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

and gear shift and brake levers were too large, so that warm air blew in est adaptation of the Daytona speed"All our 1922 new series models summer to an unpleasant degree ster, a revised seven-passenger sedan are offered at greatly reduced prices." and dust blew in at at all times excessively, soiling white garments, Faults Remidied.

The next complaint was that the rear window was of insufficient diamater for the driver to see enough of what was going on behind him. ious details, finally criticising the fact that the windshield was only partially adjustable and mounted so that the lower half could not be moved.

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

Silver and Gold Medal BanOldsmobile Required Two
years to Build

The criticism was constructive and This season it will be noticed that not unlike those of the most modern and beautiful living rooms. In fact,

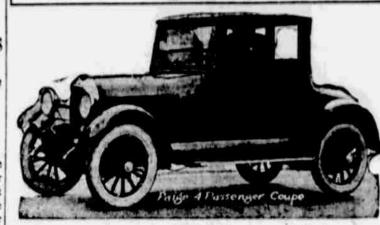
keep these light colors or pastel shades from spotting and becoming streaked. This season dark blues, blacks, goblin grays and deep

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 in the same month.

In Detroit the Ca

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.

New Paige 6-44 Model



manufacturer of a medium priced car, and in the course of her conservation 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 the course of her conservation 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 the course of her conservation 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 the course of the Paige in presenting its line of passenger cars for 1922, now on exhibition at the Auditorium show. As 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 ever, a new series is presented, emof 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 manufactures was surprised.

Salso are announced for all 1922 Paige out. Our 6-66 Daytona model holds. 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 that the apertures around the pedals and gear shift and brake levers were and agent and pear shift and brake levers were four-passenger Lakewood touring the process of the consideration of the late of the model to 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 distinctions of the Larchmont II dictates a careful consideration of the late."

Performance, beauty and value are and limousine and the five-passenger the three major points stressed by coupe. On the new series 6-44 the Paige in presenting its line of chassis Paige is offering a five-pas-

Long Service Is Cadillac Feature to Make One Motor

The criticism was constructive and had its effect. In the next series of Cadillac Motor Car company, Decars turned out the manufacturer troit, who have been with this com-

This fact was revealed by H. H. many of the coupe, sedan and limou-sine interiors are finished in lines the recent "silver" and "gold" ban-mendous strides made by the autoquets which are given each year in

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 years or more.

283 had been with the company 10 years or more and 79 employes have been with company 15 years or more.

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 proyears or more.

to 85 employes 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 employes who had completed five years of continuous service in the serve worth.

Solid Train of Autos Sent

From N. Y. to California

375 Machines Used

How many machines are required to build an eight-cylinder motor? The question is interesting to those who like to deal in figures. It

mobile industry. the interior of the up-to-date car has become a place of pleasant environment in which one may rest at the company.

December in nonor of the up-to-date car has women who have completed five and the automobile engine. But the Model 47, eight-cylinder Oldsmobile, requires 375 separate and distinct machine the company. Substantial Colors.

The woman who in former years had been with the company five designed for manufacturing the new

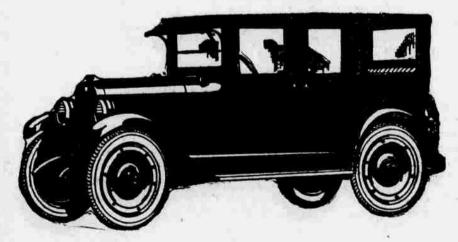
Gold medals and rings were given duction was on the basis of three a

After each operation every part is In Detroit the Cadillac Motor Car given a 100 per cent inspection and company has the reputation of being a place where men desire to before being passed on to the next page down to a minimum and eliminates any chance for imperfect parts getting into the motor.

The largest shipment on record of of the machinery, tools and special France has 60 manufacturers of motor vehicles, with a production capacity of 53,000 cars per annum.

The largest angles of the manufacture of model one destination is a solid train of 100 desiration and required the servence of the manufacture of Model one destination is a solid train of 100 desiration of 100 desiration and required the servence of the manufacture of model one destination is a solid train of 100 desiration desiration is a solid train of 100 desiration Eighty thousand men are employed New York to California. There are ices of the finest automotive engine the industry.





DISTONS 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.

Pifty-two inch rear springs promote consfort 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.

Mid-City Motor & Supply Co.

Coat of Arms on Cadillac Symbol of Many Ideals

French Explorer Who Founded Detroit in 1701 Brought Heraldic Design to

America.

Probably the school children of 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.

Indication of Battery

Leak Should Be Traced

The woman who drives her own car will be ammeter that shows "distance, saled on the Cadillac car.

The woman who drives her own car will be especially appreciative of this threes, have a holy significance, saled on the Cadillac car.

They are legless and without be traced immediately, otherwise the beaks, signifying "owners to look"

They are legless and without be traced immediately, otherwise the battery will be soon exhausted.

Tahoe course. They are gruelling loyed pleasure.

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 blematic of the six ancient courts of the result of the courts of the result of the courts of the result of the courts of the result of the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the red denotes represent the colors denote added fame; the colors France from the old courts of Tou- prowess in the Crusades. use and the seven pearls represent the nobleman's descent from these Automobiles Driven Over royal courts.

America are more familiar with the coat of arms of Cadillac—the great
French explorer and soldier who founded Detroit in 1701—than any merlettes, two above and one below.

courtly days and customs of Cadillac to the wings of virtue and not to the to the motorized world of today, yet legs." Both the merlettes lateral band the ideals embodied in this coat of were granted for vallent conduct in

Border Must Be Registered In the shield are shown heraldic devices of two ancient French fami-lies, the first and fourth quarterings showing the arms of the de la Mothe, the second and third of a family of The law governing transportation of motor vehicles across the Canadriving a car of any sort across the border must register it with the cus-

Stephens Retains Motor Victorious in Economy Tests

The same motor that brought the Stephens Salient Six to victory in five of seven official economy runs entered in the past four years is under the shood 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 Stephen vic-

1918-Yosemite economy run. 1919-Yosemite economy run, 1920-Sacramento-Lake Tahoe run,

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 compfort 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

presents new models

New Nash Six

SERIES 691



New Nash Four

new prices

SERIES 41

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

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