

'Gray Goose' Man Sees Prosperity

Wills St. Claire Sales Official Finds Business Better all Over Country.

"Business is much better in all sections of the country, really good in most states and remarkably strong in many," declared E. Phil Merrill of the sales division of C. H. Wills & Co., Mayville, Mich., who has just returned from a four months' trip in which he visited all Wills Sainte Claire distributors and many dealers.

The trip was from ocean to ocean and boarder to gulf. It included all the principal automobile shows and many of these held in the smaller cities. Many Wills Sainte Claire

distributors have been aiding very materially to their dealer organizations, and Mr. Merrill states that "Gray Goose" service is now truly national.

Wills Sainte Claire owners may now tour the country without ever being out of touch with a competent service organization.

Paige Stock Chassis Sets New Record for 10 Miles

In an exhibition run on Easter Sunday afternoon the Paige 6-66 Dayton model stock chassis, covered 10 miles on the San Carlos, Cal., speedway in six minutes 26 1/2 seconds. This is at the rate of 93.2 miles per hour for the 10 miles.

Piloted by the veteran driver, Earl Cooper, the Paige gave its unofficial exhibition just before the running of the set racing features of the Easter program. This is believed to be the fastest time ever made for the distance by a strictly stock chassis.

Hupmobile Shatters Its Former Records

An outstanding example of renewed industrial activity in Detroit is the case of the Hupmobile, manufactured by the Hupp Motor Car corporation, the sales records of which show for the first quarter of 1922 an increase of 172 per cent over any other first quarter in the company's long history.

The fact that Hupmobile is generally regarded as among the ultra-conservative of the older companies lends much interest to the sales statement just released from the factory.

According to the statement, March, with shipments of 3,905 cars from the factory, shattered all of the company's previous monthly records.

And, judging from the showing for the first two weeks of April, the increase has by no means reached its peak.

Up to and including April 17, the April shipments totaled 2,050 cars—a 53 per cent increase over the same period in the record month of March.

April 17, with shipments of 215 cars, was the biggest single day the company ever experienced.

Further analysis of the statement reveals that while the company's increased production plans, necessitated by the growth in demand, called for a 40 per cent increase in April, the actual figures for the first 17 days were 33 per cent over the company's most optimistic expectations.

Glycerine for Radiator.

Many car owners make a practice of using a small amount of glycerine in the cooling water during the summer months, naturally not as an anti-freeze agent but to keep down scale deposits. The glycerine in the radiator has a tendency to keep down scale and has long been used in steam boiler operation for this purpose. The proportions are a half pint to each five gallons of water.

Cadillac Type 61 Free From Service

What is believed to be a new record for dependability has been attained by the Cadillac Motor Car company through its Type 61 car.

Although the Cadillac throughout its history has had an unusually small amount of service after the introduction of a new model, the Type 61 has been astonishingly free from service requirements of all kinds.

Although the Type 61 has now been out for over six months, and although approximately 10,000 Type 61 cars are now in the hands of owners, there has scarcely been a complaint of any kind from any part of the country. In fact the service required from the factory has been only one-third of what has been required for any other new type of Cadillac during the first six months.

Hudson-Essex Factory at Capacity Production

Production of Hudson and Essex cars for the first quarter of 1922 was 182 per cent greater than for the same period last year, according to information just received from Detroit by Guy L. Smith. Despite this huge business increase, the companies find it impossible to keep up with the orders, the information states.

"Both companies were at capacity production throughout April," Mr. Smith reports. "Difficulty in obtaining car bodies and inability to manufacture more motors were the reasons that kept the month from setting up the greatest shipment figure in Hudson-Essex history."

Cadillacs Ordered in Carload Shipments

"Business throughout our territory is certainly getting better fast," said J. H. Hansen of the J. H. Hansen Cadillac company, yesterday.

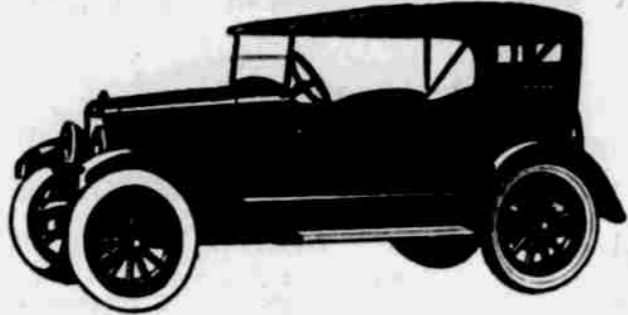
"In this past week we have received orders from dealers for Cadillacs to be shipped in carload lots. In just this one week alone 12 Cadillacs have been ordered that way. The folks out in the state are buying good cars now. Nothing is too good for them. They have waited a long time to buy. This was also proven at our used car sale, which was a great success. Renewed cars were sold and delivered to people living more than 150 miles from Omaha. We have orders at the factory for as many cars as they can ship to us immediately. We have only one new Cadillac on hand now, and everything points to the same old shortage of fine motor cars in May and June, particularly if buying is as heavy as it is right now."

