

Used Cars Find Ready Market in Shrewd Buyers

Senior Salesmen Now Entering Field—Good Showrooms Required by Infant Industry.

Handling used cars is a business which is not only attracting some of the senior automobile salesmen, but one which requires a generous working capital and a first-class show room.

"A great many smart buyers never buy a new car," says M. C. Meeks, of the Meeks Auto company. First, the greatest depreciation in the value of a car comes in the first year of service.

Our success in the used car business is best indicated by our expansion. We started in a very small way several years ago and our present requirements necessitated our moving into the commodious location at 247 Farnam street.

"The motor situation which has confronted us for several months has made it necessary for automobile dealers to use discretion in trading in old cars. The recent reduction in the prices of a number of automobiles has brought about a corresponding reduction in the price of used automobiles and many trade-ins have been made with due consideration to the reduced prices of various cars.

"As a consequence, many quality cars have been taken by us in trade at relatively low prices. Added to this situation was the necessity of some automobiles and many trade-ins have been made with due consideration to the reduced prices of various cars.

"Many of the automobile dealers, including ourselves, make no attempt to profit by the sale of used cars. They are taken in, in many instances, simply as a means of selling new cars and are sold at the price paid for them, plus any expense entailed in overhauling, repainting, etc."

"Save 'Em With Ammonia." Warning of Battery Men With clothes at \$100 or so a suit and shoes around \$15, it pays to be careful when you test your battery with a hydrometer of put in water. There is always a chance that a drop of the battery solution will spatter, though care in using the hydrometer may make the danger of damage extremely remote.

"In case the unexpected should happen," says Elmer Rosengren of the Nebraska Storage Battery company, "you can protect yourself if you have a small bottle of ammonia handy in the garage. If put on promptly, the ammonia may save a suit, a pair of shoes or a bad spot on the running board of your car."

Ammonia can also be used to clean corrosion from connections and battery terminals.

Cleaning Parts. Parts removed from the car may be cleaned by washing in a hot solution of sal soda and then thoroughly drying. This was the method of cleaning employed with the field guns of our artillery during the late war.

Interior of Pierce-Arrow Motor Bus



Traction authorities are being invited by the Pierce-Arrow Motor Car company of Buffalo, N. Y., to view the new type of motor bus which recently was put into active service in Buffalo by the company. This bus, mounted on a Pierce-Arrow two-ton dual valve chassis equipped with pneumatic tires, seats 25 persons comfortably and is described as a brother to the modern street car.

"Because a number of electric railway companies already have augmented their regular equipment with fleets of motor busses, traction authorities are watching with interest the development of this vehicle," says Robert O. Patten, truck salesman of the company.

"The electric railway industry has come to regard the motor bus as an ally, not as a competitor. The bus enables the electric railway to give service in newly-opened sections without going to the enormous expense of laying tracks and investing in new rolling stock. It likewise can be used to relieve the heavy passenger traffic burden during rush hours. By running the busses on streets paralleling the trolley streets congestion is avoided and the electric cars make faster headway.

"In cities where trolley companies have added motor busses to their equipment, experience has shown that the bus service is comparable in headway, speed, fare and transfer privilege and economy of operation with the trolley service."

The type of bus recently perfected by the Pierce-Arrow company marks a distinct advance in its construction. The steel body is fitted with all the known safety devices and modern conveniences, including electric lights, push buttons, a heating system and window screens and shades. The riding qualities may be compared to those of a Pullman coach. The driver and passengers have clear vision on all sides. The bus attains a speed of 23 miles an hour with ease and handles well in traffic. Although commodious, the bus is of such efficient design that it does not give the impression of bulkiness and it conforms to state and city regulations.

Dort Owner Starts South for Winter

"In spite of the unusual weather which has marked October through the northern states," asserts Harvey H. Jones, president and general manager of the Dort Sales Co. of Omaha, "many motorists have been preparing for a trek to the southland, not caring to risk the rigors of winter and the uncertainty of a coal supply."

Elmer Terry of Pittsburgh, is one of the migratory sort, and this year he is all set for a genuine outing. Accompanied by Mrs. Terry he recently drove to Michigan to have a look at the state where most automobiles are built, then headed for Texas. The Terrys have a complete equipment. In their Dort touring car they carry a tent, stove, refrigerator, supply of food and clothing, and they do not intend to pay high hotel bills on the way.

