

Hansen Cadillac Men Feast on Prairie Chicken

Wonderful Performance of Two Machines on Hunting Trip Told at Dinner Here.

At the climax of a very successful sales contest held by the J. H. Hansen Cadillac company, including the sales departments of the Lincoln and Sioux City organizations, the men were invited by Mr. Hansen to a prairie chicken dinner at Hotel Fontenelle, Friday night.

Among the winners of the contest were E. E. Stennett and J. W. Van Camp of the Omaha office, H. L. Williams of the Lincoln office and A. R. Williams of the Sioux City office. The out-of-town guests were A. R. Williams and O. J. Harmon of Sioux City and H. L. Williams, R. J. Henderson and Walter W. White of Lincoln.

After presenting the prizes, Mr. Hansen described a most unusual performance of two eight-cylinder Cadillac cars, one over eight years old and one just one year old. A party of hunters, including F. S. Martin, Carl Linger and S. J. Alexander of Omaha, and Ross Starck and J. E. Olin, Jr., of Chicago, loaded the two cars with a complete camping outfit, tent, ammunition, supplies for a week's trip and a cook. These two cars were driven 310 miles, most of which was in the sandhills, over prairies and sand drifts, over fields and through streams where there were no roads and even no trails. The game was shot from the moving cars.

Hunters claimed the performance of the cars unbelievable. They pulled through sand in places where Ford's could not go. The old guide, Bill Robinson, at first refused to go through the district in the Cadillac cars, because he maintained that rough life would be wasted pulling the cars out of the sand.

On the return trip, made through rain and muddy roads, several times the cars skidded off the road and were stuck in the mud. Very little time was wasted, however, in as much as there were enough men in the party to push the cars out. The radiators were not refilled on the entire trip and no mechanical difficulties were experienced.

A sales contest has been started by the Cadillac organization in which the salesman are competing for useful articles, such as silverware, furniture and household equipment. In awarding the prizes, not only the number of sales made are considered, but also the satisfaction of the customers who purchase. For instance, if a used car sold by a salesman does not give satisfaction to the customer, and the customer must be again satisfied by the firm, the salesman loses a certain per cent of his quota.

Paige Adds New Plant for Making New 6-66

The demand for Paige and Jewett sixes, manufactured by the Paige-Detroit Motor Car company, developed to such an extent during the last eight months that a greater volume of production than this company had ever hitherto contemplated had to be provided. This enlarged production program necessitated greater manufacturing facilities and to meet this need Paige has added a new plant to its group of factories. The new unit, located in the West Fort street section of Detroit, is the fourth large manufacturing plant acquired by Paige.

Plant number four will be used exclusively for the assembly of the Paige new series 6-66 models and will thus enable Paige to concentrate the efforts of an especially trained body of skilled craftsmen on a product of which quality is the first consideration. By enabling these men to specialize entirely on the Paige 6-66 it is believed a higher degree of workmanship than was otherwise possible will be attained.

Interest in New Steam Automobile Is Growing

Interest in the new steam car now in production by the American Steam Truck company of Chicago, increases as the cars are seen on the streets. The ease of control, the ability to get away and to stop, the noiselessness, and the economy in running the car are features finding favor with those who have seen the American Steamer.

Largest Plane Carries 24.

London, Nov. 4.—The largest air liner yet built in Britain passed the official tests and is at the London air station. It has accommodation for 24 passengers in a roomy saloon. It will have a wireless installation. During the trials at the Royal Aircraft establishment, aerobics at South Farnborough it carried a dead weight in ballast of two and one-half tons, equivalent to the weight of 24 passengers, so that, in addition to 24 passengers, it can carry three-quarters of a ton of baggage and goods. It will fly at 75 miles an hour and probably will be put into service in the spring of 1923 on the London-Berlin route.

Maxwell Executive Here.

