

Cadillac Sales Larger.

That sales, shipments and deliveries of Cadillac cars during 1923 all surpassed the high records of 1922, and that the first four months of sales of the new V-8 surpassed by more than 70 per cent the corresponding period in the sales of the type 61, is the summary of a statement by Jay W. Dunivan, manager of distribution of the Cadillac Motor Car company, in reviewing the company's sales activities for the past year.

Oakland Has New Finish.

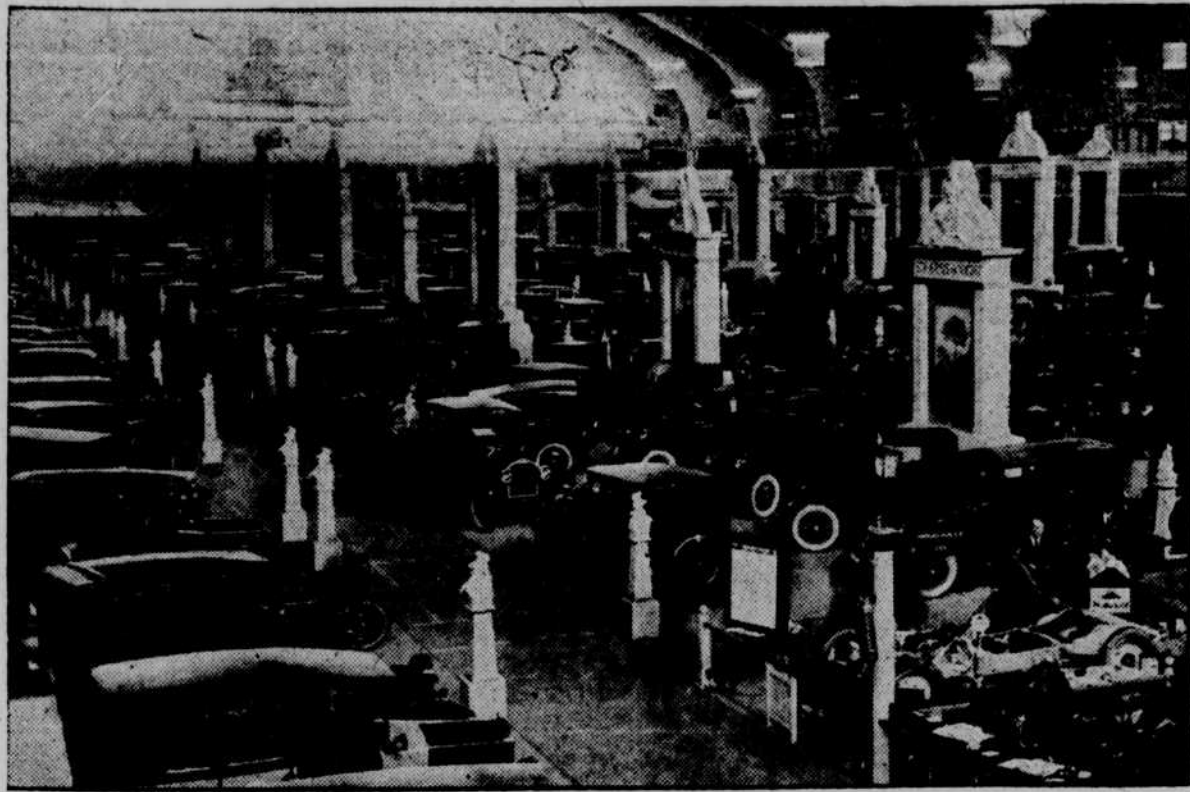
The Oakland Motor Car company is now in full swing on the new special permanent satin finish, perfected at the Oakland factories. Greater durability, fewer washings and low cost of service on refinishing are some of the advantages claimed over the regulation varnish job.

New Lamp Has No Wick or Chimney

Most Brilliant Home Light Known—Costs One Cent a Night.

A new lamp which has no wick or chimney, yet, according to experts, gives the most powerful home light in the world, is the latest achievement of W. C. Fowler, 277 Factory building, Kansas City, Mo. This remarkable new lamp heats gas or electricity—gives more light than 300 candles, 15 ordinary lamps or 10 brilliant electric lights, and costs only one cent a night. A blessing to every home, especially on farm or in small town. It is absolutely safe, and gives universal satisfaction. No dirt, no smoke, no odor. A child can carry it. It is the ambition of Mr. Fowler to have every home, store, hall or church enjoy the increased comfort of this powerful, pleasing, brilliant white light, and he will send one of the new lamps on free trial to any reader of The Bee who writes him. He wants one person to whom he can refer new customers. Take advantage of his free offer. Agents wanted. Write him today.—Advertisement.

