THE SUNDAY BEE: OMAHA, APRIL /15, 1923.

Omaha Bee "Want" Ads can be of service to yout.

MENERAY NURSERY & SEED CO.

Complete Line of

Nursery Stock - Seeds - Plants

Bulbs, etc.

April Outpoints March in Motor **Car Production**

4-B

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 forcdemand continues.

Forecasts of price increases are dominant notes in the call for immederstanding that if the price is in creased between the time the order is placed and the car shipped the pur-chaser will stand the increase. New Sprague Tire chaser will stand the increase.

"Are prices going up?" Manufao turers 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. now that navigation has opened and placed on the market last week and the Omaha factory is already overon the automobile makers' horizon stay, Embargoes on shipments exist sold, it is said.

try and railroad conditions are much improved.

Andre Citroen, French auto manufacturer and known as the "Henry Ford of France," is in Detroit with plans looking forward to erection of has a tendency to throw stones away a plant here. He is here primarily to from the tire rather than hold to study labor conditions and American them. methods of manufacturing.

Ford Record Smashed.

this year Bulck shipped from the De- introduced in any tire. troit and Flint plants more than 100 solid trainloads of Buicks. The trains in connection with the new free averaged 50 greight cars. Ford pro- service stations Sprague has opened duction figures for one week were in various parts of the United States. again smashed when the company made \$7,793 cars and trucks during sold in Dallas, Tex., the location of the week ending Tuesday night.

This is 1,649 better than the pro vious week. Daily output now aver. Four-Passenger Speedster ages 6.400 cars and trucks. Retail sales during the last week of March 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 first quarter in the history of the but in its design greater stress than company. Daily production ranges ever has been laid upon flowing, horifrom 130 to 150 cars.

Packard Motor Car company is



Transporting 320 crippled children have to ride protected from the jars be, much more winter driving than ing production to new levels. April to and from their special schools each and jolts of ordinary bus travel. See ever before. This leads to more production will surpass the record-breaking output of 346,000 cars in of Detroit, with the result that 12 Reo be used in the transportation of these Traffic and slippery streets and March by 10 per cent, if the current speed wagons, equipped with bus bod- little cripples would have to be ab speeders make an ideal combination solutely dependable as a stalled motor for collisions. Closed car owner ies. were purchased.

In the selection of transporting on a cold night or unnecessary delays will save money in the long run units it was necessary to take two in making the trip might cause seri- equipping with reliable safety dediate deliveries. Orders are being vital factors into consideration. First, ous consequences to the young pas vices. Speed regulations should be taken in several plants with the un- the children, naturally delicate, would sengers.

Finds Big Demand

Omaha Factory Already Over-Stir in Auto Circles.

The announcement last week by the Manufacturers are aware that the Sprague Tire and Rubber company of buying public is more motorwise than a new cord tire for Ford automobiles ever and as long as it is possible to has caused a stir in automobile and put the present high standard of quality into cars and maintain the tire circles, according to E. H. present prices, so much longer will Sprague, president of the company. the unusually fine business continue. The new tire with several features There is not a suggestion of a cloud entirely new in thre construction was

in but a very few points in the coun- 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 curbing fractures. The construction

Besides the ribbed sidewalls, the tire has several other strengthening During the first three months of features that have never before been

The new tires are being marketed Several carloads have already been the first of the chain of stations.

Put on Market by Marmon Spring and a new Marmon fourassenger 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,

In addition to regular Marmon community in America and with the to admire.

ways he too has gone

al col practical disappearance of the horse. In that part of the factory where

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, owever, 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. As a result of the increase in

clound car sales there is and will

A Buick four-cylinder tonring car recently astonished the Chinese by climbing in high gear the famous lived up to at all times. Speed laws wall that surrounds the ancient city are becoming more severe every day. of Pekin.

Hudson Motor Car company pro- Many of us believe, without giving duced 8,604 Hudson and Essex cars the matter much thought, that these in March. The April schedule calls laws are in some cases too strict. But for 9,200. The Peerless Motor Car it is a step in the right direction and proximately 200 feet long. The grade company had orders on hand April 1 serves to protect the majority of an hour, the Buick reached the top delivery in the minority.

sold-New Features Create Old-Time Harness Maker Working on Automobiles



What's become of the old time used in the making of fine carriage over the highways. harness maker? He was an import harness and his workmanship is on ant person in the life of every small display in motor cars for all who ride



Watch Your This wall is about 30 feet in height and the runway to the top is ap-Speedometer! traveling at 10 miles an hour. This is the wall which played so tragic

lodel \$1

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. "The continuous increase of production dating back over a period of months. has been in keeping with the heavy sales and careful analysis of the field for future business. Both President Rice and Vice President McNaugh-ton of the Cadillac factory have been traveling extensively since the first of the year and their reports from every section of the country have been highly favorable.

