

Ford Sales Break Records, Head of Company Reports

Increasing Demand for Cars For Salesmen Shows Improvement in Business, Declares Edsel Ford.

September 2 Edsel B. Ford, president of the Ford Motor company, made the following announcement:

"We are making another reduction in the prices of Ford cars and the Ford truck, effective today. The new prices average \$70 under former prices, and are the lowest at which Ford cars and trucks have ever been sold. List prices, f. o. b. Detroit are now as follows:

Model	Old Price	Amount of Reduction	New Price
Standard	\$255	\$20	\$235
Touring car	\$375	\$30	\$345
Truck	\$445	\$35	\$410
Coach	\$525	\$40	\$485
Model	\$600	\$50	\$550

Every Known Economy.

"This is the third price cut during the past 12 months. On September 22, 1920, the price of the Ford touring car was reduced from \$375 to \$340, June 7 to \$315 and now to \$315, making total reductions in this type of \$230, or 38 per cent. The same proportionate reductions have been made in all other types. One year ago the price of the Ford sedan was \$975; today it lists at \$660 with the same equipment.

"We are taking advantage of every known economy in the manufacture of our products in order that we may give them to the public at the lowest possible price, and by doing that we feel that we are doing the one big thing that will help this country into more prosperous times. People are interested in prices and are buying when prices are right.

Production Breaks Record.

"The production of Ford cars and trucks for August again broke all previous high records with the total reaching 117,696. This is the fourth consecutive month in which our output has gone over the 100,000 mark, the total for the four months being 463,074, which has gone a long way in making possible the present reductions. June this year, with an output of 117,247, was the previous record month.

"One noteworthy feature of our sales is the increased demand for Ford trucks and cars for salesmen. This class of commercial business has been gradually increasing for the past 60 days and we interpret it as a very good sign of improvement in general business.

"No reduction has been made in the price of the Fordson tractor, and none is contemplated."

Put Mouth of Valve Stem in Water in Glass to Find Leak

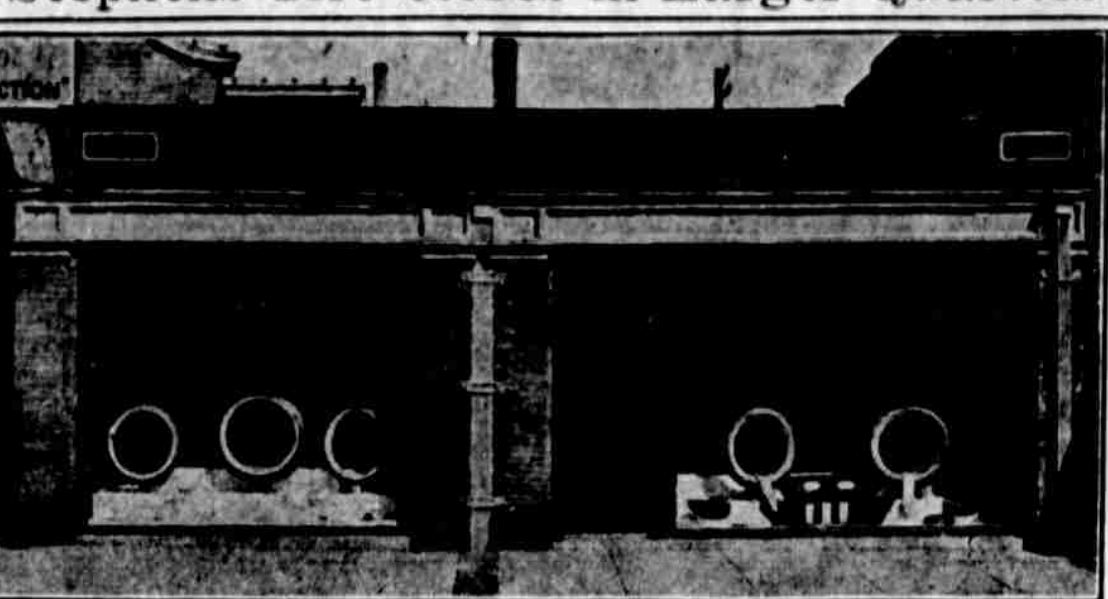
A slow leak in your tires does not necessarily mean a defective valve. Miller tire repair school instructors say that this may be caused by any one of a number of troubles with which every automobile owner is familiar. Whenever there is room for doubt, however, the valve should be tested.