One Corner of the Gotham Auto Show



Five hundred automobiles of 74 different makes are on the floor at the annual national motor car show in New York. The photo shows only one corner of the floor.

Treating Automobile Parts With Heat

To the average owner of an automobile a piece of steel is a piece of steel. Possibly at the time of its manufacture it takes on certain characteristics which distinguish it from other pieces of steel of similar size and general outward appearance, but from the date of its origin until it is claimed by the junk heap after a decade or so it is the same piece of steel that emerged from the mill. Not so with the designers and manufacturers of automobiles. To them a piece of steel is something to be purchased carefully with respect to the elements allowed in it and then revamped completely to prepare it for the particular duties to which it will be assigned in the finished automobile.

It is quite probable that there is no more fascinating part of the large modern automobile plant than the heat-treating department where these various parts of the motor cars of today are brought about. To the spectator who is not technically trained the heat-treating shops appear as great spectacles to be viewed with a certain awe, while to the person conversant with technical things they are ever interesting because of the "miracles" that are worked within them.

An idea of the workings of a thoroughly up-to-date heat-treating department may be gained from the description of the operations to which one part is subjected in this department of the Reo Motor Car company. The rear axle shaft, used in all Reo passenger models, for example, goes through approximately 20 operations in the heat-treating department alone.

Chance for Motor Inventors.

A. P. Sloan, Jr., president of General Motors corporation, speaking at the annual dinner of eastern Oldsmobile dealers, New York, stated that there are still as many possibilities of advance in the technical development of the motor car as have taken place since the beginning of the industry. Mr. Sloan likewise predicted a year that would see at least as many automobiles built as in 1923.

Radio Display Is Planned for Auto Show Next Month

Trend of Motor Car Dealers to Sell Outfits and General Interest in Radio.

A big radio exposition will be one of the features of the Automobile show at the Auditorium February 18 to 23, if present plans are carried out.

A. B. Waugh of the Omaha Automobile Trade association has been in conference with leading radio jobbers and retailers, and several of them are pushing the idea enthusiastically. This will be the first time the radio has been linked up with cars and accessories in an automobile show.

Automobile dealers of this section are starting to sell radio equipment, because winter is the more quiet season for their business, while it is the best for the radio. The automobile dealer is familiar with electrical apparatus and repairs and he is proving a successful radio agent. This is especially true in the smaller cities and towns where there are no exclusive radio shops. As the automobile show brings in hundreds of dealers from all this section, it gives them an opportunity to inspect the radio display.

The accessory space is selling rapidly this year. Last year the accessories were given a more prominent display than ever before. It was a recognition of the increased interest in the latest equipment and in replacement parts as well. The plan will be continued this year and exhibitors are appreciating this fact.

Interest in Chicago Show.

Public interest in the automobile show at the Coliseum in Chicago, has been stimulated by the many new mechanical developments. Among these are front wheel brakes and balloon tires. The Yellow Cab Manufacturing Co. is credited with being among the first to pioneer the use of small diameter wheels and large cross-section "air cushion tires."

Science Gives Car Credit for Great Discovery

Accomplish 30-Year Task in Two Years by Penetrating Roadless Interior of Unknown Land.

The startling discoveries of the third Asiatic expedition, with their priceless contributions to science and commerce, would have been impossible without motor cars.

That is the blunt, unequivocal statement of Roy Chapman Andrews, leader of the expedition which returned recently from a two-year search of innermost Mongolia, with the largest and most valuable collection of fossils ever brought into the United States.

When the party started from China, Mr. Andrews was told that camels and horses were the only means of transportation known in the interior of the country he was about to penetrate. To cross the Gobi desert alone was a feat to test the endurance of the most rugged car, and had been accomplished but seldom. To ford the streams and cross the hilly, roadless wastes of the unknown land beyond the desert, however, was considered an utter impossibility.

Nevertheless, Mr. Andrews had made up his mind. "I bought three Dodge Brothers cars in Pekin—one touring car and two 3-ton commercials. I tried every insurance company in China, I believe, in an effort to insure the cars before starting the trip. They only laughed at me, even when I explained that I cared for nothing except insurance against total destruction."

"What those cars did was a revelation to the whole eastern world. We crossed rivers, plunged in and out of deep ruts and thumped over boulders until we thought everything must shake to pieces. But those cars kept going. Terribly overloaded, they did the impossible, day after day. Sometimes we chased wild animals across the roadless plains at high speed. I remember once the speedometer was registering 40 miles an hour when we were in hot pursuit of a drove of wild asses."

