

Banta Is Named Rickenbacker Sales Manager

Former Locomobile Distributor in Chicago and Executive in Chalmers Plant Goes to New Post.

Capt. E. V. Rickenbacker, vice president and director of sales of the concern which bears his name, announces the appointment of A. J. Banta as sales manager to succeed W. J. Drumpelmann, who recently resigned to become Rickenbacker distributor in Cleveland.

Mr. Banta was one of the first distributors in New York, taking on the Pope Hartford line in 1902. He moved to Chicago and gradually accumulated territory until he was distributor of Locomobiles in 18 states. This he held for 14 years. He succumbed to an offer from the late Walter E. Flanders, who knew no financial limit when he went after a man. Flanders' resignation from the Maxwell-Chalmers combination eliminated Banta. He then became vice president and general manager of the Clydesdale Motor Truck company which concern Banta put on a strong basis in the two and one half years.

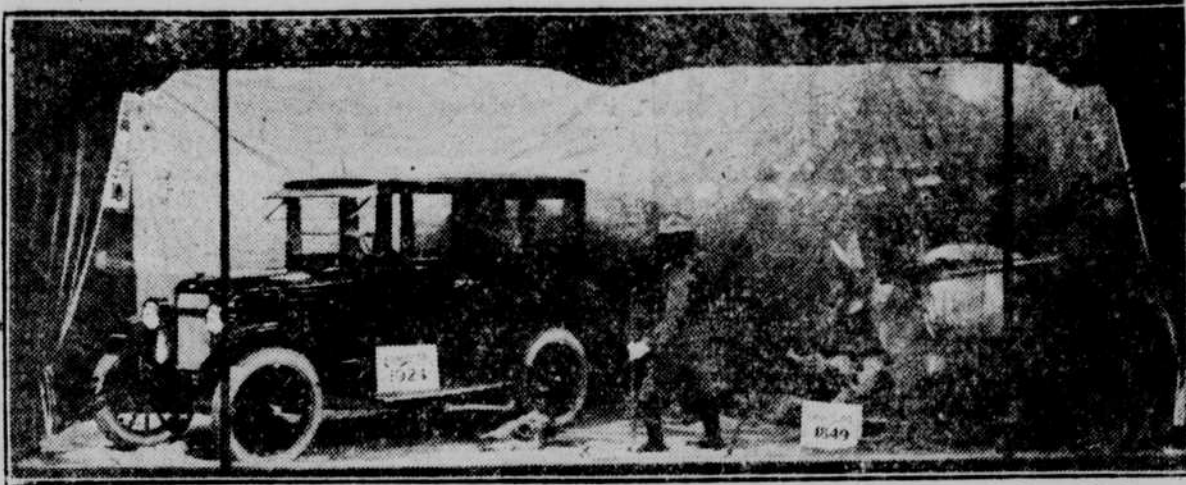
We have been after Jack Banta since Mr. Drumpelmann decided to quit "handing out plums and grab them himself," as he expressed it, by embarking as a distributor, Mr. Rickenbacker said.

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 beats gas or electricity—gives more light than 300 candles, 18 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 his 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 to-day.—Advertisement.

Overland Has Attractive Window



The Omaha branch of the Willys-Overland company has put in an attractive window display. It shows the old prospector of 1849, with his pack mule and grub stake, making his way across the great American desert, with its deep sands and cactus, in contrast with the latest method of travel—a 1924 Overland sedan. This window was designed and built by W. J. Dalton, retail sales manager of the branch. This is the fourth of a series of window displays by Mr. Dalton.

Overland Will Open New Plant

Philadelphia Will Supply Atlantic Coast States—100 Cars a Day.

To take care of what is expected to be the greatest demand for its product in its history along the Atlantic seaboard, a demand presaged by the remarkable popularity achieved by Overland and Willys-Knight motor cars during 1923, Willys-Overland announces the acquisition of a new plant in Philadelphia in which 100 Overland cars a day are to be built within another four or six weeks' time.

This announcement makes Philadelphia a greater automobile center than ever before, inasmuch as it is anticipated that the output of the new factory will take care of the bulk of the demand within the 15 states and the District of Columbia contiguous to the Atlantic coast from the New England states to the Carolinas.

