

New Motor Meter Thief-Proof Lock Placed on Market

Device, Which Also Prevents Stealing of Radiator Cap, Adds Style and Individuality to Car.

The General Automotive Corporation of Chicago has recently designed a combination motor meter lock and radiator cap which serves two purposes. First, it provides a thief-proof lock for the motor meter and, secondly, a handsome nickel-plated radiator cap which also is practically thief-proof.

In addition to eliminating the constant worry on the part of the motorist concerning his motor meter, the monogram motor meter lock adds a touch of style and individuality to the use of a monogrammed shield which is permanently attached to the radiator cap and bears either the initials of the owner, his lodge emblem, or the emblem of his club.

The monogrammed motor meter lock is so arranged that the radiator cap is permanently locked when it is screwed on. The motor meter is fastened to the radiator cap by means of a hinge and a thumb screw so that water may be put into the radiator by merely loosening the thumb screw. This is a water and steam-tight connection and undoubtedly is much more convenient than removing the entire radiator cap.

The United States Rubber company and the Powell Supply company have purchased stocks of these motor meters and numerous car dealers in Omaha have endorsed this motor meter lock as the best thing on the market today. Ira L. Wood, formerly connected with the automobile industry here, is now connected with the General Automotive Corporation and was responsible for the introduction of this new motor meter lock in Omaha.

Christiansen Takes Job With Nebraska Buick Co.
C. S. Christiansen, for several years retail sales manager for the Jones-Opper company, has accepted a position in the truck department of the Nebraska Buick Auto company, as city salesman.

Lemons Grown in Ohio.
St. Clairsville, O., Sept. 3.—A lemon tree growing on the lawn of Miss Mattie Vaughn's home here has three lemons. Inasmuch as citrus fruit has never been grown in this vicinity the tree is attracting much attention.

Auto Carries 2 Tons Of Kids on High Gear



To demonstrate the power of the four-cylinder model 43-A Oldsmobile W. V. Riggs of Kennett, Mo., performed a most remarkable stunt at a recent school picnic. Loading 55 children into—and onto—the car,

Oldsmobile Prices Drop; "Six" Sell for Less Than Ever Before

Oldsmobile prices have now reached a level which seems almost impossible to those familiar with factory production problems, asserts Charles A. Tucker, president of the Nebraska Oldsmobile company. Some of these prices are lower today than they ever have been.

"For instance," said Mr. Tucker, "the Oldsmobile six is now selling for \$995, f. o. b. factory, which is the lowest price ever placed on an Oldsmobile six. Corresponding reductions have been made in all models manufactured by the Oldsmobile Motor works, including the Oldsmobile Economy truck."

Mr. Tucker feels that the Oldsmobile Motor works have given the public the benefit of every influence which has made lower prices possible and feels that these low prices will be the reason for a brisk demand for Oldsmobile models.

A. S. Avery Becomes Manager Of Used Car Company Here

A. S. Avery, manager of Consolidated Ford Dealers, has taken over management of the Used Car company, 2059 Farnam street. He has been in the automobile game 13 years.

Victor Wiles Joins Dort Sales Company



Victor Wiles has joined the sales personnel of the Dort Sales company. Mr. Wiles, who has been connected with the Maxwell for the past six years, has a wide acquaintance among Omaha automobile trade.

"Vick," as the boys call him, says his chief reason for joining the Dort family, is due to the growing popularity of the Dort car and the after sales service of the Dort Sales company.

the highway. Things happen in daily driving that can be dealt with only as they appear. Then the owner looks to the dealer. So the daily serviceability of the car becomes dependent upon the dealer who sold it.

"Our new prices just put into effect have greatly increased Hudson and Essex sales in all parts of our territory. Our cars now sell at prices lower than they have ever sold for. The public realize this fully and are buying cars now for fall touring."

American Autos Wearing Better, Statistics Show

Figures Compiled by Cleveland Trust Company Prove That More Cars Worn Out in 1919 Than in 1920.

There has been a steady and definite improvement in the wearing qualities of American motor cars, according to figures compiled by the Cleveland Trust company. The total number of cars registered in 1919, and the total number sold in the United States during the year, taken from the 1920 total registrations shows how many cars were worn out in 1919.

The figures show that in 1915 14.5 per cent of the cars in use were eliminated; in 1916, 10 per cent were discarded. In 1917 only 1.5 per cent dropped out, in 1918, 5.3 per cent, and 1919, 5.9 per cent.

