

### Economy to Be New Watchword, Asserts Jewett

Public Now Demanding Better Motor Product at Lower Rates, He Says.

"In our recent communication to motor car dealers," says Harry M. Jewett, president of the Paige-Detroit Motor Car Co., "we have pointed out that 1922 means something more than a new calendar on the desk to denote a new year. While we have declared ourselves to be sincerely of the belief that business is making steady progress to better times and that the next 12 months will see a genuine revival and return to a wholesome degree of prosperity, yet we have told these motor car merchants that 1922 marks a new condition for motor car manufacturing and merchandising.

"We mean by this that old hazardous methods will fail, that competition will weed out the unworthy and unsound and that, as never before, the business of making and selling automobiles will be on a basis of the soundest and most sensible economics.

"We have just passed through two distinct and totally different periods: one of high prices, over prosperity and reckless spending and one of extreme depression, the latter the natural result of the other. With the return of the buying-habit and the ability to buy, which we look for this year, there will be no reckless purchasing of motor cars. Automobiles will be bought in large numbers, but they will be purchased only because they are good cars worth every dollar they cost.

"The American public is now most interested in economy; that is, they demand better products at better prices. They will make more careful selections, based on judgments formed by study and comparisons. Reputation and value are going to count big in 1922. The man who offers the largest measure of value backed by records of achievement is the one who will have the biggest year.

"Believing that this is now the trend, Paige has bent every energy and applied all the resources and experience it possesses to meet the conditions as we see them. Consequently while we have maintained our quality and are offering a product that shows marked improvement over 1921, yet the public will find sharp reductions in price on every model bearing the Paige name."

### Sprague Tire Sales Head Off on Inspection Trip

V. H. Nichols, the general sales manager of the Sprague Tire and Rubber company, leaves today for an extended inspection trip of Sprague agencies in the southern territory. He will be met at Dallas by the southwestern manager, Fonder Greer, who will accompany him.

The reports Mr. Nichols has received recently from the territory comprising the cotton states have been much more favorable than in the past. The work of the War Finance corporation and the untiring efforts of the general director, Eugene Meyer, Jr., in the financing of the cotton crop has caused the cotton growers generally to have a more cheerful outlook for the future and to restore in a great measure their confidence, so that they are buying tires as well as other commodities.

### Speeders Get 10 to 180 Days Breaking Rocks

To put a stop to flagrant over-speeding and other serious infractions of the traffic rules of Los Angeles, Cal., motorists who are convicted are sentenced to from 10 to 180 days at breaking rocks for highways.

### Cadillac Salesman on Same Job 12 Years



T. D. Foley, salesman for the J. H. Hansen Cadillac company, has been with the Cadillac for 12 years in Omaha and surrounding territory. Mr. Foley is thoroughly familiar with the territory just added to the J. H. Hansen Cadillac company's contract of seven counties in north-eastern Nebraska, 13 counties in Iowa and seven in South Dakota. This firm now controls practically all of the state of Nebraska, one-third of western Iowa, and some of South Dakota. "With our wonderful new Type 61 Cadillac, our increased territory, the improvement of financial conditions, and our large organization, we are expecting 1922 to be the biggest year in the history of our firm," said J. H. Hansen.

### Noyes-Killy Company Moves



The Noyes-Killy Motor company has moved one door east of its former place of business. It now is located at 2060 Farnam street, with more floor space, individual room for parts and a larger service station. During the week of the automobile show, Mr. Killy has arranged a private exhibit of Lexington and Mitchell automobile is well as used cars. He intends to announce a reduced price on both Lexington and Mitchell models during show week.

### Dort Offering Two New Closed Types

The Dort Motor Car company has added two closed types to its line. The difference in cost is less than a third of the average of all cars. The new Dort sedan, known as Model 19-T, costs \$210 more than the touring car, and the new Dort coupe, known as Model 14-T, cost \$180 more than the roadster.

"Here is the first successful attempt on the part of a manufacturer to give to motorists a real closed car at only 20 per cent more than the list price of the open car," says F. L. Sanford, Dort branch manager.

### Beer Steins Transformed Into Cape Cod Lighters

Roston, Feb. 25.—Four dozen German beer steins, made practically useless as beer containers by the prohibition laws, have found their way to the Simmons College Salvage shop, where an ingenious saleslady has transformed them into respectable utilitarian Cape Cod lighters.

### GRAHAM BROTHERS MOTOR TRUCK

WITH DODGE BROTHERS POWER PLANT

The higher horse power rating of the Dodge Brothers power plant in this truck (2 to 3 1/2 horse power higher than the average of 65 other makes), means more speed and less motor strain.

This, in turn, means longer life, lower upkeep cost and greater satisfaction.