The method of testing is simple. Turn the wheel until the valve stem is at its highest point—as far from the road as possible. Remove the dust cap. Fill a glass with water and hold it so that the mouth of the valve stem is submerged beneath the surface of the liquid.

If the valve is leaking, small bubbles of air will form and rise to the surface of the water. Sometimes patience is necessary in this test. Where a valve leak is very small, the bubbles form slowly. They would escape notice altogether in a hasty examination. Where such troubles are experienced the cause is usually eliminated by giving a little attention to the seating of the valve.

In a campaign to make the roads of Massachusetts safe and comfortable for night driving, automobiles from other states must have the proper light equipment devices approved in that state before they are allowed within the limits of the commonwealth.

Stephens Tire Stores in Larger Quarters



Cadillac Presented to Princess at Wedding

According to the London Daily Mail, when Princess Elizabeth of Roumania was recently married to Prince George of Greece, the gifts to the bride were among the finest ever given a royal pair.

Among those received by the bride was a Cadillac enclosed car, given by the city of Bucharest. The gift, which is ranked by the Mail with the jewels given by the government and the great gifts of the groom, is in thorough keeping with the regard in which the Cadillac is held in Europe.

Its remarkable performance as the official car of the American army is said to have thoroughly impressed the people of Europe with the worth of the Cadillac and it is now declared to be a favorite with those in a position to purchase a fine motor car.

In place of the usual danger signals in and around the mountainous vicinity of Uniontown, Pa., to warn motorists to drive carefully, signs are erected which display quotations from the Bible. At the most dangerous curves on the National Pike are warnings: "Prepare to meet thy God."

The first cost is practically the last

Touring Car \$985	Roadster \$935	Sedan \$1785	Coupe \$1565
Panel Business Car \$1135	Screen Business Car \$1035	Delivered	

O'BRIEN-DAVIS-COAD AUTO CO.
 OMAHA, NEB. HARNAY AT 28TH ST. HARNAY 0123
 COUNCIL BLUFFS, IA. 1025 22d MAIN ST. COUNCIL BLUFFS, 681

DODGE BROTHERS MOTOR CARS

All Rubber Battery Latest for Autos

T. A. Willard, Cleveland Manufacturer, Announces Invention.

An all-rubber storage battery—this is the latest achievement in the development of the electrical system on the modern motor car.

Announcement of this advance was made this week in Cleveland, by T. A. Willard, inventor and founder of the battery manufacturing company which bears his name.

In this improved battery, everything is of rubber excepting the plates or grids. The wooden battery box is done away with, and replaced by a hard rubber case. This change has made possible another important one, for with the wooden box there passes the separate rubber jar heretofore required for each battery cell.

The new case being rubber, it has been found practicable to mould it with seamless partitions, which eliminate the necessity for jars. The term "monobloc" which has been applied describes the one-piece construction very satisfactorily.

Between the plates, threaded rubber instead of wooden separators are used. This use of rubber, however, is not entirely new, having been started six years ago under Willard patents. It is in the development of the new case and the bringing together of rubber container and rubber separators that the latest important advance has been made.

Twenty-seven states in the Union now have over 100,000 motor vehicles each.

Becomes Sales Manager For Scott-Bury Company



D. J. Weaver.

D. J. Weaver, for the past two years wholesale manager for the O. N. Bonney Motor company, has recently accepted the position of sales manager for the Scott-Bury Motor company, Packard distributors.

Weaver was connected with the Studebaker organization in the wholesale department for the past six years and has served in various cities.

In his new connection with the Scott-Bury Motor company, Weaver will have charge of both retail and wholesale sales.

