No Worse Pest in Auto World Than He-Gossip

May the Soul of Scandal Monger Rest in Peace, Prayer of Bob Odell.

By BOB ODELL.

Manager, Hannan-Odell, Inc. Do you know that John Doe has lost the Blue Bell and that Bill Smith will soon lose the Flatiron and that Charlie Jones lost the Flaming Sword, etc.?

Do you know all that? No, you do not and won't. These are just

samples of the rumors spread about by the "he gossips" who are sup-posed to be selling motor cars and who have so much time to talk about the other fellow that they are soon

Every year the same crop of ru-mors crops up just about show time and they are about the same suc-

There is no worse pest on earth than the "he gossip" and there are far too many of them. This type of fellow is the man who is always trying to sell his product on the demerits or alleged demerits of the other fellow's stuff and he never sells anything for very long.

I have actually seen the case of

where a man was in the market for a passenger car or motor truck, and because of the persistent "knocking" between competitors that the final outcome was that no one made a sale, and if we would only sell our product on the principle that all cars are good cars, but "the car I sell is the best car in the world," we would find that this sort of competition pays and pays well. We hope the soul of the scandal monger rests in peace—but we doubt

Rubber Tubing Should Be

Used for Faulty Insulation Whenever there is danger of rubbing installation off wires, which causes short circuits, take a piece of rubber tubing and cover the active wire. To do this the tubing should be spliced lengthwise and then firmly

Neglect in Home Garage

Worst Enemy of Auto Tire An inspection of crippled tires in the collection of any repair man will pair bills would be cut in half. reveal the fact that a larger percent-

New Building of Omaha Auto Firm



New home of Universal Motor company, being erected at Twenty-first and Leavenworth streets.

building, when completed, ities for taking care of our rapidly tion to our parts and accessories dewill be one of the most modern auto- increasing number of Ford owners, partment, which immediately adjoins mobile sales and service buildings Now, since we have also taken on the new car showroom. The second to be found anywhere. It will occupy the entire half block at the selves very fortunate that we have southeast corner of Twenty-first and planned for the future. Our new lowerk, including top and body re-

southeast corner of Twenty-first and they are about the same successful dealers and distributors who are always too busy to even hear them.

Of course, there are many salesmen who really attempt to sell cars and who do sell them, but there is also another class who loaf much of the time and drift from one line of cars to another and who declare firmly that the world owes them a living.

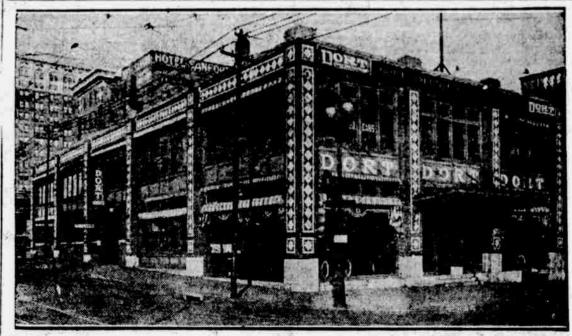
Southeast corner of Twenty-first and Leavenworth streets. It will be of brick and reinforced concrete construction, fireproof throughout.

One unusual feature will be the large area of glass, there being windows on all four sides.

V. D. Benedict, president of the universal Motor company, in describing its new home, says:

"We will have spacious show-rooms for both Fords and Lincolns; of the company are V. D. Benedict, also for used cars. There will be a president; Ralph A. Newell, vice president, and W. E. Borton, secretimity that the world owes them a living.

Home of the Dort Sales Company



age of the trouble comes from neg- ber's worst enemies-work in a this and keep the tire from creaping

Oil or grease should never be al-

lect in the garage at home. If stones, garage more actively than on the ruts and road roughness were the road. In washing the car the rims lowed to stand on a garage floor only things that wore out tires, re- are liable to become rusty and eat If a tire has been smeared with wair bills would be cut in half. away the tire. A coat of graphite or grease, it should be washed thorough twater, oil, grease and light-rub- common stove polish will prevent by with cold water and a little soap. Something New by



The Coach

Five Passenger

On the Famous Super-Six Chassis



This beautiful closed car is the most attractive value ever offered by Hudson.

We are now showing it for the first time. Come see it. It concerns you personally-and your plans for buying a car, whether open or closed model. An examination of the Hudson Coach will pay you well.

The Coach will cost you less even than the open model of any car to which you compare Hudson in quality, performance and reliability.

And see how fully it meets your closed car requirements at a saving of perhaps \$800 to \$1500. Think of a closed car on the famous Super-Six chassis, for \$1795.

That is less than 6 percent above the cost of the Hudson open models. It is the lowest differential between open and closed cars ever attained. It is a sensational achievement in car manufacture.

You need no other assurance with respect to the beauty, quality and smartness of the Coach than the fact that Hudson has always led in building fine closed cars. It has created styles that are patterns of the industry. The Coach is in keeping with Hudson's best traditions.

It is certain to be the most popular type Hudson ever built. Be sure to see it. It is just out. Early deliveries will be possible for those who place their orders at once.

GUY L.SMITH

SERVICE FIRST

OMAHA, USA Phone DO uglas 1970 2563-5-7 Farnam St.

