

Earl Motors Plan Merchandising Campaign in U.S.

Head of Firm Predicts Price Increase in Spring as Companies Have Cut Below Safety.

A two days' distributors' meeting of unusual enthusiasm at the plant of Earl Motors, Inc., Jackson, Mich., November 3 and 4, ended with the heartiest endorsement of the policies of Clarence A. Earl and the prediction of immediate public response to the unusual values of the new Earl line. The plans of the company's aggressive merchandising campaign and dealer co-operation were outlined by Clarence A. Earl, president; Kelly R. Jacoby, vice president in charge of sales; David Minard Shaw, general advertising manager, and Chas. D. Frey of Charles Daniel Frey company, advertising agents for Earl Motors, Inc. Charles C. Farlin, head of the research division of the Curtis Publishing company, presented an interesting analysis of the automotive industry in relation to the 1922 market.

Earl Line Praised.

The line of Earl cars brought forth unusually enthusiastic comments from the distributors who came from all parts in the United States.

Mr. Earl spoke of the 1922 market and predicted a raise in price early in the spring on the cars of automobile manufacturers. His belief in this forecast was based on the present day policy of certain manufacturers to cut prices below a margin of safety. He pointed out that there is a tendency on the part of these manufacturers to justify recent price cuts by eliminating advertising, cutting out accessories and making other false saving in manufacturing as a matter of expedience.

In contrast to this policy Mr. Earl stated that his organization had first of all spared no pains or money to build a motor car so good that the simple truth about it would always be adequate recommendation; and to price it so fairly that its value never could be questioned; that his organization was pledged to remember that customers are more important than sales; that while a sale may be a temporary advantage, a customer is a permanent asset; that profits are legitimate only as a by-product of service.

New Cars Hard on Automobile Tires

Failure to Give Under Road Shocks Wear Out

"Motorists often wonder that the tires which have given splendid service on their old cars do not wear as expected when specified on their new cars. Too often the quality of the tire is blamed," asserts Henry Nyrd of The Omaha Tire Repair Co.

New cars are hard on tires. Being stiff and rigid they do not give readily under road shocks. As a result the new casing is literally ground to pieces between the car and the road. Even over good roads, tires are twisted and jammed in driving a new car with which the motorist is not familiar and in which the gears are still stiff.

Though new cars are driven carefully, oiled, greased, and washed, the tires, consciously or unconsciously, are frequently run under-inflated under the mistaken supposition that soft tires ride more easily. Diamond tire men claim that the properly inflated tire is actually the most resilient.

If new tires were given the same attention, particularly with reference to operating conditions and inflation, much needless trouble with a new tire equipment would be eliminated.

Special Train of Packards

On Way to Pacific Coast

A solid train of 40 box cars, loaded with Packard automobiles is en route from Detroit to the Packard dealer in San Francisco, Cal.

"This huge order of high grade cars speaks for itself as a barometer of prosperity on the Pacific coast," said Frank Bury, vice president of Scott-Bury Motor Car company, Omaha Packard dealers. "The substantial reduction in the price of the Packard single six has brought an instant and remarkable stimulation of trade. Our local business and the Packard business throughout Nebraska and Iowa has shown a marked increase."

Rabbits on Rubber-Tired

Wheels New Toy for Kids

A novel toy for children, resembling a "Kiddie Car," but made in the shape of geese, rabbits, turtles, roosters and so on, and equipped with solid rubber-tired wheels, is about to be put on the market by the Stephens Tire Stores, Inc., throughout the United States.

E. F. Billings, advertising manager of these stores will arrive in Omaha tomorrow to introduce the new toy to the Omaha stores. Manager Trumble of the Omaha branch of Stephens Tire Stores, Inc., says there has already been a large inquiry for the new toys.