The new Willys-Overland plant was built in 1918, and during the war was used by the federal government. With its ideal railroad and river frontage facilities, the plant is ideal.

The actual floor space to be used will be 161,000 square feet, which does not include the platforms which surround all the buildings, nor railroad trackage, etc.

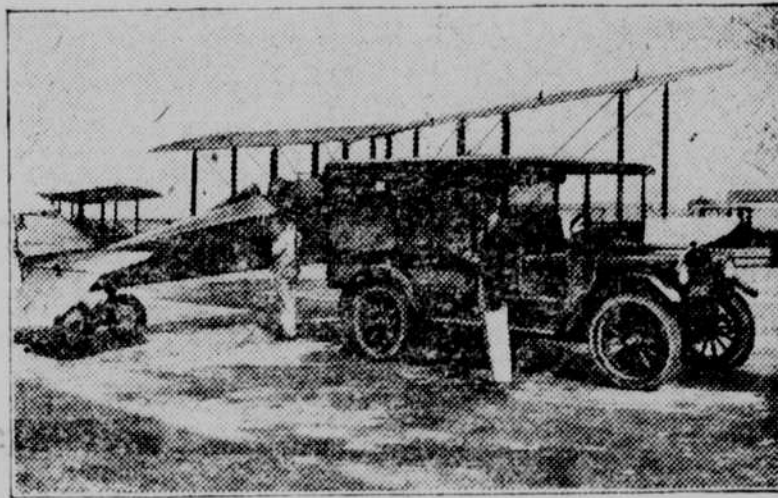
Motor Car Traffic Is Compared With Steam Roads

A census of the railroads' rolling stock for all of the steam roads in the United States shows, at the close of 1923, 2,400,000 freight cars, 57,000 passenger cars and 68,000 locomotives of all types. There are therefore more than five automobiles for every freight car, passenger car and locomotive in the United States. Motor trucks alone carry about an eighth of the tonnage carried by the railroads, while the passenger automobiles transport as many passengers annually as are transported by the railroads of the country.

Balance Necessary in Tires.

To the intensive research and experimental work that has been carried on at several automobile factories under the supervision of the

Speed Wagon Supplements Mail Service



Eastern mail rushed by airplane to San Francisco meets with no delay, even though the landing field at the Presidio is a considerable distance from the downtown postoffice. A speed wagon waits at the field and hurries the cargo from each plane to the distributing office.

Mail arrives at San Francisco from Reno, Nev., every day at noon. East-bound mail leaves at 2 in the afternoon. The 190 miles to Reno are usually covered in two hours.

engineering departments, the United States Rubber company attributes the radical improvements now incorporated in its balloon tires. One of the most important discoveries made is the necessity for balance in low-pressure tires.

Bills Elected President of Fabric Body Corporation

Organization of the Fabric Body corporation, with Kenneth L. Childs, consulting engineer of the Standard Textile Products company, as president, was announced recently. Childs is the originator of the fabric body as now produced in this country.

The new company, with offices at Detroit, will operate as sole licensee in promoting the building of fabric bodies in the United States and Canada.

Chrysler Motor Is Big Change from Old Styles

Complete New Factory, Model of Efficiency, Is Built to Make Production Conditions Ideal.

Walter P. Chrysler's new motor car, the Chrysler Six, is being built and distributed by a new motor car company, the Chrysler Motor corporation, an associate of the older Maxwell Motor corporation, and Chalmers Motor Car company.

Wholly new machinery, tools, dies, jigs, etc., necessary to build a motor car, have been installed in the great plant of the Chalmers Motor Car company, which has been completely re-equipped. Maxwell-Chalmers dealers throughout the country will handle the car.

The remodeling of the Chalmers plant makes it one of the most efficient in the entire industry. Engineers, who have seen it, marvel at the complete changes made. Mr. Chrysler gave his production and layout men the same free hand in rebuilding this plant for the efficient manufacture of Chrysler cars as he gave his engineers in designing the Chrysler Six itself.

Details of construction of the Chrysler reveal even more advanced innovations in design than were incorporated in the first statement of the car. They disclose more clearly, that scientific applications of numerous fundamental engineering principles were contributed to it in ways not heretofore brought out in any other motor car.