Jewett Six Arrives at Paige Salesroom

The much-discussed Jewett car, announced as a deliberate attempt on the part of the Paige-Detroit Motor Car company to design and manufacture a quality six at a quantity price, has arrived and is now on exhibition in the local Paige salesrooms. This is the first opportunity the public has been given to make an intimate examination of this new six, which has been so keenly anticipated and which sells for \$1,065, and to test its merits in actual demonstrations.

Those who have seen the Jewett describe it as a comfortable five-passenger car, generously appointed and with extremely attractive body lines. It is equipped with a 50-horsepower motor that will develop 60 miles an hour and is said to be also remarkably flexible.

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You can wash your Overland a hundred times without marring the finish. The enamel is baked on—to stay bright a long time. That's just one of the fine features of—

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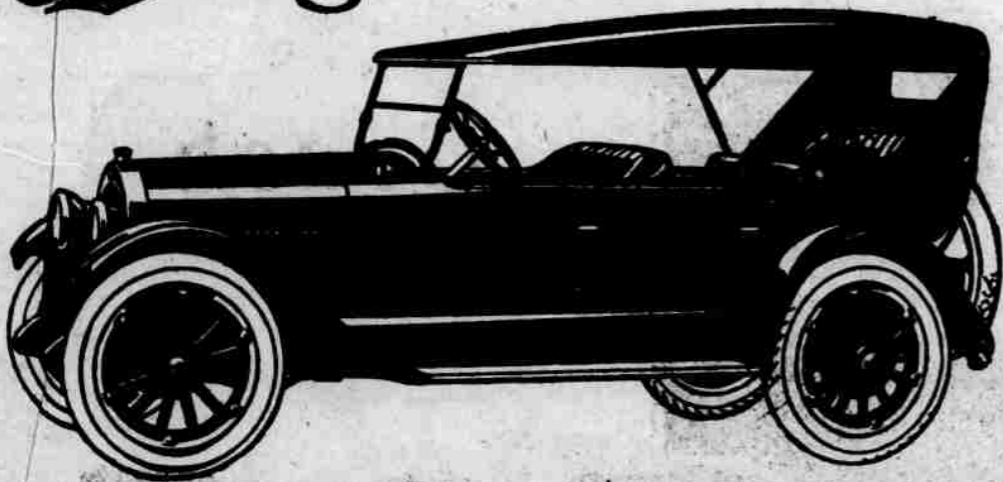
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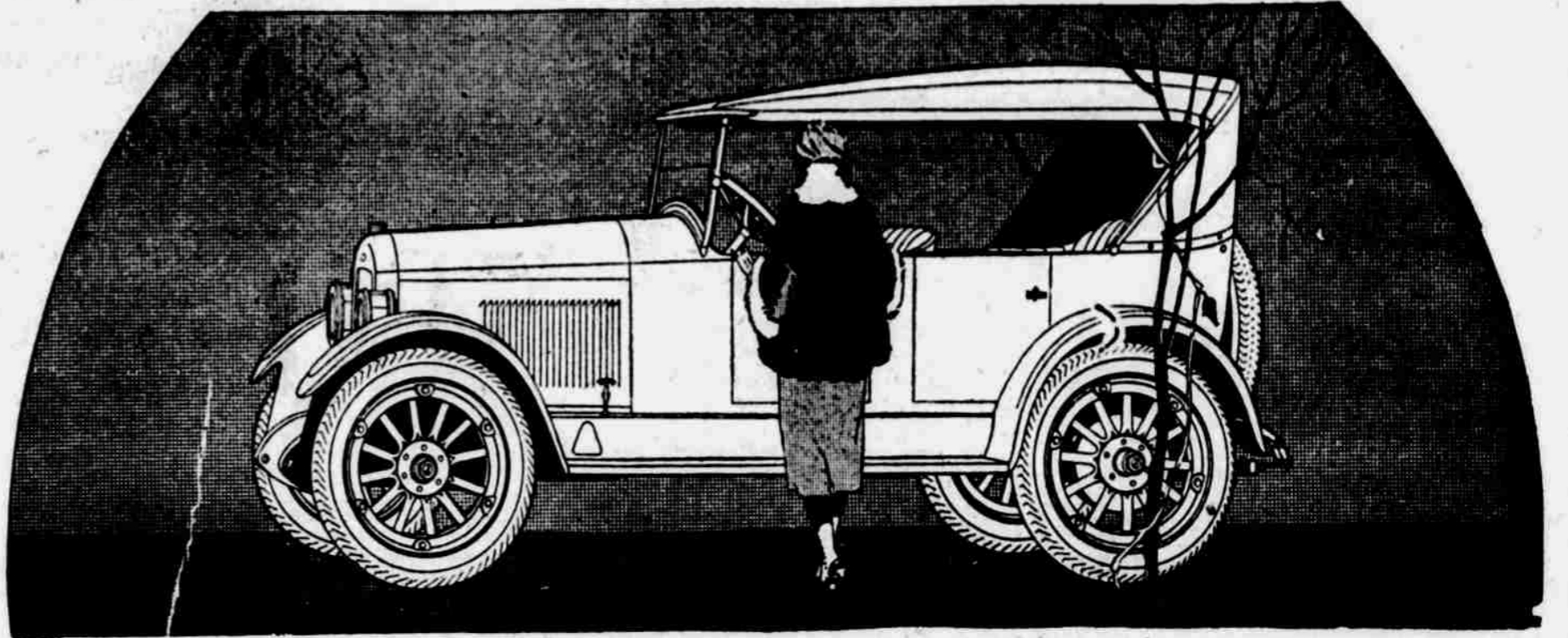
\$1735

