

EUROPEANS ARE LOUD IN PRAISE OF YANKEE CARS

British Critic Says New LaFayette Is Superior To Any Model He Has Seen.

Because leading European motor car manufacturers are preparing to enter the American market in a more substantial way, domestic designers are considering the possible effects of this competition.

As additional news of the European cars' pending invasion reaches our shores, many American manufacturers, while claiming equal and superior virtues, are rapidly emulating the qualities which commend foreign-made cars to American buyers.

The always conservative Briton hesitates to praise anything American, and is quick to contradict the Yankee assertion that "We can do anything they do in Europe—and do it better." For this reason, the favorable criticism of Lieutenant Victor Beveridge, British automobile authority, who "covered" the New York show for a leading motoring publication of the British Isles, is especially valued by the LaFayette Motors company.

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Nash Factory Forced To Expand To Handle Increase Production

Increasing demand for products of the Nash Motors company is reflected in substantial additions to the great plant at Kenosha during the last year. It is in this factory that Nash six-cylinder cars and Nash trucks are built, the new plant in Milwaukee now under construction being planned for the exclusive production of the Nash four.

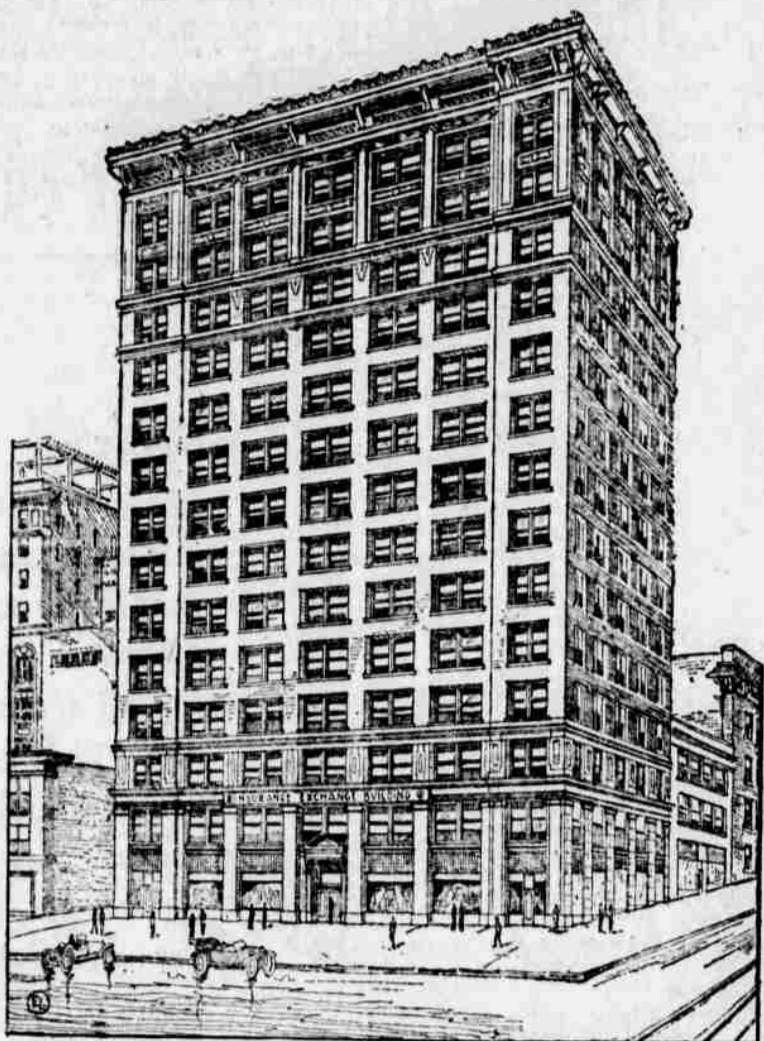
In addition to new buildings that have been added to the Kenosha plant in the last 12 months, thousands of dollars' worth of additional machinery also has been installed. As a result the factory of the Nash Motors company is regarded as one of the largest and most thoroughly equipped plants in the automotive industry.

