

Chevrolet Announces Sales Staff Additions

C. E. Dawson, general sales manager for the Chevrolet Motor company, announces the addition to his staff of C. W. Santee as manager of the educational division, and A. R. Kroh, as manager of the retail development division.

Kroh is well known in the automobile industry as a public speaker and sales promoter.

Santee will carry out the company's policies to build up its distribution program through education and information of retail salesmen.

service men, dealers and the wholesale organization of the company by means of a printed and illustrated correspondence course.

Maxwell Makes History.

"The good Maxwell club coupe has written its own history after more than a year of service," says H. E. Rose of Millard-Rose Motors.

"Those who have followed Maxwell history during the past year, realize the demand was justified on the basis of value that the car has offered.

Everybody has at least one favorite joke. That's the one to send to the Local Lat Editor, The Omaha Bee. It may be a prize winner.

Honeymooners to Spend Two Years Studying Eskimo Customs on Frozen Island Never Touched by White Woman

New York, March 22.—There was a woman who went to South Africa as a bride and enjoyed a perfectly happy honeymoon. Taking a bride to the South Sea Islands or the Riviera, or some such impossible place, has become more or less customary to those who are not limited to Niagara Falls—but here's a man who is going to take his bride on a honeymoon in the Arctic. And it's going to last two years at that!

He is Capt. Harold Noice. His bride, who was Miss Frances Allison, once spent a brief time in Nome, Alaska; but she has enjoyed or endured, as the case may be, no other much colder weather than she has experienced in her home on Englewood Cliffs, N. J., or in the Adirondacks.

Captain Noice is an explorer, from love and from experience. He returned from Wrangle Island only recently, after he had headed a relief expedition there. Mrs. Noice is a musician of ability and also is well known in society.

She is keen about this honeymoon idea. The prospect of spending two years with her husband, sharing him with no one or nothing but a few scattered Eskimos, is delightful to her. He, too, is keen on the same grounds. And the Eskimos, who have had nothing whatever to say about it, also are probably certain to be keen, because Captain Noice expects to benefit them in many ways.

First White Woman.

The honeymooners are going to live on an island. A bit of a place it is, hardly more than a blot on the map which shows the northern coast of North America, many times magnified from the usual map. It is called King William Island, and it is just at the end of the northwest passage.

Speaking of the northwest passage recalls, too, that Mrs. Noice, when she goes north, will have an added distinction. More than being the first white woman to spend a honeymoon on King William Island, she will be the first white woman ever to go there, and she also will be the first white woman ever to attempt to negotiate the northwest passage—itself no harmless outdoor sport.

They will leave New York in a trifling sort of schooner, which is called the Frances for obvious reasons. They will ramble south along the coast and go through the Panama canal. Then they will go north along Vancouver and the Canadian shore to the Behring straits, through Coronation gulf, passing Victoria land, to King William Island. They plan to arrive in summer so as to get settled before the real rough weather comes along.

Crew of Eight.

Busy weeks have been spent preparing for the voyage. The Frances has been completely overhauled; food and stores of all kinds have been taken aboard. Nearly 20,000 pounds of hard tack have been stored aboard to provide for a crew of eight to last two years.

As unusual and unique as the voyage is, it will also be one of great importance, for Captain Noice and



Capt. Harold Noice and Bride. (Below) "Honeymoon" Island.

his wife expect to record Eskimo life as it really is.

Discussing his plans, he said: "The Eskimos cling closer to the stone age than any other race, but their numbers are decreasing, and as the hand of civilization reaches out toward them their life slowly begins to change.

Fast Vanishing Race.

"This is a last chance to reproduce the old life and record the primitive existence of a strong race. It has been said that in one sense the Eskimos have no history, but I have faith in their tradition.

"It is largely with a view of recording their history, of collecting relics of their past, that we set forth on this expedition. Already the evil influence of so-called civilization has reached toward them. Trappers of the Hudson Bay company are beginning to invade this territory, and soon the Canadian mounted police and white settlers will appear, and gradually the Eskimo race will disappear, like that of the American Indian. Much of their past is lost in obscurity, and it is the mystery of this world to solve."