After driving 430 miles toward their destination, Mr. Terry sent back word that the distance had been covered on just 20 gallons of gasoline, and what surprised him most was the ease with which the Dort takes stiff grades over the hills and negotiates sand and bad dirt roads.

When the car owner hears a hissing, which he knows comes from escaping compression, he naturally thinks of valve grinding. This does not always follow. A small bit of grit may become fastened to the head of the valve in such a way as to prevent the valve closing tightly, or a variation in stem adjustment due to vibration may cause the valve to seat imperfectly. In either case there will be a hissing sound.

Smallest State Gets Large Shipment of Coles

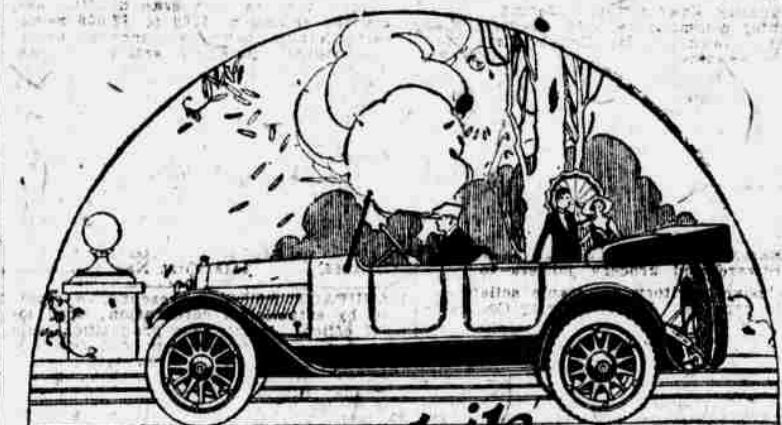
Popularity of the Cole Aero-Eight models in Rhode Island is attested by the fact that it is demanding its Coles in carload lots.

Rhode Island, despite the fact that it is the smallest state in the union, boasts 44,000 motor car owners, or at the rate of one car to every 147 residents of the state.

One of the largest single shipments of motor cars ever sent out by the Cole company left the Indianapolis factory recently for Rhode Island. It consisted of 21 railroad cars destined for the Cole Motor Car company of Rhode Island, with headquarters at Providence, R. I.

Most of the shipment of cars had already been sold by the Providence dealer and were driven away by their new owners the day after they arrived at Providence.

Again the car owner is implored to remember that battery liquid evaporates more rapidly in hot weather than in cold. The cells should be inspected once a week in summer and should be brought to level with distilled water.



Oldsmobile SIX

Compound Popularity Makes the Olds Sell Easy

Every automobile dealer strives to make his car popular, but compound popularity comes only to a few.

Oldsmobile popularity gains strength not only through new admirers, but through holding the old admirers.

Thus an ever-increasing list of "motor wise" become buyers and then boosters.

The unusual value in all Oldsmobile products is evident at a glance. The convincing stability and performance strengthens the feeling of loyalty toward the manufacturers, through miles and miles of service.

Time Payments to Responsible Parties

Six \$1,450
Eight \$2,100

f. o. b. factory

Nebraska



Company

J. R. O'NEAL, Gen. Mgr.

2559 Farnam St.

Phone Tyler 1770

Apperson Cars Won't Be Reduced, Says President

After July 1, 1921, Prices May Be Advanced, Dealers Declare in Reviewing Market Conditions.

The Apperson Bros. Automobile Co. of Kokomo, Ind., through its president, Edgar Apperson, made an announcement stating their views on the price situation.

"Apperson prices will not be reduced," states Mr. Apperson, "The present prices are guaranteed until July 1, 1921, and there is little likelihood of there being any change then unless it is to increase them. The price of any piece of merchandise is based on the cost of raw material plus the cost of labor and overhead to which is added a fair profit."

"Now the greatest cost of a motor car is labor. That has not come down one penny. The other great cost is material. Neither has this item budged downward. In fact, during the last 12 months the cost of raw material has gone up. If any motor car manufacturer was getting an inflated price, of course, he had to come down just as sugar did."

"But the vast majority of high grade motor car makers have found it utterly impossible to reduce their prices a single cent."