Cylinders of the Chrysler Six are of the L-head type, cast in one block with the crankcase, with cooling designed to insure no possibility of obstructed or constricted water passages. Each valve seat is completely surrounded by cooling water. The engine has a 3-inch bore and

4.34 inch stroke. Piston displacement is 201 cubic inches.

Yet so well is gasoline distributed to all cylinders, and so completely is power utilized through weight elimination, reduction of friction and perfect balance of all reciprocating parts, that this small power plant develops 68 horsepower. Engineers also say that there is absolutely no vibration. The result makes possible the maximum speed of more than 70 miles an hour from the small motor, with more than 20 miles per gallon of gasoline given throughout its tests. Such astonishing results have been secured only through the new application of recognized fundamentals in engineering design.

Cadillac Sedan to Be on Display

New Low-Priced 7-Passenger Car Has Attracted Considerable Interest.

During the coming week, a new type low-priced Cadillac seven-passenger sedan will be on display at the showroom of the J. H. Hansen Cadillac Co. This car is being produced in conjunction with a new type low-priced Victoria coupe which will be shown at the Cadillac showroom soon. These two new body styles of Cadillac have created an unusual interest where they have been shown and at the new low figure they should be quite a stimulus to Cadillac sales which have already been far above expectations. The public is invited to view this new sedan.

Accident Prevention Not War

Motor accident prevention does not in any sense mean a war on the automobile, Richard E. Kropf, supreme regent of the Royal Arcanum, said in an address here. "The automobile traffic problem is capable of solution," Mr. Kropf said, "in touching upon the plan of life conservation through accident prevention begun by the Royal Arcanum among its 125,000 members.

Stewart Reports Business Boom

Tour of Nebraska Shows Improved Conditions—Factories Work Full Time.

"The business outlook for 1924 is brightening perceptibly," according to Guy E. West, manager of the Stewart Warner products service station, distributors of the Stewart line of speedometers and auto accessories.

"I have reached this conclusion only after a careful study of conditions by personal observations on a trip throughout the state and reports from our representatives who cover the entire state of Nebraska and adjoining territory.

"Two outstanding reasons are responsible for the splendid increase in our business for 1924—the decision

of dealers generally to carry only dependable quality, highly advertised products and to avoid a condition they met with a year ago, for not being able to secure merchandise promptly when the demand was of orders coming in to us for future shipment, thus far showing a marked increase over the first quarter of last year.

"Our factories are working at full speed to meet the demands of their many distributors throughout the country."

This condition will be apparent in all lines within a very short time, is the belief of Mr. West.

Motor Outlook Good.

Never has the outlook been better for the automobile seller and buyer than it is for 1924. Closed cars with their added comfort and utility are growing more popular. We now have in the Essex coach the only five-passenger enclosed car at less than \$1,000.

Special Values Re-new-ed Cadillacs

Type 59 Victoria
A beautiful re-new-ed enclosed model exceptionally low priced. Can be purchased for a payment of less than \$1,000.00 down and the balance monthly.

Type 61 Phaeton
Just like new and has had less than 10,000 miles of service. Specially priced to sell immediately.

We have many other beautiful models from which to choose.
"A SAFE PLACE TO BUY"

J. H. Hansen Cadillac Co.
HA 0710 Farnam St. at 26th

How We Spend Your Money in building Studebaker cars

Why people buy 150,000 yearly

It is true that we spend lavishly on Studebaker cars. But it's all to your advantage.

It is by that spending that we give you the greatest value in the fine-car field. We offer prices no one matches on any comparable cars.

That lavish spending led people last year to pay \$200,000,000 for Studebaker cars. And that volume brings our prices down to where they are.

\$50,000,000 in plants
Studebaker assets are \$90,000,000. In modern plants and equipment we have \$50,000,000. Seventy per cent of that amount was spent in the past seven years. So it represents the last word in equipment.

\$8,000,000 in drop forge plants, so every vital part is made to Studebaker standards.

\$10,000,000 in body plants, so Studebaker ideals may be shown in every body.

