

42 Refinements Added to Cole Model This Year

Car Is an Evolution of Five Years Concentration on Improvement of Fundamental Principles.

Living up to their reputation of being creators of advanced motor cars the Cole Motor Car company introduces the Model 890 with 42 added refinements. Instead of being a new model, this car is an evolution of five years manufacturing and engineering concentration on the improvement of a car which was fundamentally right.

The most important of the 42 refinements and improvements are: Constant clearance pistons, new frame, new breaking system; clutch that operates with the touch of the foot; thermostat control of engine temperature; adjustable spring shackles; spring mounted radiator; new radiator tie bar re-designed oil pump and timing gears; new rear axle; new front fender construction; special provision to prevent squeaks between metal parts and body; and, in addition, a large number of special features which may be added to this model at a slight additional cost which were not available on previous models.

Piston Big Advantage.

The constant clearance piston is another contribution to the advancement of the motor car in that it is a perfected non-slap, non-stick aluminum piston. The superior advantages of aluminum are universally accepted, providing its excess expansion tendencies can be overcome and handled. The Cole engineers have handled this problem in a very simple way.

Above the point where the clearance is to be kept constantly at two one-thousandths of an inch a slot was cut completely through the piston and this slot diverts the heat from the piston head into the low sides of the piston where there is plenty of room for expansion. The natural elasticity of the metal does the rest. The engine operates silently and smoothly as the pistons automatically conform to the cylinder walls at all degrees of temperature, maintaining always the proper clearance.

Tested on Speedway.

Three stock 890 Aero-Eight cars were taken to the Indianapolis Motor Speedway and put through a series of acceleration tests ranging up to 60 miles an hour. The motors were then disassembled and all pistons changed, no one piston being returned to its original cylinder. The cars were then run through their paces again, and it was found that the variation between the timing of the runs with the factory installed pistons and the mixed up sets was only three-fifths per cent. At no time was there any sign of slipping or sticking.

In order to emphasize the improvement in the performance of the engine the results of an acceleration test are noted. In this test the following figures were made: From a standing start to 50 miles an hour in 22.5 seconds, from three miles an hour to 40 in 16.4-5 seconds and from 19 miles an hour to 50 in 18 seconds.

In the brake test the model 890 has set a new standard of braking efficiency which has not, heretofore ever been equalled. At the rate of 25 miles an hour the car was stopped in 53.58-100 feet or five better than any other car; at 40 miles an hour it was stopped in 135 feet or 13 feet shorter; at 50 miles an hour only 178 feet was required, which is 53 shorter than the average high-class cars.

Hudsons Much Used in International Runs

In practically every section of the country the automobile is being used on regular routes to carry passengers between towns, competing with railroads and interurban lines. The demand is for cars which are large, fast and dependable enough to stand this difficult usage.

One interesting route between Flint and Fenton, Mich., where on an interurban run of 18 miles a schedule of nearly 30 miles an hour is maintained. Passengers are allowed to carry hand baggage. As many as 15 passengers ride in one car. In the late afternoon run the Flint newspapers are piled between fenders and hood.

This fleet of cars is all Hudson. One of the Hudsons has run 210,000 miles, another 200,000, and still others such distances as 160,000, 120,000 and 90,000 miles.

Chalmers Six Is Favorite for Cold-Weather Driving

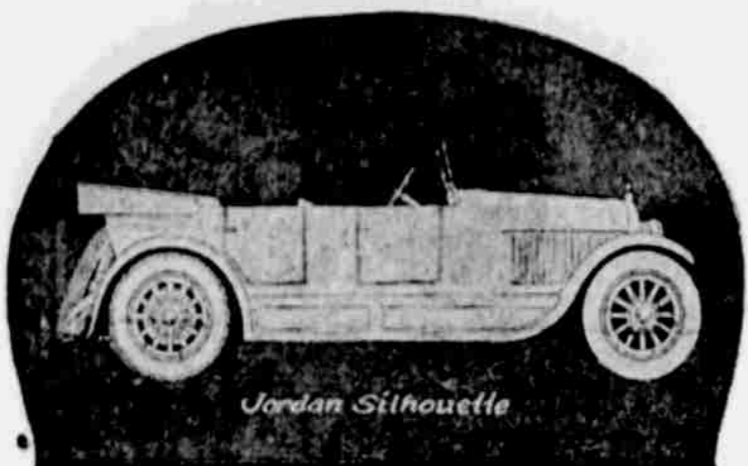
"The Chalmers six is still winter favorite because of its easy starting and splendid cold weather performance," is the declaration of Walter Johnson of the Mid City Motor and Supply company, local Chalmers dealer. "The general offices have received word from users everywhere telling of fine performances in mid-winter. That it is undoubtedly the best winter car they have ever driven and that its constant use in all sorts of weather during the entire winter does not affect it in the least, is the consensus of opinion given by Chalmers owners."

