

1922 Auto Show To Be Held Week Of March 13 to 18

Automobile Dealers of Omaha Appear Very Optimistic Over Business Outlook For Next Year.

The annual meeting of the Omaha Automobile Dealers association was held at the Chamber of Commerce last Thursday, and the following directors were re-elected to serve for the coming year: J. T. Stewart, 2, Guy L. Smith, Clarke G. Powell, Lee Huff and J. N. Oppen.

Following the election of directors the members took up the question of holding an automobile show next spring. Every dealer present declared himself heartily in favor of a show and pledged the active support of his own organization and that of the factories represented.

Dealers Are Optimistic. "A well marked feeling of optimism prevailed on the part of every one present," said Commissioner Waugh in commenting on the meeting. "The past season has been an extremely difficult one for the automotive industry, as well as for other lines."

"I believe that I am conservative, however, when I say that the prospects for next year appear to be very much more favorable. We confidently expect the 17th annual automobile show to create a revival of interest in this territory."

To Be Held in March. "The show will be held in the Auditorium, as usual, from March 13 to 18, inclusive. Plans are already well under way to make this show the most elaborate and unique ever attempted in the city."

Essex Announces Reduction Of \$180 on Touring Models. In connection with a second announcement regarding the new improved Essex a price reduction was also announced. Touring car and roadster prices were reduced \$180. Sedan prices were reduced to a greater extent.

According to Guy L. Smith the new Essex is improved in numerous ways. The new car retains all the attractiveness of its forerunner but is smoother and finer in many ways. Not only does the new Essex offer greater beauty, and mechanical excellence but it provides these qualities at a lower price.

Already much enthusiasm is evident, asserts Mr. Smith, and all indications are that buyers are satisfied that the new price represents a rock bottom value.

Hupmobile an Improved Car at a Reduced Price. Hupmobiles took a downward slant Saturday, and according to J. T. Stewart of the Stewart Motor company, there is now no doubt as to which car represents the peak of good motor car values.

In connection with the news regarding the price reduction comes news of numerous improvements. Cord tires are now standard equipment; the carburetor has been improved; the battery capacity increased 25 per cent; brake adjustment improved, and a heavier frame provided. All considered, Mr. Stewart feels that the new Hupmobile is a considerably improved car at a lower price.

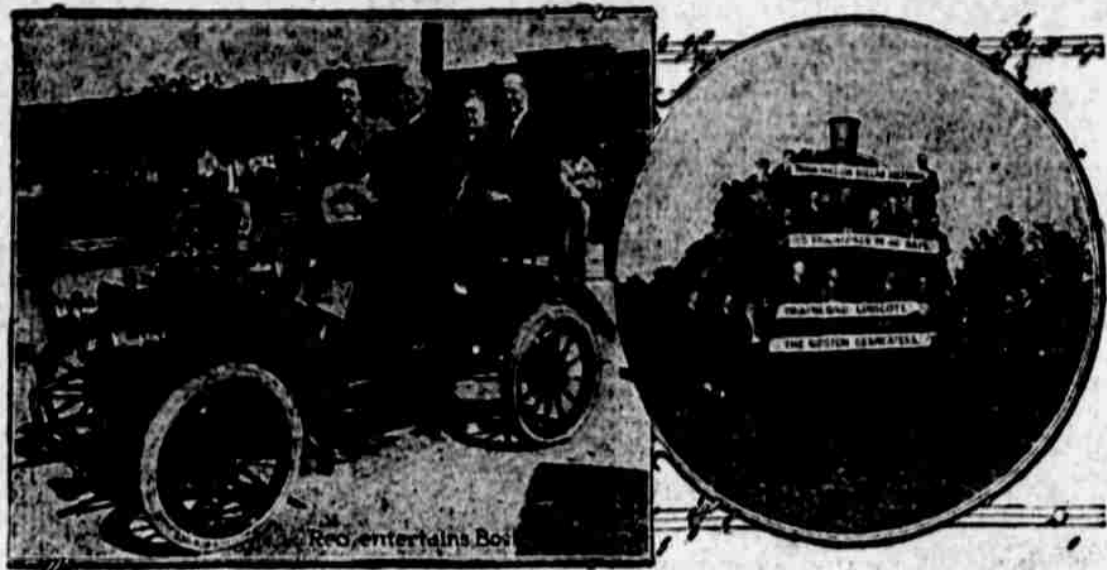
Improved Carburetor Is Feature of New Cadillac. Among the mechanical improvements on the new Type 61 Cadillac is a new carburetor designed to secure maximum power from the pressure of fuel, unusual flexibility and quick acceleration. Easier starting in cold weather with almost complete elimination of the warming up period add to economy of operation and comfort of driving.

