

Price Cuts Give Boost to Sale of Automobiles

Buick Price Reduction Followed by Flood of Orders—La Fayette Announces Cut.

With price reductions announced on several makes of automobiles, sales of cars are gradually approaching normalcy, according to a survey of the trade.

The day following the announcement of a price reduction on the Buick car, orders for 201 cars for immediate delivery were received by the Nebraska Buick Auto company.

Express Opinions.
H. E. Sidles, Lee Huff and Charles Stuart, owners of the company, have all expressed their opinion that the automobile business has seen its worst days and that from now on a gradual revival will take place.

In announcing reductions of from \$750 to \$950 on the LaFayette car, E. C. Howard, vice president of the LaFayette Motors company of Indianapolis, made some illuminating comment upon this action.

Subject to Changes.
"The price of the LaFayette is subject now, like all other articles, to changes in underlying economic conditions," he said.

"It will probably be several months before labor and material costs can be reduced to the point represented in our new price."
The construction and equipment of the LaFayette cars are in no manner affected by the change in prices, the dealers say.

Sprague Firm Notes Hike in Retail Sales

Last week, according to E. H. Sprague of the Sprague Tire & Rubber Co., was the biggest week in the history of the company from a standpoint of retail sales. This, Mr. Sprague feels, is an unmistakable indication of the increasing popularity of Sprague extra ply tires.

The Ford size Sprague tire has six ply of fabric instead of the customary four ply used in most standard tires. The "drive-in" tire service which is available from 7 in the morning until 11 at night, has proved to be a business-getter from every standpoint.

In Denmark, a driver's license is issued only after a strict examination by the state officials.

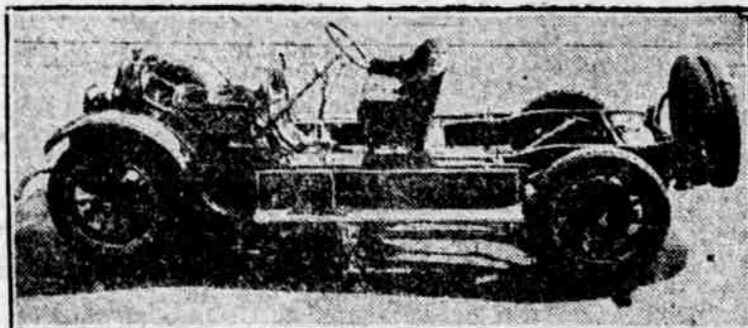
Cadillac Chassis Provides Good View of All Mechanical Parts

A unique and unusual way of exhibiting an automobile was discovered on Omaha streets. A Cadillac chassis, stripped of its accessories, body, windshield, hood and top, was exhibited by the J. H. Hansen Cadillac company.

This car will be driven from town to town to show the internal working parts of a high-grade motor car. Every piece of mechanism is visible from the front end to the rear, and the machine is a standard Cadillac in every respect. The motor, transmission, universal joints, frame, axles, spring construction and all can be studied and understood by the layman.

The chassis is in charge of S. J. Alexander, a young man who has worked up from a workman in the shops to a responsible position with this large concern, and he knows all of the mechanical parts of the Cadillac car thoroughly.

In explaining the reason for the exhibition, Mr. Alexander said: "Mr. Hansen has discovered that the motor buying public is extremely interested in what it gets for its



money. It seems that everyone wants to make sure of purchasing a first-class article and receiving real value, so Mr. Hansen decided to show as many people as possible, prospective buyers, owners of Cadillac cars, and everyone interested, just how the Cadillac is constructed, explain to them what is under the hood and show them what is under the body of a high-grade motor car.

"While we are too busy to stop and sell cars on this trip throughout the state, we are finding many people interested in spending their money wisely in the purchase of a motor

car, and a great number of sales have resulted from this unique exhibition. Wherever this chassis has been exhibited, Mr. Hansen found that the most interested members of the crowd are the Cadillac owners who drive up in their cars to learn more of the reasons why the Cadillac is so well-known for its dependability, which, after all, is built right into the chassis.

