

### Reo Distributor Says Car Is Sold At Small Profit

For This Reason, He Declares, Price Cuts Cannot Be Made, as on Some Other Cars.

In commenting upon the financial statement of the Reo Motor Car company, recently issued as of September 1, 1920, J. M. Opper, of the Jones-Opper company, Nebraska distributors of Reo automobiles and speedwagons, has the following to say: "The Reo Motor Car company's financial statement, issued several weeks since, shows a surplus in the treasury of \$9,747,308.93, with a capitalization of only \$10,000,000 authorized, of which \$6,937,250 worth of shares have been issued.

"Not Profiteering" "The \$9,000,000 surplus, of course, does not represent one year's profits, but the earnings accumulated and remaining in the business over a period of years. Dividing the total volume of business done during the last several years by the net profits of the period, we find there is only slightly over a 10 per cent margin to the manufacturer on the Reo products. Certainly this is not profiteering and is one good reason why the price on Reo automobiles and Reo speedwagons cannot be reduced at this time, as is possible for some other manufacturers, since prices were not inflated to show large margins of profit during the last two or three years.

Management's Idea "The surplus and capital really represents the management's idea of properly financing a business, for it is not only sufficient for ordinary needs or conditions that must be anticipated from time to time, but proves sufficient to cover such emergencies and unforeseen conditions such as those which recently occurred.

"The Reo Motor Car company's idea of business is not to deplete the treasury in order to pay frequent and excessive dividends due primarily to the habit of figuring the stock ticker tape with the right hand, while the left hand tries to run the factory."

Clear Oil From Grooves. If the oil grooves in the bushings become clogged, the oil will not be able to reach the surfaces which need it. The use of an excess quantity of graphite sometimes serves to produce this condition.



## Willard Batteries at a New Price Level

Effective with the publication of this announcement, Willard Batteries will be sold on a new and materially lower price level.

The same Willard quality—backed by the same authorized Willard Service.

### Nebraska Storage Battery Co.

20th and Harney Sts. Tyler 2920

## Willard Batteries

### Auto Salesman Wins In Cadillac Contest



John W. Van Camp.

John W. Van Camp, who won the first prize of one dozen sberbet glasses with sterling silver bases in the competitive contest among the salesmen of the J. H. Hansen Cadillac company for December and November, the second prize, a silver service tray, was won by Harry L. Williams, manager of the Lincoln branch office. Other prizes consisted of a platinum and diamond scarf pin and a woman's wrist watch. Van Camp also won the last contest.

### Photos of Prize Plane in Omaha

Pictures of Winner of Pulitzer Trophy Thanksgiving on Display Here.

Photographs of the Verville-Packard airplane of the United States army flying service, which won the first contest for the Pulitzer trophy at Mitchell Field, L. I., on Thanksgiving day, making an average speed of nearly three miles a minute, have just been received by Scott Bury Motor Car Co., local distributors for the Packard company. This wonder plane, although somewhat handicapped by fuel trouble on that occasion, is now being groomed at McCook field for an attempt to break the world's speed records and it is believed certain that it will shortly attain the tremendous velocity of at least 200 miles an hour.

"It is interesting to note in connection with the race," said Mr. Bury, "that the performance depended almost entirely upon the amazing power of the engine. The plane itself, while up to the minute in every particular, nevertheless follows the conventional lines with which we are familiar. It has none of the features that have distinguished some of the recent speed models, such as absence of struts and supports, or a device by which the landing gear could be folded into the fuselage and thus decrease the head resistance. The tremendous power of the engine has been the factor depended upon to produce these great speeds.

"This engine, which was designed by Col. Jesse C. Vincent, co-designer of the Liberty engine and vice president of engineering at the Packard, is capable of producing around 600 horsepower at 2,000 revolutions per minute. It is the most powerful engine ever designed for quantity production and is far more powerful than anything yet made except a few racing freaks. It is not a freak, however, but for commercial purposes or in case of war, could be turned out literally by the thousands."

### Uneven Mounting Is Reason Valve Stems Pull Out, Expert Says

Why valve stems pull out of inner tubes even when the tire has not been run flat, has caused considerable argument among car owners. The solution is a simple one and lies in evenly mounting the tire on the rim.

