

### Motor Cars Must Conform to Taste of Women Users

Ninety Per Cent of Distinctive Machines Selected by Fair Sex and Requirements Are Utility.

In view of the fact that feminine taste influenced the sale of 90 per cent of the distinctive cars sold last year, it is natural that the automobile manufacturers should wish to cater to milady's desires and fancies.

A few seasons ago a woman who is well known in club circles met a manufacturer of a medium priced car, and in the course of her conversation said: "Mr. Blank, you are building a good, substantial, high quality car, but why do you not make it appeal more to women as regards details? I have driven one of your present season's sedans for six months. I have noticed just 10 faults of detail that I'll wager you have never even considered, and yet you are a leader in your price class."

The manufacturer was surprised and asked what all of these faults were. She began to enumerate them. First, the spring on the clutch was too stiff; secondly, she complained that the starting pedal was too small and too hard to press down. The third complaint was that the apertures around the pedals and gear shift and brake levers were too large, so that warm air blew in in summer to an unpleasant degree and dust blew in at all times excessively, soiling white garments.

Next, she mentioned the rear window was of insufficient diameter for the driver to see enough of what was going on behind him. She continued to mention these various details, finally criticizing the fact that the windshield was only partially adjustable and mounted so that the lower half could not be moved.

The criticism was constructive and had its effect. In the next series of cars turned out the manufacturer corrected every one of these faults.

This season it will be noticed that many of the coupe, sedan and limousine interiors are finished in lines not unlike those of the most modern and beautiful living rooms. In fact, the interior of the up-to-date car has become a place of pleasant environment in which one may rest at ease and in solid comfort.

Substantial Colors. The woman who in former years demanded the body painted in delicate baby blue or warm pink or wanted white wheels soon found out that in daily use it was difficult to keep these light colors or pastel shades from spotting and becoming streaked. This season dark blues, blacks, goblin grays and deep greens take prominence.

Another feature adaptable to any type of car which will please her ladyship is the awning shade which may be made to project above the windshield to protect the eyes of the driver from the sun's rays.

In short, the show of 1922 will indicate perhaps more effort to please the woman buyer than any of the displays of past years, and it will be especially noticeable that these details not only apply to the high priced cars, but to many of the low priced cars as well.

France has 60 manufacturers of motor vehicles, with a production capacity of 53,000 cars per annum. Eighty thousand men are employed in the industry.

### New Paige 6-44 Model



Performance, beauty and value are the three major points stressed by the Paige in presenting its line of passenger cars for 1922, now on exhibition at the Auditorium show. As in 1921 the Paige line is divided into two classes—models built on the 6-66 chassis and models built on the 6-44 chassis. In each instance, however, a new series is presented, embodying improvements and refinements and new features in appointments and equipment. New prices also are announced for all 1922 Paige cars, a sharp reduction having been made on each model, so that on the basis of the readjusted price schedule the emphasis Paige is placing on value has a special significance.

On the new series 6-69 chassis Paige offers the new edition of the seven-passenger Lakewood touring car, a variation of the Larchmont II four-passenger sport model, the latest adaptation of the Daytona speedster, a revised seven-passenger sedan

and limousine and the five-passenger coupe. On the new series 6-44 chassis Paige is offering a five-passenger touring car, a sport model, a roadster, a five-passenger sedan and a four-passenger coupe.

"Our 1921 cars, says Harry M. Jewett, president of the Paige-Detroit Motor Car company, "made good to a very gratifying degree, especially as performers. In speed, power and responsiveness they were the best products we ever turned out. Our 6-66 Daytona model holds all the stock chassis speedway world's records from 5 to 100 miles."

"As for the new series 6-44 models—they are designed, built and equipped for that large body of self-respecting motorists whose good taste demands something distinctive, but whose business judgment dictates a careful consideration of the pocketbook.

"All our 1922 new series models are offered at greatly reduced prices."