John J. Plath, general sales manager for the Maxwell Sales Corporation, who is returning to Detroit from a trip to the western coast, visited the sales room of the Peterson-Millard-Hayward company, local distributors, and H. F. Paige, district supervisor for the Maxwell Corporation. Mr. Plath commented on the popularity of Maxwell closed cars on the west coast and the general enthusiasm for Maxwell cars throughout the country.

Building for Doctors.

Cincinnati, O., Nov. 4.—An eight-story building, for physicians offices, is to be built here on Chestnut street. The new structure, which at present occupies the site of the proposed building are to be built down this fall and winter to make way for the new structure, which will cost \$1,000,000.

Reo Touring Car Smashes "Desert Classic" Record



Reminiscences of the famous Los Angeles to Phoenix road race—the "Desert Classic"—that brought fame and fame to Barney Oldfield and a half dozen other speed pilots are recalled by J. M. Oppler of the Jones-Upper company, who has just received a telegram announcing that the Reo touring car—stock in every respect—has established a new record, having made the round trip in less time than the racing cars have ever done it.

"The original course for this event was laid out by Charles H. Bigelow, well-known project engineer and road expert in 1908," says Mr. Oppler. "Bigelow's first reconnaissance trip was made in a two-cylinder Reo and his first round trip ever made between the two cities by automobile."

It was only fitting that Bigelow, again at the wheel of a Reo, should pilot the six-cylinder touring car in its record-breaking trip run between the two cities, smashing the previous time for the distance by almost three hours, despite heat and frequent cloudbursts and sandstorms.

"Road conditions are little if any better in some places than they were in former days and rains and cloudbursts had cut the sides of the washes so that great care had to be exercised in their crossing."

"Springs, axles, wheels and every mechanical detail of the car stood up under the severe test without once faltering, the sole trouble experienced being a puncture on the detour between Canton and Palo Verde."

"The former record for the round trip between Los Angeles and Phoenix of 27 hours 45 minutes was made more than a year ago, and until the Reo established the new mark last week this time had not even been approached. The Reo's time was 24 hours 48 minutes."

937 Miles Round Trip.
"Going through the mountains from Ehrenburg to Salome, a stretch of 49 miles, the earth had been washed off the rocks by the hard rains and extreme care was necessary in picking a way through the sharp projecting points which bit into the tires and hampered the run until they looked as if they had been under a steam hammer. From Salome to Palo Verde

St. Louis Breaks All Shipment Records

1,029 Cars Leave Factories in One Day—17,666 Built in October.

The Buick Motor company built 17,666 automobiles during October. In achieving this remarkable result, the Buick daily shipment figures of all time were broken several times. On October 12, 775 cars were shipped, 919 on October 25, 975 on October 26 and 1,029 on October 29.

The figure just achieved is best appreciated by comparison with the October records of previous years. In October, 1920, it was 9,121, and in October, 1921, it was 9,132.

A significant feature lies in the fact that the total October production of automobiles of all makes disclosed a material decrease from September. Another interesting feature lies in the fact that the shipments included 23 solid trainloads to individual consignees, which constitutes another Buick record.

President H. H. Bassett says that there is yet no appreciable lessening in the demand for Buick cars and that the November figures seem to be dependent solely upon shipping facilities and the weather.

The record of October was greatly enhanced by the growing efficiency of the Detroit plant. On the record day, October 29, when 1,029 Buick cars were started on their way to buyers, the Detroit plant is credited with 231 cars shipped or driven away.

Motor Firm Head Knows All Details

Wills Sainte Claire President Understands Every Process in Factory.

While all manufacturing companies have presidents, few of these presidents have intimate knowledge of every detail of every process in their factories—in other words, who are manufacturing presidents.

This is the kind of president that C. Harold Wills is to the company which make the Wills Sainte Claire car.

Although he had seen one motor car company become, under his direction, the largest producer of motor cars in the world, and although he had risen to the highest salaried position ever held by any man, and although he had amassed a comfortable fortune, C. Harold Wills decided to stop and start all over and make his own car—the Wills Sainte Claire.

