

### Eastern Autoists Declare License Plates Are Ugly

#### Think Tags Could Be Made Slightly by Having More Money Expended on Them by State.

Many owners of motor cars registered in New York state are complaining of the registration plates which they are obliged to carry. They insist that these plates mar the appearance of their cars and could be much improved by the expenditure of a little more money per pair than at present.

During 1921 there were 779,344 cars registered in New York state that paid a total of \$10,288,858 in registration fees on an average of \$13.20 each, yet the motorist is in 1922 obliged to get along with plates that cost about 17c per pair and are, to say the least, anything but good to look at, either on or off a car.

A movement has been started in Arizona to have the 1923 license plates for motor vehicles made of copper instead of sheet iron. While it is estimated that a pair of plates of the former metal will cost 18c more than a pair of sheet iron plates, nevertheless, those behind the movement feel that the extra cost is warranted if it will procure more durable and attractive registration numbers.

#### Urge 2-Year Plate.

There are some, too, who urge that the copper plates could be used for two years by inserting into the plate, as was formerly done in California, a small disk with a design indicative of the registration year. The ease with which such disks are counterfeited, however, has discouraged such a course.

The most important thing to note, however, in connection with the movement, is the desire for plates, which from the standpoint of workmanship, strength and attractiveness, comport with these same qualities which inhere in the average American motor vehicle.

Something along this line is surely desirable in New York state where the motor vehicle registration plates are anything but attractive in design, and all too often the workmanship on them is very poor.

All but 300,000 pairs of the 1922 New York state registration plates were manufactured by the state prison department at a cost of 17.4c per pair. The 300,000 in question were manufactured under contract by a private concern for 15.3c per pair. It is possible, therefore, that quality has been sacrificed for price.

When it is realized, however, that the 779,344 motor vehicles registered in New York state in 1922 paid a total of \$10,288,858 in special fees into the state treasury, it would seem that a little more money per pair could be paid for registration plates which would be an ornament to a motor vehicle and not an eyesore.

#### Massachusetts Liberal.

Massachusetts state is a little more liberal in its expenditures for plates where the state prison at Charlestown manufactures them at a cost ranging from 18 to 24c per pair, according to the size of the plate, for motor vehicles and 12c per pair for motorcycles. Whether these few cents additional are responsible for the better appearance of the Massachusetts plates is unknown, yet it is a fact that they look much better than the New York plates.

It is expected an appeal will be made to the proper authorities with a view to having for 1923 a plate that will be commensurate with the grade of products owned by motorists and the amount of money paid by them to the state.

#### Tank Noises

In certain fuel tanks of the cowl variety there is a tendency to emit noises, which increase in volume as the tank is drained of its liquid contents. The owner is puzzled by the fact that irritating noises have been heard after he has traveled 100 miles or so, whereas there were none at the beginning of the journey. The obvious remedy is to keep the tank filled up.

### Hupmobile Makes New Production Records

It is significant that in times when people really seek out sound value for their money they turn instinctively to that which is known to be good and which has merited that reputation over a period of years.

The present demand for the Hupmobile is proving that its 14 years' reputation for quality is fully recognized by the public. This demand is establishing new sales and production records at the Hupmobile factory; in fact, one record can scarcely be announced before it is surpassed and new marks set.

March production of Hupmobiles was over 3,000 cars, by far the biggest month in the company's history. And, according to reports from all over the country, these cars have not remained in the dealers' hands, but have been delivered to the public, which is still asking for more cars. Estimated production for April is 4,000 cars, with every prospect of realization.

### Big Concerns Buy Fleets of Reo Cars

Big concerns are placing an avalanche of orders for Reos—all models—according to J. M. Opper, manager of the Jones-Opper company.

These large concerns investigate very thoroughly the merits of motor car values and buy with both sides of their dollars.

The Standard Oil company of New York has just purchased 12 Reo roadsters from Charles R. Barnes of Albany, N. Y.

Swift & Company is buying more and more Reo speed wagons every month.

The Hartford Fire Insurance company has given the Reo factory a bale of orders the last 60 days, as nearly every Reo distributor knows.

The Central Illinois Public Service corporation has just bought 15 speed wagons from R. Haas Electric Manufacturing company of Springfield, Ill.

R. H. Macy & Co. has placed a good sized order with the New York branch for speed wagons, and the same is true of the Adams Express company.

The Reo business coupe and the Reo roadster have won out all along the line with concerns that have men out on the road.

The Reo speed wagon seems to have cinched practically all of the light fire apparatus business, very little of anything else in our class being sold.

The consolidated school business is running almost entirely to Reo, except in the few cases where the cost of building the school was miscalculated, and the remainder of the fund being insufficient, the boards were driven to cheap, flimsy equipment.

