

April Outpoints March in Motor Car Production

Ten Per Cent Gain Predicted for This Month Over Last Month's Record-Breaker —New Paces Set.

By Universal Service.
Detroit, April 14.—With the wheels of the motor industry turning at a record clip, floods of orders are forcing production to new levels. April production will surpass the record-breaking output of 246,000 cars in March by 10 per cent, if the current demand continues.

Forecasts of price increases are dominant notes in the call for immediate deliveries. Orders are being taken in several plants with the understanding that if the price is increased between the time the order is placed and the car shipped the purchaser will stand the increase.

"Are prices going up?" Manufacturers disagree. The trend of opinion in motor circles seems to be changing in this regard. Four weeks ago possibility of price increases loomed in earnest. It was a matter of wide discussion and common fear. A few advances resulted. In the meantime, labor and materials grew more scarce and costly as a result.

Buyers Are Wise.
Manufacturers are aware that the buying public is more motorwise than ever and as long as it is possible to put the present high standard of quality into cars and maintain the present prices, so much longer will the unusually fine business continue.

There is not a suggestion of a cloud on the automobile makers' horizon now that navigation has opened and fine weather seems to have come to stay. Embargoes on shipments exist in but a very few points in the country and railroad conditions are much improved.

Ford Record Smashed.
During the first three months of this year Buick shipped from the Detroit and Flint plants more than 100 sold trainloads of Buicks. The trains averaged 59 freight cars. Ford production figures for one week were again smashed when the company made 37,793 cars and trucks during the week ending Tuesday night.

This is 1,649 better than the previous week. Daily output now averages 4,600 cars and trucks. Rates reached the enormous figure of 7,772 cars and trucks a day. Ford started work on a new office building in Dearborn to cost nearly \$1,000,000.

Cadillac sales and shipments for the first quarter surpassed by a wide margin all records for any previous quarter in the history of the company. Daily production ranges from 130 to 150 cars.

Packard Motor Car company is making and shipping more cars than at any time in its history. No exact figures are available this week. Hupp, Dodge Brothers and Hudson-Essex are working at capacity.

**Willys-Overland Shipment in 1923
Breaking Records**
More Cars Turned Out in First Quarter of This Year Than in Half of Last Year.
The Willys-Overland company have just finished the largest month's shipment of Overland and Willys-Knight cars in the history of the organization. Shipments in March totalled 20,277 automobiles.

"Crippled Children" Buses



Transporting 320 crippled children to and from their special schools each day was the task put up to the city of Detroit, with the result that 12 Roe speed wagons, equipped with bus bodies, were purchased.

New Sprague Tire Finds Big Demand

Omaha Factory Already Over- sold—New Features Create Stir in Auto Circles.

The announcement last week by the Sprague Tire and Rubber company of a new cord tire for Ford automobiles has caused a stir in automobile and tire circles, according to E. H. Sprague, president of the company.

The new tire with several features entirely new in tire construction was placed on the market last week and the Omaha factory is already over-sold, it is said.

With a ribbed sidewall as the main feature, the tire is built to withstand the ordinary strain that comes to the sidewalls of Ford tires. The ribs are so constructed that they not only add strength, but they resist stone and curbing fractures.

**Four-Passenger Speedster
—Put on Market by Marmon**
Spring and a new Marmon four-passenger speedster arrived simultaneously at the plant of the Nordyke & Marmon company of Indianapolis.

This car, which will be available in most cities in May, embodies all of the characteristic Marmon features, but in its design greater stress than ever has been laid upon flowing, horizontal lines.

In addition to regular Marmon equipment it includes a special collapsible top with natural wood boxes, polished protection bars at rear, trunk rack, trunk and cover, tire carrier forward on right running board and motometer.

If you like The Bee, tell your neighbors about it.

Closed Car Models Find Big Demand

Comfort in all sorts of weather has always been the leading sales point for the closed car. Until 1922, however, the considerable difference in price kept the demand and resultant production fairly low.

When the new type closed car, known as the coach, was introduced at a much lower price than previously quoted for a sedan or coupe model, demand and production of closed cars instantly jumped and still continues to move upward.

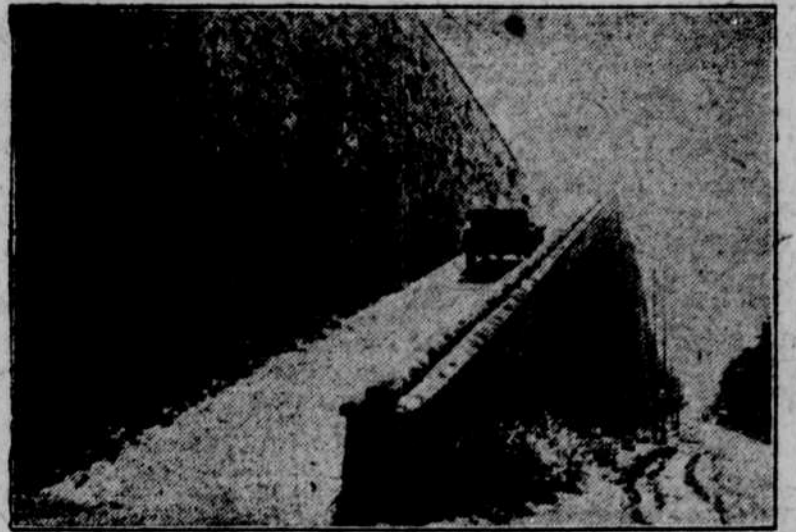
Old-Time Harness Maker Working on Automobiles



What's become of the old-time harness maker? He was an important person in the life of every small community in America and with the practical disappearance of the horse-drawn vehicle from streets and highways he too has gone.

