

Six Million Mark Passed by Ford; Peak Is Reached

Record Output for One Day Is 4,878 Cars on May 18—Demand Exceeding

The total production of Ford cars passed the 6,000,000 mark on May 18, is the information just received by W. A. Russell, manager of the local Ford branch. This gives a production in excess of 1,000,000 for the past year—the 5,000,000 mark having been achieved on May 28, 1921.

Of this staggering total of 6,000,000 cars and trucks, 5,517,956 have been delivered to purchasers in the United States alone and the most recent statistics show that 4,478,248 of this number are still in daily service. When consideration is given to the fact that the present type motor has been in production for 14 years, and that four out of every five Ford cars and trucks during this period are still in actual daily service, the popular conception of the long life of Ford cars is substantially borne out.

Nearly 5,000 Per Day.
Daily production at the Ford Motor company is now close to 5,000 cars—the record one-day output of 4,878 having been achieved on May 18, and on the previous working day in May, 4,862 cars were completed. May production will total 130,000 and the estimated output for June has already been raised to 140,000, which is the greatest production output for a single month ever aimed at by 10,000.

The distribution of Ford cars and trucks throughout the country is about evenly distributed in relation to population in every state.

Eight states show a total of over 300,000 cars and trucks in service. Ohio leading with 290,769; Illinois, Pennsylvania, Texas, Michigan, New York, Iowa and California following in the order named.

Ford for Five Families.
The total of approximately 4,500,000 Ford cars in daily service means that there is a Ford for every five families in the United States.

Ford dealers have asked for a total of 194,750 Ford cars and trucks to meet their June requirements. Every effort is being made at the Ford factories to take care of this enormous volume of business which is far in excess of any demand ever before experienced by the company.

During the past several months, sales have been steadily increasing and the present demand is growing at a rate in excess of the ability of the manufacturing company to meet the shipping requirements.

Hudson Producing Many Closed Cars

Growth of This Business in Five Years One of Features of Automobile Industry.

Automobile manufacturers are agreed that the tremendous increase in proportion of closed cars made since 1916 has been one of the outstanding features of the automotive business during that period. In that year, 1.5 per cent of all motor cars made in the United States were closed cars. This proportion has risen rapidly each year since, reaching 25 per cent in 1921, and is still growing at a phenomenal rate.

The Hudson Motor Car company, always among the leaders in proportion of closed car sales, due to its pioneering in this line, probably tops all manufacturers today, its officers say. Fifty-five percent of its entire output since January 1 has been closed cars, it announces.

Think Essex Is Second.
Essex Motors is believed to be in second place in this respect. Slightly more than half of the Essex output since the year started has been in cars of this type.

Both companies state that the proportion of this business is continuing at approximately the same rate, even with summer at hand. In fact, it is quite certain, they declare, that when production totals for May are compiled, it will be found that the closed car business for that month was even higher than the yearly average to date. It is believed that each company's proportion will mount even higher during the remainder of the year, since closed car business is always heavy in the fall.

Coach Type Helped.
In 1921 31 per cent of Hudson's entire manufacture and 19 per cent of the Essex output was in closed cars. Decision to build the new coach type and the ability of each concern through volume sales to offer this model at but little more than an open car price, are generally accepted as the reasons for the remarkable gain each has made. Orders for these types continue to pour into the factory in undiminished number, it is reported.

The great demand for closed cars has, however, curtailed production for all manufacturers and has resulted in making the country-wide shortage of both Hudson and Essex cars even more acute, the companies announce. This is so because of the greater time necessary to produce closed car bodies. Hudson and Essex have thousands of unfilled orders on their books today, the company's statement reads.

Two Trainloads of Overland Autos Ordered for Omaha

Two trainloads of Overland and Willys-Knight automobiles have been ordered for the Omaha territory alone, according to F. H. Wright, local retail sales manager, who recently returned from a sales convention at the Willys Overland factory in Toledo.

"Not only Omaha, but the entire United States has been calling for more Overlands and Willys-Knight cars," said Mr. Wright. "It is easy to see where the 700-car daily output of the Toledo factory is going. We feel grateful, in view of this large demand, for the allotment of several trainloads to be shipped immediately to Omaha to help care for the large number of orders now on hand."

Paige 6-66 Is Third in Quality Market

Recent sales records show that the Paige has attained third position among cars that occupy the "quality" field. The 6-66 line has won this high place in the market where cars sell for more than \$2,000 in little over a year's time and has about past two score makes that have been occupying their places high among the leaders for a number of years.

"There are some 43 well-known companies offering cars listing for over \$2,000," says Harry M. Jewett, president of the Paige-Detroit Motor Car company. "Taking Paige 6-66 sales alone and comparing them, we find but two that top the Paige 6-66 line in volume of sales. Both are famous makes with 20 years' prestige behind them; and the one that crowded us out of second place in the line car field did so by tens and not hundreds."

