

Petite Salon at Hotel Fontenelle to Open Monday

Attractive Lincoln Models With Latest Improvements Will Be on Display Four Days.

Quality car lovers will find a new delight in the petite salon in Omaha this week, and judging from arrangements being made for the affair it will assume all the attractive proportions of an elaborate society function. The salon is to be presented by the Ford Motor company for a special showing of Lincoln motor cars and will be held in the palmroom of Hotel Fontenelle Monday, Tuesday, Wednesday and Thursday.

Settings of unusual beauty will be arranged for the cars and visitors will find themselves in most luxurious surroundings. An orchestra will add to the effectiveness of the salon. Guests will have an opportunity of becoming fully acquainted with the Lincoln car and of inspecting the distinctive standard body types, along with a number of more exclusive custom-built bodies.

Three Attractive Cars.

Three highly attractive cars are to be displayed. One will be the Fleetwood seven-passenger inside drive limousine, done in thistle green and equipped with wire wheels. There also will be a two-window Judkins Berline, a car of unusual distinctiveness, and a Judkins two-passenger coupe, finished in blue, a body type of strong appeal to those desiring a car for personal use.

Visitors also will have an opportunity of studying the Lincoln motor for a special cutaway motor will be on display so that inspection of all working parts may be made. It is beautifully mounted on a hickory frame with mirror underneath and all brilliantly lighted.

Another feature will be a standard Lincoln 136-inch wheelbase chassis, upon which all body types are mounted. This chassis of polished steel with many parts copper plated and equipped with wire wheels, presents an intimate picture of the exacting details carried out in Lincoln construction.

Fine Coach Work.

Those interested in details of fine coach work will be attracted by a Lincoln body in white which will form another exhibit, permitting full inspection of the body construction.

The famous Johansson gauges, the standard precision measurement for the world, also will be featured at the salon, illustrative of the extreme precision carried out in building Lincoln cars.

The salon will open Monday morning and will be open every day from 10 a. m. until 10:30 p. m., closing Thursday night.

Condenser or coil should be replaced if weak. Don't wait till you're caught on a rainy night 10 miles from the nearest garage.

Model to Feature Petite Salon



Among Lincoln cars none is more imposing in appearance than the seven-passenger, inside-drive limousine with the fleetwood body, and lovers of fine motor cars will have an opportunity to inspect this car at the petite salon to be held in Hotel Fontenelle for four days beginning Monday.

Spark Plugs Need Change Annually

Experiments Prove Continued Operation Is Actual Waste to Owner.

Long-time experiments by motor car manufacturers have proved that it is actual waste and unfair to a motor car to run it more than a year with the same set of plugs. Thousands of motorists have found that a new set of plugs after from 8,000 to 10,000 miles, not only makes better performance certain, but actually saves enough in oil and gas to pay for the new spark plugs.

Other thousands, when they prepare their cars for another season of driving, will install a complete set of new spark plugs. Why it is real economy to do this is easily understood when the part that spark plugs play in engine operation is known definitely.

In the engines used in motor cars today the charge is fired in each cylinder at every other revolution of the crank shaft. This means that the spark plugs are called on to deliver the firing spark from 600 to 1,500 times per minute, according to the speed of the engine.

The temperature around the firing points runs from 600 degrees up to 1,800 degrees Fahrenheit, the average being around 1,300. In most motors oil continuously is being splashed on and burned off the spark plug.

This tremendous heat and stress, due to the rapidly alternating compression and firing strokes, gradually affects the efficiency of the spark plug, no matter how well made it may be. The spark plug will continue to fire and ignite the cylinder mixtures, but combustion is not nearly so complete. The products of combustion gradually adhere to the surface of the core and eventually induce surface leakage, which weakens the spark after a long period of service.

Easy gear shifting is a matter of "feel." A skilled motorist has an uncanny sense of touch, enabling him to change quickly and silently. A good plan is to depress clutch, shift from low to neutral, then from neutral to second, and release. This double maneuver almost invariably assures a silent shift.

