

MANY FACTORY MEN COMING TO AUTO EXHIBIT

Prominent Manufacturers Promise Plenty of New Models at 15th Annual Show in Omaha.

Word from automobile factories, and from Omaha distributors who have gone to headquarters recently, indicates that Omaha is to have an unusual number of big factory men as guests during the 15th annual show, March 1 to 6.

"Come to Omaha!" is the cry sent to every factory back east. And the reply, nine times out of 10 is: "Sure! We won't miss Omaha this year."

To back up their demand that the "big guns" be here, about all of the Omaha distributors were in Chicago last week to whisper in the ears of the factory men who were at the Windy City show.

Also, the distributors while in Chicago made sure that Omaha gets everything in the way of exhibits that have been shown so far this year.

"But Omaha will get more than shown in Chicago or New York," ventured Manager Powell of the local show. "Many factories are perfecting new models which will be shown in Omaha for the first time. Our show is to be held just late enough in the season to permit every factory to give us everything that's newest and niftiest."

Omaha distributors, returning from Chicago, are bubbling with enthusiasm, and promise to announce exhibits that will make Nebraskans and Iowans at the Omaha exposition open their eyes.

The California state highway commission will spend \$800,000 a month, or a total of nearly \$10,000,000, for good roads during this year.

Moser Goes With the Keystone Motors Co.



Louis Moser, who has been connected with the automobile row for the last five or six years, has recently gone over to the Keystone Motors company and will devote his efforts to selling Wintons and Standard 8.

Moser was connected with the Packard company for two years while the Packard was handled by the Orr Motor Sales company. Later, when J. H. Hanson, the present Cadillac distributor, went over to the Cadillac organization, Moser joined forces with the Cadillac people.

The new Winton Six has attracted a considerable amount of attention, and Moser feels that his car will be one of the best sellers on the row during the coming season.

PAIGE DRIVER MAKES RECORD IN AUSTRALIA

Melbourne Representative of Car First Pilot to Reach Summit of Plenty Ranges Overlooking City.

From far off Australia comes the report of a bit of mountain climbing by a Paige car that not only established a record, but was deemed of sufficient importance to receive special mention in the newspapers. Walter Whitbourn, the Paige representative in Melbourne, New South Wales, is the driver who piloted the car and thus won for it new distinction for power, sturdiness and reliability.

Mr. Whitbourn's trip was to the summit of the Plenty ranges surrounding the city of Melbourne and the Herald of that city, recounting Mr. Whitbourn's adventures, said that the intertidal driver had been warned before starting that no car had yet succeeded in mounting the range.

Before he had advanced very far on his journey, Mr. Whitbourn realized why the feat of climbing the range in motor car had been so long delayed. When the mountain track was reached, after traversing what is called the northern road out of Melbourne, Mr. Whitbourn found it not only a steep gradient, but in a very rough condition. An abundance of scrubby growth and loose earth made progress very tedious and difficult.

After two miles of this rough climbing, the Paige reached a settler's clearing on the range which, seen from the city on clear days, looks like a bald spot shaved on the mountain side. There remained a further climb of a quarter of a mile, but the toil entailed was worth while for when Mr. Whitbourn, the first man to reach this vantage point in an automobile, arrived at the summit, the view that greeted him was magnificent, comprising a panorama of mountain ranges, valleys, plains, settlements and even Port Phillip Bay in the vast distance. The descent was even more difficult than the climb, but by dint of patience and great care to avoid disastrous consequences from skidding in the loose earth, Mr. Whitbourn negotiated the trail in his Paige safely to the bottom.

Commercial Motorcycles Are Now Selling Fast

Mr. Weston Cutter, commercial sales manager for the Victor Roos Cycle store, reports the sale of the third Commercial outfit to the Allied stores of this city. Mr. Cutter says that the outlook for commercial motorcycle sales for the coming year looks very bright.

The province of Ontario, Canada, has 129,500 motor cars.

