

Motor Designer Urges Air Trip to North Pole

Packard Engineer Praises Flight of Shenandoah in Gase as Test of Fitness for the Trip.

By COL. J. G. VINCENT, Vice President of Engineering, Packard Motor Car Company.

By its feat in fighting its way back to its hangar against a howling gale that had swept it from its mooring mast, the U. S. S. Shenandoah, the United States navy's great airship, has proved it can go to the North pole or anywhere else about the globe the navy may elect to send it. It was a supreme test, perfectly met, of the engineering and workmanship which entered into the construction of the ship, the power and dependability of its motors and the courage and skill of its crew.

Admiral William A. Moffatt, chief of the navy air service, promised when permission was given him to build the great air liner that everything humanly possible would be done to make it safe.

Every bit of material no matter how small was tested before it was put in place during construction and everyone of the hundreds of thou-

sands of joints in the great duralumin skeleton was given a test in flight.

The story of that wonderful flight of the great airship through the night of January 16 without a question will go down as one of the age lasting epics in the history of man's efforts to conquer the air for every day travel. There is no question that it has proved the safety and practicality of a Zeppelin type airship.

The disaster disaster proved that a Zeppelin is as helplessly at the mercy of the elements as a free balloon if for any cause its power plant fails. The Shenandoah's feat proved that despite its size and even with a great hole in its nose offering it an increased resistance such a ship can be driven through the sheer power of its motors head on through a regular hurricane. It also proved its power plants, designed and built after long study of the ideal specifications laid down by the navy department engineers, can be depended upon to save the ship just as they did January 16 in any situation no matter how severe when the call is made upon them.

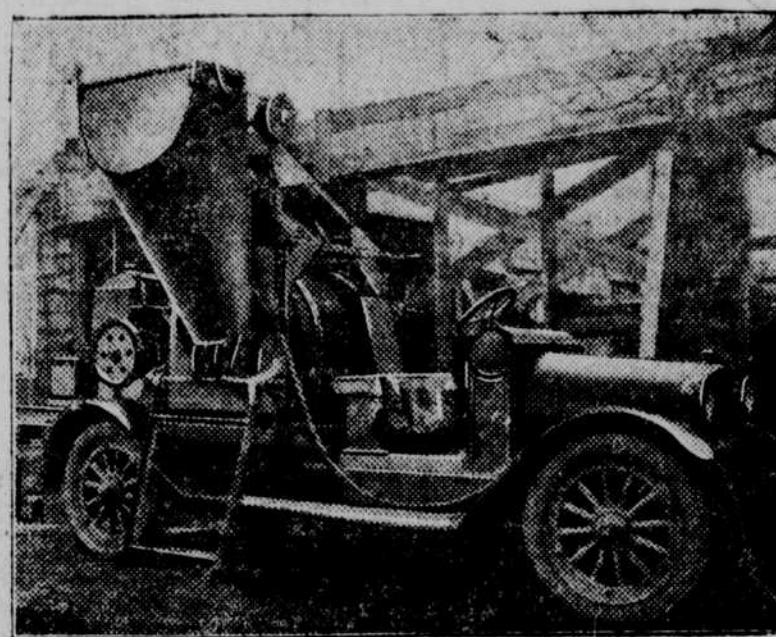
I have perfect confidence in the ability of the six Packard motors to drive the Shenandoah to the pole and back, and after the severe trial through which it has just passed so successfully, I have complete faith in the structure of the ship to withstand the journey.

A valuable tip for the contractor using concrete mixers may be obtained from the experience of George Leavens of Lansing, Mich., who has been able to effect savings of approximately 25 per cent in labor and even greater amounts in time by the use of a mounted mixing machine.

Leavens mounted a 10-foot mixer, which is one size larger than the average machine used by contractors on light work, on a speed wagon chassis obtained from the Reo Motor Car company.

His knowledge of gasoline engines warned him that it would be far from economical to attempt to run the mixer from the 45 horsepower engine of the speed wagon when a six horsepower gasoline engine would furnish ample power for the work. Using the speed wagon

Mounted Concrete Mixer Saves Time



engine for this work would also have meant wear and tear on transmission parts which might have decreased the life of the chassis by a couple of years. For these reasons a six horsepower "engine" was mounted to the mixer and is now serving very satisfactorily in turning the mixer.