Gold Medal Won by Packard Men on Way to Detroit

Pathfinders Are Rewarded for Blazing Trail for Canadian Rockies Highway Route.

Carefully guarded, a large solid gold medal is being carried from the Pacific coast to the factory of the Packard Motor Car company. It is in the custody of A. F. Bement, vice president of the Lincoln Highway association, and E. S. Evans, one of the founders of the association. They will present it to Alvan Macauley, president of the Packard, upon their arrival in Detroit.

The medal was awarded by the Canadian Highway association as recognition of the fact that a Packard sport model, driven by Bement and Evans, was the first automobile to cross Canada from Winnipeg to Victoria on an all-Canadian route.

Sought for 12 Years.

For 12 years the medal had been held up as a prize for daring motorists. Many attempts had been made to win it, but each previous effort had met with failure. It had come to be regarded as certain that no automobile could be forced through the roadless mountain fastnesses.

Death stalked beside the two motorists for many days as they fought their way westward through the Canadian Rockies. While traversing many parts of the route a single blowout of the car or a blowout of a tire could have caused disaster, and either could have been expected because the going was harder than any automobile ever was designed to withstand.

For 63 miles down the Fraser river canyon between Lytton and Hope, B.

New "Drive-It-Yourself" Model Ready



The Yellow Cab Manufacturing Sales corporation is now ready to market the "drive-it-yourself" Ambassador sedan. The car is designed to stand all hardships that must be endured by a car in rental service. All the activity and seriousness of a Yellow Cab product is reflected in this sedan. Each detail is built with the greatest care and oversized to stand the abuse to which it is subjected. It is the intention of the company not only to sell these to rental companies but also to individual owners.

C. C. the car was driven over the ties of the Canadian National railway through a box canyon 600 feet above the river, a raging torrent. It is this natural cut through the mountains made by the Fraser river, which is followed by both the Canadian National and Canadian Pacific main lines.

Highway Pathfinders.

Here, too, will have to go the through coast-to-coast Canadian national highway, for which Bement and Evans and the association's official Packard were the pathfinders. When they arrived at Vancouver the two motorists were feted for two days. The car was given a minute inspection and it was found necessary to make no repairs other than tightening the body bolts and spring clips. The tires were cut and worn almost down to the last layer of cord, but they still held air. The car was shipped to San Francisco by boat and Bement and Evans are now returning east over the Lincoln highway.

Essex Travels 1,702 Miles in 48 Hours

Standard Coach Driven From Utah to Indiana by One Pilot.

News of an unusual cross-country run in an Essex coach—a trip that took the driver from Utah to Indiana in 48 hours—has just been received by the Omaha Hudson Essex company.

In some respects, according to W. H. Wetherell, this run exceeded even that of the famous transcontinental dash of the Essex four several years ago, in that it was unplanned for and was the achievement of a single driver.

NEW SALES CHIEF FOR OAKLAND

C. W. Matheson, vice president and director of sales of the Oakland Motor Car company, announces the appointment of Harry M. Robins, formerly director of foreign sales of Dodge Bros., as director of districts.

Robins will again be associated with Matheson, who was formerly Dodge Bros.' vice president, in charge of sales, and will have an important part in carrying out plans for development of the Oakland dealer organization throughout the United States.

With characteristic vigor, Matheson, upon becoming sales chief of the Oakland organization, immediately put into effect plans for the strengthening of the Oakland factory selling and dealer organization.

"His trip covered roads in Utah, Wyoming, Nebraska, Iowa, Illinois and Indiana. A lot of them were badly cut up and chuck-holed, cruelly hard on a car and driver going fast. Yet the only difficulty encountered was a tire puncture. The driver, L. L. Hains, has written a warm letter of congratulation to the Hudson Essex distributing concern in the intermountain territory.

"We are receiving many compli-

ments from Essex six owners here in the city. The old Essex four was a famous performer, but the new six has all the stamina and reliability of performance, plus a much greater smoothness and comfort, so they tell us."