Ford Expects to Make More Than a Million Cars Per Year Soon

When the first six months of the Ford Motor company's fiscal year ended, January 31, more than 250,000 of the sturdy little Fords had left the factory to join their 3,509,000 brothers and sisters on the world's highways. And Ford officials express confidence in their ability to turn loose the other half of the million by July 31, when their year ends.

However, they say that 1,000,000 a year is far from the ultimate in motor car manufacturing, and that with the completion of the blast furnaces and body plants which Henry Ford is now building in Detroit, the yearly output capacity is bound to assume larger dimensions. The present capacity is 1,200,000.

New Insurance Building To be Started About May 1



Construction of the proposed 16-story, \$1,100,000 building on the southwest corner of Seventeenth and Dodge streets, which will be occupied exclusively by fire and life insurance men of the city, will be started by May 1, it was announced yesterday.

H. O. Wilhelm, president of the H. O. Wilhelm Co., agents for the Northwestern National Life Insurance Co., has been unanimously elected president of the Insurance Exchange Co., organized by Omaha insurance men to erect the building. Mr. Wilhelm is president of the Omaha Underwriters' association and chairman of the insurance committee of the Chamber of Commerce.

Directors and permanent officers in the building company are as follows: H. O. Wilhelm, president; John W. Madden, vice president; Harry O. Steele, vice president; Charles E. Fyre, vice president; Edward E. Litz, secretary; Robert T. Burns, treasurer; William A. Schall, Thomas F. Quinlan and L. W. Schiebel, directors.

The new building will be directly opposite the 16-story medical arts building, now under construction, and is another step in the rapid development of the West Dodge district. The construction of the building will command national attention to Omaha as an insurance center in the opinion of President Wilhelm.

Plans for the structure are being prepared by John Latenser & Sons, architects.

Omaha insurance men first realized the actual benefits from a building of this character when the insurance men of Chicago erected their own office building. The building erected, although large, has been very inadequate to meet all the requirements and there is a waiting list of insurance firms anxious to contract for any floor space that becomes available.

Head of Insurance Men's Building Committee



H. O. Wilhelm

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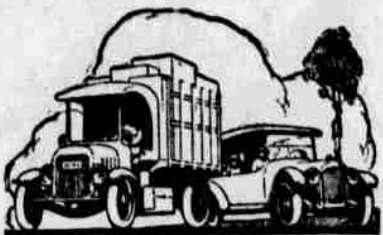
Pierce-Arrow Truck Sales Manager Impressed by City

Robert O. Patten, manager of truck sales for the Pierce-Arrow Motor company, Buffalo, N. Y., was the guest of J. T. Stewart of the Stewart Motor company, last week. This is Mr. Patten's first visit to Omaha since the early days of the Glidden Tours and it goes without saying that he was very much impressed with the growth of this middle western metropolis and the possibilities which this section of

the country offers to the motor transportation manufacturers.

Mr. Patten feels that a good many of the manufacturers will be seriously handicapped during the coming few months owing to the labor and material situation and unless the situation is remedied very soon, there is no immediate hope for a change in the material situation for months to come.

With the growing popularity of motor vehicles, street car fares have been increased in 460 cities throughout the country.



Travel & Transport Topics

Conducted by Goodrich

Road conditions for Omaha and vicinity:

Plattsmouth road: Moist, but passable.

O. L. D. from Omaha to Lincoln: Rough, but dry to Ashland; Ashland to Lincoln, first class condition.

Road to Red Oak, Ia.: Rough, but passable.

To Oakland, Ia.: Wet, but passable.

From Oakland, Ia., west: Very soft.

Lincoln Highway to Fremont: Fair condition, wet in places; Military Highway better.

The first pneumatic automobile tire ever built in the United States had a two-fold distinction. It was the best tire ever built, and at the same time, it was the poorest.

It was constructed with great care by export workmen and had 16 plies of fabric and a tread an inch and a quarter thick. The only trouble with it was that it wouldn't wear—it was worn out before it had gone 500 miles.

