

Sales at Auto Shows Indicate Better Market

Nash Company Sells More Cars at Retail Than Ever Before in Chicago Exposition.

"It would appear from indications brought out at the important automobile shows held this year that the tide has turned," says Charles B. Voorhis, vice president and general sales manager of the Nash Motors company. "Forty-nine Nash passenger cars were sold at retail during the Chicago show which closed last week, and in the two days following the show seven more cars were sold."

"In citing this merely to illustrate my point and incidentally I might add that this was the greatest number of Nash automobiles ever sold at retail during a Chicago show and the record there follows closely similar successful weeks at the New York, Cleveland, Philadelphia, Baltimore and Milwaukee shows. Other leading manufacturers also reported excellent success in New York, Chicago and at the other large exhibitions held this year."

"This does not mean necessarily that the country may face a general shortage of automobiles this coming spring, nor does it mean that business in one branch has come back to normal. It does indicate, however, that conditions throughout the country are showing improvement and that when spring rolls around there will be a very healthy automobile market."

"In the past the annual automobile shows have proved an excellent barometer and the facts presented this year are therefore extremely encouraging. Not only were sales equal to figures of last year and in some instances even better than last year, but attendance records of the various shows point out that the public visited these exhibitions in larger numbers than ever before. "In view of these things I believe it is safe to assume that a gradual return to a healthy business condition is distinctly apparent."

"Indian Day" to Be Celebrated Here

Omaha Motorcycle Dealer Invites All Riders to Join in Festivities.

Motorcyclists in all parts of the country are planning to celebrate "Indian day," which, in the vernacular of motorcyclists, is synonymous with Washington's birthday. Annually since 1915 motorcyclists and their friends have chosen the birthday of the father of the country as the opening day of the new riding season, and have celebrated the event by gathering at the nearest Indian motorcycle dealer's place of business for a rousing good time.

This year the local Indian dealer, the Omaha Bicycle company, 323 North Sixteenth street, has arranged to provide his guests with entertainment in the form of souvenirs, cigars and good time generally. He has sent out special invitations to all motorcycle riders to join him in the festivities. He plans to make the day the biggest in the history of his establishment and wishes to have it understood that his doors will be open to all covers from sunrise to midnight. Refreshments will be served and souvenirs distributed to all. Women will be especially welcome.

The latest model Indian motorcycles will be on exhibition with competent riders on hand to explain them and answer questions.

Economy Necessary For Low Upkeep of Battery, Says Expert

"Gasoline costs a pretty stiff price," said Elmer Rosengren of the Nebraska Storage Battery company. "Electrical current for starting, lighting, and ignition costs much less, for a large part of it comes as a by-product of the energy of the motor."

"Keeping this cost at the lowest minimum, however, demands some thoughtfulness and economy in the use of electricity."

"If your machine is standing idle for a couple of minutes with the engine running, one naturally cuts the gas until it is feeding just enough to keep the engine over. Gasoline economy demands this. "In the same way, when a machine is standing still at night, do not leave all the lights burning. Extinguish all but those that the law positively demands. Economy of electrical current demands this. "Battery economy demands that the electrical system be tuned up to the highest state of efficiency."

Hansen Cadillac Company Has Efficiency School

For the last few weeks, on Friday nights, all employees of the J. H. Hansen Cadillac Co., both men and women, have met in what might be termed an "efficiency school." Mr. Hansen maintains that no business in the world, not even a banking business, should be more accurate, prompt or efficient than an automobile business. Therefore, the object of these meetings is to teach everybody who works for the J. H. Hansen Cadillac company all about the car which they sell; to acquaint each department with the difficulties of other departments; to create close harmony among shop and office employees, and among departments.

O. L. Crumbliss Auto Firm To Distribute Dixie Flyer

Announcement was made recently to the effect that the O. L. Crumbliss Auto company had taken on the distribution of Dixie Flyer automobiles manufactured by the Kentucky Wagon company of Louisville, Ky. O. L. Crumbliss, until about a year ago, handled the Vellie line and has been identified with the automobile industry here for some time. For the present he will be located at 2107 Farnam street.



This picture of Ralph Mulford in the Paige "6-66" stock model was taken at Atlantic beach soon after he had made his record mile in 35.01 seconds. This is at the rate of 102.8 miles an hour and is the stock model record, regardless of piston displacement.

Studebaker Co. Closes 1920 as Biggest Year

Unlike Most Motor Firms Production in Last Half Year Exceeded That of First Six Months.

The Studebaker corporation completed on December 31 the biggest year in its history, having turned out 52,000 motor cars. Its best previous production record was 38,300 cars in 1919.