In placing a tire on a rim, the tube valve stem is inserted in the hole in the rim provided for it. Then the casing is, ordinarily, worked on the rim by successively prying it over the edges. This stretches that part of the tube where the prying is started and works an accumulation or surplus of tube at the end on the other side of the valve stem.

When the tube in this condition is inflated, it can not adjust itself, being stretched beyond the other side. When the latter side strikes the ground first, the over-stretched side exerts a heavy pull on the valve stem. This results, according to Miller tire service experts, in a blow-out from a pulled valve patch or a torn tube.

### School Is Conducted For Cadillac Mechanics

To keep service men and mechanics fully conversant with and up-to-date in the repairing of Cadillac cars, the J. H. Hansen Cadillac company maintains a school under the supervision of Guy A. Wheaton, technical manager.

Classes are conducted during the lunch hour, and the course includes lectures on mathematics, the theory of gasoline motors, electrical work, and the practical ways of repairing and adjusting Cadillac cars. The school is maintained throughout the winter months and at the end of the course an examination is held and prizes awarded to those of highest standing.

Significance of a Dirty Engine A dirty engine is the sign of a careless driver. Dirt is not merely unsightly, it causes trouble in the bearings, carburetor, distributor and other places. Clean it off with a long handled paint brush, using kerosene, as gasoline is expensive, besides being dangerous.

### New Car Models Blossom in Gay-Colored Designs

Bright Yellows and Greens Greet Crowds at Opening Of Annual New York Motor Show.

New York, Jan. 2.—The 21st annual New York automobile show opened in a blaze of splendor at Grand-Central Palace, with the exquisitely groomed and polished creations of 76 manufacturers on display.

Unusual significance is attached to the opening of the New York show this year, because of the indication that the show will give as to future business conditions, not only in the automobile industry but other lines as well.

Judged by the inrush of spectators at the time of opening, an inrush that was steadily maintained during the hours following, there is destined to be a revival of interest in automobiles during the spring of 1921 comparable to the business revival that followed the depression resulting from the close of the war.

Still Holding Off. Manufacturers who have been predicting that a slump during the final months of 1920 would not outstay the automobile shows are confident that their prophecies are about to be realized, though they are still holding off for the close of the New York show to deliver their final verdict.

Exceptional preparations were made by all manufacturers this year to stage as impressive and striking a show as possible. Conventional color schemes are conspicuous for their absence, bright hues of ready visibility predominating.

Even the most conservative manufacturers made a concession to the public taste in this respect. The National Motor Car and Vehicle corporation, for instance, one of the oldest in the industry, is headlining its display with a four-passenger phaeton in a brilliant yellow, and a two-passenger roadster that is a study in three shades of green.

Post-War Creations. With respect to new models, the situation shows material improvement over last year, when Overland National, H. C. S. Mitchell and Lafayette were about the only manufacturers to bring out post-war designs, despite the expectancy on the part of the public that this practice would be general.

This year, there are probably an even dozen post-war creations, most prominent among which are the new light Haynes, the single-six Packard, the Paige, Pierce-Arrow, Stevens, Duryea, McFarlan and Lincoln. The General Motors company is represented with two new offerings, the improved Buick and the recently announced four-cylinder Oldsmobile.

Generally speaking, however, manufacturers are showing models that have been standard for some time, with the exception of minor refinements and improvements.

A New Car. One concern, the National Motor Car and Vehicle corporation, occupies the unique position of continuing its lines for 1921 without change of

even the most minor nature. However, inasmuch as the present National product, surnamed Sextet, was announced only at the show of a year ago, it is still regarded as a new car, though as well a car of established worth.

The automobile show remains closed on Sunday, to reopen its doors Monday to what is expected to prove a record day in the history of metropolitan attendance.

Show visitors on Saturday are generally local, whereas Monday begins to bring motor enthusiasts and members of the trade from all the corners of the United States. Judging by advance ticket sales to manufacturers, it is believed that the out-of-town attendance will be unusually heavy, foreshadowing a renewed interest and buying movement in automobiles all over the country.

Army engineers have developed a new type of searchlight, mounted on a rubber-tired trailer, that can be pulled great distances by motor truck.



There are three and one-half automobiles for every mile of the 77,000 miles of public highways in Wisconsin.

