

Simplest Way Best, Says Head of Motor Firm

Elimination of Needless Effort Brought About by Design of the Earl Brougham.

"Simplification is the keynote of science," says President Earl of the Earl Motors, Inc. "Increased efficiency simply means saving energy. Saving energy is the excluding of all needless effort."

"I suppose Scott, who devised a kind of phonograph in 1836, was its real inventor. But we didn't get a real one until 1878, when Edison simplified it. A Newark minister took out the first patent for a film, but it took George Eastman to simplify its manufacture and use. Edward Muybridge made the first motion pictures, 24 of them, I think."

"But Edison worked out the idea, simplified the application and manufacture and exhibited the first motion picture at the world's fair in 1893. In Michigan a cabinet maker, A. B. Wilson, made a sewing machine in 1851. That was a long time ago, but inventors are still working on it, trying to simplify it to save time and effort. It is true with motor development."

Construction Simplified.
"You take the Earl Brougham which Earl Motors are putting out. It is a beautiful car. We think it is a wonderful piece of work. We have simplified its construction. They are little things, perhaps, these simplifications, but everyone admits that they are progressive."
"The seating arrangement makes it possible to get in and out of the Earl Brougham without special effort. You can sit in it, and ride in it, without becoming crowded or cramped. We studied posture just to simplify the arrangement."

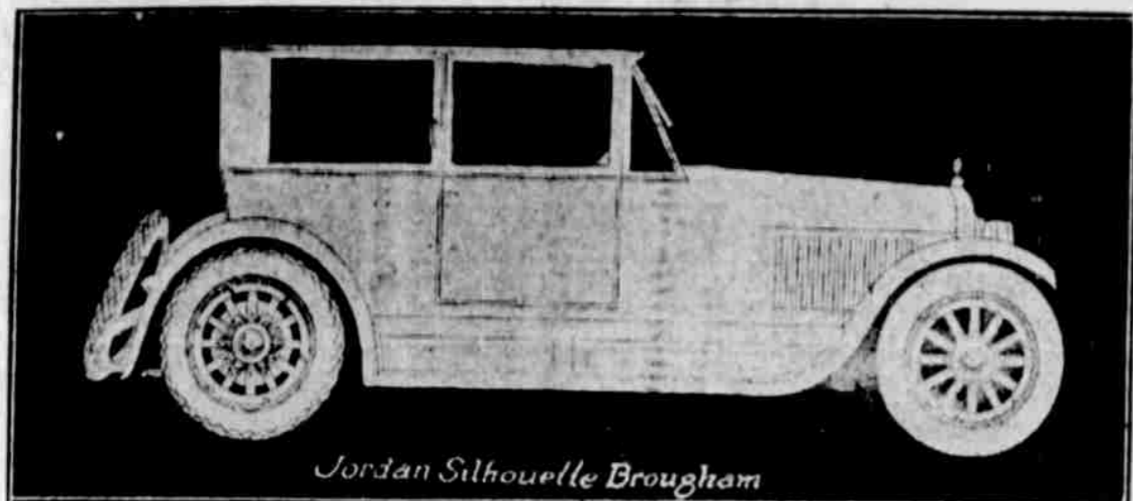
Trunk on Back.
"You take the trunk on the back. That is standard equipment with us. In it are two suitcases and a hat box. It is a beautiful accessory, long grain French finish Duratex-covered, nickel-studded, and it is waterproof and dustproof. Your clothes are in separate suitcases, easy to get, easy to put back, and they are clean and dry."

"The Alemite high pressure lubrication, which makes it unnecessary to crawl under the car to turn grease cups; placement of the ignition switch within touch without bending over to reach it; the tall gear shift lever, within reach without straining—these are time and effort-savers."
"There are other points, of course. They all disclose the fact that the right way to do a thing is always the simplest."

Essex Weight Often Surprises Motorists

When motorists guess the weight of the Essex their estimate is usually much higher than the car's actual 2,500 pounds. The Essex is strongly and substantially built, but where weight can be spared the Essex engineers have eliminated many pounds of "ballast." Through correct balance the Essex holds the road as well as bulkier vehicles.

New Jordan Silhouette Brougham



Jordan Silhouette Brougham

Edward S. Jordan, president of the Jordan Motor Car company, contends that 1922 will be a successful year for those manufacturers who

New Maxwell Is Result of Pledge Made Last Year

New Series Car Comes as Fulfillment of Promise Given by New Organization.

