

### South Bend Made Motor Center by Studebaker

#### Large Production of Light Sixes Gives City Fourth Place Among Cities of the World.

South Bend, Ind., has become an important automobile manufacturing center in the past three years. When the first light six was turned out by the Studebaker corporation on April 6, 1920, a new industrial era opened for South Bend. It established the right to rank henceforth with Detroit, Flint, Cleveland, Toledo and Indianapolis as those cities in the Great Lakes industrial region devoted to the manufacture of motor cars.

Production of the Studebaker South Bend plants was 7,500 cars in 1920, 20,000 in 1921, 49,000 in 1922, and 50,000 in 1923. This output exceeds the combined output of the Cleveland manufacturers, and also of those of Indianapolis. Only Detroit, Flint and Toledo led South Bend in total output last year.

### Semi-Balloon Tire Boon to Auto Owners

All the increased comfort of the balloon type tire is made available to the motorist without excessive extra cost," according to E. H. Sprague, president of the Sprague Tire company, "in the new Sprague rib-side-wall, semi-balloon cord, just recently brought out.

While the small diameter balloon tire necessitates the additional expenditure of around \$50 for new rims and wheel equipment, the semi-balloon utilizes the same rims and wheels. Another reason," said Mr. Sprague, for the public's preference for the semi-balloon lies in the difference in price of the two tires.

Nearly always the efficient production of small diameter balloon tires necessitates the installation of new tire-building machinery, while the semi-balloon can be produced with present equipment and at a lower direct labor cost."

### Watch Oil Consumption, Plea of Rollin Manager

The oil scandal, which hits the average motorist right in the solar plexus, is announcement that gasoline has advanced in price," says R. T. Hodgkins, vice president and general sales manager of the Rollins Motor company of Cleveland.

What, asks Mr. Hodgkins, "are we going to do about it? How can we fit into the picture in such manner as to, in a substantial way, control the price of gasoline?"

"Easy enough! Just get our 14,000,000 car owners in the United States to engage upon a gasoline economy campaign. I don't mean that motorists should restrict the use of their cars and go on a gasoline strike, but they should study their units of transportation and insure more miles per gallon."

### Advertising Helps Stewart.

The intensive advertising campaign carried on nationally by our factory and throughout our trade territory by ourselves, is bringing very satisfactory results, says Guy E. West, manager of the Stewart Warner products service station. We are receiving daily inquiries regarding the three new products recently added to our line, the Stewart electrically driven windshield wiper, the Stewart shock absorber and the new model Stewart rear vision mirror.

### Many Motors Pass Corner.

Attention is called by the publicity department of the Buick Motor company to the fact that 42,000 automobiles pass the corner of Fifth avenue and Forty-second street, New York, every 24 hours. It is pointed out that these cars carry an aggregate of people surpassing the population of such representative cities as Spokane, Washington; Albany, New York; Lowell, Mass.; Fort Worth, Texas; and Oklahoma City.

### Fight on Tax Plan Urged.

W. R. Tracy, assistant sales manager of the Oakland Motor Car company, urges a real fight by the 15,000,000 automobile owners against the tentative schedule of the house ways and means committee which proposes to do away with the special war time taxes on bowling alleys and billiard tables, all sorts of amusement tickets up to 50 cents, jewelry and other items while motor cars, trucks and accessories are considered luxuries.

### Beauty Picks Willys-Knight.

The Willys-Knight is accustomed to a blue-blooded passenger, the king of Spain, the king of Belgium, and the prince of Wales, among others, have felt the supreme satisfaction of riding behind the world's quietest motor. Now it has on its long list of honorable friends, Kathryn Campbell, for two years acclaimed America's most beautiful girl at the annual midsummer Atlantic City pageant.

### Motor Cars Cheap.

"The motor car is one of the very commodities that can be purchased today for less than in 1912, before the war. This fact has never been brought home to the public, yet it explains in great measure the sale of more than 4,000,000 vehicles in 1923, which is 50 per cent ahead of any preceding year," points out C. J. Nephler, general sales manager of the Oakland Motor Car company.

