

Kopac Brothers Get Franchise for Gray Car

Omaha Firm to Handle New-
set Entry in Light
Pleasure Auto
Class.

Kopac Brothers, one of the largest concerns in the truck and tractor business in Nebraska, have received the franchise of the Gray Motor corporation of Detroit, Mich. The Gray, one of the newest entries of the light weight car class, made its first appearance in Omaha early last fall when Captain Walton, the official observer for the American Automobile association, passed through here on the economy run from San Francisco to New York. Captain Walton at that time told a reporter for The Omaha Bee that the car was making a mileage record which he believed impossible, but the figures were withheld from publication at

Man Buys Third Oldsmobile



Curtis T. Marshall, one of the largest sheep feeders in the country, is an ardent Oldsmobile booster. The picture shows Mr. Marshall with his

third Oldsmobile, a Model 47 Super Sport light eight. The young lady seated upon the step says she is very well satisfied with their latest purchase.

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Sprague Opens First of Service Station Chain

Omaha Tire and Rubber Com-
pany Opens Branch at Dal-
las, Tex.—Others
to Follow.

The first Sprague free tire service station to come into existence under the new plan recently adopted by the Sprague Tire & Rubber company was opened in Dallas, Tex., this week, according to E. H. Sprague, president. The Dallas station is the first of a chain of free tire service stations to be opened in every large city.

"The idea was developed from the success we have had with our Omaha station," said Sprague. "It was our idea when we opened the free station in this city that we could be of considerable assistance to stranded motorists, but little did we dream that we would be called upon to make 15,000 service runs within a year, which was the case."

Resides Dallas, leases already have been made and plans drawn for stations in Chicago, Kansas City, and many other commercial centers. Fleets of service trucks, all uniform in color, will be started out of each station and the motorists, who formerly were required to take care of their own tire troubles, now will be able to call Sprague and a service truck will be dispatched immediately to the spot with a service man who will change a tire, mount a spare, supply air or render any other assistance necessary, all without charge.

Durant Puts Out a New Sport Touring Model

The Durant Motors company of Lansing, Mich., has announced a line of sport touring and sport sedans according to Andrew Murphy & Son, distributors for Nebraska and western Iowa.

The sport touring cars are to be delivered in an option of four colors, equipped with bumpers, nickel-plated radiators, motometers, trunk racks, trunk on rear, step plates and with especially made upholstery.

The sport sedan will be delivered in an option of four colors and will carry the same equipment as the sport touring car. The sport sedan will be a regular four-door sedan and one of the chief features is that Durant has produced a sport model sedan without sacrificing any room inside the car and still equipping it with four doors.

Oldsmobile Makes Great Mountain Climb

Many comments were made the past week regarding a feat that was shown at the Orpheum theater of an automobile climbing Old Stone mountain at Atlanta, Ga.

The picture shows the automobile, which is a four-cylinder Oldsmobile stock touring car, making one of the most sensational climbs imaginable over rocks and ravines which, to the ordinary driver, would seem impossible.

The Pathe News considered the feat so wonderful and daring that they have featured the picture all over the country.

This stunt climb at this historic spot was made by the Atlanta branch, Jim Schiller of the Atlanta, drove the car.

AC Makes Speedometer for Use on Star Autos

Flint, Mich., March 10.—The AC Spark Plug company, manufacturer of the AC speedometer, now is making an instrument of special design for the Star car.

This speedometer is driven from the propeller shaft in front of the universal joint. For mounting the AC speedometer on the Star instrument board a special bracket is furnished which holds the instrument just below the spark and throttle levers. No holes need be cut in the dash, and the drive attachment is made without removing the universal joint.

Ralph W. Jones Company Increases Sales Force

W. T. Land and A. L. Oster joined the Ralph W. Jones organization this week and will devote their time to retail sales of Cleveland and Chandler cars. Both men have splendid selling records.

"Our organization," says Mr. Jones, "is now in better shape than ever before and is forging ahead to make 1923 a year to be proud of. The additions to our sales force were necessitated by the flood of Cleveland and Chandler business, resulting partly from the Auto show, but also from the general popularity of these cars all over the country."

She Will Supervise Beddeo Women's Shops



Mrs. Meta B. Ridgely, formerly of Gimble Brothers store at Philadelphia, has arrived in Omaha to take charge of the women's shops of the Beddeo clothing store. Mrs. Ridgely formerly was connected with Omaha stores. She will spend one week of each month in New York.

Ten in Family Drive Reo Cars

Father, Seven Sons and Two
Sons-in-Law Use Same
Make.

(From Louisville (Neb.) Weekly Courier.)

It is not uncommon to find a community where a certain make of automobile is predominant, but this newspaper claims the distinction of presenting the largest family in the United States which drives the same make of car. The family in question is Wendell Heil and his seven sons, as well as the two sons-in-law. Each of this large family of boys as well as the father drives a Reo car and one of the sons also has a Reo truck.

Away back there when it took nerve to venture on the public highways with an automobile the father of this large family of boys purchased his first Reo.

