

### 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 motor car values is 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 two-passenger roadster now sells for \$1,025, and the three-passenger coupe, \$1,045, and the five-passenger sedan, \$1,835.

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

**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 manager of the Nash Motors company.

**Plant Well Equipped.**

The Nash factory in Milwaukee, where the four-cylinder car is built, offers every facility for production on a basis of quality as well as volume. The plant is equipped with the finest and most modern machinery and the methods employed are those that have been used by Mr. Nash in his 25 years of manufacturing 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."

**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 contrast between old modes of travel and new. Mr. Hansen said: "Great interest was shown in the new Cadillac at the Shenandoah jubilee 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 in running condition, heading the 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 distressing 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 bolt. Watch the shackles and do not allow mud to accumulate, for small particles of flinty grit in the mud make their way into the working parts and cause excessive wear. Lubricate the shackle bolts generously.

**Protect the Finish.**

Changes in temperature exert an extremely unhappy effect on the finish of the car because of the difference 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 barns as garages make a mistake in so doing, as the ammonia gases always present in a stable are ruinous to the varnished surfaces of the car.

### Ned Jordan at Wheel Of His Latest Model



Success, vision and the lucky Jordan star, according to Ned Jordan, are responsible for the timely appearance 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 leadership in the automobile industry is on. 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 company, which is to build a better car and by sacrificing profit to offer this car to the public at a lower price.

A new and exclusive Jordan motor comes as a surprise to the industry. Now the Jordan car is distinctly 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 testing. It is more powerful than any Jordan motor previously used and is so designed to provide that desirable power without expensive vibration.

Every detail of the Jordan, which for five years has been successfully building a reputation for good service, has been improved.

The latest type of axle, built by

the world's largest axle builders, is incorporated for the first time in the Jordan. There is a transmission of new and improved type, and the body includes all those refinements which owners have long sought. Bodies are of aluminum.

All instruments are grouped under glass. Tools are in a padded compartment in the door, and a new and more practical body finish is introduced for the first time.

The new barrel lamp, nickel-plated is included for the first time on a medium-priced car, and a score of important refinements have been added to the Jordan chassis and body.

Immediately a "Drive the Jordan" campaign will be started throughout the country, during which owners of all types of automobiles will be invited to ride in and drive the Jordan.

Engineers of other companies and experts in all lines of automotive supervision who have been invited to the factory to drive this automobile pronounce it the new standard type of motor car.

Its chief qualification is endurance, as Jordan maintains that it can be driven for 200,000 miles and will stand up for 10 years, with good care. Comfort, economy, light weight, balance, performance and individuality are its principal features.



Max D. Cabbage, one of the best known and most popular salesmen identified with the local motor car industry, has been added to the Lincoln sales force by Bob Odell, manager of Hannan-Odell, Inc.

In view of the fact that for the past four years Cabbage has been selling high-grade automobiles, Odell believes he will prove a valuable acquisition to the selling department of Hannan-Odell, Inc. Not only is Cabbage an expert salesman, but he also is thoroughly conversant with the mechanical construction of all high-grade motor cars.

Cabbage stated that he considers the Lincoln one of the best values on the market today.

For the last four years Cabbage has been selling Packards and Cadillacs. During the last three years he has been associated with the Cadillac sales force of J. H. Hansen.

### 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 is a new and rather unique role played by a Reo sedan and touring car. But this is what happened at the International Wheat show in Wichita, Kan., the other day, and a description of the beauty parade has just been received by Mr. J. M. Opper of the Jones-Opper company, local Reo distributor, in a letter from the Wichita distributor.

The Reo touring car was entered in the \$1,000 to \$2,000 class, and the new sedan was entered in the \$2,000 to \$3,000 class. The points upon which the judges based their decision were appearance, smoothness of operation and ease of control.

The Reo sedan took first prize and the new Reo light seven outranked everything in its class. The automobile fashion parade and contest were features of the wheat show in Wichita. More than 100 cars of different makes were entered in the show.

According to reports and newspaper comments from Wichita, the Reo passenger cars which were exhibited during the fair attracted unusual attention. Particularly the new Reo light seven was an object of considerable interest among the auto enthusiasts. During the exhibit every car entered in the beauty contest was put through its paces the same as at a horse show and both the Reo sedan and the new light seven surpassed the other entries in point of appearance, both models scored heavily in regard to smoothness of operation and ease of control.

