

### Detroit Produces 290,000 Motors During March

#### First Quarter of Year Closes With Production at Top Speed Unable to Supply Demand.

By Universal Service.

Detroit, March 31.—Records are short-lived in the automotive industry these days. The unprecedented volume of business that has poured into local plants in the last three months has repeatedly bowled over production.

With a March production of nearly 290,000 cars and trucks, the industry closed the best first quarter in history both from a production and financial standpoint. There is no question but that March sales would have topped the \$200,000 mark had factories been able to supply the demand.

The second quarter, opening tomorrow, will set another new mark in production and sales, according to the present outlook. W. C. Durant, who was in Detroit Wednesday, stated that the present prosperity is not momentary but will continue for some time. He sounded another optimistic note when he said that the condition is general throughout the country. Mr. Durant declined to comment on plans for his companies, save to say that he will not make an offer for the Liberty Motor Car company when the auction sale is held Tuesday.

It is expected that at least three parties will be represented at the sale. They are: Clarence A. Earl, president of National Motors corporation, which plans to obtain a plant in Detroit; Mr. Verhinder and Percy Owen.

**New Flivver Record.**

Ford again set a new high production mark for the week, when the company made 35,791 cars and trucks in the period. Ford smashed all daily records Tuesday with a record output of 6,105 cars and trucks. Beginning tomorrow, the company will begin on a stupendous schedule which calls for a daily output of 6,385 cars and trucks. A fully completed Ford car will be turned out every four and one-half seconds during each eight hours working day during April.

Rickenbacker produced 635 cars in January, 759 in February, 1,094 in March, and plans an output of 1,500 in April. According to present plans, production for the second quarter will more than double the record output of the first quarter, when 2,325 cars were made.

Maxwell's current output is greatly exceeding the factory's production schedule for 1923, January's output of 3,801 cars comparing with a schedule of 3,495 cars while in February 3,234 cars were produced against 3,500 scheduled. In March Maxwell turned out nearly 5,200 cars, exceeding its schedule for the month which called for an output of 5,182. Maxwell is looking for its biggest year in 1923 and expects to surpass the schedule of 60,000 cars set for the year.

Total production of 100,000 cars built by Durant Motors company was reached Tuesday. Output now averages 900 cars daily, 500 of which are Star cars. Sales of General Motors cars and trucks for February totaled 55,000. This compares with 29,869 for February last year and is nearly 6,000 greater than January, 1922, which was three times as great as January, 1922.

Cadillac is now producing more cars than at any time in its history, daily output averaging well over 100 cars. Two new buildings have been added to the plants here to advance production facilities. "Things never

### Reo Traveling Bungalow Has Home Conveniences



"Let me live in my house by the side of the road and be a friend of man." Sam Walter Foss wrote those lines years before the automobile bungalow became an accepted, practical means of migration. For more than 11 years he has been sharing with other great souls his modest home in that city not made with hands. But the spirit, the camaraderie expressed in "The House by the Side of the Road" will live forever with us.

There is a democracy of traveling by motor that is contagious. Nor have the motorists alone acquired this spirit. Start out today and drive where you will—the greetings from almost every town are alike in their hospitality and genuineness—free tourist camps, assembly halls, even gas and piped water supply are often furnished, besides policing and sanitary accommodations.

The creation of traveling homes is fast approaching a fine mechanical art. Pioneering in the construction of motor touring homes is a thing of the past. Each new creation is a composite of the best ideas which have already been proven by practical use until today anyone can, with a little research, build, or have built, a successful, comfortable and even luxurious home on wheels.

The Reo bungalow home shown here was fashioned after the suggestions and plans of James N. Herbert, of Syracuse, N. Y. The chassis is the famous Reo Speed Wagon, which

### Dealer Impressed by Velie Construction

"After a thorough investigation of the Velie car, I am very glad to announce that we have taken on distribution of the Velie in the Omaha territory," says R. W. Hayward of Hayward Motors.

"I found that the Velie was almost entirely built in the Velie factory at Moline or in Velie subsidiary plants. The attention to small details of mechanical advantages impressed me very greatly. The motor is completely lubricated under pressure, every moving part obtaining its oil through a force feed system as completely as the most expensive cars. Every bearing in the motor, both main and connecting rod, is of die cast bronze back type.

"I saw the bodies being built from second growth hickory and ash only, and upholstered with genuine leather cushions with curled hair. I also found every lead of every spring of chrome vanadium steel instead of the customary carbon steel.

### Jordan Claims Largest Output Increase in 1923

All production records for the automobile industry were broken in February when 273,000 motor cars were shipped by the factories.

Of all the companies reporting, the record for the highest percentage of increase in the first quarter of 1923 over the first quarter of 1922 goes to the Jordan Motor Car company of Cleveland.

Nearly 10 times as many Jordans were shipped in the first quarter of this year as were shipped in the same period last year.

