

Distributors of Nash Cars Erect New Buildings

Expansion Evidence That Service Is Vital Element in Merchandising of Autos, Says Vice President

Service to the owner, a cardinal policy of the Nash Motors company, is evidenced in the fact that 25 of the company's 33 distributors within the last few years have erected new, modern and thoroughly equipped service plants. Almost an equal number of associate distributors have established for the benefit and convenience of owners splendid new homes while several hundred dealers representing the Nash line in smaller communities throughout the country have erected new buildings.

"This, to me, is the soundest kind of evidence that Nash distributors and dealers are thoroughly in accord with our belief that service is with out question the most vital element that enters into the merchandising of automobiles," says C. B. Voorhis, vice president and general sales manager of the Nash Motors company. "A good product backed by good service will find an ever-increasing market, a fact which applies with equal force to almost any commodity that may be offered the public. To render proper service it is necessary that the automobile dealer provide facilities adequate to care for the requirements of his customers. In the Nash organization, during the last four years, there have been many instances where the growing business of the dealer has made it necessary for him to secure larger quarters. This necessity has found its reflection in the hundreds of new buildings erected by Nash distributors and dealers in all sections of the country."

Tire Repair Important Part of Auto Industry

To take a chance on haphazard tire repair work is no longer in vogue. The motorist is insisting that this work be done only by competent men possessing certificates of training. This has meant an elimination of the unfit and an improvement throughout the country in the average standard of repair and vulcanizing work.

The repairing is now an essential part of the automotive industry. It is continuing to increase in importance. On an average, there is \$35 worth of tire repair work per car per year. On this basis and figuring 9,000,000 cars in the United States, the repair and vulcanizing industry amounts to almost a third of a billion dollars annually.

Prominent among the schools that are leaders in this movement for technically trained repairmen is the Miller tire repair school. Here the men are taught not only to be able to tell the trouble on inspection, but to be able to put the tire in first class condition.

Cadillac Victoria Model Very Popular

According to J. H. Hansen of the Hansen Cadillac company, the Cadillac Victoria is fast becoming one of the most popular models.

"Busy women, with a daily round of home and social duties," says Mr. Hansen, "find it indispensable. Its roominess is unappreciated till four are seated comfortably. It handles easily in traffic—without being so small as to be inconvenient—it has style, individuality and, above all, Cadillac dependability."

Small refinements such as taffeta sunshades, corner reading lamps and cigar lighter, add to the charm and comfort of the car. Selection from a variety of fine wool fabrics permits the owner to express her own individuality in the interior decoration. The extra folding seat, stowed away under the dash, is well upholstered and fitted with arm rests.

Bosch Concern Launches Battery Ignition System

H. A. Wendland of the Auto Electric Service corporation, official Bosch service station for Omaha, states that the manufacturers of the Bosch magneto have just brought out a battery ignition system for automotive engines.

"Up to a few months ago," states Mr. Wendland, "the name of Bosch was always linked with the word 'magneto.' Now, however, they intend to supply every electro-mechanical need of the automotive industry. They have just moved into their new building in the Columbus Circle district of New York City and are now makers and distributors of their own starting and lighting system, battery ignition system and spark plug."

With the announcement of the completion of its 10-story building the company reports it has taken over the sale of the Gray & Davis starting and lighting systems and automobile lamps.