Two thermostatic elements in the new carburetor, one for the control of the throttle pump action and the other for control of the auxiliary air valve spring tension, result in a correct fuel mixture for varying temperatures.

Bagging Faces Corrected By New Method. Tightens Loose Skin, Removes Deep Wrinkles. OUR "LIFTING" OPERATION Takes Years off. Restores Contour, Tightens Loose Skin, Lifts Drooping Mouth. Loosens Baggy Chin, Removes "Jowls." Makes the Face Shapely and Youthful. "Lifting" can be done without it being noticeable or interfering with daily duties. Notes: Pimples, Warts, Skin Imperfections Being Removed—New Method.

All Nose Defects Corrected. Skin or Dental Turn-up Nose. "High Bridge" Double "Hump" or Best "Big" Nose. Satisfactorily corrected, whether from Accident.

Third Reo Trainload Off for Boston



A pageant of prosperity was staged recently in Lansing, Mich., when 35 Reo dealers from New England arrived to watch the dispatch of the third trainload of Reos shipped within a few weeks to the Linscott Motor company of Boston.

Upon arrival the party was escorted to the Reo club house by the Reo band. The cavalcade was headed by J. M. Linscott, Boston distributor, who rode in one of the first Reos built by the Reo Motor Car company.

H. T. Thomas, vice president and engineer since 1904, is shown at the wheel of this antique model. Seated next to him in the front seat is Mr. Linscott. In the rear seat is R. C. Rueschaw, sales manager of the Reo Motor Car company since 1905, and on his left is H. J. Adams, Reo distributor in Fostoria, O.

This one-cylinder Reo is still in good condition and there have been no mechanical changes or repairs made upon it since it left the factory 15 years ago.

A luncheon was held at the club house at noon, after which the party was carried in new Reo Light Sevens to the loading dock, where the third trainload of Reos was pulled out for Boston. The picture also shows the 25 Boston dealers on the engine which carried the Reos east.

"Linscott" and "Trainload" have become closely associated, and the Boston distributor now is known as "Trainload Linscott." His first trainload was ordered July 25 and comprised 76 freight cars. The second was ordered August 12 and required 33 freight cars. Sixty-eight cars made up the third trainload. A total of 617 Reos have gone into Boston territory during the last few weeks.

Eighteen dealers from the Buffalo territory will travel to Lansing this week to drive back Reo passenger cars.

Sprague Urges Motorists To Buy Nebraska-Made Tires. E. H. Sprague of the Sprague Tire & Rubber company, speaking of the "Buy Omaha-Made Goods" campaign, points out that if all Nebraska automobile owners would buy tires made in this state they would provide enough business to keep all the companies working 24 hours a day and necessitate enlargements of the tire factories. There are 1,000,000 auto tires used in Nebraska annually.

"We must get away from the fallacy of thinking tires and other things made at a distance are better than those made at home," he said. "When we buy goods made here, we keep our money here."

When figuring in an automobile accident, do not talk too much. Get the time, the place, names of those in the car and their addresses if you can, and by all means take down the number of the license and state where issued. If there are any bystanders who saw the accident, it is well to get their names and addresses, even though the car is not badly damaged.

Once-Overs. One-Over. When figuring in an automobile accident, do not talk too much. Get the time, the place, names of those in the car and their addresses if you can, and by all means take down the number of the license and state where issued. If there are any bystanders who saw the accident, it is well to get their names and addresses, even though the car is not badly damaged.

Willys-Overland Branch to Handle Large Territory

District Will Include Nebraska, and Parts of Iowa, South Dakota, Montana and Wyoming.

Announcement has been made of the opening of a branch of the Willys-Overland, Inc., in Omaha, which will control distribution of Overland and Willys-Knight automobiles in Nebraska, western Iowa, southwestern South Dakota and a small territory in Montana and Wyoming. The Omaha branch will be under the management of W. W. Fast, who has been assistant manager of the Chicago branch.

The Omaha branch is to be expanded to meet the new plan of operation. In addition to the territory formerly controlled by the Van Brunt Automobile company, districts of the Lincoln, Hastings, Beatrice (Neb.), Sioux City (Ia.) and Lead (S. D.) distributors will be included.