Probably the school children of America are more familiar with the coat of arms of Cadillac—the great French explorer and soldier who founded Detroit in 1701—than any heraldic design they have ever studied in their history class. For on the highways and byways in every village and city in the United States it daily passes before them—as the seal on the Cadillac car.

It is a long span of time from the courtly days and customs of Cadillac to the motorized world of today, yet the ideals embodied in this coat of arms guide the buyers of this car.

Every symbol and line in the Cadillac coat of arms has a meaning. The armorial bearing was designed four centuries before Columbus discovered America. The coronet is emblematic of the six ancient courts of France from the old courts of Toulouse and the seven pearls represent the nobleman's descent from these royal courts.

In the shield are shown heraldic devices of two ancient French families, the first and fourth quarters showing the arms of the de la Mothe, the second and third of a family of the landed gentry allied in marriage.

On a background of gold in the first and third quarters are three merlettes, two above and one below, separated by a black lateral band. The merlettes are a heraldic adaptation of the martin, an appearance in three, has a holy significance, sacred to Trinity.

They are legless and without beaks, signifying "owners to look to the wings of virtue and not to the legs." Both the merlettes lateral band were granted for valient conduct in the Crusades.

In the second and third quarters the colors denote added fame; the red denotes "prowess and boldness in action," the silver, "purity, charity, virtue and plenty," while the presence of the "less" indicates more knightly prowess in the Crusades.

The law governing transportation of motor vehicles across the Canadian line provides that any person driving a car of any sort across the border must register it with the customs authorities.

The ammeter that shows "discharge" when the current is cut off is an indication of a leak, and should be traced immediately, otherwise the battery will be soon exhausted.

Automobiles Driven Over Border Must Be Registered

Indication of Battery Leak Should Be Traced

### Coat of Arms on Cadillac Symbol of Many Ideals

French Explorer Who Founded Detroit in 1701 Brought Heraldic Design to America.

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### Stephens Retains Motor Victorious in Economy Tests

The same motor that brought the Stephens Sallet Six to victory in five of seven official economy runs entered in the past four years is under the hood of the 1922 models now on display at the auto show.

In the seven contests the Stephens has traveled 2,166 miles on less than 104 gallons of gasoline, making a record of 20.91 miles to the gallon. Numbered among Stephens victories are:

1918—Yosemite economy run. 1919—Yosemite economy run. 1920—Sacramento-Lake Tahoe run. 1921—Sacramento-Lake Tahoe run. 1922—Sacramento-Lake Tahoe run.

These runs were over roads in which hills are numerous and grades steep, two mountain ranges being crossed by the Sacramento-Lake Tahoe course. They are grueling tests of reliability and economy and the consistent, good record of the Stephens is worthy of note. It took second place in the two of the seven events that it did not win.

Men displaying the Stephens at the show state that this same motor is used in all 1922 models.

Heater Should Be Placed Near Center of Motor Car

The modern motorist expects to use his car almost as much in winter as in summer. And naturally he wants solid comfort even on the coldest days. To insure a maximum amount of warmth for all passengers in Earl closed cars, a perfection heater is installed as near the center of the car as possible. It is located immediately back of the driver's seat instead of just in front of the rear seat as is commonly the custom.

The woman who drives her own car will be especially appreciative of this feature. It is a practical innovation which adds much to her comfort and makes winter motoring an unalloyed pleasure.

### Long Service Is Cadillac Feature

Silver and Gold Medal Banquet Shows 1,174 With Company Five Years.

There are 1,174 employees of the Cadillac Motor Car company, Detroit, who have been with this company more than five years.

This fact was revealed by H. H. Rice, president of the company, at the recent "silver" and "gold" banquets which are given each year in December in honor of the men and women who have completed five and 10 years of continuous service with the company.

Figures given at the last banquet revealed the fact that 812 employees had been with the company five year or more; 283 had been with the company 10 years or more and 79 employees have been with company 15 years or more.