Mr. Heil is wearing out his second Reo, and while it is a little the worse for wear, he still may be seen gliding along the highway most any fine day. It is true the old boat looks somewhat antiquated in comparison with some of the later models driven by his sons, yet the old gentleman is satisfied as long as it will convey him and Mrs. Heil to the homes of their children, who live but a few miles in either direction.

The latest addition to the Reo family was the purchase of a fine new seven-passenger car by Ed Heil to take the place of one that has gone into the discard.

All Makes Typewriter Firm to Open Branch

Because of the rapidly growing out state and international business that is being done by the All Makes Typewriter company, a lease has been signed for the store room at 1808 Farnam street, by Harry M. Feyer, president of the All Makes Typewriter company.

Headquarters for the concern will remain at 205 South Eighteenth street, but it is planned to develop the branch store business upon the agencies of the Noiseless and Remington portable typewriters and the Neostyle mimeographs.

Recent connections have been established making the All Makes Typewriter company a big factor in the rebuilding of typewriters for export purposes. Machines have been shipped to England, France, Japan and several other countries during the past month. Mr. Feyer left Omaha Saturday for New York, where he will personally supervise shipment of a large order of machines to a large concern in Genoa, Italy.

The new store will be a model work room; it will have the very latest types of fixtures as well as many new features in arrangement that thus far have not been shown in Omaha.

If the glove fastener tears out of the glove, darn the hole and sew an ordinary dress snap close to the old fastener.

New Road for Ohio.

Shadyside, O., March 10.—Belmont county commissioners voted \$50,000 for a new Ohio river road between

this place and Powhatan, thus matching an equal sum given by the state. This will be one of the links in the proposed Pittsburgh-Cincinnati highway.

Franklin, Ia.—Gideon Harter and John Murphy, alleged moonshiners, were indicted by the Washington Parish grand jury for the murder of Robert Wendell Crain and Wiley Pierce, deputy sheriff, who were killed Saturday morning at moonshine still they were raiding.

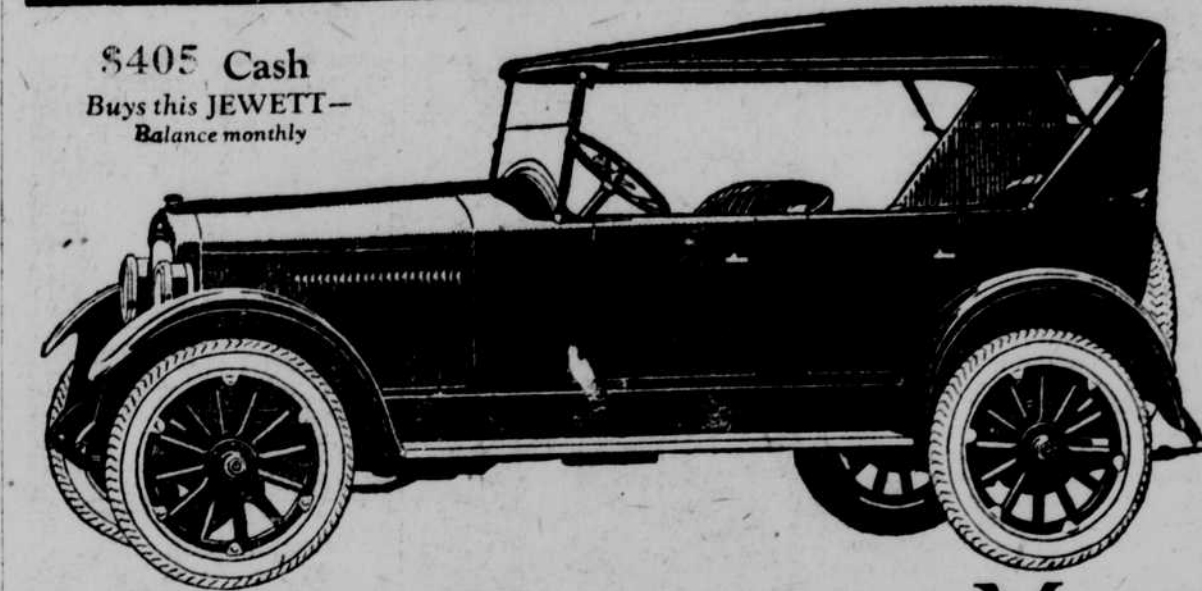
TOURING \$995
ROADSTER \$995
COUPE \$1445
SEDAN \$1465

JEWETT SIX

PAIGE BUILT

SPECIAL TOURING \$1150
SPECIAL COUPE \$1595
SPECIAL SEDAN \$1665
Prices f. o. b. Factory
Tax Extra

\$405 Cash
Buy this JEWETT—
Balance monthly



A Real 50-Horsepower Motor and the Stuff to Go With It—\$995!

Never was a car like Jewett for performance! It eats hills. Goes 2 miles or 60 in high—all the range you want. The husky Jewett Six motor has 249 cubic inches piston displacement, that's why. And you know that piston displacement is what puts performance in a car. High-pressure oiling system forcing 2 gallons of oil a minute to all main and connecting-rod bearings, means smooth running and long life.

