

### New Brougham Sweeps Out Old Sales Theories

#### Oldsmobile Model Finds Ready Sale in Warmer Climates Usually Strong on Open Cars.

Sales theories regarding closed cars have been exploded by the Oldsmobile five-passenger brougham, said Charles A. Tucker of the Nebraska Oldsmobile company, local Oldsmobile distributor.

"Through there always has been considerable market for closed cars in warm climates, the Oldsmobile works was surprised by the unusual popularity of the new five-passenger brougham," continued Mr. Tucker.

A greater percentage of the brougham production since its introduction about four months ago has been shipped to so-called "year-round" territories than in the instance of any other closed car that the Oldsmobile works has ever produced.

**All-Weather Construction.** According to officials the greater popularity of the brougham in warm sections is due to the all-weather construction of the brougham body. The windows in the brougham are larger than in the average closed car. All these windows are easily operated by special type lifts. On warm days these windows can be let down to give open car airiness and advantages. For the cool nights characteristic of many warm sections, the windows can be closed and in event of extreme cold weather a heater set flush in the floor assures comfort.

**Frame Metal Covered.** In spite of the low factory selling price of \$1,375 the brougham is constructed according to standard closed car coach practices. The body frame is of hardwood and the joints are mortise-wedged, glued, screwed and bolted. This frame is all-metal covered and given the standard Oldsmobile paint finish.

The brougham's popularity in "open" climates is also attributed to the fact that cars used largely for touring in those sections and the brougham has ample carrying space for the baggage of tourists.

**"Dutch" Auction Sale Moving Used Cars**  
A good old-fashioned "Dutch auction sale" is said to be creating a sensation in the used car department of Ralph W. Jones, Inc., distributors of Chandler and Cleveland cars. One car at a time is featured in the show window, and each day the price is reduced a certain amount until the sale is made. Those interested have to decide whether to buy the car at the price then named, or to wait another day in hopes of saving a few dollars, but with the possibility of losing their chance at the car entirely.

In regard to the effect of the cold weather on his sales, Mr. Jones remarked that there has been some slowing up on this account, but that the severe cold and adverse conditions made his demonstrations more effective than ever, and gave real opportunity to show the value of the quick getaway and "hill flattening" power of the new Pike's Peak motor,

### Hayward Gets Franchise for Marmon Automobiles

#### Will Enter Omaha Show With Representative Line of Open and Closed Models.

A new sign went up on automobile row last week when R. W. Hayward was granted the franchise to distribute Marmon cars in the Omaha territory.

The new concern, of which Mr. Hayward is the head, will be known as Hayward Motors and is located at Twenty-seventh and Farnam streets, the headquarters from which Lafayette cars previously were distributed.

Mr. Hayward announces he will enter the Omaha show February 27 with a representative line of Marmon cars. Among the models which he soon will be ready to exhibit are: A four-passenger speedster, a seven-passenger convertible phaeton, a coupe, a four-passenger sedan and a seven-passenger sedan.

"While other companies have been introducing new models," says Mr. Hayward, "the Marmon people have gone steadily ahead for seven years developing the six-cylinder principle which I am now convinced will be the ultimate type of construction in this country, just as it always has been in Europe. I also am impressed naturally with the standards of the Nordyke & Marmon company which has always been making fine machinery since 1851 and was one of the pioneers in the motor car business."

"One of my first considerations is to get in touch with all Marmon owners in this territory and to provide complete facilities for servicing Marmons in a prompt, courteous and efficient way. I find that a national investigation of owners' mechanical maintenance costs shows that the average for

and have an interior decoration expert turned hose in the court room. Dennis suggested a ceiling of pale Irish green as being soothing.

### Color Scheme of Court Worst Crime He Has Dealt With, Says Judge Irritates Magistrate

Judge Frank Dineen glared balefully at the color scheme of the municipal court room at central police station Saturday and reached into his pocket for an aspirin tablet.

"Decoration of this court room is the worst crime which has come to my attention since I have been on the bench," he declared. "I think it was arranged to antagonize the judge. It makes me positively ill while I am here, and after I leave the court room, I see it like a nightmare in my sleep. Look at it!"

He pointed to the walls and ceiling, where oddly assorted streaks of pink, cream, green, old rose and brown clash with the gray ceiling.

John Holden, court sergeant, said Judge Foster complained of the color scheme the last few weeks he was on the bench and declared it made him irritable.

Dennis O'Brien, city prosecutor, promised to take up the matter with Police Commissioner Henry Dunn.



R. W. Hayward

the entire country for work done on 1922-23 series Marmons is only \$4.71 per month per car."

Mr. Hayward was born and raised in Omaha. Eight years ago he left his father's shoe business and started as a salesman for the McIntyre Auto company. He soon became half owner and the firm was changed to the McIntyre Hayward Motor company. Later Mr. Hayward became distributor for Nash and LaFayette cars. Since relinquishing his former connection he has been negotiating with the Marmon company.