The parts and service departments are to be real features in the expansion. Mr. Fast, commenting on the outlook for business throughout the entire country said: "It will show a consistent improvement. We have made a careful survey of conditions in every state, through personal investigation, and in a comparatively short while we will see a revival of the old-time buying spirit. I believe this may be attributed to a change in the mental attitude of the public. In many places there is money to buy automobiles, but that money is being hoarded carefully."

Retailing of automobiles is still an immature science and we are doing everything in our power to work out plans to bring about adequate sales mediums.

When asked about conditions in the central west and prospects for bigger business, Mr. Fast pointed to the fact that Omaha was awarded the new branch location, which he regards as significant.

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"Sell" Replaces Word "Conserve" in Business

Fundamental factors of American business are looking up, according to W. N. Baker, branch manager, who has returned from New York City, where he attended the annual convention of the Lee Tire and Rubber company.

"The keynote of the Lee convention," states Mr. Baker, "was that the greatest force in American business today is salesmanship. A year ago the watchword was 'Conserve' today it is 'Sell.' In the world of tires, the merchandiser of new and guaranteed stock has had direct competition to meet in the case of the great quantity of bankrupt tire stocks with which the country has been flooded.

"Due to a policy of retrenchment many executives are out of employment and a great number at the very top in their line. One huge concern recently advertised for a number of officials, including a sales director. The men who applied for these jobs were among the keenest executives of America, but less than 2 per cent of the thousands of applications received came from sales managers. Production men were easily secured, but the sales manager's desk is still unoccupied."

Shims of Auto Shaft Must Be of Equal Thickness. The utmost care must be exercised to maintain an equal thickness of shims on each side of the bearing cap in refitting or readjusting, so the shaft will not bear on the same place on which it bore before readjustment. When the bolts are tightened the caps may be sprung and the shaft will be pinched. This will cause uneven wear on the bearings, which will soon need further attention.

Loose Piston Pin Causes Light Knock in Engine. The knock produced by a loose piston pin is considerably lighter than a crank shaft knock, and is most noticeable when the engine is running idle with the throttle nearly closed. The only cure for the knock is to repair the pin or bushing or both, though fortunately this knock does not indicate as dangerous a condition as a crank shaft or connecting rod knock.

Use Coconut Oil For Washing Hair. If you want to keep your hair in good condition, be careful what you wash it with. Most soaps and prepared shampoos contain too much alkali. This dries the scalp, makes the hair brittle, and is very harmful. Mulified coconut oil shampoo (which is pure and entirely greaseless), is much better than anything else you can use for shampooing, as this can't possibly injure the hair.

Simply moisten your hair with water and rub it in. One or two teaspoonfuls of Mulified will make an abundance of rich, creamy lather, and cleanses the hair and scalp thoroughly. The lather rinses out easily, and removes every particle of dirt, dandruff and excessive oil. The hair dries quickly and evenly, and it leaves it fine and silky, bright, fluffy and easy to manage.

You can get Mulified coconut oil shampoo at most any drug store. It is very cheap, and a few ounces is enough to last everyone in the family for months. Be sure your druggist gives you Mulified.

Head of Jordan Firm Predicts Auto Shortage. Return of Business to Normalcy Expected Within Six Months Despite Pessimistic Views. "We are about to enter a new business cycle," says Edward S. Jordan, president of the Jordan Motor Car company.

"Far-sighted business men know, however," says Mr. Jordan, "that it will require possibly six months of further favorable readjustment before the mass of people realize what has happened."

"Business in all lines will improve gradually as the public come to realize the extent to which production has been curtailed and the extent to which price-cutting has been carried in many lines."

"Some prices will be readjusted further and all prices will level out so that merchandise can be exchanged on a fair basis. Already certain prices are showing a tendency to rise. Nothing will start a buying movement so quickly as rising prices."

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"The experience in the cotton industry will in a measure be repeated in every industry producing a great necessity."

"Silk men felt the change first. Production was curtailed. Now their mills are running at capacity. Next, the tinier is manufactured by the Walker Accessories, Inc., 2635 South Michigan avenue, Chicago. A 12 months' insurance policy provides that 'any part of a Walker which, in the purchaser's opinion, requires a replacement will be exchanged absolutely free of charge.'"

Ford Timer Insured For 12 Months' Time. Padereewski insured his fingers—Charlie Chaplin his feet. Now a Chicago manufacturer insures his new timer for Ford's. This is proving an attraction to all owners who have learned how high is the rate of mortality among ordinary Ford timers.

The Walker Insured timer is made of a ceramic composition resembling porcelain. It can never short circuit and does not wear out. It is absolutely insured to give Ford owners full 12 months' service. Thousands of Ford owners are now insuring their timer service. Not only does the Walker save owners from \$6 to \$12 a year in expense, but it also relieves them of all timer troubles.