Fewer New Autos Urged.

Reduced production of motor cars in 1924 to a total output 25 per cent less than that of 1923 was counseled by T. L. Hausmann, president of the reorganized Templar Motor Car company in a statement here before a dealers' convention. Even that reduced total of 1924 would be half a million cars more than were produced in 1923, Mr. Hausmann pointed out. Cars must be built for longer life and produced in proportionately less quantity, unless the manufacturer wishes to flood the country with used cars, he argued.

The total debt owed the United States by 16 foreign governments now amounts to \$7,058,574,905.

Bus Operators Cut Your Costs
First Cost Operating Cost Repair Cost
Packard Twin-Six Enclosed Fifteen Passenger Bus \$2,450—Ready for the Road
Richardson Motor Car Company
HA. 0010. 3016 Harney St.

Bee Want Ads Produce Results.

MURPHY DID IT

54 YEARS of Serving

It is a source of great satisfaction to us to feel that for over half a century we have served our customers well, we have prospered with the thousands we have served, and it is our aim to serve on and on ever better and better.

The fact that our past judgment for many years in the automobile business has each time proven correct is your guarantee that when we say the Durant and Star cars are America's best values, that statement is correct.

Andrew Murphy & Son, Inc.
Distributors
14th and Jackson Sts. Here 54 Years

The Cost of a Car

is no measure of its value

These are the things to consider

THE cost of a car depends in large part on volume and efficiency. It is no criterion of value.
Studebaker builds 150,000 fine cars yearly. All of them are Sixes. The main costs are divided by that enormous output. Thus at prices of \$975 and up we offer the utmost in quality. We offer maximum values.

Don't judge these cars by prices. Under other conditions they might cost twice as much, yet offer less than these.

Some major costs

Quality cars require costly facilities. Studebaker has \$50,000,000 invested in modern plants and equipment. \$8,000,000 in drop forge plants alone, \$10,000,000 in body plants, to carry out the Studebaker standards.

There are 12,500 up-to-date machines employed to build these cars. Some are enormously expensive.

Few outputs justify such facilities. Then parts must be bought outside, and profits paid to others.

Studebaker engineering costs \$500,000 per year. That to us is \$3.23 per car.

Our Department of Research and Experiment employs 125 skilled men. It makes 500,000 tests per year to maintain our standards.

Our Bureau of Methods and Standards fixes the requirements for every part and detail. 12,000 inspections are necessary for each car to insure against flaws and mistakes. We employ 1,000 men to make them.

Cars like the Studebakers cannot be built without such facilities, such research, such care. Yet enormous output alone makes them possible at Studebaker prices.

The best we know

Studebakers represent the best we know. And with our army of en-

gineers, with our wealth of experience, we probably know what is best.

We use 35 formulas for steels. Each is best suited to certain parts, as proved by years of tests.

On some steels we pay the makers a bonus of 15% to get them exactly right. There is no room to excel us there.

We machine the entire surface of each crank shaft, as was done on Liberty Airplane Motors. That extra cost is heavy. But thus we get

actions, including 15 coats of paint and varnish.

Open cars have real leather cushions. They cost, over imitation leather, about \$25 per car.

No closed cars could be more luxurious. That lining of Chase Mohair is made from the soft fleece of Angora goats. A valour lining would save about two-thirds that cost—up to \$100 per car.

Note how every detail denotes infinite care. That, as you know, is expensive.

Note the completeness of our larger models. The nickel-plated bumpers, extra disc wheels with cord tires, a steel trunk, a courtesy light. These are rare extras, even on the costliest cars.

Nothing is omitted

Compare part by part with any rival car. Studebaker will show you some scores of advantages.

Then consider Studebaker history. For 73 years this name has stood for quality. When people rode in carriages, Studebaker built the best. Now those same traditions are applied to motor cars alone.

Consider Studebaker records. Most how these cars in service have multiplied demand, until people last year paid \$290,000,000 for Studebaker cars.

Consider their service records. One Studebaker car, built in 1913, has run 475,000 miles. It is still in active service. It lately made a mid-winter trip from Los Angeles to New York. That means 80 years of average service, of 6,000 miles per year. What more can you dream of in a motor car than the Studebaker offer?

Just Go and See

Studebaker is today the leader in the fine-car field.

Studebaker builds more quality cars than any other concern in the world.

Buyers of fine cars last year spent over \$200,000,000 for Studebaker models.

The demand for Studebakers has almost tripled in three years—as people found them out.