Abnormal Demand for Automobiles Will Be Hard to Meet in Spring

Upon returning from the Chicago show Saturday, John M. Robbins, distributor of the Maibohm Six in the Omaha territory, stated that without a doubt 1920 will find even more prospective purchasers appointed in securing the car they wish to buy than the time desired, than was the case in 1918 and 1919.

"Judging from the constant stream of mail inquiries and personal calls from prospects we expect to purchase at the first breath of spring, and there is not only an abnormal demand for cars of all classes but especially for the light weight models priced at six to eight hundred dollars. This means that within a month or two warehouse stocks will be practically eliminated."

"To date we have not felt greatly the effects of the steel strikes, as factories are now using stock that they had on hand prior to that difficulty. However, by the time the heavy retail season is upon us and the car makers have exhausted their reserve stocks, the steel shortage, caused by both the steel and coal labor troubles, will greatly hamper deliveries. I did not find a factory man at the Chicago show who regarded the steel situation except pessimistically."

"The combination of abnormal demand and shortage of material is going to cause many to go without the cars that they want this season. Early buying only will insure prompt delivery."

Rauch & Lang Are Moving Factory To New Location

One of the most interesting announcements of the week in automobile trade circles is that of the removal of the Rauch & Lang electric factory to Chicopee Falls, Mass. This announcement does not come as an entire surprise to those close to the R. & L. organization, as it has been rumored for some time that such a move was contemplated in order to speed up production to meet the growing demand. The critical shortage of skilled labor in Cleveland, resulting from the expansion in many lines of industry, and the increasing difficulties there in obtaining materials as a result of the abnormal demand has made it impossible to get out production without serious delays in filling orders.

Moreover, due to the expansion of the various lines of the Baker R. & L. company, the existing plants were not adequate to meet present day conditions. It was found necessary, therefore, to segregate the electric car end of the business to manufacture in larger volume.

Chicopee Falls, Mass., was chosen as the new factory location on account of the better labor and material conditions there. It is a suburb of Springfield, where the famous Springfield rifles are made. Much of the skilled labor, for which New England is noted, has been trained in the government army shops there. "The quality of its labor has been the hallmark of Springfield and Chicopee Falls, going hand in hand with the quality of its products."

Special Tire Pumps On Cole Aero-Eight

A part of the equipment of the Cole Aero-Eight that contributes so much to the pleasure of motoring is the motor-driven tire pump. This pump, which is equipped with a long air hose and gauge, is furnished on all models and is located under the driver's seat on the left hand side. It is operated by a small lever also found under the front seat. The pump is always connected for instant use and all that is necessary to inflate a tire, is to connect the air hose to the tire valve, start the motor and pull the lever.

Whenever it is necessary to inflate a tire, whether on the road or in the garage, the motorist may do so with practically no effort on his part. A 3 1/2 x 5 inch tire, with which the Aero-Eight is equipped, may be inflated in less than five minutes with the motor doing the work. The construction of the pump is such that it takes up very little space and will give indefinite service.

Although the original tire equipment of the Aero-Eight will give upwards of 15,000 miles, it sometimes becomes necessary to place some air in a tire and for this reason the motor driven tire pump found on all the Cole models is instantly appreciated.

Dort Interests Live Up To Four Business Rules

Many industrial centers live up to certain business principles quite religiously, says J. C. Gerspacher, secretary and general manager of the Tooser-Gerspacher Motor company, distributors for Dort automobiles, but the manner in which the Dort interests have stood by their four principles in doing business is one of the most unique instances in American business life. These four business principles, upon which Dort success is founded, originated with the original Dort carriage company and are as follows: To build well, to represent fairly, to deliver full value and to preserve good will. J. Dallas Dort, president of the Dort Motor Car company, has made the statement that "the present Dort principles of doing business will always be the guiding star for Dort interests."

Well Equipped Paint Shop At Western Motor Plant

Of various departments at the new \$500,000 home of the Western Motor Car company, one department that particularly attracts attention is the modern, up-to-date paint shop. This is a completely equipped shop. The repainted cars are turned out with the same beauty and luster they had when they originally came from the factory.

