

Price Schedule for New Buicks Is Made Public

Production of 185,000 Cars Must Be Maintained This Year to Prevent Increases.

The Buick Motor company of Flint, Mich., has announced an entirely new list of prices for their 14 new models which were placed on the market the first of the month. At the same time the company also announced an entirely new production schedule of 185,000 cars for the next year, breaking all previous records.

The company is to sell the new six-cylinder touring sedan for \$1,935, while the four-cylinder touring sedan will be marked at \$1,325. The new prices placed on other models of this entirely new line in the six-cylinder models include marketing the five-passenger touring car for \$1,195; the roadster at \$1,175; seven-passenger touring, \$1,415; coupe, \$1,895; five passenger sedan, \$1,985; seven-passenger sedan, \$2,195; sport roadster, \$1,625; sport touring, \$1,675.

Prices are F. O. B. Flint. In the four-cylinder models the Buick company has decided to market the cars at the following figures: Roadster, \$865; five-passenger touring, \$885; Yale sedan, \$1,175; sedan, \$1,295. These prices are all F. O. B. Flint, war tax to be added. "While these models have been available to the public only since the first of the month, the response has been so great that E. T. Strong, general sales manager of the Buick Motor company, asserts that the executives feel that they are more than warranted in setting production at 185,000 for the next year. This figure, he says, is higher than that ever attained by any medium priced automobile manufacturer in the history of the industry.

Is Not Price Cut.

Mr. Strong is most emphatic in his declaration that the company is not cutting prices at this time, but simply setting an entirely new schedule of prices for an entirely new line of automobiles, the same as any new manufacturer would do. He also says that while indications are that the Buick company will be forced to increase the estimated 185,000 production schedule before the year is out, the company must make at least this number of cars to net a profit at the new prices. "We are determined to give the public the best motor values possible at a minimum of profit to the Buick company," Mr. Strong says. In keeping with this policy, we have set an entirely new set of prices on our entire new models for the next year. We are not cutting prices on the Buick cars, but the company finds that with a production of 185,000 cars in 1923 we can show a fair profit at this figure.

Radio Corporation Moves to Its New Home

The Auto Electric and Radio Corporation moved Saturday from its old location on Farnam street to its new building at 2813-17 Harney street.

The new building has 15,000 square feet of floor space and is equipped with two radio towers of a height of 70 feet between which the receiving antennae are stretched. The building is of brick with a white terra-cotta front with the firm name in the same construction. All the equipment is new. There will be new show cases, new fixtures and also a new charging apparatus that will charge batteries in one-fifth of the time ordinarily consumed.

The building is fireproof throughout, but has an automatic sprinkler system. A new ventilating system, in addition to sky lights that give a daylight view throughout the building, makes this one of the most modern of its kind west of Chicago.

According to H. A. Wendland, manager of the auto electric division, it will have 24-hour service within a short time.

The growth of the Auto Electric and Radio corporation is remarkable. This marks its third removal to larger quarters within six years. The firm is distributor for the Exide battery and the Stromberg carburetor.

Four-Cylinder Car Makes Record Trip

Charles A. Tucker, president and general manager of the Nebraska Oldsmobile company, is convinced that the recent performance of the Oldsmobile four-cylinder semi-sport model places this car in a position of unprecedented esteem among automobile critics. "The Oldsmobile four recently broke all records in its run from Sacramento, Cal., to Reno, Nev., with its gear shift locked in high—a feat considered impossible. "The car was not doctored in any way and the motor was not stopped for more than 48 hours. It was started when the car was taken from the showroom, driven to Sacramento, over the road to Reno and back to Sacramento, and allowed to run for several hours before it was shut off. No adjustments were necessary on the trip."

Iowan Praises New Auto

"Pullman Bed" Attachment "One night's ride is worth the price," said Walter Wilson of Red Oak, Ia., speaking of the "Pullman bed," an automobile luxury which can be attached to the rear seat of any car and is acknowledged to give all the comforts of the modern Pullman car. "The bed can be made up during a rain storm and will keep the occupants of the car dry. It does not mar nor weaken the car. The "Pullman bed" is sold by the Pfister Top and Body company on Leavenworth street. The water in which two or three onions have been boiled is excellent for cleaning white paint. You do not require any soap."

Wills Sainte Claire Throttles to Walk

With the assistance of a trained athlete as a pacemaker, J. M. White of Sioux City, Ia., recently gave a Wills Sainte Claire stock touring car a test that had a number of unique features.

Mr. White's purpose was to demonstrate the ability of the Gray Goose to travel at slow speed while in high gear. The route selected was the road from Sioux City to Merville, a distance of 20.2 miles. Before the start, the chief of police sealed a transmission of the car, the town constable of Merville examined the car upon its arrival to see that the test was fairly made and a motorcycle officer acted as pilot.

