

Prices Reduced on Six-Cylinder Models of Nash

Cut Follows Closely on That of Four-Cylinder Line—Touring Car Sells For \$1,390.

Price reductions are announced by The Nash Motors company on its new line of automobiles. The prices were made effective immediately. They include all models in the new six-cylinder car line, known as series 691, and they follow closely similar reductions made recently on all models of Nash four-cylinder cars.

It is not often that a manufacturer presents an entirely new line of automobiles at lowered prices, said Mr. C. W. Nash, "but we are in a position right now to do exactly this. Our models are all new and our prices are based upon present and anticipated cost of materials, together with volume production. We are very glad to pass on the saving to the buyer."

Following are the new prices: five-passenger touring car, \$1,390; seven-passenger touring car, \$1,540; seven-passenger sedan, \$2,390; four-passenger coupe, \$2,090; two-passenger roadster, \$1,360; four-passenger model, \$1,545. These are all a. b. factory.

reduced prices mean The Nash Motors company will exhibit coming automobile shows not new models in both four and six cylinder lines, but that the prices are lower than at any time in the past.

Outstanding Features. The new models in the six and four-cylinder lines, are their attractive bodies, new Nash easy riding seats and Delco electrical equipment.

Taking into account refinements to Nash cars, they are far below those of other makes.

Price reductions have been announced by the Cadillac Motor Company, on all 10 models of its touring car line, effective January 1. The touring car is priced at \$940. Viewing conditions underlying this announcement, H. H. Rice, president and general manager, made this statement: "We have completed successfully during the latter part of this year the task of bringing together practically all of our largest manufacturing units into what we believe is the most modern and scientifically arranged automobile plant for the manufacture of a high grade car. In this new factory we have utilized every opportunity to systematize manufacturing operations in the making of the Cadillac automobile and resulting economies have helped to make possible this reduction in price without decreasing the quality of our product."

"We are passing on these savings to purchasers of Cadillac automobiles, together with such additional savings as, in common with all other manufacturers, we have secured from the lower markets for raw materials of all kinds. The lowered prices, we believe, set an entirely new standard of motor car value."

Willard Battery Opens District Offices Here

The Willard Storage Battery company of Cleveland opens a district office in Omaha January 1 with offices and warehouses at 1108-12 Nicholas street in the Nebraska Transfer company building. The new district comprises all of Nebraska, western counties of Iowa and parts of South Dakota and Wyoming. Service stations in this locality were formerly served by the Chicago and Kansas City offices.

Paige Announces Further Reduction in Car Prices

The Paige-Detroit Motor Car company announces a reduction in price for every model of passenger car to take effect January 2. The current Paige line is designated as the New Series 6-66 and New Series 6-44, open and enclosed models being built on both chassis. The New Series 6-66 7-passenger touring car has been cut from \$2,875 to \$2,195, a drop of \$680, and the New Series 6-44 7-passenger sedan from \$3,830 to \$3,155. The New Series 6-44 5-passenger touring car which has been selling at \$1,635 is now priced at \$1,465, and the New Series 6-44 5-passenger sedan is cut from \$2,370 to \$2,245. There are proportionate reductions on all other models of the 1922 line.

Chronic squeaking in the braking system is generally due to dirt that has been imbedded in the lining and is pressed against the drum when the brakes are operated. Usually this dirt may be washed out with benzene, but if it so firmly entrenched that it refuses to come out with this treatment a little rosin mixed with castor oil and applied to the bands will cure the trouble.



Tommy Milton, prominent in motor race driving, holds the national speed championship for the past year.

A new type of passenger automobile having an air-cooled engine is to be manufactured in Philadelphia, Pa.

According to the report of the board of Indian commissioners, the American Indians in many cases spend their first proceeds of the sale of tribal lands for high-powered automobiles and a full complement of accessories.

The American Rubber association, composed of all tire manufacturers in the country, is planning to entirely take off the tire mileage guarantee. In place of the guarantee a standard form of workmanship and material will be offered.