Reo has been accepted as the "gold standard" of value and big interests and prominent individuals alike are giving it the preference.

### Chalmers of 1910 Still Giving Good Service

A 1910 model, special speedster Chalmers, owned by G. F. Woods, Little Rock, Ark., has had a hard and a widely varied career during its 11 years of service.

It was originally the property of Eddie Bingham, the famous race driver, and has performed in the Elgin, Ill., road races and on the Pensacola, Fla., speedway, to say nothing of "barnstorming" all over the country. At another time it was a scout car on the Lincoln highway.

When questioned about the car Mr. Woods said: "She is some boat and she has some record, too. Had some pretty tough grinds, but she's still good. Guess she'll make about 90 or more per hour. She has probably gone way over 100,000 miles, but she's good for at least 50,000 more. The original factory rings and pistons are still in the motor and are in good condition. The cylinders are not scored and have never been rebored."

Mr. Woods was at one time mechanic for E. J. Kilpatrick.

### Essex Announces New Closed Model

#### Adds Cabriolet to Line for Use by Professional and Business Men.

A new closed model—the cabriolet—is announced by builders of the Essex. Like its predecessor, the Essex coach, it furnishes closed car comforts at a price but slightly more than that for open models.

"There are thousands of professional, sales and business men generally who have use for a thoroughly dependable closed car every day in the year," says Guy L. Smith. "We believe the cabriolet will prove to be just the thing many of them have been seeking. It is an all-season car that is certain to find a big market among physicians."

"The sturdiness of the model is something that will catch your glance at the outset. The attractive lines are somewhat different from those of any preceding model of its type."

The Essex cabriolet has unusually wide doors, affording a maximum range of vision for driving. The doors are rigidly held by four hinges. A cowl ventilator, sun visor, radiator shutters, motorometer, transmission lock (approved), and cord tires are standard equipment. Upholstery and floor rugs are of a fine texture, of long wearing material. The seat is low and deep cushioned.

The cabriolet is mounted on the standard Essex chassis and powered by the motor which four times broke the transcontinental speed record between New York and San Francisco. "Though production of this model has just been started," says Mr. Smith, "the many large orders already placed for it prove that it is meeting with instant success."

Its price is \$1,295, f. o. b., Detroit.

### Minear With Cadillac Sioux City Branch

The J. H. Hansen Cadillac company recently leased the location at 715 Nebraska street, Sioux City, Ia., where they will conduct a Cadillac business in the Sioux City territory. The J. H. Hansen Cadillac company recently succeeded in getting the Sioux City contract in addition to Omaha and Lincoln.

A. R. Williams, who has been in the automobile business in Sioux City for the past eight years, has been selected to manage the Sioux City office. Walter Hays, who has been in charge of service work at Lincoln, Neb., and has been with the Cadillac organization for the past 10 years will be in charge of the service department. Hays spent one year in France working on Cadillacs.

Earl Minear, who has been associated with Omaha's automobile row for some time, has gone to Sioux City to join the sales force there. Before going to Sioux City Minear was connected with the LaFayette Hayward company of Omaha.

### See Business Revival in Sales of Cadillacs

Exceptionally encouraging news on the revival of business is to be found in the report just issued by the Cadillac Motor Car company.

This company has completed the best January, February and March business in its 20 years' experience.

This fact is attributed to the unusual success won by the new type 61 Cadillac cars, backed by the car's long established reputation for dependability and good service.

Cadillac officials state that every indication points to increasingly good Cadillac business for the second quarter.

### Prewar Prices Boost Sales of Jordan, Figures Show

Record breaking sales of Jordan cars followed the recent reduction of price to the prewar level, according to the factory.

Jordan dealers are now selling 300 cars weekly, or at the rate of 1,200 cars a month. Factory production is now 40 cars daily, and will be increased for May.

### Solid Train of Autos Enroute to Omaha

Andrew Murphy & Son, Durant distributors for Nebraska, received a telegram from the Durant factory at Lansing, Mich., Saturday morning, advising them of the departure of a solid train load of Durant automobiles for Omaha.

This train will arrive in Omaha about April 18 or 19. The entire run will be by daylight, which will delay the arrival. The train consists of 30 cars, each loaded with five automobiles.

Dealers throughout the territory have extended a very warm welcome to the new Durant and are finding a ready market for it in all localities. Since March 1 38 dealer contracts have been signed in the territory and all indications point to large sale of Durants during the year.