Jordan Car Owner Touts

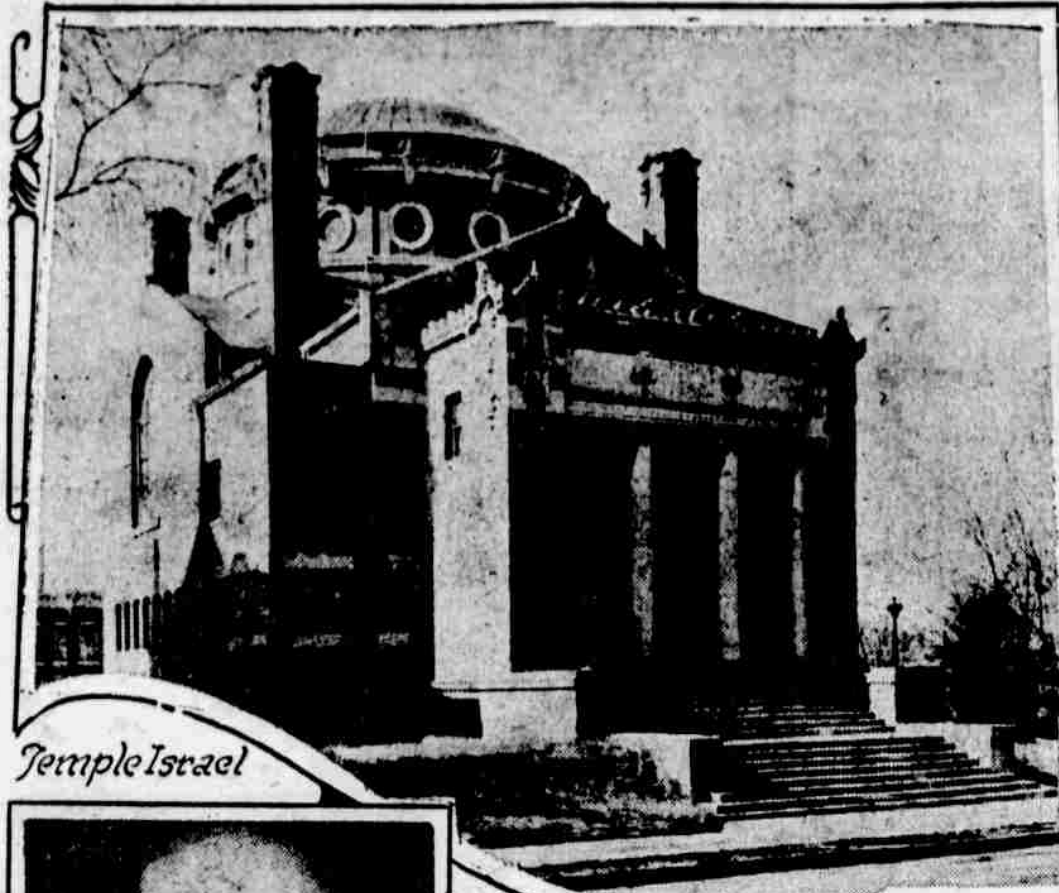
Auto Gasoline Record

T. H. Collins, 2928 Fontenelle boulevard, is convinced that his Jordan car doesn't need to take a back seat for a Ford or any other "gasoline miser."

He was one of a hunting party that returned recently from a 600-mile trip, most of it through sand-hill country to Dora lake, southwest of Atkinson. The party traveled in Mr. Collins' Jordan light six and a Ford and, according to Mr. Collins' story, his Jordan made the trip on "a gallon less gasoline and only half as much oil as the Ford."

Five hundred and seven passenger automobiles, valued at \$234,145, were shipped to this country by Mexicans during September.

Temple Israel to Celebrate 50th Anniversary



Temple Israel



Rabbi William Rosettau



Rabbi Abratt Simon



Rabbi Leo M. Franklitt



Rabbi Frederick Cohn

Temple Israel, first Jewish congregation in Omaha, will celebrate its 50th anniversary, this week-end.

The presence of three of its former rabbis preceding Dr. Frederick Cohn, Rabbi William Rosepau of Baltimore, Rabbi Leo M. Franklitt of Detroit and Rabbi Abram Simon of Washington, D. C., will lend additional interest to the event.

Mrs. Rosenau and Mrs. Franklin are former Omaha women—Mrs. Rosenau the daughter of Meyer Hellman, pioneer Omahan, and Mrs. Franklin was a Miss Oberfelder, related to Robert Oberfelder of Sidney, Neb. Rabbi Eugene Mannheim of Des Moines, Rabbi Isaac Isaacson of Sioux City and Rabbi Jacob Singer of Lincoln also have been invited to attend.

Special Services.

The ceremonial includes special Friday evening services in the temple, at which Isidor Ziegler, president of the board, will deliver

an address of welcome; Dr. Cohn will conduct the services, and each of the visiting rabbis will speak.

A special children's service has been planned for Saturday morning, and an open program, at which non-Jews are welcome, Sunday morning at 10 in the Brandies theater.