Firm Formed to Handle Allen and Westcott Cars

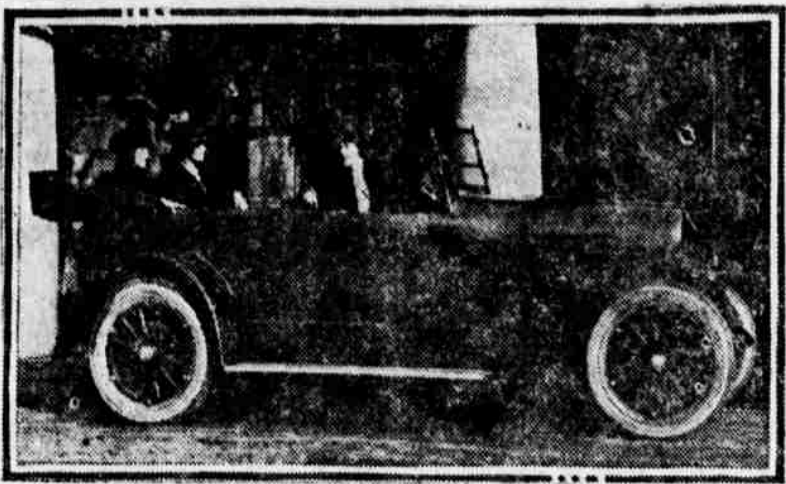
Announcement was recently made of the forming of the Changstrom Motor company, to take over the sales and service of Allen and Westcott automobiles and to handle parts for the trucks formerly handled by the Standard Motor Car company.

Carl Changstrom is the head of the Changstrom Motor Car company and the new company is located at 2559 Farnam street.

Gasket Material

Different locations demand different types of gasket material, depending on whether they are to be subject to the action of water, oil or gas. Gaskets in the water line should generally be of graphite asbestos, cut from a sheet and then spread with shellac. Care must be taken not to get too much shellac, because where there is an excess some of the shellac may be squeezed into the water jacket and make trouble. For oil joints use paper and for gas joints,

New Jordan Model



A reason for the growing popularity of easy graceful lines is well illustrated by this Jordan silhouette, which we have photographed at a nearby club.

Such design reflects the increasing tendency on the part of motor cars which not only have beautiful lines, but combine with that the value of lasting style.

Overland Wins First in Speed Test With Racers

Stock Car, With Chassis and Hood Stripped, Takes Honors on South Bend Speedway.

New proof of the high quality of materials and superior standard of workmanship build into the Overland 4, one of America's most moderate priced light cars, was given in two races over the half-mile track at South Bend, Ind., before a crowd of 4,000 race fans.

An Overland stock car, with chassis and hood stripped and driven by Ross Greenawald, a mechanic in the employ of the Goshen (Ind.) Overland dealer, won first place in a five-mile race.

Various light cars, specially geared and tuned, were entered, but the Overland took the lead from the start and was never headed, making the five miles in 7 minutes and 23 seconds.

The surprising stamina and hardihood of the Overland, however, was best demonstrated in the 25-mile contest in which the little car, already victor in the five-mile race, was entered against three special six-cylinder cars, and a special four-cylinder car.

The day was one of the hottest of the year and after six laps the four-cylinder special was forced to stop through valve trouble, two other special sixes withdrew after 21 laps and 24 laps, respectively.

But the Overland continued to follow the hot pace of the other special six without a whimper, its four-cylinder motor meeting every demand and its cooling system adequately fulfilling every requirement of the heated argument.

The special-six finished the race in

32 minutes 1 1/4 seconds, the Overland finishing second, just 10 1/4 seconds later. Thus the Overland has been run on a scorching day 25 miles at the average rate of 40 1/2 miles an hour.

Cadillac Rests Case On Past Performance

"There are more than 135,000 Cadillac eight-cylinder cars in hands of owners," says J. H. Hansen of the J. H. Hansen Cadillac company, local Cadillac distributors. He declares that the performance of these Cadillac cars, combined with the opinion of the world's leading motor car experts, shows the Cadillac's great motor car value. He says:

"The Cadillac case is proven—once but tens of thousands of times, and by the 135,000 eight-cylinder cars; not by a few years, but by 19 years; not by a promise but by performance."

"This experience of owners is backed by the overwhelming opinion of the motor engineers of England, France and Italy, who concede that Cadillac value is unapproached."

Traffic Like Sledge Hammer Blows on Automobile Tires

The terrific abuse in grinding, chafing and cutting given an automobile tire run flat is little understood by the average motorist. It is only by examining kindred forces that a comparison may be made according to tire men.

