

Omaha Manager Tells of Beauty of New Chalmers

New Series Six Real Motor Car Investment, Declares W. S. Johnson of Mid-City.

"The evident value of the new series Chalmers six makes it a real motor car investment," says W. S. Johnson, manager Mid-City Motor and Supply company. "The new high point in the advancement of good, six cylinder construction as registered in this car, together with its beautiful body design clearly establish its genuine worth."

"The new series Chalmers six is distinctive in its beauty and worthy of the admiration that has already been paid it. A really new type of tender, graced with a newly designed, beautiful crown, creates a splendid effect. It is gracefully curved and follows perfectly the arc of the wheel which it covers. Without touching the ornate this tender is totally different from any heretofore designed, and aside from its beauty it is also practical and substantial, sturdy enough to take the knocks to which a tender is too often subjected."

"The low top, smartly tailored, and the natty, one-piece windshield develop to a new degree that rakishness which is so often unsuccessfully sought for in a motor body design. The high hood and sides of the car offer the appearance of power. But the body is hung low and, so, while massive in appearance, the car has the grace of a cruiser. Steel disc wheels add to the sturdy manliness. Ribbed rubber running board foot-mats and kick pads lend finish as well as protection. All in all the car is one admired for its beauty equally on the boulevard and the open road."

Omaha Cadillac Dealer Optimistic Over Business

J. H. Hansen of the J. H. Hansen Cadillac Co., is optimistic over Cadillac business, this year. Mr. Hansen said:

"Outside of the special cars ordered for the automobile show, we are practically without Cadillacs. We have ordered a rush shipment to take care of the demand for auto show week, and will make as prompt deliveries as possible. "The purchase of Cadillacs year after year by exacting buyers is the best proof of Cadillac satisfactory performance. It is because of this allegiance that the Cadillac factory is running at an almost normal production, and distributors are taking orders now for delivery as soon as they are able to furnish cars."

Chevrolet Beats All Sales Records, Says Mr. Siegfried

"Many owners of Chevrolet have told me recently," says A. A. Siegfried of the Siegfried Motor company, "with the new Superior Chevrolet at its low price, the service offered by the Siegfried Motor company puts it in direct competition with any other low-priced car made. They say, 'When you buy a Chevrolet you are done buying, no extras to buy, no extras to pay, Chevrolet is complete.'"

Mr. Siegfried further states: "Chevrolet sold 181 cars at the Chicago Auto show in 1922. That is enough to say, isn't it? If it isn't, I can tell you that they beat all records of any other make."

New Marmon to Be Shown First Time at Omaha Show

This week at the auto show a new Marmon four-passenger speedster is being shown for the first time by H. Pelton, local Marmon dealer. This car has been shown at Chicago, Kansas City and St. Louis, but only to dealers. The Marmon factory would not allow it to be shown at the earlier shows because production will not start until the last of this month.

H. Pelton Takes Agency for New Earl Automobile

The Earl, a brand new car being built in one of the old and well-tooled factories, has been added to the Marmon agency by H. Pelton. The lines are beautiful, the appointments and conveniences are strictly up to the minute and the car is wonderfully easy riding. The motor is powerful and economical.



We act as the Service Department for TIMKEN, HYATT and NEW DENATURE.

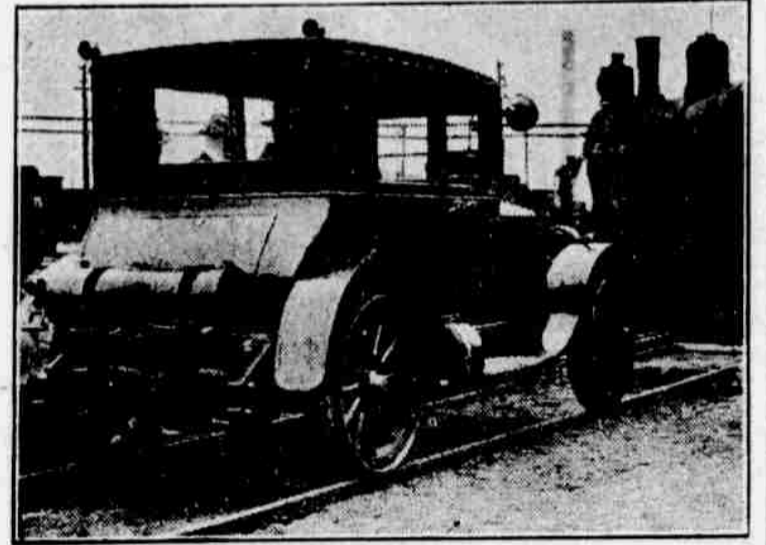
We are here for the express purpose of giving you prompt and efficient service on bearings. Our stocks of these bearings are complete.

Omaha Branch
1812 Harnay Street
Phone AT lantic 2844

Two of the New 1922 Models



Essex Goes Railroading



The Essex coach shown in the photo was specially equipped with flanged wheels for a trip on railroad tracks.