"No market is more desirable than the quality market. None is more difficult to secure. Sales in this market depend on prestige and prestige is believed to be a matter of 10 or 20 years' growth. As we have been offering in the class above \$2,000 for only little more than a year, we are particularly gratified with the record the 6-66 line is making and the prompt manner in which it has firmly entrenched itself in the quality market of America."

Changstrom Also to Handle Velie

New Model Equipped With Overhead Valve Motor—Body Lines Are Graceful.

Announcement was made yesterday that Changstrom Motor company had taken on the Velie line in connection with the Westcott. Changstrom has handled the Westcott for several years and feels that the new Velie line will give him a variety which will satisfy the demands of most motorists who are seeking a dependable car at a moderate price.

This year the Velie factory is concentrating its efforts in the building of one model. Heretofore the Velie factory has built cars ranging from small to heavy.

The new Velie model is very snappy, both from appearance and performance standpoint. It is equipped with an overhead valve motor built in the Velie factory. In addition to being a very "peppy" motor, it is notably as accessible as any motor built, and the designers claim that it will stand up under the most strenuous driving. The lines of the new car are graceful in every respect and, although the machine is roomy it has the appearance of being small with a low center of gravity.

The price of the new Velie touring car is \$1,395, factory, which makes the delivery price approximately \$1,495 delivered in Omaha. The enclosed models are slightly higher in price.

Cadillac Sales Exceed Those of Last Year

"On May 20 we had received from the factory and delivered for the year of 1922, as many Cadillac cars as we did in the entire year of 1921," said J. H. Hansen of the J. H. Hansen Cadillac company of Omaha, Lincoln and Sioux City. "A letter which I received this week from Mr. H. H. Rice, president of the Cadillac Motor Car company, said Cadillac sales for the current year up to May 1 were two and a half times the volume for the corresponding period of last year and that March and April were two of the largest selling months Cadillac ever experienced."

"Sales each month since the new type 61 was announced have steadily increased. The new Cadillac plant has made possible this large production. The company feels that the type 61, from the standpoint of style, comfort and mechanical excellence, is the most successful type in its history."

"The forecast for the balance of the current year indicates that Cadillac sales from our Omaha, Lincoln and Sioux City offices will exceed all previous records of our company," concluded Mr. Hansen.

Adoption of a system of uniform markings throughout New England is to be undertaken this season, and it is expected that the plan will be extended to cover the whole United States. It will displace the present varied system of color bands and other signs in the different states, so that the motorists traveling through a number of states will not be confused in keeping to the right road.

"40" INDUCES SLEEP

Dr. Humphreys' Number "Forty" Induces Rest, and Natural, Refreshing Sleep. For Insomnia, Sleeplessness, Wakefulness, Restlessness.

The Reason
Number "Forty" is a new idea in medicine, and depends for its action on the natural reactions of the body.

Whenever an accident happens, whether a cold or a cut finger, etc.; the body reacts in this and eventually overcomes it. If this does not take place every accident might prove fatal.

In Number "Forty" we give a medicine, which, in the crude drug would be a stimulant; but we give it in such quantity and form, that the stimulating effect is negligible, the reaction commences almost immediately and the person quiets down and goes to sleep.

Since this sleep is not produced by a drug but by the natural reaction to the remedy, the sleep produced is natural, healthy and refreshing, and there can be no danger of "habit."

Price 25c and \$1.00, at Drug Stores, or sent on receipt of price, or C. O. D. Parcel Post.

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Hupmobile Oversold, Factory Head Warns

With orders on hand calling for the production and delivery of 4,300 cars in May, O. C. Hutchinson, general sales manager for Hupmobile, has found it necessary to advise its distributors that it will be physically impossible for the factory to turn out more than 3,750 cars before June 1.

During June, Mr. Hutchinson says, extraordinary effort will be made to catch up with the May shortage besides taking care of the scheduled June requirements.

"But," he continues, "at the rate the orders are coming in now the end of June will find us even more oversold than we will be at the end of this month."

"This in spite of the large quantity stored by the factory during the first three months of the year, designed to give a reserve for the April and May demand, all of which were used up in the first two weeks of April."

"Last week I visited Philadelphia, Baltimore, Washington, Richmond, Boston and New York, and in each city I found that our distributor had booked orders for more cars than we can possibly furnish on immediate delivery, in spite of the fact that we have practically doubled our production schedule."

It simply means that Hupmobile purchasers in some instances will have to wait a little while before they can get their new car. It will not be a long wait—only a few days, or weeks at the most—and we will do everything in our power to make the delay as free from annoyances to the buyer as possible.

HUDSON

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At the height of success, Hudson adopts a new motor. No car has had a more famous motor than the Super-Six. More than 125,000 owners know its performance. Its reliability in long, hard service is outstanding.

