

Daring Scheme of Decorations for Auto Show

Tapestry Panels in Chicago Coliseum to Depict the Growth and Importance of Motor Car.

With the opening of the 22d annual Chicago national automobile show only a few days away, many of the 81 manufacturers of passenger cars already have sent on their exhibits, some coming from the New York event, which closed recently. Others are being shipped on directly from the factories.

This greatest of the world's industrial exhibitions opens Saturday, January 28, and closes February 4. Tens of thousands of visitors will be present from all parts of the United States and Canada.

All former attempts at decorating on a vast scale have been surpassed and when the doors of the Coliseum, the Coliseum annex and the First Regiment armory are thrown open the interiors will set a new note in trimmings and trappings of a striking nature.

Daring Scheme.

Charles J. Tietzel, famous artist, has had charge of decorating many of the country's biggest events, and again has been entrusted with the gigantic task of converting these vast structures into bowers of beauty. Those who have seen the tons of trimmings have pronounced them remarkable reproductions of the Flemish-Moorish renaissance period.

For this year's show, Mr. Tietzel has attempted a daring scheme, and the striking note of the whole decorative effect will be a series of tapestry panels depicting the growth and importance of the automobile in this country. These panels will hang along the balcony front of the Coliseum.

Stories of Panels.

These panels, which will measure 24 feet wide and 9 feet high, will portray the following scenes, and will tell, in a brief story, what each indicates:

A steamer loading automobiles: "We exported \$24,891,742 worth of automobiles in 1921."

A prosperous farm: other farms in distance: "United States farmers own 3,080,910 automobiles."

Railroad station and freight shed, passenger cars and trucks delivered: "Two great interdependent industries."

Stable, doctor emerging leading horse; instrument case in hand, buggy standing outside: "Who wants a doctor who is unsanitary and slow enough to hitch up a horse?"

Red Cross and Y. M. C. A. cars: "In the Red Cross and Y. M. C. A. service."

War scene: "The automobile made the world safe for democracy."

Colorado Flood Scene.

Colorado flood scene: "As a life-saving device the automobile is second only to wireless telegraphy."

Tourists, en route, with trailer: "Seeing America First."

Wants, encamped for the night: "Seeing America First."

Harbor with many boats: "The known oil deposits would float all the ships of the world."

Nineteen hundred, bad road, poor house: 1920, good roads, same house in good condition: "Annual increase in farm values, since advent of automobiles, \$1,300,000,000."

Entering New York by bridge and boats: "154,700 cars, carrying 418,000 persons, enter New York daily."

Cars in U. S. Service.

Old and new buildings, labeled "school": "Before and after the advent of the automobile."

Bus, arriving at school: "97,000 gather their children by automobile."

Rural motor express wagons, large and small, on country roads, or at store: "There are 2,940 rural motor express routes in the United States."

Cars in government service: "State governments operate 30,000 cars."

Rubber plantation: "Annual rubber production, 403,000 tons; tires, 40,000,000."

The color scheme will be of carmine, green, white, gold, lavender and bronze. Overhead the vast ceilings will be covered with curtains, blending in color and effect with the remainder of the decorations.

On the floors the various makes of cars will be divided off into booths by magnificent pillars of tapestry effect, bearing clusters of lights at the top.

Storage Battery Company Announces Cut in Price

Elmer Rosengren of the Nebraska Storage Battery company has announced a new price reduction on batteries and repair work effective immediately.

"This is but another adjustment of prices to the changing cost of raw materials, and a reduction in repair prices are made possible by increased efficiency in our repair department," says Mr. Rosengren. "This reduction will not change the standards of quality for which the Willard battery has been noted. Nor is the quality of service that goes with that battery to suffer any change. We believe that a battery's reputation depends largely upon the care it receives, and we expect to continue to help our customers take care of the batteries they buy from us."

New Jewett Light Six



This is the new Jewett Light Six, which, it was announced at the New York show, will sell at \$1,065 f. o. b. Detroit

City Purchases Cadillacs Again After Many Tests



According to J. H. Hansen of the J. H. Hansen Cadillac company, the "city dads" have again selected the Cadillac car as the official car of the city of Omaha, by just purchasing two new type of Cadillac touring cars, after thoroughly trying out and testing many cars.

Cut Is Made in Price of Haynes

Trunk and Trunk Rack of Improved Design Among New Features of Car.

The Haynes Automobile company, Kokomo, Ind., has announced lower prices for the new improved Haynes 55 and 75 models, effective January 1, 1922.

"Not only have we lowered our prices on all Haynes models," declares Alton G. Scherling, vice president and general manager of the company, "but we also have added some very important improvements to our new models. These improvements, in reality, constitute a further lowering of our prices than the actual figures show."

