

Records Boost Sale of Autos, Declares Dealer

Motorist Likes to Know Car Can make Sixty Miles, Says Guy L. Smith.

"The question is frequently raised," says Guy L. Smith, "as to the value of establishing records for a motor car—whether or not it pays to prove endurance and reliability, leadership on the speedway or hill climbs and in cross-country runs against time.

"Both Hudson and Essex motor cars have gained an unquestioned amount of public faith and confidence through records the cars have established. Records alone, of course, have not been responsible for the sales volume, but they have contributed in a real measure.

"People may argue that an automobile is not bought because it can average better than 60 miles per hour on the speedway for more than 50 hours. It is true no owner really expects his car to do that for him. He may not even care to know that an Essex crossed America, San Francisco to New York, 3,347 miles, in four days, 14 hours and 43 minutes and that the type of car he owns holds every local worth while record for hill climbs, interstate runs, etc.

"All such accomplishments are made for one purpose only and that is to give the public or the prospective owner confidence in his car. Regardless of whether a man ever wants to exceed 20 miles per hour or not, he still takes pride in the fact that his automobile can do these things, that the same chassis and same power plant beneath the hood of the cars that made these new marks against time are identical with the automobile that he drives."

Apperson Orders Mount Following Chicago Show

"As a result of the immediate business we did at the Chicago automobile show last week, we have telegraphed our factory at Kokomo to instantly double production," says T. E. Jarred, vice president of Apperson Brothers Automobile company.

"There is no question but what business is on the immediate pick up. Starting in right from Saturday, when we sold our first car five minutes after the show opened, we had a constant and steady business, both retail and wholesale, and this comes pretty generally from all parts of the middle west. Just as business was on the increase at the New York show, so it was on a much greater increase at the Chicago show, and the definite orders we booked for immediate shipment, prove this to be an absolute fact."

Removing Overhead Valves.

In some overhead valve engines valve grinding is made a harder task than it should be, because when the valves are removed the owner dismantles the rocker arm assembly. In most engines this is not necessary because the rocker arm can be disconnected from the vertical rod, pushed one side and the valve removed. In engines using cages this is particularly so, though most owners go to the trouble of dismantling the rocker arm assembly. To push the rocker arm aside, use a flat wrench with a pair of pliers at one jaw to twist with.

Look at Battery Terminals.

Did you ever wonder why the engine does not show the accustomed pep or why the lights burn dimly or the ignition seems poor? Unfasten the wires and bars at the battery terminals and notice if they are clean. They must be clean if current is to flow freely. Scrape off with a stick any dirt or grease deposited on them, and spread a little cup grease over the parts to prevent corrosion.

Rain Vision Windshields.

It is a simple matter to give any touring car a clear vision windshield, which is not generally included in the equipment of the open car. The upper section of the windshield is simply mounted on the top by means of brackets that hold the part out at the desired angle. In this way the upper half of the shield keeps off the rain, while the lower half protects the driver from the wind.

"Educated Auto" Refuses to Break Traffic Just to Please Moving Picture Operator

Guy L. Smith, automobile dealer, claims he has an "educated auto." Smith played a leading role in the last reel of "safety first" motion pictures for the traffic safety committee of the Chamber of Commerce.

"So did his 'educated automobile,'" a scene to depict the flagrant violation of traffic rules by parking an automobile near a fire plug was being filmed.

"Pedestrians stopped to watch. Traffic at Fifteenth and Howard streets was stopped for the show. Smith drove his 'educated automobile' up near the fire plug and climbed out.

Talking with T. F. Naughtin, portraying the arresting officer, his attention was drawn from the car.

When the cue was given, he

turned to climb back into his car. It was gone.

It had backed down a slight incline for 100 yards, away from the fireplug.

While pedestrians laughed and the operator ground out more celluloid strips, Smith drove the car to the fire plug again.

But again, his "educated automobile" backed away.

He gave it up.

"My car knows better than to be parked near a fire plug," he said when he was taken before Judge Foster in Central police court where the final scene of the movie was taken.

"Don't care if it does," replied Judge Foster, to whom there is no closed season on traffic violators. "Fifteen dollars' fine."

Most of Exhibits At Chicago Auto Show Coming Here

Will Be Seen in Big Omaha Show in March—Clarke Powell Returns From Windy City.

Clarke G. Powell, manager of the 16th annual Automobile show, has just returned from a week at the Chicago show, and reports that it was the biggest and best show ever put on in that city. On Wednesday and Thursday the immense coliseum was packed to the doors and the attendance throughout the week was fully 20 per cent higher than on any previous year. A spirit of optimism prevailed on every hand, and while the actual sales had not been tabulated when Mr. Powell left Chicago, it was known that they exceeded all expectations.

