

Auto Business Shows Increase, Asserts Dealer

Overland Sales Here in Last Three Months Exceed Total for Last Year.

There is a current opinion on the automobile row that the automobile business is coming back very strong. Among those who share this opinion is W. W. Fast, manager of the Omaha branch of Willys-Overland, Inc.

Mr. Fast feels that a dealer who is not selling automobiles today is responsible, entirely for his condition and that merchants and farmers alike are ready to buy in almost every section. In support of this contention Mr. Fast points to the fact that during the past three months the total sales of the Omaha branch have exceeded sales during the entire preceding year.

Mr. Fast further states that the demand has so far exceeded his expectations that it is impossible for the branch to make deliveries to the north on Willys-Knight touring cars, coupes or roadsters, and Overland coupes and roadsters. The supply of these models has been completely sold. However, material and labor conditions will permit the factories to catch up with back orders in a much more satisfactory way.

Mr. Fast called attention to a city in a neighboring state where the automobile fraternity as a whole had accepted the belief that conditions were very poor. A dealer who had no knowledge of conditions in the particular town was induced to take over the contract and in less than three months had sold 51 automobiles. Indications point to an increasing business during the balance of 1922.

Sprague 1922 Production Doubles That of Last Year

Twice as many Sprague tires and tubes were manufactured in March this year as in the corresponding month last year, according to E. H. Sprague, president of the Sprague Tires & Rubber company, Eighteenth and Cumby. Sales for the same month surpassed production and the mill is still behind on orders for some larger sizes in cord tires.

"Due credit must be given stockholders for their efforts in establishing dealers in the surrounding territory," said Mr. Sprague. "Through their help, firmly established channels of distribution have been secured and with the increased manufacturing facilities and efficiency, the outlook is bright for this company."

Emergency Leak Repair.

In cases of real emergency a handful of cornmeal poured into a leaking radiator will often serve to stop the leak. The meal settles in and about the hole, drawn there by suction, and serves as a temporary repair. However, when it comes time to make a permanent repair, there may be some difficulty in getting the cornmeal out of the water system, and the best thing to use is steam or water under pressure, which will force the granules out.

Official of Tire Company Says Business Improving

J. V. Mowse, vice president and general sales manager of the Kelly Springfield Tire and Rubber company of New York City, was a guest of H. C. Swearingen last week in connection with a trip through the middle western states.

While in Omaha, Mr. Mowse had several conferences with the sales organization and his reports on the situation were very favorable concerning entire middle western section. Mr. Mowse's statements indicate that Kelly Springfield sales are very much on the up grade and that a very successful business during the coming year is expected.

Auto Firm Head Optimistic Over Trade Outlook

Economies and Rise in Food-stuff Prices Giving Farmers More Buying Power, Says Willys.

John N. Willys arrived in Toledo this week, after a 17,000-mile trip, during which he has visited practically all of the large branches and distributors of the Willys-Overland company west of Chicago. He expressed optimism over the immediate prospects of business.

"When I started on this trip," said Mr. Willys, "I was aware that extraordinary economies had been brought about during the past year in the manufacturing end of the automobile industry. I was gratified and surprised at the extent to which these same economies have permeated the dealer establishments.

The public, too, is helping bring down costs by a more careful discrimination in buying.

"All of these factors have had a marked influence in reducing prices to the point which makes the ownership of an automobile today the most economical of any period in motor car history.

"The rise in prices of foodstuffs has given farmers all over the west a renewed optimism, while economies have given farmers a better buying power.

"Business has moved a long way ahead during the last few months and the fundamental betterment is reflected very strongly in the sale of motor cars.

"This betterment in business is also being reflected in our export sales, which have shown a marked increase.

"Everywhere there is season for a genuine optimism for American business."

One of the best lubricants and preservatives for the leaves of automobile springs is flake graphite and lubricating oil mixed to a consistency of a paste and applied with a paint brush. This prevents the accumulation of rust and contributes to the easy riding qualities of the part.

The Wisconsin Highway department publishes every week a blueprint map showing routes and road conditions throughout the state. The subscribers are chambers of commerce, hotels and garages. New construction, detours, etc., are plainly indicated.

Dealers Attend Fordson Tractor Test Held Here

Lectures on Use of Machinery Accompany Demonstration Staged Near Elmwood Park.

One hundred and fifty men from the various Ford organizations throughout the state attended a tractor demonstration held near Elmwood park Thursday and listened to a number of lectures on the use of the tractor in connection with present-day farming.