Noteworthy among the improvements on the 1922 Haynes cars are the moleskin-covered trunk and improved design trunk rack on the Haynes 75 touring car, tourist, sedan and suburban. Six nickel-plated ornamental protection bars placed at the back of the 75 touring car, sedan and suburban add to the appearance of these new cars. All of the new, improved Haynes 75 models, with the exception of the special speedster, have the new fashionable three-quarter length running board. Two extra tires carriers, mounted on each side at the front, are included as standard equipment.

For those motorists who desire a highly economical, lightweight, medium price enclosed car, the Haynes Automobile company has produced the new Haynes 55 three-passenger coupelet. The coupelet has a single, 52-inch seat, allowing the three passengers to ride side by side. The interior is finished in hand-buffed leather and durable fabric. Individual steps and fenders lend distinction to its appearance. The Haynes 55 coupelet, which will sell at \$2,295, will be exhibited to the public for the first time at the automobile show.



Illinois, Iowa, Kansas, Missouri, Ohio, Pennsylvania and Texas, the seven leading states in the value of farm products and the number of motor vehicles owned by farmers, are prominent in the construction of a vast mileage of permanent roads.

The average cost for the registration of all classes of motor vehicles in the United States is \$11. The average in Arizona, Kansas, Louisiana, South Dakota and South Carolina is \$5.57, while two other states have fees that average more than \$20 for each car in those states.

Of the 40,191 cases tried by the traffic court in New York City during 1921, 1,020 chauffeurs were sent to jail on straight sentences, and 1,880 drivers went to jail in default of payment of fines. Since the court was opened in June, 1916, the fines collected have totaled \$1,389,180.

London has a Ladies' Automobile club. Among the members are: Duchess of Beaufort, Viscountess Churchill, Lady Buchanan-Jardine, Lady Sybil Cottingham, Lady Troubridge, Lady Musgrave, Lady Young, Lady Bruce-Porter, Lady de L'Isle and Dudley, Lady Louise Loder and Mrs. Loeffler.

Miss Garland of Bridgeport, W. Va., has just been awarded a \$4,000 university scholarship for having written the best essay on "Good Roads and Highway Transport." The contest was conducted by the good roads and highway transport education committee of Washington, D. C., and the contest was open to all high school pupils.

Hansen Replies to Criticism of City Auto Deal

Hard Service of Police Cars Causes Lower Value Than Machines in Private Use, He Says.

"An interview published recently regarding the city's purchase of Cadillac automobiles is very misleading to the general public," said J. H. Hansen of the J. H. Hansen Cadillac company yesterday.

"This article states that we sold a certain type of car to the Omaha fire department for a much larger consideration than that allowed by us for the same models taken in from the Omaha police department on an exchange for two new cars.

"In all fairness to the reputation we have established for fair and honest dealing, we wish to state that any experienced automobile man, be he dealer or user, were he to examine the respective cars, would readily see the vast difference in valuation between the two. The fire department models are the same, both cars being manufactured in 1919, but one car has been in private use, limited use at that, and has been kept in perfect condition.

"The police cars, purchased and used through a former police administration and up to the present time, have seen an entirely different class of service. They are not driven as in private life, they are used in emergency runs when fast driving is absolutely necessary. Under these conditions it is impossible to avoid wrecks and exceptionally severe usage, such as few automobiles will stand. Why, one car taken from the police department carries four bullet holes, the result of a 'run in' with handbills in a recent safe robbery.

"The renewed Cadillac purchased by Mr. Zimmman for the fire department was an exceptional value in view of its wonderful condition and will give the city of Omaha perfect service for years to come."

Lee Huff, Jr., to Head Buick Retail Sales



Lee Huff, Jr.

Lee Huff, Jr., who for the last 10 years has been connected with the Nebraska Buick Auto company, recently has been named retail sales manager of that company. Mr. Huff is a pioneer in the automotive industry and is an authority on the sales policies of this organization.

Unlike the general run of salesmen, he is an engineer as well, and is thoroughly familiar with the technical and mechanical features of automobile construction.

Belgium has seven manufacturers of motor cars.

Reo Exhibit Attracts Attention at Road Show



Speed Wagon Equipped With Dump Body and Road Floater

The movement for good roads is receiving further impetus at the 13th annual meeting of the American Good Road Builders' association in Chicago, according to Mr. J. M. Opper of the Jones-Opper company. He states that a Reo speed wagon, equipped with a road floater and dump body, is one of the most interesting exhibits and a display which is attracting unusual attention.

In speaking of the job, Mr. Opper says: "A speed wagon equipped with a road floater will replace up to six teams of horses in doing this class of work. It has demonstrated its ability to do better and faster work than horse-drawn equipment. It will handle gravel at a speed of from 10 to 15 miles an hour. At this speed it will spread the gravel more evenly and fill up all the little cups and ruts. It has proved equally effective in maintaining the ordinary type of dirt road."

The floater, or leveling apparatus, can be hung on either side of the speed wagon. It is adjustable to different pressures on the road. With a dump body the speed wagon will carry practically a yard of gravel, "floating" the road as it goes along. The floater can be easily removed and the truck used for other purposes.