"The new series of the Maxwell is the result of a promise made when the present organization took hold of the Maxwell-Chalmers interests," is the statement of Arthur E. Barker, vice president in charge of sales of the combined companies.

"When this organization took charge in the fall of 1920, the first steps taken were to manufacture the Maxwell car in a way that assured the public reliable, comfortable transportation at low cost."

"The factory organization was perfected, new standards established, and processes improved."

"The new organization pledged itself to make the Maxwell a better car."

"The history of the automobile was carefully gone over and the forward steps in design scrutinized."

"The engineering staff of the Maxwell company was augmented."

"These men were given instructions to design an automobile superior to anything that has ever been offered at an approximate price."

"The manufacturing facilities of Maxwell were extended, the market scoured for the best of materials and experimental work carried out with care."

"The result is the new series Maxwell."

"The motor was further refined, bodies which made certain comfort and convenience in riding were designed."

Stephens Salient Six

Has Barrel Head Lamps
All new model Stephens Salient Six cars are equipped with barrel head lamps, ventilator in the cowl, new style leather throughout, and non-skid tires front and rear.

Gardner Jumps Its Production

Recognition of Increased Output Made by Auto Show Officials.

A story is going the rounds of the automobile industry about the National Automobile shows to be held in New York and Chicago this winter.

This story was brought from New York by Charles R. Hannan, jr., president of the Western Motor Car company, distributor for the Gardner car.

"When a new company jumps its production," said Mr. Hannan, "so as to get into the ranks of the first 20 among the motor makers of the country, it shows some progress."

"Take Gardner," he continued; "it was notified that its production record had entitled it to a choice of position of space on the first floor, or the first choice on the second floor in the Grand Central Palace at the national show in January at New York. Again, at Chicago, the Gardner car has a choice location in the center of the Coliseum."

"This space is allotted, according to cars sold in a fiscal year, so Gardner jumps from the last class, that of beginners placed in out-of-the-way corners on the third floor, to the leaders."

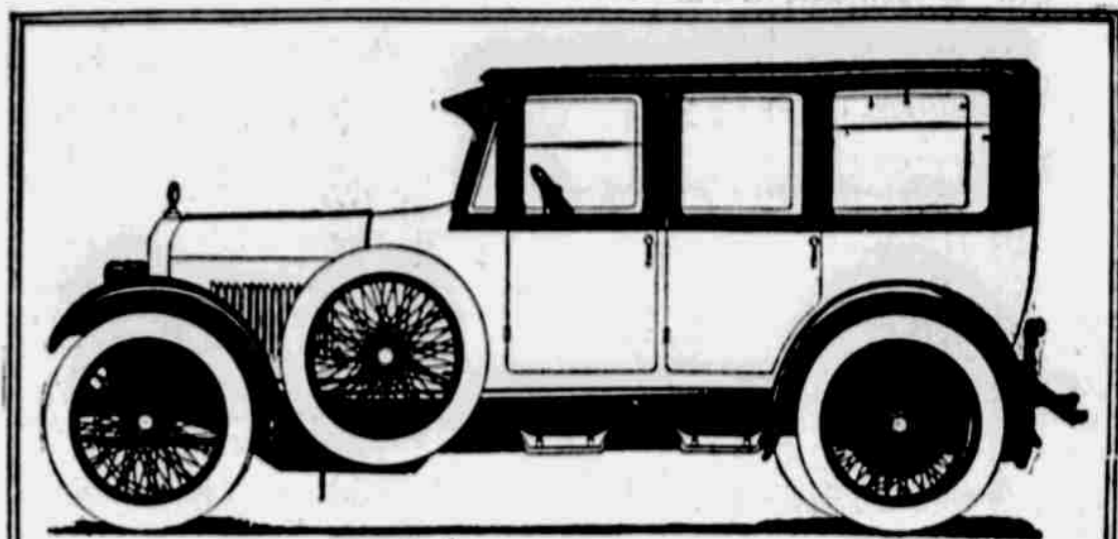
"Further evidence of the prosperity of the Gardner Motor Co., Inc., is found in the bank statement for September, when the company had \$711,293.04 on deposit in the National Bank of Commerce, with no debts. This is all the more remarkable because of the present general business conditions and may be attributed to the excellent management

in designing and building a car of quality to meet the approval of the public.