Mr. Powell conferred with many factory officials and these men were unanimous in congratulating the Omaha dealers on holding their show at a comparatively late date this year. Colonel Sam Miles, for many years manager of the Chicago show, was particularly emphatic in his comments.

"The Omaha dealers are particularly fortunate in selecting the latter part of March for their show," he said. "The New York show started the ball rolling and each show since has shown a steady increase in interest, enthusiasm, attendance and actual sales. At the time your show is put on, business, generally, will have opened up to a large extent and the results you will attain will surprise and gratify your most enthusiastic members."

Mr. Powell also arranged with most of the factories to send their Chicago exhibits to Omaha intact and to have their leading officials on the ground. He also made arrangements with many accessory manufacturers to be represented at the Omaha Accessory show, which will be put on in connection with the car show.

Cadillac Salesmen Return From Auto Show at Chicago

James Muldoon, jr., Max D. Cubbage and H. L. Williams of the J. H. Hansen Cadillac Co. returned today from the Chicago Automobile show, enthusiastic in every respect. Much attention was paid a tasteful arrangement of enclosed Cadillacs at the show this year. The same models were exhibited as are now shown at the salesroom of the J. H. Hansen Cadillac company.

Make Tool Case.

That old inner tube which has been kicking around the garage and which has long since outlived its usefulness for tire purposes can be made to serve very handily as a tool case in which to carry all the small repair equipment, such as wrenches of moderate length, spark plugs, screwdrivers, pliers, files, screw cut length of the rubber lengthwise, cut the slits along the center in which to slip the tools. The sides of the rubber will curl up over the tools and then the whole can be rolled into a neat bundle, which can be held securely in rolled form by using wide rubber bands by cutting off sections of the tube.

Highway Experts In Demand, Says Motor Ad Man

Successful Truck Salesmen Must Understand Transportation, According to Representative of Detroit Firm.

Thoroughly trained and experienced highway engineers are needed to occupy the innumerable positions connected with the administration, financing, design, construction and maintenance of the 2,500,000 miles of rural highways and the thousands of miles of streets in the municipalities of the United States in order that the highways of the country may efficiently serve the agricultural, industrial, commercial, social and military requirements of the nation, according to George D. Wilcox, director of sales and advertising for the Commerce Motor Car company of Detroit. Mr. Wilcox has been an advocate of the establishment of schools of some sort where highway engineering, motor truck salesmanship and other features dealing with the motor truck industry could be studied.

With the establishment of a chair in highway engineering and highway transport at the University of Michigan, Ann Arbor, this motor truck executive sees his thoughts being executed on a broader plan than he anticipated. The immediate need is for salesmen trained to sell transportation to the prospective truck customer.

"The motor industry offers big opportunities for those who know their business," said Mr. Wilcox. "A salesman must know more in selling a motor truck than the salable points of his truck. He must know transportation and the hauling problems of the man he hopes to sell. The customer wants to talk with a trained salesman who can advise him on economical operating and maintenance cost. Such a salesman is valuable to himself, his employer and customer."

Avoid Bad Service.

The starting motor takes its current from the storage battery through brushes. It sometimes happens that these brushes for various reasons are not making proper contact and this means more or less failure of the system. When trouble arises in this system these brushes should be carefully examined. Again one of the cells of the storage battery runs down before the others, which are therefore called upon to do more work than they are able to handle. Also a grain of grit or foreign matter may get between the contact points of a switch and make a world of trouble before it is discovered and dislodged.

In some cases looseness of the engine bolts which hold the water in place may cause misalignment of the engine, with serious consequences. If there is even slight looseness of the bolts it may permit the engine support to hammer and pound, and in time the supporting arm may actually break off.

Auto Men Cheery Following Big Windy City Show

High Hopes of Rapid Rehabilitation of Motor Car Industry Aroused by Success of Affair.

Chicago, Feb. 5.—The close of the 20th annual national automobile show at the Chicago coliseum confirmed the hopeful expectations for a rapid rehabilitation of the automobile industry aroused by the recent successful show at New York.

The Chicago show has always ranked as the more important of the two national exhibitions, from the point of view of enabling an accurate forecast of business conditions in the motor car field. This is for the reason that it is more widely attended by automobile dealers, drawing a representative gathering from all corners of the United States.

The dealer attendance at the Chicago show this year was heavier than usual, and the sales contracts entered into, calling annually for shipments of cars running into millions of dollars, were well up to normal.

Gradual Easing.

