

Advertising of Automobiles In 1921 Big Topic

National Council Will Meet In New York to Exchange Views—Exhibit of Advertising to Be Shown.

"How advertising can turn the tide in the automobile industry" will be the key-note of a meeting of the Advertising Managers' Council of the Motor and Accessory Manufacturing association to be held at the Hotel Astor, New York.

Since most of the sales and advertising executives of the automobile companies will be in New York for the 21st national automobile show, which opens at the Grand Central Palace on the following day, a large and representative attendance is assured.

Outlook For Year.
A comprehensive program of timely and vital subjects has been arranged by the executive committee of the council. One of the features will be an open forum discussion on "My Best Advertising Bet For 1921," which will be a brass tacks exchange of ideas and experiences on increasing the efficiency of the advertising dollar, particularly in the face of current conditions in the automobile industry.

Selling the Automobile Industry to America. The Spirit of Transportation," will be the title of a paper by E. W. Clark, advertising manager of the Clark Equipment company, Buchanan, Mich.

Exhibit is Feature.
"A Review and Forecast of Business," with particular reference to the automobile industry, will be presented, with detailed statistical charts, by C. C. Parlin, manager of the commercial research department of the Curtis Publishing company, Philadelphia.

New Features In Duesenberg Cars

Single-Block, Vertical Eight-Cylinder Engine and Hydraulically Operated Four-Wheel Brakes Included.

Some of the most interesting engineering features developed in racing cars are incorporated in a new American-built automobile, which was recently displayed at the New York salon.

This car, the Duesenberg straight eight, has a single-block vertical eight-cylinder engine and hydraulically operated four-wheel brakes. The principles it embodies were worked out during the war by the well known racing car designers, Duesenberg brothers, of Elizabeth, N. J., and have been demonstrated in a practical way by the Duesenberg racing cars, including the holder of the world's speed record for a land vehicle.

Motor Is Compact.
As the eight-cylinder engine has a bore of 2 7/8 and a stroke of 5 inches, it is as compact as most sixes, the overall length of the cylinder block being only 30 inches. An overhead camshaft actuates the valves, which are inclined in the cylinder head. Aluminum is used whenever practical to reduce weight.

The four-wheel braking system is particularly interesting, as it is the first example of a construction of this kind on a stock American car. When the pedal is applied oil is forced from a master cylinder, on the central cross member of the frame, through distributing lines to an actuating piston and cylinder unit on the expanding sectors of each individual brake. The oil lead to each front wheel brake is machined in the axle forging and taken through the steering pivot. This eliminates all connections and joints.

No Oil Leakage.
When the pedal is released the return springs withdraw the sectors from the brake drums. In the event of a highly improbable leakage or breakage in any one of the oil lines leading to the individual brakes, a floating piston valve instantly closes the opening to that line, thus preventing loss of oil and keeping the other brakes in operation.

The car has a wheelbase of 134 inches, assuring easy riding and permitting of mounting roomy bodies. It is low lying and sporty in appearance. The Duesenberg Automobile and Motors Co., Inc. will start quantity production of these cars at its Indianapolis plant early in March or April.

Locking Nuts
In some locations and on some cars even springs washers do not hold the nuts in place for more than a brief period. By pouring molten tar all over the protruding threads of such nuts until they are filled in it will be found that the nuts will be held securely for some time.

Clear the Exhaust.
In warm weather it is particularly necessary to keep the exhaust working freely, because if it becomes clogged overheating will certainly follow. Do not allow mud or grease to collect and cake on the outside of the muffler or to clog up the outlet.

Distinctive Catalogue Outlines Merits of Newest Pierce-Arrow

Something more than a mere arrangement of facts punctuated at intervals by exterior and interior

views of the product, characterizes the newest Pierce-Arrow catalogue now ready for distribution.

Combined with a recital of the many distinctive features of the Pierce-Arrow and the high ideals which inspire the organization manufacturing this car is an equally fine conception of the art of printing. Much attention has been paid to

the refined surroundings which are usually associated with, and form a background for, the Pierce-Arrow automobile.

Many colored, beautifully blended, outdoor scenes picture the surroundings of the Pierce-Arrow in such a tasteful manner that little has been left for the spoken word to accomplish. Coupled with the attractive il-

lustrations are detailed photographs, also done in colors, of the several Pierce-Arrow models and the working units which make these cars a definite standard in motor car construction and design.

Hawaii has sufficient molasses available to produce 9,000,000 gallons of motor alcohol—enough for all automobiles on the island.

