Mexico to Link Meridian Road With Mexico City

Agrees to Appropriate $5,000 a Mile for Highway 831 Miles Long to Laredo, Tex.

The Mexican government has promised to appropriate 1,000 pesos, or $5,000 per mile, for 831 miles of highway from Mexico City to Laredo, Tex., to connect there with the Meridian highway, which is the Winnipeg to Gulf road in America.

This fact was reported today by Dr. F. A. Long of Madison, Neb., who is in Omaha on his return from Mexico City, where he was a member of a party of 14 directors and delegates of the Meridian Highway association seeking to interest the Mexican central government in extending the highway into Mexico.

Dr. Long is director from Nebraska for the Meridian Highway association. Returning from Mexico last night he stopped in Omaha to visit with his brother, A. E. Long, 3022 South Thirty-fourth street, and his sister, Mrs. F. A. Wellman, 2302 South Thirty-second street.

Suggest Extension.

The directors have been in correspondence with Mexican authorities for more than six months suggesting such an extension of the Meridian highway into Mexico. As a culmination of this chain of correspondence, the directors decided to make a trip to Mexico City with a view to arousing further enthusiasm and at the same time helping to lay out a route for the proposed highway in the republic to the south. The Mexicans received them with enthusiasm, and the central government sent a special war department Pullman to Laredo, Tex., to pick up the American delegation there.

Willing to Co-Operate.

"After we got on Mexican soil our money was no good," said Dr. Long.

"The governors of the various Mexican states we visited on the way down assured us of their willingness to co-operate, but in each case they made it plain that they wanted to wait and see what attitude the central government would take toward the project.

This was soon determined when we reached Mexico City. There we met President Obregon, who assured us of his willingness to co-operate.

"Mexico is woefully devoid of auto roads. Everywhere that we spoke to chambers of commerce, the members assured us that we had opened up to them a new view of the possibilities that lay in road development and especially the possibilities in opening the Meridian highway into Mexico City, the great historic city of the western hemisphere, the city which will attract thousands of tourists every year from America."

Women Take Better Care of Batteries Than Men Drivers

"Very few women have a natural bent for mechanics," says Elmer Rosengren of the Nebraska Storage Battery company, "but when it comes to taking care of a storage battery they average up a great deal better than the men."

"It is easy to make a woman understand that a battery has to be taken care of and after this point is made clear, she usually takes particular pains to follow directions and do regularly the few simple things that are necessary to keep the battery in A-1 shape.

"Perhaps it is because women are used to caring for plants that they do so well in caring for batteries, but whatever the cause may be the result is a longer lived more useful battery.

"Another thing about most women is that they do not abuse the battery by keeping the motor spinning when the engine refuses to start right away. They are not satisfied, as a rule, unless everything about the engine and starting equipment is working perfectly, and when it isn't they usually take a short cut to the nearest service station to find out just what the difficulty is."

Automobile Trade Now Back to Normal, Says Omaha Dealer

According to Ralph W. Jones of the Card-Adams Motor company the automobile business is back to normal, but the dealers do not realize it. Jones asserts that it is far easier to sell cars today than it was in 1914, 1915 and 1916 and that many dealers have reached the highest point in the number of retail sales made during the months of April, May and June.

The years, 1919 and 1920 were far above normal in the sale of automobiles and according to Jones should not be used in measuring normal business.

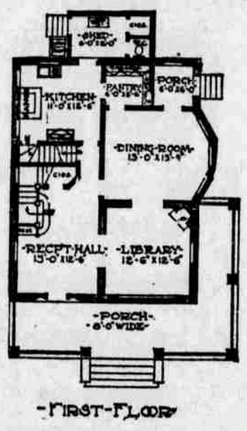
Territory business is already picking up materially and dealers are coming in for cars almost daily. In the western part of Nebraska, where the wheat crop has been harvested, dealers are taking cars as fast as they can get them and indications are that territory business will show a marked increase very soon.