The average force delivered by a blow from an axe on a block of wood is from a 150 to 175 pounds. The blow of a sledge is from 175 to 225 pounds. But a passenger automobile, carrying a load of 1,500 pounds, run at only 20 miles per hour and dropping into a chuck hole only as deep as a paving brick delivers a blow of 250 pounds. This force, 50 per cent greater than that of the sledge hammer blow, necessarily cuts and bruises the tire against the rim and is the cause of fabric separation which puts the tire on the scrap heap.

New Allen Models At Chicago Show

Sedan, Roadster and Touring Car Feature Distributor's Exhibit on Municipal Pier.

Among the many novel exhibits shown at the big pageant of progress on Municipal pier in Chicago from July 30 to August 14 were three Allen models, finished in special colors. A turquoise (light blue) sedan, upholstered in blue striped plush to match the car finish, an Allen roadster finished in crimson and a touring car finished in ivory white made up the Chicago distributor's exhibit. The three cars attracted a great deal of attention during final test drives on Columbus (Ohio) streets, where the Allen is manufactured.

Carl Changstrom of the Changstrom Motor company, on a recent visit to the factory found that the finish on all cars built by the Allen company consists of 14 coats, all applied with brush. No flowing is used in the paint shop. These methods insure a dependable finish which will hold up remarkably well under all sorts of climatic conditions.

Henry Wismer Joins Buick Auto Company



Henry J. Wismer, who has been associated with the automobile business in Omaha for the last three years, has joined the retail sales organization of the Nebraska Buick Auto company.

Wismer was with the Kissel distributor for one year and with the Oldsmobile distributor for two years.

The average wholesale price of passenger automobiles produced in this country last year was \$897, motor trucks averaged \$1,273.

One of a Trainload



That business conditions are gradually returning to normal is evidenced by the fact that the Nebraska Buick Auto company is again using its own railroad cars in receiving shipments.

The above picture is one of the railroad cars of a train load of 55 received by the company recently over the Chicago Northwestern from Flint, Mich.

Automobile tourists have swarmed so heavily in some parts of California and Florida this winter that they had to have camping places provided for them.

A "silent policeman" has been placed near the southwest gate of the White House in Washington. It is equipped with an acetylene lamp, flashing 80 times a minute.

What comes after the purchase price?

Touring Car \$985 Roadster \$935 Sedan \$1785 Coupe \$1535 Panel Business Car \$1135 Street Business Car \$1035 F. O. B. Factory

O'BRIEN-DAVIS-COACH AUTO CO.

OMAHA, NEB. HARNEY AT 28TH ST. HARNEY 0123

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CHEVROLET
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FOR town or country use, the whole year through, Chevrolet "FB 40" Sedan affords complete satisfaction. Here is a good looking, roomy enclosed car whose performance is reliable and whose cost to run is exceptionally low.

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Chevrolet "FB 40" Sedan, \$1575, F. O. B. Flint, Mich.