Look it over!—a big, roomy, 122-inch wheelbase, 7-passenger touring car, powered by an 8-cylinder engine that is the last word in flexibility, quietness and smoothness of operation—a beautiful and completely equipped, luxurious riding motor car for \$1735. That's the story of the Larger 8. But its full significance won't fully dawn on you until you actually ride in the car yourself.

OLDS MOTOR WORKS LANSING, MICHIGAN
Division of General Motors Corporation

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

The Jewett Is Here



The Price Is \$1065

The New Jewett Six is now on exhibition in our show rooms. To you, and everyone who is interested in motor cars, we extend a very cordial invitation to see this car and arrange for a demonstration.

And we do not hesitate to say in advance that you are going to be surprised, delighted and not a little mystified. You are going to be surprised because the Jewett is all that you have imagined—and a great deal more.

You are going to be delighted because it is the very car that you have hoped for—and waited for—these many years.

You are going to be mystified because you will, for the first time, view a fine quality six at the price of a four.

A Quality Six at \$1065

To produce this car and sell it for \$1065, f. o. b. Detroit, has required years of study and all the ingenuity and resources of the Paige Engineering staff. It would have been a simple matter to compromise on four cylinder construction and thus achieve a popular price.

But this is the day of six cylinders because the six is an inherently balanced mechanism. The natural balance and overlapping power impulses mean smooth, even, vibrationless riding qualities.

These, in turn, mean maximum economy because friction and vibration are the chief destructive agents in mechanics.

You have only to ride in the best four that was ever built to realize its fundamental imperfections.

The Four must "fight" to get under way. It delivers a series of vicious, stabbing blows on the crank shaft.

In consequence, the entire car throbs and vibrates like a tuning fork. How long, do you imagine, can any mechanism remain staunch and tight under such punishment?

Fours will "run," of course. But is it a nerve racking chug-chug-chug or the soft, thrilling purr of overlapping impulses.

The Jewett Has 50 Horse Power

For these reasons, and many others, the New Jewett is a six with a mighty reservoir of fifty horse power. It will sweep you over the road at sixty miles per hour, if you like, or amble along at three. And, at either pace, you will travel as sensible people want to travel—easily, smoothly, quietly.

In spite of its amazingly low price, the Jewett is a car of rare beauty, finish and appointment. It is a stinging rebuke to the commonplace designs of the popular priced field.

The Jewett is Built to Last

Best of all it is built as all Paige products are built to serve you faithfully and with deep respect for your pocket book.

But come in and see the Jewett for yourself. Come prepared to ride with us. For that is the one way that you can experience the thrill of commanding a fifty horse power six cylinder motor.

That is the one way that you can actually know and appreciate the Jewett.

Nebraska Paige Co.

27th Avenue and Harney OMAHA Phone Douglas 3660

JEWETT

A Thrifty Six



Built by Paige