

SKILLED MEN TO ASSEMBLE NEW POST-WAR CAR

Force of Experts on Hand When Production Starts in the LaFayette Factory.

In the near future, when production starts at the Indianapolis plant of the LaFayette Motors company, highly-skilled workmen will construct and machine the chassis parts and assemble the new post-war car designed by D. McCall White.

"We have been pleasantly surprised," said E. C. Howard, vice-president of the LaFayette company, "by the little difficulty we have encountered in securing a shop organization, especially in view of the fact that automobile mechanics and body builders are now at a premium."

"History has run true to form and repeated. Like the motoring public and the motoring trade, experienced automobile craftsmen have assumed that the new LaFayette is to be fine and have sought to be identified with its manufacture."

It is our good fortune that expert and experienced automobile workers take exceeding pride in their association with quality cars. If such were not the case, we might now be facing the problem of getting men of sufficient skill to build and assemble an automobile to the LaFayette standard. For the fine details of any high-grade car are inexorably governed by the individual skill with which it is made.

"Many of the LaFayette workmen have come to Indianapolis from other automobile plants, and, too, without solicitation. Others have gained invaluable experience in airplane motor shops, government aviation camps and on French flying fields. All of them have been carefully selected. We have insisted that they be highly trained specialists in their individual lines."

With more than three-quarters of the machinery installed and with the factory personnel almost completed, officials are confident that production will start in May and that cars will be ready for delivery to purchasers in June.

Sales at Auto Show Very Gratifying to Dealers

The Automobile show was very gratifying from a sales standpoint, and I think Mr. Powell is entitled to much praise for the manner in which it was conducted and the artistic decoration of the Auditorium," said Oliver N. Bonney, president of the Bonney-Yager Auto company, Studebaker distributors. "Our sales were beyond our expectations, particularly our retail business."

The special Victoria top, mounted on our Big Six, was the object of much admiration and commanded the attention of all of the buyers. Among the prominent Omahans we sold during the show were: Albert Cahn, M. V. Matthews, Harry Wilcox, F. R. Vasko, Epstein Bros., J. W. Metalle, M. Myers and Frank R. Renbow.

Omaha Man Becomes City Sales Manager For Sprague Tires



M. L. Mackay, son of the Rev. T. J. Mackay of this city, has been appointed assistant sales manager of the Sprague Tire and Rubber Co. and will have charge of the city sales.

Mr. Mackay has had considerable successful experience with several of the larger tire companies. It seems proper and fitting that an Omaha product, such as the Sprague tire, should be represented by an Omaha young man and his many friends will no doubt be pleased to know that he has made this change and to make Omaha his home and center of activity at once.

Tucker Makes Record Sales During Show Week

Chas. A. Tucker, of the Nebraska Oldsmobile company, resolved early in the winter to make 1920 a record breaker so far as the sale of Oldsmobile trucks was concerned.

Tucker is one of the most enthused truck dealers on the automobile row and has bent every effort toward educating farmers and business men to the advantage of the modern motor truck.

According to Mr. Tucker, their high record for truck sales at the show in one day was 21 car loads. These sales, of course, were made to dealers who have entered the truck business in earnest.

The Nebraska Oldsmobile company is planning on sending a solid train load of trucks from Lansing, Mich. to Omaha shortly.

Dutton to Continue Show At Salesroom This Week

C. J. Dutton Automobile company have made arrangements to continue their auto show exhibit at their Farnam street salesroom during the coming week. The models exhibited at the Automobile Show will be on exhibit and interested parties are invited to attend this exhibit any time during the week.

The membership of the Society of Automotive Engineers is 4,500.

AUTO MEN PLAN RACE BETWEEN CAR AND PLANE

Man Driving Cole 8 to Compete With Aviator In Contest of 550 Miles.

Thirty miles west of Denver, where Lookout mountain overhangs Bear Creek canyon, is the goal of a race between two of Nebraska's big automobile men.

For the initial opening of Troutdale, a new summer resort just being completed, owned by H. E. Sidles, president of the Nebraska Buick Auto company, and prominent business men of Omaha, Lincoln, Sioux City, Des Moines, St. Joseph and Kansas City, a race has been planned between an airplane and an automobile.

John Markel, Dodge agent of Lincoln, who, in connection with his Dodge agency, has entered the Aero-game, will endeavor to fly from Lincoln to Troutdale, a distance of 550 miles, in less time than his opponent, Buster DeBrown, who will drive a Cole Airo 8. Buster DeBrown is Cole agent for Nebraska and Iowa.