Then how great is the new motor to warrant a change at this time

All the patented advantages are retained in the new Super-Six motor. Without them the improvements would have been impossible.

The change. Discover the difference. You must know the latest in motor performance, and you will like the new Hudson in other advanced details.

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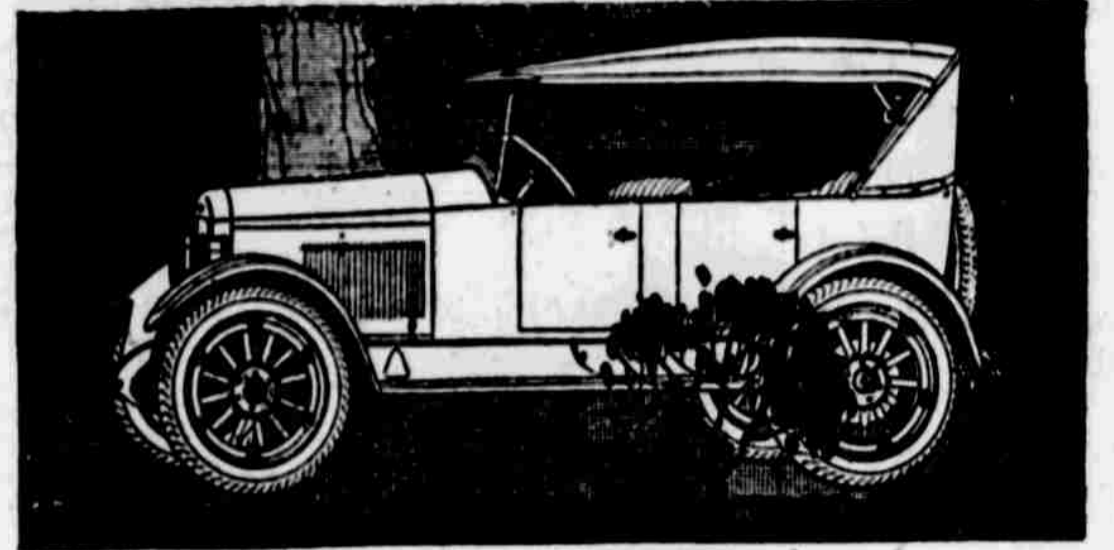
There is only one Speed Wagon; to be a Speed Wagon it must be a Reo.

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Today that obstacle no longer exists for you can buy a Jewett, highest powered of all cars in its class, for \$1065, F. O. B. Detroit. Now comes your chance to buy a Six at the price of a Four.

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And the other Jewett details are in complete harmony with the motor, each providing the ample safety factor which only an experienced builder of Sixes can intelligently apply.

In harmony of line, completeness of appointments, and restful riding qualities, the Jewett will meet your most exacting requirements.

Of course, you will want to confirm every one of these statements by a ride in this remarkable new Six. The Jewett is waiting and ready. You'll find it, we confidently predict, the kind of car you'll be proud to own.

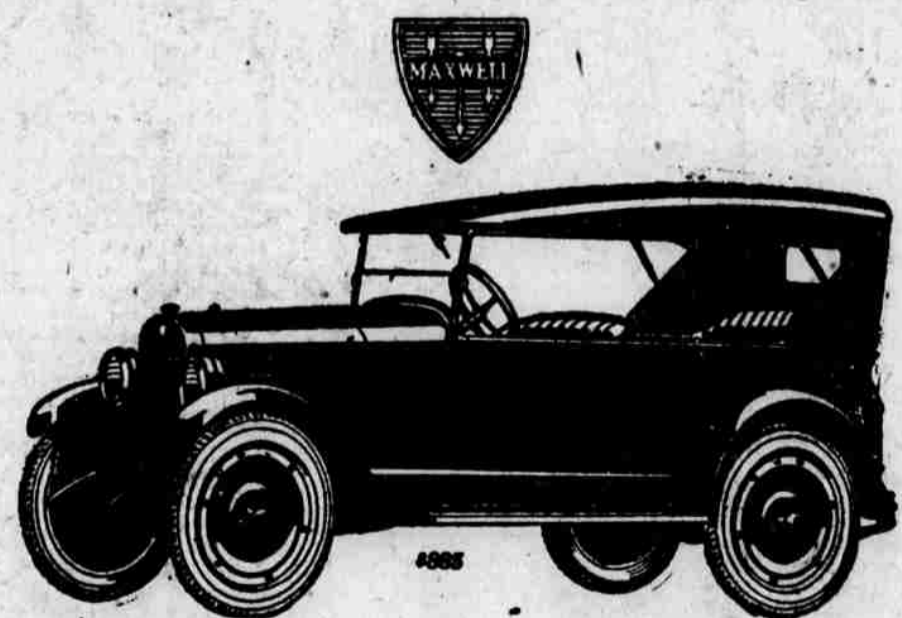
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