"This would not have been possible had the Gardner officials jumped

into motor building without previous experience, but for a number of years they had been building at St. Louis a motor car for one of the large companies for distribution throughout

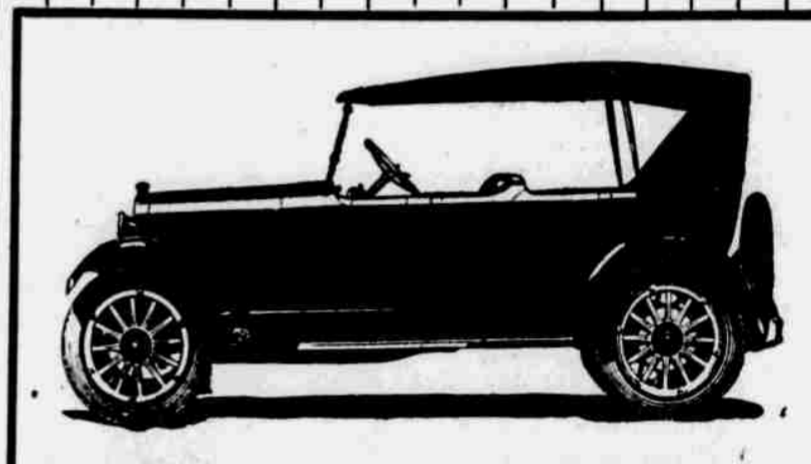
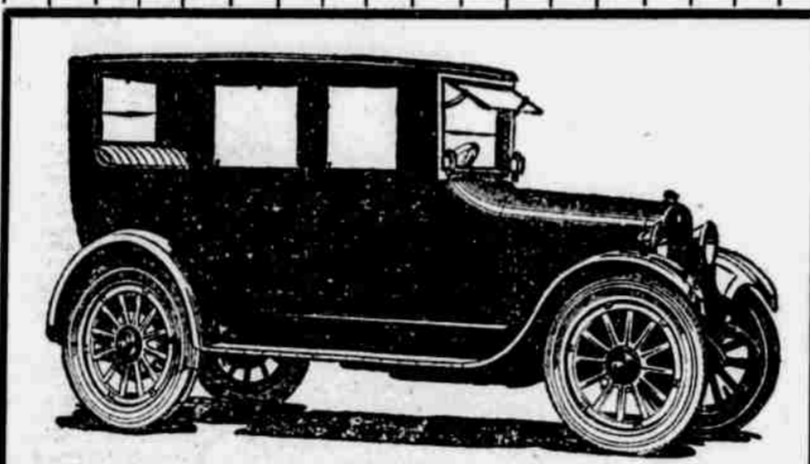
the southwest, so they had plant, men, money and experience as a basis; in fact, Russell E. Gardner has been building vehicles for more than 35 years."



IN designing the H. C. S., Harry C. Stutz has unquestionably introduced a new class of car. The H. C. S. is a car of medium size with all the advantages of the larger, more expensive cars but at the same time is economical to the fullest meaning of this word, comfortable and serviceable. And it is the model which is becoming more and more in public favor. It is the quality car of the medium priced class.

H. C. S. MOTOR CAR COMPANY
INDIANAPOLIS, U. S. A.
Harry C. Stutz, President

W. M. LOCKE MOTOR CO.
Phone Doug. 1712
2021 Farnam St.



REO

Reo Values Have Always Eliminated Argument About Price

During the entire period of automobile price adjustment Reo prices were not questioned. Folks who bought Reo automobiles and trucks bought the intrinsic value offered in all Reo products. They wanted the quality Reo had for sale and were satisfied that the figure asked was not inflated.

As a matter of fact, Reo prices advanced but little during the war period and today the Reo is improved in every respect and sells at pre-war prices.

Come to the automobile show with the idea of finding out FROM REO OWNERS or us why this car holds such confidence.

