

Few More Cuts In Automobile Prices Expected

April and May Production 67
Per Cent of Same Period
Last Year; Big Demand
For Used Cars.

Price readjustment in the automobile industry seems to have been about completed, judging from the final report just issued by the National Automobile Chamber of Commerce, which shows changed prices on the various makes of cars. The new prices in many instances go back to the figures of a few years ago, notwithstanding that the models, in many cases, are bigger with better finish and such additional equipment as cord tires and improved electrical apparatus.

In the opinion of students of the industry, the mid-year change has now stabilized the industry to a degree that is bringing increased sales to all companies.

Export shipments from the factories during April and May were 6 per cent of the production for the same two months of last year, and there is reason to believe June will be at approximately the same rate.

Compared with the feverish rush of motor cars last spring, a two-thirds demand looks to be a big falling off, but compared with normal years it shows that the motor car business is faring much better than other lines.

Used Cars in Demand.
There has been a steady demand for used cars, prices of which have also been substantially reduced. Lower prices on new cars have been offset somewhat by the reduced allowances on used cars when offered as a trade-in by the retail buyer. In other words many who waited for the reductions of the past few months saved comparatively little owing to the lower valuation on their old car.

Good buying power has been shown where prices have been reduced or where it was known that present prices and quality would be maintained. The National Automobile Chamber of Commerce figures show that with more than 3,000,000 passenger cars in use, the replacement demand alone should be about 1,000,000 cars. The production of passenger cars last year was 1,883,000. To show how close are the new prices, one of the largest manufacturers in his last cut was only able to reduce \$25. This manufacturer is producing at the rate of 110,000 vehicles a month. During this readjustment period some cars are being sold at a loss because of the high wages and the costly materials that were bought last fall.

Few Changes Expected.
While this week may bring a few more changes in cars that have not been reduced this year, it is generally agreed that the mid-year reductions have stabilized conditions in the industry with little possibility of further changes during 1921.

The success of the automobile industry has been based on big production and the resulting low prices which insure a broad market. For what reason every effort has been made to produce better cars at lower prices to insure the big productions which make increased values possible. Moreover, in these readjustments of the past few weeks, motor car manufacturers generally have taken into consideration the need for increased car and truck sales by the 35,000 dealers throughout the country.

The truck business continues to be on a par with general business, but with an improved future just as soon as general construction and road building programs get under way and railroads perfect their plans for the use of motor trucks for short haul traffic and in connection with store-door delivery.

Cornell to Manage Studebaker Branch



Fred A. Cornell
REBRAND PHOTO

C. S. Connor, who for over four years has been manager of the Studebaker branch at 2550-56 Farnam street, has resigned to look after personal interests. He is succeeded by Fred A. Cornell, who was installed at the branch by Assistant General Sales Manager E. H. McCarty of the corporation executive staff, South Bend, Ind.

Mr. Cornell has had over 10 years experience in the automobile industry, about half of which time was with the Timken Roller Bearing Co. He was first service manager of the Willys-Overland Co., at Toledo, (O.) and came to Omaha from an association with Mr. Harry B. Harper, where he was vice president of the Overland-Harper Co. of Philadelphia, Pa.

**Business Improving
Rapidly, Says Hansen**

According to J. H. Hansen of the J. H. Hansen Cadillac company, business is improving rapidly. During the month the Omaha Cadillac organization sold and delivered 34 cars, new and used.

The success of Mr. Hansen's used car sale, held this month, was due to the exceptionally good condition into which all cars were put before being offered for sale and the reasonable prices placed on them.

Mr. Hansen does not attribute the increased sales to the fact that people are less conservative in buying, but to the fact that people do buy when they find quality at a reasonable price.

A new automobile disk wheel, consisting of thin slices of wood glued together under heavy pressure, has made its appearance recently. The grain of each layer of wood runs in a different direction from that of the next; it is resistant, and is said not to crack or warp.

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Any Headlight Illegal Unless Focused Rightly

Important Step in Adjusting
Non-Glare Light Is to
Set Bulb in Proper
Position.

The headlight law which will be enforced on and after July 23, was not intended to work a hardship on the motorist, but to better conditions of night driving. The devices that have been approved by the state will eliminate the glare and at the same time give more than a sufficient amount of light for the driver to see the road plainly and discern objects at a reasonable distance at the side and in front of his car. These devices will not be legal, nor will they give the proper illuminating results unless they are installed properly and kept that way.

By far the most important step in adjusting any of these devices is to see that the bulb is the proper distance from the back of the reflector. This is what is meant by focusing, and is just as important as equipping the car with an approved lens. Should every car be equipped at the present with an approved lens and the matter of focusing the lamp bulb be overlooked, the conditions on the road would be no better than they are at the present.

