Prices on All **Nash Four Cars** Reduced \$150

Touring Model Cut to \$1,045 f. o. b. Milwaukee-Factory Unable to Meet Demand For Machines.

Coming as a distinct surprise to those in the automobile industry. most familiar with motar car values the announcement by the Nash Motors company of a sweeping reduction in prices of all models of the Nash Four. The five-passenger touring car has been reduced \$150, making the new price \$1,045; the twopassenger roadster now sells for \$1,025, the three-passenger coupe, \$1,645, and the five-passenger sedan,

These prices are all f. o. b. Milwaukee, and are effective imme-

Demand Increasing.

When the Nash Four went into production a little over a year ago, the touring car was priced at \$1.395, the coupe sold for \$1,985 and the sedan for \$2,185. From the moment the car was introduced it won immediate favor with the public. So great has been the demand for

four-cylinder cars that the Nash factory never has been in a position to fill all orders. This demand has steadily increased with a resultant volume in production.

"I believe I am entirely safe in saying that at its new price the Four represents by a big margin the greatest automobile value in the history of the motor car industry. said Charles B. Voorhis, vice president and general sales manger of the Nash Motors company.

Plant Well Equipped.

The Nash factory in Milwaukce, where the four-cylinder car is built, testing. It is more powerful than offers every facility for production any Jordan motor previously used on a basis of quality as well as volume. The plant is equipped with the finest and most modern machinery and the methods employed

The plant is equipped with desirable power without expensive vibration.

Every detail of the Jordan, which are those that have been used by Mr. Nash in his 25 years of manu-

Mr. Nash in his 25 years of manuiacturing experience.

"In short there is every reason
why the Nash Four should stand
entirely in a class by itself; there is
every reason why this car at its
present price should make an overwhelming appeal to the buyer."

building a reputation for g
ice, has been improved.

The latest type of axie,

Popular Salesman

Joins Lincoln

Cadillacs Make Exhibit

At Shenandoah Jubilee The J. H. Hansen Cadillac company assisted the city of Shenandoah, Ia., last week with its 50th anniversary celebration by furnishing a very old one-cylinder Cadillac and the new

type 61 Cadillac, showing the con-trast between old modes of travel and new, Mr. Hansen said: Great interest was shown in the new Cadillac at the Shenandoah ju-bilee and the old car was a great attraction. In the parade on Friday three new type 61 Cadillacs carried the celebration committee, the old one-cylinder Cadillac, which is still parade."

Rattle in Shackles

Spring shackle play or looseness between the spring end and the shackle may give much annoyance until the seat of trouble is discovered. Rattling caused by this looseness will be more frequent and dis-tince when the car is riding over fairly rough roads. A good method of taking up the play is to place shims between the spring end and the shackle. Or the play may be removed by tightening the spring allow mud to accumulate, for small particles of flinty grit in the mud make their way into the working parts and cause excessive wear. Luparts and cause excessive wear. Luparts the shackle bolts generously. bolt. Watch the shackles and do not

Protect the Finish.

Changes in temperature exert an extremely unhappy effect on the finish of the car because of the differ
of Hannan-Odell, Inc. Not only is Protect the Finish: ence in the coefficients of expansion of metal and paint and varnish. To insure the highly finished surfaces from cracking the car should be housed in a garage maintained at a nearly uniform degree of temperature. Also car owners who utilize their harms as garages make a miss. For the last four years Cubbage. their barns as garages make a mistake in so doing, as the ammoniac ruinous to the varnished surfaces of he has been associated with the Cad-the car. he has been associated with the Cad-

Ned Jordan at Wheel Of His Latest Model



sought. Bodies are of aluminum.

Immediately a "Drive the Jordan"

troduced for the first time.

Success, vision and the lucky Jor- the world's largest axle builders, dan star, according to Ned Jordan, incorporated for the first time are responsible for the timely ap- the Jerdan. There is a transmit pearance of this brand new car of an interesting and advanced type, production of which began last week at the Jordan factory.

Jordan says the battle for leader-

ship in the automobile industry is Henceforth competition will not be entirely governed by price, but by service rendered.

The new Jordan is an expression of the policy of the Jordan comand by sacrificing profit to offer this car to the public at a lower

A new and exclusive Jordan mocomes as a surprise to the industry. Now the Jordan car is dis-tinctly individual. No important unit in the new Jordan is identical with any unit used in any other automobile.

The motor is the result of two years of designing and experimental

for five years has been successfully building a reputation for good serv-The latest type of axie, built by

Joins Lincoln Force



Max D. Cubbage, one of the best known and most popular salesmen identified with the local motor car

past four years Cubbage has been

For the last four years Cubbage has been selling Packards and Cadgases always present in a stable are lillacs. During the last three years

> Over 500.000



DERIEN-DAVIS-COAD AUTO CO.