Battery Prices Join Down Trend, Says J. Allen Smith

Battery prices, according to J. Allen Smith, president of the United States Light and Heat corporation, will contribute their share to the general readjustment. Following this message from Mr. Allen, comes an announcement of a reduction in

prices on U. S. L. batteries, ranging from 20 to 25 per cent effective January 1.

"Although this means a temporary loss," asserts Mr. Allen, "we feel that it will have a far-reaching benefit."

A Handy Tool.
From an old screwdriver may be made a handy tool for turning castellated nuts that are inaccessibly located. A slot is ground in the business end of the screwdriver of such a size that as the bolt comes through, where it does not interfere with the wielding of the turning tool.

Great Annual Sale of Ready-to-Wear Apparel

At 1/2 Price.

Begins Monday, Dec. 27th at 9 o'clock

"Old Man Dollar" After Taking Christmas Vacation Has Again Put on His Work Clothes and Is Back on the Job in Earnest

THIS annual event is of great importance for it will include our entire stock of ready-to-wear apparel for women and misses, both on the second floor and in the Downstairs Store sections. "Old Man Dollar" has worked hard and now offers women of Omaha and vicinity the opportunity to make their dollars do twice as much work as they did a few weeks ago. This may seem like an exaggerated statement, but it is true, nevertheless, for our entire stock has been marked at exactly 1/2 the regular selling prices, which have been, in some instances, already reduced from their original pricings.

Suits 1/2 Price

A splendid selection of the smartest of the season's styles—tailored for street wear—and the fancier fur-trimmed suits for dress wear. Made of the most popular materials such as:

- Peach Bloom
- Veldyne
- Velour
- Silvertone
- Serge
- Tricotine,
- Etc.

There is every size in the selection, although not in every style, for many of the models are exclusive and come only one of a kind. You may choose from the newest colors and designs. Choice Monday at exactly one-half the regular price.

SECOND FLOOR

Skirts 1/2 Price

The popularity of the separate skirts has gained in favor until every woman wants one or more for every day wear. We have a wide selection of such materials as:

- Serge
- Tricotine
- Satin
- Mixtures
- Wool Plaid
- Silk Poplin
- Etc.

Some are accordion pleated and others are laid in box plaits. There are black and white; plain colored grounds with fancy stripes and colored plaids; some trimmed with bands of contrasting materials. Your choice of our entire stock at exactly one-half price.

SECOND FLOOR

Choice of Our Entire Stock of Junior Apparel 1/2 Price

Coats, Suits, Dresses for the Young Miss at a Great Savings

The little miss can be entirely outfitted during this great clearance sale at a great savings.

There are beautiful dresses for school or dainty dresses for parties; warm, comfortable coats and tailored suits, plain or fur-trimmed. Handsome styles in all the season's favored colors and materials.



Choice of Our Entire Stock of Furs at One-Half Price

Luxurious Furs including: Coats Scarfs Muffs Wraps Etc.

SECOND FLOOR

Coats 1/2 Price

There are winter coats including plain tailored coats and elaborate fur-trimmed ones, for evening or street wear. Made of such materials as:

- Marvella Cloth
- Bolivia
- Velour
- Silvertone
- Duveltyne
- Fortuna
- Veldyne

The materials are all of the finest quality and the styles are the season's smartest and most fashionable models. Many plushes are included in the sale, some trimmed with beautiful furs. All colors and sizes. Choice of the entire stock at one-half price.

SECOND FLOOR

Dresses 1/2 Price

Handsome evening gowns and beautifully tailored dresses of heavier materials, are all included in this great clearance sale. You may choose from such materials as:

- Serge
- Tricotine
- Satin
- Chiffon
- Velvet
- Velvetines
- Crepes
- Canton

Made in handsome and stylish models, most of them exclusive designs from the country's best designers. There is every one of the season's most favored shades for evening, afternoon and morning wear. Choice of our entire stock at exactly one-half price.

SECOND FLOOR

Choice of Our Entire Stock of Winter Coats 1/2 Price

Downstairs Store Section

Not only has our Second Floor Ready-to-Wear sections entered this great event, but our Women's and Misses' Section in the Downstairs Store has included their entire stock at one-half price.

Heavy, warm coats made of good quality and durable materials, some plain, others handsomely trimmed with fur collars. Velvet, serge, tricotine, plush and velour are a few of the materials you will find in the lot and they are all marked one-half price, regardless of former prices.

DOWNSTAIRS STORE