The athlete who assisted in the test, Gus A. Carlson, walked the entire 20.2 miles beside the car, never once getting ahead of the front fender. His average speed was slightly better than three miles an hour, much of the distance being covered at a rate between two and two and one-half miles per hour. The return trip was made in 28 minutes. Moving pictures were made of this test.

Dort Firm Announces Revision of Prices

The Dort Motor Car company of Flint, Mich., announces the following reductions in the prices of closed models: Yale sedan, \$1,095 from \$1,115; Yale coupe, \$1,385 from \$1,445; Harvard sedan, \$1,365 from \$1,445; Harvard coupe, \$1,265 from \$1,315. "Now that the smoke of price revision has cleared away, we find the Dort in a very advantageous position," says Mr. F. C. Smith, manager of the Dort Sales company. "Only two competitors of Dort have reduced the prices of their open models and these reductions do not bring either of them down to the Dort price."

Models of New Starr Car Will Be Seen at State Fair

Demonstrating models of the new Starr car, announced several months ago by the Durant Motor company as a low priced automobile, will probably be a feature of the Nebraska state fair to be held in Lincoln next month, according to O. A. Wilson, sales manager for Andrew Murphy & Son of Omaha. "The Starr was announced to sell for \$348 in the touring car type, \$360 in the coupe model and \$640 in the sedan. It will not be put out in heavy production until October on account of shortage of materials, it was stated.

Changes Are Made in Stephens Cars

Pressure Lubrication of Wrist Pins Feature Salient Six-Closed Models Arrive Soon.

Mechanical improvements, including an extension of the pressure lubricating system to the wrist pins, feature a new line of Stephens Salient Six motor cars now being received by the Mid-City Motor and Supply company, 2216-18 Farnam street. The Stephens has always been made with a hollow crankshaft, through which oil is forced by pressure to bearings. Engineers decided splash wasn't adequate to prevent wear in wrist pins, so new models force the oil on up to lubricate the secluded points. Then there are—but let W. W. Short, Mid-City sales manager, enumerate their new selling arguments: Automatic oil regulator that sees that wearing surfaces get more oil when engine is called on to do more than usual. Same cast gray-iron pistons, but made lighter and of the same material as the blocks; contraction and expansion are at same rate in both sections of engine, therefore, and scored walls and oil pumping are prevented. New Gemmer steering gear adds instant and easy control. Longer springs of full alloy steel, larger brake drums, Timken bearings and axles.

New closed cars will arrive soon, including models ranging from five-passenger broughams and four-passenger coupes to seven-passenger sedans—at \$2,000 to \$2,450.

Ford Motor Company Enlarges Capacities

Detroit, Aug. 12.—Further centralization of the Ford Motor company in the Dearborn Rouge district is seen in the announcement of the construction of a 3,500-room office building on the site of the present tractor plant. When the new building is ready all

Mitchell Uses Radio on Two F-50 Models

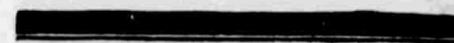
Incident to the various activities in exploiting their new F-50 motor, the Mitchell Motors Company, Inc., of Racine, Wis., have successfully experimented along a new line in radio telephony as applied to the motor car. Starting out with a single car, equipped with three-tube amplifying apparatus which gave street corner concerts and provided other forms of entertainment, the idea met with such instantaneous response that a second car was added recently. C. R. Robinson, who was an expert radio operator during the war and who is in charge of the two Mitchell radio cars, conceived the idea of intercar wireless telephone communication. By adding a microphone to each radio outfit, he was able to build up individual sending stations, each able to transmit messages over a distance, ranging from one to two miles. The apparatus is rugged enough, Robinson declares, to withstand the hazards of all ordinary road travel and the occupants of the two cars are able to carry on

Trip to Detroit Won by Flivver Salesman

As a result of winning a sales contest in April, May and June, M. A. Schuerin, salesman for the Universal Motor company, Twenty-first and Leavenworth streets, Ford agent, is on a trip to Detroit. Several other prizes also were awarded by the Universal company.

Man Captures Owl in His Chicken Coop

Amherst, O., Aug. 12.—Edward Brucker encountered considerable difficulty before he subdued, with his hands, and imprisoned in a cage, a large owl which he found roosting among his chickens. The owl put up a three-hour battle before he wilted from exhaustion.



THE motor car that lives long must be engineered as well as built.

It must be sound in its materials, as well as design and workmanship. Molybdenum steel, the strongest, toughest of metals, goes into every part of the Wills Sainte Claire subjected to strain and shock. The Wills Sainte Claire is engineered to live and last.

Stammering Cured by Taking Song Lessons

London, Aug. 12.—A "singing cure" for stammering has been discovered by Dr. Charles W. Chapman, an eminent British specialist. Dr. Chapman suffered from stammering and found that he did not stammer when singing. He came to the conclusion that this was due to his deep respiration, and after taking

Largest Flag Hangs in Postoffice Department

Washington, Aug. 12.—One of the largest American flags in continuous use hangs in the court of the postoffice building here. Suspended from the level of the eighth floor, the flag reaches down to the third and would make a rather

For Economical Transportation

CHEVROLET UTILITY COUPE

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For Economical Transportation

CHEVROLET UTILITY COUPE



The Lowest Priced HIGH GRADE CLOSED CAR \$680

f. o. b. Flint, Michigan

Ideal for commercial and professional men and women, for social or business calls, shopping, and as an extra car for the family with more than one who drives. Ample space for two.