A Philadelphia undertaker successfully operated an automobile funeral wagon 20 years ago.

Because of a shortage of automobiles in Europe, cars are selling at figures far beyond their actual value. To cope with the snow problem next winter, the street cleaning de-

partment of New York City awarded a contract for 212 five-ton motor trucks of the automatic type, at a cost of more than \$1,000,000.

The average estimated repair bill for all automobiles in the United States amounts to \$500,000 a day.

Norway has just commenced operating its first automobile factory. The output is estimated at 200 cars a year.

It is estimated that 13,500,000 gallons of gasoline are used daily by motor vehicles throughout the United States.

Auto polo will be a special feature at the state fair at Trenton, N. J., from September 27 to October 1, inclusive. It is covered by a network of fine roads.

Throughout the country the overall width of motor vehicles varies in different states from 90 to 114 inches and the length from 30 to 65 feet.

Highways of Switzerland are of macadam or concrete structure and

are kept in excellent condition. Though the country is hilly and in the rural districts of Colorado and Utah, motor transportation is furnished children from their homes to public schools.

During the world war, Germany used commercial alcohol, distilled from sawdust and various kinds of waste vegetable matter.

More than 90 per cent of the tonnage of rail and water lines is transported over highways before reaching the consumer.

J. H. Hansen Leaves for New York Automobile Show

J. H. Hansen, of the J. H. Hansen Cadillac Co., left Friday evening for New York City, to attend the 21st annual automobile show.

During the New York show, Cadillac distributors and dealers from all parts of the United States will be assembled at a mammoth meeting to discuss the coming year's business.

### Starting in Winter Is Drain on Battery

"Starting is always a severe drain on a battery. In winter it is more so than in summer," says Elmer Rosengren of the Nebraska Storage Battery company.

"A cold motor is harder to turn over; a cold carburetor does not vaporize as efficiently.

"There is need of more current for lighting and there is usually less daytime running, when the generator restores the battery's energy.

"On cold mornings, prime your engine, and help the battery. Don't exhaust it by jamming down the starter button over and over again till the carburetor finally warms up to its duty.

Be reasonable in use of your lights."

# PAIGE

The new series, five-passenger "Glenbrook" model is a six cylinder gasoline car but it rides with the smoothness of an electric.

The impulses merge into a continuous flow of power that is almost magic in its effect.

From 5 to 25 miles per hour in 9 seconds flat—that is standard performance, and a clear index of giant energy.

Take just one ride. It will prove a revelation so far as luxurious motoring is concerned.

Glenbrook "6-15" Five Passenger Touring Car \$1770 (a. h. Detroit)  
Arlington "6-15" Four Passenger Sport Model 1790 (a. h. Detroit)  
Lexus "6-15" Roadster Two Passenger 1770 (a. h. Detroit)  
Coupe "6-15" Four Passenger 1665 (a. h. Detroit)  
Sedan "6-15" Five Passenger 1645 (a. h. Detroit)

All models will be exhibited at Automobile Shows throughout the country.

PAIGE-DETROIT MOTOR CAR CO., DETROIT  
Manufacturers of Paige Motor Cars and Motor Trucks

## Nebraska Paige Co.

R. M. AUSTIN, Gen. Mgr.

27th and Harney Sts. Omaha, Neb.