"A whirl of two of the motor on a cold morning and the Chalmers is off. Then, too, after the motor is slightly warmed a fuel pre-heating device of proved value eliminated winter carburetion troubles. A mixture is fed the cylinders as perfect as is secured in summer driving. This system of fuel pre-heating was originated by Chalmers engineers. Today their design stands as the most efficient offered."

"And in the new series Chalmers six further advanced engineering has made the car even more wonderful as a zero temperature performer."

Speaker Is Motorist
F. H. Gillett, present speaker of the house of representatives at Washington, not only uses an automobile but, though more than 70 years of age, drives himself.

These New Models to Be Exhibited at Omaha Show



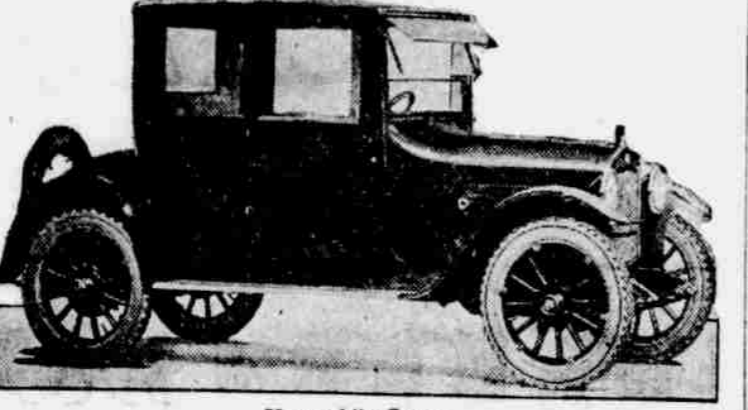
Jordan Silhouette



Chalmers Roadster



Hupmobile Coupe



Hupmobile Coupe

LaFayette Shows New Closed Cars

Seven-Passenger Sedan and New Coupe for Four Feature 1922 Display.

The 1922 Omaha Auto show serves as a coming-out party for two new enclosed models that carry LaFayette medallions on their radiators—a seven-passenger sedan and a new coupe for four.

The larger car is a sedan of the vestibule type, readily converted from a two-compartment, chauffeur-driven car to a one-compartment and more informal vehicle by lowering the glass partition into the back of the front seat.

The new coupe for 1922 will be known as the "touring type." It is unusually well adapted to touring, with a trunk-carrying compartment on the after deck which will accommodate enough luggage for a long trip. The body is slightly longer than the usual style of coupe, with four doors, plenty of leg room front and rear and the low effect so pronounced in custom-built cars. A weather-built ventilator in the roof supplements the regular cowl ventilator, while a hooded visor for the windshield adds touch of practical smartness to the car.

LaFayette open models include a snappy four-passenger torpedo. The other body styles which will be built during 1922 are a seven-passenger touring car, a two-passenger roadster, a seven-passenger sedan and a chauffeur-driven limousine.

H. C. S. Prices Are Cut From \$325 to \$600

The H. C. S. Motor Car company of Indianapolis, of which Harry C. Stutz is president and general manager, has announced a new list of prices. They became effective March 4. The new prices are as follows, according to W. M. Locke of the W. M. Locke Motor company, local distributor.

Model	New	Old	Reduction
Touring car	\$2,400	\$2,775	\$375
Coupe	2,850	3,450	600
Roadster	2,400	2,725	325
Sedan	3,150	3,650	500
All-weather roadster (new)	2,550		
All-weather touring (new)	2,600		

Closed Season on Frogs and Turtles Advocated

Boston, Feb. 25.—Fried frogs' legs are without an exception the finest product of the culinary art, according to William C. Adams, state director of conservation. Adams is seeking state protection for frogs and turtles and has recommended that the legislature proclaim closed seasons on both, similar to those now affecting fish and game.