Stock Car Runs Mile Track in 58 Seconds

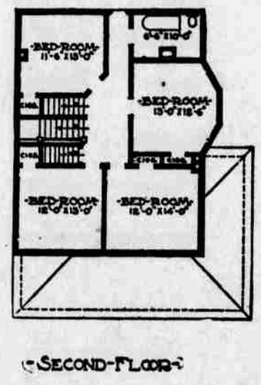
Ralph Hitchcock of the LaFayette-Hayward company recently drove the Ak-Sar-Ben mile track in a seven-passenger LaFayette demonstrator in 58 seconds. This car has been driven more than 15,000 miles and no changes of any sort were made before attempting the run. All the equipment was intact and the top and windshield were up. The car weighed 4,180 pounds at the time the run was made.

Hitchcock will attempt to equal the record of 52 seconds made by one of the racing cars during the recent Ak-Sar-Ben automobile races, but before attempting this record, will lower the top and windshield and remove the spare tires.

A Pleasing Design.



FIRST FLOOR



SECOND FLOOR

This comfortable cottage is homelike and up-to-date in all its arrangements. Every inch of space is utilized. The porch is a wide, covered one extending across the front and around one side of the house. On the first floor are large reception hall, library, dining room with bay window, pantry, kitchen and an outer shed. The upper story has four bedrooms and bath, and the attic in one large room.—Clyde Smith Adams, Architect.

Mary McDonald, of Toronto, owes her life to a motorcycle. While out horseback riding recently, her mount was frightened and ran away, galloping madly. Mary was saved by Fritz Murphy, who saw her plight, drove up alongside the flying steed, and gallantly lifted her onto his machine. The horse ran over an embankment a little farther on and was killed.

Our weekly DON'T—Don't make the mistake of thinking that just because you are getting along without a spare tire now without having any trouble that you are always going to be so fortunate. Sooner or later one of your tires is going to give way and then you will be up against it. A spare is the best insurance against annoying delays.

Real Estate Sales of $4,000 or Over

Northwest district: G. W. Sprague to W. H. Urbach, 4356 Franklin street, $7,000; A. O. Gustafson to Alex Finlayson, 4720-22-24 Military avenue, $6,750.

Close-in district: G. W. Carter to Martha J. Itnyer, 114 South Thirty-third street, $21,000; Theo. Stebbins to Maria L. Conner, 532 South Twenty-fifth avenue, $4,000; B. G. Burbank to Harry Lincoln, 2214-16 Charles street, $10,000; Corliss Land company to Harris Goldstein, 2618-20 Marcy street, $4,500; J. H. Ready to Thomas Riley, 631 South Thirty-second avenue, $8,000.

West Farnam district: J. R. Duckworth to Ben Goodbunders, 118-20 North Thirty-eighth street, $15,750; T. J. McShane to E. A. Bird, 141 North Forty-first street, $12,500.

Dundee district: Minnie M. Spieler to Eva C. Anderson, 5005 Davenport street, $7,200.

West Leavenworth district: Gertrude S. Ritchie to J. A. Huster, 142 feet south of Marcy street, $6,900.

Bemis Park District.

Bemis Park district: H. J. Larsen to Bessie F. Hamilton, 2911-13 Burt street, $6,925; C. L. Nall to Anna A. Skinner, 3117 Lincoln boulevard, $9,500; J. H. Skogman to Mollie Leon, 3015 Lincoln boulevard, $9,000.

North Side district: F. D. Cooper to R. L. Ratekin, 2970 Vane street, $7,100; Mary C. Hunter to F. C. Ayer, 2115 Binney street, $7,000; R. L. Ratekin to Victor Zucker, 2970 Vane street, $8,400; C. W. Martin to Anna M. Secor, 2585 Ida street, $7,000; Bertha Newman to H. H. Auerbach, 3114-16 North Twenty-fourth street, $7,000; William Eck to N. M. Montgomery, 2735 Bauman avenue, $9,750; C. W. Martin to Agnes D. Emery, southeast corner Minne Lusa avenue and Ida street, $7,800; Joe Morgan to A. G. Swanson, 4102-26 North Twenty-eighth street, $6,350.

