Train from Washington to San Francisco. This plucky car was ever in the lead.

It was still another convincing demonstration of the wonderful riding ease of three-point suspension Triplex Springs.

Cushioned by these Springs from the shocks of rutted, rocky, torn-up roads, the Overland 4 glided along with a smoothness never before enjoyed in a light weight car.

Dr. Johnson, official lecturer for the Lincoln Highway Association, rode the entire distance from coast to coast in the Overland 4 Sedan. He pays this splendid tribute to its exceptional performance: "I found the Overland 4 Sedan so suited to my needs that I rode in it from choice all the way. It must be the new spring arrangement, for even when the roads were rough I came to the night stops without fatigue. It is a marvel of ease and comfort."

Overland 4 Sedan weighs only 200 pounds more than the Touring Car.

Overland 4 Touring, \$945; Roadster, \$945; Coupe, \$1235; Sedan, \$1575
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