

Auto Factories Working Nearer Full Capacity

Omaha Dealer, Back From Trip, Says Money Situation Relieved in East—Capital Secured Easily.

C. G. Powell of the Powell Supply company returned Friday from a two-weeks' eastern trip and has brought back with him the enthusiasm and confidence which is already evident in the east and is spreading westward at a rapid rate.

Powell visited most of the representative automotive manufacturers in Chicago, Cleveland, New York, Philadelphia, and several Connecticut manufacturing centers. In all of these cities manufacturers are working much nearer 100 per cent capacity than they have at any time during the last year.

Nearly all the factories which are manufacturing parts for automobiles are receiving daily requests for immediate delivery. Parts manufacturers connected with the automobile industry classify their business in two divisions. A division for manufacturers and a division for replacements. The replacement field represents the jobbers of accessories. One factory in Philadelphia, which Mr. Powell visited, was working three eight-hour shifts each day and was still behind in orders. Numerous New York manufacturers are laying elaborate plans for expansion and have already broken ground for new buildings.

Mr. Powell asserts that money is easier throughout the east and in New York City it is comparatively easy to secure capital for almost any legitimate use. The New York financiers are confident that the money situation in the central west and throughout the south will ease materially in the fall.

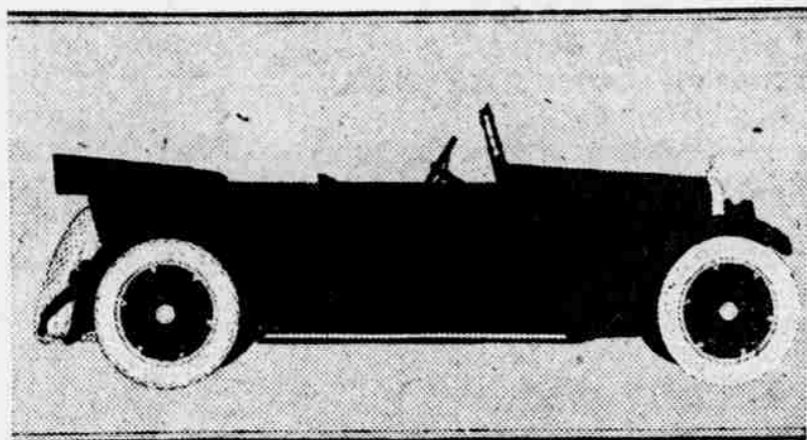
Further reductions in material prices will depend almost entirely upon the attitude of labor. As soon as the laboring element is willing to accept its loss and a correspondingly lower wage, then it will be possible for manufacturers to make further reduction in their costs. According to Mr. Powell thousands of laborers connected with the building industry in Chicago are lying idle rather than to accept a reduced wage scale.

Will Manage Branch Of Implement Firm

George Schierbaum has come to Omaha recently from the Chicago office branch of the International Harvester Company of America to take charge of the motor truck department of the branch here.

A factory service station for International trucks will be opened at the Crossstown garage on Leavenworth street between Twenty-fourth and Twenty-fifth. The Walter H. Schroeder company will operate a sales department at this location also. It is the plan of the International Harvester company to make an extensive canvass of the sales possibilities in this locality and a factory service station is being installed for the purpose of rendering prompt and efficient service to all truck owners in this vicinity.

Jordan, With Non-Check Finish, to Be Exhibited



The first of the Jordan automobiles finished in Crane simplex gray is expected here within the next few days and will be one of the novel features of the season. After 15,000 miles of winter driving Mr. Jordan, head of the Jordan Motor Car company, pronounced this finish absolutely unharmed. Water and a sponge brought back the original finish. There was no varnish checking, nor were any of the mud stains visible.

This finish will cost about one-third of the ordinary paint job and is considered the most serviceable finish yet put on the market. Although it is a dull finish, most motor critics believe that it will be readily accepted by the fastidious motorists.

102 Miles an Hour. On Stock Motorcycle

The first time in the history of motorcycling a stock machine has accomplished better than 100 miles an hour in competition.

