

"DRIVEWAYS" AT BUICK TOTAL 38,000

While the total 1923 production of Buick cars reached the unprecedented total of approximately 218,000 auto-

Automobile Makes 27 Miles On Air

An automobile goes 27 miles on air by using an automatic device which was installed in less than five minutes. The automobile was only making 30 miles on a gallon of gasoline, but after this remarkable invention was installed it made better than 57. The inventor, Mr. J. A. Stransky, 875 Eleventh street, Fulkwanna, South Dakota, wants agents and is willing to send a sample at his own risk. Write him today.—Advertisement.

mobiles, certain incidental figures are scarcely less interesting. For instance, there is the matter of so-called "driveways," meaning cars driven from the factories under their own power, either by dealers or ultimate buyers. Of the Buick output there was in these an excess of 25,000 in 1922, and in excess of 38,000 in 1923. During 1922, the total number of freight car loads of automobiles leaving the Buick plants was more than 50,000 and in 1923 more than 84,000 carloads. The total given for 1923 does not, it is explained, include 4,430 freight cars shipped with less than full capacity load. During the last calendar year the Buick Motor company paid charges for inbound shipments amounting to over \$184,000. While the company does not prepay charges on outbound business, it is estimated that such charges on completed automobiles, parts and material, amounted to more than \$11,000,000.

Students Learn Construction at Nash Car Plant

Undergraduates at Iowa State Include Inspection of Factory in Course of Study.

Senior students in electrical and mechanical engineering of Iowa State college in an inspection of the Kenosha factory of the Nash Motors company one day recently familiarized themselves with the various elements that enter into the construction of an automobile that is built 93 per cent complete within the walls of one factory. The students visited the Nash plant under the supervision of Paul W. Eells, professor of mechanical engineering, and F. H. McLain, professor of electrical engineering. The inspection trip is a regular part of the college curriculum. The delegation was greeted by E. H. McCarty, general sales manager of the Nash Motors company, and the college men were shown through the plant by factory guides who explained as they went along the Nash straight line production method wherein each operation follows another in logical sequence from the time raw materials are received until the car is given its final road test. The students were shown the Nash roller bearing plant and were told that so far as known Nash Motors is the only motor car manufacturer that makes its bearings; they saw the battery of crankshaft testing machines with mechanism so accurate that they will register the weight of a human hair. The students were interested in the factory laboratory where they saw the Brinell testing apparatus and learned that Nash conducts a test for hardness of steel used in its product every day, whereas the general practice is to test for hardness once or twice a month. The Nash open car body plant, supplementing the closed body plants at Milwaukee also offered an interesting feature in the program laid out for the college men. There they saw the Nash dry kilns, the cutting and sawing of choice lumber, the cutting of leather for the upholstery and body trim, and finally the cars that are exercised in the painting of Nash bodies, including the drying of each coat of paint in electric ovens. Iowa State college is one of many universities in the middle west that sends students through the Nash factories each year. Other colleges who make a first-hand study of Nash production methods include the University of Wisconsin, University of Illinois, Armour Institute of Technology, Northwestern university and DePauw university. \$5 for just one lot. Then there's 14 other prizes each week. Send your lot to the Local Lot Editor, The Omaha Bee.

POXSON IS NEW DORT SALES HEAD

J. D. Dort, president of the Dort Motor Car company, has announced the appointment of E. G. Poxson as sales manager, succeeding John D. Mansfield, who has resigned to take a position as factory executive with the Maxwell-Chrysler organization. Mr. Poxson has been an important factor in the Dort organization for the past six years in the position of assistant sales manager. "I am very glad to announce the appointment of Mr. Poxson as our sales manager," says Mr. Dort, "as he is thoroughly qualified both in ability and in experience for the post he now occupies. Mr. Poxson knows the Dort organization intimately and Dort dealers know him and have confidence that he will continue to carry out Dort policies in a manner satisfactory to both trade and public."

Mail Carriers Favor Overland

One U. S. Employee Removes Upholstery for Mail—Puts It Back on Sundays.