The Ford Motor company has established approximately 100 experimental farms in Nebraska, Iowa and South Dakota. These farms are being operated under supervision of the dealers who are selling Fordson tractors.

At 8:30 a. m. the Ford dealers assembled at the Ford plant to listen to Mr. Cooper of the Henry Cooper Manufacturing company, manufacturer of special shop equipment for Ford cars and Fordson tractors. From there the entire organization went to the headquarters of the Oliver Chilled Plow company, where C. A. Bacon of the Oliver company, who is a recognized authority on soils, gave the dealers a very comprehensive survey of scientific farming.

Among the other speakers of the day were Fred Daubs of the American Seeding Machine company, manufacturer of the Amasco cultivator, which is designed to be operated by one man. Mr. Parrott, district manager of the Oliver Chilled Plow company, and Mr. Dolson, who manufactures a strand governor for Fordson tractors, discussed the farming situation.

STEPHENS



\$655 Less in Price 31 Finer Qualities

GREATEST achievement of the Year! 31 new features increase the value of the STEPHENS SALIENT SIX in comfort, economy, power, dependability. Yet the price is \$655 lower than it was nine months ago.

10,000 recent letters from owners prove with 100,000,000 miles of service that no car equals the dependable low-cost service of the STEPHENS.

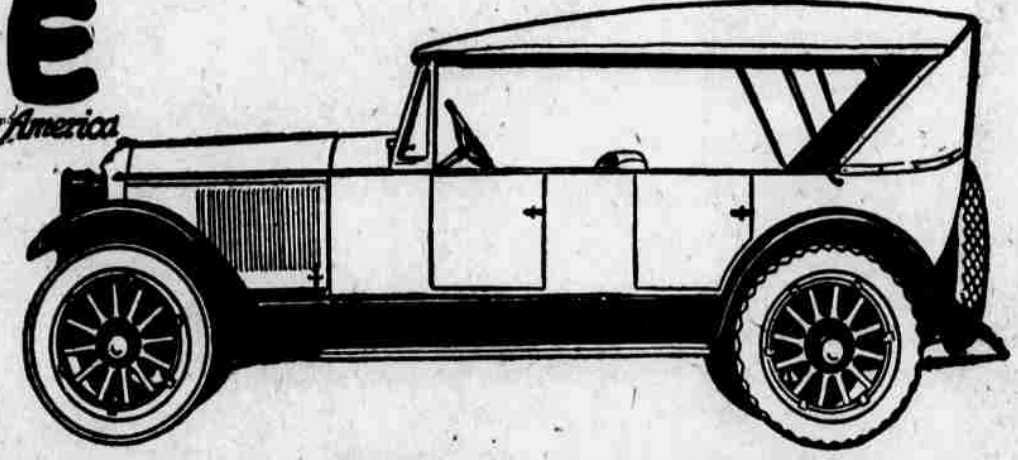
Mid-City Motor & Supply Co.
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2216-18 Farnam St. Phone AT. 2462

PAIGE

The Most Beautiful Car in America

\$2195

F. O. B. Detroit



One Demonstration Will Satisfy You That Paige is Master of the Highway

Under the hood of the Paige 6-66 is a mighty 70-horsepower engine that performs its work with the ease and smoothness of a giant turbine. This vast reserve power means not only great performing ability but long life and uninterrupted service.

Remember, that the Paige 6-66 Daytona model holds every world's stock chassis speedway record from 5 to 100 miles. Here is proof, not only of superb performance, but heroic strength and stamina.

You should ride in the 6-66 to learn the zest of ample power and perfectly balanced chassis construction. Then you will at once notice the benefits of 131 inches of wheel base and 61 inch rear springs.

And remember that the Master of the Highway is now yours for \$2195.

Nebraska-Paige Company

27th Ave. and Harney Sts. OMAHA Phone DO. 3660

The New 6-66 Prices	The New 6-44 Prices
131 inch wheel base—70 horse power	119 inch wheel base—50 horse power
6-66 Lakewood, 7-Pass. Touring - \$2195	6-44 Touring, 5-Pass. - \$1465
6-66 Larchmont II, Sport Type - 2245	6-44 Sport Type, 4-Pass. - 1595
6-66 Daytona, 3-Pass. Roadster - 2495	6-44 Roadster, 3-Pass. - 1465
6-66 Sedan, 7-Pass. - 3155	6-44 Sedan, 5-Pass. - 2245
6-66 Limousine, 7-Pass. - 3350	6-44 Coupe, 4-Pass. - 1995
6-66 Coupe, 5-Pass. - 3100	

All Prices F. O. B. Factory, Tax Extra
Cord tires standard equipment on all models

Refitting Old Pistons

When an old set of pistons reaches the stage where replacement is necessary, it is sometimes possible to avoid this expense by having the worn set expanded or swelled. The process used for this is by heating the pistons one at a time in a bed of hot charcoal, which completely covers them.