This remarkable performance was made by "Shrimp" Burns, who won the 15-mile event against a field of eight valves at Beverly Hills speedway, Los Angeles, on April 24. Burns covered the distance in 8 minutes, 46.35 seconds.

Burns also won the mile and out race, distance 13 1/4 miles, time 7 minutes, 51.45 seconds, average 104.91 miles an hour. In this event Burns established the fastest time ever made on the new Beverly Hills speedway in competition.

In the 25-mile event Burns spilled in the eleventh lap while leading the field. His average in this race, up to the time of his accident, was 106 miles an hour. His accident necessitated his going to the hospital, but he returned to the track, entered the 15-mile event and established a world's record for a stock motor in competition.

Official report credits Burns and his Indian with the most spectacular display of speed and riding ability ever displayed in California.

Vellie Trio Will Sing at Legion Dance at Logan, Ia.

The Vellie Trio, composed of A. W. Barnes, Gifford Martin, and C. W. Rogers, will sing at Logan, Ia., May 5 at the American Legion dance.

Barnes, Martin, and Rodgers are all members of the Vellie selling organization and have chosen the name Vellie Trio as a mark of recognition of the unit which binds them.

Truck Drivers Find Wide Opportunity in Inter-City Hauling

"Thousands of young men are taking advantage of the present inter-city hauling situation at various points in the United States and are purchasing trucks for the purpose of entering the transportation of freight to points within a radius of 150 and 200 miles," asserts O. A. Wilson of Andrew Murphy & Son. "The railroads in the country have admitted frankly that the motor truck is a superior as well as a quicker means of transportation in this particular field. It eliminates hauling to and from warehouses before and after loading into boxcars and enables merchants to ship without delay."

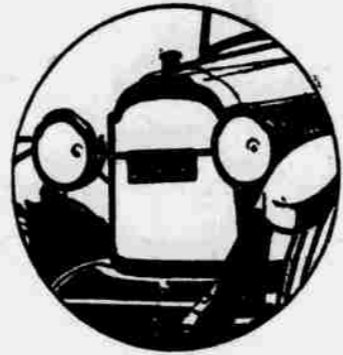
ready handling inter-city hauling and are watching with a keen eye progress which is being made in developing the highways of the state. As fast as the highways are sufficiently improved to insure passable roads 365 days in the year, truck lines will be established to operate over these roads."

U. S. L. Battery Service and Sales Station Opens Here

The Battery and Parts company, recently organized to handle sales and service on U. S. L. batteries, is now open for business.

It is the plan of Walter MacCue, manager of the new concern, to render service second to none. He believes that the U. S. L. battery offers an unusual opportunity for an energetic sales campaign and is at the present traveling several men in the territory.

WILLYS-KNIGHT



SLIPPERY MOTOR IMPROVES WITH USE

Violence Versus Velvet!

Every mile traveled by a hammering poppet-valve motor marks the ebbing tide of efficiency.

Every mile traveled by a sliding Sleeve-Valve Willys-Knight Motor marks the rising tide of power.

One is the efficiency of violence, the other is the velvet of efficiency; one is depleted by distance, the other grows cumulatively finer and fleetier the farther it runs, uses less fuel, conserves tires, needs only negligible adjustment at long intervals, generates more energy than it exhausts, and is at the peak of its efficiency at 50,000 miles.

VAN BRUNT AUTOMOBILE CO.
Omaha, Nebraska. Council Bluffs, Iowa.

Auto Dealer Should Co-Operate With Buyer

"A dollar properly spent for an automobile 'goes farther' than a dollar spent in any other manner, excepting a railroad ticket," says Guy L. Smith.

"As a matter of fact, the man who buys an automobile is buying miles rather than a piece of personal property. He measures the satisfaction he gets out of the transaction by the number of miles he can run the car, hence that car owner who gets the most service from his automobile is making his dollars go the farthest."

"This fact is becoming apparent to automobile owners to the extent that they very carefully analyze the ability of the dealer to assume responsibility for the performance of the car he sells."