Business Men Like Light Autos for Personal Use

"How do big business men feel toward the small light car?" was the question asked of F. C. Smith, manager of Dort Sales company. "Feel toward it? Why, most of them drive light cars in business," was his reply. "I know this because we sold 30 Dorts to owners of larger cars for their personal use this year."

Overhauling Contract Goes With Marmon Cars

H. Pelton, with other Marmon dealers, is offering a contract with every sale to overhaul and replace worn parts in Marmon cars at the end of 35,000 to 50,000 miles of service at a specified maximum price of \$265. This figure is obtained by averaging costs over a period of the last three years on Marmon models of the 1920, 1921 and 1922 series.

Special Cadillacs on Exhibit at Show

"Cadillacs on display at the Omaha auto show will be more beautiful than ever this year," said J. H. Hansen of the J. H. Hansen Cadillac Co. Special cars are to be exhibited at the Auditorium and at the salesroom of the J. H. Hansen Cadillac Co., Twenty-sixth avenue and Farnam street. A five-passenger sedan is painted purple lake, a shade of very deep maroon, upholstered with a special velvet velour, and equipped with five wire wheels and special Cadillac trunk. Another five-passenger sedan is painted rookite tan and has special velvet velour upholstery. "Special comment is due a two-passenger coupe, painted lacustrine lake, with special upholstery, nickel trimmings, and equipped with six wire wheels," said Mr. Hansen, "as well as a mojavie brown victoria, with heavy rich, dark brown velvet velour upholstery."

Siegfried Sales Going Beyond Expectations

A. A. Siegfried, president of the Siegfried Motor company, who recently purchased the branch store from the Chevrolet Motor company at Omaha, states: "We bought this store February 1, together with stock of parts, and since have added to the stock of parts and daily are adding subdealers to our list. Our sale of cars has been going beyond expectations and, with the increased stock of parts and our facilities for making prompt shipment into Iowa, Nebraska and South Dakota, we make it convenient for our dealers as well as owners of Chevrolet cars."

Keep Your Car Safe —and Looking New!

You can keep that "Auto Show" look on your car a longer time, if you keep it in your own

Concrete Block Garage

It will be protected from the weather. You will know who's driving and handling it. When it's in a Concrete Block Garage, it is in a fire-safe garage.

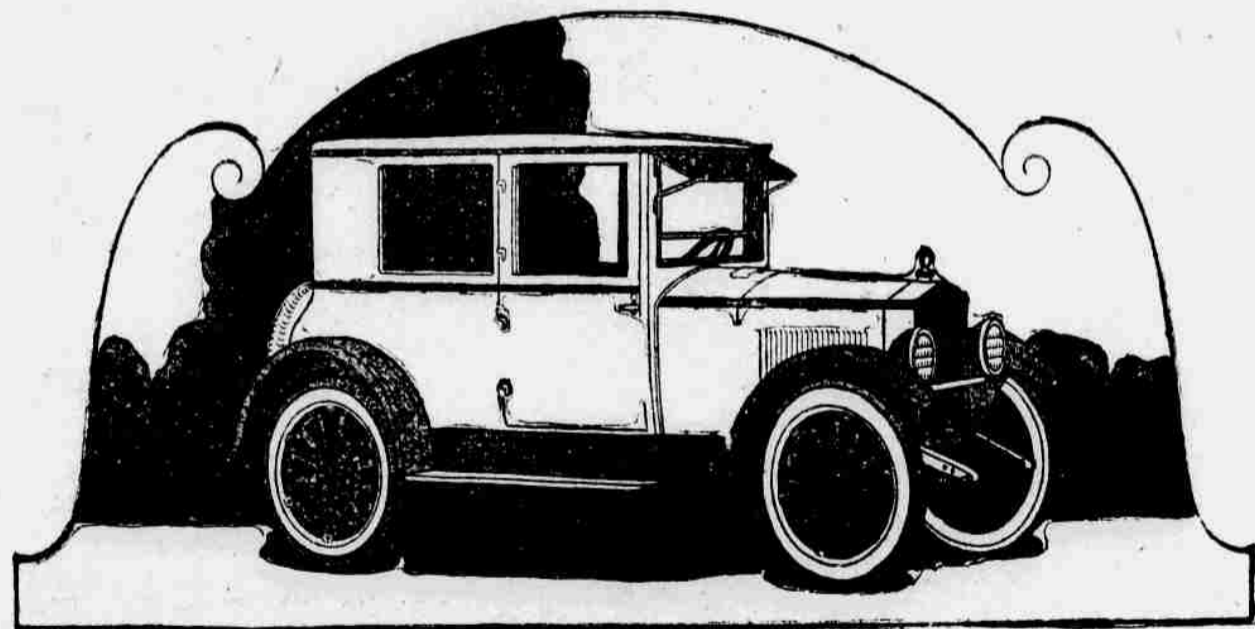
A Concrete Block Garage adds to the appearance of any home. The first cost is low. No upkeep required.