The varnish rooms, all of which have double windows, make these absolutely dust-proof, and also have a double radiating system which expedites the drying. Only the highest grade paints and varnishes are used, and this, together with the other modern appliances, assures the owner of a high-class paint job.

Ajax Tire and Rubber company will locate at Sandusky, O. A factory is to be erected on 90 acres of land secured recently. Production will be possible for the 1920 season.

PACKARD TRUCKS WILL NOT HAVE FACTORY RATING

Company Decides to Abolish System of Crudely Estimating Performance of Trucks.

Factory tonnage ratings on Packard trucks are to be eliminated, and hereafter all models will be designated without reference to capacity, according to an announcement issued by the Packard Motor Car company. In other words, the term "three-ton" truck, for example, is taboo. It will be known as "Size D."

This radical step is in accordance with the company's plan of "selling the truck to fit the job."

"We are wiping out a trade custom that is not only unfair to our trucks, but is misleading to the buying public," says the announcement. "The old system of factory tonnage ratings confuses the problem of truck transportation, and in condemning it we are clearing the way to a better understanding of truck performance."

Rating Is Crude Estimate.

"What can be expected of a 'three-ton' truck? The term implies that it is the only adequate vehicle for a three-ton load; that it will carry the three-ton load efficiently from one point to another, regardless of conditions. As a matter of fact, the load may best be hauled on a truck ranging from one and a half tons to five tons, depending entirely on the conditions existing where the hauling must be done. At its best, the factory tonnage is a crude estimate of truck performance, and the automobile history can no longer tolerate crude estimates."

"By building into our trucks a large factor of safety, and by putting our transportation engineers at the service of purchasers, we have done much to remedy the evils of misunderstanding springing from the old system. The elimination of factory tonnage ratings is the next logical step. In other words, we are going directly to fundamentals. We shall take each truck sale as a distinct problem in hauling, and our engineers will advise the purchaser as to the truck he needs to meet his individual requirements. One of the first benefits of this new system will be the minimizing of overloading, which is the most common abuse to which trucks are subjected, and

which is largely due to the lack of definite information on truck performance.

Must Consider Conditions.

"Packard trucks will carry their rated loads whether conditions are good or bad, but a purchaser whose conditions are good should not be led into buying more truck and more reserve performance than he needs. On the other hand, the purchaser whose conditions are unusually bad should be made to realize that a good measure of reserve performance will insure him against wasteful depreciation. Any system of rating that does not take into account the variety of conditions under which trucks are to work is inadequate."

Hereafter all Packard trucks will bear a plate on which will be stamped the name of the purchaser and the duty for which the truck is sold. In case of resale, the Packard engineers are to be consulted for the purpose of giving a new rating to the truck if the change in conditions requires it.

New Haynes Body Lines Admired at Chicago Show

F. C. Wenger of the Wenger Motor company and A. C. Flothow, salesman, have just returned from the Chicago show. Mr. Wenger states Omaha exhibits will be more artistic than Chicago's. Several factories have been unable to show their latest designs, due to the difficulty of securing new bodies, tops and certain features that the 1920 cars will possess.

The new Haynes broughman and suburban are creating an unusual amount of sensation. The new body lines were admired by everyone; in fact, at times the exhibit was so crowded they had to ask the people to kindly pass on to give everyone a chance to see their latest design.

The Haynes Automobile company gave a banquet for their distributors in the gold room of the Congress hotel. Entertainment was furnished by Chicago's most talented entertainers. About 1,500 dealers participated and Mr. Wenger was introduced as the youngest distributor in the entire Haynes organization.

Battery Has Camel Beat for Going Dry

"Nine days without a drink is nothing to a storage battery," says Elmer Rosengren of the Nebraska Storage Battery company. "I've seen batteries go thirsty two or three times as long as that."

"But the wise man who makes a drink of giving his battery a drink of distilled water every time it needs it to keep the level half-inch above the top of the plates will be served with better lights and quicker start and a longer run. There are not many things that a battery needs in the way of care, but distilled water is one of the few necessities."