Briscoe Production Now Back to Normal

Clarence A. Earl, president of the Briscoe Motor corporation, made the following announcement today, according to F. A. Bixby of the Bixby Motor company:

"Briscoe production has increased daily since early April, and will be up to normal by May. It is very gratifying to note the increased volume of orders coming in from all sections of the country."

"Due to increased production schedule, which is to begin immediately, the Briscoe traffic department has found it will be necessary to provide greater loading space. "Work has already begun on a new railroad siding and loading dock adjacent to it, which will enable the company to load 10 carsloads per day, or 50 automobiles, over and above its present facilities."

25% to 40% More Mileage Guaranteed

Absolutely Harmless Removes Carbon
Use one Libco Tablet to a gallon of gasoline. Guaranteed to remove 25 to 40 per cent more mileage, remove and prevent carbon and purify lowest grade gasoline.
Satisfaction or Money Back
Don't confuse with make-shift substitutes. If your dealer hasn't Libco, order 100 Tablets by mail for \$1.00.
LIBCO SPECIALTY CO. (Inc.) Kearney, Neb.
LIBCO
A LONG FUEL WAGON MOTOR LIFE

Bee Want Ads Produce Results.

PAIGE

The Most Beautiful Car in America

The Car With 100 Hill Climbing Records

On January 21st the Paige "Daytona" Model 6-66 won the world's stock chassis record for speed by traveling at a rate of 102.8 miles per hour.

Since that time 6-66 models have invited every test of speed and endurance that could prove the metal of a real champion.

At one hundred points in the nation these mighty cars have tackled the best local hill-climbing records and surpassed them with ease.

And in each case the tests have been conducted by unprofessional drivers in standard models that any man can buy.

It is not necessary to explain or amplify such consistent success in the field of sport. The records speak for themselves in the most positive terms.

They affirm that, irrespective of price or piston displacement, the Paige 6-66 is the leader of all American sporting cars.

If you believe that championship form is the best guarantee of all "round efficiency, then you must believe in the Paige.

If you believe in demonstrated performance on road, hill and track, the 6-66 with its exclusive power plant must inevitably be the car of your choice.

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

NEBRASKA PAIGE CO.
R. M. Austin, General Manager
27th Ave. and Harney Sts. Omaha, Neb.

Nothing in this list over \$500.00

- Olds 8, Roadster
- 1-30 Chevrolet Touring
- Overland 5-Pass. Touring
- Overland 7-Pass. Touring
- B-R. & L. Electric Lexington Tour.
- Casa Touring
- Empire Touring
- Maxwell Touring
- Ford Truck

Look these over—

This list comprises a very high-class number of partly used and rebuilt automobiles. We are not in the habit of shouting "Bargains," but in this instance we feel that we have some exceptional values.

And at prices from \$200 up, with terms if you wish, these cars will move fast, and we advise an early inspection. Better come in TODAY.

OPEN SUNDAYS AND EVENINGS

Nebraska Oldsmobile Company
Howard at Eighteenth
RIGHT DOWN TOWN

DODGE BROTHERS 4 DOOR SEDAN

It is good-looking; it is comfortable; it is quickly adaptable to any weather change.

It is easy to drive; it costs little to run.

The gasoline consumption is unusually low
The tire mileage is unusually high.

O'BRIEN-DAVIS-LOAD AUTO CO.

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

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

Our Salesrooms Are Open Evenings and Sundays

The day of motor truck experiments is a thing of the past, and you have to investigate but little to find those trucks which have stood the test of service and stability.

REPUBLIC TRUCKS

Among these the REPUBLIC TRUCK stands out as the best motor truck investment in the country today.

Everywhere on the streets of Omaha you will find REPUBLIC TRUCKS doing their daily duty. Look and see who owns them and you will learn that Omaha's largest manufacturers and mercantile houses are using REPUBLIC TRUCKS—truly a wonderful recommendation.

Repeat Orders on a Republic Truck Is a Common Occurrence—There's a Reason—Prompt Service—Low Upkeep.

The Firm of Yesterday Today Tomorrow

Andrew Murphy & Son
Republic Distributors
14th and Jackson Sts. Est. 1869 Omaha, Neb.

Ask to see the testimonials of 100 Omaha Companies now using Republic Trucks.