### Sales Manager for Sprague Optimistic

Fred L. Kellogg, western sales manager for the Sprague Tire and Rubber company, has just returned to his Denver headquarters after a week's visit at the mill. He reports that conditions in Denver are an improvement over last year. Mr. Kellogg advises further that California is enjoying a very good business and that the opening of the mines in Utah will prove an impetus to better conditions in general.

After completing a circle tour of the 11 states under his jurisdiction, Mr. Kellogg has reported to the factory that the outlook for the coming season is very promising. He has been successful in establishing new accounts for the Sprague Tire and Rubber company in the western and southwestern territory.

### V. E. Nielson Joins McCaffrey Company

The McCaffrey Motor company, the handy Ford and Lincoln sales and service station at Fifteenth and Jackson streets, announce the addition of Mr. V. E. Nielson to their sales force.

Mr. Nielson has been connected with the Western Union for a number of years, but owing to the increasing demand for automobiles decided to enter the sales end of the business.

#### Door Squeaks.

In cars fitted with old style top door squeaks sometimes are caused by pulling the top straps too tightly. This causes the doors to bind and when going over a bump or other irregularity in the road, a most irritating squeak results.



Cadillac Victoria Type 61  
\$1875 f. o. b. Detroit

We had thought that we realized just how eager a following this fine Victoria has attracted.

But the demand for the Type 61 model has exceeded even the furthest flight of our fancy.

Of course, much of its appeal is due to the innate power, dependability, and gliding smoothness for which so many people turn to Cadillac.

However, it is no secret that few motor cars in the world can boast a presence so finished and so fashionable.

That and the fact that the Victoria provides such convenient association for four, are perhaps the special reasons for its popularity.

It is our simple duty to forewarn you of the growing demand if you desire prompt delivery of a Cadillac Victoria.

**J. H. HANSEN CADILLAC CO.**  
OMAHA LINCOLN SIOUX CITY  
**CADILLAC**  
The Standard of the World



Oldsmobile  
24th Year

Model 43-A  
Five Passenger Touring  
\$1145

Think of it—an Oldsmobile with all its wealth of beauty and riding comfort, its sound reputation for sturdy, continuous and care free performance, and the extra pride you take in just owning and showing it—all for \$1145—the cost of the four-cylinder five-passenger touring.

Model 43A—4 Cylinder—115 Inch Wheelbase  
Coupe - - - - \$1645 4 Pass. Semi-Sport - \$1265  
Sedan - - - - 1795 (Three or Wire Wheels)  
5 Pass. Touring - - 1145 Touring with built  
Roadster - - - - 1145 on California top - 1925

Model 47—The Smaller Eight Model 46—The Larger Eight  
Price Range, \$1395 to \$2295 Price Range, \$1775 to \$2655  
All Prices at Lansing, Mich.

OLDS MOTOR WORKS LANSING, MICHIGAN  
Division of General Motors Corporation

**NEBRASKA Oldsmobile COMPANY**  
Des Moines CHAS. A. TUCKER, Pres. Omaha

## HAYDEN'S Monday In the Cash Grocery Coffee Talk

Hayden Bros.' Coffee and Tea Department—built up on "quality"—maintains a reputation of being the largest distributors in the western states.

### Tons of Coffee

Our corps of coffee experts buy the finest coffee grown—and with the various blends we can satisfy the most particular users in both quality and price.

Buy coffee in bulk—save the price of can and package—an item to consider.

### Demonstration Sale Our Special De Luxe Brand

Try a cup Monday with a good, sweet doughnut.

#### All Value De Luxe Coffee, lb. 45c

Excelsior Brand Blended Coffee, lb. .... 30c  
Hayden's Famous Santos Coffee, lb. .... 35c  
Four lbs. for ..... 90c  
Our Golden Santos Coffee, lb. .... 20c  
4 lbs. for ..... 70c  
3 lbs. Best Breakfast Cocoa for ..... 25c  
Fancy Gun Powder Tea, lb. .... 39c  
Extra Fancy Ceylon Tea, lb. .... 65c  
Sun Dried Green Tea, per lb. .... 50c

#### Groceries

Hayden's D. H. Flour, 48-lb. sack ..... \$1.85  
Hayden's Health Flour, 48-lb. sack ..... \$1.95  
Hayden's H. G. Baking Powder, can ..... 19c  
Del Monte Salmon, tall can. .... 25c  
Pet or Carnation Milk (small) 6 cans. .... 25c  
3 cans Elkhorn Milk, 16 oz., for ..... 25c  
3 cans Fancy Sweet Corn ..... 25c  
No. 2 1/2 Del Monte Pineapples, can. .... 30c  
No. 2 1/2 Del Monte Peaches, can. .... 30c  
No. 2 1/2 cans Fancy Peeled Apricots ..... 30c  
No. 2 tall cans Asparagus for ..... 25c  
Yellowstone Preserves, assorted ..... 20c  
No. 2 can Pure Apple Butter ..... 12 1/2c  
Beech-Nut Jams, small jar ..... 15c  
Beech-Nut Jams, large jar ..... 25c