Spring Shackles.

Do not neglect the lubrication of the spring shackles. Rust often clogs up the small vents and keeps out the oil. By using common kerosene occasionally these holes will be kept open.

STARTING A BOLT.

When a bolt is so located that it is difficult to start it, the trouble may be obviated by attaching a piece of wire to the end of the bolt by a drop of solder. Using the wire as a handle, the bolt is easily started and after it is in place the wire is easily removed by a few turns.



THREADED Rubber

Doesn't protect a battery against abuse any more than a check book protects you against the high cost of living. But it unflinchingly guards against need for re-insulation during the battery's life, and that is a thing that never can be truthfully said about ordinary insulation.

Nebraska Storage Battery Co.
20th and Harney Sts.
Tel. Tyler 2920
Omaha Automobile Show
March 1st to 6th, 1920



Oldsmobile Economy Truck

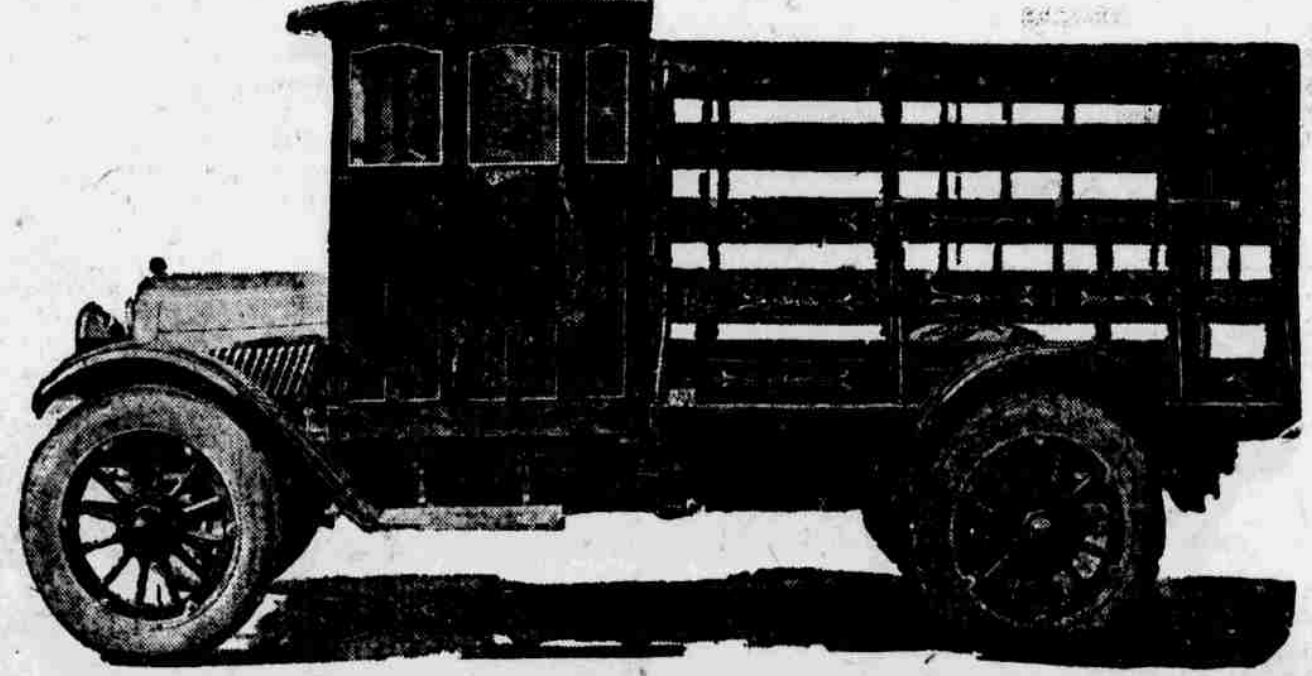
It's Just a Matter of Choosing the Body Style. The Oldsmobile Economy Truck Is the Universal Decision

Thousands of Oldsmobile Economy Trucks are serving all lines of business. The truck does the work. The manufacturers have made every kind of a test and owners now realize that the Oldsmobile was "right" from the first day it was put on the market.