A general spirit of hopeful optimism, induced by the marked success of the show, both from a wholesale and retail sales point of view, was in general evidence, and officials of manufacturing concerns were greatly encouraged by the outlook.

George M. Dickson, president of

the National Motor Car and Vehicle corporation, who has attended every Chicago show since its inception, voiced the opinion that a general condition of healthy and vigorous prosperity would prevail in the automobile industry within another month.

"The gradual easing in the financial situation and the uplift of business conditions generally," states Dickson, "has given rise to a buying movement that is already well under way. Further improvement is certain during the coming weeks, with a return to normal not far distant."

Prosperity in Sight.

"The replacement business, or the sale of new cars to replace those worn out in service, figured by Collier's Weekly as 1,500,000 cars for 1921, is rapidly coming into evidence. During the last four or five months, hundreds of thousands of people have been driving cars that have outlived their real usefulness, at a cost of operation and maintenance prohibitively high. With the improvement in business conditions these people are giving thought once more to the purchase of a new car.

"The general consensus of opinion, both on the part of the public and the industry, as reflected by the Chicago automobile show, is that prosperity is knocking at the door.

"It will take time, of course, for the industry to bring its manufacturing program back to normal, probably more time than it will take for the demand to assume normal or nearly normal proportions. For this reason, it is only reasonable to expect that the closing months of spring and summer will witness a shortage in automobiles of greater or lesser magnitude.

Order Ready.

"To those who have real need for a motor car, whether new or used,

the advice of those who are most thoroughly conversant with conditions and most reliable in their predictions, as evidenced by their utterances in the past, is to buy early, else they are very apt to be disappointed in securing delivery by a margin of from 30 to 60 days, perhaps more.

"The automobile industry is once more evidencing the remarkable recuperative power that has made it the marvel of the manufacturing world since its inception. The slogan of the industry today is 'Full Steam Ahead!'

Drain Vacuum Tank.

At fixed intervals open the drain cock at the bottom of the vacuum tank. Usually a few drops of water and rust flow before the gasoline starts running. The fact that it often will not flow until a wire is run through the drain cock, shows there is foreign matter which may cause carburetion trouble.

\$7,007,471 Profit Of Nash Co. in '20

Common Stock Pays \$122 a Share—Sales Total \$57,185,766.

Profit of \$7,007,471 for the fiscal year ending November 30, 1920, is shown in the annual financial report of the Nash Motors company which has just been submitted to the board of directors. This profit is net, after all charges including federal taxes have been deducted.

The profit earned by the company during the year equals, after deducting \$315,000 preferred dividends, \$22,779 a share on 54,500 shares of common stock. The earnings for the previous fiscal year, on 50,000 shares of stock, was \$95.05.

The statement, signed by C. W.

Nash, president of the Nash Motors company, points out that sales, during the 1920 fiscal year, were \$57,185,766.78 as compared with \$41,754,093 for 1919 or an increase of 36.9 per cent. It shows accounts payable of \$1,074,229.93 and cash in banks \$12,409,378.12. During the fiscal year there were produced by the company 41,111 passenger cars and trucks.

In the report Mr. Nash says: "The first units of the new plant in Milwaukee are now completed and operation started. The four-cylinder car is meeting with a fine reception. We have put into the Milwaukee plant for land, buildings, machinery and equipment \$1,573,083 besides \$1,280,709 for working capital. We have also expended during the year in the enlargement of our Kenosha six-cylinder and truck plant \$1,051,445.

The largest price decline of 1920, as estimated by the New York Federal Reserve bank, was in rubber, which fell 53.5 per cent.



DEPENDABILITY

The Cadillac Car will give you dependability—the capacity to withstand hard usage day after day and year after year. Cadillac service ability may be compared with that of a faithful watch.

There is permanent peace of mind in the ownership of a car whose performance can always be depended upon—at all times of the year, under all conditions which call for complete and absolute reliability.

The beauty embodied in all enclosed Cadillac models has long been the marvel of critics both at home and abroad. Even in conservative England tribute is paid to the Cadillac.

A Complete Display of Cadillac Enclosed Models May Be Seen at Our Sales Room Now

J. H. HANSEN CADILLAC CO.
OMAHA LINCOLN

PAIGE

On January 21st, the Paige, Daytona Model, 6-66 broke every stock car record for speed when it covered a measured mile in 35.01 seconds—a speed of 102.8 miles an hour.

Today, therefore, Paige stands as the unquestioned stock car champion of the World. And, what is even more, the entire line of Paige 6-66 models is revealed as the most important engineering development of the age.