"With better roads cars travel farther on the average each year, and yet they are lasting more years," said H. M. Jewett, president of the Paige-Detroit Motor Car company. "Our records on our cars also clearly demonstrate this."

Further Reduction Made in Ford Prices

Announcement was made Friday of a further reduction in the price of Ford automobiles. This announcement indicates that prices are now below those in effect during 1914 and 1915. Ford touring car now sells for \$335 f. o. b. factory, as against \$400 quoted in 1914 and 1915. The runabout is quoted today at \$325 against \$440 in 1914 and 1915; the Ford sedan, coupe and chassis are now priced at \$660, \$595 and \$295, as against the 1914 price of \$975, \$750 and \$410.

According to the Omaha branch, the Ford Motor Car company was enabled to quote these low prices due to more efficient manufacturing facilities.

Automobiles Run on Express Schedule

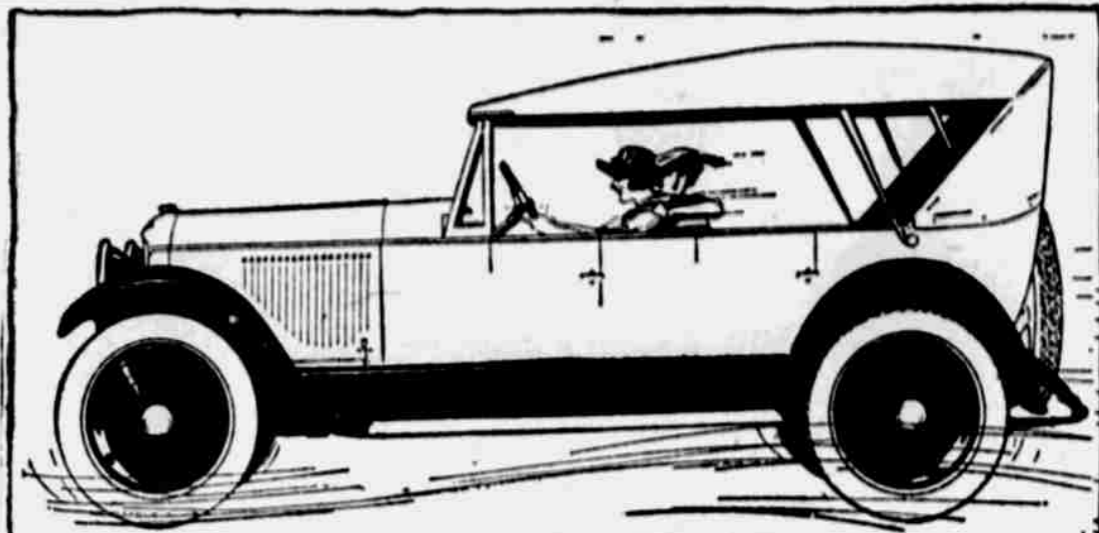
On the Apache trail, in Arizona, 10 Cadillacs are giving daily object lessons on the reliability which can be built into a motor car. They cover the 120 miles from Prescott

to Miami on schedules which are as exacting as railroad schedules, starting hourly from Prescott.

The Apache trail is described as one of the severest stretches which motor cars are called upon to travel in the Arizona country of desert and mountains. In spite of its difficulties, the Cadillacs perform with such unflinching regularity that during the re-

cent railroad strike the government designated five of them to carry mail and passengers over the 470-mile trip to Los Angeles.

During a single day these railroad-schedule Cadillacs are frequently driven from the burning hot deserts into the altitudes of 14,000 feet, where the snow never melts. The "dean" of the fleet now has 132,000 miles of such service to its credit.



PAIGE

The Most Beautiful Car in America

Why They Choose the Paige

Since the first of the year more than 25 per cent of our sales have replaced cars of much higher price.

Buying habits have changed. Men who can afford five and six thousand dollar cars have developed a canny shrewdness. They have learned that peak price no longer guarantees peak performance or maximum value.

This conviction is brought home to them when they compare the Paige with the cars that carry the biggest price tags. Power, endurance, comfort, beauty and economy—in any and every test the Paige 6-66 is triumphant. That is why discriminating buyers are choosing the Master of the Highway as the greatest value on the market today.

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

Nebraska Paige Company

Harney at 27th Street
Phone DO uglas 3660 Omaha, Neb.