Leavens saves in labor because by the use of his mounted mixer he can eliminate a lot of handling after the concrete is mixed. For instance, in pouring concrete for a sidewalk, he drives the speed wagon parallel to the sidewalk pouring as he goes. The same system is employed in pouring outside foundation walls, while in pouring inside walls, the speed wagon is driven as close as possible to the point at which the work is being done and much wheeling is saved in this way.

Nash Motors Buys Mitchell Plant

New Unit Will Be Made One of Finest Motor Factories in the Country.

In line with plans for factory expansion made necessary because of increasing demand for its product, the Nash Motors company has purchased the plants and realty sites of the Mitchell Motor Car company of Racine.

The Mitchell plants cover 36 acres of ground and have 500,000 square feet of floor space; they include one four-story building 90 by 300 feet, the other buildings being one-story structures of modern saw-tooth construction. When equipped by Nash Motors with modern machinery, the new unit in the Nash production organization will be one of the finest automobile manufacturing plants in the country.

Acquisition of the Racine property gives Nash Motors 190 acres of ground devoted to the processes of production, and the square feet of floor space amounts to a total of 2,500,000. The Kenosha and Milwaukee plants are of the most modern type, as is also the factory of the Seaman Body corporation, of which one half interest is invested in Nash Motors. The four-cylinder plant and the Seaman Body plant are both practically brand new and were laid out under the direction of Mr. Nash. Nash Motors produced in 1923, approximately 41,000 cars and in 1924 the production totaled very close to 60,000 cars. Despite this remarkable increase an over-sold condition persisted during the greater part of the year.

New Sales Manager Is Named by Chevrolet

C. E. Dawson has succeeded Colin Campbell, formerly general sales manager, Chevrolet Motor company, who recently resigned.

Mr. Dawson was formerly assistant general sales manager of the company, having been actively associated with the Chevrolet organization since July, 1912, when he began as a retail salesman in Detroit. Later he served as wholesale representative; wholesale supervisor of 12 states; manager of the Detroit Chevrolet retail store; zone sales manager at Flint, Mich., and assistant general sales manager at Detroit.

New Motor Plant for Philadelphia

Will Produce 100 Overland Cars a Day for Atlantic Coast.

To take care of what is expected to be the greatest demand for its product in its history along the entire 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.

The new Willys-Overland plant was built in 1918 and during the war was used by the federal government. 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.

It is expected that the plant will begin operation some time in February with a factory force of approximately 300 men, augmented by a

sales and office force of 60 people. It is anticipated that the initial daily production will be 100 cars, but this is soon to be increased to 200. The present schedule calls for the manufacture of Overland models only, but it is expected that the Willys-Knight line will be added shortly.

400 Per Cent Increase.
An increased production of more than 400 per cent over the first month of 1923 is reported for January by the Olds Motor Works at Lansing, Mich. And this phenomenal gain would have been even larger if manufacturing facilities had permitted, say factory officials.

SPECIAL OFFER

Our Re-new-ed Cadillac sale contains many bargains. SEE THEM TODAY. More carefully refinished than most new cars and as thoroughly inspected. Prices far below your expectations.

See This One Today

CADILLAC VICTORIA

Mechanically perfect, just re-new-ed and completely refinished and re-tired. You can scarcely distinguish it from the latest Cadillac on the street. This car sold new and in no better condition for \$4,900.00, and you can now purchase it for less than half its original cost.

Also many fine inexpensive cars of other makes. Come today! \$100 up.

Open all day Sunday. Bring in your old car—drive out Sunday afternoon in one of the real aristocrats of motor cars.

Let us show you how to buy with a small investment and pay the balance as you ride. Buy real value now.

"A SAFE PLACE TO BUY"

J. H. Hansen Cadillac Company
HA rney 0710 Farnam Street at 26th



Prominent New York Facial Specialist Coming to Omaha Soon

Dr. Walter H. Bailey, formerly of New York City, and one of the country's most prominent beauty specialists, expects to be in Omaha in the very near future. Dr. Bailey has a national reputation as a specialist in all forms of beauty work, such as the facial lift for sagging cheeks or chaps; the removal of wrinkles, lines, slack skin, freckles, blotches, scars, birthmarks, smallpox pits; light or heavy skin bleaching or peeling; all defects of the nose, such as hump, hooked, dished, flat, wide, long, crooked or red nose; double chin, weak chin and thick lips. Everyone troubled with any of these defects should communicate with Dr. Bailey immediately at 214 Broadway Bldg., Denver, Colo., to insure an appointment while he is in the city.