COUNCIL BLUFFS, IA.

Donne BROTHERS

Reo Sedan Takes **Beauty Prize at** Show in Wichita

Touring Car of Same Company Also Captures Award in Appearance, Operation and Control Competition.

Taking prizes in a beauty contest a new and rather unique roll played by a Reo sedan and touring car. But this is what happened at cal Reo distributors, in a letter from the Wichita distributor. The Reo touring car was entered

of operation and case of control. incorporated for the first time in the Jordan. There is a transmis-The Reo sedan took first prize and the new Reo light seven outranked everything in its class. The auto-mobile fashion parade and contest were features of the wheat show in sion of new and improved type, and the body includes all those renne-ments which owners have long Wichita. More than 100 cars of dif-All instruments are grouped unferent makes were entered in the der glass. Tools are in a padded

compartment in the door, and a new and more practical body finish is in-The new barrel lamp, nickel-plated is included for the first time tention. Particularly the new Reo on a medium-priced car, and a score light seven was an object of considof important refinements have been erable interest among the auto enadded to the Jordan chassis and was put through its paces the same ed'tor.

operation and ease of control, Engineers of other companies and experts in all lines of automo-Spring Seat Lubrication. tive supervision who have been in-Many present day cars are fitted vited to the factory to drive this auwith springs mounted on seats that tomobile pronounce it the new standard type of motor car. oscillate. These spring seats usually have some means of lubrication, but

Its chief qualification is endur- many car owners never take the ance, as Jordan maintains that it trouble simply to turn up the grease trouble simply to turn up the grease cup provided. While it is not necwill stand up for 10 years, with good will stand up for 10 years, with good care. Comfort, economy, light is advisable to give this part a little attention now and then. In canti-

Rescue of Star Shell Kid A Strange Hero--Thoughts of a Dumb-Bell

new sedan was entered in the \$2,000 to \$3,000 class. The points upon which the judges based their decision were appearance, smoothness groans, an' finally as dawn comes

"Well, Corp'ral Cohen, 'e crawls over on 'is stomach t' Star Shell, loads 'im on 'is back an' drags 'im back t' safety w'ile them Jerry snippers' bullets is playin' a reg'lar double-time jazz tune 'roun' 'is cars. "Cap'n Dooley 'ears 'bout it an' w'en 'e comes 'roun' 'e sez wit' 'is

'I'm a bus'ness man. This 'ere Star Shell owes me fifty francs." "Yeah," continued Canary, "life is thusiasts. During the exhibit every sometimes wery p'culiar, w'ich re-car entered in the beauty contest min's me uv Wag, yore sportin'

heavily in regard to smoothness of operation and ease of control.

I can drive th' car, w'ch'd be wery nice if I knowed 'ow t' drive. "'Bring th' car down some after-noon an' I'll teach you 'ow,' sez

"'Sez w'ich?' sez Wag.
"Jus' 'bout 'at time Kid Hadley

"'Oh, dumbbell!' "'Wot yeh wan'?' sez Wag.

Monkey Men and Eagle Folk

By H. R. HARRIS.

"Life is a wery uncertain prop'si-tion, as th' Star Shell Kid used t' r'mark t' me in th' Doggone Woods w'en them Jerry shells wuz poppin' roun' us," observed the Canary Kid. his coat pocket. "Say," he said pulling out an old

1 agreed,
"An' it's sometimes a wery funny prop'sition," added the Kid.

the International Wheat show in Wus in th' trenches th' Siar Shell Kid wuz sen' out on a workin' party to fix th' barbed wire in fron' uv th' description of the beauty parade has just been received by Mr. J. M. Opper of the Jones-Opper company, locomes whizzin over wit Jerry's com-plimen's an bloocys pubtty close t' th workin party. A chunk uv iron hits of Star Shell in th' side, jus' in the \$1,000 to \$2,000 class, and the b'fore th' dirt wot wuz kicked up

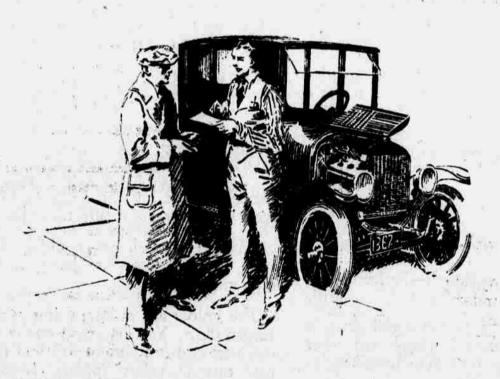
somebody hears 'im.

According to reports and newspa- eyes filled wit' tears 'e wuz so workpassenger cars which were exhibited 'cro!'

passenger cars which were exhibited 'cro!'