Friction and heat quickly made it worthless. Since then tire manufacturers have learned that the ideal tire is the one which has the fewest possible number of plies of fabric and a tread just thick enough to last as long as the fabric.

San Francisco will be an unhealthy place for motorists during next August. Traffic officers from all sections of the country will be congregated there to attend the annual meeting of the National Traffic Officers' association and motorists will have slim chances of breaking a traffic rule and getting away unscathed.

Motorists who are growing about the high price of gasoline should remember that there are some places where it is higher. In Nyasaland, East Africa, it costs \$2 a gallon and it is hard to get at any price.

Rosengren Tells How to Treat Storage Battery

A good many car owners have commented on the way a storage battery stays on the job right up to the last minute. Endurance seems to be one of their strong points.

"Every once in a while a battery is brought in because the owner found it suddenly dead on his hands," said Elmer Rosengren of the Nebraska Storage Battery company.

"Most of these failures are due to plain ordinary neglect and we always explain to the owner that the battery had been slowly wearing out for a long time through under-charging or overwork, lack of water or some other cause of battery premature death."

It is folly to expect that any battery is going to last forever, but there is plenty of proof to show that the right kind of care will extend its life for a long time.

Always put in water regularly, and when your service station dealer tells you re-insulation is necessary have it done at once. Practically every battery except those protected by threaded rubber insulation needs re-insulation at least once in the course of its life.

The automobile industry is second largest among the users of steel and iron.

Automobile Digest

There are no motor speed laws in Havana, Cuba.

In the district of Glasgow, Scotland, there is a registration of 21,307 motor vehicles.

Automobiles and motorcycles are registered only once in New Zealand, and not every year.

Registrations of motor vehicles for the first two months of 1920 in Pennsylvania were 323,473.

The United States surpasses all other countries as a source of automobile imports into Spain.

On a \$1,000 American-made automobile, Canadians pay an additional sum of \$638.75 for tariff, tax, etc.

The minimum wage for male employees in the largest rubber tire company in Akron, O., is \$6 a day.

The heaviest buyers of motor trucks are coal dealers, grocers, lumber men, milk dealers and creameries.

No less than 17 different American makes of motor vehicles are seen throughout South Africa.

Gasoline in England is measured by the "imperial gallon" which is one-fifth larger than the American gallon.

Two motor trucks of American make are now used by the Chinese administration in the Shantung province.

Loads on motor trucks in excess of 24,000 pounds are not permitted to operate over the streets of Milwaukee, Wis.

The American forces in Germany, consisting of about 13,000 troops is completely motorized, including the artillery.

Highways leading out of Detroit are guarded by troops of the Michigan state constabulary for the purpose of apprehending automobile

thieves and recovering stolen motor cars.

American motor cars, trucks and tractors will be included in the exposition to be held at San Juan, Porto Rico, in June.

Nearly 40 per cent of the automobile tires manufactured are junked before they deliver the maximum mileage built into them.

In many of the prominent cities in Japan all automobiles must be equipped with "splash fenders" on windy days.

Officers of the law have the authority to seize on sight all automobiles having defaced or changed engine numbers in Pennsylvania.

The king of Siam, devotee of racing and other sports, was sponsor for the first automobile races recently held in Bangkok.

Motorcycles left for salvage by the American army in France have been rebuilt and are now doing service as taxis in Paris.

Although only 11 years old, Honore Griffin of La Canada, Cal., is successfully operating a motor tractor on his father's farm.

With the advance of from 4 to 9 cents a gallon before the end of summer, it is predicted that gasoline may go to 40 cents by the end of 1920.

Motor trucks have been widely employed in European countries for industrial, commercial and agricultural purposes since the signing of the armistice.

Women automobile drivers in the Argentine are practically unknown on account of the severe examination they are subjected to before a license is issued.

Canada purchased 8,822 passenger automobiles and 2,164 motor trucks in the United States last year. This record of sales exceeds that of any other country.