#### Vegetables and Fruits

Fancy Green Cabbage, per lb. .... 4c  
Large Bunches Radishes, each ..... 5c  
Beets, Carrots or Turnips, bunch. .... 10c  
Fancy Cauliflower, at, per lb. .... 15c  
Fancy Green or Wax Beans, lb. .... 30c  
Home Grown Green Onions, 3 bunches. .... 5c  
Fancy Green Peppers, per lb. .... 30c  
Sweet Potatoes, lb. .... 5c  
Horse Radish Root, per lb. .... 20c  
Fancy Fresh Cocoanuts, each ..... 5c  
Fancy Cooking Apples, per lb. .... 8 1/2c  
Florida Grape Fruit, each at ..... 10c  
Fancy Ripe Bananas, per dozen ..... 30c  
Sunkist Lemons, per dozen at ..... 30c

#### Monday Market Specials

Native Steer Sirlon Steak ..... 25c  
Native Steer Round Steak ..... 20c  
Native Steer Shoulder Steak ..... 12 1/2c  
Rib Boiling Beef ..... 5c  
Spareribs ..... 11c  
Pork Chops ..... 22c  
Fresh Cut Hamburger ..... 15c  
Cudahy's Puritan Skinned Ham, lb. .... 32 1/2c  
Sugar Cured Breakfast Bacon, lb. .... 20c

#### CREAMERY BUTTER

Fancy No. 1 pkg. Butter, lb. .... 38c  
Peanut Butter, 2 lbs. .... 25c  
Cottage Cheese ..... 15c  
Fancy Wise Brick Cheese ..... 19c  
Minnesota Dill Pickles, per doz. .... 15c

## Great Wall Paper Sale

The distinctive feature of your Home Furnishings is the attractive Wall Paper on your wall.

#### 9c Roll

30-inch Oatmeal Papers, in new colors, blue, tan and gray. Sold only with cut-out borders. Very special, roll ..... 9c

#### 3 1/2c Roll

Paper suitable for bedrooms, spare rooms and halls. Sold only with borders.

#### 7 1/2c Roll

Parlor, dining room and hall. Plain stripe, grass cloth and all-overs. Also bedroom papers, chintz and stripes. Sold only with borders.

#### 12 1/2c Roll

30-inch Duplex Oatmeal Papers (the very best Oatmeal made), in new colors. Sold only with new cut-out borders. Very special, roll ..... 12 1/2c

#### 14c Roll

Heavy embossed bedroom papers, chintz and floral stripes, sold with cut-out borders.

#### 17c Roll

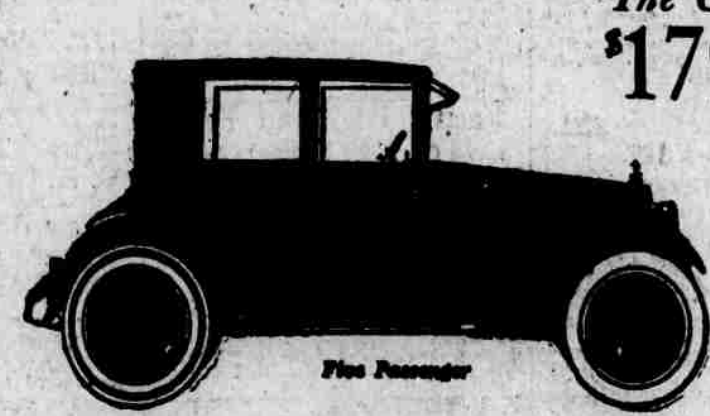
Washable varnish tile papers; blue, brown, gray and green; sold with borders to match.

#### 22c Roll

Tapstry, grass cloth, two-tones and blends; sold with cut-out borders.

#### 69c Roll

Heavy, Embossed Grass Cloth and Engraved Paper. The paper for your best room. Sold with new cut-out effects. Values to \$1.25. Roll ..... 69c



The Coach  
\$1795

Five Passenger  
**HUDSON**  
HUDSON SUPER SIX

**On the Famous Super-Six Chassis**

In the new Hudson Coach you get the wanted closed car qualities. Yet the cost is less than 6 per cent above that of the open models.

Great quantity production makes such price possible. Most motorists will find their full requirements of comfort, utility and fine closed car distinction amply met by the Coach.

Come see it soon. Just a drive will do much to make it your choice.

**GUY L. SMITH**  
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