

Record Month for Murphy Company

119 Durant and Star Cars Delivered in February by Omaha Firm.

"We have just closed the biggest February we have ever had," said O. A. Wilson of the Andrew Murphy Sons Co. "Last week we delivered 119 Durant and Star cars. Although weather and road conditions were unfavorable, 70 of these cars were driven away by our dealers; five of them going more than 340 miles. "I fully believe that 1924 will be our largest year. Our dealers throughout our entire territory all speak with great confidence and fear a general car shortage by the middle of July.

"While production has been increased as fast as good business and manufacturers' ability will allow, I do not believe that they will be able to produce cars fast enough to supply the demand. Even our local retail sales show a very decided increase at this time of the year. We have just delivered 84 Star cars and 11 Durants, which is the largest number of retail deliveries we have made any year in our 54 years of business in the same period at this time of the year."

Ford Runs 75 Miles On Gallon of Gasoline

A new automatic and self-regulating device has been invented by John A. Stransky, 2389 Fourth St., Pukwana, South Dakota, with which automobiles have made from 40 to 50 miles on a gallon of gasoline. It removes all carbon and prevents spark plug trouble and overheating. It can be installed by anyone in five minutes. Mr. Stransky wants agents and is willing to send a sample at his own risk. Write him today.

Buick Used as Police Station



The above picture, taken two days after the earthquake which destroyed Yokohama, shows a Buick sedan being used as police headquarters in that city. Nothing was left of the police station or equipment with the exception of this car, which was many feet from its parking place.

Motorists Urged to Use Less Gas

Leon Nelson Advises Owners to Study Units to Insure Greater Mileage.

"The oil scandal which hits the average motorist right in the solar plexus is announcement that gasoline has advanced in price," says Leon Nelson, president of the Stearns-Knight Auto Sales Co., Rollin distributor, at 2054 Farnam street.

"The Teapot Dome and other situations which concern the body politic get their places on the front pages of our newspapers, but it is the cost of gasoline needed to fuel our tanks that earns sincerest consideration every time we drive up to a pump.

"What," asks Mr. Nelson, "are we going to do about it? How can we fit into the picture in such manner as to, in a substantial way, control the price of gasoline?"

"Easy enough! Just get our 14,000,000 cars owners in these motorized United States to engage upon a gasoline economy campaign. I don't mean that motorists should restrict the use of their cars and go on a gasoline strike, but they should study their units of transportation and insure more miles per gallon."

Cadillac to Celebrate Birthday of Explorer

March 5 was the 266th anniversary of the birth of Antoine Laumet de la Mothe Cadillac, one of that group of early French explorers and colonizers who stand out as heroic figures in American history. Cadillac was the founder of the city of Detroit.

Throughout the organization of the Cadillac Motor Car company, which has adopted the name and coat-of-arms of the French pioneer and colonizer, his birthday is suitably commemorated each year.

National Interest in Chrysler Six

Crowds Continue to Throng Shows Throughout Country to See Car.

Interest in Walter P. Chrysler's famous new motor car, the Chrysler Six, has grown to national proportions, now that producer has permitted its display in practically all sections of the country.

A friend of Mr. Chrysler, who attended both the New York and Chicago shows before going to California, wired from Los Angeles that interest in the car both there and at San Francisco surpassed even its favorable reception in eastern cities. Six thousand persons visited the distributor's showrooms to see the car the first two days it was put on display in Los Angeles, and an average of more than 2,000 have since come daily to inspect it. At San Francisco, he wired, it caused even more of a sensation than during the New York show.

Two demonstration cars were in continuous use in Los Angeles, making eight trips per hour in an unceasing effort to satisfy the hundreds clamoring for a ride.

Motor Cars Used in Business

"In a recent census of automobile owners in 10 states, it was found that 46 cars out of every 100 were used daily in the business of the owners," states Guy L. Smith, distributor of the Flint Six line. "This would indicate that 46 per cent of the owners bought their cars to help them earn a living."

"Word which has just been received from Oakland, Cal., that the Gaines-Walrath, Company, Inc., furniture dealers of Oakland, boasts of being the first organization in Alameda to own a fleet of Flint cars. "We bought the Flint cars on merit alone," stated Gene Gaines, manager of that company.

