

Prices Reduced on Overland and Willys-Knight

Tremendous Demand Permits Increase in Production at a Correspondingly Lower Cost.

Willys-Overland headquarters announces that prices on two of its most popular enclosed types have been slashed as a result of a factory output in excess of all original anticipations.

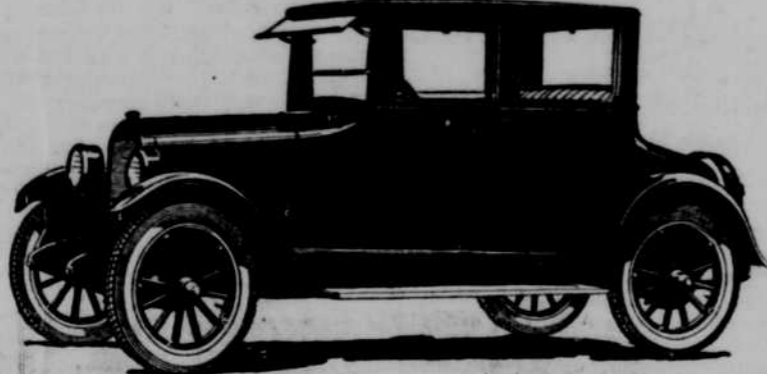
TODAY Re-new-ed Cadillac Sale

BEAUTIFUL MODELS Victorias Sedans Tourings Sold under the Hansen Plan, backed by years of fine dealing to the public, offering you every assurance that can come from

"A Safe Place to Buy" Many beautiful models of other makes from which to choose. Come in Today Lowest terms—your old car in trade—and pay the balance as you ride.

J. H. Hansen Cadillac Co. 26th and Farnam HA rney 0610

Durant Four-Passenger Coupe



Andrew Murphy & Son are displaying a new Durant four-passenger coupe. This coupe is quite unusual in design and has an exceptionally fine interior finish. It is furnished with disk wheels without extra charge.

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New Pierce-Arrow at Moderate Price

President Myron E. Forbes Announces Smaller Passenger Model Car. The Pierce-Arrow Motor Car company has entered upon a program of expansion which includes the production of a moderately priced passenger car built to present Pierce-Arrow standards of quality.

Rollin Features Discussed. "It is interesting and gratifying to note," said James G. Heaslet, president of The Rollin Motors company, Cleveland, "that the discussions in the technical magazines devoted to the automobile industry and automotive design, are concentrated on features which are to be found on the Rollin chassis. This is the greatest proof we can offer of not only the pre-eminently advanced Rollin design, but of the authoritative quality of the design."

Studebaker Adds Mammoth Unit to Plant Facilities

New Building Just Completed Increases Investment in the Closed Body Plants to \$8,000,000.

With the recent addition of another enormous unit to its facilities, the Studebaker corporation now has an investment in closed body plants at South Bend, Ind., amounting to \$8,000,000. This new building completes for Studebaker the largest closed-body facilities operated by any individual automobile manufacturer in the world.

Some idea of its immensity may be had from a comparison with the tallest business building in the world. If placed on and alongside the Woolworth building, the new Studebaker unit, 100 feet square, would tower eight feet higher towards the clouds.

Crankshaft Creates Curiosity. A Cadillac V-6 compensated crank shaft which makes the engine of that car inherently balanced is featured in a unique display at the showroom of the J. H. Hansen Cadillac company.

10,317 Cars of Buicks. 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.

Buick Building Second Million

Ninety-seven Changes in Six-Cylinder Chassis Since March, 1923. By LEE HUFF, Nebraska Buick Auto Co. Buick reached, in March, 1923, the production of its 1,000,000th car. Many men who had helped build the first Buick and hundreds who had aided in the production of 750,000 more of them stood by on that auspicious moment. It was something to be proud of—and they were proud.

Reo Designs New Bus. Announcement of the new Reo bus with its six-cylinder engine, sturdy chassis construction and low-hanging body is now being made by the Reo Motor Car company. Before designing the new bus Reo engineers made an extensive survey of bus transportation in cities of all sizes.

Speed Olds Production. Two shifts of workers—day and night—have been installed in all principal manufacturing divisions of the Olds Motor Works, Lansing Mich. in an effort to bring production up to sales requirements.

Hudson Sedan Is on Display Here

New Model Is One of Hand-somest and Most Luxurious Company Has Produced.

A new de luxe sedan—which is easily one of the handsomest and most luxurious which Hudson has produced—has arrived in the city and is on display at the showroom of the Omaha Hudson Essex company.

Upholstery is of a fine, rich mohair plush—said by the makers to be the best material obtainable. The interior fittings and little conveniences are complete in every detail.

Motor Head Optimistic. "The automobile industry, interwoven with the fundamental need for rapid and economical transportation, looks to the future with that same confidence which characterizes any other industry providing for the public an economic necessity," according to C. W. Nash of the Nash Motor Co.

grow but only those manufacturers best qualified to serve the most exacting demands of the transportation field will remain; already the process of elimination, as natural almost as the law of gravity itself, has set in and the industry is now passing through that period common to the history of all great industries, the survival of the fittest."

Praise New Cadillac. Comments from engineers, distributors and owners indicate that of all the pioneering achievements of the Cadillac Motor Car company during the past 21 years, none has contributed more to riding comfort than the creation of the new "63" inherently balanced and homogenized engine, according to Frank Johnson, assistant chief engineer of the company, who assisted in designing the first one-cylinder Cadillac engine and who has had an important part in the resigning of nearly every new Cadillac since that time.

The Local Lat Editor has nothing else to do but read his mail. Send your jokes to him and perhaps you'll be one of the prize winners.