He drives in own car and one day threw his executives into a panic by hopping into a Wills Sainte Claire and covering 47 miles in 47 minutes on Michigan country roads. When the car was first produced he drove it from Detroit to New York in 20 hours and 25 minutes.

Mr. Wills for many years has been recognized as one of the foremost metallurgists and commercial chemists, as well as one of the greatest industrial organizers of the world. He was the first to use high grade alloy steels, and he developed vanadium steel for commercial purposes. His greatest metallurgical accomplishment, however, was developing and perfecting Molybdenum steel for use in motor car construction.

Resistance Is Bar to More Plane Speed

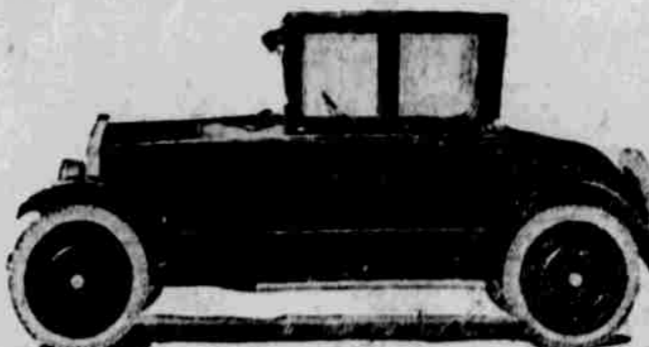
Spark plugs are not causing aviation engineers any worry in their search for more speed. The AC plugs in the Army-Curtiss and Navy-Curtiss machines stood up perfectly. AC's were used by Lieutenant Moseley in 1920, by Tom Milton, who set the world's auto record of 156 miles per hour, and Car Wood, who holds the world's speed boat mark of 77 miles per hour.

Spark plugs are an important consideration in tuning up a motor for any purpose, but especially when a speed record is sought. Preignition, compression leaks or other troubles of ordinary plugs are avoided by the experts who groom their engines with exacting, scientific care.

The development in airplane work that will bring "five miles a minute" will probably be in gaining the absolute minimum of resistance and air friction, according to the best informed men on this subject. The terrific "drag" of these enemies of speed can be realized by the fact that the pilot's leather helmet was ripped to pieces by the air pressure at 224 miles an hour. Brigadier General Mitchell declared that to stick an arm out of the cockpit at the speed would mean a sure fracture.

In a proposed law submitted by President Obregon, Mexicans who, during the periods of disturbance, attack foreigners or their property, are to be regarded as traitors.

New Dort Models Here



DORT SIX-CYLINDER COUPE, HARVARD MODEL

On display for the first time tomorrow at the salesrooms of Jones-Upper company, local Dort distributors, the new models are the answer of the Dort Motor Car company to the demand for a popular priced six-cylinder car that will combine the advantage of low operating cost with the attributes of exceptional performance, stamina and beauty.

The announcement of this compelling family of new models in the less-than-\$1,000 class lays unusual stress on the car's operating economy and roadworthy response to demands for power and speed.

The Dort company has advised distributors that the new Dort Six will maintain in high gear the remarkably wide speed range from two to 60 miles an hour; will accelerate on level highway from five to 25 miles an hour in nine seconds, and will traverse 24 miles to one gallon of gasoline.

Dort engineers attribute this unusual economy and performance to several outstanding new features of the Dort Six 48-horsepower motor. Important among these are:

Force feed lubrication not only

all the customary parts, but also to the valve mechanism; order to decrease friction and diminish possibility of wear.

Oil pressure regulation, which, being connected directly with the throttle, increases and decreases the flow of oil in proportion to the load imposed on the motor, but independent of speed.

Running balance as well as static balance of the crankshaft to eliminate vibration at all speeds.