Send in your Local Lads to the Local Lads Editor, The Omaha Bee, and win a prize.

New Oakland Sales Record

During the month of February, the Oakland Motor Car company broke all previous Oakland sales records for a single month. Sales for February exceeded the previous record month of June, 1919, by over 1,000 cars. The figures show a 300 per cent increase over February, 1923, and are more than 59 per cent greater than February, 1919, which was the previous record February for sales.

New Record in Australian Race

Special-Six Cuts 16 Hours Off Best Previous Time Between Fremantle and Sydney.

Speeding across desert wastes, mountainous roads and rugged trails, a Studebaker Special Six touring car has just established a new record in a thrilling race against time from Fremantle to Sydney, Australia.

It went through the gruelling grind of 2,889 miles in five days, 21 hours and 45 minutes. This is 16 hours and 12 minutes faster than the previous record of six days, 13 hours and 57 minutes.

The Special Six negotiated the entire 2,889 miles under extremely severe conditions and came through in perfect running order.

This new Australian record of Studebaker's comes on the heels of new marks recently established by stock model Studebaker cars in the Syrian desert and in the Union of South Africa.

10,317 Buicks Shipped

From January 1 to March 1, the Buick Motor company shipped from its Flint and Detroit plants, 10,317 freight cars of automobiles. This included 10 solid train loads, equally divided between the two months. Of the total number of freight cars employed, 7,722 went from Flint and 2,595 from Detroit.

Increase Moon Production

The Moon Motor Car company has increased its schedule for March from 1,800 to 2,500 cars per month. The new Moon Six, which lists at close to \$1,000 and is the lowest priced car ever built by Moon, is an important factor in the great increase in production and sales in Moon cars.

\$5 for just one lad. Then there's 14 other prizes each week. Send your lad to the Local Lads Editor, The Omaha Bee.

Motor Shortage Here Predicted

Hudson-Essex Distributor Reports Big Business During Winter Season.

"A volume of business unparalleled in our history continues to pour into us," declares R. H. Davison, Hudson-Essex distributor. "Since the public has learned that the new Essex six will actually out-perform its famous predecessor, we have been up against the unprecedented experience of being short of motor cars during the winter season. Our volume for the last month broke all previous records.

"The month's business taught me a number of things. The principal one is that the public is still intensely interested in the performing ability of a motor car. I had rather convinced myself that the average motorist didn't care any more for unusual acceleration and pep.

"So in presenting the new Essex, we said very little about its really remarkable ability on the road. We were a little hesitant to say that it would actually out-climb, out-pull, out-accelerate and out-run the famous Essex four, at all speeds up to 50 miles an hour. When we began demonstrating those facts, our business took a jump forward that surprised me.

"I have no hesitancy in predicting a serious car shortage this spring. This shortage will apply, of course, to those manufacturers who are giving a big measure of value. But the shortage will come in those lines, and it will apply with particular force to Hudson and Essex."

Plan New Plant

So great has been the demand for the new 1924 Oakland cars that factory heads are seriously considering taking over the motor plant of the Saginaw Products company at Saginaw, Mich., for the production of parts of motors in case the motor plant at Pontiac cannot supply all that are needed for the present heavy production schedule.

New Oakes Distributor

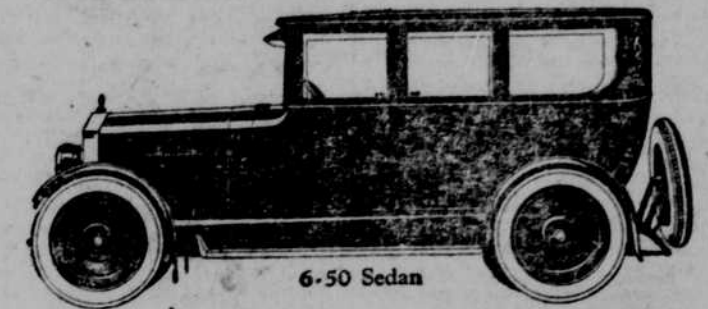
The Oakes company, Indianapolis, announces the addition of a new distributor of their spare tire and spare wheel locks and other accessories. Wheel service company, Denver, including Colorado and a part of the following states: Nebraska, Kansas, Wyoming, and Utah.