Overland and Willys-Knight cars have been winning high favor with Uncle Sam's rural mail carriers in all parts of the country, judging from the number of sales which have been reported to this class of buyers in recent months. Harry Brown, rural mail carrier at Seaford, Del., uses an Overland Champion for his work. He removes all upholstery, places a single seat back of the wheel, which leaves him room on three sides for his mail. On Sundays he puts back the upholstery and converts it into a family car. Mr. Brown estimates that on his mail route he makes 150 stops in 31 miles. Despite this handicap he is able to cover the distance with one and one-half gallons of gasoline. Charles David, who covers a rural mail route near Bismarck, N. D., entered his mail car in a fuel economy contest held at the Dickinson fair and won the event with a mark of 35 miles per gallon. The car had been driven 20,000 miles and the valves had not been ground for more than 7,000 miles preceding the day of the event. The car took part in the contest just as it had come off its daily mail route. C. E. Mahan, mail carrier near Miles City, Mont., uses a Willys-Knight touring for his work. He covers a route of 57 miles and generally carries three and a half tons of mail, half of it being loaded on a trailer. Despite the load and the frequency of his stops he makes the trip in little more than two hours' time.

Greenlease Motors Corporation to Distribute Oldsmobile Autos



R. C. Greenlease, E. M. Lied.

Greenlease Motors corporation has been appointed distributor for Oldsmobiles in Nebraska and western Iowa, with sales rooms and headquarters at 2048-2050 Farnam street, this city. It has taken over the business of the Nebraska Oldsmobile company. The Greenlease Motors corporation is one of the oldest and largest of the automobile distributors in the Missouri valley. For 17 years it has been selling Cadillac cars exclusively and continuously, with places of business in Kansas City, Tulsa and Oklahoma City. R. C. Greenlease, president of the corporation, who has made a careful survey of conditions throughout Nebraska and western Iowa, speaks of the future for all lines of commercial and industrial pursuit with a great deal of optimism and enthusiasm. He plans rapid expansion of his company's local interests and has expressed a desire to assist and cooperate in every way possible in promoting the commercial activities of Omaha and contiguous trade territory. E. M. Lied, vice president and general manager of the corporation, will have direction of the local organization, and has placed in charge, J. R. O'Neal, known in local automobile trade circles through having been engaged the last eight years in selling Oldsmobiles throughout this territory. A significant feature developed during the last 10 days of the month when sales averaged 10,804 cars and trucks a day indicating that the spring buying rush has begun and that under this enormous demand production of the company will be taxed to the limit in an endeavor to meet the heavy flood of orders.

