

Reo Designs Big Features in New Model Phaeton

Conveniences and Comforts as Well as Emergency Safeguards Prominent in New Car.

The little conveniences and big comforts essential to motoring, along with safeguards for emergencies, are designed into—not merely added to—the new Reo phaeton, a new model which has just been added to the Reo line," says Mr. Oppel of the Jones-Oppey company.

The top is of new design, with gray interior trim and finished with special nickel molding and leather inserts. Clear-vision curtains, Reo designed and made, pack flat in a special compartment behind the removable back cushion of the rear seat, without danger of bending or breaking the lights.

The radiator cap is of new design, made of German silver with ball handles. The headlights, also new in design, have nonflare lenses and are equipped with nickel ball. Small parking lights conserve the battery. There is also a combination parking light and combination stop signal on the rear.

Aluminum is used generously in the trimmings of the new model. Seven polished aluminum guard bars protect the rear seat panel. Aluminum moulding fitted at back of hood where it joins the cowl prevents scratching of the body due to careless handling of the cover at filling stations.

The windshield, a new Reo design with integral sidevents and nickel plated frame is good looking and insures better vision and greater protection against rain or snow. It supplies, besides, a perpendicular support for the front door curtains, making them more airtight and eliminating the curtains when the doors are closed. The front door latch directs ample draft toward the floorboards of the front compartment.

Provide Roomy Spaces.

In the back of the front seat are two roomy curtained spaces for wraps and packages; and between these two compartments is a disappearing vanity case well furnished. Near them is a tonneau light with concealed wire long enough to permit its use as an extension lamp in and around the car. An aluminum covered foot rail, nickel-trimmed, is fitted in passenger's compartment.

Reo royal blue is the standard color of the phaeton with wheels in French gray striped in deep blue. Hub caps are fitted with nickel plated name plate ring.

Stephens Improved and Prices Lowered

It was after 50 years of manufacturing experience that the Moline Plow company decided to enter the motor car field. This step was only taken after the executives of the Moline Plow company had carefully and in an exhaustive manner gone into the very depths of the experience and tribulations of other motor car builders, into just what the motor car buyers, the public, wanted in the way of a satisfactory automobile. The Stephens Salient Six was the result of all their efforts.

W. W. Short, salesmanager of the Mid City Motor and Supply company, distributors in this territory, points out some interesting facts regarding Stephens prices and Stephens improvements that have materially increased the value of the car.

Mr. Short says: "The public realized a year ago that the Stephens was a big value when it sold for \$2,400. The Stephens today is selling at \$1,595, a cut of over \$800, and it isn't the same car of a year ago. By actual count there are 31 improvements in the new type of cars that greatly improve riding qualities."

In just a few more days the new Stephens closed cars will be in Omaha. There is a new type coupe, brougham and seven-passenger sedan.

Studebaker Factory Unable to Fill Demand

O. N. Bonney, local distributor for Studebaker cars, recently returned from South Bend, Ind., where he found the Studebaker factory running at full capacity and unable to fill the large number of orders for cars for immediate delivery.

"Following the usual policy of fair treatment to the public," Mr. Bonney said, "the Studebaker company has reduced the price of their cars from \$800 to \$200, which was possible by their enormous production this year."

"This price reduction," continued Mr. Bonney, "has been felt locally as orders have been piling in daily and the outlook is that this condition will hold for a long time."

Sherry to Direct Gill Ring Dealers

J. W. Sherry, because of his wide experience in the automobile accessory fields, is well fitted to handle his new position as local manager for the Gill Piston Ring company. This office will direct the activities for Gill dealers in Nebraska and western Iowa. Mr. Sherry was formerly salesmanager for the Powell Supply company and is well known to the trade in this territory.

Mr. Sherry expects his new location at 2061 Farnam street to be ready for business this week.