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Advertisement for Mulified coconut oil shampoo.

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NEW AUTOMOBILES AT 1/2 PRICE

Scripps-Booth General Motors famous light Six Model B., touring and roadster. Colors, blue and maroon.

\$885

Delivered to you in Omaha. **Was \$1695**

TERMS \$320 Cash Balance \$65 per month.

Buy now. Don't wait until spring. We will store your car for you.

TO SETTLE AN ESTATE

We purchased these automobiles of the administrator of a late automobile dealer's estate. They are absolutely new and carry standard factory warranty and our service. Please bear in mind that this price is not the result of a factory reduction. It is the result of our good fortune in being able to pay spot cash for these cars to the administrator of an estate. The cars are all brand new model B Scripps-Booth. Not second-hand or used cars.

This is the first time you have ever had an opportunity to purchase a NEW AUTOMOBILE AT A USED CAR PRICE.

Think of It! **\$885** for a Car Worth Almost Twice as Much Far Below Actual Cost of Production.

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Distributors for Nebraska, Iowa and South Dakota

Overland New Series

A Good Investment

Not only because the first cost is low, but also because it includes complete equipment and assures comfort with economy and dependability every day it is on the road.

Touring, F. O. B. Toledo **\$595**

Chassis --- \$485 Roadster --- \$595
Coupe --- 850 Sedan --- 895

Completely equipped, including Electric Starter, Lights, Horn, Speedometer, Demountable Rims. Owners average from 25 to 35 miles per gallon of gasoline.

Willys-Overland, Inc.
2562-4 Farnam Street

How Yeast Vitamon Tablets Put On Firm Flesh

Increase Your Energy, Banish Skin Eruptions and Beautify the Complexion—Easy and Economical to Take—Results Quick.

Thin or run-down folks will find this simple test well worth trying: First weigh yourself and measure yourself. Next, take Mastin's VITAMON—two tablets with every meal. Then weigh and measure yourself again each week and continue taking Mastin's VITAMON regularly until you are satisfied with your gain in weight and energy. Mastin's VITAMON tablets contain a proper dose of highly concentrated yeast-vitamins as well as the two other still more important vitamins (Fat soluble A and Water Soluble C) all of which Science says you must have to be strong, well and fully developed. They are now being used by thousands who appreciate their convenience, economy and quick results. By increasing the nourishing power of what you eat, Mastin's VITAMON supplies just what your body needs to feed the shrunken tissues, strengthen internal organs, clear the skin and renew shattered nerve force without upsetting the stomach or causing rash, pimples, boils and skin eruptions seem to vanish as if by magic and the complexion becomes radiantly clear and beautiful. But it is not only a question of how much better you look and feel, or what your friends say and think—the scales and tape measure will tell their own story. A two weeks' test will surprise you.

IMPORTANT: While the shining health-building value of Mastin's VITAMON tablets have been clearly and positively demonstrated in cases of lack of energy, nervous trouble, anemia, indigestion, constipation, skin eruptions, poor complexion and a generally weakened physical and mental condition, they should not be used by anyone who OBJECTS to having their weight increased to normal. Be sure to remember the name Mastin's VITAMON—the original and genuine yeast-vitamine tablet—there is nothing else like it, so do not accept imitations or substitutes. You can get Mastin's VITAMON Tablets at all good druggists, such as Sherman & McConnell, Adams-Haight, Alexander Jacobs, J. L. Brandeis, Hayden Bros. and Burgess-Nash.

NECK 13 INCHES
CHEST 35 INCHES
BICEPS 11 INCHES
WRISTS 6 1/2 INCHES
CALF 15 INCHES
ANKLE 6 INCHES

NECK 17 INCHES
CHEST 42 INCHES
BICEPS 15 INCHES
WRISTS 8 INCHES
CALF 18 INCHES
ANKLE 8 1/2 INCHES

YOUR WEIGHT INDICATES YOUR HEALTH. ARE YOU GAINING OR LOSING?

If you want to quickly get more strength and vitality and have that firm flesh "pop" which makes you look and feel 100 per cent better, just try taking two of Mastin's yeast VITAMON tablets with each meal for a short time and watch the truly amazing results.

MASTIN'S VITAMON TABLETS

THE ORIGINAL AND GENUINE YEAST VITAMIN TABLET

ARE POSITIVELY GUARANTEED TO Put on Firm Flesh, Clear the Skin and Increase Energy When Taken With Every Meal, or Money Back.