A large variety of body types for 1 ton and 1 1/2 ton trucks

### O'BRIEN-DAVIS-LOAD AUTO CO.

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

COUNCIL BLUFFS, IA. 33-35 FOURTH ST. COUNCIL BLUFFS, 091



# Grant

The New Price---  
**\$1385**

---and These Features

- 45-horsepower overhead-valve engine
- Roller tappet valves
- Full pressure engine lubrication
- 116-inch wheelbase
- Long underslung springs
- Snubbers all around
- Alemite chassis lubrication
- Barrel type head and cowl lamps
- Double front bumper
- 5 (32x4) non-skid cord tires
- Moto-meter
- Stop Light
- Windshield wiper
- High-grade leather upholstery
- Tailor-made top

### Grant Prices

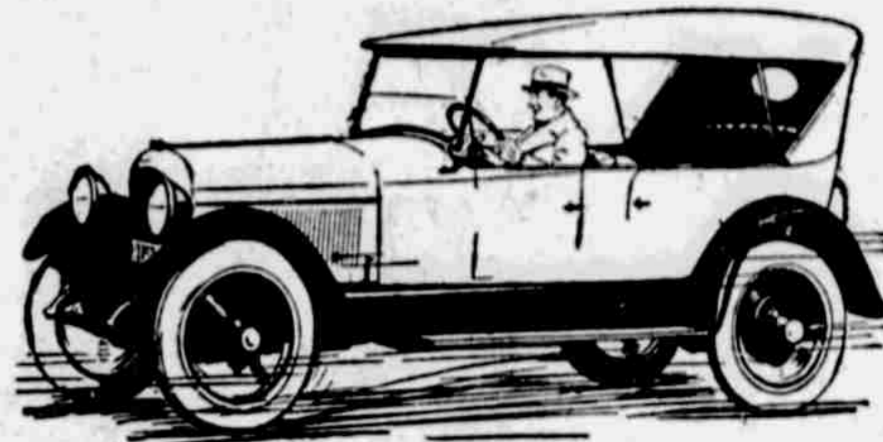
5-pass. touring car	\$1385
2-pass. roadster	1385
4-pass. coupe	1895
5-pass. sedan	1945

F. O. B. Factory

**Traynor Automobile Co.**  
2200 Farnam St. OMAHA Phone Doug. 5268

# PAIGE

The Most Beautiful Car in America



THE Paige 6-44 is a smaller brother of the famous 6-66. There is a difference in power, wheel base, seating capacity and price. But both cars have one thing in common—the spirit and beauty of a Kentucky thoroughbred.

To merely look at the 6-44 is a pleasant experience. But to drive it, to tap that mighty reservoir of fifty horse power, to sink back in the cushions and feel the gentle sway of perfect spring suspension—these are things that mean the real thrill of living.

Surely you are entitled to a good motor car when it means so much in health and happiness. The 6-44 has always been good, but this year it is much better than ever. And at the greatly reduced price of \$1465, where can you find a sounder, safer investment?

### The New 6-66 Prices

131 inch wheel base—70 horse power

6-66 Lakewood, 7-Pass. Touring	\$2195
6-66 Larchmont II, Sport Type	2245
6-66 Daytona, 3-Pass. Roadster	2495
6-66 Sedan, 7-Pass.	3155
6-66 Limousine, 7-Pass.	3350
6-66 Coupe, 5-Pass.	3120

### The New 6-44 Prices

119 inch wheel base—50 horse power

6-44 Touring, 5-Pass.	\$1465
6-44 Sport Type, 4-Pass.	1595
6-44 Roadster, 3-Pass.	1465
6-44 Sedan, 5-Pass.	2245
6-44 Coupe, 4-Pass.	1995

All Prices F. O. B. Factory, Tax Extra

Cord tires standard equipment on all models

## Nebraska Paige Co.

27th Ave. and Harney OMAHA Phone Douglas 3660



## Pep

is only one of the many desirable features to be found in the

# Gould Battery

Long Life—as demonstrated in the recent National Contest where 4 years and 1 month was the average life of all Gould Batteries entered—is the most pronounced and probably the most desirable feature in the opinion of the car owner.

The famous long life Dreadnaught Plates, made from an exclusive formula, are the foundation of Gould Quality and superiority.

Rubberized Wood Separators—combining the ideal porosity of wood and the acid resistance of rubber—are an exclusive, patented Gould feature.

Long Life Plates side by side with Long Life Separators

## The Nebraska Gould Battery Co.

2226-2228 Harney Street

Telephone Atlantic 7605

# Ford

THE UNIVERSAL CAR



**\$645**

## Unequaled in Price or Value

And remember—the lowest first cost, the lowest upkeep and the highest resale value of any motor car ever built.

Equipped with Electric Starting and Lighting System, demountable rims, extra rim and non-skid tires all around—the Ford Sedan at \$645 is the greatest motor car value ever produced—an enclosed car of comfort, convenience and beauty. Reasonably prompt delivery. Terms if desired.

Authorized Omaha Ford Dealers

- SAMPLE-HART MOTOR COMPANY... 18th and Burt Sts.
- UNIVERSAL MOTOR COMPANY... 2562 Leavenworth St.
- ADKINS MOTOR COMPANY... 4911 So. 24th St.
- GALBREATH MOTOR COMPANY... 60th and Military Ave.
- McCAFFREY MOTOR COMPANY... 15th and Jackson Sts.
- C. E. PAULSON MOTOR COMPANY... 20th and Ames Ave.

"PRESENT FORD PRICES ARE THE LOWEST EVER QUOTED"