"Troutdale in the Pines," well under way to completion, with accommodations for 300 guests, is located at the edge of Bear Creek at Evergreen, Colo. Denver people have been anxiously waiting its opening because of their opportunity to go to one of the prettiest spots in the west, surrounded by every outdoor environment.

Should this Dodge agent win this contest, it is very likely that he will pass the auto field to enter one with more thrills, while if Mr. DeBrown, in his Cole 8, should be the victor, he would no doubt ask the Cole factory to change the name Cole 8 to Airo 8.

Custom Built Cars Are Decided Hit at the Show

In discussing the results of the Automobile show, which closed last night, R. W. Craig, vice president of the C. J. Dutton Automobile company, said that in connection with their exhibit one of the most pleasing features was the enthusiasm of the general public toward the custom-built idea. The Kissel cars of both the open and closed types are all custom-built.

This applies to the chassis as much as to the bodies. Mr. Craig says that during the past three years people have become educated up to higher quality and in practically all classes of merchandise are willing to pay a fair price for quality, realizing that in the end it is much cheaper and more-satisfactory. This applies particularly to motor cars. The custom-built idea as exemplified in the Kissel line has made a direct appeal to the automobile prospect who is looking for a combination of comfort, appearance and reliability.

Franklin Products, Incorporated, of Syracuse, N. Y., was a direct competitor to the automobile prospect who is looking for a combination of comfort, appearance and reliability.

Miller Joins Forces With Card-Adams Co.



Charles A. Miller, well known in automobile circles in Omaha and the west, has become associated with the wholesale department of the Card-Adams Motor Co., distributors of the Chandler and Cleveland cars for Nebraska, western Iowa and west half of South Dakota. He has been in the automobile business a great many years and is thoroughly acquainted with the business and the dealers in his territory.

Annual reports of E. I. DuPont de Nemours & Co. for 1919, is expected to show that company's investment in General Motors corporation as representing about 30 per cent of the latter's common capitalization, which would mean that the Wilmington Powder company holds approximately 444,000 of the 1,480,152 shares of General Motors common outstanding. The DuPont report for 1918, stated that company held a 27.6 per cent interest in common of the motor company. These percentages indicate that about 35,000 shares of General Motors common were purchased in the market last year for the account of the powder company.

TRUCK DEMAND SOON TO EQUAL THAT FOR CARS

Expert Says Sales Will Only Be Limited by Production in the Near Future.

C. F. Rauze, sales promotion manager for the General Motor Truck company of Pontiac, Mich., was a visitor during the week of the Omaha Automobile show. Rauze, who is one of the pioneers in the truck industry, has studied the development since the first trucks were used for commercial purposes and is very firm in his belief that the sale of commercial vehicles will soon equal, if not exceed, the sale of passenger cars. Mr. Rauze believes that the sale of trucks will only be limited by production.

In the early stages of the truck industry, it required a great deal of persuasion on the part of the factory to induce dealers to buy trucks in considerable numbers. This situation, however, is now reversed and in numerous cases the dealers are unable to get a sufficient number of trucks.

The American farmers are responsible for this condition to a large extent. Farmers are now equipped to realize the advantage of the motor truck, both from a standpoint of saving time and labor.

Mr. Rauze evidenced quite an interest in the First National Motor Truck reliability contest, which will start from Omaha some time during June. It was his opinion that a run of this sort would bring the manufacturers and the buyers to a common ground where a real business-like consideration of trucks could be accomplished.

Owing to the present freight car shortage, Hudson and Essex driveways have been averaging 125 cars a day for the last three weeks. Cars have been driven away as far east as New York and Philadelphia, as far south as Atlanta and Jacksonville and as far west as Des Moines and Oklahoma City.

Every

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Has the appearance of a new car—because it is possible to restore the original luster of its electrically baked enamel finish.

Particular care and attention is also given to each mechanical moving part. All worn parts replaced, all bearings cleaned, greased and tightened.

It is really better to be safe than sorry in your purchase of a Car

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A Surprise in a Medium Priced Car

The Columbia Six was the real feature car at the Automobile Show—value and beauty considered.

If you are not familiar with the many features which this car offers, let us direct your attention to them.

