

Omaha Cadillac Company Praised

District Manager Particularly Pleased at Efficiency in Service Department.

James A. Grier, district manager of the Cadillac Motor Car company, made his first visit to Omaha last week. Mr. Grier inspected the Omaha Cadillac company and Mr. Hansen also took Mr. Grier to Sioux City and Lincoln to inspect all three Cadillac sales and service stations controlled by the J. H. Hansen Cadillac company.

Mr. Grier was highly elated over the remarkable increase shown in Cadillac sales in the Nebraska and Iowa territory. He put his stamp of approval also on the extensive Cadillac service rendered by the local concern and expressed particularly his satisfaction over the efficient methods employed by the Hansen concern in getting customers cars ready at the time specified, even though it sometimes takes several men on one car to do what is required on short notice.

Mr. Grier said: "I found in Omaha that our distributor has been very successful in arranging to use specialists and to train his men in such a way that a customer can have a good deal of work done on his car in one day and to employ the most modern kind of equipment and machinery. For instance,

the man who cleans carbon does not interfere with the man who adjusts the brakes or greases the rear axle on the same car at one time. While it sometimes looks as though five hours were spent on a car when it was in the service station only two hours, it merely goes to show that more than one man was working on the car at the same time.

"Not only can the customer have the car in a remarkably quick time, but the men become more efficient and can do their work quicker and therefore cheaper because they are trained to work on one thing. I have talked to a good many Cadillac owners who are certainly appreciative of the Cadillac service rendered in Omaha, Lincoln and Sioux City and we, at the factory, are continually striving to increase the efficiency of the service rendered by our distributors such as it is here in Omaha."

New, Low-Swing Roadster Announced by Nash Motors

Following its announcement of a new sport model, Nash Motors is now in production on a roadster of new and improved type. The body, toned in rich maroon, is swung low, the wheels being finished in bright vermilion. The new Nash type ventilator graces the hood just forward of the one piece windshield, the posts of which are nickel-plated. There also is a nickel-plated radiator shell. Other refinements include a new steering mechanism, oil lamp equipment and new barrel headlamps, equipped with an exclusive Nash device that permits light adjustment to any angle quickly.

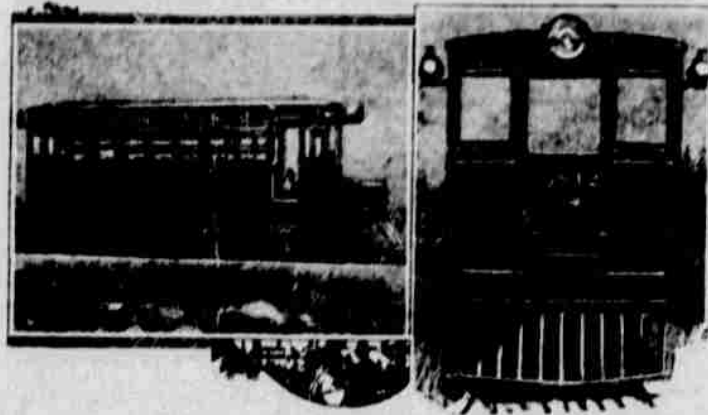
Durant With Winter Top



Durant cars equipped with permanent winter tops are proving quite popular this fall. The Durant has a special deluxe top which fits very snug and is equipped with dome light and seat cover.

The Durant with this top costs very little more than an open touring car.

Railroad Uses Reo Car



Operated by the Canadian National railway as a passenger-carrying unit between Montreal and the nearby town of La Salle, a unique railway vehicle powered by the Reo T-6 motor is expected to further demonstrate the economic value of gasoline propelled cars as allies of the steam roads," says J. M. Oppen of the Jones-Oppen company.

"A description of this car has been received here and so popular has the new innovation become after railway officials in Canada have tested it out that the Canadian National railway has inaugurated this new service which is exceeding all expectations, according to report.

"The vehicle was designed and built by Ledoux, Jennings & Co., Ltd., Reo distributors at Montreal. The car is 34 feet in length and is mounted on two-wheel trucks.

Driving Builds Up Back Muscles

Experiences of Race Drivers Prove Physical Benefits of Motoring.