The answer was found in the automobile plants of Detroit. The automobile took the harness maker's business away from him so he just stepped into the automobile industry and cut out for himself an important niche. He is still displaying the same kind of master craftsmanship that he

Buick Mounts Wall in Gear



A Buick four-cylinder touring car recently astonished the Chinese by climbing in high gear the famous wall that surrounds the ancient city of Peking.

This wall is about 30 feet in height and the runway to the top is approximately 200 feet long. The grade is 21 per cent. Starting at 20 miles an hour, the Buick reached the top traveling at 10 miles an hour. This is the wall which played so tragic a part in the Boxer rebellion.

**All Production Records
Broken by Cadillac Firm**
"Production of Cadillac cars for the first quarter of 1923 has greatly exceeded production for any previous first quarter in the history of the manufacturing of V-type, eight-cylinder cars," says J. H. Hansen of the J. H. Hansen Cadillac company.

**Paige and Jewett Sales
Show Enormous Increase**
March sales of 4,762 motor cars set a new month's record for the Paige-Detroit Motor Car company. This was a 20 per cent increase over the largest previous month, August of 1922, and three times as large as March, 1922.

This volume was secured despite the railroad tie-up because of a large number of "driveways." So urgent was the demand that dealers drove cars to many distant points. During the month approximately 40 per cent of the total production was delivered over the highways.

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Watch Your Speedometer!

YOU can't make the Judge believe you were going only twenty miles an hour. Not if you were *guessing* your speed. Guess the time of day, now—then look at your watch and see how far wrong you were. Guessing your speed correctly is just as difficult.

Every day the laws against speeding are becoming more severe. Heavy fines and jail sentences are not uncommon. Avoid trouble by watching your speedometer. If you haven't one, ask your garageman or dealer to show you the Stewart Magnetic Speedometer.

Special Ford Model \$13
Look for the Red Top on every low-price Stewart Repair Part. It's your guarantee.

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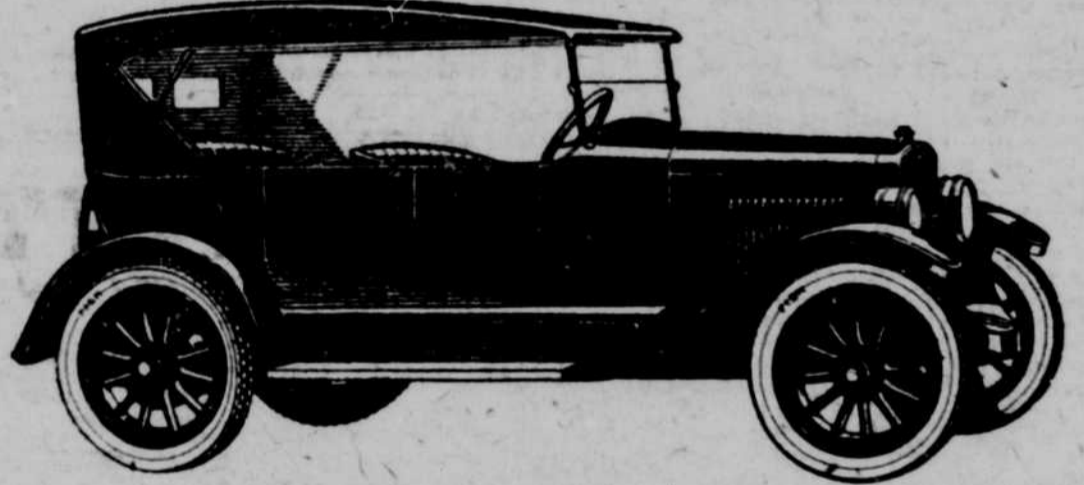
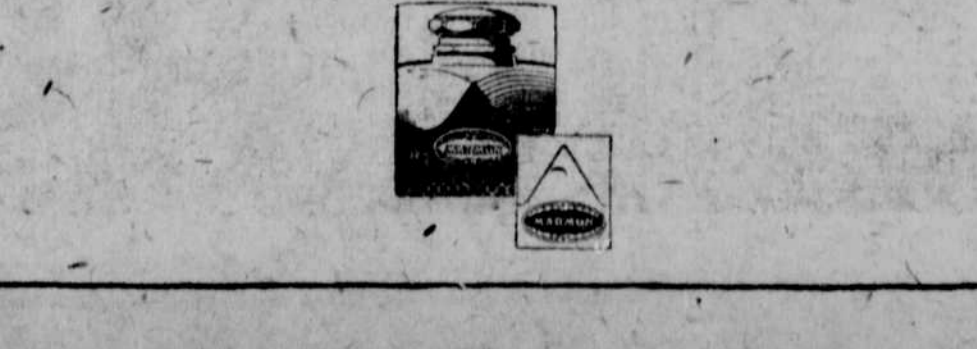
New MARMON Four-Passenger Phaeton (WITH PANORAMA TOP)

THE LATEST CAR to add eminence to the Marmon name is the new Four-Passenger Phaeton.

In the symmetry of its lines and its comfortably compact accommodations, it is one of the most noteworthy bodies ever mounted on the Marmon chassis.

The first of its type to be received here is now on view in our showrooms.

HAYWARD MOTORS
27th and Farnam Streets



Success Without Mystery

When a car as good as Overland is made better—at the lowest price in history—and when people welcome it with ringing praise—and call it the greatest automobile value in the world—

There is no mystery in the tremendous increase in local Overland sales.

See the Overland Advertisement in the April 14th Saturday Evening Post

The New Overland Touring \$525

Sedan, \$660 Coupe, \$795 Roadster, \$825 All prices f. o. b. Toledo

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Council Bluffs
Overland Co.,
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