

Reo Motors Turns Out New "Parcel Delivery" Truck To Have Shorter Wheel Base and Body Designed for Special Work of Car.

Of considerable moment in the automotive trade is the announcement by the Reo Motor Car company of a new commercial model—the Speed Wagon "Parcel Delivery." In producing this model the Reo company is supplying a demand which, in the past, has never been filled.

This Speed Wagon model is new only in size. It includes the same economical power and operating units that have made the Speed Wagon the least expensively maintained car in the commercial field.

113-Inch Wheel Base.

It will differ from the Speed Wagon in that it will have a shorter wheel base, with correspondingly decreased turning radius, and a body designed for appearances and efficiency in the work which it will be called upon to perform. The wheel base will be 113 inches and the car will have a turning radius of 20 feet.

The chassis is the same one that has attained great popularity in taxi-cab service during the past year. On this chassis is mounted a body in which full panels or screened sides are interchangeable. The panels are of laminated wood treated in such a way that warping cannot occur. Screened sides are made of a heavy wire so constructed that they will not rattle.

Lower panels are of 20-gauge steel formed from a single piece which runs the entire length of the body. Doors in the driver's compartment reach to the top of the cowl and are covered on the inside to about half of their height with steel panels which form convenient pockets for carrying letters and small parcels.

The inside length of the body from the rear of the driver's seat is 71 inches and the width at the narrowest point is 44 1/2 inches.

The driver's seat is of the bucket type amply proportioned and set in such relation with the doors as to give the greatest amount of ease in leaving and entering. Beside this seat is one of the hinged type provided for an assistant or a passenger, and arranged so that it can be folded under the cowl when extra room is desired. This feature makes it possible to carry a package eight feet long and 30 inches wide with ease. Folding down the extra seat also facilitates moving from the driver's seat to the interior of the body.

Dodge Brothers Plan Larger Production

A new assembly building, duplicating the present structure in size, is announced by Dodge Bros. as the principal unit of the 1923 expansion program.

The building is six stories high, 1,000 feet long and 75 feet wide, with more than 500,000 square feet of floor space. Construction work, which started some months ago, is now nearly completed. The new assembly building, paralleling the old structure, is just across the street which formerly marked the boundary line of the Dodge Bros. factories.

Factory executives would not comment on the number of additional cars contemplated in this extensive addition, but it is believed that the immediate aim is a capacity of 1,000 cars a day. In the face of the greatly oversold condition which prevailed throughout the entire year just past, it is not unreasonable to assume that this number mentioned could be absorbed easily by Dodge Bros. dealers.

Other units of the expansion program are the new cyanide building, a \$1,000,000 addition to the power house and a mammoth new closed body building. The latter is completed, several floors having been occupied for some time. It is estimated that the total investment represented by these additions, in buildings alone, will reach \$5,000,000.

4-Wheel Brakes on New Packard

Operated by Steel Cables—Single-Eight Has Three Equalizers in System.

Since the Packard Motor Car company announced its new Single-Eight car the question of four-wheel brakes has been one which has aroused much discussion in American automobile circles.

Officers of the Packard believe that for a car of the Single-Eight type extra braking facilities are indispensable.

"The great power of the Single-Eight, with its rushing acceleration and the possibilities for harder and faster driving than that of other cars, made necessary greater braking power," say officials.

"We tried out brakes actuated by hydraulic pressure and systems operated by rods and after all our tests decided upon brakes operated by steel cables.

"There are three equalizers in the Single-Eight braking system. One maintains a constant ratio of 42 to 52 in braking pressure as between the front and rear sets of wheels and the other two equalize the pressure of the two front and the two rear wheels respectively.

"Systems for braking on all four wheels if they are to be a success must have this positive and constant equalization which will maintain the same pressure on each set of wheels and which will give a greater pressure to the rear wheels than to the front wheels without possibility of any failure. Four-wheel brakes, if they are to operate successfully must also be perfect in their basic design and be manufactured with the best in workmanship and of the highest quality of materials."

A new transatlantic cable is to be laid between New York and London at a cost of \$10,000,000. Averaging 1,100 pounds of copper per mile, it is said to be one of the largest ever put down in the Atlantic.

New Red Bird Is Marvel of Beauty

Latest Model of Overland Line Embodies New and Attractive Features.

Picture a long, gracefully lined car, painted a sparkling Mandalay Maroon, with gleaming nickel trimmings, red Spanish grained upholstery and khaki top and the new Overland Red Bird is visualized.