SNUBBERS ARE EXAMINED FREE

There are a lot of cars with Gabriel

snubbers operating in Omaha that are not getting the benefit snubbers are supposed to give. This is due to forgetfulness on the part of the driver, according to M. Powers of the Gabriel Snubbers sale and service, 2212 Harney street. They are glad to have snubber-users drive in for free inspection and advice.

When in need of help try Omaha Bee Want Ads.



Install a Set of Champions this Week

Prepare for better driving by installing a new set of dependable Champion spark plugs this week.

Dealers everywhere will explain to you how a set of new Champions insures better engine performance and how they save their cost in the oil and gas they save.

Thousands of motorists are finding it real economy to install new Champions in all cylinders. You, too, will know new motoring satisfaction if you follow their example.

Champion X is 60 cents. Blue Box, 75 cents.

STORZ WESTERN AUTO SUPPLY CO.

408 South 18th Street

Omaha, Neb.

ALL PIERCE-ARROW ENGINES SIMILAR

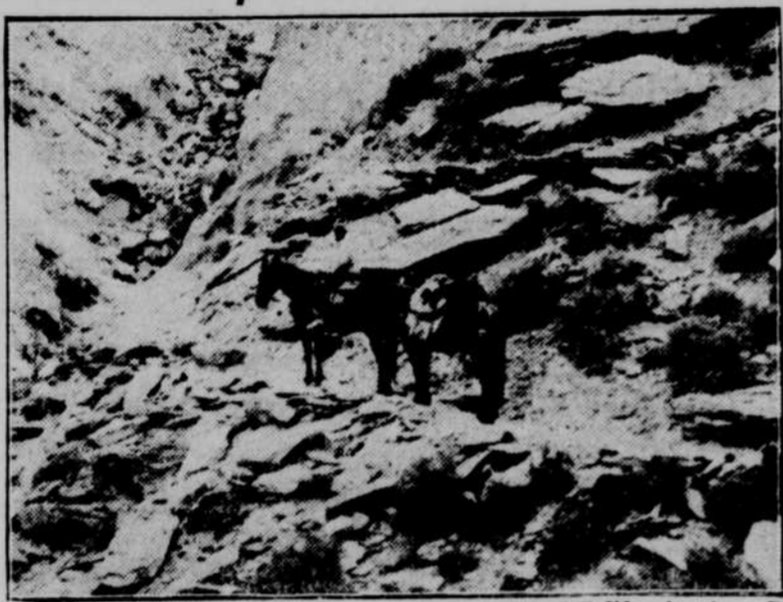
The fact that the performance of the new moderately priced Pierce-Arrow series 80 car closely rivals that of the larger and higher priced series 23 model affords an interesting comparison of the engines of the two cars.

Both are of the six-cylinder type, Pierce-Arrow engines having specialized and concentrated upon six-cylinder design since 1906. The engine in the larger Pierce-Arrow model generates a maximum of more than 100-horse power. The smaller Pierce-Arrow engine yields more than 70-horse power, making it proportionately as powerful for the car as about 1,000 pounds lighter than its larger companion.

Both engines are built virtually by the same methods, side by side, in the Pierce-Arrow plant.

Brakes that aren't adjusted and equalized, rattle, chatter and squeak. The tread of one or more of your tires is soon worn down; the frame of the car is distorted with strain; the wheels lose their perfect alignment. Brakes should be adjusted every 30 days.

Where Champion Sillimanite Was Found



A point in a canyon in the Inyo mountain range of California where Dr. Jeffrey of the Champion Spark Plug company discovered the first boulder of sillimanite in 1920.

Sillimanite is the insulator found in all Champion spark plugs. It is almost unbreakable and its properties are such that Champion is the first choice of the leading racers of the world.

Petit Salon

Four Days--October 6, 7, 8, 9



AN unusual showing of the latest coach-work which distinguishes the Lincoln chassis—held in the FONTENELLE HOTEL

This intimate view will enable all who are interested, to examine at leisure these excellent examples of ultra refinement in modern coach building.