The alarmed evolutionists who foresee a race of humans with atrophied legs, unable to get about without the aid of motor cars or airplanes, fail to consider the fact that automobile driving—even riding—is a real form of physical exercise, that builds up muscles of the legs and back especially.

ally. Considering the race drivers it is found that they are, with very few exceptions, fine specimens of muscular development and keep themselves fit by observance of the first rule of training, combined with an ordinary amount of driving.

Ralph De Palma, for example, is known to the racing fraternity as "always in the pink." Except for the week preceding a race, when he is engaged in working on his motor until the small hours, De Palma is early to bed and early to rise. He goes through simple setting up exercises, such as any business man might profitably follow, but keeps his muscles in trim by constant driving of his passenger car, when he is not tuning up for a race.

Milton Murphy, Hearne, and other well known speedsters are also very careful of their physical condition.

"Motoring is undoubtedly a form of good physical exercise," says no less an authority than Albert Champion, maker of AC spark plugs and himself one of the first race drivers. "That tired feeling you have when you get out from behind the wheel after a day's run is proof that muscles are being exercised and that they will strengthen themselves, if given the nourishment they deserve.

"But one can expect no good from any recreation or exercise unless his mind is unperturbed. There's no good in driving if you are continually worried about any part of your car—its motor, tires or other equipment. In providing the leading race drivers with AC plugs we find that their demand for AC's is largely a matter of wanting equipment that will leave their mind free from worry about faulty ignition. With the knowledge that their car is 'right' they can devote every bit of their mind and muscle toward driving."

Tire Repair Manager Promoted by Sprague



Thomas E. Whitney, formerly manager of the repair department at the Sprague Mill, Eighteenth and Cumming, has been promoted to management of the retail sales and service department of that company.

His promotion comes as the result of the general policy of Sprague company to continually improve service to automobile owners of Omaha. Due to his long experience in the rubber business, Mr. Whitney has effected several new ideas to increase the efficiency of his department.

Having an expert knowledge of tire construction gained through long experience in the repair work, he is particularly fitted to serve users of tires in the better cars and motor vehicles of their town. Mr. Whitney has an especially wide following of friends who have been able to profit by his knowledge of tires, and he is always ready to serve Omaha automobile owners, without charge.

To meet your wish Ad. Tell the Telephone at Atlantic 1800. Better Results at Lesser Cost.

Car Motor Like Airplane Engine

Wills Saint Claire Eliminates Noise in Overhead Cam Construction.

One of the "outdoor sports" of Marysville, the home of C. H. Wills & company, is watching visitors suddenly prick up their ears, stop in the middle of the street, and excitedly scan the skies for airplanes. Usually the newcomers' curiosity prompts them to ask some resident where the planes are, to which the customary retort is "That's not a bombing squadron you hear—it's the Wills Saint Claire factory."

The unadorned exhaust of the eight-cylinder Wills Saint Claire motor running at high speed sounds like an airplane motor. In the motor testing department at the factory, the exhaust from all the motors is led into a long pipe and is carried up above the roof of the plant, so that the fumes of the gas will pass off harmlessly into the air. When a number of motors are being tested at high speed, the noise of the exhaust coming from so high in the air sounds almost exactly like a squadron of planes.

But the similarity of the Wills Saint Claire motor to an aeronautical engine is not confined to the sound. The overhead camshaft construction of the Wills motor has for years been successfully used on aeronautical and racing car engines. The mechanical superiority of this construction as the most efficient means of producing maximum power has long been recognized.

Thoroughly satisfied that this overhead cam construction was the ideal one for his eight-cylinder motor, C. Harold Wills set himself to the task of eliminating the traditional objection—the noise. His solution of the problem—the automatic camshaft brake or equalizer by which he silenced the chattering camshaft, combined with the noiseless front end gear construction—is one of the most ingenious features of the Wills Saint Claire motor.

The camshaft brake is a device incorporated in the rear bearing of the camshaft to keep the camshaft turning steadily at the lower speeds when the jerky, whipping motion produced by the retarding and accelerating action of the valve springs is most noticeable. When the speed of the motor has increased to a point where the camshaft no longer chatters and steady device is no longer necessary, the flow of oil increases and the braking force automatically ceases to be exerted. In this way the camshaft is made to revolve steadily and quietly at all speeds.