See the Hudson and Essex at the Auto Show Space 11

The Most Astounding Value Hudson Ever Offered

Yank Air Emblem. "Hat in Ring," to Be Perpetuated

Mementos of 94th Squadron to Be Issued at Auto Show by Rickenbacker Motor

"Hat in the ring"—the first em-blem of Yankee airmen to go over German lines—is to be perpetuated in a novel manner. The Ricken-backer company has decided to issue these emblems at the national auto shows as a memento of the Ricken-

backer debut as a motor car. When American air forces were mobilized as independent units the famous 94th squadron was selected for the initial honor. Under the wings of their daredevil ships was the hat of Unce Sam in a ring of

America's ace of aces and one of the few great surviving airmen of the world war, was commander of the 94th squadron when hostilities ceased. Major Lutberry, the first great American ace, who won fame long before the United States entered the war, plunged to his death with the "hat in the ring" emblazoned on his wings.

A few weeks back the automobile

world hailed the advent of the Rickenbacker Motor company—produc-ing a car in honor of the noted acc. Designs and offers for a monogram came from all parts of the United

States and Europe.

A famous French sculptor and admirer of Eddie Rickenbacker cabled his congratulations and offered to design an emblem for the new motor car as a tribute from the artists or Paris to the American ace.

Former comrades of Rickenbacker, still in the service, sent a special courier to Detroit carrying a small monogram for the new car that had been carved from the propeller of Rick's first fighting ship on the western front. But sentiment and patriotism and

devotion and the choice of the "hat in the ring" prevailed. Garage Exclusively Used

for Women Closes Doors The garage, exclusively used for omen in Brookline, Mass., has closed because of its few patrons. The interior of the building was fitted up with an expensively furnished waiting room, lockers and other conveniences, especially for women drivers and car owners.

GRAHAM BROTHERS MOTOR TRUCK

WITH DODGE BROTHERS POWER PLANT

Your drivers will tell you that this is the truck you should standardize on. It has more power and uses less gas than the average.

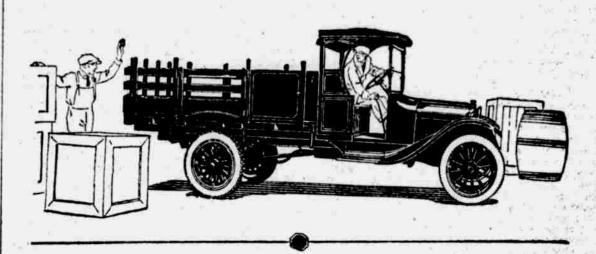
These are facts that we can prove conclusively.

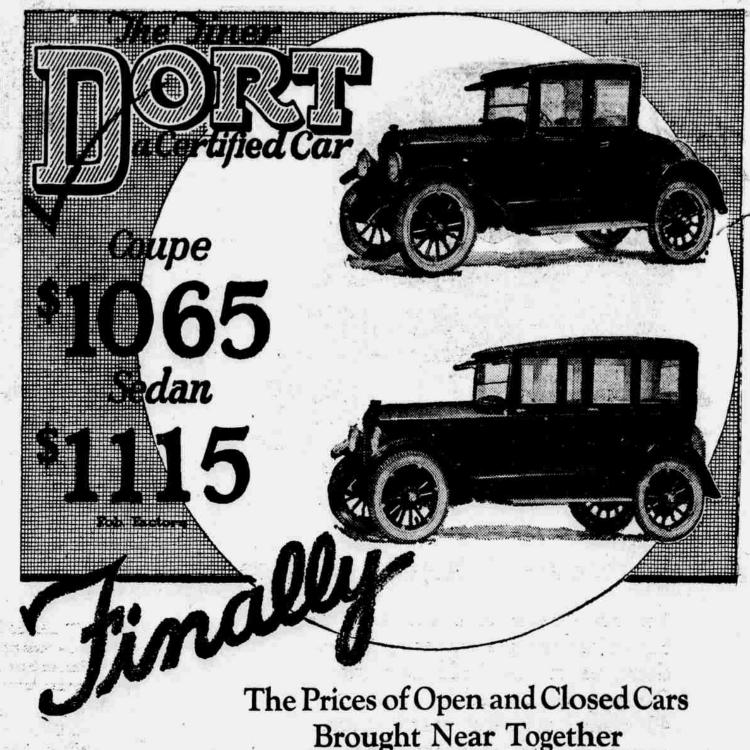
A large variety of body types for I ton and I's ton look

CERIEN-DAVIS-COAD AUTO CO.

OMAHA, NEB. HARNEY AT 28 TH. ST. HARNEY 0123

COUNCIL BLUFFS. IA 33-35 FOURTH ST. COUNCIL BLUFFS, 691





Astonishing Prices Model 19 Touring 865 Model 14 Roadster **'865** Model 19-T Seden 11115 Model 14-T Coupe 1065 Model '19-S Sedan 1445 Model 14-C Coupe 1315

Light Delivery Car 825

Il prioss f. o. b. fac

Most folks have always preferred a closed car but objected to paying five or six hundred dollars more for it.

Dort has therefore rendered an immensely popular service in making it possible to enjoy closed car comfort at but little more than open car price.

People everywhere are talking about these solidly built, practical, complete closed models, and wondering how Dort can do it for the money.

Throughout the entire Dort line for 1922, a family of Seven splendid cars, you will find many mechanical refinements and new units of equipment such as perfected multiple disc clutch, greater radiation, spiral bevel gears, Alemite lubrication, motor driven horn, fine leather seat cushions and backs, and numerous other items.

At the Show-See What Dort Has Done For You

DORT SALES COMPANY 20th and Harney Street Omaha

Phone DO uglas 6082