Many social functions have been arranged for the visitors. It is a source of genuine regret to the congregation that none of its original 37 members lived to see the golden anniversary. S. Jacobs, the last survivor, died during the last year. Widows of three, E. Simon, the first treasurer; Mrs. S. Lehman and Mrs. Philip Gottheimer of Salt Lake City, are closest to the old city.

Worship Began in 1868.

Though the congregation as a corporate body dates back to 1871, the year that a plot of ground was acquired for Pleasant Hill cemetery, Savage and Bell's early history of Omaha indicates that Jewish wor-

ship began in Omaha in the fall of 1868 in the old Odd Fellows' hall at Fourteenth and Dodge streets.

Later, religious services were held on high holidays in the Max Meyer building, Eleventh and Farnam, with E. Abrahams as leader.

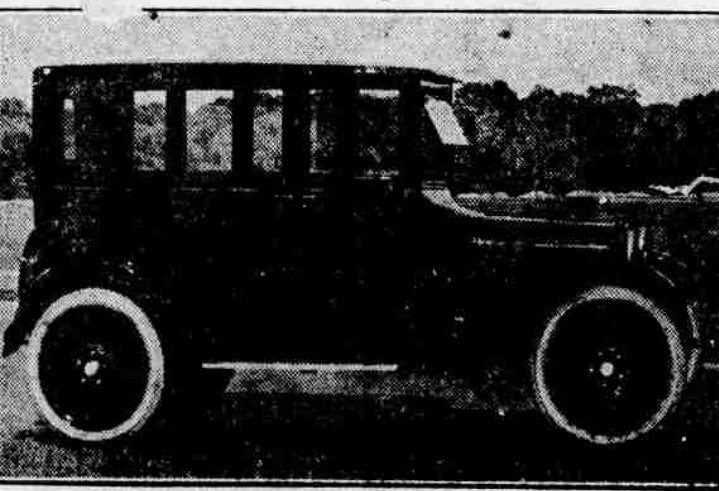
In 1874 the congregation acquired a \$1,200 lot on Cass street between Sixteenth and Seventeenth streets, but later transferred its holding for one at Twenty-third and Harney streets, where in 1886 the first temple was dedicated by Rev. E. H. Harfield. He was preceded in 1875 by Rev. David Stern, the first officiating Jewish rabbi in the com-

munity, and in 1883 by Rev. Mr. Salt.

Rabbi Cohn Takes Charge.

After Harfield came Rabbi N. I. Benson of Owensboro, Ky., who remained until 1889, when the congregation numbered 129 members. Rabbi Rosenau then was called to the pulpit, which he occupied until 1892, and was succeeded by Rabbi Franklitt, the youngest graduate in that year's class at the Hebrew Union college. After him came Rabbi Simon, and then Dr. Cohn, Harfield. He was preceded in 1875 by Rev. David Stern, the first officiating Jewish rabbi in the com-

May Admire New Sedan



Disk wheels, cord tires, the latest custom windows and straight, sweeping body lines are some of the features of Dodge Brothers improved sedan, which is now attracting much attention at the salesrooms of O'Brien-Davis-Coad Auto company, Dodge Brothers dealers here.

In this unusually attractive car Dodge Brothers seem to have considered the motorist's every desire in design and in comfort features. Cleanly chiseled body lines, which flow squarely backward from the cowl, strike the observer with their simple beauty. The windows are square-cut in design and further enhance the straight, graceful silhouette of the body.

The disk wheels are done in black enamel with cream stripe and hide from view the springs and other underneath parts. The disk wheels may be removed with facility, and are easily cleaned. The brilliant luster of the sedan's exterior finish is familiar to all owners of Dodge Brothers motor cars.

In the interior departments, the sedan leaves little to be desired. Delicately striped mohair velvet is used in upholstering the wide, commodious rear seat. In front is a deep, wide, solid seat with rounded sides, also trimmed in the striped material. The four doors, which permit easy entrance and exit from any part of the sedan, are upholstered with plain gray mohair velvet in a soft lawn gray.

New cars come, and new cars go, but everybody knows that the Cadillac remains the

"Standard of the World"

J. H. Hansen Cadillac Co.
OMAHA LINCOLN

There can be only one Cadillac.
See the Cadillac man



Why let cold weather Knock the joy out of your Ford?

