

Public Demands More Than Auto Which Will Run

Luxury of Yesterday Becomes Necessity of Today—Speed and Flexibility Requirements of Popular Car.

America and Americans always move forward, never backwards. The standard of living in the United States rises steadily. Bathrooms and other things which were luxuries to our forefathers are the commonest necessities today.

So the automobile has become a necessity because it has proved its worth for personal transportation and family recreation. When McKinley became president there were but four automobiles in the United States. Today there are more than 8,000,000.

"Not only does the standard of living of the successful American today require an automobile, but the standard of requirements for automobiles steadily rises," says H. M. Jewett, president of the Paige-Detroit Motor company. "A few years ago an automobile that would run was sufficient. Now the motorist expects a great deal in the way of performance. With improved roads people drive greater distances and demand speed.

"The motor power that develops speed is even more necessary in ordinary driving. This is why we build exceptional power and flexibility into Paige six-cylinder motors. The American motorist of today wants to climb hills without shifting gears and wants to weave through traffic without shifting gears. On crowded highways he wants to shoot around the car ahead and wants to be first away at the turn of the traffic semaphore. Paige cars are built to do these things."

Cadillac Production Will Equal That of Last Year, Says Rice

The Cadillac Motor Car company has resumed a production schedule as great as that of last year, it was announced at a convention of Cadillac's 100 distributors who gathered at the factory from all parts of the country recently to view the new type 61 Cadillac models.

"Indications from all parts of the country," H. H. Rice, president and general manager, stated at the convention, "show generally improving conditions affecting the purchase of motor cars.

"Business men can look for a more receptive mood from the buying public from now on. We believe the bottom has been reached, and that real recovery is actually in progress almost everywhere."

Brake Band Adjustment Saves Wear on Tires

Properly adjusted brakes and clutches constitute one of the short cuts to tire economy. Auto owners frequently find upon investigation that one brake band grips more tightly than the other. When this condition prevails the task of slowing the car will fall on the wheel with the tighter brake. This will cause the rear tires to wear unevenly and the owner will be at a loss to explain why one casing gave him so much less mileage than another. Sometime you will find improperly adjusted brakes on a new car. But more often it follows the taking up of the brake bands to compensate for wear. If this task is not done carefully, one band will be tighter than the other.

Miller tire test cars have proven that the clutch that grips too suddenly will cause excessive wear on tires as well as put an undue strain on the differential and other parts of the car. Aside from the big question of comfort, a car owner for the sake of economy should always see to it that his clutch engages gradually and easily.

No One-Day Honeymoon for James; He Seeks Divorce

Wichita, Kan., Oct. 1.—A one-day honeymoon didn't suit James Kasemos, who filed suit for divorce. He married in Wichita, January 31, 1920, and on February 1 he says his wife left him and went to St. Louis, where she stayed about three months. When he wanted to know why she left, she told him, he asserts, that it was none of his business.

Grocer's Boy: "Well, mum, the boss told me, if you came for anything, I should have to whistle for the money."

NOW

is the time to trade your old Cadillac in on a later model!

From purchasers of new Type 61 Cadillacs we have obtained some Cadillac cars which are wonderful values.

We have Type 59 models some like new—also Type 57, 55 and 53 models in the very finest of RE-NEW-ED condition.

Only after the announcement of a new model are we in position to show such a line of RE-NEW-ED Cadillacs.