Closed Cars Shipped Here by Trainloads

The Nebraska Buick Auto company, which was the first automobile company to receive a solid trainload of cars, and the first to own its own train of railroad cars, is again starting the automotive industry by ship-

ping enclosed cars by the trainload. The first trainload of enclosed cars has already left the factory, according to Lee Huff, Jr., salesman of the

Nebraska Buick Auto company. The unusual demand for Buick closed cars has made these shipments imperative. Lee Huff, Jr., is at the

Buick factory at Flint, Mich., endeavoring to secure even more cars, and overseeing the trainload shipment of closed cars.



Wills Saint Claire Enclosed Models

The feature that appeals to me most strongly is the perfect manner in which this car holds all kinds of country roads at high speed and at the same time with no particular discomfort to the occupants of the car, as its perfect center of gravity and spring suspension make the car ride very smoothly under almost all road conditions.

CHARLES D. FORSTER
The City Machine & Tool Co., Toledo, Ohio

Ease of handling was one of the fundamental ideals that C. Harold Wills had in mind when he designed the Wills Saint Claire.

He achieved it by scientific balance and weight distribution—by the exact proportioning of the wheel base to the weight of the car—by special spring design and by the building of a wonderful eight-cylinder, V-shaped, 60 degree motor, with overhead valves and cams, that produces a smooth, even flow of power, instant in its responsiveness to the will of the driver.

The Wills Saint Claire gives a new thrill to motoring—a new experience in smooth, safe, effortless travel.

The new Brougham and other enclosed models are now on display. We cordially invite you to see and ride in them.

WESTERN MOTOR CAR CO.
On Harney at 26th
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WILLS SAINT CLAIRE Motor Cars



DODGE BROTHERS BUSINESS SEDAN

With this car, Dodge Brothers have literally created a new type of sedan.

They have combined open car ruggedness with closed car protection and smartness.

They have demonstrated, once for all, that a sedan can be as practical and almost as inexpensive as an open touring car.

The body is built of hand-welded steel because steel is sturdy, and will take a permanent, oven-baked finish, eliminating forever the cost of repainting.

The seats are upholstered in attractive, genuine Spanish blue leather, because leather will wash and wear.

To further enlarge the car's usefulness, the rear seat, back and side cushions, seat frame and foot rest are quickly removable, giving sixty-four cubic feet of flat loading space in the rear compartment. The manifold uses made possible by this unique feature are readily imagined.

The top and rear quarters are of non-rumble, fabric construction, conforming with the present attractive vogue. From cord tires to curtain cords, the fittings, inside and out, are distinctive and complete.

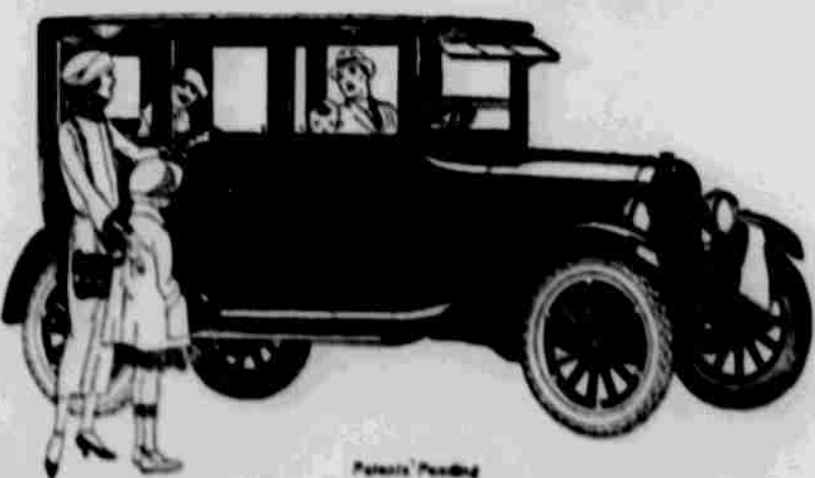
In fact, every detail of the car emphasizes its striking adaptability to business as well as social use.

The Price is \$1330 Delivered

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