Behind this tremendous power is "the stuff that goes with it." Every part is rugged, rigid and heavy enough to do anything you want, with never a comeback or whimper. Chassis is the finest of its size. Judge its strength by Jewett's weight, 2805 pounds. Two hundred pounds more than any car its size! The frame staunch and

sturdy is six inches deep. Four big cross-braces make it stout as a bridge. No fabric universal joints in a Jewett. They're all steel, with oil sealed in for a year's use.

And the axles are all Paige-Timken. Ball-bearing steering spindles in the front axle give finger-touch steering ease. The new Paige-type clutch, too, makes a hit with women. Jump your foot off. You can't jerk the car nor stall the motor. And for easy shifting—well, you can change from high to second at 30 miles per hour. That's real handling ease to match Jewett's fifty horsepower. And for comfort—this husky car rides and drives like a big Six!

Let us show you this stoutest, best-built Six you can buy for \$995! See Jewett before deciding.

Nebraska Paige Company

27th Avenue and Harney

AT lantic 2420

We Move to 2047 Farnam Street on or Before April 1st

DODGE BROTHERS TOURING CAR

As Spring days approach, the demand for Dodge Brothers Touring Car mounts swiftly.

Dodge Brothers one problem, at present, is not how many Touring Cars they can sell, but how many they can build.

Never was public approval of Dodge Brothers product more obvious, and never was it more richly deserved.

Improvements, rarely spoken of but constantly being made, have brought the car to a state of perfection which can only be described as remarkable, even for Dodge Brothers.

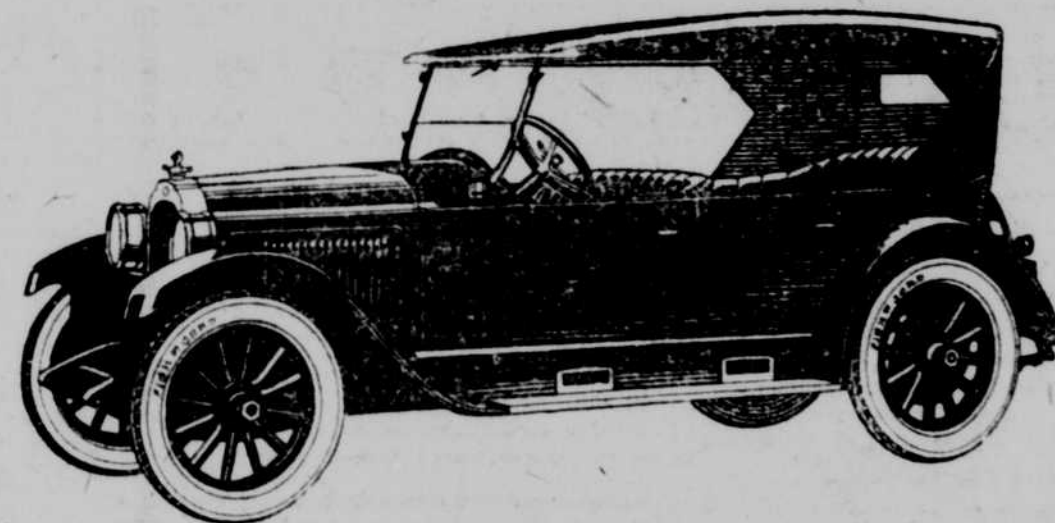
Every part which takes a major strain is built of chrome vanadium steel. Many more pieces of alloy steel are used in vital parts than normal wear requires.

The Price is \$985.00 Delivered

BRIEN-DAVIS-COAD AUTO CO.

28th and Harney Sts.
Telephone HA rney 0123

Council Bluffs Salesroom—33-35 Fourth St.
Telephone Council Bluffs 691



Welcomed Every where

Record-breaking sales mark the widespread endorsement of the new Willys-Knight and its marvelous sleeve-valve engine that actually improves with use.

Housed in body designs of striking streamline beauty, this Willys-Knight sleeve-valve engine grows quieter, smoother, more powerful at five thousand miles than at five hundred.

There are no valves to grind. Carbon helps compression. Many owners report 50,000 miles and more without an engine adjustment. A Willys-Knight engine has never been known to wear out. The great Willys-Overland plant is working to capacity to keep pace with sales. Early orders are being placed by those desirous of early delivery.

Watch for the Willys-Overland Advertisements in The Saturday Evening Post

WILLYS-KNIGHT

TOURING 5-pass., \$1235 ROADSTER 3-pass., \$1255 SEDAN 5-pass., \$1795 COUPE-SEDAN 5-pass., \$1595
TOURING 7-pass., \$1435 COUPE 3-pass., \$1695 SEDAN 7-pass., \$1995 ALL PRICES F. O. B. TORONTO

THE ENGINE IMPROVES WITH USE

WILLYS-OVERLAND, Inc.

Folsom Auto
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6133 Military
Avenue

(FACTORY BRANCH)
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602-4 East Broadway, Council Bluffs

Adler
& Worley
The B Garage
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