Lexington Wins Notable Victory At Pike's Peak

Special Entry Leads in Its Class Beating 1920 Record for Time by Two Minutes.

Lexington, wins again at Pike's Peak. Against severe competition in the world's greatest hill climbing event, a Lexington special, driven by O. Loesche won first money on Labor day in the second class, cars of 184 to 300-inch piston displacement.

Loesche made the climb of 12 miles and 2,200 feet in 19 minutes and 47.4 seconds, lowered his own mark made when he won the 1920 hill climbing championship at Pike's Peak, by more than 2 minutes.

The result of the race is a tribute to the sportsmanship of Frank B. Ansted, president of Lexington and allied companies. Unlike many motor companies which retire from the field to rest on their laurels after winning one great race, Mr. Ansted, with the 1920 title his, insisted upon again entering.

In 1920 Lexington was a new comer in the great Pike's Peak event. Its double barreled victory started the motor world. As a result Lexington faced in the 1921 race cars of special design from engine to wheels.

The victory of Lexington in its class in the Labor day race proved highly gratifying to President Ansted. It meant that the Lexington

special with a stock Ansted engine, not only won in its class but was only a few seconds behind the winner of the much bigger class, that with 300 cubic inch piston displacement and over, and a car equipped with a special motor.

Pennsylvania has 17,500 retail gasoline dealers.

Germany exported 20,000 automobiles of various kinds, and 4,000 motorcycles in 1920.

There are 135 passenger cars, 49 trucks and seven motorcycles in the Bahamas islands.

As many as five different kinds of taxes are imposed on automobile owners in many states.

The number of American-made automobiles in Norway exceeds those of any other country.

Small motor cars are used by the Swiss postal authorities for the transportation of letters and telegrams.

WE can immediately deliver the bearing you need for your car, truck or tractor. We act as the servicedepartment of the Timken, New Departure and Hyatt companies in this city.

OMAHA BRANCH, 1812 Harnay Street, Phone Atlantic 2844.

Greatest Value Ever Offered
In a Class All Its Own
Willys Knight
 \$355.00 to \$370.00 Reduction
NOW—
 ROADSTER, \$1475 COUPE, \$2195
 TOURING, \$1525 SEDAN, \$2395
 f. o. b. Factory
 "The car that wears in while others wear out"
Van Brunt Automobile Company
 OMAHA Distributors COUNCIL BLUFFS

Oldsmobile Truck
ECONOMY
Second Big Price Reduction—

Chassis	Cab	Express Body
\$1,095	\$1,175	\$1,245
A Reduction of \$405	A Reduction of \$370	A Reduction of \$355

Prices F. O. B. Factory

Most Phenomenal Value In Trucks
 Thousands of users in various lines of business have in the past pronounced the "Olds Truck" a most economical and profitable investment. From now, on its value and usefulness will be manifold. Small cash payment drives one home. Place your order at once to insure prompt delivery.

We Can Furnish You With Any Special Body Desired

35x5 Cord Tires, Electric Lights, Self Starter, Torbinson Axle

NEBRASKA Oldsmobile COMPANY
 OMAHA 18 1/2 & Howard St. DES MOINES 920 Locust St.

Get First Hand FACTS About Your Battery

Batteries will wear out—nobody can stop that, but in a good many cases the embarrassment would be less if the owner knew his battery had "one foot in the grave," and was apt to die any time. When anything like that happens we feel that we have failed in our effort to get your car and tell you the facts—the condition of your battery.

One of our most important duties is to tell you—whether you own a Willard Threaded Rubber Battery or not—just how that battery stacks up. Come in.

Nebraska Storage Battery Co.
 20th and Harnay St. Omaha, Neb.

Willard Batteries

Phenomenal Price Reduction

Overland

Automobiles

Come within reach of all. \$100 to \$380 Reduction

NOW

Touring and Roadster, \$595
 Coupe, \$850 Sedan, \$895

f. o. b. Factory

Ask About Easy Payment Plan

Van Brunt Automobile Co.
 Distributors Council Bluffs
 Omaha