Collins Still Idle. Speculation still persists as to the future activities of R. H. Collins, who resigned two months ago as president and general manager of the Peerless Motor Car company. Rumors continue to link his name with various motor car companies, especially those marketing high grade cars. It is expected that a definite connection will be announced by Mr. Collins within the next few weeks.

The New Elcar 6-50 Sedan



\$1650 (f.o.b. Elkhart, Ind.)



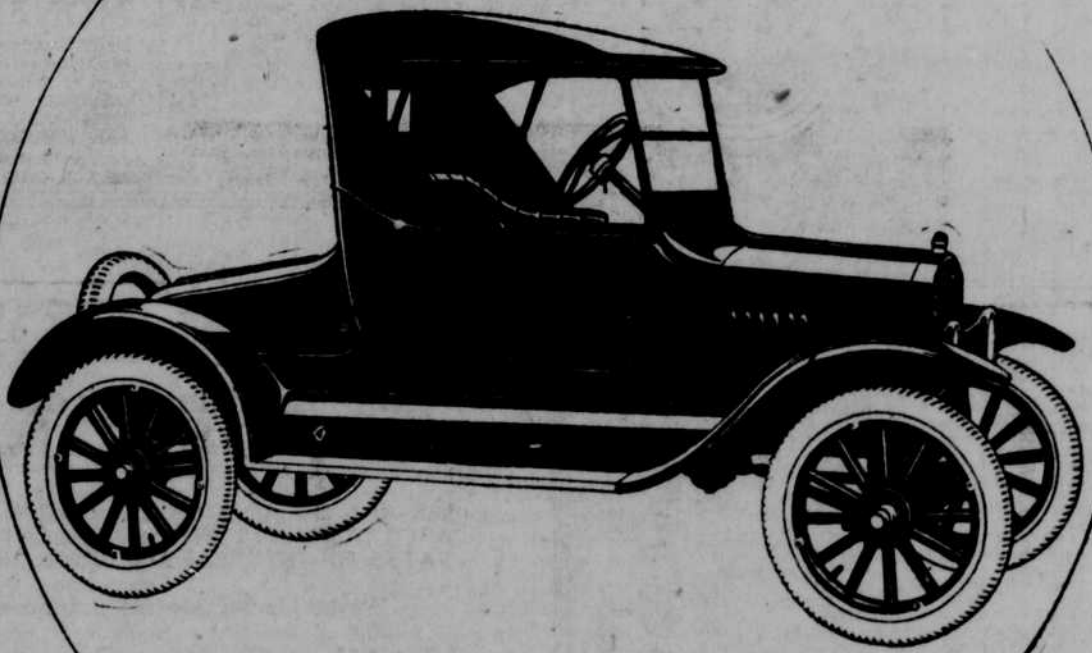
ELCAR

A WELL BUILT CAR

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MA rket 1331 2311 M St., South Omaha

Ford RUNABOUT



\$265 F.O.B. DETROIT
Starter and Demountable Rims \$85 extra

Order Your Ford Runabout Now!

Each spring the demand for Ford Runabouts is far in excess of the immediate supply.

Fast in traffic, easy to park and fitted with ample luggage space, the Ford Runabout is especially adapted for the work of salesmen and others who must conserve time and energy in making their daily calls.

If you do not wish to pay cash for your car, you can arrange for a small payment down and easy terms on the balance. Or you can buy on the Ford Weekly Purchase Plan.

Ford Motor Company
Detroit, Michigan

See the Nearest Authorized Ford Dealer

Ford
CARS - TRUCKS - TRACTORS

Yes—it can be done

The finest of cars can be sold at these prices

THE Studebaker name guarantees to you the utmost in fine-car construction. For 72 years it has stood for quality, for honest workmanship, for square dealing.

It has always stood for style and class. Remember Studebaker carriages—supreme examples of fine coach building.