Captain Noice called attention to the Eskimo clothing. On gala occasions the men wear a jacket closely resembling our frock coat. This garment was in vogue among the Eskimos hundreds of years before it was a part of our wardrobe. It is probably 1,000 years old. It is a loose-fitting coat, but tightly fitting at the waist; it has a hood and a lengthy tail reaching to the heels.

The Eskimo tailor never takes a single measurement; he has a wonderful eye and can so scrutinize a figure as to be able to turn out a well-fitting suit of skins without so much as a single "try-on."

Mrs. Noice intends to make a special study of the primitive music and native songs of the Eskimo. They have a rude drum and a monotonous chant, consisting only of the fundamental note and minor third, but there is an appealing quality to their music which is practically unknown to the civilized world.

Small Trading Areas Increase

Growth of Street Traffic Boosts Development of Suburban Branches.

Cleveland, March 22.—The most interesting, and the most significant, development in the business life of the American city of today is the increasing importance of the district trading areas, according to F. C. Chandler, president of the Chandler Motor Car company.

This development is the natural result of the present trend of city growth, and already has had marked effect on many lines of business, he declares.

"Until comparatively recent times, the American city consisted of a main trading center, into which were crowded the retail shopping district, the department stores, the hotels, the theaters, the banks, with the wholesale business district lying close by.

"This plan probably would still be followed, but the growth of population continued until transportation facilities and traffic capacity of the streets reached their saturation point. Then the 'down town' districts no longer could absorb the crowds, so that it became impossible

to require all business to be conducted in a single restricted area.

"The most notable example of the change wrought by this condition is in the growth of the branch banking system. Formerly, every city had its financial district, where were grouped the banks that served the entire population. This condition now exists in none of the larger cities, and the principal banking institutions have

established numerous branches, each one located with a view to serving a particular district.

"I see the same change coming in automobile merchandising and servicing. Already, in some of our cities, the day has passed when a single building, no matter how large, located in the congested area, can serve all the owners of the car it represents."



vibration reduced to a minimum -

with this seven bearing crankshaft with vibration damper

THE operation of the FLINT Six motor is so once noticeable that there is a quicker, smoother pick-up and it is evident that the car has power and speed beyond the average in its class. So buoyant, so responsive is this power plant that hill climbing or motoring on the highway in the FLINT Six is likened to the exhilaration of flying.

The superiority of the FLINT Six motor will be definitely felt in competition with all cars priced under \$2000 of this car's level.

Omaha Flint Company
Guy L. Smith, Pres. and Gen. Mgr.
Farmers at 26th Omaha, Neb.

FLINT SIX

Excellence!

One word can readily describe ELCAR completely. Power plant, chassis, body, finish, appointment, performance, durability—the excellence of each builds the excellence of the whole. And price—there, too, is excellence!

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4-40 Sport Touring Fully Equipped

As unusual and unique as the voyage is, it will also be one of great importance, for Captain Noice and

Much of their past is lost in obscurity, and it is the mystery of this world to solve."

"Price Class" the mysterious stranger in the motor industry

Does a difference in price indicate a difference in quality? Why's one car priced 25% to 50% higher than another of the same quality? The 4 questions that a buyer should ask when considering any car.

HERE are facts based on world's engineering authority. If you have any intention of buying an automobile, you are urged to read them.

The average small manufacturer whose volume will enable him to build only 5,000 bodies from a set of dies in the same time in which Studebaker builds 50,000 has to charge each body \$20 for die cost. The difference of \$18 is in the price but not in the body. The customer pays it but he gets nothing tangible for it. It is one of the penalties of uneconomical manufacture.

Thus a car priced at \$1,200 to \$1,400 can be sold as low as \$1045 when produced economically in quantity,

ings than are use in any competitive car, within \$1.50 of its price.

We subject Studebaker cars to 30,000 inspection. That requires 1,200 men. All told over 70,000 hand and machine operations are performed in the manufacture of a Studebaker car. I so many operations, though each one is small, there is great opportunity for economy and savings. 15% premium is paid on many steels to insure Studebaker specifications instead of "commercial run" used in cars many times Studebaker price.

No fier car can be built than the Studebaker of today. Only famous foreign cars and the most costly of American cars, compare.

No "Price Class"

There are only two kinds of automobiles today. Economically produced cars which give you more for your money. And cars which are not, and give you less.