Fisher Body, single seat, extra large rear compartment; big wide windows

all around, extra wide doors, very comfortable whipcord upholstery and full standard mechanical equipment.

The Superior Model Chevrolet Chassis is famous for dependability and very low operating costs.

Its incomparable value is apparent.

New Low Prices of Chevrolet Models

Superior Roadster	\$510	Model FB Coupe	\$1325	
Superior Touring	\$525	Model FB Sedan	\$1395	
Superior Utility Coupe	\$680	Commercial Models		
Superior Coupe	\$840	Superior Model Chassis	\$425	
(4 passenger)				Superior Model Light Delivery \$510
Superior Sedan	\$860	Model G Truck Chassis	\$650	
Model FB Roadster	\$865	Model T Truck Chassis	\$1095	
Model FB Touring	\$885			

All prices f. o. b. Flint, Mich. All models fully equipped

Siegfried Motor Company

2659 Farnam Telephone Har. 7280 Omaha

Type 61 Achieves Greatest Success in Cadillac History

IT was almost inevitable that Type 61 should bear out its reputation as the greatest Cadillac by establishing a remarkable sales record.

That much was apparent immediately following its introduction, when Type 61 enjoyed a reception such as is seldom accorded an automobile.

But in the last few months this initial enthusiasm for the new Cadillac quickened to a demand that was little short of phenomenal.

Seemingly the entire public had become intensely aware of Type 61 superiority, and sales attained

a volume which promised to surpass all previous Cadillac records.

As month followed month, and the unprecedented demand for Type 61 increased, that promise became a fact and a certainty.

Now with the figures compiled, it is possible to announce that Cadillac in 1922 has achieved the greatest success in all its history.

We believe that this unparalleled advance in Cadillac business, and the continuing vogue of Type 61 among buyers of high grade cars, can mean but one thing:

It signifies that the public considers Type 61 the greatest motor car value in the world.

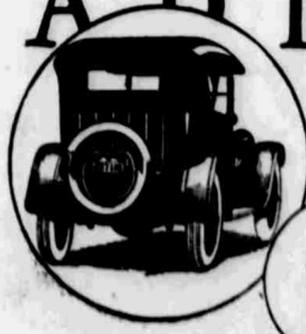
Touring Car	\$6180	Five Pass. Coupe	\$5975	Five Pass. Coupe	\$5995	Suburban	\$4580
Phantom	\$1400	Victoria	\$575	Sedan	\$4100	Limousine	\$5550
Roadster	\$1700	All Prices, F. O. B. Detroit		Imperial Lim.	\$6000		

CADILLAC MOTOR CAR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation

J. H. Hansen Cadillac Co.

OMAHA LINCOLN SIOUX CITY

CADILLAC



Standard of the World

Fordson TRACTOR

Tows freight cars, pulls tons of material about factories, hauls trailers loaded with lumber, coal and crushed stone, drags logs, does excavating and hoisting; crushes stone, mixes concrete; drives piles, hauls street cleaning equipment; plows snow and hauls it away; grades and rolls streets and roads, etc.

Fordson Tractor equipped with Solid Rubber tread wheels for factory and street use.

A Great Industrial Worker

There's isn't any doubt about the dependability, adaptability, efficiency or economy of the Fordson Tractor. These things have all been proved by the most severe tests on farms all over the country where more than 170,000 of them are in daily use.

Light, easy to handle and operate in small spaces, there is absolutely no doubt about the practicability of the

Fordson for industrial uses. This has been proved by manufacturers in most every line, construction and excavating engineers, cementing contractors, coal and building supply concerns, street and road building contractors, cities, towns and villages.

You can undoubtedly apply a Fordson to your line of business. Let's talk it over. It will interest you to get all the details.

AUTHORIZED FORD and LINCOLN CAR DEALERS
The World's Greatest Motor Car Values

OMAHA

McCAFFREY MOTOR CO.	15th and Jackson Sts.
C. E. PAULSON MOTOR CO.	20th and Ames Ave.
SAMPLE-HART MOTOR CO.	18th and Burt Sts.
UNIVERSAL MOTOR CO.	21st and Leavenworth Sts.
ADKINS MOTOR CO.	4911 South 24th St.
GALBREATH MOTOR CO.	60th and Military Ave.
HANNAN-ODELL-VAN BRUNT, Inc.	3002 Farnam St.

COUNCIL BLUFFS

BOWERS-BLAIR MOTOR CO.	25-29 North Main St.
HUGHES-PARMER MOTOR CO.	149-155 West Broadway