Rollin Car Sensation of Chicago Auto Show

Leon Nelson, president of the Stearns-Knight Auto Sales company, returned from the Chicago auto show Friday, highly enthusiastic in his praise of the new Rollin car, for which he was appointed distributor a few weeks ago.

"It was the sensation of the show, and although I knew it to be a good car and one well worthy of attention, I was absolutely unprepared for the agreeable surprise it gave me. I cannot speak too highly of its beauty, and in addition to that, I can now say that its performance is wonderful. Its European lines, combined with its great motor, make a combination that excels, for the value, any other car on the market."

All models of the Rollin will be shown by Mr. Nelson at the Omaha auto show.

Athletes in Motor Plants.

"Employees of Durant motors, Inc., find time for strenuous recreation outside of working hours. The Durant Stars of Lansing, Mich., for the second successive season developed championship caliber, defeating all big Michigan eleven in the semi-professional ranks, and winning the state championship," says J. H. Newmark, manager of sales promotion.

New Service Manager.

I. E. Loveland, formerly service engineer of the Remy Electric company, Anderson, Ind., has been named service manager of that organization to succeed R. K. Evans. Mr. Evans has joined the staff of the General Motors Export company at New York city and will later be assigned to duties in their foreign field.

New Cadillac Roadster Proves Great Attraction

During the last week great interest has been shown in V-63 Cadillac roadster on display by the J. H. Hansen Cadillac company. The body line of this car is by far the most beautiful and attractive that Cadillac has put out in this style. It is painted a beautiful Buckingham gray which is one of Cadillac's standard colors and has a snappy English Burbank top. A combination step and door opens upon a convenient locker for golf bags and, as a step, affords easy access to a comfortably upholstered seat for two within the rear deck.

Dealer Important Cog.

In the automobile business today the big man in the picture is the dealer. He is the one to whom the buyer of a motor car looks to for service, and not the factory that made the car. For this reason buyers are paying more and more attention to the business methods, character and standing in the community of the dealer from whom they make their purchase, according to Roy H. Faulkner, sales manager of the Auburn Automobile company.

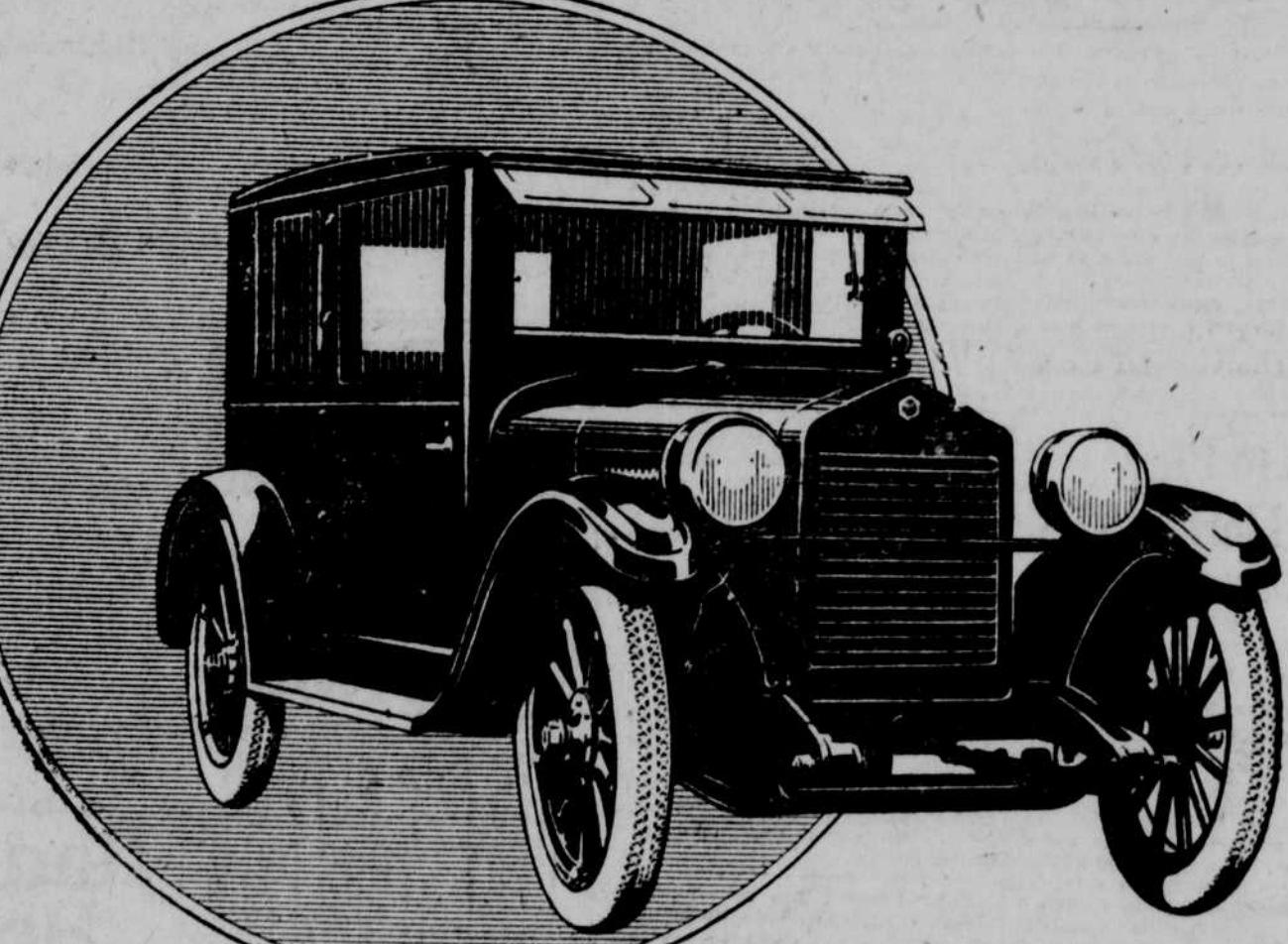
Balloon Tire Pressure.