"Everybody knows how beautiful the Cadillac is, and what it looks like, but very few have ever had the opportunity to study all of its moving parts.

Buick Coupe Runs 99 Miles on Less Than Four Gallons of Gas

George T. Wilson, owner of the Standard Motor Car company, and Mr. and Mrs. Lee Huff just returned from a week-end motor trip in Mr. Huff's Buick coupe. During the trip, Mr. Wilson made a wager that the Buick coupe could not be driven from Crete, Neb., to Omaha on less than seven and one-half gallons of gasoline. Mr. Huff took the bet and made another wager that he could drive the distance on less than five gallons.

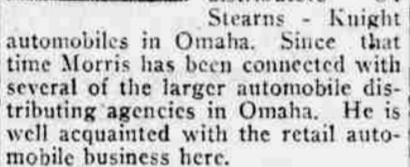
The gasoline tank was filled at Crete and upon arriving at Omaha Mr. Huff stopped at a filling station to see how much the tank would hold. Four gallons were all that could possibly be put in and some of it ran over the filler spout. The speedometer registered 99.02 miles by the route which they took.

Mr. Huff says it only bears out that old saying that a "Buick will run on its reputation."

In England, a garage intended for the use of aerial tourists has been opened near London, where the owner of a private airplane can have repairs made while he waits. Highly skilled mechanics, gasoline and oil are supplied. The business is almost identical with that of the familiar automobile garage.

Morris Takes Place With Van Brunt Co.

W. E. Morris, one of the senior salesmen on automobile row, has accepted a position with the Van Brunt Automobile company and will handle retail sales. Morris was formerly associated with McIntyre Automobile company, which was one of the first distributors of Stearns-Knight automobiles in Omaha. Since that time Morris has been connected with several of the larger automobile distributing agencies in Omaha. He is well acquainted with the retail automobile business here.



Clogged Oil Pipe

It is possible to clear out a Ford oil pipe which has become clogged by taking off the front gear plate, which discloses the cam gear, and this is removed with a puller. Now the end of the pipe is exposed, and to this an air hose is connected, the air is turned on and the obstruction is blown out. Without this little trick it is necessary to tear down the engine to get at an obstruction of this kind.

Car's Service Judged By Performance of Autos of Same Make

"You judge how well your car will serve two or three years hence, by observing the behavior of older cars of the same make," remarked Guy L. Smith, local Hudson-Essex distributor.

"Thus Hudson's high place in the opinion of motorists is upheld today, not only by the way new Hudsons are performing, but by the enduring distinction and satisfaction that the oldest Super-sixes in service reveal. "Many thousands of miles and years of hard usage do not make an old car of the Super-six. With a minimum of care it retains its smoothness and operating ease throughout long severe service."

"When men observe the earliest Super-sixes still giving dependable duty, after more than five years of daily duty, it is hardly surprising that they place unreserved confidence in Hudson."

Piston Ring Guide.

A steel ring just of the diameter of the cylinder bore of one end and tapered off at the other until it is just large enough to slip over the piston ring makes it easy to get a piston back in the cylinder, obviating, as it does, catching of the rings.

Automotive Courses For Boys Added to Many High Schools

A new phase of education that promises to be of great value in the future development of the motor car industry is the establishment of courses in automotive engineering in public schools.

Most boys are fascinated by the automobile and many have a natural flare for mechanics. Opportunity for practical study in the theory and practice of the internal combustion engine is eagerly welcomed and will result in placing at the disposal of the industry numbers of young men well trained to fill responsible positions.

Automobile dealers are quick to see the advantage of such courses and are gladly co-operating by placing all their mechanical resources at the

disposal of the young students. One of the Boston High schools has instituted an automotive engineering course that is especially popular. It is conducted along the lines of industrial and trade education and after the first year calls for work in motor car repair shops every other week.