Ero, hell, sez Corp'ral Cohen, per comments from Wichita, the Reo ed up, 'Corp'ral Cohen you is a

lever suspensions the center hearing "I wanna know w'y a base ball of the spring should be well oiled, battin' order is like a mule?"



You Ford owners don't have to stand for timer troubles

You can get free insurance now for a whole year against all timer troubles and expense

IT'S all nonsense—this changing timers every 3 months—with a lot of troubles between times. Why, you shoot \$8 to \$12 a a year on ordinary timers and still rarely get 3 months' timer service at a stretch without something getting out of whack.

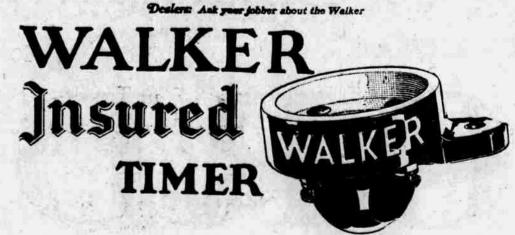
Take your dealer's word for it

Now take this Walker. If this Timer doesn't give you 12 months' of the best running you ever had-take it back where you got it. It's insured—a genuine insurance policy comes right with it. It says in black and white, if you don't think it is giving satisfactory service, the man who sold it to you will give you a new one absolutely free. You can't beat that. There's thousands of Ford owners who put their Walkers on 18 months ago and they're still going strong.

Get your money's worth

Any Ford driver who is not getting over a year's service out of his timer is not getting his money's worth. The Walker costs only \$3 and it's insured to last at least a year. No other manufacturer dares insure his timer and you know it. Better put on a Walker now. All good accessory dealers and garages sell them.

> Mfd by WALKER ACCESSORIES, INC. 2635 South Michigan Avenue



"The Only Insured Timer in the World"

'I dunno, w'y?" sez Wag.

The Kid paused and reached into

newspaper clipping from the Los Angeles Times. You're pubtty good at puzzles, ain' yeh?"
"Well," he went on, "I wan' yeh t' read this an' think it over.

campaign will be started throughout the country, during which owners of all types of automobiles will
be invited to ride in and drive the

campaign will be started throughsedan and the new light seven surout in th' barn were I live—I mean
back uv were I live, uv course—
appearance, both models scored wot b'longs t' my lan'lord. I ex-

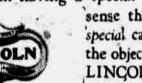
Wag.
"'It's time fur th' exercises,' I

"'A cookie tells me it's b'cause

"A cookie tells me it's b'cause "An' now," said the Kid, "I wan' th' stronges' end uv bot' is nearer yeh t' read this li'l pome wot someth' tail than th' 'cad,' sez Had. 'Is body wot noboby knows th' name uv writ. It's a li'l pome wot sorta peps me up sometimes wen I gets matched wit' some tough boy wot figgers t' knock my understandin' loose frum my intenshuns."

The Kid handed me a yellowed newspaper clipping:

The impression held by so many LINCOLN owners that they are peculiarly



Lincoln Eight Cylinder Motor Cars comprise a wide and varied range of open and closed Body Types, eleven in all-two and threepassenger Roadsters; four-passenger Phaeton, five and seven-passenger Touring Cars; four-passenger Coupe; four, five and seven-passen-Ber Sedans; seven-passenger Town Car; seven-passenger

Some are types of quiet, conservative mein while others are of more imposing aspect, yet all reflect the air of elegance and true refinement.

favored in having a special car, is true only in the sense that every LINCOLN is a special car; special because each is the object of infinite care that every LINCOLN shall uphold the LIN-COLN'S high repute.

The impression that they have a special car is a natural conclusion which comes from the fact that the LINCOLN handles so much more easily, runs so much more smoothly, is so much more comfortable, is so much more capable; and because nimbleness, and vim, and go, are so much more in evidence than in any thingto which motordom had hitherto been accustomed.

HANNON-ODELL, Inc. Farnam St. at Boulevard



THE Salesman becomes more efficient when equipped with a Ford Runabout; he covers more territory, visits more prospects and as a result, closes

No waiting for trains, or for busses to carry him to towns where trains don't go. The salesman driving his Ford Runabout is continually on the job-after business. And at the new low price of \$325.00, the Ford Runabout offers transportation at an exceptionally low cost per mile.

Phone us, and let us tell you how other concerns have found it good business to equip their salesmen with Ford Runabouts. Terms if desired.

Authorized Omaha Ford Dealers

Sample-Hart Motor Company..... 18th and Burt Sts. Universal Motor Company 2562 Leavenworth St. Galbreath Motor Company . . . 60th and Military Ave. C. E. Paulson Motor Company 20th and Ames Ave.

McCaffrey Motor Company 15th and Jackson Sts.