"Business and commercial reports heck closely with our own observations.

"Roger W. Babson, who stated in December that general husiness would be 25 per cent better in 1923 than in 1922, says in one of his latest bulteting that this improvement is now widespread and no longer localized."

Paige and Jewett Sales Show Enormous Increase

March sales of 4,762 motor cars set 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. These figures include Paiges and Jewetts. This volume was secured despite the railroad tie-up because of a large

number of "driveaways." 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



OU 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.



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

zontal lines.

lapsible top with natural wood bows. drawn vehicle from streets and high- some of the finest workmanship in polished protection bars at rear, trunk rack, trunk and cover, tire carrier forward on right running board and motometer

The answer was found in the auto- Motor Car company is displayed, are mobile plants of Detroit. The auto- found a score or more old-time har-If you like The Bee, tell your neighbors about it.

mobile took the harness maker's ness-makers, They are employed in business away from him so he just fine hand-sewing of leather, in the stepped into the automobile industry sewing of upholstering fabrics around and cut out for himself an important door handles and other hand-sewing niche. He is still displaying the same operations required in the making of kind of master craftsmanship that he bodies for a quality car.

the making of bodies for the Packard

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.

This figure is included in the grand total for the first quarter of 1923 of 44.478 cars, nearly three and one-half times as many as were turned out during the first quarter of last year. •by the Willys-Overland organization.

Willys (Overland; Knight shipments for the first quarter equalled the total shipments of Willys-Knight cars for the entire first half of last year, and at the present rate will excel the entire year's production of 1922 by the middle of May.

Retail orders for Overland and Willys-Knight motor cars on file at this date in the hands of dealers total a greater amount than ever before at this season and are increasing daily. President John N. Willys predicts an unprecedented record for Willys-Overland business in 1923.

Nash Motors Quarterly **Dividend Comes as Usual**

At the quarterly meeting of the Nash Motors company directors in New York the regular quarterly dividend of \$1.75 per share upon the preferred "A" stock was declared pay-able May 1 to stockholders of record April 20.

The fiscal year of the company hegins December 1. Net income for December, January and February, after selling, administrative and local and federal taxes, was \$1.573.241.78. Profits for March were not reported, but it is probably they will exceed the average for the preceding three months and the outlook for the next few months at least is excellent, Comp. troller Alford reported.

A. H. Vayo Reappointed Haynes Distributor Here

A. H. Vayo & Co., Omaha, have been reappointed Haynes distributors for Omaha and the adjacent territory, according to an announcement made by Gilbert P. Radoye, director of sales and advertising. In signing the 1923 contract, the company coutracted for more Haynes cars than have ever been asked for Omaha territory before.

"Preparations are being made now for an intensive merchandising cam-paign in Omaha and the adjacent territory," said Mr., Vayo. "We expect to triple the number of Haynes cars sold here last year."



New MARMON Four-Passenger Phaeton

(WITH PANORAMA TOP)

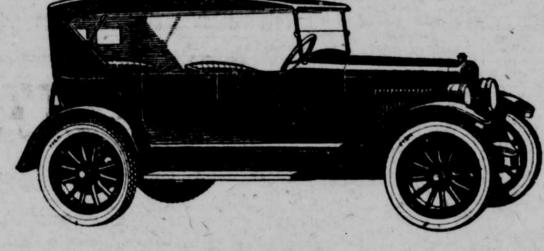
THE LATEST CAR to add eminence to the Marmon name is the new Four-Passenger Phaeton.

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





Colored dials tell when to oll and grease

your Ford car. -A lubrication chart free

with every Stewart Speedometer. Ask for it.

Success Without Mystery

When a car as good as Overland is made better-at the lowest price in historyand 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

Coupe, \$795 Roadster, \$525 All prices f. o. b. Toledo Gedan, \$860

WILLYS-OVERLAND, Inc.

CITY DEALERS Folsom Auto Co., 6133 Military Ave. 2562-4 Farnam St. OPEN EVENINGS Phone HArney 0353 Council Bluffs Overland Co. 602-4 E. Broadway Council Bluffs, In.

CITY DEALERS Adler & Worley The "B" Garage 3701 S. 24th Street

DRIVE AN OVERLAND AND REALIZE THE DIEFERENCE

(FACTORY BRANCH)