Unusual Value in Gardner Car

Company Increases Quality of Auto While Lowering Price, Says Dealer.

"In the new Gardner car at the present price," said Charles R. Hannan, jr., president of the Western Motor Car company, "we have undoubtedly one of the best values existing in the automobile field today. The automobile industry is probably the first to realize that the buying public are now demanding 100 per cent quality in merchandise at a minimum of profit to the manufacturer and middle man. It does not take a person of experience in the construction of an automobile to realize that at the price of \$895 a purchase of an automobile secures a maximum of value for his money."

"While we do not anticipate the same volume of business which existed up to 1919, we do feel that with the present price adjustment it is not unreasonable to expect a consistent healthy business.

"Some manufacturers accomplished their price reduction by cheapening their car. Instead of this the Gardner Motor company has increased the value of its car in their manufacturing methods and at the same time has reduced the price. This has been possible only through readjustment of manufacturing costs and methods."

Hansen Company Sells 14 Cars Since Price Cut

"So far the year of 1922 looks very promising for us," says J. H. Hansen of the J. H. Hansen Cadillac Company. "Since January 1, when the announcement of the Cadillac substantial price reduction was made, we have delivered 14 new Cadillac cars, and many thousands of dollars worth of good, rebuilt Cadillacs. At a recent sale in Lincoln, Neb., \$14,000 worth of used cars were sold to satisfied purchasers in three days."

Responsible Dealer Item in Car's Value

"What makes a car go, anyway?" asks Guy L. Smith. "It isn't the gas, altogether, because a can of gasoline can't travel. We know, of course, that it's the different parts of the car functioning perfectly that result in performance."

"The consideration of the dealer as one of the forces assuring continuous and satisfactory road performance is indicated when anyone looks at the facts squarely.

"The responsible dealer today keeps in stock all the parts the car may require. He includes in his organization all the knowledge necessary to serve intelligently and efficiently every need of the car and its owner.

"It is really up to him to provide the reserve forces which enable any car to perform consistently, month after month and year after year. When one sees a dependable car one usually sees the product of a good manufacturer which reached its owner through a good dealer."

Cold Weather Starting

During cold weather the battery falls off in efficiency, and the car owner can help his battery considerably by turning over the engine a few times with the starting crank, before throwing the starting motor into operation. The cranking by hand serves to break solidified oil around the pistons.

The very substantial reduction in Cadillac prices, we believe, has established a new standard of motor car value.

J.H. HANSEN CADILLAC CO.
Omaha Lincoln

LOWER THAN EVER

For a few days, and in order to clean up for spring business, we are making these exceptionally low prices—lower than ever before.

Every car or truck offered has been thoroughly overhauled and is in fine condition mechanically. Most of them LOOK LIKE NEW.

1 1917 490 Chevrolet Touring	\$ 95.00
1 1920 490 Chevrolet Touring	275.00
1 1921 490 Chevrolet Touring	300.00
1 1920 490 Chevrolet Roadster	200.00
1 1922 490 Chevrolet Touring	400.00
1 New 490 Chevrolet Sedan	850.00
1 1918 490 Chevrolet Sedan	350.00
1 1920 490 Chevrolet Sedan	450.00
1 Practically New FB Chevrolet Sedan	1,300.00
2 One-Ton Chevrolet Trucks, each	400.00
2 One-Ton Chevrolet Trucks (almost new), ea.	600.00
1 1920 Ford Touring	200.00
1 1919 Dodge Delivery	400.00
1 1920 Dodge Delivery (screen body)	450.00

It will cost you nothing, and will pay you, to come in and look these over.
Easy terms to responsible parties.

Chevrolet Motor Co.
2659 Farnam Street Phone HA rney 7280

One of the First

There was a time when an automobile dealer considered the sale of the car as his entire responsibility to his customer.

But in the nature of things it developed that the automobile owner needed more than a new car to be entirely happy.

We are proud of the fact that we were among the first to recognize and accept the dealer's responsibility for the satisfaction of the owner.

"HUDSON and ESSEX" MOTOR CARS

GUY L. SMITH
"SERVICE FIRST"
2663-5-7 FARNAM STREET OMAHA, U.S.A. PHONE DOUGLAS 1970

SEE THE ESSEX COACH AT BUILDING SHOW

Ford

THE UNIVERSAL CAR

NEW PRICES

(F. O. B. DETROIT)

Effective January 16, 1922

Chassis	\$285
Runabout	\$319
Touring Car	\$348
Truck Chassis	\$430
Coupe	\$580
Sedan	\$645
Tractor	\$625

These are the lowest prices of Ford cars in the history of the Ford Motor Company.

Orders are coming in fast, so place yours promptly to insure early delivery.

Authorized Omaha Ford Dealers

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

"PRESENT FORD PRICES ARE THE LOWEST EVER QUOTED"