H. H. Auerbach to Charles Levinson, 3114-16 North Twenty-fourth street, $7,000; H. A. Kinley to N. C. Jensen, northeast corner Thirty-ninth and King streets, $6,250.

Hanscom Park District.

Grace C. Rogers to Effie E. Stout, 1922 South Thirty-fifth street, $4,350; G. L. White to H. D. Hamaker, 1046 South Twenty-ninth street, $10,000; Peter Donaldson to William Frazier, southeast corner Thirty-first and Hascall streets, $5,150; W. F. Foote to C. A. Stewart, 1311 South Thirty-fifth street, $11,000.

South Omaha district: Rudolph Ponec to William Firman, $120 South Twentieth street, $4,000.

River Park district: Eli D. Branch to V. K. Belda, 1447 South Tenth street, $10,000; Annie E. Rush to E. F. Williams, 2404-12 South Twelfth street, $6,000.

South district: Jennie Buresh to Kate Hoffman, 1623 Center street, $6,500.

The ashes of William H. Williams, aged 29, an automobile racer of Philadelphia, were scattered over the track at the fair grounds at Hagerstown, Md., where he was killed in a 10-mile race recently. This was in accord with the request expressed to his brothers by Williams as he was dying in the Hagerstown hospital from a fracture of the skull. Williams received his injuries when he crashed into another racing car.

Good Decorator Must Know All of Room's Symptoms

The average client goes into a decorator's establishment and says, "I want to look at living room papers," and seems loath to state her particular symptoms as she would unhesitatingly to a doctor whom she expects to help her. Such requests do not take into consideration anything more than the personal wishes of the client, when they should be based upon the specific problem of her rooms. Correct and satisfying wall decoration depends, in general, upon the exposure of the room, size, the size and number of the pictures, the color and design in hangings, rugs, upholstery, ornaments, lamp shades, and so forth.

Northern rooms need sunshine effects of delicate yellows and orange, buffs (i. e., light tan), creams and pinks. Unless the northern effect is neutralized somewhat by the other exposures, the use of cold colors, as lavender and blue, is disappointing. Nothing is so difficult to match and harmonize as blues. Concentrated in a bowl, a vase, a Della Robbia plaque, or a decorative silk panel, however, the effectiveness of blue is not squandered. Just opposite to this, southern rooms, like western rooms, because flooded with sunshine, need cooling effects to be obtained in greens, blues and lavenders.

Eastern rooms, with their morning sunlight, can stand either cool or warm colors. Since ivory, tan or gray tones are neutral, they are good with either cool or warm exposures.

Poorly lighted rooms should have light papers. White paper gives 80 per cent of light; yellow, 60 per cent; emerald-green, 20, and dark brown, 10 per cent.

The choice of a figured paper depends further upon whether one is using plain or designed hanging fabrics, or whether there is a great deal of other design in the room, particularly in rugs and upholstery coverings. If the hangings are plain, the walls can be figured, if there are no pictures to be hung, and there is not much other design in the room.

The choice of a designed paper depends still further upon the size of the room. Large rooms but not sleeping rooms, if the above conditions are met, may have design. In small rooms, design decreases the apparent size of the room. The reason for not having design in bedrooms is because the presence of design on bedroom walls is often disturbing when one is convalescing and lying abed, tracing patterns or counting spots.

The height of the ceiling determines the choice of a paper also. Stripes increase the apparent height of the ceiling. Since bedroom ceilings are generally low, stripes are most appropriate there.

The floor, which constitutes background, should be dark, heavy in effect, the side wall lighter than the floor and the ceiling lighter than the wall but in the same hue.

The principle is like nature—the ground heavy and dark in value, the surroundings lighter than the ground and the sky lighter than the surroundings—conditions due, of course, to the reflection of light.