**Spring Seat Lubrication.**

Many present day cars are fitted with springs mounted on seats that oscillate. These spring seats usually have some means of lubrication, but many car owners never take the trouble simply to turn up the grease cup provided. While it is not necessary to turn the cup each day it is advisable to give this part a little attention now and then. In cantilever suspensions the center bearing of the spring should be well oiled.

### Rescue of Star Shell Kid A Strange Hero--Thoughts of a Dumb-Bell Monkey Men and Eagle Folk

By H. R. HARRIS.

"Life is a wazy uncertain proposition, as th' Star Shell Kid used t' remark t' me in th' Doggone Woods w'en them Jerry shells wuz poppin' 'round us," observed the Canary Kid. I agreed.

"An' it's sometimes a wery funny proposition," added the Kid. "I 'member one night w'en we wuz in th' trenches th' Star Shell Kid wuz sen' out on a workin' party t' fix th' barbed wire in iron' up th' parapet wot wuz all knocked t' pieces."

"All-uv-a sudden some big stuff comes whizzin' over wit' Jerry's compliments an' bloozers pulty close t' th' workin' party. A chunk uv iron hits ol' Star Shell in th' side, jus' b'fore th' dirt wot wuz kicked up half buries 'im."

"Pore ol' Star Shell lays out there in Nobody's Lan' an' groans an' groans, an' finally as dawn comes somebody hears 'im."

"Well, Corporal 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 snipers' bullets is playin' a reg'lar double-time jazz tune 'round 'is cars."

"Cap'n Dooley 'ears 'bout it an' w'en 'e comes 'round 'e sez wit' 'is eyes filled wit' tears 'e wuz so worked up, 'Corporal Cohen you is a 'cro'!"

"'Ero, hell,' sez Corporal Cohen. 'I'm a business man. This 'ere Star Shell owes me fifty francs.'"

"Yeah," continued Canary, "life is sometimes wery peculiar, w'ich re-minutes me uv Wag, yore sportin' c'd'or."

"I wuz tellin' Wag 'bout th' auto out in th' barn w'ere I live, uv course—wot blong t' my lan'lord. I explains t' Wag 'at my lan'lord sez I can drive th' car, w'e'd be wery nice if I knowed 'ow t' drive."

"Bring th' car down some afternoon an' I'll teach you 'ow,' sez Wag.

"It's time fur th' exercises," I sez, you better 'urry back t' th' gymnasium."

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

"Oh, dumbbell!" "Wot yeh wan'?" sez Wag. "I wanna know w'y a base ball battin' order is like a mule?"

I read:  
New, a strange thing has befallen the world. It is divided between monkey men and eagle people. The monkey men to talk before the eagle learn to fly. They never tell the eagle that they have wings, but they make fun of them because they cannot sing from their throats like a monkey. The poor eagle sits around upon the earth in wondering admiration as the monkey's swing from branch to branch and from tree to tree. They never guess that they might lift their wings to heights which a monkey cannot even follow with his gaze. That all they have to do is to flap. It is just this little difference between creature with tails and those with wings.  
"An' now," said the Kid, "I wan' yeh t' read this l'il poem wot somebody wot nobody knows th' name uv writ. It's a l'il poem wot sorta peps me up sometimes w'en I gets matched wit' some tough boy wot figgers t' knock my understandin' loose frum my intensions."  
The Kid handed me a yellowed newspaper clipping:  
Somebody said that it couldn't be done. But he with a chuckle replied:  
That "maybe it couldn't" but he would be sure  
Who wouldn't say so till he tried.  
He tucked right in, with a trace of a grin  
On his face. If he wanted he hid it.  
He started to sing as he tackled the thing  
That couldn't be done and he did it!  
Somebody scoffed: "Oh, you'll never do that."  
At least no one ever has done it."  
And the first thing we knew he'd be gone!  
With the tip of his chin, and a bit of a grin.  
Without any doubt or quibbling,  
He started right in as he tackled the thing  
That couldn't be done, and he did it!  
There are thousands to tell you it can't be done,  
There are thousands to prophesy fail-ure;  
There are thousands to point out to you,  
One by one,  
The dangers that wait for smaling;  
But just huckle in with a bit of a grin,  
Then take off your coat and go to it!  
Just start right in to slug as you tackle  
The thing  
That "can't be done" and you'll do it!

# LINCOLN

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