SHOCK ABSORBER

For sale at any car or accessory dealer

PRICES Set of four, \$50.00 Set of two, \$15.00

The New Stewart SHOCK ABSORBER

A GREATER ease and comfort in riding than you ever dreamed of enjoying. Freedom from rough-road driving strain. Freedom from jars and jolts that break springs,—that cause rattles and squeaks. What was once a series of shocks becomes a gentle rolling motion.

The smooth retarding action of the new Stewart Shock Absorber is due to the fact that in the Stewart there is no friction on the strap. Any jerking action due to the strap suddenly binding, is therefore eliminated.

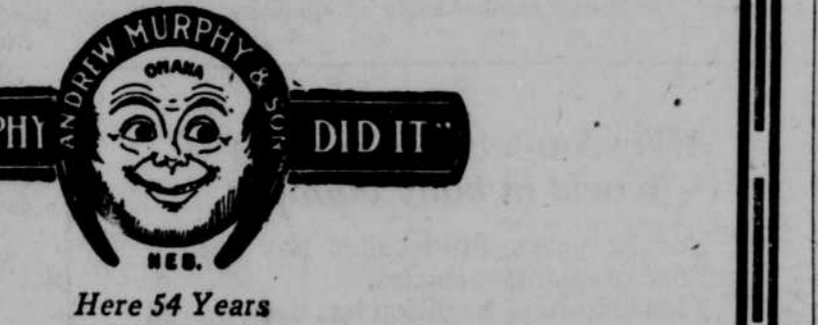
Strap breakage and the need for frequent adjustment due to frictional wear on the strap are done away with because there is no friction on the strap.

Equip your car with Stewarts to lengthen its life and to increase your riding comfort.

STEWART-WARNER SPEEDOMETER CORPORATION, CHICAGO, U.S.A.

Stewart

CUSTOMBILT ACCESSORIES USED ON 9 MILLION CARS



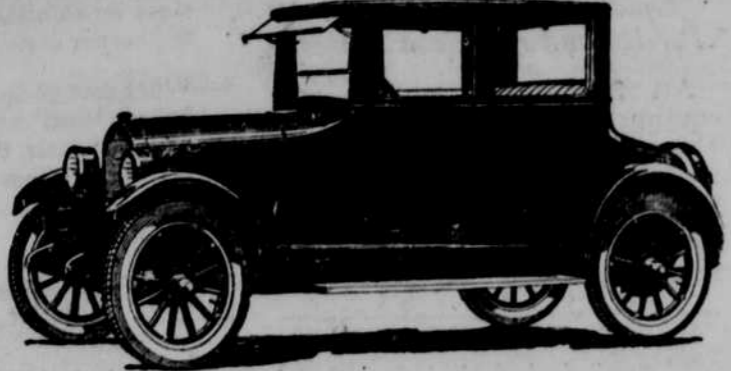
3rd Largest in the World

Although the Durant Motors has been building cars for only three years, yet they are now the third largest builder of cars in the world.

This record was made possible by building cars of quality at prices the public had been waiting for.



DURANT Door 5-Pass. Sedan With Disc Wheels \$1495 at Omaha



DURANT 4-Pass. Coupe With Disc Wheels \$1470 at Omaha

Andrew Murphy & Son Distributors 1402 Jackson Street

Overland Shatters Antipodean Record

Australia Universally Acclaims Miraculous Exploit in Face of Obstacles.

Completes details of the 2,100-mile Australian record trip last October from Fremantle to Sydney, via Perth, Adelaide and Melbourne, have reached Willys-Overland headquarters in this country. Careful reading of the account of this trip shows the remarkable adventure to have been one of the greatest exploits in motoring annals.

Stutz Cars Last. Authoritative figures now in the possession of the Stutz Motor Car Company of America, Inc., indicate that 5.5 per cent of all Stutz cars built are registered and in use today—still giving satisfactory service.

THE FAMOUS REO SIX

PROVING that horse-power is not a matter of hood-length is the famous high-powered Reo six-cylinder engine,—the power plant for the Coupe, Sedan, Brougham, Phaeton, Touring Car and Taxicab. Measuring only forty inches over all, it is a striking example of compactness, but without space-gaining being the principal objective.

Engine compactness incidentally results from the intake valves being in the head, and the exhaust valves at the side. Space, instead of being wasted in extreme hood length, is put to work providing more body roominess.

- REO**
- The Reo Line
- Coupe - \$1875
 - Sedan - 1985
 - Brougham - 2235
 - Balloon Tires \$100 extra
 - T-6 Special Touring Reo - 1595
 - Standard Touring Reo - 1335
 - Taxicab - 2185
 - Speed Wagon \$1185 (Chassis)
 - Parcel Delivery - 1485
 - New Reo Bus Chassis - 2350
- All prices f. o. b. Lansing, plus tax.

Six valves in a row (instead of the usual twelve) means more space per valve; that's why Reo can make its valves large and completely water-jacketed them. The result is quicker scavenging of burnt gases,—more complete utilization of fuel,—greater flexibility.

A short engine means a short crankshaft; which Reo has. This,—plus four large crankshaft bearings,—plus dynamic and static balancing of crankshaft,—explains the almost total absence of vibration.

Sliding in ground, glass-smooth cylinders are aluminum alloy pistons, each fortified with three 2-piece rings. Carbon formation is negligible because of this; so is oil seepage.

Oversized timing gears,—completely enclosed overhead mechanism,—positive lubrication and cooling,—remarkable accessibility,—thermostatic carburetor control,—established economy in gas and fuel consumption. Predetermined engine goodness is based on such factors as these.

J. M. OPPER MOTOR CO. Reo Distributors 2558 Farnam St. HARney 0635 REO MOTOR CAR COMPANY :: LANSING, MICHIGAN