Good wall papers, from an art point of view, are plain papers which have an effect of texture gained by the use of dots or dashes, as in imitation Japanese grass cloth; stipple or rough plaster effects, imitation basket and fabric weaves, and canvas papers.

Bungalow Is Sold for $8,000 4 Hours After Listed for Sale

An interesting transaction of the last week was the sale, by Frederic L. Heyn company, of the five-room bungalow at 2862 Newport avenue, in Minne Lusa, for $8,000.

The bungalow was listed for sale at 10 o'clock Thursday morning by the owner, Mr. Brice, and was sold at 2 o'clock the same afternoon to H. Clifford Leigh at the price and upon substantially the terms listed. Mr. Leigh has already occupied his new home.

The same concern had just completed the sale of Mr. Leigh's former home at 4702 Wakeley, to F. A. Wood for $6,000. Mr. Wood has also occupied his new home.

Newport Quits Sholes

Carl W. Newport has sold his interest in the D. V. Sholes company, of which he was secretary and treasurer, to L. C. Sholes, head of the firm. Mr. Newport will leave the Sholes office about August 1 and plans to open a real estate office for himself in September.

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Story of Recent Price Decline Told by Charts

Dodge Brothers Dealer Has Interesting Way of Comparing Variations in Costs.

Anyone interested in prices—and there are few who are not interested these days—will find some unusual disclosures in a set of charts just released to their dealers by Dodge Brothers.

The charts are not confined to automobile prices, as might be assumed from the fact that they were issued by an automobile manufacturer, but show clearly and accurately the remarkable variations in the cost of hundreds of commodities over a period of seven and eight years.

If, by any chance, your salary has been recently reduced and you are inclined to grumble, try the simple experiment of comparing your present salary with your salary in June, 1920, when the peak was reached in the prices of most commodities. If you are making as much now as you were then, you are still 41 per cent ahead of the game, according to one of the charts, which shows a decline of 41 per cent from June, 1920, to June, 1921, in the prices of 321 commodities. If you have been reduced 10 per cent, you are 31 per cent ahead.

"Dodge Brothers did not issue these charts, however, to attempt to justify any salary reductions," said R. E. Davis of the O'Brien-Davis Coad Co., "but merely to prove to the public that the price of Dodge Brothers motor car has been remarkably low all through the period of high prices, as compared with the general trend.

"Dodge cars were already below the present price of the great majority of commodities and they had not been getting the abnormal profit that retailers of these commodities were getting the last six or seven years. Still they reduced from $195 to $365, bringing the touring car down to the astounding price of $985, f. o. b. Detroit, a few weeks after announcing that the car hereafter would be equipped all around with oversize cord tires. Dodge Brothers have unlimited resources and when they buy materials they natually get the most advantageous prices."

Mr. Davis made an interesting comment on the subject of household economics. "Now and then people who intended to buy a car come to me," he said, "with the story that their wages have been reduced and they will have to put it off or abandon the idea altogether.

"Now these people can really afford to buy a car but have not taken the trouble to figure it out. They have simply failed to readjust their own mode of living in keeping with the general economic readjustment.

"Wouldn't the pleasure and convenience of owning an automobile offset the slight disappointment of not being in a position to attend every social function that comes along and of buying everything that your neighbor buys? I know it would."

Frank C. Smith Named Dort Sales Manager

Harvey H. Jones, president of the Dort Motor Sales company, recently announced the appointment of Frank C. Smith, as sales manager for the Dort company. Smith is one of the best known and successful salesmen on automobile row and takes pride in his reputation for giving personal attention to his customers.

Hansen Visits New Cadillac Factory

J. H. Hansen of the J. H. Hansen Cadillac Co., has returned from a week's visit at Detroit, where all Cadillac distributors assembled to greet the new president of the Cadillac factory, Herbert S. Rice, and to inspect the new plant. Mr. Hansen says:

"It is hard to describe the vastness of the new plant. In the past the manufacturing of the Cadillac car has been carried on in 77 different buildings. Now all operations are confined to the new plant which consists of eight great buildings, covering 48 acres of floor space.