All that is staked in a permanent way on satisfying fine-car buyers better than our rivals.

What extras cost
Lack of vibration is a famous Studebaker feature. We get that by machining crank shafts as they were in Liberty Airplane Motors. That extra cost is over \$600,000 yearly.

Matchless endurance is another famous feature. One Studebaker Six, still in active use, has run 475,000 miles since 1918. We get that through costly steels. On some we pay 15% bonus to makers to get formulas exact.

Beauty of finish is another supremacy. But that finish requires many operations, including 15 coats of paint and varnish.

Our real leather cushions cost \$25 per car over imitation leather.

Every Studebaker car is Timken-equipped. The Special-Six and the Big-Six have more Timken bearings than any car selling under \$5,600 in

America. The Light-Six more than any competitive car within \$1,000 of its price.

In closed cars we offer wondrous luxury. The lining is Chase Mohair, made from the fine fleece of Angora goats. Velour would cost about one-third that, saving up to \$100 a car.

Note those bumpers, that steel trunk, those extra disc wheels with cord tires on some models. Note that extra courtesy light. Think what they would cost if you bought them.

The cost of care
The unvarying standards in Studebaker cars are fixed by a department

of Methods and Standards. It is enormously expensive.

Our constant improvements are due to ceaseless research. 125 experts devote their time to the study of betterments. They make 500,000 tests per year.

That reliability is due to 12,000 inspections of the material and workmanship in each Studebaker car before it leaves the factory. This requires 1,000 inspectors.

Being generous with men
We pay maximum wages—at least as much as anyone else will pay.

Then we pay extra for continuous service. Last year, 13,000 men in our factories got anniversary checks—total \$1,300,000. After five years of service those checks amount to 10% of their wages.

We spend \$2,000,000 yearly on our co-operative work for men.

Every year we give factory employees one week's vacation with pay. That cost us \$225,000 last year.

We sell them stock on attractive terms. We retire old employees on pensions.

All this to keep men happy, to foster morale, and to keep men with us when they develop efficiency.

Don't Buy Blindly
Studebaker is today the leader in the fine-car field.

It has made this concern the largest builder of quality cars in the world.

You can find nothing in cars at \$1,000 or over to compare with Studebaker values. Studebaker sales have almost trebled in the past three years. The growing demand is the sensation of Motordom.

For 72 years the name Studebaker has stood for quality and class. But never so much as today.

Then don't buy a car at \$1,000 or over without learning what we offer.

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Not extravagance
Do such things seem extravagant? They are not. All those extra dollars save more dollars for our buyers.

They result in the cars you see, in the prices and values we offer. Nothing else in the field can compare.

Those values have resulted in a demand for 150,000 cars per year. That volume cuts our costs in two, as compared with limited production.

The cause of over-prices—under-values—is not lavish expenditure.

It is

Limited production, Heavy overhead, Out-of-date machinery, Antiquated methods, Non-economical plants, Transient labor, Discontented workers.

We've eliminated those things. We've done it at what seems to you a heavy cost per car. But each of those extra dollars saves \$5, we believe. Note what values and what prices have resulted. Note the amazing demand—the overwhelming demand—it has brought for Studebaker cars.

The New ESSEX A SIX

Built by Hudson under Hudson Patents

Essex closed car comforts now cost \$170 less than ever before. Also with this lower price you get an even more attractive Coach body and a six cylinder motor built on the principle of the famous Hudson Super-Six.

It continues Essex qualities of economy and reliability, known to 135,000 owners. It adds a smoothness of performance which heretofore was exclusively Hudson's. Both cars are alike in all details that count for long satisfactory service at small operating cost.

You will like the new Essex in the nimble ease of its operation. Gears shift quietly. Steering is like guiding a bicycle, and care of the car calls for little more than keeping it lubricated. That, for the most part, is done with an oil can.