NOW

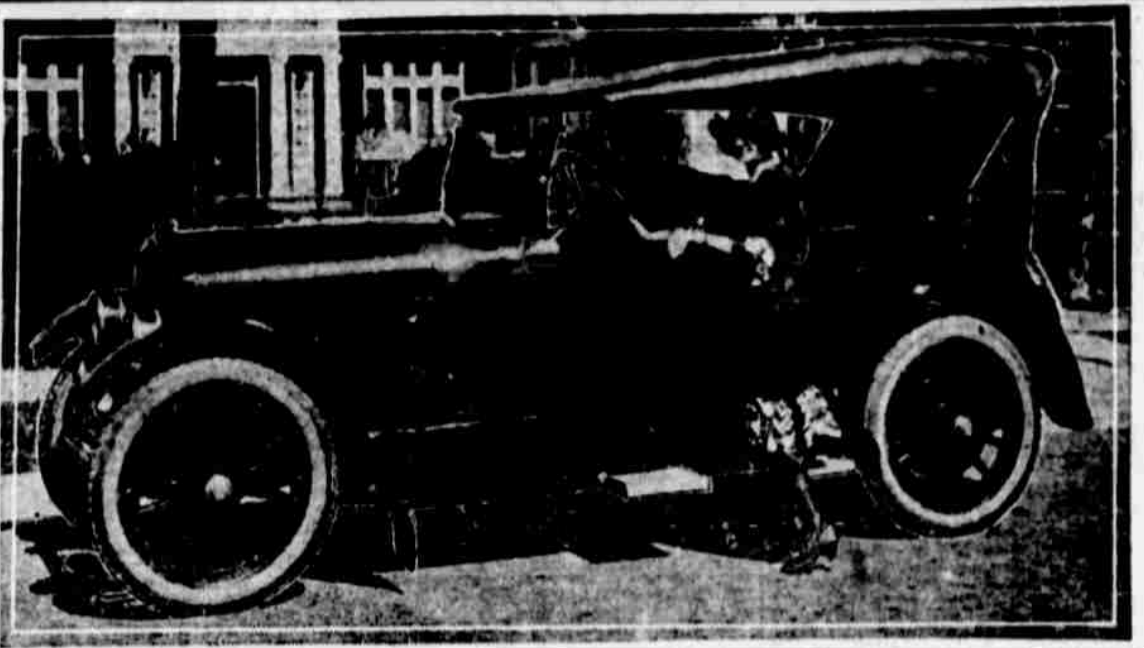
is your chance to get a late model Cadillac in RE-NEW-ED condition and with our guarantee.

A small down payment will handle the exchange.

A Safe Place to Buy

J. H. HANSEN
Cadillac Co.
Farnam at 26th

New Haynes Model Attracting Attention of Omaha Motorists



Firm Organized in Omaha to Sell New Battery Solution

W. H. Sleeper, jr., who for the last three years has been general manager of the Omaha Blau Gas company, has contracted for the state rights on Why-Sol, a battery solution recently put on the market here. The firm will be known as the Why-Sol Sales company and will be located at 615 South Sixteenth street.

According to Mr. Sleeper, this solution is being taken up very quickly by garage men throughout the state. Their claims for this solution are backed up by a definite guarantee and they are making demonstrations which prove quite conclusively that their claims are well founded.

The Why-Sol people have a battery solution which they claim will revive any battery which has had a chance for life and unless the separators are ruined, will put the battery in first-class shape within a few minutes.

September Biggest Month For Auto Service Concern

Representatives of eastern factories which manufacture electrical parts for automobiles invariably spend part of their day in Omaha at the Auto Electric Service corporation. They state that H. A. Wendland and H. B. Noyes have one of the most complete electrical service organizations for automobiles in the middle west.

"Omahans and Nebraskans are coming to appreciate a complete and competent electrical service," states Mr. Noyes. "We can take care of any electrical difficulty in an automobile and do the repair work in our own shop. We have a complete stock of factory repair parts and never have to hold up a piece of work because of lack of equipment. September was the biggest month in our history."

Nash Dealers to Visit Factory Plans for Betterment of Service to Car Owners Will Be Discussed.

Distributors representing the Nash Motors company in various sections of the country will gather at the factory in Kenosha October 5, 6 and 7 to attend the company's regular fall service meeting. The distributors will be accompanied by their respective service managers.

"This is the time of year," said Charles B. Voorhis, vice president and general sales manager of the company, "when all matters relating to service are discussed by the Nash organization. Plans are formulated and policies agreed on at this meeting for the betterment of service to the owner.

"Service on the part of the distributor and the dealer is one of the cardinal policies of the Nash Motors company; it is a factor in our general merchandising plan that has our closest supervision. These service meetings, therefore, with their frank exchange of ideas and methods of practice, have been extremely beneficial to the entire Nash organization.

"During the period of the meeting the service managers will inspect various operations in the factory."