And the restful riding qualities are definitely established. There is a wheel base of 106 inches and a spring base of 136 inches, which in collusion with the famous Overland triplex springs, made bodily comfort anything but a mere fanciful turn of words.

The body is roomier, seats wide and deep, that allow the passengers to sit in them and not on them. There is a noticeable lack of freckleness and yet the style and grace asked for in this type of touring car are showing in every contour of the design.

Abundance of power has been provided by a larger and more powerful motor that upholds the records made by the Overland engine for long mileage on the gallon of gasoline.

Oakland Distributors Inspect Fisher Plant

Oakland distributors and branch managers from all sections of the country, concluded a four-day visit at Pontiac July 26, having inspected the new Fisher body plant, which has been built at a cost of \$2,000,000 to take care of all Oakland requirements.

Oakland spent hundreds of thousands recently in new equipment. Machinery has all been rearranged to afford improved production facilities. George H. Hannum, president and general manager, and J. C. Nephler, general sales manager, were the principal speakers at a banquet held at Bloomfield Hills. Wholesalers reported sales all that could be expected at this season, and are looking forward to increased demand in the fall.

Lab. Departments Add Years to Tire Life

Most motorists probably would be amazed at the sleights which would greet them upon visiting the research and laboratory departments of any one of the large tire manufacturers. The visitor would be able to obtain first hand knowledge as to why tire mileage has increased so materially within the last ten years.

It has not been long since an automobile which could attain 20 miles an hour was classed almost as a racer. Now it is not uncommon to average 40 miles an hour and tires have been so developed that they can withstand this terrific road pounding at speeds in excess of 100 miles an hour.

The chemists, engineers and various technical men laboring day in and day out in the research and laboratory departments are responsible for these improvements. While this work has not been heralded by big headlines, Miller tire experts declare that the work of these technical men is of prime importance in extending tire mileage.

Marmon Salesman Planning to Take Trip on Leviathan

The "Leviathan fever" has extended to the men on "the row" who sell Marmon automobiles. The world's largest ocean-going liner is attracting passengers from all parts of the country and not the least of them next month will be some Marmon salesmen who have been running a race for the last few weeks to see who will make the trip.

The contest will give some Marmon salesmen a month in Europe, and passages over and back have been reserved on the S. S. Leviathan. To date it is neck and neck, and more than a dozen men from all parts of the country are closely bunched.

Collins Explains Peerless Comfort

Wheel Base, Shock Absorbers and Chassis All Play Part in Scheme.

Real riding comfort in a motor car is only possible when a number of vital considerations are observed in its manufacture. Each factor having to do with comfort must be co-ordinated with every other.

The fact that hundreds of owners of the new Peerless cars have ever since these models were announced nearly a year ago repeatedly stated that the car was the most comfortable in which they have ever motored, prompted R. H. Collins, president and general manager of the Peerless Motor Car company, to give the reasons for this car's comfort.

"Long before the design of the present car was well under way," he said, "the necessity for improved seating comfort was given special attention in the construction of each model.

"The Peerless wheelbase, for instance, is scientifically determined from a number of factors, such as body styles and weights, weight distribution, length and thickness of springs, kind of cushion springs and other similar considerations.

"All passengers in each Peerless model are seated in natural, restful positions and uncrowded comfort, conducive to complete relaxation and enjoyment. The driver finds himself in a position of greatest ease, in which he can steer, shift gears, start and stop with the least possible effort."

Schools are being established in all Indian villages in the republic of Mexico.

1924 Buick Model Has New Features

Brakes on Rear Wheels Extended to All Four—Longer Wheel Base.

For some time Dame Rumor has been busy passing along information as to what the 1924 Buick models would be like. As usual, the dame, for the most part, was wrong.

Buick states that there is nothing experimental about the Buick four-wheel brakes, they being merely an extension to all wheels of the successful external brakes formerly employed on the rear wheels.

The final approval of these brakes was made after a year's study in Europe of foreign design and more than 150,000 miles of road tests in this country.

The new body design immediately impresses the visitor as uncommonly graceful and beautiful, without being in any sense freakish. The radiator and hood are suggestive of the best foreign design, that on the six being fully nickelled, on the fours, enameled.

On the various sizes the wheel base has been lengthened from two to four inches, affording much more room. In the larger cars, the auxiliary seats are four inches wider and afford riding for three persons. In fact, the so-called seven-passenger models can accommodate nine persons if necessary.

There are 10 body models on the six-cylinder chassis and four body models on the four-cylinder chassis. Of these, three types are new in the 1924 line. These are a five-passenger brougham touring sedan and another five-passenger sedan designated as the "Double Service," both sixes, and a four-cylinder passenger coupe.