Gold medals and rings were given to 85 employees who had completed 10 years of service with the company at the banquet in December, 1921, and 271 silver watch fobs and silver rings were given to this number of employees who had completed five years of continuous service in the same month.

In Detroit the Cadillac Motor Car company has the reputation of being a place where men desire to work.

### Solid Train of Autos Sent From N. Y. to California

The largest shipment on record of a single produce from a factory to one destination is a solid train of 100 carloads of motor cars with an approximate value of \$500,000, from New York to California. There are five automobiles to each freight car.

### 375 Machines Used to Make One Motor

Special Tools Used in Making Oldsmobile Required Two Years to Build.

How many machines are required to build an eight-cylinder motor? The question is interesting to those who like to deal in figures. It is interesting, too, to show the tremendous strides made by the automobile industry.

The answer will vary according to the automobile engine. But the Model 47, eight-cylinder Oldsmobile, requires 375 separate and distinct machines, practically all of which were designed for manufacturing the new Oldsmobile eight-cylinder engine.

It is not a long time back to 1897. Yet in those days all the Oldsmobile engines were built by hand and production was on the basis of three a day. Today the capacity on this engine is 150 per day. Another unique feature is that each machine is individually driven by electric motor without shaft or belt, this method being used to eliminate vibration and thereby obtain greater precision.

After each operation every part is given a 100 per cent inspection and must measure up to the blue prints before being passed on to the next operation. This system keeps scrapage down to a minimum and eliminates any chance for imperfect parts getting into the motor.

It is stated that the development of the machinery, tools and special jigs for the manufacture of Model 47, eight-cylinder Oldsmobile engine took approximately two years of preparation and required the services of the finest automotive engineers in the country.

# NASH presents new models new prices

New Nash Six

SERIES 691

\$1390

f. o. b. Kenosha

New Nash Four

SERIES 41

\$985

f. o. b. Milwaukee



Once again the great Nash organization demonstrates its ability to produce the leading cars in its field and turn back profits to the car buyer in a finer product for less money.

Here in this new model 691 Nash Six is the greatest car C. W. Nash ever produced in all his years of fine motor car manufacturing—finer in beauty, comfort, power, economy and endurance than any former Nash.

Nash prices are at the lowest level. These prices are based not only on today's lower material market. They also anticipate all possible lower production costs for many months to come.

Nash values now are at the highest level ever attained by the great Nash organization.

No less remarkable is the recent reduction of the great, new Nash Four to \$985—a car whose value was striking even at its introductory figure of \$1395.

Today it assumes its unchallenged place as value leader among light cars—the quality car at a popular car price.

In the difficult, highly competitive, ability-testing four and a half years just past, Nash has risen from 24th to 8th place in the industry in volume of business—so widespread and sustained has been the public's demand for Nash values.

At the Show see these new Nash models—a complete line and wide range of selection of cars. There are eleven new and distinct body styles

## Nash Leads the Show in Motor Car Value

THE NASH MOTORS COMPANY, KENOSHA, WISCONSIN

Nash Sales Company

G. W. ANDREWS, Manager  
Wholesale Distributors  
10th and Howard Streets, Omaha  
Phone AT lantic 2916

Hayward-Nash Company

R. W. HAYWARD, President  
Omaha Distributors  
Farnam at 28th, Omaha  
Phone HA rney 0345

**PISTONS** of aluminum—so designed and so made that now, for the first time, the aluminum piston becomes a practical thing—contribute greatly to the remarkably smooth, balanced motor action in the New Series of the good Maxwell.

Fifty-two inch rear springs promote comfort by providing greater road steadiness.

Elements of unusual value, such as these, abound in the good Maxwell and make it the unusually fine car it is.

Touring, 4000; Roadster, 3800; Sedan, 3900; Coupe, 4100  
D. O. B. delivery, over list in the United States

Exhibited at the Automobile Show

Mid-City Motor & Supply Co.

2816-18 Farnam St. Omaha Phone AT lantic 2408

THE GOOD  
**MAXWELL**