Man, 30, Has Refereed In 4,000 Ring Battles

Joe Wallis of Sydney, New South Wales, claims a record as a boxing referee. Formerly a boxer, he quit the gloves himself when he found he was not destined to win the top notch, and now, at 30 years of age, he has been arbiter in nearly 4,000 battles, about 700 being 20-round contests. His record was attained in five years' refereeing, officiating two and three nights a week and often in 14 bouts a night.

Auto Prices Lower Than at Any Period Since Start of War

Automobile transportation, which is universally recognized as a necessity today, is within the reach of more people with small incomes than at any time since the beginning of the world war.

Take the Chevrolet line as an example. The new price of the Chevrolet "Four-Ninety" touring car—\$525—is \$25 less than the introductory price of this model, fully equipped, in 1915.

While the Chevrolet costs less today than ever before, it represents greater value to purchasers.

It has been improved in construction and equipment. Figured on a basis of the value of equipment added and improvement made, Chevrolet "Four-Ninety" is sold today at a price lower than ever before.

This also holds true of other Chevrolet models. Model "FB" touring car is today listed at \$100 less than its introductory price three years ago. Chevrolet Model "G" and Model "T" trucks, also, have reached low price levels that have not been maintained for years.

George Van Brunt Goes With Western Motor Car Company

Effective October 1, George W. Van Brunt, former distributor of Overland cars, sold out his interests to the Willys-Overland company and became actively associated with the Western Motor Car company, of which he is vice president.

Mr. Van Brunt, a graduate electrical engineer, has been in the automobile business in Council Bluffs and Omaha since 1903.

Motor-driven trench digging machines taken to France by the A. E. F. during the war are now being used in laying a gasoline pipe line from Havre to Paris, 126 miles away. The pipe is 10 inches in diameter and can carry enough gasoline to supply Paris and all intermediate points.

Admirer Comes To Coolidge's Aid When Car Stalls

Friend Paraphrases Campaign Slogan in Helping Vice President Extricate Self From Situation.

From far off Boston comes a story about the nation's second most important executive. It is, of course, an automobile story and it throws an amusing sidelight on the character of this truly great man.

The first and only car that Vice President Calvin Coolidge ever owned is an Oldsmobile, which he purchased while he was governor of Massachusetts. His first motor experience in this car is both interesting and amusing, and is still talked of in Boston motor circles when his name is mentioned.

While learning to drive he stalled his motor at a busy corner. A crowd soon collected, larger in numbers than the ordinary crowd, because even at that time Coolidge was Massachusetts' foremost citizen.

New at driving, the vice president could not get the car started. There was a moment of embarrassing silence when the admirer stepped from the crowd paraphrasing Coolidge's campaign slogan, which was, "Have faith in Massachusetts," to "Have faith in the Oldsmobile, Cal."

A big smile curved the lips of the executive, while his friend stepped on the starter and taking the wheel shot him out of the heavy traffic zone. It is characteristic of the man to keep his head at all times and to rely on a ready sense of humor to extricate himself from trying situations.

In personal habits he is very democratic, having followed simple ways and lived as a man of the people. Luxuries have not been a part of the Coolidge household plan. But an automobile, he insists, is a necessity. In which sentiment he agrees with President Harding, who recently declared that "the motor car has become an indispensable instrument in our political, social and industrial life."

Studebaker Car Sets New Record In Hawaiian Run

Circles Island in Nine Hours and Twenty Minutes, Lowering Best Mark by Over Two Hours.

Another important addition to the long string of notable records established by the Studebaker Light-Six has just been registered, this time around the island of Hawaii, which a stock model Light-Six touring car circled in the remarkable time of nine hours and 20 minutes, smashing the previous best mark by two hours and 10 minutes. The 236.8-mile circuit of the island was made on a night run, the start being made from Hilo at 10 p. m., and the driver, Jack Ness, checking back at this town at 7:20 the following morning.

Cable reports forwarded to O. N. Bonney Motor company, Studebaker distributors, refer to the run around the island of Hawaii as a "trip of terrors," with the roads in places extremely difficult to negotiate even for a car of light weight and far more severe on heavier machines.

