

Ford Waterway Project Finished

Lake Freighters Now Deliver Iron Ore at River Rouge Plant.

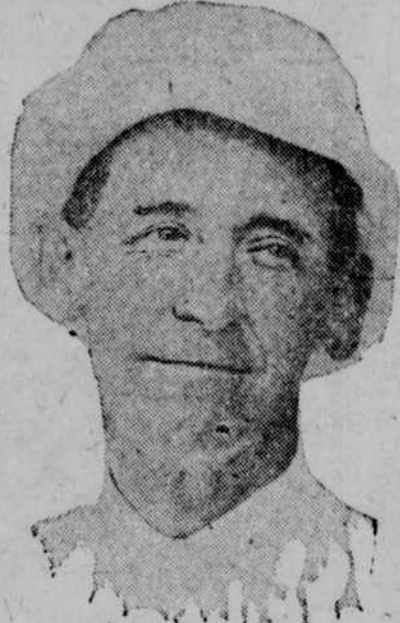
Big lake freighters are coming up the River Rouge and delivering cargoes of iron ore at the plant of the Ford Motor company, bringing to fulfillment another step of progress long planned by Henry Ford.

When the steamer Cletus Schneider steamed out of the Rouge into the Detroit river July 12, it had completed the first delivery of iron ore by water direct to the docks of the Ford Motor company's River Rouge plant.

The project of deepening and widening the River Rouge was begun in 1917 and forms one of the most interesting navigation ventures in the country's history. It varied from 75 to 100 feet in width and was far too shallow for navigation.

Property rights on either side for the entire distance of three miles were purchased by Mr. Ford for sufficient distance to permit a surface width of 300 feet and these were donated to the government under the direction of which all dredging operations have been carried out.

These Men Backed Omaha-Made Tire Week



E. H. Sprague.



W. W. Wuchter.



T. E. Huff.

"Omaha Tire week was of great value," says W. W. Wuchter of the Nebraska Tire and Rubber company. It is hard to estimate the real results because time only will bring real results.

"Many Omaha people do not realize

what the rubber tire business means to any community. Tires are a necessity to development of industry. The automobile is no longer a luxury, but records all point to it as a necessity because time only will bring real results.

"In fact all the principal modern conveniences are due to development of rubber industry. For instance, rubber heels on shoes, electric lights, insulation of all kinds, sanitation and many other things.

"Rubber articles number 35,000 items. The tire industry is the greatest of all.

"Climatic conditions are the same here as in Akron. The same machinery is used, same raw materials from same source of supply.

"There is great saving in manufacturing in Omaha on freight rates alone on raw materials over finished products."

T. E. Huff of the Omaha Tire and Rubber company says: "I believe Omaha-made tire week is doing more to bring to the attention of Omaha

people the necessity of buying Omaha-made goods to help our city prosper and grow than anything that has happened in a long time. If we need any additional information as to the good this publicity is doing we have only to listen to the comments made by some of the outside tire companies who fear the results.

"People are being made to realize that the only way to help themselves is to help home industry. The money spent each year for taxes by the factories in Omaha amounts to a vast sum and this in turn helps to educate their children. Employment is given to several hundred families and Omaha business institutions receive practically all the money paid out to factory employees.

"The activity and co-operation shown by the citizens of Omaha and the favorable comments received by the Overland Trail Tire and Rubber company leads us to believe that we are on the right track and Omaha-made tires will no longer be referred to as 'unknown' brands."

Five Records Beaten in Cadillac Production

Five records have been beaten by the Cadillac Motor Car company in the first six months of 1923, says A. U. Widman, Cadillac's manager of manufacturing.

The largest day, week, month,

A Chandler Sedan YOU WILL LIKE

Just splendid all through. New dark blue paint; new seat covers. Good tires. Fine mechanically.

IT'S HANSEN RE-BUILT

YOU ARE SAFE

See it before you buy any new car for the same price. J. H. Hansen Cadillac Co. Farnam at 26th HA 0710

quarter and six months' period in the history of Cadillac production has been established since January 1, 1923.

Because of the climate, natives in Papua, better known as New Guinea, above the waist line. Any superfluous clothing is considered harmful, even dangerous.

Save money two ways



You save in two ways when you install Champions. You save because Champions cost less. You save in engine operation expense.

Champion is a better spark plug and yet Champion X sells for but 60 cents and the Blue Box Line for 75 cents. These prices are possible because more than 65 per cent of all spark plugs made are Champions.

Dealers everywhere sell dependable Champions. The genuine has the Double-Ribbed core. A type and size for every engine.

Champion Spark Plug Company, Toledo, Ohio
Champion Spark Plug Co. of Canada, Ltd., Windsor, Ont.