Cadillac Man Predicts Larger Car Ownership

To talk about the automobile business having reached the saturation point is silly, according to J. H. Hansen, the Cadillac man of Omaha. Twenty years ago a few hundred automobiles were built in a year. In the month of May, 1923, 350,180 automobiles were built in the United States, besides some 50,000 trucks.

The Ford Motor company made 40,930 cars in one week in July. The Buick company is running on an increased production of 250,000 cars, and the Cadillac factory is turning out 100 cars daily.

While Nebraska has an automobile for every five persons, less than 14 per cent of the American populace own motor cars. While recently a decrease in automobile prices seemed certain, it is now evident that prices dropped too low, as practically all of the new models recently announced, have carried noticeably increased prices.

CADILLAC

The car you've always wanted.

7-passenger Touring in good condition for less than a thousand dollars.

New dark blue paint—good tires.

See this car—ride in it—drive it yourself—and see if you can equal it with any other car you can buy at the same price.

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Ford prices were never so low
Ford quality was never so high

Place Your Order Now For a Ford

Father starts it—mother finds she can add a little—even the kiddies will contribute their pennies and in a surprisingly short time, the whole family is enjoying the pleasure of owning a Ford. Here is how you can do it. Bring the first \$5.00 in to us. Enroll under the terms of the new, easy way to buy a Ford. Select the car you want. We will deposit your money in a local bank, at interest.

Add a little each week. Soon the payments, plus the interest paid by the bank will make the car yours.

Ford Weekly Purchase Plan

See any of the following Authorized Ford Dealers:

IN OMAHA

ADKINS MOTOR COMPANY
GALBREATH MOTOR COMPANY
HANNAN-ODELL-VAN BRUNT, INC.
UNIVERSAL MOTOR COMPANY

McCAFFREY MOTOR COMPANY
C. E. PAULSON MOTOR COMPANY
SAMPLE-HART MOTOR COMPANY
UNIVERSAL MOTOR COMPANY

IN COUNCIL BLUFFS

BOWERS MOTOR COMPANY
HUGHES-PARMER MOTOR COMPANY

The following banks are acting as depositories for payments made in connection with the FORD WEEKLY PURCHASE PLAN:

IN OMAHA

MERCHANTS NATIONAL BANK
LIVE STOCK NATIONAL BANK
FIRST NATIONAL BANK

BANK OF BENSON
FIRST NATIONAL BANK
CITY NATIONAL BANK

INTEGRITY SERVICE

Big-Six
5-Passenger Coupe \$2550
1924 Model

1924 Models Are the Finest Big-Sixes Studebaker Ever Built

The enthusiasm with which the new 1924 model Studebaker cars have been received locally is an indication of the reception they have enjoyed throughout the country.

No wonder. They are emphatically the most compelling values Studebaker ever offered and the public knows that Studebaker has been a consistent leader, year after year, in the amount of intrinsic value per dollar invested.

The Big-Six seven-passenger Sedan and the five-passenger Coupe are the finest cars that have ever borne the name Studebaker. They provide all the performance, all the comfort, and all the dependability that any car will give—at a price that smaller producers cannot approach.

Their appearance is most impressive—stylish and suggestive of power and stamina, yet dignified.

Everything for which one can wish in motoring convenience, comfort and utility has been provided—even to the extra disc wheel with tire, tube and tire cover (two on Sedan); handsome nickel-plated bumpers, front and rear; large, roomy trunk; automatic gasolinesignal, and many other features. There is nothing more to buy.

The prices of the Sedan and Coupe are moderate because of Studebaker's large production, vast physical and financial resources, the manufacture of all vital parts in Studebaker plants, and the accumulation of experience and prestige gained through 71 years of building quality vehicles.

The name Studebaker stands for quality, durability, comfort—more than ever.

Power to satisfy the most exacting owner

1924 MODELS AND PRICES—f. o. b. factory			
LIGHT-SIX	SPECIAL-SIX	BIG-SIX	
5-Pass., 112" W. B., 40 H. P.	5-Pass., 119" W. B., 50 H. P.	7-Pass., 126" W. B., 60 H. P.	
Touring \$995	Touring \$1150	Touring \$1750	
Roadster (3-Pass.) 975	Roadster (3-Pass.) 1325	Speedster (5-Pass.) 1835	
Coupe-Roadster (3-Pass.) 1225	Coupe (5-Pass.) 1975	Coupe (5-Pass.) 2550	
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