Price does not indicate intrinsic worth. But an individual maker's cost of production.

Hence two cars may show a price difference of \$400 to \$1,200 and more. And be of the same quality.

The difference in price simply shows that it cost one maker more to make this car than the other. Judging value on price, this is folly. Price class is a myth.

Why Studebaker excels the world in body building

For 72 years Studebaker has been a builder of quality vehicles.

This historical tradition has been inbred in generation after generation of coach-makers. And the Indiana city of South Bend is known as a world-Mecca of artisans of this craft.

In the modern \$10,000,000 Studebaker body plants, there are sons and fathers and grandfathers working side by side. Their religion is fine coach building. And this is reflected in their work.

As fine body builders, Studebaker stands supreme. No other maker has the experience of Studebaker. No other the Studebaker traditions to inspire him.

- See a Studebaker—Then Decide**
- Buy no car until you've seen a Studebaker. Go over it, point for point. Consult any unbiased expert. Ask your banker. And you will own a Studebaker.
- Get an Answer to These 4 Questions Before Buying Any Car**
- 1—Is this an assembled car? Or "partly" assembled. Insist on this answer. Assembled cars pay a profit to from 75 to 100 parts makers alone.
 - 2—What sort of bearings? Studebakers are Timken-equipped. Everlasting smoothness and quiet performance result.
 - 3—How many cars a year does this maker produce? Small productions mean either a higher price or cheaper car.
 - 4—What sort of upholstery? Studebaker closed models are done in Chase Mohair, the finest material for this purpose known. Open models are upholstered in genuine leather.

Where the Difference Comes in

Studebaker, producing 150,000 cars yearly, has reduced engineering cost to \$3.33 per car.

This is based on a total engineering cost of \$500,000 a year, which is the least on which any manufacturer can maintain an efficient engineering department.

Thus a manufacturer producing but 20,000 cars a year must add \$25 per car for engineering, or eight times as much as Studebaker.

Other fixed overheads have been reduced proportionately. And these influence Studebaker prices.

A set of body dies costs \$100,000. It will produce many thousand sets of body stampings, each one as perfect as though there were only a dozen made.

By building 50,000 bodies from a single set of dies, Studebaker reduces the die cost per body to only \$2.00.

Such a car is the Studebaker Light-Six Touring Car, at \$1045. A clear difference of between \$155 to \$355.

The uneconomical manufacturer is not profiting. He is unfortunately situated, that is all.

Equalled Only by Costliest Foreign and American Makes

All Studebaker models are equipped with Timken bearings. There are few cars in America, regardless of price, which equal ours on this point. In our Light-Six, for instance, we put more Timken bear-

LIGHT - SIX	SPECIAL - SIX	BIG - SIX
5-Passenger 112-in. W. B. 40 H. P.	5-Passenger 119-in. W. B. 50 H. P.	7-Passenger 126-in. W. B. 60 H. P.
Touring \$1045	Touring \$1425	Touring \$1754
Roadster (3-Pass.) 1025	Roadster (2-Pass.) 1400	Speedster (5-Pass.) 1835
Coupe-Roadster (2-Pass.) 1195	Coupe (5-Pass.) 1895	Coupe (5-Pass.) 2495
Coupe (5-Pass.) 1395	Sedan 1985	Sedan 2685
Sedan 1485		

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

HUDSON

This Favorite Super-Six Improved in All Ways

The attractions of a more beautiful and comfortable body, with the greatest Super-Six chassis ever built are combined in the new Hudson Coach.

Also unmatched price advantage. At \$1475 it costs but little more than open models. Yet it provides the wanted comforts, distinction and all-season utility of a fine closed car.

Motorism concedes that no car excels Hudson in performance reliability and long life at low maintenance.

Now, to those famous qualities are added refinements that assure prompt starting in coldest weather, as well as greatly increased gasoline and oil economy.

Is it any wonder that the new coach has met a reception surpassing any Hudson ever built?

The Coach \$1475

New Models

Speedster	\$1350
7-Pass. Phaeton	1425
5-Pass. Sedan	1895
7-Pass. Sedan	2145

Freight from Detroit and tax extra

Some Territory Open for Responsible Dealers

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