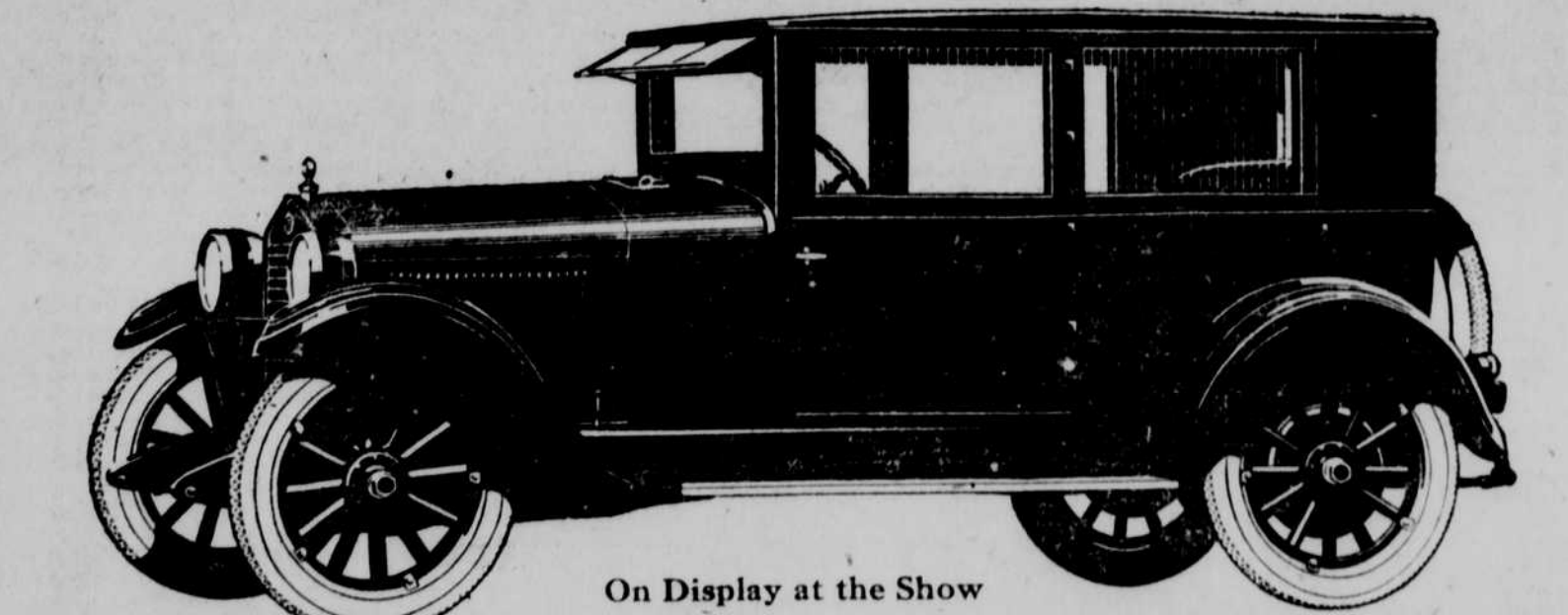
The chassis design lowers the center of gravity, giving greater comfort and safety, at all speeds, on all roads. You will be interested in seeing how this is accomplished.

Greater fuel economy is obtained. The car is lighter, longer and roomier. You will agree that from the standpoint of appearance, delightful performance, cost and reliability, the new Essex provides ideal transportation.

The Coach \$975

Touring Model - \$850
Freight and Tax Extra

A 30 Minute Ride Will Win You



On Display at the Show

The Omaha Hudson Essex Co.
Harney Street at 26th OMAHA, NEB. AT lantic 5065
Killy Motor Co., Associate Dealer

LIGHT - SIX		SPECIAL - SIX		BIG - SIX	
5-Pass. 112" W. B. 40 H. P.		5-Pass. 119" W. B. 50 H. P.		7-Pass. 126" W. B. 60 H. P.	
Touring	\$ 995.00	Touring	\$1750.00	Touring	\$1750.00
Roadster (3-Pass.)	975.00	Roadster (2-Pass.)	1325.00	Speedster (5-Pass.)	1835.00
Coupe-Roadster (2-Pass.)	1195.00	Coupe (5-Pass.)	1895.00	Coupe (5-Pass.)	2495.00
Coupe (5-Pass.)	1395.00	Sedan	1985.00	Sedan	2685.00
Sedan	1485.00				

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

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

The World's Largest Producer of Quality Automobiles