### Peanut Kills Child.

Birmingham, Ala., March 1.—Four-year-old Dorthetta Best died here the other day as a result of swallowing a peanut. The peanut became lodged in her throat, and an operation failed to remove it. She died shortly afterward.

Local Lafs are worth money. They appear each week on the screen in Omaha motion picture theaters. Send your jokes to the Local Laf Editor, The Omaha Bee.

### Power of Buick Shown in Mountain Climb in Snow



To prove the power and endurance of the sturdy Buick four-cylinder car, a western distributor successfully undertook a test never before accomplished. The above photograph shows the car arriving at Government camp, foot of Mount Hood, Ore., in midwinter. This is a favorite objective point for motorists in open weather, but has always been impassable in winter owing to heavy snows.

### Studebaker Car Sets 4 Records

#### Spectacular 100-Hour Drive Over Mountainous Trails Makes Severe Test.

Johannesburg, March 1.—Old timers of the Boer trek wagon trails thronged around a mud-daubed automobile, when it drew up at the curb on a main thoroughfare in Johannesburg. The machine, a Studebaker light-six touring car, had just written a new page in the colorful history of the Union of South Africa. Without a pause in the motor's steady throb, it had set four records in re-traveling the old settler routes, completely circling the Union in less than 100 hours—a feat that once took weeks for the bullock carts.

Not only did the Studebaker establish a new round-trip record around the Union, but it also shattered three other records between points along the course. Notable among these was the new running time of 35 hours and 57 minutes between this city and Cape Town. This was a distance of 566 miles.

They drove over mountainous roads thick with mud, to Cape Town, then through Port Elizabeth, East London, Kokstad, Durban, and return. The car made a 2,687-mile circle.

Running time from the start here and return was 98 hours, 45 minutes. Gasoline consumption averaged 21.5 miles per Imperial gallon. The gasoline mileage was unusually high, motorists agreed today, considering that an average speed of 26.75 miles an hour was maintained along roads broken by frequent streams, which compelled forcing.

Numerous washouts, due to heavy rains, forced the car to travel along long stretches of hilly, slippery roadway, subjecting the Studebaker and

### Motor Beauty Is Extolled in Verse

#### Former Employe of Ex-President Harding Tells of Willys-Knight Car.



That poets can find beauty and charm even in mechanical objects is once more illustrated by the following verse written by Dr. James Ball Naylor about his Willys-Knight. For years he had been connected with the editorial staff of the Marion Star, President's Harding's newspaper, and is at the present time affiliated with the Chicago Journal of Commerce. Dr. Naylor's eulogy of the Willys-Knight follows:

**Miles of Smiles.**  
A smile, and a mile—and over the hills  
And afar, and afar away!  
And the motor purrs and the good car  
whirs —  
And the woods and the fields are gay,  
For life is strife in the marts of trade,  
But the country affords delight,  
And a hundred miles mean a hundred  
smiles —  
When you ride in the Willys-Knight!

A mile and a mile—and we're off, we're off!  
And the cool morn's fragrant kiss,  
And the wind from the south, brings a  
taste to the mouth  
Like the tang of our childhood's bliss:  
And the motor sings—and the good car  
soothes —  
To the work in its merry might;  
And a hundred miles mean a hundred  
smiles —  
When you ride in the Willys-Knight!

**Chrysler Named President.**  
Walter P. Chrysler has been elected president of the Maxwell-Chrysler-Chalmers companies, and will in the future serve in that capacity as well as continuing as chairman of the board of directors.

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### Motor Shortage Is Now Indicated

#### Number of Unfilled Orders for Nash Cars Greatest in History.

With spring now close at hand, automobile dealers handling cars of standard make are facing a demand that from every indication, will eclipse any previous shortage in the history of the automobile industry.

"Practically every spring finds the automobile dealer body unable to meet the demand for immediate delivery," said E. H. McCarty, general sales manager of the Nash Motor company. "The Nash retail selling organization, at this time, is carrying on its books more unfilled retail orders for spring delivery than at any time since this company was established. Many of our dealers, having passed through spring shortage periods of the past, anticipated their requirements this year and have on hand stocks of cars in quantities sufficient to carry them partly through the approaching rush season."