New Body Type in Essex Closed Cars

Latest Coach Model Has Distinct Features From Enclosed Types.

In the new Essex coach, according to officials of the company, a distinct departure has been made from the conventional method of building enclosed cars. Briefly, the simplicity of manufacture which the automobile industry has applied to motors and frames has now been extended into the building of bodies.

With this simplified construction Essex Motors has been able to put on the market a well finished enclosed car at a very slightly higher price than an open body.

The new body type is not only symmetrical in lines, but is substantially built, and of convenient and adequate size for its five passengers. The painting, fittings and finish are quite up to standard. The real idea behind the coach is that Essex Motors believes there are a great number of purchasers who want an enclosed car, but that up to now they have been unwilling to pay the rather considerable advance in price over the open-body types. For urban use the coach has the valuable facility of slipping in and out of small parking spaces and the quick Essex pick-up is a convenience in eluding traffic jams.

New Marmon Either Sedan or Limousine

A seven-passenger sedan or a limousine, whatever your whim may be, is the quality in the Marmon seven-passenger suburban that catches the eye. In every respect, save one, the seven-passenger sedan and the suburban are alike. In the suburban, however, there is a glass partition at the back of the rear seat. This may be raised or lowered easily by means of a window regulator. When the window is lowered the car becomes a sedan. When it is raised, the two front and rear compartments are completely separated and the car becomes a limousine.

A dictaphone, similar to that used in the limousine, is placed in the front compartment to facilitate communication when the window is raised.

Autos Painted by New Air Brush Method Lessens Cost

A forward step in the automobile painting industry has been made by the Pfeiffer Top and Body Corporation, 2525 Leavenworth street. The

device, known as the Faasche Air Brush, applies paint, varnish and enamel by means of compressed air instead of by a hand brush. The air brush is controlled by a hand valve which regulates a stream of paint varying from a fine line to a wide fan spray. The paint is heated electrically and is applied under

pressure, the adjustment of which gives from one to 100 pounds. The Faasche system greatly reduces the cost of automobile painting and under the prevailing prices a Ford car can be painted for \$20.

Left Side for Safety

One of the newest ideas regarding

safety on the highways, especially at night, is the suggestion that pedestrians on the left-hand side of the road keep out of the range or path of an automobile approaching from the rear.

Gasoline sleighs are replacing dog sleds in Alaska.

Salient STEPHENS

Six

AT THE MOTOR CAR Show

The longer an owner drives the Stephens Salient Six, the greater his enthusiasm for its economy and dependability.

Owners rest content only when they have sold the car's virtues to their friends.

Splendid opportunities now are open for progressive dealers.

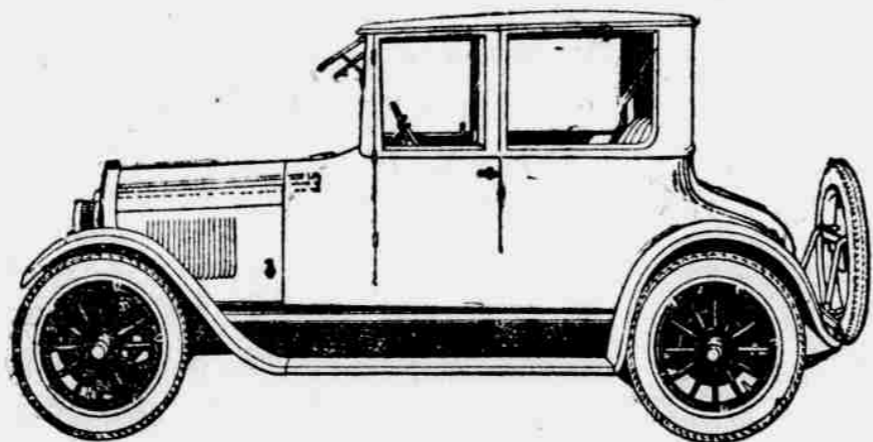
Mid City Motor & Supply Co.

Distributors

2216-18 Farnam St., Omaha. Phone AT. 2462

The DURANT Car

AT THE SHOW



4-Passenger Coupe, \$1365

One year ago we decided to again enter the passenger car business. Using our 12 years of experience to every advantage, we carefully investigated the various cars and factories and only after a most exhaustive investigation did we decide to distribute the DURANT CAR.