Call any Concrete Block Manufacturer for detailed information.



OMAHA CONCRETE PRODUCTS ASSOCIATION

Essex Coach \$1345 F.O.B. Detroit



To See It is to Want It

The Price Makes It Easy

All want such advantages as the Essex Coach combines. They were beyond most pockets in the past.

This new type gives them in full measure—at little more than the cost of the open models.

Is it any wonder the Coach met such instant success? Or that its first welcome has steadily grown?

Prior to the Essex Coach, consider what a buyer could get around \$1400. He had the choice of a closed car without distinction and little performance ability. If he wanted better performance he had no choice at that price except an open car.

The Coach now couples the beauty, comfort and luxury of an unusually fine closed body, with the exceptional reliability and performance of the well-proved Essex chassis. But it does not mean greatly added price.

And it continues the savings of its first cost in its economy of fuel, oil and tires, as well as small cost of upkeep.

Come see the Coach. You will surely want it. Price is now no bar to owning the fine quality, performance and distinction that heretofore cost more than most men wanted to pay.

Has These Fine Car Details

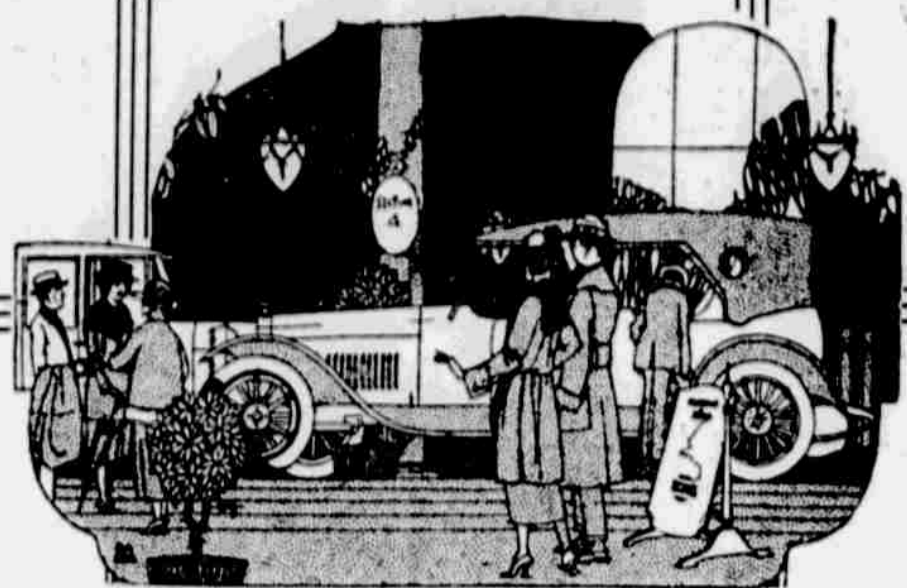
- Dash controlled ventilator.
- Wind and rainproof windshield.
- Fine quality plate glass windows.
- Sun visor.
- Luggage and tool locker, opened from rear.
- Newest type easy operating crank-handle lifts on door-windows.
- Four hinges on each door, and fittings that hold doors solid—very important.
- Fine texture, long wearing upholstery and rugs.
- Radiator shutters and motometer for efficient motor control.
- Cord tires.

GUY L. SMITH

"SERVICE FIRST"

2563-5-7 Farnam St. OMAHA, U.S.A. Phone DO uglas 1970

See the Essex and Hudson at the Auto Show Space 11



A Private Exhibit of Automobiles

and
Something Else
????

During the week of March 12th to 18th we have planned a private exhibit of

Lexington and Mitchell Automobiles

and something else which we know will interest you.

A price considerably lower than any yet publicly announced will be announced on both of these splendid lines.

This is a real surprise—hence the decision to have a private exhibit. Our new home will be decorated for the occasion.

Our Used Car Display includes many fine automobiles and they are in excellent shape. They, too, are priced at figures that will surprise you.

Killy Motor Co.

2060-64 Farnam St. Omaha, Neb.
DO uglas 7461

LEXINGTON

MITCHELL

Big Accessory Exhibit at Powell's, 2051 Farnam St.

Every Member of the Industry Is Extended a Most Cordial Invitation to This Special Exhibit

Factory representatives of the leading lines will be on hand at our store, 2051 Farnam St., to present their propositions for the coming season.

There will be quite a number of new, live items shown.

The Display, in Active Operation, of
American Hammered Piston Ring
HAMMERING OUTFIT alone will be worth your visit to Omaha. This outfit will be shown only at Powell Supply Company's store, 2051 Farnam Street.

Full displays of the general supply line and particulars as to new prices, schedules, contract propositions, etc., will be ready for your inspection and consideration.

You will be equally welcome at Powell's whether you come to look or buy.

Make Yourselves at Home With Us While in Omaha

We are headquarters for information regarding the Show and the trade in general. We will consider it a favor to serve you.



Offices and Salesrooms 2051 Farnam Street