The two highest classed cars, costing \$13,000 and \$15,000, exhibited at the recent Olympia in London, the great motor car pageant of Europe, were sold to the Maharajah of Bharatpur and the Hon. Syed Altaf Ali Nawab of Bogra, both of India.

The latest accomplishment in automobile tours was made by representatives of the Automobile Club of Southern California when they circled around the rim of the United States in 120 days, completing the world's greatest charting and road mapping trip. The distance covered was 23,000 miles.

The Automobile Club of Missouri, with a membership of 20,000 motorists, has chapters in all cities and towns in the state. Its principal purposes are to give road service to members anywhere within the state and work for road legislation. More than 150 official garages of the club are under contract and bond to serve its members.



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Omaha Branch
1812 Harney Street
Phone Atlantic 2844

Paige to Market New Low-Priced Six of Quality

Car Not to Supplant Present Models; Will Be Named "Jewett," After Company's President.

With the incorporation of Jewett Motors, a new Michigan corporation, comes word that a new Detroit-made automobile will shortly be on the market. The new car will be named the Jewett, bearing the name of Mr. Harry M. Jewett, president of the Paige-Detroit Motor Car company.

All of the stock of Jewett Motors is owned by the Paige-Detroit Motor Car company, so that the new company is, in effect, a subsidiary. Thus, the new car will have behind it the full financial strength of the Paige-Detroit Motor Car company.

The new Jewett car was designed by the engineering staff of the Paige-Detroit Motor Car company, which has been quietly working for many months to perfect the type of light, low-priced automobile which most exactly suits present-day needs. The Jewett will be manufactured by the Paige organization.

The existing Paige distributing organization will form the nucleus of the sales organization which will market the new car. Preliminary announcements recently made to the trade have already brought inquiries

and expressions of interest from upward of 1,000 new dealers, so that the present Paige dealer organization is being rapidly extended to insure maximum distribution and maximum volume for this new Detroit product.

Rounds Out Line.

Paige dealers will handle the Jewett in addition to the present Paige line. The present Paige models, both 6-66 and 6-44, which have proved so successful, will be continued. The Jewett, a light car at a low price, instead of interfering with the Paige, will round out a really complete line that offers maximum sales possibilities under present conditions.

With known financial strength and an established manufacturing and selling organization, the Jewett springs into being fully grown, with immediate possibilities for volume business. It is anticipated that upward of 20,000 Jewetts can be produced and marketed during 1922, so that the new enterprise promises to be a distinct factor in the improvement of business conditions in Detroit.

Tested Many Cars.

"In designing the new car, we had the experience of all the other makers in the popular-priced field before us, and were able to profit thereby," said Mr. H. M. Jewett, in commenting on the new car. "Careful study and thorough tests of existing sixes and fours in the low-price field, convinced us that the six was the most efficient and satisfactory, and in the long run the most

economical automobile. We were also able to design a really modern car with many marked improvements.

"Coming onto the market at this time with no handicaps, we are able to secure our materials at a price that enables us to offer values never before possible."

"The absence of vibration in a six means longer life and lower upkeep costs for the entire car. It also means greater driving comfort. The great advantage of the six under normal driving conditions is obvious. It runs smoother, picks up faster, and is in every way more desirable from the owner's standpoint."

"The Jewett six will be low in first cost and in operating cost. With a vibrationless six-cylinder motor, and sound construction, it will show very low costs of upkeep and long life. In beauty, in comfort and in performance, we feel that the new car will also be a real and pleasant surprise."

The Jewett will be unveiled to Paige dealers at the annual Paige dealers' dinner during the New York automobile show. The car will not be placed before the public until production is well under way, which will be early in 1922.

C. of C. Estimates 1921 Dividend at \$1,101,516

Business men of Omaha invested approximately \$130,000 in the Omaha Chamber of Commerce last year and received a cash dividend of \$1,101,516, according to the annual report of some of the activities of the organization being sent out by President Paul W. Kuhns and Walter W. Head, chairman of the executive committee.

Various reforms, corrections of

Gift to University.