Outstanding features include the Lincoln Exhibition Chassis—a rare example of mechanical perfection and artistic beauty.

See, also, the cut-away motor, the Electro-Fog generator and the marvelous Johansson precision measurement gauge manufactured by the Ford Motor Company.

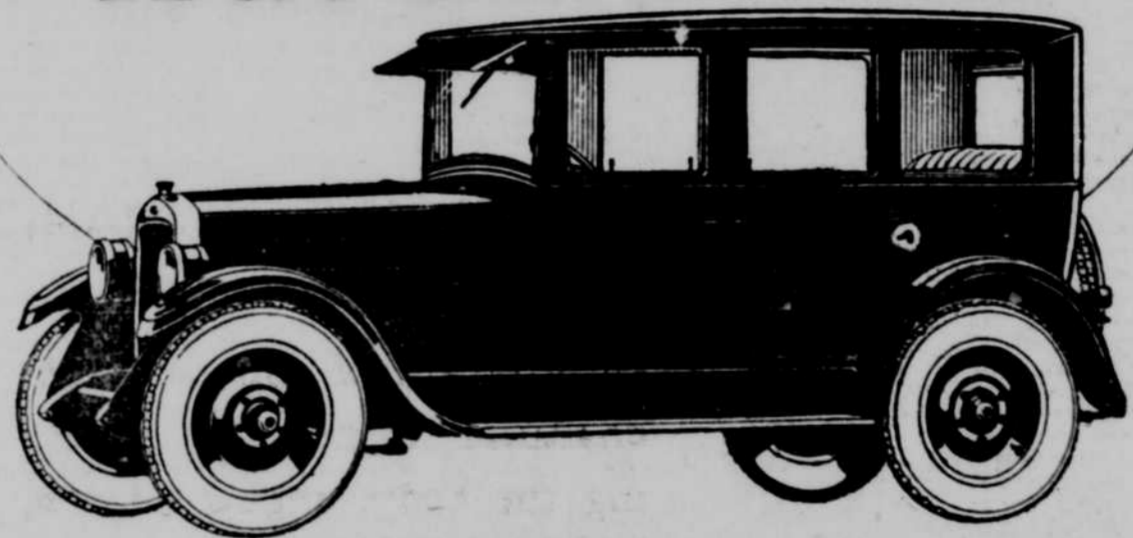
You are cordially invited to see these cars at the

FONTENELLE HOTEL

the sixth, seventh, eighth and ninth of October. Afternoon and Evening.

LINCOLN

Your kind of a closed car—this True Blue Sedan



THE True Blue Oakland Sedan is made for people who know that the kind of a closed car they want cannot be built to sell at an open-car price—for people who want a car built to definite ideals of quality without any compromises.

This sedan has style—sparkling, captivating style. Its body is structurally identical with closed bodies of cars in the three thousand dollar class.

All Oakland bodies, closed or open, are built by Fisher to the same uncompromising standard of excellence.

This body is finished from top to bottom in Duco. It has the new Fisher one-piece ventilating windshield—a life saver on suffocating days—rain proof in a cloudburst!

It has all the True Blue Oakland features of motor car enjoyment—"a year in advance of its field."

Ride in it—compare its performance—look at the workmanship. Oakland has built you your kind of a closed car—and is selling it at a very modest price.

A Year in Advance of Its Field

- Advanced L-head engine
- 4-wheel brakes
- Fisher Bodies
- Duco body finish
- Centralized controls
- Disc steel wheels
- Full balloon tires
- New Fisher one-piece ventilating windshield
- Automatic windshield cleaner
- Rear view mirror
- Permanent visor
- Transmission lock
- Snubbers on front springs
- Genuine mohair upholstery
- Heater and dome light
- Automatic spark control
- Unit instrument panel
- Precision manufacture

ROADSTER TOURING SPECIAL ROADSTER SPECIAL TOURING LANDAU COUPE LANDAU SEDAN COUPE FOR FOUR SEDAN

OAKLAND MOTOR CAR CO.

20th and Harney Streets