NEW PRICES OF PAIGE CARS

Open Cars		Closed Cars	
Glenbrook, 6-44, 5-Pass. Touring	\$1635	Coupe, 6-44, 4-Passenger	\$2450
Lenox, 6-44, 3-Pass. Roadster	1635	Sedan, 6-44, 5-Passenger	2570
Ardmore, 6-44, 4-Pass. Sport Car	1925	Coupe, 6-66, 5-Passenger	2755
Lakewood, 6-66, 7-Pass. Touring	2875	Sedan, 6-66, 7-Passenger	3830
Larchmont II, 6-66, 5-Passenger	2975	Limousine, 6-66, 7-Passenger	4030
Daytona, 6-66, 3-Pass. Roadster	3295		

All Prices f. o. b. Factory, Tax Extra

Second Big Reduction in Price

of Oldsmobile Automobiles

The Sensation of the Season Prices Cut to the Core

Pursuant to the Oldsmobile policy to give the public the benefit of declining material prices, we hereby announce these slashing price reductions:

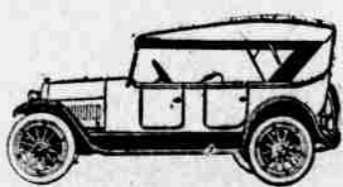
Oldsmobile
6



NOW
\$995

f. o. b. Factory
This is a reduction of \$455 since July 2

Oldsmobile
4



NOW
\$1145

f. o. b. Factory
This is a reduction of \$350 since July 2

Oldsmobile
Twin 4



NOW
\$1625

f. o. b. Factory
This is a reduction of \$100 since July 2

Oldsmobile
8



NOW
\$1735

f. o. b. Factory
This is a reduction of \$365 since July 2

THESE ARE ROCK-BOTTOM PRICES
Come and Look---Take a Ride---Sell Yourself

NEBRASKA Oldsmobile COMPANY

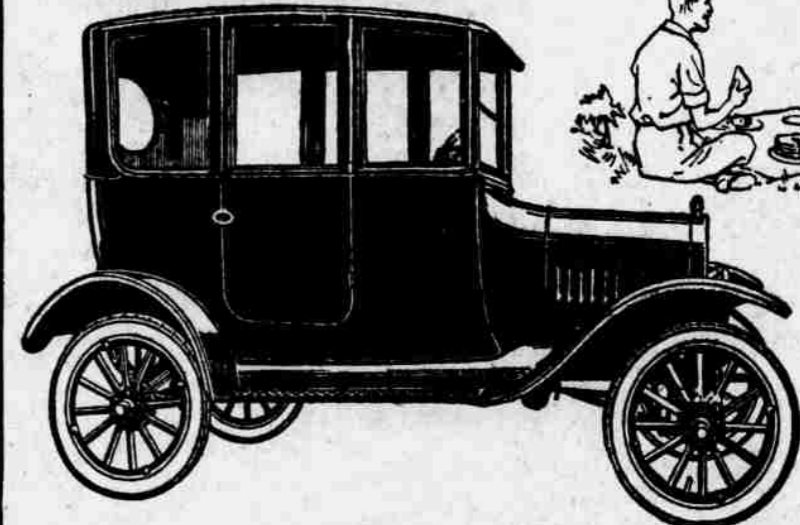
OMAHA
18th and Howard St.

CHAS. A. TUCKER, Pres.
Main Office, OMAHA, Phone Atlantic 1770

DES MOINES
920 Locust St.

Ford

THE UNIVERSAL CAR



Make This Picture a Reality

You can! Anybody can now motor out to the country—enjoy the boundless beauties of nature, the pure air, a lunch in a shady wood, a fishing or camping excursion, a rest by a cool lake or stream.

A Ford car, on account of its low price and small cost of maintenance makes these things possible for those of the most moderate means—the car that has, perhaps, done more for the good of the American people—that has contributed more to health, recreation and pleasure—than any other one thing.

Order your Ford today, and get the benefit of the season's driving. Satisfactory terms can be arranged.

Authorized Ford Dealers

- Universal Motor Company - - - 2562 Leavenworth St.
- Galbreath Motor Company - - - 60th and Military Ave.
- C. E. Paulson Motor Company - - - 20th and Ames Ave.
- Adkins Motor Company - - - - 4911 South 24th St.
- McCaffrey Motor Company - - - 15th and Jackson Sts.
- Sample-Hart Motor Company - - - 18th and Burt Sts.