Jordan has twice as many dealers selling the line as this company had a year ago, and the production for the year of 1923 will give this company a position among the top notches in the industry.

The Jordan Playboy and Blueboy never yet have been produced in sufficient quantity to meet the demand.

Don't clean or wash garments with gasoline indoors.

### New General Manager for Local Auto Firm



Joseph Kopac, formerly manager of the Norfolk branch of Kopac brothers, is now vice president and general manager.

He heads the activities of the firm in Omaha and is enthusiastic over the Gray car, for which the firm has a distributors' contract for Nebraska and part of western Iowa. They unloaded the first carload of five Gray cars last week. The firm has been in the car and supply business for about 20 years. They operate branches at Norfolk, Schuyler and David City. Their main office is in Omaha.

### Cadillac Service Station Undergoes Remodeling

"To make service facilities better for our Cadillac owners, we have recently remodeled our service station," says J. H. Hansen, of the J. H. Hansen Cadillac company.

The changes consist of an alley exit, which keeps the car entrance clear at all times and does away with the inconvenience of cars meeting at the door, and the removal of the stock rooms to the second floor, making more room on the service floor.

### Owners Are Advised to Care for Autos

"The active motoring days will soon be here. Each motorist wants to receive the maximum service from his automobile, and the daily service his car will render him depends altogether, aside from the mechanical dependability of his automobile and the care and attention he gives to the combination of metal he calls his car," says O. A. Wilson, sales manager, Andrew Murphy & Son, distributor of Durah and Star automobiles.

"If the owner will start out with the fixed idea that his car is a piece of machinery, subject to the same

degree of wear and requiring the same consideration that you would expect to give a fine watch, dynamo or steam engine, it is safe to assume that he will bestow on it the care and attention it deserves.

"At the outset, it is a good idea to remove all sentimental thoughts of your automobile. You may be especially proud of it, for it may mean quite an investment to you; but regardless of that, it is a piece of machinery—dead and dumb. It cannot help itself. It must depend on you for care."

**Oldsmobile Dealer Back from Trip to Factory**

Charles A. Tucker, president of the Nebraska Oldsmobile company, returned Thursday from the Oldsmobile

factory at Lansing, Mich. Mr. Tucker's trip to the factory was for the purpose of obtaining more cars. "Oldsmobile dealers over the United States have been making trips to the factory for exactly the same purpose," said Mr. Tucker. "This fact proves beyond a doubt the universal endorsement of the Oldsmobile. We cannot supply the demand for cars. The public wants quality cars at a proper price, and the Oldsmobile four at \$275 offers one of the greatest values on the market today."

Police in Paris are to employ laughing gas for overpowering outlaws and criminals. It is said that it is possible to hurl a sufficient quantity of the gas into a room to reduce a criminal to hilarious incapability within three minutes.



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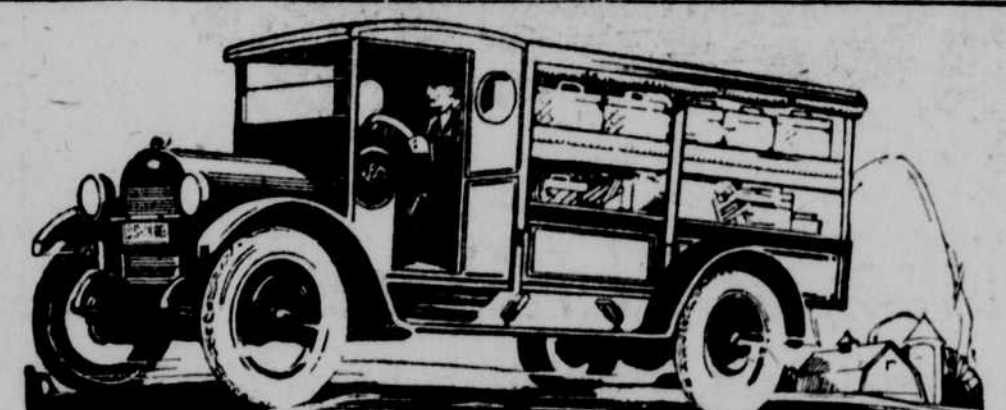
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Twelve Body Styles



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**THE Speed Wagon is delivering the goods quicker and cheaper in nearly 300 lines of business—and the engine is one of the big reasons.**

For it's super-powerful,—with intake valves located in cylinder head; exhaust valves offset; spark plugs scientifically placed; reciprocating parts built to withstand excessive strain; and cooled to the point where gasoline is converted into usable power, instead of into heat dissipated through the muffler.

Add to this the inner-frame mounting of power units; the amidship location of the transmission; its 13-plate clutch; heavy spiral-bevel-drive axle; pneumatic cord tires on all wheels; complete electrical equipment; and a full measure of riding comfort and easy-to-drive qualities,—these substantiate the Speed Wagon claim to commercial car dominance.

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