Over 2,000,000 Automobiles

were built under the supervision of W. C. DURANT before he produced one on which he proudly placed his name.

It is necessary to take but a short spin behind the wheel of a DURANT to realize what DURANT'S experience enabled him to produce, what he modestly terms "just a real good car."

4-Cylinder, \$890; 6-Cylinder, \$1650—Factory

Andrew Murphy & Son Inc.

Est. 1869

Distributors Nebraska and Western Iowa

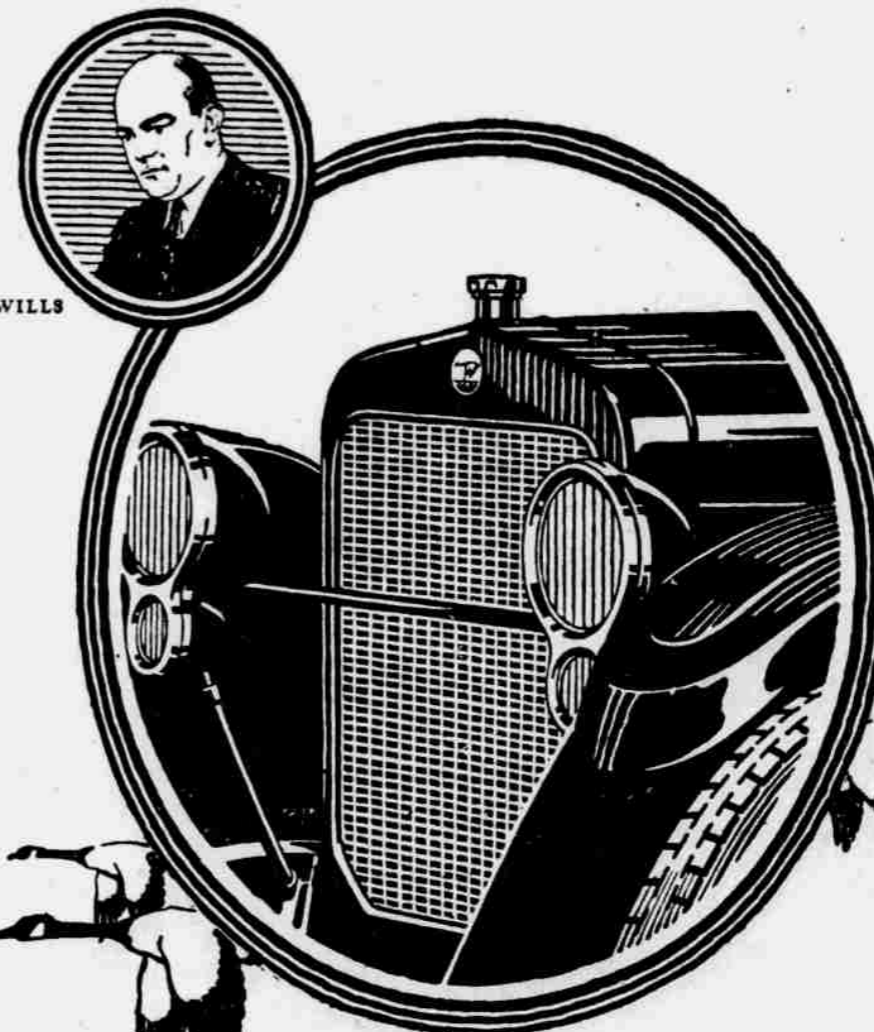
14th and Jackson

OMAHA

Phone AT lantic 4411



Every Dealer Should Look Over the DURANT CONTRACT



C. HAROLD WILLS

MILLIONS OF MILES

We build the Wills Sainte Claire to emulate the Gray Goose—for endurance and self-reliance, for swift, continuous and unerring flight. Q Millions of Wills Sainte Claire miles—each mile flown with a full sense of security and amazing ease; each mile a unique experience and a renewed satisfaction—today tell their own story of success. Q To drive the Wills Sainte Claire is to experience an ease and thrill of motion, without precedent in all your motoring.

TOURING CAR	\$2475	IMPERIAL SEDAN	\$3575
ROADSTER	2475	TOWN CAR	3850
COUPE	3275	LIMOUSINE	3850
SEDAN	3475		(F. O. B. Marysville)

Western Motor Car Company

Distributors

Farnam St. at Boulevard

Omaha

Phone HA rney 0868

WILLS SAINTE CLAIRE