All motorists readily appreciate the absolute necessity of focusing a pair of opera glasses, or a camera, moving picture machine, or anything pertaining to optical instruments. The automobile headlight is an optical device and requires a similar adjustment.

There are a number of ways of determining the proper focus of the lamp bulbs in your headlight, and if you are not familiar with these your dealer should be in position to give you intelligent instructions regarding this important adjustment.



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Oakland's New Fire Truck



Now the fire department at Oakland, Neb., can show a "burst of speed." The above picture shows a new Oldsmobile fire truck recently

purchased from the Nebraska Oldsmobile company of Omaha. "It's a red devil and rarin' to go," says Charles A. Tucker, local Oldsmobile distributor.

Cooling System Is Feature of Essex

"A very interesting feature of the Essex is its patented cooling system," remarked Guy L. Smith, local Hudson-Essex dealer.

"Few cars enjoy a distinction," he continued, "but it is not surprising to find it in the Essex when one understands the high engineering principles on which the car is founded."

"The design controls the flow of

the water by a series of holes in the head, graduated in size. Where the engine is hottest—on the exhaust side—the holes are largest. On the cool side they are smaller, thus restraining the water until it is fully heated and rises of its own accord. In this way full advantage is taken of every bit of the cooling fluid and a more uniform motor heat is maintained. This system also does away with the need of a pump, pump drive, stuffing boxes, etc., and is thus an economy in the upkeep of the car—less parts, less trouble."

Writer Breaks Old Precedent In Latest Book

Sinclair Lewis in 'Main Street'
Names Make of One Car
And 'Slams' Another
Brand.

Thanks to the courageous theories of the prevailing school of fiction, the motor car no longer dodges through the pages of the novel under a shameful alias. The automobile, like an honest woman, can now face the world unafraid and tell her right name.

Naturally one cannot write a novel of today without an automobile appearing in it's pages somewhere, somehow. Heretofore authors seemed to labor under the conviction that it was not good form to identify a car by giving its real name. It just wasn't being done, you know. And so all manner of strange makes rolled through the pages of the fiction writers.

But now the realists are in the saddle. The best and most popular example of prevailing school of realism is Sinclair Lewis' "Main Street," the

most widely read and the most assiduously discussed book for the last 12 months.

When the bride arrives at Gopher Prairie, her new home, she is met at the station by her husband's friends. Sam Clark, the hardware dealer, is to have the honor of escorting the bride and groom.

"Let's jump in," says Mr. Ken-

nicott, the groom, to his wife, Carol.

"That big Paige over there. Some boat, too, believe me! Sam can show speed to any of these from Minneapolis!" And Mr. Lewis doesn't hesitate to name the second car and it is an automobile that sells for much more than the Paige.

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Oldsmobile NEW PRICES

(Effective
July 2, 1921)

Model 37-A 6-Cylinder
TOURING AND ROADSTER

\$1195

COUPE (Cord Tires) \$1695
SEDAN (Cord Tires) \$1795

Model 43-A 4-Cylinder
ROADSTER . . . \$1325
5 PASSENGER TOURING

\$1345

COUPE (Cord Tires) \$1895
SEDAN (Cord Tires) \$2100

Model 47 8-Cylinder
4-PASSENGER TOURING

\$1725

(With Cord Tires)
COUPE (Cord Tires) \$2225
SEDAN (Cord Tires) \$2425

Model 45-B 8-Cylinder
PACEMAKER (Cord Tires)

\$1825

7-PASS. TOURING (Cord Tires) \$1875
7-PASS. SEDAN (Cord Tires) \$2775

1-Ton Economy Truck Chassis

\$1250

With Cab \$1325
With Express Body . \$1395
(Equipped with 35 x 5 Cord Tires)

All Prices F.O.B. Lansing
Federal Tax Additional

In announcing the Oldsmobile readjustment of prices we feel privileged to recall to public attention certain facts which have stood as examples of Oldsmobile policy on prices and values.

In December last, when we introduced the new 4-cylinder model 43-A, the price was at once acknowledged to be extraordinarily low, clearly predicated upon a material market much below December quotations.

Here Oldsmobile foresight, experience and resources made possible a value in keeping with the lowered manufacturing costs the public felt were to follow.

Again, on April 30th, when we announced the new eight-cylinder model 47, the same price policy inspired a public demand that exceeded the output of the great Oldsmobile plants at full production.

Now that material prices and labor costs and conditions have become leveled and stabilized, Oldsmobile policy readjusts prices to a further public advantage.

In actual performance, appearance and dependability, and in the refinements that have always expressed Oldsmobile quality, there is value nowhere even approached among moderate priced cars.

And Oldsmobile policy has continued to justify the deep public confidence that forms the greatest Oldsmobile asset.

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