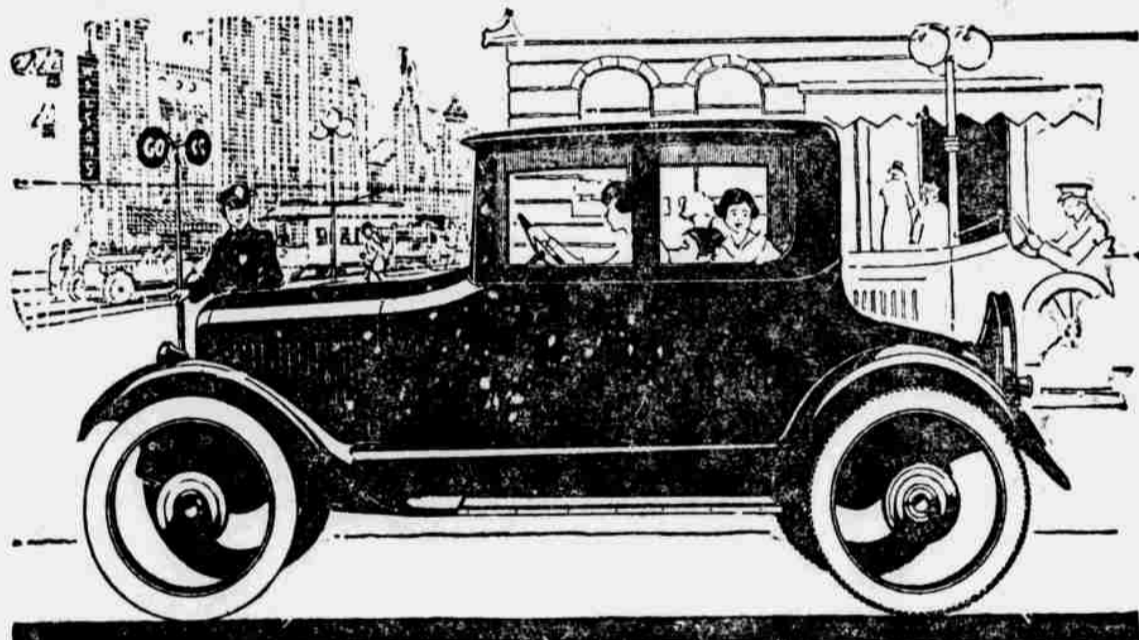
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Now Only \$1,195

f. o. b. Lansing

This reduction in price has put the Oldsmobile Six so far in the lead that there is no comparison.

NEBRASKA Oldsmobile COMPANY
OMAHA 18 & Harvard St. DES MOINES 990 Locust St.



Where Can You Equal Its Low Cost Service?

Ask About Easy Payment Plan

Now \$200 Less F. O. B. Toledo
Touring - \$695
Roadster - 695
Coupe - 1080
Sedan - 1275

Formerly
Touring - \$895
Roadster - 895
Coupe - 1475
Sedan - 1475

The satisfaction of owning an Overland is out of all proportion to its low price.

It is a fine car in every sense of the word.

The details are such as you expect in expensive cars.

The riding qualities of Triplex Springs are superior to anything you ever experienced in a light car.

The economy is beyond your expectations.

25 miles per gallon is common.

The touring car gives longer service with less cost than any car ever built.

Overland

\$695

Touring Car

Van Brunt Automobile Co.

OMAHA COUNCIL BLUFFS

CHANDLER SIX

NOW

\$1785

Down to the 1913 Price

August 1913
\$1785

August 1921
\$1785

Importance and Superiority of Chandler's Magneto Ignition

Chandler ignition is supplied by the Bosch High-Tension Magneto, as it has been always. Most high-priced American cars and all foreign cars are magneto equipped. The fastest racing records have been made by magneto-equipped cars. Nearly all airplanes and motor-driven fire apparatus and nearly 100 per cent of all farm tractors have magneto equipment. The great majority of trucks are magneto equipped.

There is no question as to the marked superiority of magneto ignition. We could make a considerable saving by the use of a distributor system, which is called upon to start the starter, blow the horn, light the lights, charge the battery and furnish the ignition. The greater efficiency of magneto ignition more than compensates for our added expense.

The magneto gives the Chandler motor a hotter, fatter spark, igniting the gas quickly and completely, and its simplicity of wiring and absolute dependability, independent of any other unit, makes it the ideal ignition system.

Before You Buy Any Other Car, See the Chandler

Seven-Passenger Touring Car, \$1785 Four-Passenger Roadster, \$1785 Two-Passenger Roadster, \$1785
Four-Passenger Dispatch Car, \$1865
Seven-Passenger Sedan, \$2885 Four-Passenger Coupe, \$2785 Limousine, \$3385
(Prices f. o. b. Cleveland, Ohio)

Cord Tires Standard Equipment

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Ralph W. Jones, Mgr.

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