### Decorations at Auto Show to Be Highly Colored

#### Innovation Will Be Ramp in Center of Auditorium Leading to Truck Room.

Decorations for the Omaha Auto show at the Auditorium the week of February 26 will be highly colorful, and with several distinctive features. One innovation is a ramp in the center of the Auditorium, leading directly to the truck room on the lower floor, with a stairway to the stage on each side of it.

The entire Auditorium will be covered in a fabric, the color scheme being white, brown, orange, green and black. The ceiling will be flat with a lattice of circles with white lights. Bordered by the ceiling the burnt orange is placed, and it in turn has a border of black. From the ceiling the side curtains will drop to the balcony, with wide stripes of burnt orange, black and green. This will connect with the balcony drapes, which will be colored to correspond with the scheme. Above this balcony valance there will be strings of green lights.

The band stand will be in the west end, with a canopy from it in corresponding colors. The stage proper will have strong colors of black, green and yellow, with a huge canopy coming from the proscenium arch out into the Auditorium, with special lighting on the canopy.

The balustrades will be colored in black and green, with border light. From the proscenium arch, besides the curtains there will be a ribbon drop transparent. From the balcony trade there will be a special lighting

of green lights with yellow background. Special lantern lighting signs will have the same design as the lanterns.

The stage proper and stairway will be covered in a green cloth. Decorations here will be colorful to correspond. In the truck room on the lower floor the decorations will be of a patriotic nature.

### Rise of Auto Hastened Advent of Good Roads

"In the early days of the automotive industry, not even the leaders envisioned the many booms to the social and industrial life of the country which the motor car would bring," according to J. H. Hansen of the J. H. Hansen Cadillac company.

"Remarkable among these benefits is the building of good roads, which, without the advent of the motor car, would not have come about within half a century."

"The extension of our national and

state highways received its great forward impulse from the use of motor vehicles. Figures show that nearly three-quarters of a billion was expended on good roads during the last year — representing approximately three-quarters of the prewar national debt of the United States.

"The motor vehicle which has brought the road to the farmer, has

by the same means brought his products in point of time closer to the trading centers, and has thereby increased the value of his land. The motor vehicle has also brought the country closer to the city folks, and with the building of good roads on a large scale is knitting the country together, as it has never been before. In the distribution of commodities, motor transportation takes up the work

where the railroads leave off, and has a well defined sphere wherein it makes this work easier and cheaper, lowering the cost of merchandise to the ultimate consumer.

"With the almost universal use of motor cars today, the good roads movement should receive the support of every car owner, as well as of every association connected with the industry."

COUPE \$1445  
SEDAN \$1465  
Card Tires on All Models

## JEWETT

A Thrifty Six Built by Paige

TOURING \$995  
ROADSTER \$995  
Prices f. o. b. Factory Tax Extra

\$403

Cash buys this Jewett. Balance Monthly



### 50 H. P.—Amazing Performance—\$995!

Jewett's six cylinders are 3 1/4 by 5 inches. They give you full fifty horsepower. No automobile of comparable size and price was ever built with such power!

Consider the amazing performance of this fine motor in the 2805-pound Jewett. Acceleration from 5 to 25 miles in seven seconds. You can take traffic in high gear at two miles an hour, or the straight-ahead stretch at sixty. Beat any car climbing hills.

It's the wonderful Paige-built motor that does these things — a motor finely built and ideally lubricated. High-pressure oiling sends a gallon of oil every 46 seconds to all main and connecting rod bearings at 15 miles per hour. All moving parts are remarkably smooth, noticeably silent. The new-type, all-steel, oil-tight universal joints — oiled, not

greased—have sealed-in lubrication good for 15,000 miles.

Jewett gives fast shifting of gears with a bare 3-inch movement. Thanks to a new clutch, shift as fast as your hand can move. No pause, no clash. Drop from high to second at 30 miles per hour; that's Jewett gear-mastery. Ball-bearing spindles, an exclusive Jewett betterment, give superior steering ease.

Every inch of it is ruggedly built; and Jewett's 200 pounds greater weight gives big-car riding ease. Genuine leather upholstery. Built-in transmission lock. Drum-type head lamps. Snug curtains; abundant riding room.

See for yourself this high-power, Paige-built Jewett Six, at \$995. In all the world there never was such a car at such a price!

### NEBRASKA PAIGE CO.

27th Avenue and Harney Street  
OMAHA, NEB.

We Will Move to 2047 Farnam Street April 1



## The Back-to-Prospérité Exposition Will Present

### The Car of Greatest Value

The 1923 automobile, as it will be displayed at the shows, is truly the car of greatest value. Many improvements and refinements are incorporated in the new models, which result in greater economy of operation, durability, ease of adjustment and repair, and freedom from mechanical troubles. As prices are materially lower than a year ago, it means the best values ever offered. The show also presents

### Trucks and Accessories

A complete display of commercial vehicles with all types of bodies, for business or farm purposes. Accessories are being given a more prominent display space than ever before. Two orchestras will offer musical programs every afternoon and evening. The decorative scheme is distinctive, highly colorful and furnishes a fitting background for the display of leading American cars.