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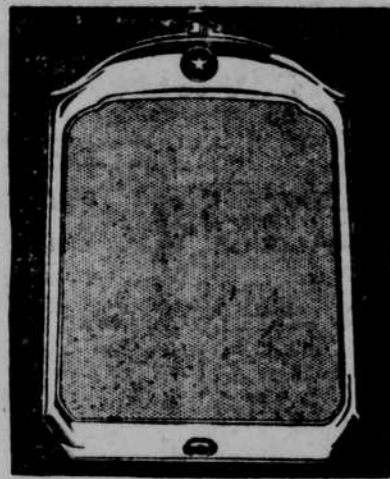
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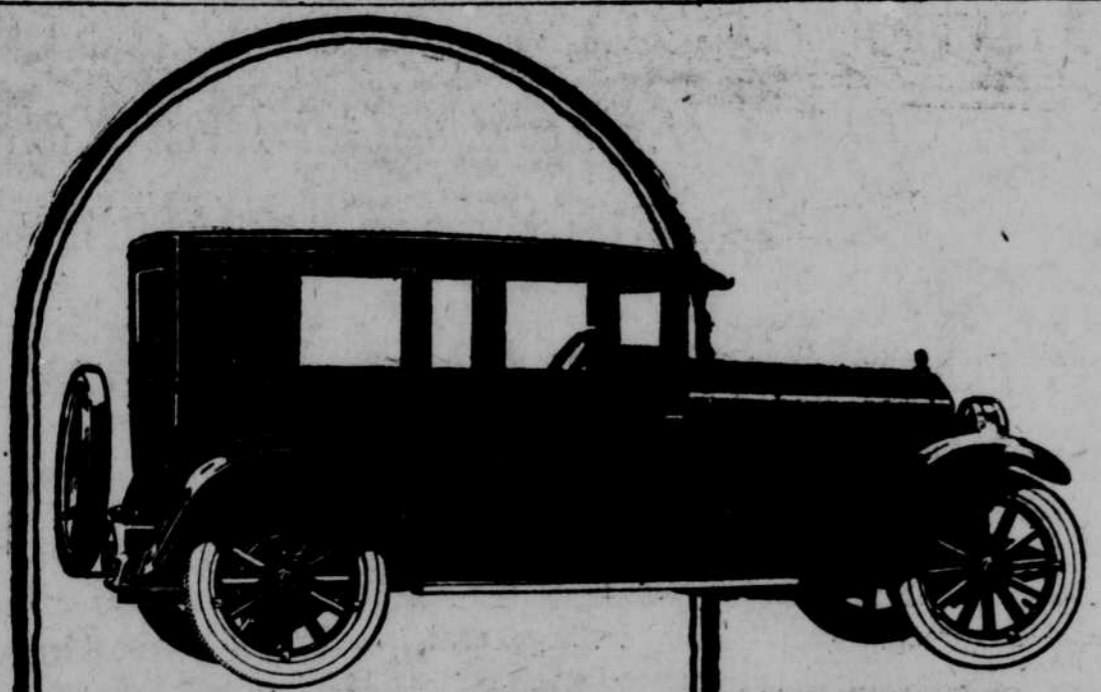
Safety to those in the car, and long car life, should be prime considerations in the design and construction of every automobile. "In view of the congested traffic our larger cities, and even on many of our main state highways, the first duty of every motor car manufacturer is to build his product so staunchly that it will perform perfectly in any reasonable emergency," declares Charles D. Hastings, president and general manager of the Hupp Motor Car corporation. "Considerable criticism has been directed against the entire industry recently because some manufacturers, in an endeavor to get as much sales-appearance into their cars as possible and still sell them with a certain price limit, have overlooked what is a cardinal duty—that of building their cars to provide the utmost in safe transportation," he said. "Building an automobile that is safe generally presupposes that an unusual margin of strength in proportion to known strain has been provided at its vital parts; that drop forgings, for instance, are used instead of castings or stampings; that steering knuckles are oversize; that wheels are tough, genuine hickory and supported on staunchly built axles; that even the fenders are heavier and more sturdy than seems necessary; that brakes are adequate in size and will work the instant that pressure is applied to them."

NEWMARK STARTS HIS OWN AGENCY

J. H. Newmark, for more than 15 years associated with Durant and General Motors interests, has established his own business under the name of J. H. Newmark, Inc., and will conduct a general advertising agency. Mr. Newmark will continue to direct Durant sales promotion activities and to create and place the advertising of Durant enterprises through his independent organization. Newmark has a considerable record in the automotive industry and was the dean of General Motors advertising executives when he left that corporation in May, 1922, to return to the Durant interests. The new agency will be located in the Elsk building, Broadway and Fifty-seventh street, New York city, and will begin its operations with the following accounts: Durant Motors Inc., Durant Motor company of Michigan, Durant Motor company of New Jersey, Locomobile Company of America, Flint Motor company, New Process Gear company, Warner corporation, Adams Axle company, American Plate Glass corporation, Mason Motor Truck company, The Durant corporation, Hayes-Hunt corporation, Hayes-Hunt corporation and Precision Chain company.

J. H. Hansen Looks Forward to Banner Cadillac Year

With the expectation of an enormous spring business in the Sioux City territory, J. H. Hansen is spending several days there in an effort to get Cadillac started off with a bang. On leaving Omaha he stated that he was sure that the best year Cadillac has ever enjoyed would be the current year. With the continuance of the present good weather a mighty good start should be made. In 1749 Benjamin Franklin electrocuted a turkey for his dinner.



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Note How Experts Praise It

"Hudson has produced a super Essex... It looks like the proverbial knockout."—From Automobile Topics.

"The New Essex is a revelation of performance, ease of riding and of smoothness."—From Motor Age.

"Steers easily, even on loose gravel at 50 miles per hour."—From Motor World.

"A wonderful value—a car of which Hudson engineers have a right to be proud."—From Motor Life.

"Possesses qualities I didn't believe could be incorporated in a closed car at \$975."—H. A. Twantous, in Motor (U. S. A.)

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