In Connecticut, the rule for both city and county is that the driver

on the right has the right of way no matter whether coming from a side street or boulevard.

To inform parents of defects in their children, and to suggest to communities the need of constant supervision of growing children, Dr.

Frances S. Bradley of children's bureau, United States Department of Labor, is touring the country in her "Child Welfare Special" motor truck. The interior of the "special" is fitted up for educational demonstrations.

The Product of Experience

LUXURY and Economy have been combined in the Chevrolet "Four-Ninety" Sedan.

It has plenty of power; riding comfort and complete equipment makes it one of the appealing cars of the year.

CHEVROLET MOTOR CO. OF NEBRASKA

RETAIL STORE—2215 FARNAM ST.

Chevrolet "Four-Ninety" Sedan, 61248, J. S. Flint, Mich.



THE MOST BEAUTIFUL CAR IN AMERICA

The Ideal Five-Passenger Car

Whether the Paige Glenbrook is chosen solely because of its beauty or rather because of its mechanical excellence, a full measure of satisfaction is assured to its owner in either case.

For it is well known that, in Paige cars, beauty and efficiency go hand in hand.

The same skill in car building which is responsible for making the Glenbrook a vehicle of exceptional grace is likewise responsible for making it an exceptional car from the mechanical standpoint.

In body, power plant and chassis, it is distinctly a Paige product—setting standards of comfort, economy and dependability such as have never before been present in a car of moderate price.

Although it has been before the public no more than four months, it is destined, we believe, to revolutionize the Light Six field.

Its new six-cylinder motor—designed and built in our own shops—is a feature which, in itself, entitles the new Paige Glenbrook to a place at the head of America's finest five-passenger motor cars.

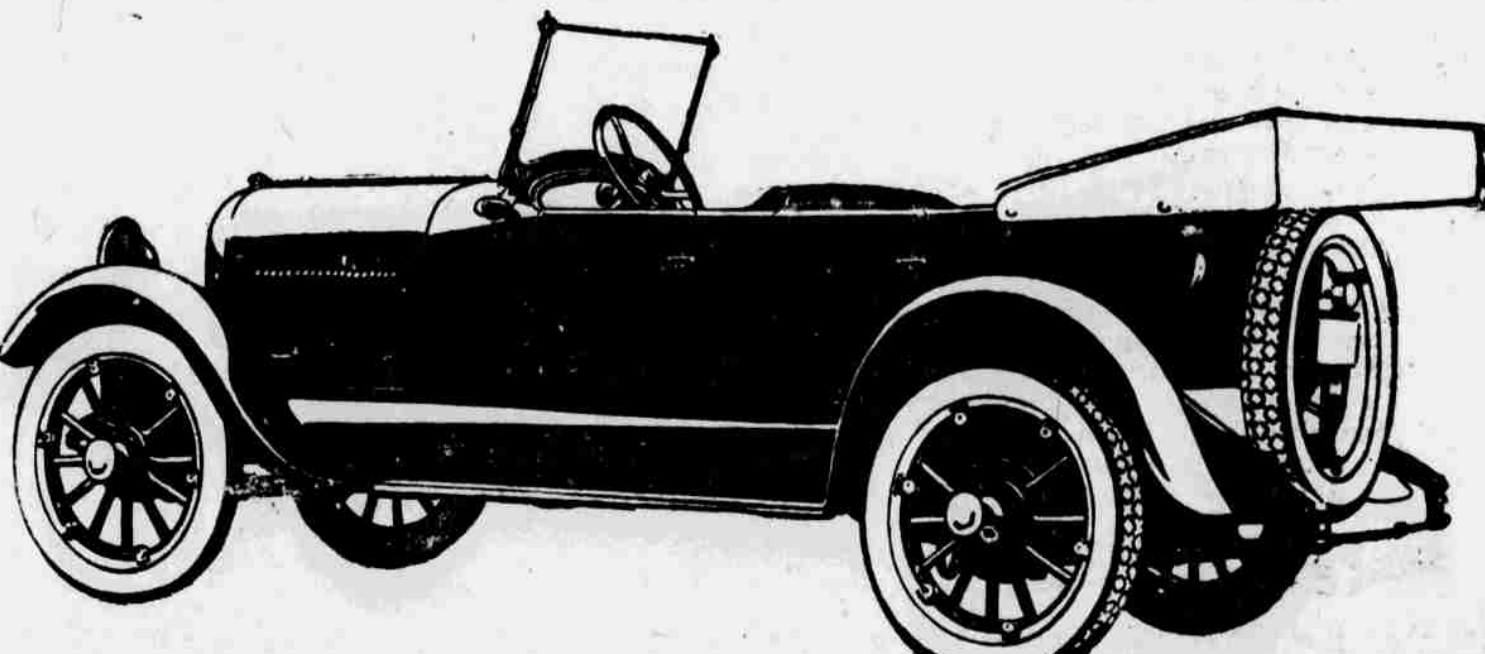
When you see this latest Paige model and ride in it, you will agree with us, we believe, that, from a mechanical as well as an artistic point of view, there is no finer five-passenger car on the market today.