Special Railroad Rates for Dealers

### Omaha Automobile Trade Assn.

A. B. WAUGH, Show Manager 1814 Douglas, Omaha, Neb.

### At the Show —Next Week! All Over America —In 1923!

Next week—The big Automobile Show will be in full swing!

Many motor car manufacturers will bid for your attention—and your patronage.

Scores of automobiles will be on display—hundreds of claims will be made!

But—no claim made at the show will carry such compelling weight as Oakland's new and revolutionary "mileage-basis" plan!

Why?—Because 90% of those who buy an automobile at this show, or in 1923, are already owners of some make of car.

They know how to judge automobiles!

And for these critical 1923 buyers there has been evolved an entirely new method for judging motor cars—a method by which you can know, before you buy, the exact amount and kind of mileage you can rightfully demand in 1923.

Last year, you remember, Oakland guaranteed in writing the performance of its six-cylinder engine for 15,000 miles. (Incidentally, it cost less than a cent per car to make good this guarantee!)

And now—although this guarantee is continued, Oakland is about to make an additional announcement—surpassing, in its effect, even the remarkable performance guarantee.

Oakland will give you definite facts and figures enabling you to know, in advance, just what you may expect from an Oakland Six in continuous, satisfying mileage—the true measure of a motor car's value!

See this announcement!

Because—on the strength of these facts and figures, motorists here—and everywhere—will insist upon buying motor cars in 1923 upon a basis of actual mileage to be delivered!

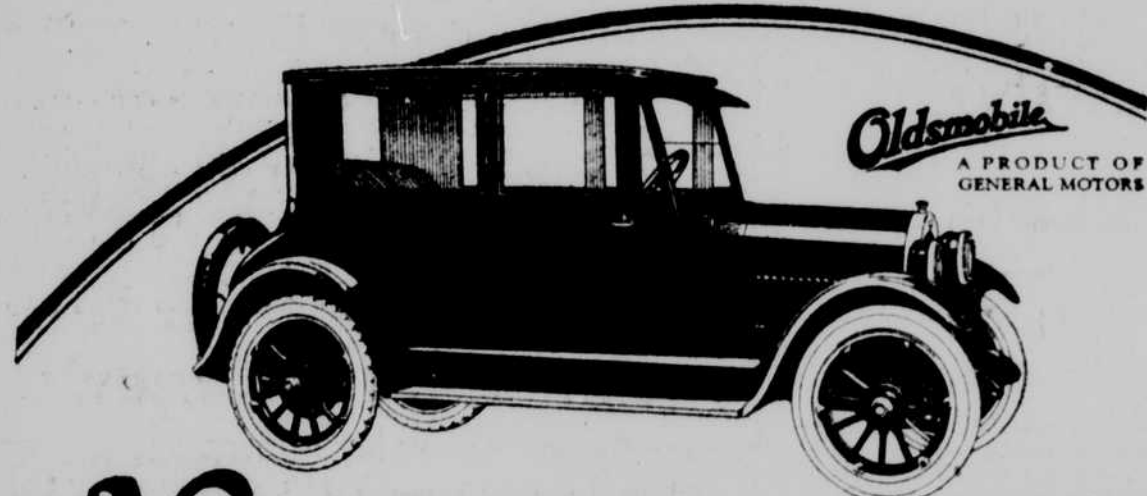
Watch the papers for Oakland's new "mileage-basis" announcement

Oakland Motor Car Co., Pontiac, Mich. Division of General Motors Corporation

OAKLAND MOTOR CAR CO. Oakland Bldg. 20th and Harney Sts. Telephone AT lantic 2929

Wholesale, Retail—Factory Branch Service which means a permanent interest in every Oakland and its owner.

## Oakland "6"



### Now—the Completely Equipped Closed Car at a Low Price 5 Passenger Brougham \$1375

Here's what you have been waiting for in a closed car—all-steel paneled body, complete equipment for a cross-country trip on a minute's notice, and a chassis that has piled up official records for all around dependability.

When you buy a closed car you don't want to have to take it to an accessory store and spend money for a heater, windshield wiper, transmission lock, etc. Nor should it be necessary to have the

front seat cushions rebuilt so that the two people in front ride as comfortably as the three on the rear seat.

This completely equipped Brougham leaves no extras to be bought later. See this car at our show room today and you will realize that Oldsmobile with the cooperation of the great General Motors Corporation, offers you the finest closed car value for your money.

OLDS MOTOR WORKS, LANSING, MICHIGAN  
Division of General Motors Corporation

## OLDSMOBILE



NEBRASKA OLDSMOBILE CO.  
Chas. A. Tucker, Pres.  
Howard at 18th Street

Wide Doors and Roomy Interior  
The Doors are 29" wide—easy for passengers to enter, and easy to load in bulky packages.