One of the favorite points of study for the high school students is the cutaway chassis of the new "6-66." Several classes, with their instructor, have examined this chassis and made a study of its component parts, after listening to an explanatory talk by a Paige expert.

To Fill Vacuum Tank

In cases where the vacuum tank has become empty for some reason it is a simple matter to fill it again by turning over the engine a few times with the throttle closed and the spark off. This takes only a moment and creates vacuum enough to fill the tank.

Construction Makes Essex Brakes Easily Set and Long-Lived

"Many Essex owners have commented on the ease of operation and security in the Essex emergency brake," remarked Guy L. Smith, local Hudson-Essex dealer. "This is because the Essex brake construction differs in an important way from others."

"The difficulty experienced with some other emergency brakes is that the ratchet teeth are either too small and wear out quickly or they are too big and then will never catch in the right place.

"In the Essex brake the ratchet teeth are made big and strong and will last indefinitely. Then the pawls on the brake lever are double instead of single and one is set slightly ahead of the other. This

gives the same result as the small teeth as far as movement is concerned. Hence the Essex brake is easy to set and to release but is absolutely secure and long lasting. "Owners in hilly territory especially appreciate the ease and security with which the car can be locked on steep grades."

Accessories Firm Offers Free Advice on Car Lenses

The National Accessories Co., Inc., 2012 Farnam street, has agreed recently to co-operate with motorists and law enforcing officials through the establishment of headlight testing station in the rear of its building.

At this station, motorists, who are in doubt as to whether their lights conform with the law which takes effect July 25, may receive expert advice regardless of the make or type of lens.

FREE A TUBE FREE WITH EVERY FOR 10 DAYS ONLY STEPHENS SPECIAL TIRE AND AT STEPHENS' FACTORY-TO-USER PRICES

Here is a chance to re-tire your automobile and put it in shape for as much mileage as you will want this summer and autumn.

With every STEPHENS SPECIAL 6,000-MILE GUARANTEED TIRE we will give FREE an inner tube.

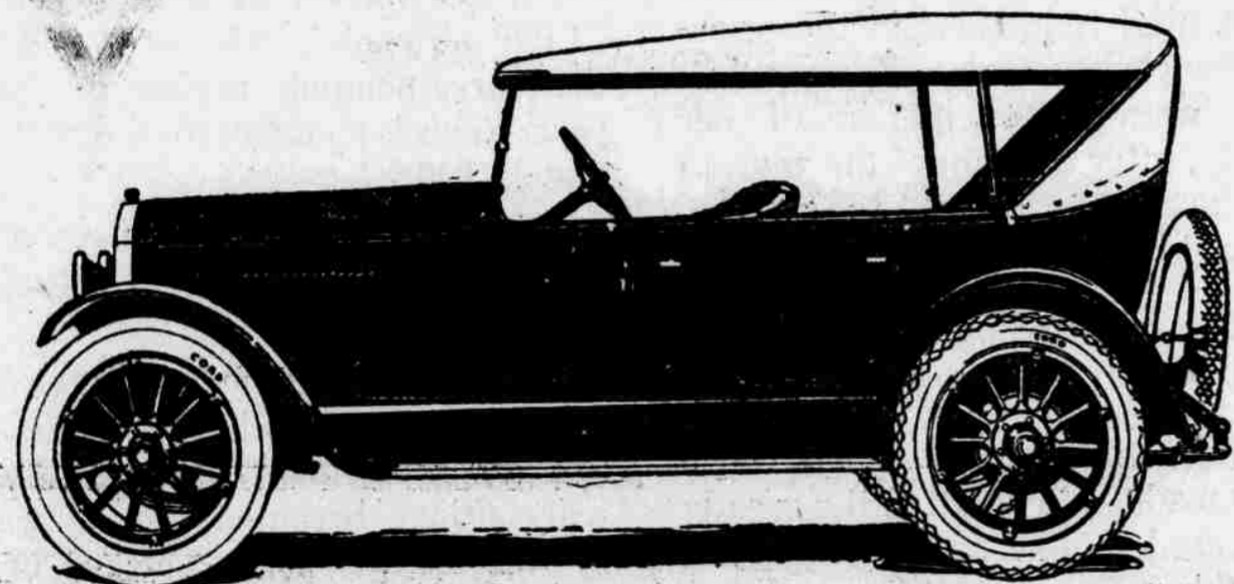
We could not make this extraordinary offer had not our production of tubes caught up somewhat with the demand.