Interest in balloon tires has grown rapidly within the last few months. The new tires are easily the outstanding tire development of recent years. A Ford touring car equipped with the new balloon type cords, requires, according to tables computed by Miller tire experts, only 30 pounds pressure in the rear tires and 22 pounds in the front tires on the basis of two passengers. Other Fords require: roadster, 22 pounds rear, 21 pounds front; coupe, 26, rear, 24, front; sedan, 30; rear: 22, front.

Two Record Orders.

Two of the largest orders for motor cars ever recorded in the history of the industry have been placed in the last two weeks with the Maxwell Motor corporation of Detroit. John H. Thompson company, Maxwell-Chrysler-Chalmers dealers in Detroit and the DeCozen Motor company, dealers for the same cars in Newark, N. J., placed the orders.

In France a law has been proposed to prevent children born in that country of non-French parents adopting alien nationality when they reach young age.



This Fine Closed Car The Coach \$975

Touring Model '850 Tax and Freight Extra

A 30 minute ride will win you to the new Essex. And you will join the legions who know this new Six, that is built by Hudson, in saying it provides ideal transportation.

It continues the well known Essex qualities of economy and reliability. It adds 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.

Steering is like guiding a bicycle. Gears shift easily. Care of the car calls for little more than keeping it lubricated. For the most part that is done with an oil can.

Fuel economy is impressive. Oil consumption is unusually low and tire mileage surprisingly high.


The New Essex is backed by a service policy that keeps maintenance down to the minimum.

A 30 Minute Ride Will Win You

The New ESSEX

A Six—Built by Hudson

The Omaha Hudson Essex Co.
Harney Street at 26th Omaha, Neb. ATLantic 5065
Killy Motor Co., Associate Dealer



THE UNIVERSAL CAR

Forecasting A Tremendous Spring Demand

739,626

more Ford cars and trucks were produced last year than the previous year, an increase of over 50 per cent.

In spite of this tremendous increase in production, it was impossible to meet delivery requirements during the spring and summer months when orders for 350,000 Ford Cars and Trucks could not be filled.

This year winter buying for immediate delivery has been more active than ever before—and in addition 200,000 orders have already been booked through the Ford Weekly Purchase Plan for spring delivery.

These facts clearly indicate that the demand during this spring and summer will be far greater than ever, and that orders should be placed immediately with Ford Dealers as a means of protection against delay in securing your Ford Car or Truck or Fordson Tractor.

Ford Motor Company

Detroit, Michigan

A small deposit down, with easy payments of the balance arranged, or your enrollment under the Ford Weekly Purchase Plan, will put your order on the preferred list for spring delivery.

See the Nearest Authorized Ford Dealer