ADVERTISING.
TIRES WITH 500 NAIL HOLES LEAK NO AIR

Mr. C. N. Milburn of Chicago has invented a new puncture-proof inner tube which in actual test was punctured 500 times without the loss of any air. Increase your mileage from 10,000 to 12,000 miles without removing this wonderful tube from the wheel, and the beauty of it all is that this new puncture-proof tube costs no more than the ordinary tube and makes riding a real pleasure. You can write Mr. C. N. Milburn at 223 West 47th St., Chicago, as he wants to introduce everywhere—wonderful opportunity for agents—interested write him today.

Buick's 14 New Models Are Described by Huff

Mechanical Changes, Including Better Arrangement of Springs, Are Made Generally Through Line and Designers Add Many Features Looking to Greater Comfort and Snappier Appearance in Every Type in Huge Line.

News of 14 new models of 1922 motor cars, embodying both radical body and mechanical changes, which will be placed on the market by the Buick Motor company of Flint, Mich., has been brought back to Omaha by Lee Huff, vice president and manager of the Nebraska Auto company, who attended a meeting of branch managers and distributors at the Buick factory.

The greatest attraction may prove to be the new touring sedan of both the six-cylinder and four-cylinder types designed to meet the demand for low-priced enclosed cars.

Changes in the Fours.

In the four-cylinder roadster the Buick engineers have produced an extremely smart car by incorporating new mechanical features and designing an entirely new and longer body, which, together with the higher radiator and cowl changes, gives the car a longer and lower appearance.

The three-passenger coupe is finished in plush, is equipped with a heater, extra large doors, cowl ventilator and has very up-to-date interior fittings. Another change includes an extra large luggage compartment in the rear, with a flush rear deck door.

The five-passenger sedan carries a new and longer body with a new and longer front seat steering gear. This model will have a cowl ventilator and is finished in plush. It will also have a floor heater and adjustable rear side windows.

The new touring sedan of the four-cylinder type is equipped with the cowl ventilator, aluminum steering wheel spider, extra wide doors, large comfortable tilting front seats, dome light, floor heater and all windows in doors and sides are adjustable. On the rear, standard equipment includes

a trunk rack, trunk and nickel guard rails.

Changes in "Sixes."

The six-cylinder models all incorporate mechanically the same changes and include the latest Buick spring improvements, which insure added comfort.

The two-passenger roadster is equipped with a lower top and this, with the higher radiator and cowl, gives the car a much longer and racy appearance. A new, flush rear deck and deck door have been installed and a new tilt is given the spare tire carrier, while the sides of the seat trimmings is piped and has added trimming under the cowl.

The five-passenger touring car carries a new style of trimming on the back of the front seat, a tonneau lamp, piped trimming on the sides of front and back seats and trimming under the cowl, a leather covered robe rail with nickel brackets, nearly designed pocket flaps and a new rear curtain light.

On the seven-passenger touring car the top of lower design, an adjustable sun shade, a rear vision mirror and nickel binding around the front and rear of the top are among the principal changes. This model also has the new type head and cowl lights of drum design, new whipcord top lining and an extra wide rear seat and auxiliary seats. A gasoline gauge has been mounted on the instrument board with other white faced instruments that give the driver a clear view of just how the car is operating.

In the new six-cylinder touring sedan a rigid trunk rack and trunk with nickel guard rails are mounted on the rear of the body. The equipment of this car will include many of the features of the other Buick closed

Hudson Announces Super-Six Sedan

Body Longer, of Aluminum Throughout—Low Price Is Surprise to Public.

A new seven-passenger sedan, containing recent Hudson improvements of body and motor, including the new super-six motor, is announced by the Hudson Motor Car company. Dealers are already displaying it. Its price is \$2,295, Detroit.

Several changes have been made in the body, according to Guy L. Smith, Omaha Hudson-Essex dealer. The new model is three inches longer and is lower and lighter. Seats are wider and body panels are aluminum.

The increased length has been given to both the front and rear compartments. Additional space has been given the driver; the rear seat is deeper.

Improved ventilation is provided by a larger cowl ventilator, equipped with a deflector. Triangular panes of glass form part of the windshield and, together with the wider door frames, afford wider vision.