Valves of Silchrome steel which will not warp and allow waste of energy. New Dort intake manifold which insures pulling power, low speed in sand and mud or on hills. The grace of Dort body lines, retained in the six models of the new six-cylinder family, is enhanced by the addition of the nickel-plated, rounded radiator, drum lamps with diffusing lenses and nickel-plated door handles. The exterior finish of the open models is black. The four closed cars are of rich dark blue. Genuine leather upholsters the open models and the Yale closed cars which have proven so popular in the Dort four-cylinder line.

Haynes Auto Franchise Taken by A. H. Vayo & Co.

The Haynes franchise recently was taken over by A. H. Vayo & Co., an distributor for Nebraska and western Iowa.

special sport models. Mr. Vayo said: "We selected this line because we considered that the car met exactly the demands of the public for a high-grade car at the right price. The new 1923 models are equipped with everything, even to a set of chains, and delivered in Omaha at the lowest price ever quoted on a high grade fully equipped automobile."

Is There Greater Automobile Value?

The advantages of accurate workmanship, fine machinery, fine tools and skilled operatives are present in a RE-NEW-ED Cadillac to a degree which would not be possible in a new car of equal cost.

RE-NEW-ED CADILLACS

Rebuilt by experienced Cadillac mechanics. Sold with the Hansen Cadillac guarantee. Priced from \$600 to \$3600.00. Time payment if desired.

"Cadillac Service" the same to all owners, whether they purchase their cars new or RE-NEW-ED.

Before you purchase any automobile, see the RE-NEW-ED Cadillac you could buy for the same price. Assure yourself of motor car satisfaction by buying a RE-NEW-ED Cadillac—a quality car—instead of a cheap new car. You can buy a RE-NEW-ED Cadillac for whatever amount you desire to pay. Tourings, roadsters, coupes and sedans available now.

A Safe Place to Buy.

J. H. Hansen Cadillac Co.

Omaha Lincoln Sioux City

Oldsmobile

A GENERAL MOTORS PRODUCT

The Four Sedan

\$1595
J. O. Lansing

NEW PRICES For 1923
Effective September 25, 1922

Model "43-A"—4 Cylinder	117" Wheelbase
5-Passenger Roadster	\$ 858
5-Passenger Touring	878
4-Passenger Semi-Sport	878
4-Passenger California Top	1038
4-Passenger Breakdown	978
4-Passenger Coupe	1178
4-Passenger Sedan	1398

Model "47"—Light Eight
117" Wheelbase

4-Passenger Touring	\$1378
5-Pass. Sport Roadster	1378
4-Pass. Super Sport Tour.	1678
4-Passenger Coupe	1778
4-Passenger Sedan	2038

Model "49"—Large Eight
127" Wheelbase

4-Passenger Powermaster	\$1758
4-Passenger Touring	1758
4-Passenger Touring	2038
(Excess Wheel)	2238

48 Price F. O. B. Lansing

Powered with the famous Oldsmobile "Four" engine this sedan at the new low price is an unsurpassed value.

Nebraska Oldsmobile Company
Howard at 18th
Des Moines Sioux City Omaha

"BUY AN OVERLAND AND REALIZE THE DIFFERENCE"

The OVERLAND SEDAN
Now \$875

An Unusual Gasoline Record from Ninety-Six Cities

Year after year you will find that the cost of operating your Overland Sedan is amazingly low.

Ninety-six cities have reported an average of 26.5 miles per gallon on measured trips.

Compare this record with the mileage you can get on any other car—and then remember this is only one of the many features which give the Overland Sedan its superior value.

Beautiful to look at, its worth becomes more apparent with every tick of the speedometer. Four doors invite you to enter, rich upholstery bids you stay, its riding ease delights you. And when you examine the car, its price becomes doubly significant—\$875 completely equipped.

WILLYS-OVERLAND, Inc.

FACTORY BRANCH
2562-4 Farnam Street Open Evenings Phone HA rney 0353

Overland

Note: The Overland Sedan is equipped with heavy six ply overland tires.

New Prices: Touring, \$125 - Roadster, \$125 - Sedan, \$875 - Coupe, \$795 - J. O. Lansing

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