Consider our facilities—mark what we have at stake. \$90,000,000 in assets, \$50,000,000 in plants and equipment, \$10,000,000 in body plants alone.

Note our multiplying sales—the sensation of Motordom. It is fair to assume that we can and do build the finest cars and at Studebaker prices.

What is a fine car? A fine car means the best materials any cost can buy. We use 35 formulas for steels, each known to be best for its purpose. We pay a premium of 15% on some to get the formulas exact.

All Studebaker models are equipped with Timken bearings. There are few cars in America, regardless of price, which equal ours on this point. In our Light-Six, for instance, we put more Timken bearings than are used in any competitive car, within \$1,500 of its price.

A fine car means fine engineering. We spend \$500,000 yearly on that department, employing 125 able men.

It means careful construction. We have 12,500 up-to-date machines. 1,120 of our operations are exact to 1/1000 of an inch. 360 are exact to one-half of 1/1000 of an inch.

It means infinite pains. For instance, we machine all surfaces of our crankshafts as was done in Liberty Airplane Motors. We are

the only makers of cars at our prices who do this.

It means careful inspection. With us it means 30,000 inspections in the manufacture of each Studebaker car.

Luxury and beauty

It means a car to be proud of. Our body finish includes 15 coats of paint and varnish.

Chase Mohair is used to upholster our closed bodies—made from the soft fleece of Angora goats. We offer much extra equipment.

Go and See Why Studebaker Leads

Studebaker is now the world's largest builder of quality automobiles.

Last year, 145,167 fine-car buyers paid \$201,000,000 for them.

There are 13 models.

Prices begin at \$1,025.

Go see the reasons for this trend. See why sales have almost trebled in three years. Why these cars have become the sensation of Motordom.

You owe that to yourself before you buy a fine car.

Some of our Big-Sixes, for instance, have two nickel-plated bumpers, one or two extra disc wheels with cord tires, a courtesy light, a motometer, steel trunk, etc.

This factory, remember, is the ancient home of fine coach work.

A fine car must be enduring. A Studebaker Big-Six, built in 1918, has so far run 475,000 miles. That means 80 years of ordinary service.

Where savings come

Then how do the Studebakers so far undersell any comparable cars? Because we build so many. The fixed costs are divided by enormous output—150,000 cars per year.

Because we build our own bodies. The saving to you on some types is up to \$300 per car.

Because we make our own forgings, saving another profit there.

Because our plants are modern and efficient. We have spent \$38,000,000 on them in the past five years.

Because we keep our men, make them partners, pay them large bonuses to stay. Changing men is expensive.

Because we conduct this business in every way on the best modern lines.

What buyers save

The Studebaker Light-Six Touring Car sells for \$1,045. Under ordinary manufacturing conditions it would need to cost you from \$1,200 to \$1,400.

On our Special-Six the difference might be \$400 to \$700.

On our Big-Six type the difference may run into thousands, depending on the number produced. For this car compares only with the highest-priced cars in Europe and America.

You will respect the Studebaker methods when you come to know them. You will admire the cars they create. You will delight in the values.

Remember that last year 145,167 fine-car buyers, after comparisons, chose the Studebaker models. So many people could not be wrong.

Learn why they did so before you buy a car at \$1,000 or over. You owe that to yourself.

LIGHT-SIX

5-Passenger 112-in. W.B. 40 H.P.	
Touring	\$1045
Roadster (3-Pass.)	1025
Coupe-Roadster (2-Pass.)	1195
Coupe (5-Pass.)	1395
Sedan	1485

SPECIAL-SIX

5-Passenger 119-in. W.B. 50 H.P.	
Touring	\$1425
Roadster (2-Pass.)	1400
Coupe (5-Pass.)	1895
Sedan	1985

BIG-SIX

7-Passenger 126-in. W.B. 60 H.P.	
Touring	\$1750
Speedster (5-Pass.)	1835
Coupe (5-Pass.)	2495
Sedan	2635

(All prices f. o. b. factory. Terms to meet your convenience.)

O. N. BONNEY MOTOR CO.

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2550 Farnam St.

THE WORLD'S LARGEST PRODUCER OF QUALITY AUTOMOBILES