The Walker Insured Timer knows no season and its insured for a whole year

Cold weather and an ordinary timer generally means you can turn your starter over till the cows come home—and not get a peep out of your faithful old motor. And that's not all. After about a month with an ordinary timer your engine jerks, spits, coughs and acts like a balky horse. It costs you \$8 to \$12 a year—this kind of driving. Stop all this timer expense and annoyance—and save money.

Walkers End Timer Troubles

Put on a Walker and forget it for a year or more. Every day it's like hopping into a brand new Ford—quick pick-up—pep—power. Every cylinder singing in the quartet. Every drop of gas banging into a fat hot spark. Everybody happy.

Insured For a Year

No other manufacturer dares insure an ordinary timer for a year—they can't stand the gaff, and you know it. The Walker IS insured and we back it up with a genuine insurance policy that your dealer will make good, without back talk. All good dealers and garages sell Walkers at \$3 and the insurance policy's included. Don't wait till your old timer quits—get your Walker Insured Timer today.

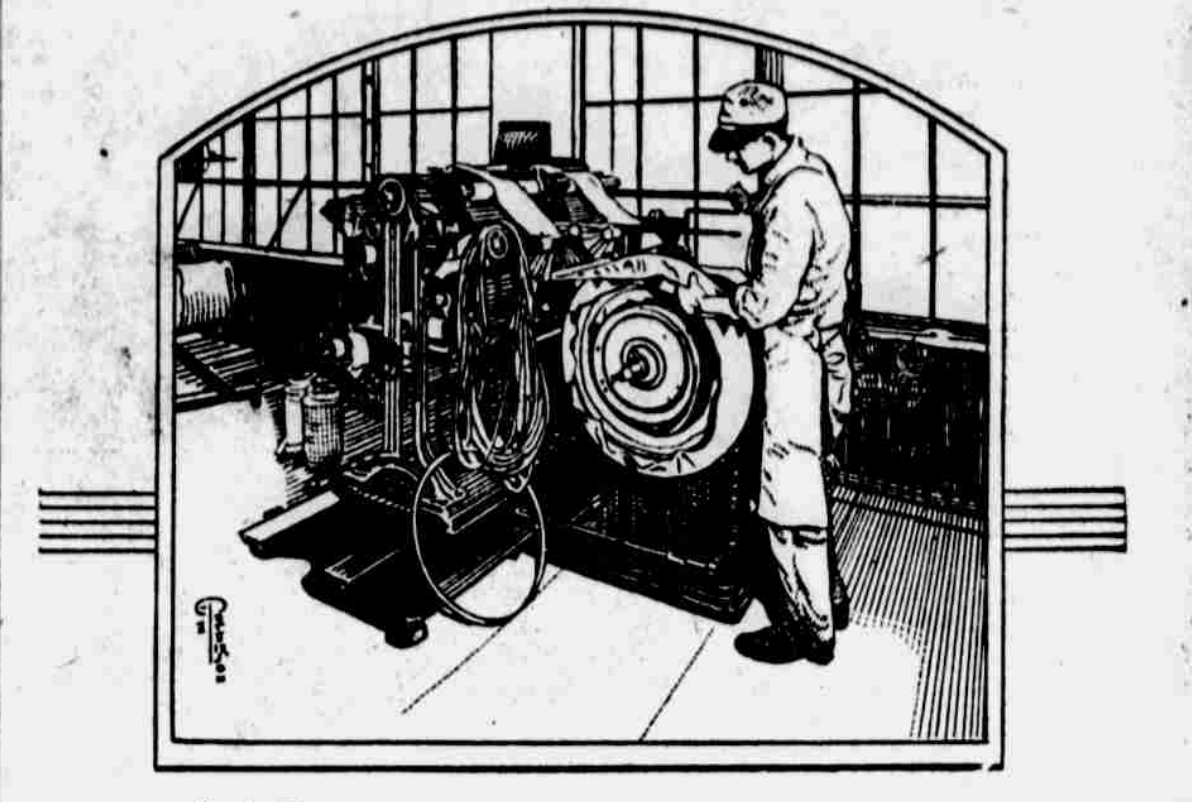
WALKER ACCESSORIES, Inc.
2635 So. Michigan Ave., Chicago

DEALERS: Ask your jobber about the Walker

WALKER Insured TIMER

"The only insured timer in the world"

Jackson street was erected. J. A. Hart was president of the first congregation, "B'nai Israel," which had welfare as well as religious purposes. A copy of the original constitution, with an interesting preamble, is now in the possession of Louis Reichenberg. M. Goldsmith, vice president; J. C. Rosenfeld, secretary; E. Simon, treasurer, and N. Rosenthal, B. Gladstone and S. Jacobs, trustees, are other officers whose names are signed to the document. Present officers, besides Isidor Ziegler, are Ed Treller, vice president; Leo Rosenthal, treasurer; Emil Ganz, secretary and directors, Harry Rosenfeld, Selwyn Jacobs, Will Holzman, Dave Rosenstock, Sol Degen and Nate Mantel.