"The greatest of the buildings is the manufacturing building, which is 800 feet long by 600 feet wide, with a total floor space of 970,000 square feet. Under the manufacturing plan, raw material is received at one end of this building and Cadillac chassis leave the opposite end under their own power.

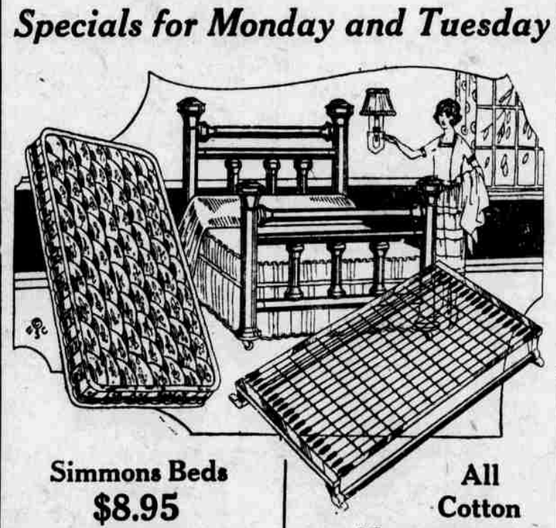
"Conveniently near the manufacturing building is the heat test building, 500 feet by 80 feet, where the metal is treated to assure its strength for the part it will be compelled to play in Cadillac dependability."

Princess Mafalda, 18 years old, daughter of King Emmanuel of Italy, applied for a license to drive her own automobile. The princess has taken all the necessary lessons to qualify for a license and her papers have been presented to the officials of Rome.

July Sale of Furniture

We Have Reduced Prices to Rock Bottom!

Specials for Monday and Tuesday



Simmons Beds $8.95

Sagless Springs $6.75

All Cotton Mattresses $7.75

July Prices---Home Outfits

5-Room Outfits, Complete, $268
4-Room Outfits, Complete, $224
3-Room Outfits, Complete, $165

Brunswick PHONOGRAPHS AND RECORDS

All Phonographs in one!

Beautiful Cabinet Phonograph, Special, $49.50

TERMS TO SUIT YOU

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Overland Wins Important Suit Against Tire Co.

U. S. Court Gives Motor Car Makers Full Right to Trade Name for Cars and Accessories.

Injunction granted the Willys-Overland company against Akron-Overland Tire company in the United States circuit court of appeals for the Third district, sitting in Philadelphia, has established a point of law which will have a far-reaching effect in the future values of automobile trade names, according to legal council who have reviewed the decision.

Shortly after the Akron-Overland Tire company sought to sell stock in their organization, Willys-Overland company asked an injunction from the United States District court for the district of Delaware. This court granted the injunction which now has been upheld by the court of appeals. Under this decision Akron-Overland is restrained from using the name Overland in their corporate title, on their stock certificates, or in any form in connection with their product.

Creates Wrong Impression.

The court held "that the use of the world 'Overland' by the defendant is calculated to lead the public to believe that the goods, stocks and securities of the defendants are the goods, stocks and securities of the complainant."

The court also held "that it necessarily followed that when the defendant company sought to describe also its ventures by the trade name 'Overland,' that it was calculated to confuse the public mind and enabled the defendant to draw to itself, and to draw from the plaintiff, the exclusive trade name and trade good will which the plaintiff, by a business course of years, had given to the word 'Overland' in connection with the automobile industry."

Important Decision.

Attorneys who have reviewed the decision state that it will play no small part in further establishing the intrinsic value of trade names and titles in the automobile industry. Moreover, the case may prove the basis for a decision which will clearly establish the right of manufacturers to prevent the use of signs such as "Buick Service" or "Overland Service" by organizations which are not authorized by the manufacturer to give such service.