The charcoal is brought to a red hot heat and is then allowed to cool. When the piston is removed it is found to be considerably swelled, sometimes as much as .004 of an inch. Pistons so treated are not as good as new ones, but considerable expense is saved, and the clearance is returned pretty close to normal.



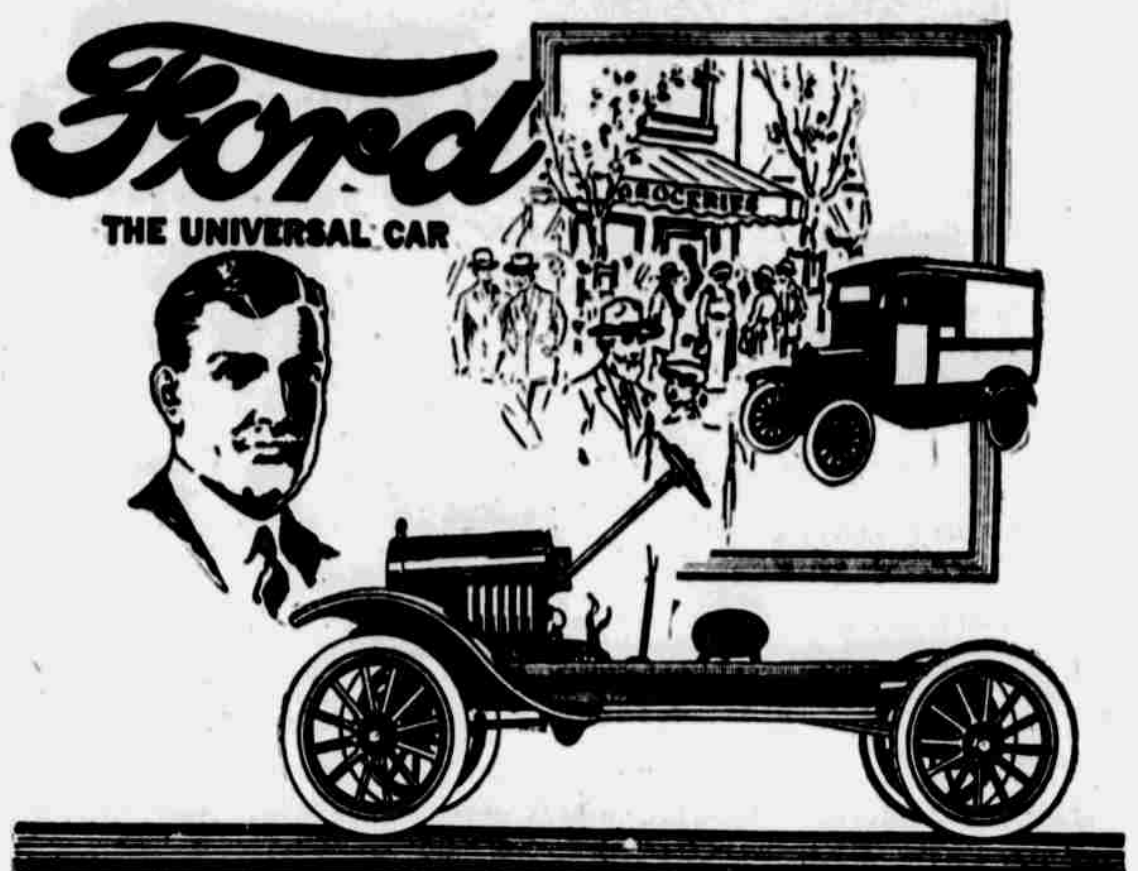
Any Hyatt, New Departure or Timken Bearing you require is here—in stock.

Bearings Service Company
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1812 Harney Street
Phone Atlantic 2844

Society section of the Bee—all the news about the folks you know.....