"Those dealers who have failed to stock a sufficient number of cars this year are going to find it more difficult than ever before, because of the heavy demand, to take care of the orders that the opening of spring will bring forth."

### Body Firm Makes Profit.

The C. R. Wilson Body company of Detroit, report net profits for the year ending December 31, 1923, after deducting all charges, of \$1,068,973.47. This company is advertising its product nationally under the trade name of Wilson built body, and numbers among its customers, Willys-Overland, Paige-Jewett, Packard and Reo.

### Flint Six History Dates to Beginning of Motors

The Flint six motor car is comparatively new to the market, yet its history traces back to early days of motor car manufacturing; when W. C. Durant, now president of Durant Motors, Inc., was making a beginning in a small way as an automobile builder. From these early efforts in Flint, Mich., have developed a number of the foremost makes of medium priced six-cylinder motor cars, a story of progress to which the Flint six adds a chapter," said Guy E. West of the Omaha Flint company.

"Not the product of a day or a year is such an automobile as the Flint six. W. C. Durant has been a leader among leaders. During a considerable portion of the past quarter century, the attention of companies with which he has been identified has been centered upon the production of medium priced six-cylinder cars."

"So it is not surprising that shortly after the organization of the Durant Motors, Inc., Durant turned his attention to the building of a medium priced six-cylinder car."

### Standard to Sell Ethyl.

Standard Oil Co. (New Jersey) and General Motors corporation announce that they are negotiating a contract under which the former will act as distributor in the eastern part of the United States for the new product developed by the General Motors Research corporation at Dayton, O. This is an "anti-knock" mixture known as ethyl fluid which will be offered to motorists in connection with the sale of gasoline.

### Importance of Cabs Shown.

A remarkable demonstration of the importance of taxicabs in every-day life is the record of the Yellow Cab Co. of Chicago for the year 1923. Figures recently made public show that this company hauled 23,000,000 passengers in the year just passed and traveled over 90,000,000 miles.

### Dort Has New Coupe.

Dort has just brought out a new low priced utility coupe which sells for \$1,385 at factory. This new car is smart looking and is a sturdy built as the other members of the Dort family. This coupe is roomy to the last degree. It accommodates five people comfortably and there is ample space to store produce or salesman's material. It has three doors instead of two.

### Cadillac Has New Feature.

One of the features of 1923 automobile history was the announcement by the Cadillac Motor Car company of the creation of the V-63 as the culmination of nine years production of cars equipped with 90-degree, V-eight engines embodying the fundamental perfection of the V-type, 90-degree, eight-cylinder engine, inherently balanced and with major parts improved.

### Says Harry Wilkins:

"My \$12,000.00 Rolls-Royce is now for sale. I have driven many motor cars—including the most expensive foreign makes—but I have never before had the thrill or enjoyment which I have experienced in my new V-63 Cadillac. The motor is so smooth that the car seems to float. The brake is so perfect that I stop at will in the most slippery snow. It is no wonder you sold so many Cadillacs at the show."

### Says Hansen:

"Seven automobile concerns have increased their prices since January 1st. Spring is soon here. Get under the wire. Buy now—a new Cadillac—a re-new-ed Cadillac—or any of our good used cars, and you will be money ahead and secure satisfaction in dealing with us. 65 V-63 now delivered."

J. H. Hansen Cadillac Company  
Omaha

**Starter and Demountable Rims, \$85 extra**

**\$295** F.O.B. DETROIT

# BUY NOW!

Every spring the demand for Ford Cars is several hundred thousand greater than the available supply. Place your order immediately, to avoid delay in delivery.

*Ford Motor Company*  
Detroit, Michigan

NOTE: A small payment down puts your name on the preferred delivery list.

See the Nearest Authorized Ford Dealer

# Ford

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The Type-B Sedan could well stand as a concrete symbol of everything the name Dodge Brothers itself has come to represent.

It is honestly and wisely built. It stands up under the sternest kind of service. It will serve long beyond the span of life usually allotted to a motor car.

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