That this is now quite the general opinion among motorists is indicated by the number who have already made arrangements for Spring deliveries.

Let us suggest that you give early consideration to the question of placing your order with our dealer while it is still possible for him to take care of your requirements.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT
Manufacturers of Motor Cars and Motor Trucks

Nebraska Paige Company
19th and Douglas Streets OMAHA, NEB. Phone Douglas 3660



Buy them at Low Cost



Guaranteed 4500 Miles

EDITORIAL AKRON

How to Economize on Tire Buying

Rebuilding tires is an art that requires knowledge of tires and constructive ability. If the work is done by skilled tire builders and the material honestly selected, the result is a work of art. By doing honest work, we have trebled our plant and output in three years. The fabric and rubber uppers we use for reinforcement are carefully selected, carefully fitted, molded and whipped into a perfect union. When this process is used, double fabric tires last as permanently and give mileage equal to tires costing nearly four times as much. The advance in cost of tires gives car owners a chill when they go to buy. You can't buy, you can't keep this road down to fit your purse.

Quality Tires

Made by skilled workmen with all selected material—are reinforced with extra layers of fabric and rubber. All wonderful bargains. They will outwear any rebuilt or vulcanized tire. Our written guarantee protects you. AKRON tires are rebuilt tires for service and wear. Read our editorial. We are better equipped than ever to fill your orders.

The following prices for this month:

SIZE	TIRE	TUBE
30x3	\$5.00	\$2.00
30x3 1/2	6.50	2.10
32x3 1/2	7.50	2.20
34x3 1/2	8.50	2.30
34x4	8.75	2.45
34x4 1/2	9.00	2.50
34x4 1/4	9.25	2.60
34x4 1/2	10.75	2.80
34x4 1/4	11.00	2.90
36x4 1/2	11.50	3.00
35x5	12.25	3.20
37x5	13.00	3.50

State whether straight side or clincher desired. Send \$2.00 deposit for each tire and \$1.00 for tube; balance C.O.D. subject to examination. If you need full amount with order, deduct 5% discount.

Akron Rubber Co.
Dept. No. 123 Roosevelt & Robey
Chicago, Illinois



We have taken over the contract for the distribution of Stutz motor cars for Nebraska and the western part of Iowa.

We are temporarily located at the Blackstone Garage, 36th and Farnam, until such time as we can arrange for more commodious quarters.

In coming to Omaha with this dealership, we, of course, will have to earn a place for ourselves. The car has already earned its reputation.

We will have a competent force of Stutz mechanics, and are thoroughly imbued with the fact that "the sale only begins when you pay your money"—in other words, we will furnish a service station that will be a "home" for your car.

Pleased to see old Stutz owners and anyone contemplating the purchase of a car of this type.

Yours for Morservice,

Morse-Stutz Motor Car Company
Temporary Location—Blackstone No. 3,
36th and Farnam Sts.