"This is because they were getting fair prices and not making a penny more than they should make. Already some of these makers who reduced prices are advocating a return to higher prices after January 1. Several just increased their prices. So, in my judgment, the sensible thing for the American public to do is to buy their motor cars now. Undoubtedly prices will not be reduced—on the contrary, they might have to be increased, so waiting might prove costly."



Cole Aero-Eight

15,000 MILES ON TIRES

50% Greater Fuel Efficiency

Zero-Balance Roadability

Less Annual Depreciation

Traynor Auto Co.

2200 Farnam Street

Phone Douglas 5268

DODGE BROTHERS 4 DOOR SEDAN

The comfort and beauty of the appointments add to the physical enjoyment which you derive from the easy riding qualities of the Sedan.

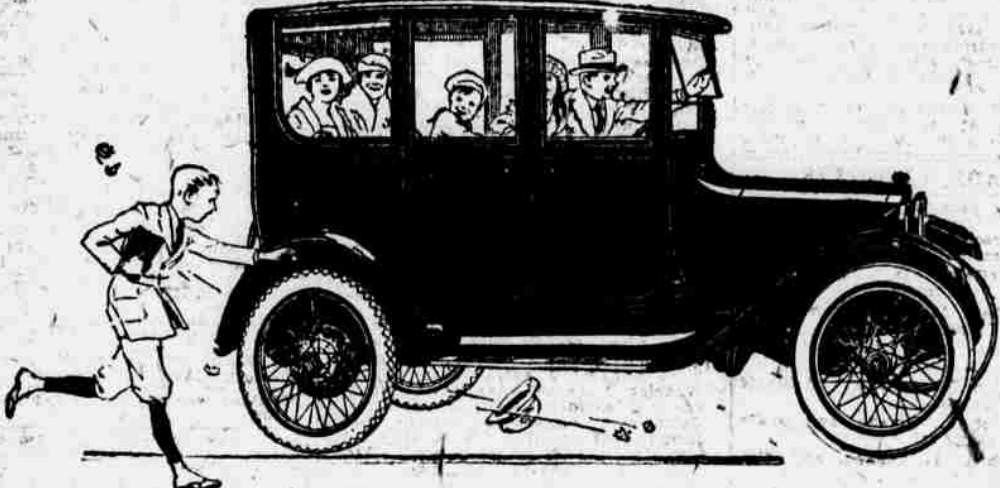
The upholstery is done in genuine mohair velvet.

The gasoline consumption is unusually low.
The tire mileage is unusually high.

O'BRIEN-DAVIS-CO. AUTO CO.

OMAHA, NEB.
1814-1618 FARNAM ST.
TYLER 123

COUNCIL BLUFFS IA.
103 SO. MAIN ST.
COUNCIL BLUFFS 691




We Sell Only Renewed Fords

Here you will find USED FORDS handled as a specialty. We have more than 11,000 square feet of floor space filled with all styles of FORDS—from the runabouts—truck—to the closed cars. Ours is really the Used Ford Market of Omaha.

We guarantee every car to be just as we represent it. Our cars are all in first class shape, made so in our own shop. We deal fairly and squarely with every customer, and if a car goes wrong we make it right at once. It will pay you, when in the market for a USED FORD, to come here first to see what we have to offer you.

These Bargains Will Go Fast

1920 Ford Sedan, with starter.....	\$650	1918 Ford Roadster, without starter.....	\$195
1919 Ford Coupe, with starter.....	\$575	1917 Ford Touring Car, without starter.....	\$165
1919 Ford Touring Car, starter.....	\$350	1916 Ford Touring Car, without starter.....	\$125
1919 Ford Touring Car, without starter.....	\$275	1919 Ford One-Ton Truck.....	\$185
1919 Ford Roadster, without starter.....	\$250	1917 Ford Light Delivery Truck.....	\$145

USED CAR CO

2059 Farnam Street

Get Wise on Batteries

Make up your mind now whether you'll say "My battery's a nuisance," or "My battery's no trouble at all."

All you have to do to sidestep trouble is to buy a good battery and then take care of it.

There never was a combination like the Still Better Willard Battery and Willard Service. Get wise!

Threaded Rubber Insulation is the kind selected by 152 manufacturers of passenger cars and trucks.

Nebraska Storage Battery Co.

20th and Harney Sts. Phone Tyler 2920