Watch the Rear Axle

In cars with floating rear axle, which depends upon the hub caps to keep the axle shafts in place, the cars should be inspected occasionally. In a recent case the hub cap was lost and the axle shaft had started to work its way out of the housing.



\$285

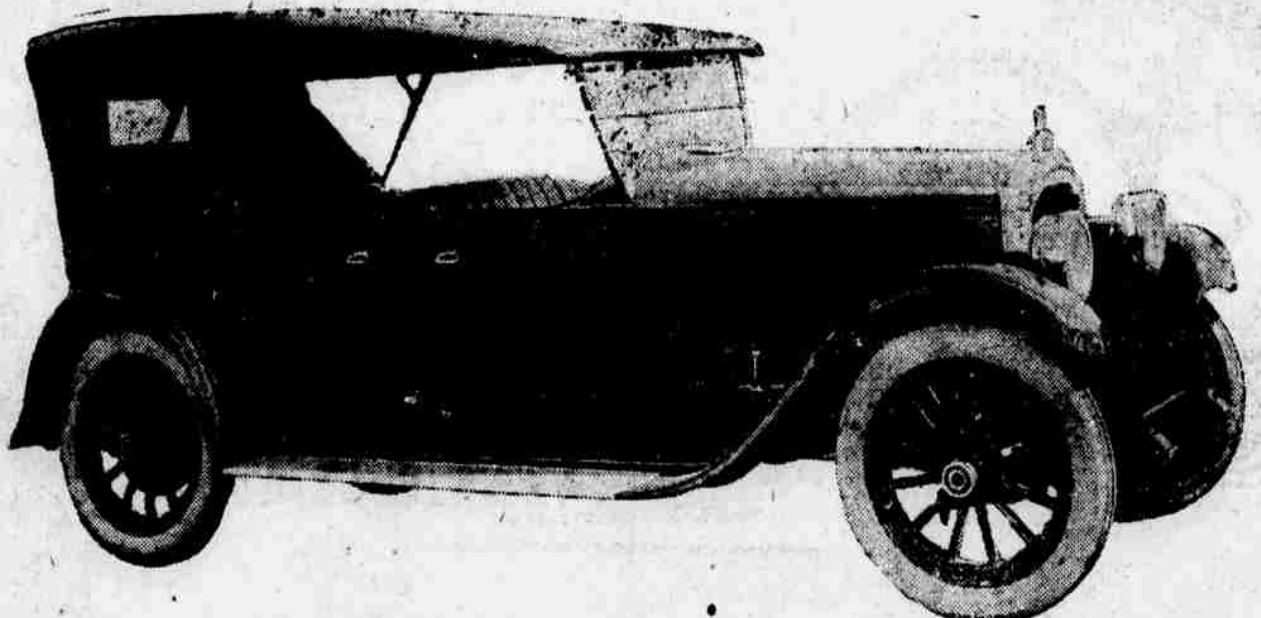
F. O. B. DETROIT
Terms if Desired

Every Merchant knows that quick delivery means sales expansion, greatly reduced costs and better satisfied customers. Expand—yet Economize. Buy a Ford—and Bank the Difference.

We can supply a body to meet your special requirements.

- Authorized Omaha Ford Dealers
- 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.
 - SAMPLE-HART MOTOR COMPANY... 18th and Burt Sts.
 - UNIVERSAL MOTOR COMPANY... 2562 Leavenworth St.

The New Packard Single Six



A new Packard Six that will set Omaha a-talking!

Mechanically?
Those who've driven it say it's a real wonder.

Appearance?
A worthy successor to its beautiful Packard forebears.

Style?
The newest and latest of Packard products.

Cost of Operation?
The new Single Six is miserly in its use of oil and gasoline.

Here is a car so graceful, so easy to ride in, that your imagination will fail. Only a ride in it will give you a true idea of these qualities. It's hard to believe that such a car as this can be purchased with so little money.

Here are the models, with the price of each at Detroit:

Five-Passenger Touring .. \$2485	Five-Passenger Sedan ... \$3275
Four-Passenger Sport ... \$2650	Roadster
Coupe	Seven-Passenger Touring .. \$2685
	Seven-Passenger Sedan
	Seven-Passenger Sedan Limousine .. \$3575

We have the seven-passenger touring car on display. You are invited to ask us for a demonstration during this nice driving weather.

"Packard Is a Packard---Ask the Man Who Owns One"

Scott-Bury Motor Car Co.
3016 HARNEY HARNEY 0010