While the automobile industry in general has been going through a stiff period of readjustment since summer, Studebaker has been manfully putting its best foot forward. It actually turned out more cars in the second half year than in the first, or 28,000 cars against 24,000. It has, moreover, been disposing of its product to the ultimate consumer and not storing it. Sales in the last three months of 1920—probably as trying a time as automobile companies have ever experienced—were 10,000 cars.

Only 1,600 unsold. The total number of unsold cars on hand is only 1,600 or about a two weeks' supply—probably as low a level as any company can safely run.

The tentative production schedules of Studebaker call for approximately 12,000 cars from now until March 31. Both the South Bend and Detroit factories have resumed on the basis of an 800-car output a week, equally divided between the two centers.

An important reason why Studebaker is in such ship-shape is that its merchandising policies have been carefully planned to conform to the temper of the buying public. It cut prices before it cut production. On September 28 it made a readjustment downward on the prices of its various models. In October it began restricting production at Detroit, but it was not until November 1 that South Bend plants were curtailing.

Strictly Auto Proposition. From now on Studebaker is an automobile proposition pure and simple. The last remnants of its old farm wagon business it has disposed of to the Kentucky Wagon Co. of Louisville with the right to use the Studebaker name for two and one-half years. The lumber and machinery involved in the manufacture of the wagons will be liquidated and written off and the manufacturing space devoted to the manufacture of parts for the successful "Light Six" on which a big drive is to be made this year. All this change makes Studebaker a much more self-sufficient automobile company.

Unquestionably Studebaker had a splendid year in 1920 in points of profits though not up to the banner showing of 1919. The exact showing which will largely depend upon year-end charges cannot accurately be estimated at this time, but the balance for the \$60,000,000 common stock should be equal to twice the \$7 dividend charges.

In view of this showing, the manner in which January sales are shaping up and the strong financial position, with \$4,000,000 cash, against \$8,500,000 loans, there is every reason to expect that the \$7 common dividend will be maintained when directors meet the last day of the month.

While the police were rounding up automobiles bearing 1920 license tags after the limited extension of time in Philadelphia, a motor patrol wagon and a motor hearse were among the hundreds of automobiles and trucks seized.

Western Motor Car Co. to Handle Jackson Autos

Closed Models Completely Equipped With Cord Tires, Disk Wheels, Heater, Clock and Toilet Sets.

Announcement was recently made by the Jackson Motors corporation that it has closed a contract with the Western Motor Car company to act as distributors for Omaha territory.

The Jackson line offers an unusual choice to the buyer today: A four-cylinder touring car, listing at \$1,395; a six-cylinder touring car, listing at \$1,950; a semi-sport model, two California sport models with permanent tops, a four-passenger, four-door coupe and a five-passenger sedan.

A few outstanding features of the four, such as genuine leather upholstery, all hard-seasoned body work, nothing but standard units, together with paint and finish far above the average, brought forth

much favored comment at both the New York and Chicago shows.

The coach work on the closed models is very refined. Built along foreign lines it is distinctive and individual, yet carried out in perfect harmony. All equipment is complete, including cord tires, disk wheels, heater, clock, cigar lighter, women's toilet set and gentlemen's smoking set.

A complete line will be on exhibit at the Western Motor Car company's sales room, Farnam, at the boulevard, in the next few days, as well as exhibits at both the Council Bluffs and Omaha Auto shows.

F. O. Clough, western sales manager, will maintain a factory branch for territory west of the Mississippi, with headquarters with the Western Motor Car company, thus giving the dealers direct factory representation and close co-operation.

Old Tires Costly

It is good practice to stow away old tires and use unbroken treads during seasons when heavy rains are likely. Water through capillary attraction soaks into the fabric and cords, sometimes causing chemical action which loosens up the layers. Then, too, rubber cuts more easily when wet than when dry. Nothing is much more unpleasant than changing tires in the rain, and blow-outs are certain with tires having broken treads, if they are in the rain.

PAIGE

When the "6-66" Paige Daytona model covered a mile in 35:01 seconds January 21st it not only set up a new official world's stock car speed record. It also demonstrated in the most convincing fashion possible the general mechanical superiority of the full line of Paige "6-66" models.

The engine that powers the "6-66" models is an exclusive Paige possession. Its supreme qualities are not merely for setting up new world's records. They are there for the daily service of the average owner.

Demonstrate any "6-66" Paige model and learn for yourself.

6-66 Lakewood Six-Door Passenger Touring Car
6-66 Lakewood 11 Four-Door Passenger Sport Type
6-66 Six-Door Passenger Coupe
6-66 Seven-Door Passenger Sedan.