THE MOST BEAUTIFUL CAR IN AMERICA

## DODGE BROTHERS BUSINESS CAR

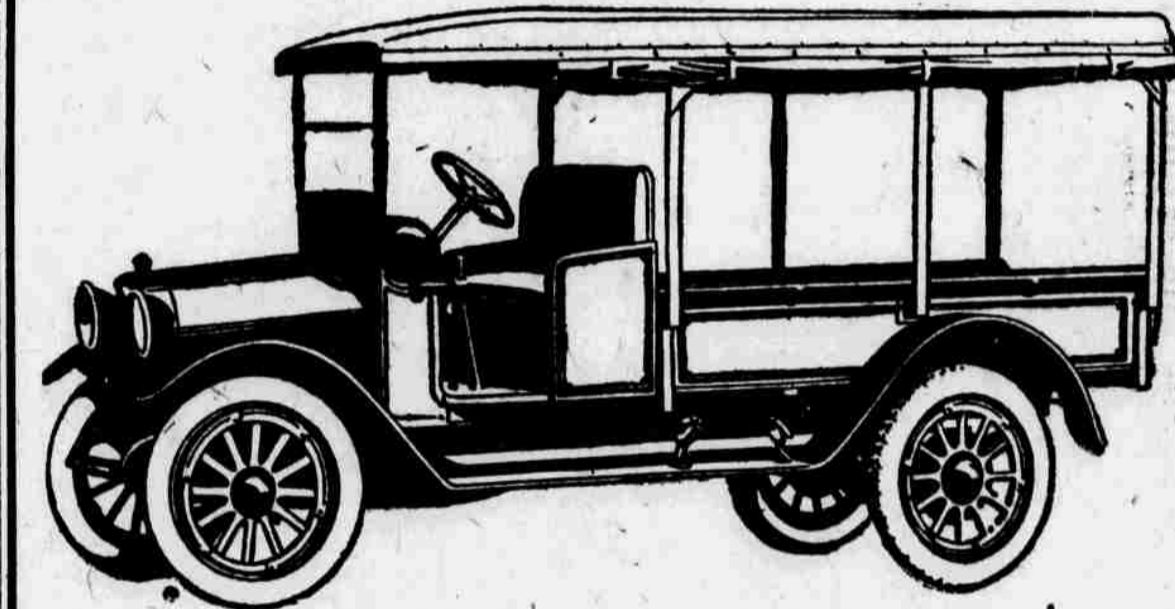
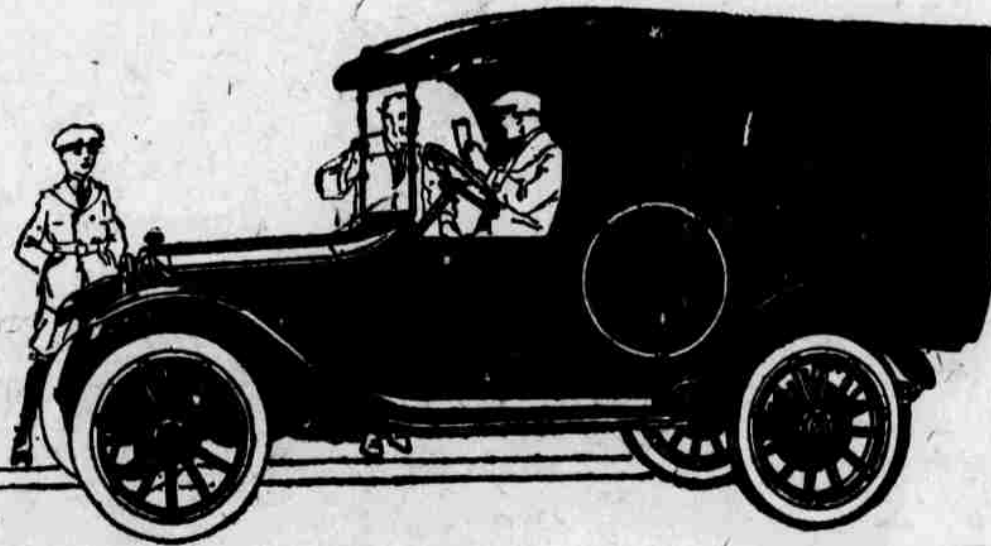
Its performance is so regular that the merchant has the satisfaction of knowing what his delivery will cost him month after month.

The haulage cost is unusually low.

### O'BRIEN-DAVIS-LOAD AUTO CO.

OMAHA, NEB.  
HARNEY AT 28TH ST.  
HARNEY 0123

COUNCIL BLUFFS IA.  
103 SO. MAIN ST.  
COUNCIL BLUFFS 691



## Reo Speedwagon

THE greatest truck on earth in its class. A bold statement, you say—maybe so, but if you are in the market for transportation, whether merchant or farmer, get in touch with us. We will give you a chance to disprove our statement.

You want the best for your work and needs. We believe we have it, so do present users of the Reo Speedwagon.

### A. H. Jones Co. Jones-Opper Co.

HASTINGS, NEB.  
Distributor for Southern and Western Nebraska.

OMAHA, NEB.  
Distributor for Eastern and Northern Nebraska and Western Iowa.