Then go see them. Compare them with any car you will. Don't spend \$1,000 or over without knowing what Studebaker offers. You owe that to yourself.

that perfect balance, that absence of vibration.

We use more Timken bearings than any other car which costs under \$5,000. They cost considerably more than ball bearings.

These facts apply to all Studebakers, of all styles and sizes. The materials used in all chassis are alike.

Beauty—Luxury—Finish

The Studebaker coach work has been famous for decades. No one can excel it.

The finish is produced by 26 oper-

LIGHT-SIX		SPECIAL-SIX		BIG-SIX	
5-Pass. 119" W. B. 40 H. P.		5-Pass. 119" W. B. 50 H. P.		7-Pass. 126" W. B. 60 H. P.	
Touring	\$ 955.00	Touring	\$1350.00	Touring	\$1750.00
Roadster (2-Pass.)	975.00	Roadster (2-Pass.)	1225.00	Spandster (5-Pass.)	1825.00
Coupe-Roadster (2-Pass.)	1195.00	Coupe (5-Pass.)	1895.00	Coupe (5-Pass.)	2495.00
Coupe (2-Pass.)	1395.00	Sedan	1985.00	Sedan	2685.00
Sedan	1465.00				

(All prices f. o. b. factory. Terms to meet your convenience.)

O. N. Bonney Motor Co.
HA rney 0676 2550 Farnam Street

THIS IS A STUDEBAKER YEAR

Star Special Sedan



The Star Special sedan has many special refinements such as disc wheels, cord tires, special paint colors and special upholstery.

Andrew Murphy & Son, distributors, claim it to be the greatest value on the market in its price class of \$1,045 at Omaha.

Liquor Treaty to Be Ready This Week

London, Jan. 19.—The Anglo-American "run-running" treaty will be ready for signing next week, the foreign office announced today.

The British dominions have given their approval to the various amendments suggested by the United States. Under this treaty the American authorities may search suspected whisky smuggling ships outside the three-mile limit.

Osmond Wants Railroad Branch From Yankton

Plainview, Neb., Jan. 15.—Erection of a new round house at Osmond may mean that the Great Northern from Yankton will connect with the Burlington at Osmond instead of at Plainview as was rumored at first.

Osmond is the halfway point between Sioux City and O'Neill, the local freight trains ending their run at the latter place in the fact marked Osmond the logical meeting place for the extension from Yankton.

7,000 New Buses in Use.

Nearly 7,000 new motor buses were put into service during 1923 on lines in the United States, according to a survey recently completed by Bus Transportation. These figures are based on reports from 25 bus manufacturers of the country, and show that a large proportion of the buses were of the street car type seating from 21 to 25 passengers.

New Teacher at Tecumseh.

Special Dispatch to The Omaha Bee. Tecumseh, Neb., Jan. 19.—Miss Mildred Ormsby of Trumbull, Neb., has been elected to teach English, science and civics in the Tecumseh High school to fill a vacancy. Miss Ormsby will begin her work here Monday. She will also have charge of the declamatory work and assist in coaching the spring plays.

One of Triplets Dies.

Special Dispatch to The Omaha Bee. Tecumseh, Neb., Jan. 19.—Gerald Lee, 9-month-old son of Mr. and Mrs. Charles Mason, living north of Tecumseh, died with pneumonia. The baby was one of triplets, and another of the little ones, Evaline, sick for some time, is now improving.

Nash Makes Big Profit.

Net profits of \$9,280,032.19 were earned by the Nash Motors company, during the fiscal year 1923. This is brought out in the company's annual financial report to stockholders. The figures quoted are net profits. The company has a reserve of \$21,692,250.77 cash on hand.

New School at Belden.

Special Dispatch to The Omaha Bee. Belden, Neb., Jan. 19.—A new modern school building will be erected here this spring at an estimated cost of \$60,000. The ground has been cleared away and the school board has announced that it is ready to receive bids for the contract.

DODGE BROTHERS TYPE-B SEDAN

To the admirable sturdiness and all-year protection of this Sedan, Dodge Brothers have added refinements which further enhance its value and desirability.

The car is long and low, with deep seats and abundant leg room. New springs—underslung in the rear—add immeasurably to the comfort of riding.

With these and other notable improvements, the Type-B Sedan will distinctly appeal to those who demand beauty as well as utility in the car they drive.

The price is \$1250 f. o. b. Detroit—\$1305 delivered

O'BRIEN-DAVIS AUTO CO.
28th and Harney Sts. HA rney 0123
Sales and Service Branches at Council Bluffs, Ia. Denison, Ia.