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, General Manager.
27th and Harney Sts. Omaha, Neb.

THE MOST BEAUTIFUL CAR IN AMERICA

The W. L. Huffman Automobile Company

For Many Years on Farnam Street

Announce Their Removal to Their Own New Building

at 24th and Grant Streets—Adjoining Their Body Factory

The consolidation of the body factory, general offices, sales room and service station under one general management and supervision will permit of more efficient service in all departments as well as materially reduce operating expenses.

The W. L. Huffman Automobile Company

2414-16-18 Grant Street Omaha, Neb.

Auto Industry Reviving, Says Dort Ad Manager

Sales Records at Auto Shows Exceed Past Performances and Increasing Business Anticipated.

H. S. Daniels, advertising manager of the Dort Motor company, brought a message of good cheer to Omaha yesterday, one especially pleasing to the Dort Sales company, which distributes Dort cars in the Nebraska territory. Mr. Daniels came from the east where he has been in attendance at

the New York, Chicago and Minneapolis shows. "Much to our surprise," said Mr. Daniels, "both our retail and wholesale sales records at the shows have exceeded all past performances. We expected better than an even break with others, but did not anticipate

anything like the result we were favored with. "The automobile business, like other lines, has been passing through a period of great stress, but there is an ever increasing area of blue in the business sky, and after it is all over and readjustments are

rightly made, we will all be glad it happened. "The automobile industry will be one of the first to reach complete revival, for motor cars are today one of the outstanding necessities in the American scheme of life.

BEARINGS SERVICE COMPANY

Bearings Quickly

NEW DEPARTURE

HYATT

TIMKEN

YOU will find stocks of these three bearings for all cars, trucks and tractors at this address

Omaha Branch, 1812 Harney St., Phone Tyler 2844.

BEARINGS SERVICE COMPANY
General Offices, Detroit, Michigan

THREAD-RUBBER

Willard

INSULATION

The Way to Battery Service

Buy a Willard—a Willard Threaded Rubber Battery. That's the first step. Because the plates are insulated not merely separated. No chance of puncturing, carbonizing, splitting or warping, and no bills for replacement of insulation. It outlasts the plates.

Next—keep your battery charged, and put in water every two weeks.

Finally—drive around twice a month for a battery test. You'll know us by the red Willard Sign.

Ask about the Willard Threaded Rubber Battery

Nebraska Storage Battery Co.
20th and Harney St. Omaha

Willard Batteries

DEPENDABILITY

The Cadillac Car will give you dependability—the capacity to withstand hard usage day after day and year after year. Cadillac service ability may be compared with that of a faithful watch.

There is permanent peace of mind in the ownership of a car whose performance can always be depended upon—at all times of the year, under all conditions which call for complete and absolute reliability.

The beauty embodied in all enclosed Cadillac models has long been the marvel of critics both at home and abroad. Even in conservative England tribute is paid to the Cadillac.

A Complete Display of Cadillac Enclosed Models May be Seen at our Sales Room Now

J. H. HANSEN CADILLAC CO.
OMAHA LINCOLN

REO

A 100% Fleet of Reo Speedwagons Giving 100% Service

Here is a letter from a concern operating 4 Reo Speedwagons and a Roadster. Each one is giving the same splendid service. Reo construction is uniformly good—right straight through the line of passenger cars and trucks.

JENSEN'S FAMILY LAUNDRY

Jones-Opper Co., Omaha, Neb. Omaha, Neb., Feb. 5, 1921. Gentlemen: We are operating a fleet of four Reo Speedwagons and one Reo Roadster. To say that we are pleased can hardly express our real satisfaction with them. After having tried several different makes of delivery trucks we finally decided to try a Speedwagon. That tells the story, because the results obtained and the saving effected in operating cost over the other makes showed us the superiority of the Reo. As each of the other cars gave out, we replaced them with Speedwagons. Each new Speedwagon made us more enthusiastic and when the time to purchase a passenger car arrived, it could only be a Reo. The operating cost is surprisingly low. We get a fraction over 14 miles to the gallon of gasoline and 150 miles to the quart of oil. Outside of small adjustment, we have had no expense to speak of. The first truck purchased has been in service for two years and today it is doing as good as the day we purchased it. We certainly endorse the Reo to anyone who wants the best that can be had at a reasonable price and should we be in need of another delivery truck, it certainly will be a Reo Speedwagon. Yours very truly, ANDY JENSEN.

We have bodies for all kinds of delivery.

A. H. Jones Co.
HASTINGS, NEB.
Distributor for Southern and Western Nebraska.

Jones-Opper Co.
OMAHA, NEB.
Distributor for Eastern and Northern Nebraska and Western Iowa.