Upholstery and floor rugs are of a deep, rich blue. Interior accessories include rear quarter shades, dome light with switch front and rear, smoking set and rear vision mirror. All doors have Hudson four-hinge supports, insuring perfect alignment. Entrance and exit from the rear are facilitated by wider doors.

Drum type lamps at the base of windshield are standard equipment. Body and body panels are finished in Valentine blue. Chassis parts are black.

Minister Gives Sermon on Courtship and Marriage

London, Aug. 5.—"Real love cannot be based upon frivolous talk." This was the statement made by Rev. H. G. Poole, vicar of All Saints church, Acton, who recently set aside one Sunday evening to deliver a sermon to the youth of his flock upon courtship and marriage.

Dort Closed Cars Are Popular Models

"Three times this year Dort production schedules have been radically revised to meet the demand for closed cars," says General Sales Manager John D. Mansfield of the Dort Motor Car company in discussing the automobile sales situation.

"This is not because we did not expect a healthy closed car business—quite the contrary. How do I account for this development? Just price—that is all. Most people have always preferred a closed car, but felt that the difference in price was too great. Now the reason for much of this difference in price is limited production and the remedy was obviously increased production. Dort felt that a reduced price differential would automatically bring sales volume that would insure a paying output. So it proved."

Read The Omaha Bee every day, you will like it.

Nash Leads the World in Motor Car Value



Nash Again Reduces Prices

Effective August 1, 1922

At the time of the last Nash price reduction C. W. Nash frankly declared his policy of keeping faith with buyers by passing on the savings earned through increased business.

The response on the part of purchasers was immediate and nation-wide. Sales rose to new records monthly and at this writing we are running 100% beyond last year's business.

So again we announce new and lower prices on every model in the Nash line, and this proves, as nothing else could prove, the truthfulness of the statement that "Nash Leads the World in Motor Car Value."

SIXES		FOURS	
Five-Passenger Touring	\$1240	Five-Passenger Touring	\$ 935
Seven-Passenger Touring	1390	Roadster	915
Seven-Passenger Sedan	2190	Coupe	1385
Coupe	1890	Sedan	1545
Roadster	1210	Cab	1195
Sport Model	1395	Carriole	1275



NASH-VRIESEMA AUTO CO.
RETAIL WHOLESALE SERVICE
Tenth and Howard Streets Exclusive Local Factory Representatives
Phone AT lantic 2916 (omitted from telephone directory)

STEPHENS SALIENT SIX PRICES REDUCED

The Stephens factory were leaders in the recent price reductions, having dropped from \$150 to \$200 just a short time ago. Very few people realize that the Stephens percentage of price reduction has been greater than that of most other cars. The exceptional buying ability of the powerful Moline Plow Company has made this possible.

ALWAYS QUALITY FIRST IN STEPHENS

Making the Remarkable Price Reduction of Over \$800

Not one bit of value was eliminated, but instead, improvement after improvement was made, thirty-one in number, making the Stephens now stand out in sharp contrast as the greatest value for the money on the motor car market. Every detail is attended to, comfort is unsurpassed, ease of operation is very noticeable and economy of operation and upkeep is remarkable.

Now \$1595 List

LIBERAL DEALER TERMS
Write Today
MID-CITY MOTOR and SUPPLY CO.
2216-18 Farnam St. Omaha, Neb.

JEWETT

A Thrifty Six Built by Paige

New Jewett Prices

Effective August 6, 1922

Despite the outstanding value of the Jewett, in which additional betterments have been made, we offer these improved Jewett Sixes at the following new prices that again set new standards of value:

Jewett Five-Passenger Touring	\$995
Jewett Three-Passenger Roadster	\$995
Jewett Five-Passenger Sedan	\$1465
Jewett Four-Passenger Coupe	\$1445

All prices f. o. b. factory. Subject to change without notice.

Nebraska Paige Co.
27th Ave. and Harney St.
OMAHA, NEB.