Take one demonstration in any 6-66 model and judge it for yourself.

That is all we ask.

- 6-66 Lakewood Seven-Passenger Touring Car
- 6-66 Larchmont II Four-Passenger Sport Type
- 6-66 Five-Passenger Coupe
- 6-66 Seven-Passenger Sedan

All models will be exhibited at Automobile Shows throughout the country

PAIGE-DETROIT MOTOR CAR CO., DETROIT
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H U D S O N

Compare Hudson's Price With Cars to Which You Compare Its Quality

HAVE you considered Hudson's real price advantage?

Remember that the cars with which you habitually rate the Super-Six in quality and performance are much costlier than it.

Yet where will you find any desired quality that Hudson does not possess in equal measure?

By official proofs as well as in the constancy of more than 100,000 owners Hudson has won an endorsement no other car holds. And an imposing number of these owners now know a satisfaction in the Super-Six that they did not find in their former costlier cars.

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S U P E R - S I X

JULIUS CAESAR

Made Over Into a Modern Musical Comedy by James J. Montague

OPENING CHORUS
BOLSHEVIKS
Oh! We're a bunch of bolsheviks
Who left our Russian home
To play a part in politics
Around the town of Rome.
We should not figure in a plot
That happened long ago
But don't you see that we have got
To modernize the show.

Enter Brighteyes.
BRIGHTEYES
I come from far off Hackensack
(Ain't that a funny word?)
For me to be in Rome, you see,
Is perfectly all right.
But say to make a snappy play
I've come across the brine,
For what's a comic opera
Without a heroine?

CHORUS
From Hackensack! Ho! Ho! Ha! Ha!
That always makes you hum.
But what's a comic opera
Without a heroine?

Enter Caesar.
CAESAR
Though my wife should always be above
suspicion,
I myself have no desire to be a saint;
And at present I am bent upon a mission
Of discovering the kind of Jane that
ain't.

I was hoping that perhaps you might be
thirsty.
For the wife is at the Luperical at tea;
You can get two quarts of wine for one
centuro.
How'd you like to break the Volstead
law with me?

BOLSHEVIKS
There ain't no Volstead law in Rome.
Ha! Ha! Ho! Ho! Ho! Ho!
But gags like that is always hot
in every music show.

(Caesar and Brighteyes drink.)
Enter Cassius.
CASSIUS
Come gather round you bolsheviks with
bombs and clubs and stones and
bricks.

We honest folk have got to croak
That scoundrel old Caesar.
Not only has he stole my gal, but lately on
the Luperical
He grabbed the crown.
So I say "Down
With Julius Caesar."

BOLSHEVIKS
Rip off his crown and knock him down
And punch him on the beaver.
Pick up a rock and smash his block—
The way is clear.

Enter Marc Antony (tenor).
ANTONY
Where rears the placid pyramid
There lives a lovely dark-eyed kid
And 'im the man that she's eyeped.
And ye I no bid
From Greenland to Sumatra
Is half as good and half as fair
As lovely Cleopatra.

But soft! I hear
A raucous sound!
Dark work I fear
Is close around.
Yes, yes, a min.
Biff! Zowie! Bing!
The bolsheviks
Fall on the king!

Gentlemen, gentlemen, pray
Forbear thus to wallow and slug.
You'll surely regret it some day
When you are locked up in the Jug.
Pray hark to this warning of mine—
I'm sick of the rough stuff in Rome.
This isn't the land of Lemno
Where killing is sanctioned by law.

CASSIUS
Jump on him, lads, and kill him, too;
It's him that made the blue laws blue.

BRIGHTEYES
Say, help me get out of this, Marc.
Get a high-powered car right away
And let us speed down to embark
For the glorious old sea.
I want to go home to marmar.
I'm sick of the rough stuff in Rome.
I'd like to be happy far
When we're safe in my Hackensack
home.

BOLSHEVIKS
Say! Jump on that Antony geek!
Take a gasp and shove in his dome!
Don't you see he's making a sneak
With the Jane for her Hackensack
home?

Enter citizens.
ANTONY
Ho! Citizens, you're just in time
Your courage to display.
Come, look alive and help me drive
These bolsheviks away.

CITIZENS
Avant ye crooks whose evil looks
Affront our Roman eyes.
The man who'd stand and raise a hand
Against our Tony dies.

Exit bolsheviks.
Exit Cassius.
Antony and Caesar exit with
Brighteyes between them.
(Curtain.)

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DODGE BROTHERS MOTOR CAR

You will find every member of the family loyal to the car.

It is serviceable alike for all ages and all demands, whether business, family or social.

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

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