

# You Need Wait No Longer for Lower Prices on Motor Cars

## Now You Can See A Full Line of JORDAN AUTOMOBILES

We take pleasure in announcing to the public that owing to an increase production schedule at the Jordan factory, it will now be possible for us to display on our salesroom floor a complete line of these popular cars.

During recent months the demand for Jordan automobiles has exceeded the factory manufacturing schedule to such an extent that it has been impossible for us to secure a sufficient supply of certain models. This has been a source of disappointment, not only to us, but to the many Jordan enthusiasts who have been anxious to see the complete line.

We believe that the new production schedule of the Jordan Motor Car Company will provide us with a sufficient number of cars to have a complete line on display at our show room at all times.



### New Jordan Prices

5-Pass. Silhouette Touring	\$2,250
5-Pass. Silhouette Roadster	\$2,250
4-Pass. Silhouette Brougham	\$3,300
5-Pass. Silhouette Sedan	\$3,300
7-Pass. Touring	\$2,450
7-Pass. Sedan	\$3,700

All Prices F. O. B. Cleveland, Ohio

**PETERSON MOTOR CO.**  
INCORPORATED

Farnam St.- At 27th Ave. Phone-Harney, 5066

Buy that car now when you can enjoy it.

There's no necessity of waiting and nothing to be gained, for there will be no more price reductions in the standard makes of automobiles.

Bottom price has been reached.

The wages of highly skilled labor will remain high. That's to be desired. Freight rates will go up before they go down.

Manufacturing conditions have reached the point where wages and transportation are factors even more vital than raw material costs in fixing selling prices.

For instance, the price of wheat no longer is immediately reflected in the price of bread.

Milling costs, baking costs and transportation costs have risen so sharply that the price of wheat has ceased to be the big controlling factor in the selling price of the finished product.

Just such a condition obtains in the automotive world. It will stabilize prices for months to come.

Right NOW when the roads are in excellent condition, when the lakes are most inviting and when the automobile trip offers the simplest and happiest solution of the heat problem, is the time to have that NEW CAR.

Don't deprive the family of the pleasures of an automobile NOW.

You'll profit nothing by waiting for lower prices, because LOWER PRICES WON'T COME. Get the NEW car when the new car can be used to the maximum.

If the dealers whose announcements appear on this page did not believe this honestly they would not authorize this page; if THE BEE was not absolutely convinced of the improbability of further price reductions it would not publish these announcements.

Standard automobile prices have been STABILIZED.

Put a pin in that and call one of these dealers to talk over that NEW CAR with him.

## MITCHELL \$1490

### Price Reduced \$260

Mitchell is the finest Six on the market for \$1490. Cars of this class are still priced at \$1700, \$1800 and over. But when you buy a Mitchell your dollar brings more than ever before.

In power, beauty, comfort and economical operation—all the advantages you seek—the Mitchell at \$1490 is unmatched.

To fully appreciate the extent of this reduction in price, come in and see what an extra-fine car is obtainable for \$1490.

### NEW PRICES

F. O. B. Racine. War Tax Extra

5-Passenger Touring Car } . . . \$1490  
3-Passenger Roadster }  
Formerly \$1750

4-Passenger Special . . . 1790  
Formerly \$1950

7-Passenger Touring Car . . . 1790

4-Passenger Coupe . . . 2590  
Formerly \$2800

5-Passenger Sedan . . . 2690  
Formerly \$2900

MITCHELL MOTORS CO., Inc., RACINE, WISCONSIN

**NOYES-KILLY MOTOR CO.**  
2066 Farnam Street Phone DO uglas 7461

USE BEE WANT ADS—THEY BRING RESULTS

USE BEE WANT ADS—THEY BRING RESULTS

## Apperson Prices Drop \$250 to \$750

Prices Effective July 2:

Standard Four Passenger Sportster	\$3000
Standard Seven Passenger Touring	3250
Anniversary Four Passenger Tourster	3500
Anniversary Seven Passenger Touring	3750
Standard Seven Passenger Sedan	4500
Standard Four Passenger Sedanet	4500
Limousine-Sedan (Seven Passenger)	4700

F. O. B. Factory—War Tax Extra

All models built upon "The Eight with Eighty less parts" chassis.

Apperson cars are standard—the models do not change with the year. Latest designs now exhibited locally by

**Apperson Nebraska Motor Co.**  
2526 Dodge St. Phone Atlantic 4434.

APPERSON BROS. AUTOMOBILE CO.  
Kokomo, Indiana

## ANNOUNCING Cole Aero-EIGHT '700 to '455 Reduction in Price

ALL POUNDING reaction of car weight and consequent destructive thrust on tires, is absolutely minimized in the construction of the Cole Aero-EIGHT.

The weight is balanced—riding freely and smoothly under all conditions.

The Cole Aero-EIGHT has attained the high average of 20,000 miles on one set of tires, another proof of its superior economical performance.

**TRAYNOR AUTOMOBILE CO.**  
2200-2202 Farnam St.  
Phone Douglas 5268. Omaha, Neb.

COLE MOTOR CAR COMPANY, INDIANAPOLIS, U.S.A.  
Creators of the famous "Major Cars"

**The Children's Page**  
in the Sunday Bee  
devoted exclusively  
to the children—they  
all enjoy it...



## None of These!

No cams! No valves to grind!  
No tappets! No valve springs!  
No adjustments! No worry!

Simple vertical sleeves slide in cylinders quietly and smoothly on a film of oil.

Ports in the sleeve register at the proper time for the intake of gas and the exhaust of burnt products!

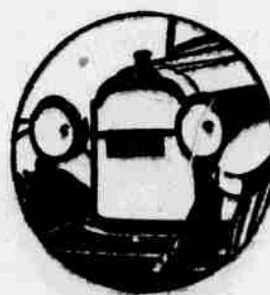
The power increases with use.

A lifetime motor in a car whose every detail increases your satisfaction;—in a chassis of extraordinary strength and balance.

The gasoline economy is a source of gratification. There doesn't exist a more satisfactory car.

No wonder new owners by the thousands are buying Willys-Knight cars.

Touring, f. o. b. Toledo	-- was, \$2195 -- now, \$1895
Roadster, f. o. b. Toledo	-- was, 2195 -- now, 1895
Coupe, f. o. b. Toledo	-- was, 2845 -- now, 2550
Sedan, f. o. b. Toledo	-- was, 2945 -- now, 2750



Willys-Knight Motor  
Improves With Use

Now  
\$1895

All Present Models will  
Be Continued

**Van Brunt Automobile Co.**  
OMAHA COUNCIL BLUFFS

Ask About Extraordinary  
Easy Payments

# WILLYS-KNIGHT

YOUR NEEDS EASILY SECURED  
BY USING BEE WANT ADS.  
Phone Tyler 1000.