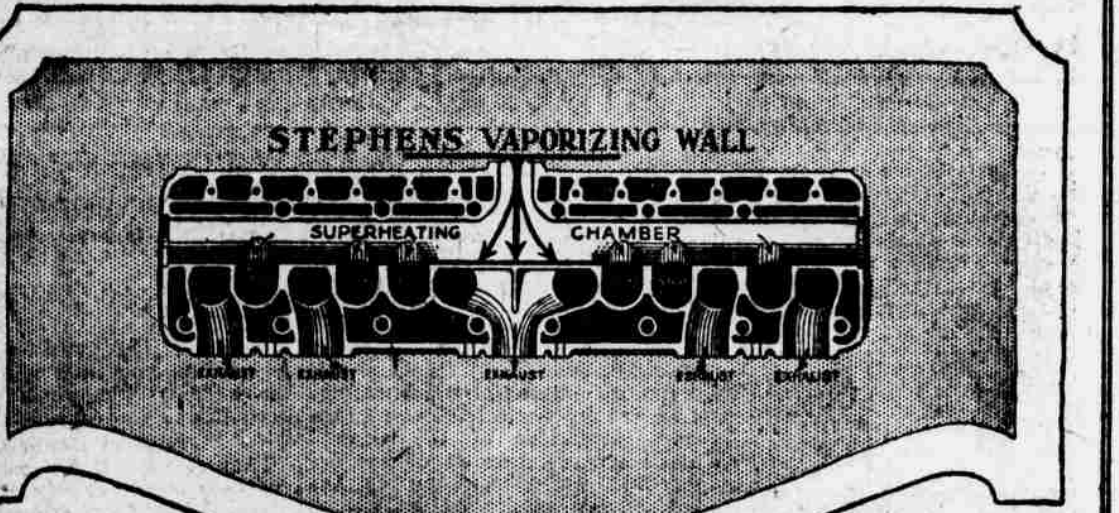
Your hauling may differ from your neighbor's in that you need a special body. The Oldsmobile Economy Truck Chassis can be equipped with any kind of a body. Just let us know what you are hauling and we will get the proper body equipment for you.

Nebraska Oldsmobile Company

920 Locust St., Des Moines, Ia. Chas. A. Tucker, Pres. & Gen. Mgr. 2555 Farnam St., Omaha, Neb.



Rubbers Are Put On Pencils to Rub Out Mistakes
Quit Making Mistakes—Buy
Stronghold
Automobile Tires from
VICTOR H. ROOS
2701-03-05 Leavenworth Street



STEPHENS Salient Six

Two Greater Engine Advantages Make Its More Economical Service

The Stephens Vaporizing Wall and Superheating Chamber is perhaps the greatest boon conferred upon motor car owners.

It gives the Stephens engine two distinct advantages over other types of engines.

1. A fuel-burning system, that burns all the gasoline; it wastes no fuel, therefore it wastes no power.

2. A fuel-preparing system, which is no respecter of the grades of gasoline you feed it; it burns the lowest grades of gasoline without lessened performance.

This Salient Stephens feature makes the Stephens engine the most powerful and most economical for its size in passenger automobiles.

It spins a single small cup of gasoline into a thread of economic service more than a mile in length.

Makes the Stephens a motor car of Salient all-around road-performance,—a motor car of greater service,—and a more economical service.

Arrange today to see, inspect and ride in the Stephens Salient Six.

"That is salient which is strikingly manifest or which catches the attention at once."
—WEBSTER

Flak Cord Tires Regular Equipment on All Models

Mid-City Motor & Supply Company
2216-18 Farnam St. Phone Tyler 2462.
Birch Motor Co., 327-29 W. Broadway, Council Bluffs, Ia.
This Car Will Be at the Omaha Auto Show March 1st to 6th

A GREATER VALUE A GREATER SERVICE
Manufactured by Stephens Motor Works of Moineau Flow Company