Morgantown, W. Va., Dec. 31.—Dr. J. C. White of Morgantown, state geologist and president of the American Geologic society, has just announced the gift of 1,900 acres of coal land in Marion county, worth when developed, between \$3,000,000 and \$4,000,000 to West Virginia university and the city of Morgantown.

Thieves Get Alcohol.

Detroit, Dec. 31.—Forty gallons of alcohol were stolen from storage tanks of the Purdy Flavoring company here by thieves who broke in through a rear window.

Factories Increased.

Charleston, W. Va., Dec. 31.—West Virginia factories have grown

in number from 1,100 to 1,700 during the last year, according to an industrial directory just compiled by the state department of labor. The present number of employes in the factories is 65,032, while the number in the lesser number of factories last year was 76,000.

An electrically heated device has been invented to fasten letters and packages with sealing wax perfect in form and impression.

Bee Want Ads Produce Results.

Two High Grade Automobiles to Be Given Away Absolutely Free

There is nothing misleading about this statement. We mean just what we say. Two high grade automobiles are to be given away absolutely free of charge.

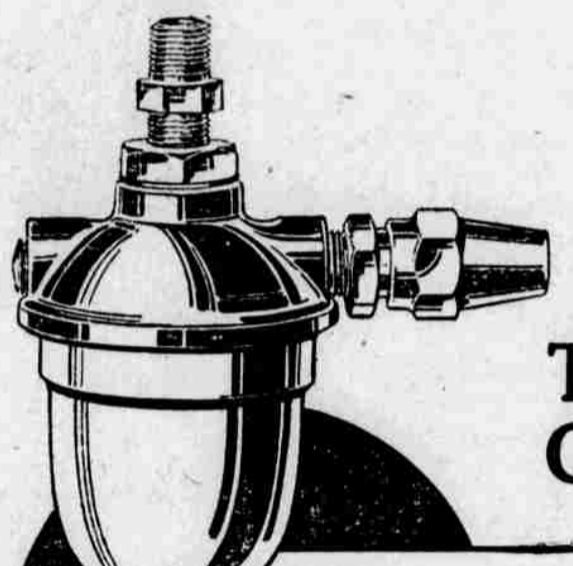
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Be sure the gas is clean that flows into your carburetor. Remove the sediment, dirt and water—the Stromberg Gasoline Filter does it. It filters the fuel just before it enters the carburetor—removes all dirt and water—cleans the gas.

Can be attached to vacuum tank, to carburetor or gas line. Easily attached. No mechanical knowledge necessary. Do it yourself.

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have again been reduced on some of the best selling and popular models

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THE UNIVERSAL CAR

365 Happy Days in 1922 for You

You owe it to yourself—to your wife and to your children—to get away from the work and worries of each day into the glorious farming country which lies all around you.

You might as well be a hermit in the midst of abundance as live in Nebraska or Iowa—the bread basket of the world—without quick transportation to the wonderful farming country so close to your home.

Make a New Year's resolution worth keeping. Get a Ford Sedan. Don't just WISH for a "Happy New Year." Make happiness every day for yourself and for every member of your family. Nothing else can bring so much pleasure and satisfaction or save so much time at so small a cost as a Ford Sedan.

Henry Ford fixes the price himself. It is the same everywhere except for freight. And that price is now lower than before the war. It is the lowest price ever quoted.

So decide today. Resolve to have a new Ford Sedan delivered at once and Make a Happy New Year of 1922. The price is only \$660 f. o. b. Detroit.

Authorized Omaha Ford Dealers

- UNIVERSAL MOTOR COMPANY... 2562 Leavenworth St.
- ADKINS MOTOR COMPANY... 4911 So. 24th St.
- GALBREATH MOTOR COMPANY... 60th and Military Ave.
- MCAFFREY MOTOR COMPANY... 15th and Jackson Sts.
- C. E. PAULSON MOTOR COMPANY... 20th and Ames Ave.
- SAMPLE-HART MOTOR COMPANY... 18th and Burt Sts.

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