The injunction, moreover, in effect gives to the creator of a trade name in an industry the sole right to use that trade name in connection with any article which is commonly accepted as an accessory to the product which originally bore the trade name.

Chester H. Brasleton was in charge of the case for Willys-Overland company.

Alshuler Joins Payne Co.

The Payne Investment company has employed as a permanent addition to its office force N. W. Alshuler, an experienced auditor. The Payne company, besides doing a large city business, operates in land and development work in several states.

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Harvester Oil
Tractor Oil
Floor Oil
Separator Oil
Machine Oil
Black Oil
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Crank Case Oil
Crusher Oil
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Elasassor Garage, 20th and Vinton.
Radunziner Grocery, 3504 S. 32d Ave.
Roth, Jno. and Sons, 5503 S. 45th.
Stahmer Bros., 2702 S. 20th Ave..
West Side Garage, 3001 "Q"
Whitesel Garage, 1433 S. 13th.
(North Side)
Ames Grocery, 2813 Ames Ave.
Bee Hive Grocery, No. 2, 3618 N. 30th.
O. M. Smith Grocery, 26th and Hamilton.
Bloom Grocery, 24th and Sprague.
Boulevard Garage, 3419 S. 20th.
Chons, B., Grocery, 2811 Ames Ave.
Dansky, H., Grocery, 3035 N. 21st.
Davis, H., Grocery, 1501 N. 20th.
Dorinson, R., Grocery, 1314 N. 27th.
Fairfax Grocery, 36th and Spaulding.
Finkel, J., and Son, 2632 Sherman Ave.
Gonick's Grocery, 4904 N. 30th.
Jackson Auto Shop, 4924 N. 30th.
Jacobson Grocery, 4202 Hamilton.
Kelly, C. F., 5720 N. 24th.
Kulakofsky Grocery, 2402 Ames Ave.
Moeller Garage, 23d and Ames Ave.
People's Stores, 19th and Paul.
Peterson's Grocery, 3602 Ames Ave.
Prairie Park Garage, 2605 Ames Ave.
Roberts, E. E., and Son, Grocery, 2025 Sherman Ave.
Slobodinsky, N., 1402 N. 20th Ave.
Steck, G. L., 4134 Grand Ave.
Walnut Hill Grocers, 4002 Hamilton.
Weiner's Grocery, 21st and Clark.
Western State Garage, 2622 N. 16th.
(West Side)
Blackstone Garage, 3814 Farnam.
Bonney Motor Co., 2554 Farnam.
Cherry Garden Garage, 3701 Leavenworth.
Dundee Garage, 4918 Dodge.
Havlu, Don, Garage, 4683 Leavenworth.
Hill, Geo. A., 4011 Cuming.
Kocher Bros., 215 S. 36th.
Leavenworth Heights Garage, 4336 Leavenworth.
Peony Inn, 77th and Dodge.
West Farnam Garage, 3527 Farnam.
West Lawn Garage, 5816 Center.
(Downtown)
Anderson, Carl, 1514 Jones.
Bingaman Garage, 112 S. 17th.
Breeders & Farmers Sply. Co., 313 S. 13th
Buffett, S. H. and Sons, 315 S. 14th.
Douglas St. Garage, 1916 Douglas.
Hollander, H., 1821 Leavenworth.
Howel, T. G., and Son, 1713 Leavenworth.
Jourdan Grocery, 1701 Vinton.
Marsh Oakland Co., 20th and Harney.
Meeks Auto Co., 2047 Farnam.
Middle State Garage, 2026 Farnam.
National Tire Shop, 1624 Capitol.
Nebraska Service Garage, 218 S. 19th.
White Garage, 723 S. 27th.
PAPILLION, NEBRASKA
Boyer Garage.
Eaton, Wm., Garage.
Miller, S. A.
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Witte, Nick-Ford Garage.
FORT CROOK, NEBRASKA
Newman, A., General Merchandise.
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Wilson, Roy, Garage, 1806 Broadway.