STEPHENS SPECIAL TIRES ARE GUARANTEED FOR 6,000 MILES AND ARE OF HIGH QUALITY MATERIAL AND WORKMANSHIP CAN YOU BEAT THESE PRICES?

MAIL ORDERS SHIPPED SAME DAY RECEIVED	SIZE	RIBBED	NON-SKID	NO WAR TAX TO PAY
	28x3	\$ 8.35	\$ 8.85	
30x3	8.72	9.07		
30x3 1/2	10.25	10.80		
31x3 1/2	12.50	13.15		
32x3 1/2	12.99	13.65		
31x4	15.53	16.12		
32x4	17.22	18.16		
33x4	18.15	18.98		
34x4	18.46	19.49		
35x4	20.35	21.40		
36x4	23.45		
32x4 1/2	24.30		
34x4 1/2	25.89		
35x4 1/2	27.00		
36x4 1/2	27.48		
37x4 1/2	28.50		
35x5	30.00		
37x5	33.67		

STEPHENS TIRE STORES COMPANY

2215 Farnam St. Dresher Bldg. Harry F. Trumble, Manager. Doug. 4746. Omaha



A New Scripps-Booth

A few of the Important Features of the new model

- Six-Cylinder Continental Red Seal 7 R Motor, Developing over 50 horse-power 3 1/2" Bore by 4 1/2" Stroke.
- New General Motors Approved Axles.
- Borg & Beck Disc Clutch.
- Frame Seven Inches Deep.
- Extra Long Spring Suspension. Combined Length of Springs 184".
- 115" Wheelbase.
- Steel Felloe Wheels.
- 32 x 4" Cord Tires.
- Alemite High Pressure Lubricating System.

A new Medium Weight Scripps-Booth six-cylinder model in four body designs has been added to the present line of light six-cylinder cars.

The observance of a few of the important units used in the construction of these new models is sufficient evidence of their mechanical excellence.

An examination of these new models will prove to you that they stand high in design and finish.

A short ride will convince you of their easy riding qualities and their easy manipulation in congested districts.

The belief that the motor car purchaser is more critical now than ever before in his demand for power, quality, riding comfort and dependable performance was the motive for the building of this new model.

Prices "F" Series Medium Weight Six:

- Five-passenger Touring \$1490
- Five-passenger Sedan - \$2375
- Three-passenger Roadster 1470
- Four-passenger Coupe 2350

F. O. B. Detroit

The addition of these new models will in no way affect the production of the present "B" Series Light Six Models. They will be continued at the reduced prices recently announced.

- Five-passenger Touring \$1295
- Five-passenger Sedan - \$2100
- Three-passenger Roadster 1275
- Four-passenger Coupe - 1950

F. O. B. Detroit

NEBRASKA SCRIPPS-BOOTH CO.

J. H. PATTON, JR., Gen. Mgr. 2559 Farnam St. Omaha. Phone Douglas 5583.

Scripps-Booth Corporation-Detroit, Michigan

Essex Announces Lower Prices

Second Reduction in Eight Months

Essex Motors advises that, effective June 2nd, the prices of all Essex Motor Cars are again lowered---the second reduction since last fall.

This time the reduction is \$150 on each model, making a total reduction of \$350 in eight months.

The new prices, f. o. b. factory, follow:

- Touring \$1,445
- Roadster \$1,445
- Cabriolet \$1,950
- Sedan \$2,300



GUY L. SMITH

"SERVICE FIRST"

2563-5-7 FARNAM ST. OMAHA, U.S.A. PHONE DOUGLAS 1970