1922 Prices

Touring Car	\$1599	Coupe (Series B)	\$2355	Truck Chassis	\$1245
Roadster	\$1585	Sedan	\$2435	Express Body and Canopy Top	\$1435
Business Coupe	\$1895	Taxicab Chassis (Model V)	\$1350	Farm Body	\$1545

A. H. Jones Co. Jones-Opper Co.

Hastings, Neb.
Distributors for Southern and Western Nebraska

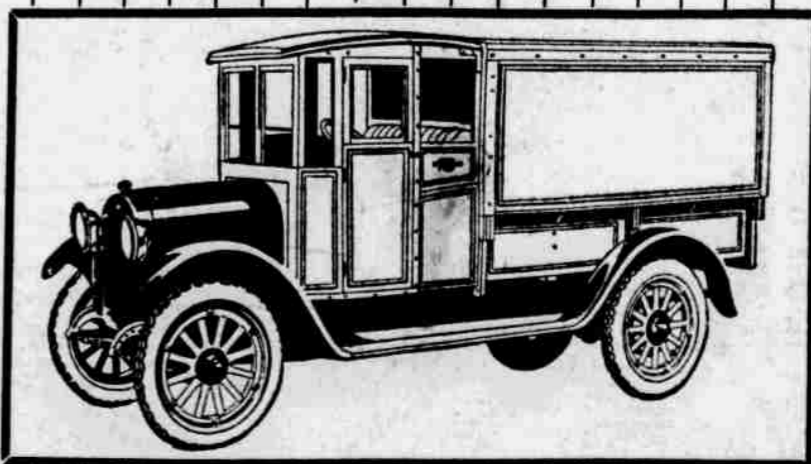
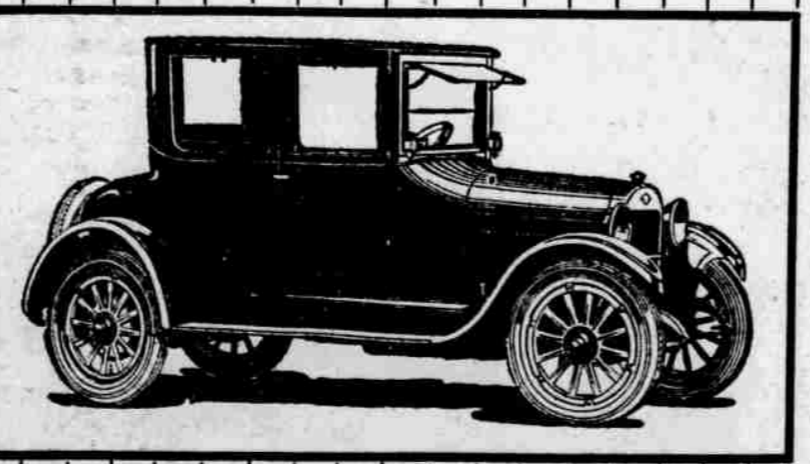
Omaha, Neb.
Distributors for Eastern and Northern Nebraska and Western Iowa



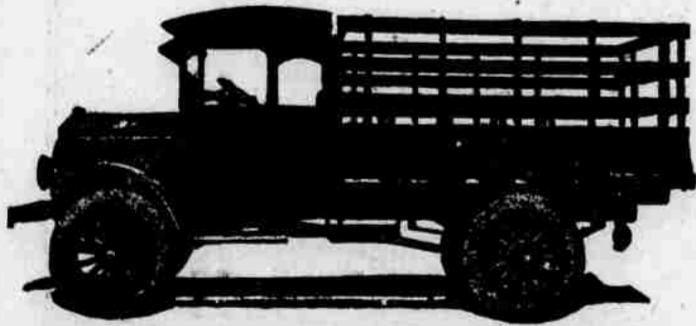
J. M. OPPER



A. H. JONES



Douglas TRUCKS



1 Ton f. o. b. 3 Ton
\$1295 Omaha \$2950

Just as living conditions, social conditions, market conditions and farming conditions are different in the east, so are road conditions and hauling conditions.

There is just one reason why farmers in the east buy more trucks than farmers in the west. It is because eastern truck manufacturers have built a truck suited to eastern conditions. There, hauls are short and roads are good.

Here in the west, where many of the roads are nothing more than trails; where you drive through sand, mud and fields—the Douglas fills the bill.

The Douglas is not only made in the west, but its financial backing comes from western men. Men who are owners and operators of western farms. As a consequence, the Douglas is in reality a built-to-order truck. It is built to serve under western conditions. Compare the Douglas with any other truck. See how the Douglas conforms to western conditions. It is oversized in many respects. Make it a point this year to find out all about this western-made truck. Give Omaha the credit for building the right truck for western hauling.

Douglas Motors Corp.

30th and Sprague Sts.

Omaha