The Light-Six making this run was the same car that previously lowered three other time marks on the island during its 3,000 miles of service. All these performances not a single mechanical adjustment was required. This car now holds all of the most important records on the island including, in addition to its latest achievement, the following:

Waimea-Kawahae record, stiffest climb on the island, a 12.5 mile trip involving an ascent from sea level to an altitude of 2,600 feet. The Studebaker made the trip in one hour and 5 minutes.

Hilo to the volcano, an almost steady uphill climb of 32 miles, in 54 minutes.

Waiohimo to Hilo, in two hours and 11 minutes.

Interest Evidenced In Sale of Used Cars

According to J. H. Hansen of the J. H. Hansen Cadillac company, much interest is being evidenced in the three-day used car sale which started Friday of last week.

Mr. Hansen states that every car in this sale was priced to sell and that people who have looked at the cars seem to realize instantly that the prices are unusually low.

"The new Cadillac models are attracting so much attention," asserted Mr. Hansen, "that we felt the necessity of getting rid of all our used cars in order that the salesmen might devote their time entirely to the type 61 Cadillac.

"Keep the highways clear of snow—make them 100 per cent efficient! With this slogan, good roads advocates are going to make a concerted effort this winter to boost snow removal programs.

First Exhibition of New 1922 Gardner Car Is Held

First exhibition of the new 1922 Gardner car is being given by the Western Motor Car company, Charles R. Hanan, jr., president of the concern, considers it the best car yet produced by the Gardner company.

Dry Bearings

One cause of insufficient lubrication in the bearings is found in obstructions in the grooves in the bearing holder. Sediment often collects in these grooves so that they cannot perform their appointed function of carrying lubricating oil to the bearing surfaces. An excess of graphite if that be used with the oil sometimes produces the condition.

Announcement

Effective October 1st, the Van Brunt Automobile company will discontinue as distributors of the Overland and Willys-Knight Automobiles.

GEORGE W. VAN BRUNT
President and General Manager
of the Van Brunt Automobile Co.,
will become actively associated with the

Western Motor Car Co.

Farnam at the Boulevard Omaha, Neb.

WHY-SOL Battery Solution

The Wonder of the Age

Puts New Life in Your Battery

- prolongs the life of your battery.
- does away with charging.
- preserves your plates and separators.
- will not sulphate your plates or terminals.
- will not freeze.
- will not require filling more than three or four times a year.
- will not overcharge.

IT

Saves Time, Money, Inconvenience

The sooner you use Why Sol, the sooner your battery troubles are over—because Why Sol is guaranteed.

For sale by

South Side Battery Station 4526 S. 24th St. Vinton Garage 1630 Vinton St. Drive-It-Yourself Co. 1214 Howard St. Chain Battery Service 2816 Leavenworth	Tilly Battery Station 717 Garage 2417 N. 24th St. Reis Bros. Garage 6113 S. 21st St. West Side Garage 3101 Q St.	Carl Hanwood Garage 4106 N. 24th St. Nick Witt Elkhorn, Neb. E. Dahms Garage Millard, Neb. A. N. Parsons Valley, Neb.
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SEE US FOR TERRITORY

WHY SOL SALES CO.

615 South 16th St.

USE BEE WANT ADS—THEY BRING RESULTS

Rumor—

The flying rumors gathered as they rolled, and all who told it added something new, and all who heard it made enlargement too; in every ear it spreads, on every tongue it grew.—Pope.

THE Acorn Press, organized in 1919 to fill a need for the better printing of advertising that brings returns, wishes to inform the public that they are still in business and will continue to supply the requirements of our large and increasing list of satisfied patrons.

Your printing problems as applied to getting larger returns from your investment will be given personal and intelligent attention.

Concentration is the solution of future business success.

The Acorn Press

1214-16 Howard Street Omaha, Neb.

Over **600,000** OWNERS

O'BRIEN-DAVIS-COAD AUTO CO.

OMAHA, NEB. HARNEY AT 28TH ST. HARNEY 0123	COUNCIL BLUFFS, IA. 33-35 FOURTH ST. COUNCIL BLUFFS, 691*
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DODGE BROTHERS
MOTOR CARS