1. Columbia Automatic Thermostatically Controlled Radiator Shutter (an exclusive feature).
2. Non-synchronizing Springs.
3. Continental Red Seal Motor, 3 1/4 x 4 1/2.
4. Stromberg Carburetor.
5. Timkin Axles—front and rear.
6. Timkin Bearings throughout.
7. Auto-Light starting and lighting.
8. Atwater-Kent Ignition.
9. Borg & Beck dry plate clutch.
10. Durston 4-speed Transmission.
11. Spicer Universal Joints.
12. Weight 2750 pounds.

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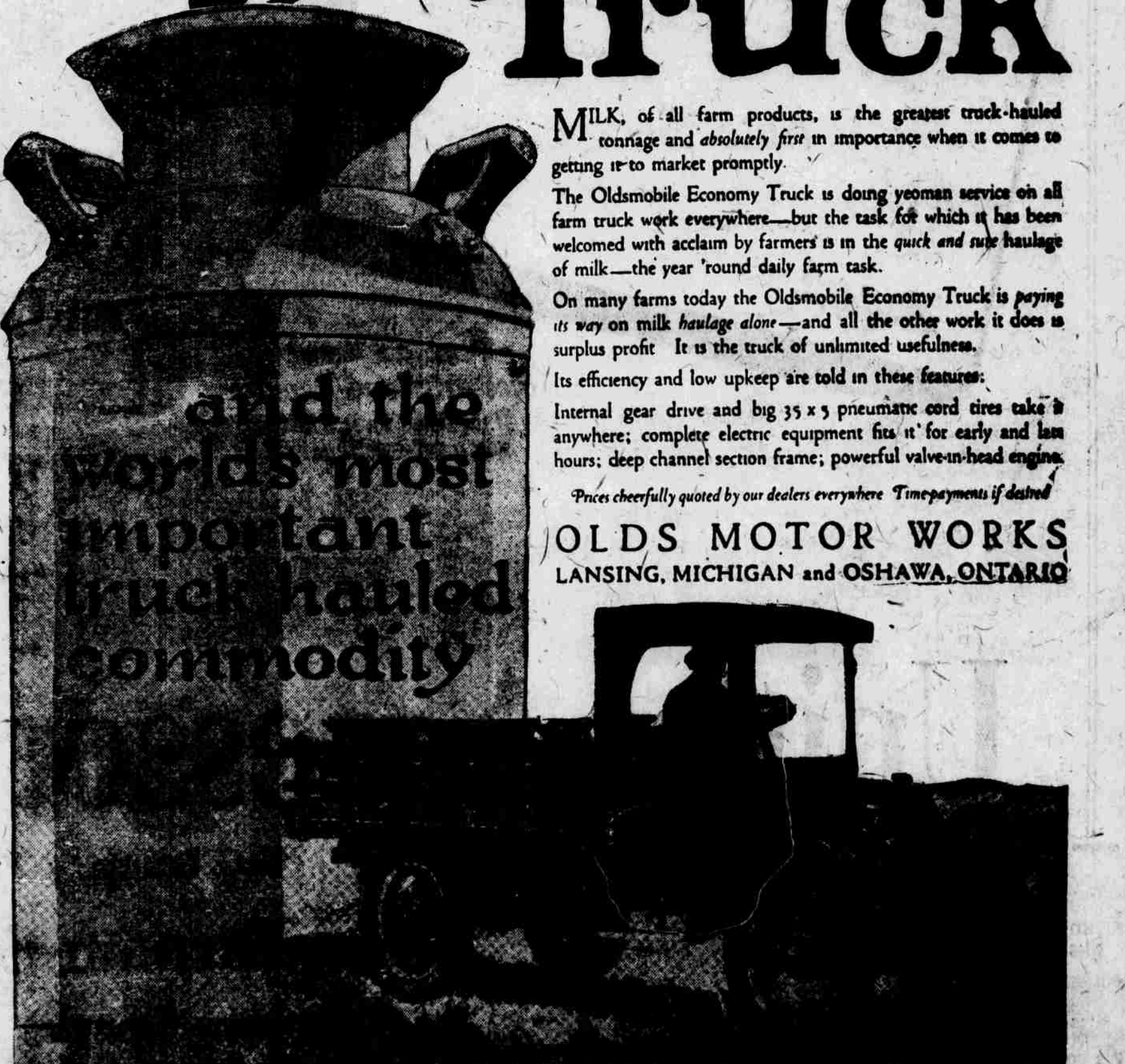
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