Champion X, recognized standard for Ford Cars and Trucks and Fordson Tractors costs but 60c

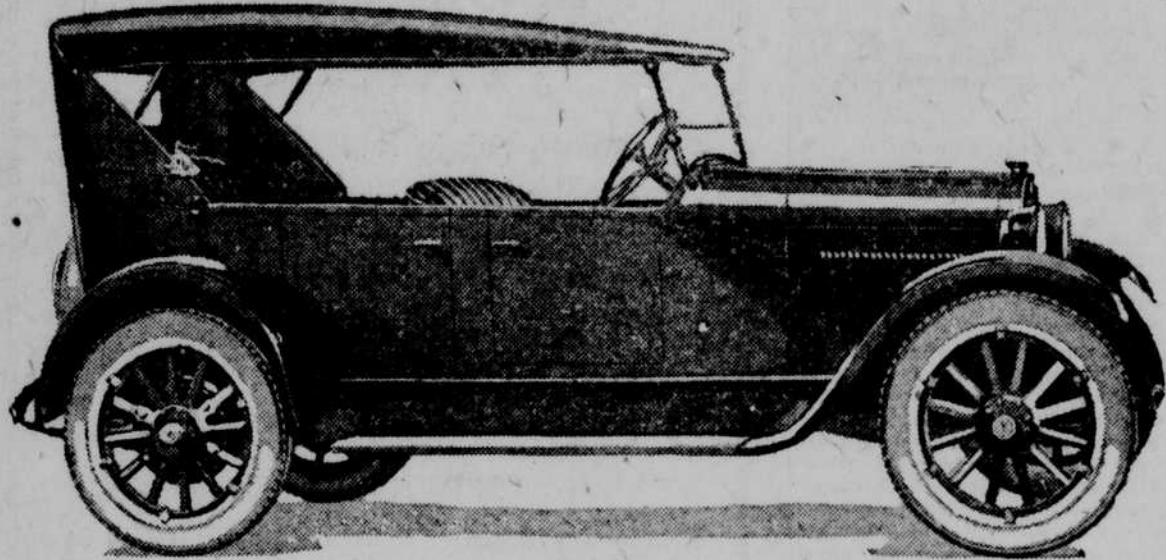
CHAMPION

Dependable for Every Engine



The Champion Service Kit is definite insurance against road delays. It protects your spare spark plugs from injury.

Improved Appearance and Comfort in Dodge Cars



Marked improvement in appearance and comfort is apparent in the new line of Dodge Brothers motor cars, in the production of which the factory has been gathering momentum since July 1. Hundreds of dealers are now supplied with display cars of the new type, and from every source the factory is receiving reports of enthusiastic approval by the public.

The wheelbase is a trifle longer. The body is lower and the rear springs changed to semi-elliptical type are underslung, and increased from 45 to 55 inches in length.

The effect of the longer and lower body and longer wheelbase, combined with the new lines and lower seats, is very fine. According to dealers and others who have driven the new cars, the improvement in riding qualities is no less pronounced than the improvement in general design. The reduction in body height lowers the center of gravity and thereby reduces sideways, while rebound shocks are effectively dissipated by the improved front and rear springs. The car holds

the road easily and gracefully and affords real riding comfort.

tance the car must be shipped and the care with which it must be packed and transported. The car is partly assembled at the factory, to make as compact a parcel as possible, then carefully crated in a heavy packing case, which is braced and padded to resist the wear and tear of being trundled in and out of the holds of steamers or shifted with cargo in stormy seas."

New York City Buys 100 Pierce-Arrow Auto Trucks

The city of New York has awarded the Pierce-Arrow Motor Car company an order for 100 heavy duty Pierce-Arrow dump trucks. These trucks are to be used by the department of street cleaning and there were several months of negotiation and investigation before the city officials announced the final award.

The amount of the order is approximately \$500,000, and delivery is to be made as rapidly as possible. The trucks will be used in the summer season for the collection of

garbage and ashes. In the winter they will be used with snowplows attached for the fighting of snowstorms and clearing the streets of the metropolis.

Shipping Increases Cost of Motor Cars in Europe

"The motor car which sells for a few hundred dollars here, costs more than double the sum when sold to a purchaser in a foreign country," says A. O. Wilson of Andrew-Murphy & Son, local dealers in Durant and Star cars.

"This is because of the great dis-

Do You Want a Hudson or Nash?

We have a Hudson and a Nash Touring—both in fine condition—with new dark blue paint, and both these cars have good enclosed tops. Cars for all year around use.

Priced low. A Safe Place to Buy J. H. Hansen Cadillac Co. Farnam at 26th HA 0710



The Most Car for the Money

The big new Overland Red Bird—a revolutionary value—is sweeping the whole Country off its feet.

Finished in rich Mandalay maroon, with smart khaki top and gleaming nickel trimmings. A much longer wheelbase—a much roomier body—a larger, more powerful engine—Triplex springs (Patented) providing 136-inch spring-base. Come see the Red Bird.

Other Overland Models: Touring \$525, Roadster \$525, Coupe \$795, Sedan \$860. All prices f. o. b. Toledo. We reserve the right to change prices and specifications without notice.

The Big New Overland RED BIRD \$750

f. o. b. Toledo

CITY DEALERS
Folsom Auto Co.,
5915 Military Avenue,
Opocensky Brothers
5134 S. 24th Street

WILLYS-OVERLAND, Inc.
2562 Farnam St. Phone HARNEY 0353
Factory Branch—Open Evenings

CITY DEALERS
Grand Motors Co.
2915-21 Sherman Ave.
Council Bluffs Overland Co.
Council Bluffs

DODGE BROTHERS ANNOUNCE

Important improvements in the appearance and riding comfort of their motor cars

O'BRIEN DAVIS AUTO COMPANY
28TH AND HARNEY STREETS. TELEPHONE HARNEY 0123.
Council Bluffs Salesroom, 33 Fourth Street; Tel. Council Bluffs 691.