Drawing From Actual Photograph

TIRE BUILDING MACHINE

ABOVE is an illustration of one of the tire building machines in the plant of the Overland Tire & Rubber Company, located at 30th and Taylor streets, Omaha. This machine is turning out from 100 to 125 tires every ten hours. The severe service that an automobile tire of today is called upon to perform makes absolute accuracy in mechanical construction highly important. The building of tires on a machine of this type overcomes to a great degree the human element of carelessness, etc., while at the same time building a better tire owing to the dependability of this machine.

Each ply of fabric is applied with uniform tension and strength, not only on each ply but on each tire as well, resulting in a better tire construction and in far greater tire mileage. Overland Tires are of standard construction throughout, having no freak features, constructed along the same lines as other companies of good standing and long experience.

A thorough knowledge of the fundamental principles of tire building and the modern, up-to-date labor saving equipment of our plant combine to make ours a tire building factory of which all Nebraska may well be proud. We invite YOU to come and see this splendid factory in operation.

Overland Tire & Rubber Co.

OMAHA, NEBRASKA

Are You Squeezed in the Vise of Exhausted Nerve Force and Iron Starvation?

Physician Says These Twin Monsters Are Daily Dragging Thousands Into the Torture Chambers of Ill Health, Wrecking Their Lives and Making Them Financial Failures.

YOU are born with just so much nerve force and your body can manufacture only so much each twenty-four hours. If you use it up faster than it is made through overwork, late hours, worry, too much excitement, grief, nervous strain or other excesses, your nerve cells become depleted of this life-giving fluid, and you are dragged into the torture chamber of neurasthenia, with all its nerve-racking, agonizing pains and anguish.

Your whole nervous system becomes "on edge," so to speak, and the least little thing upsets you. You may have an almost constant aching pain in the back of the head or neck, or an extremely disagreeable feeling of fullness in the front or back part of the head, which in some cases gets so bad that you feel almost as if your head would burst; there may be spots of local tenderness on the spine, pains across the back, heart palpitation, great weakness from slight physical or mental exertion, or sleeplessness at night; and the patient often complains that his thoughts chase one another through his head with lightning-like rapidity. Some break into profuse perspiration and suffer from such great dehydrating weakness that they feel as if they were all most chained to the ground. Headaches and extreme nervousness are very frequent symptoms, and most persons are moody, irritable and easily depressed.

A physician formerly connected with a New York City Hospital says thousands of persons suffer from depleted nerve force and iron starvation of the blood without ever suspecting the real cause of their trouble, and that often their health, lives and success are completely undermined and wrecked before they find out what is the matter with them. In cases of nerve force exhaustion in which your nerve and brain cells are starving for want of a sufficient supply of nerve force or nervous fluid, it is worse than foolish to waste your time

taking mere stimulating medicines or narcotic drugs. Your nerve and brain cells must have something to supply more nerve force the same as a starving person must have bread to build flesh and tissue. For centuries science has searched for a nerve food. At last a remarkable product was brought to the attention of the Paris Academy of Medicine by a celebrated French physician who contained the principal chemical constituent of active living nerve force in a form which most resembles that in the brain and nerve cells of man. This remarkable product is today contained in Nuxated Iron so that you may now easily obtain what might almost be termed artificial nerve force.

Over four million people are using Nuxated Iron annually, and from the remarkably beneficial results which it has produced, the important chemical constituent of active living nerve force to the nerve and brain cells but it also stimulates the blood to manufacture a greatly increased supply of new nerve force.

Simply by taking two tablets of Nuxated Iron three times a day after meals, you will find your nerve force and iron supply increased. Beware of also purchasing inferior products which guarantee factory results to every purchaser or they will refund your money. Beware of also purchasing inferior products which guarantee factory results to every purchaser or they will refund your money. Beware of also purchasing inferior products which guarantee factory results to every purchaser or they will refund your money.

NUXATED IRON INCREASES THE NERVE FORCE AND GIVES NEW STRENGTH AND ENERGY