Chevrolet Announces Sales Staff Additions means of a printed a

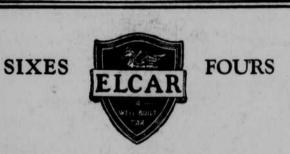
C. E. Dawson, general sales manager for the Chevrolet Motor company, announces the addition to his staff of C. W. Santee as manager of Kroh, as manager of the retail de- Rose of Millard-Rose Motors

Santee will carry out the comand information of retail salesmen, It may be a prize winner.

means of a printed and illustrated

Maxwell Makes History. "The good Maxwell club coupe has "Those who have followed Maxwell

of value that the car has offered. pany's policies to build up its dis- joke. That's the one to send to the honeymoon in the Arctic. And it's tribution program through education Local Laf Editor, The Omaha Bee. going to last two years at that!

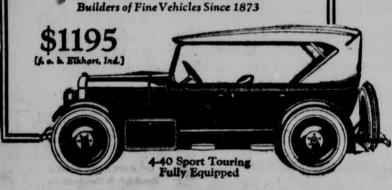


Excellence!

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

Dietz and Townsend Motor Co., MA rket 1331 2311 M St., So. Omaha

A WELL BUILT CAR ELCAR MOTOR COMPANY



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

the educational division, and A. R. than a year of service," says H. E. salightful bride to the South Sea islands or the Riveria, or some such impossible history during the past year, realize mobile industry as a public speaker the demand was jutified on the basis place, has become more or less custo Niagara Falls-but here's a man Everybody has at least one favorite who is going to take his bride on a

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 endur ed, 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 Adiron-

Captain Noice is an explorer, from love and from experience. He returned from Wrangel 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 n 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 ecalls, too, that Mrs. Noice, when she goes north, will have an added distinction. More than being the first white woman to spend a honeymoor on King William island, she will be the first white woman ever to go white woman ever to attempt to as it really is. negotiate the northwest passage-itself no harmless outdoor sport.

the coast and go through the Pana- to change. ma canal. Then they will go north along Vancouver and the Canadian shore to the Behring straits, through Coronation gulf, passing Victoria and, to King William Island. They plan to arrive in summer so as to been said that in one sense the Eskiget settled before the real rough weather comes along.

Crew of Eight.

paring for the voyage. The Frances hard tack have been stored aboard ning to invade this territory, and to provide for a crew of eight to last soon the Canadian mounted police and

importance, for Captain Noice and Much of their past is lost in obscuri-





Capt Harold Noice and Bride.

there, and she also will be the first his wife expect to record Eskimo life ty, and it is the mystery of this w

Discussing his, plans, he said: "The Eskimos cling closer to the They will leave New York in a stone age than any other race, but rifling sort of schooner, which is their numbers are decreasing, and as called the Frances for obvious reathe hand of civilization reaches out sons. They will ramble south along toward them their life slowly begins

Fast Vanishing Race.

the old life and record the primitive existence of a stronge race. It has mos have no history, but I have faith in their tradition.

"It is largely with a view of re ording their history, . of collecting Busy weeks have been spent pre- relics of their past, that we set forth on this expedition. Already the evil as been completely overhauled; food influence of so-called civilization has nd stores of all kinds have been tak- reached toward them. Trappers of en aboard. Nearly 20,000 pounds of the Hudson Bay company are beginwhite settlers will appear, and grad-As unusual and unique as the ually the Eskimo race will disappear, voyage is, it will also be one of great like that of the American Indian.

Small Trading

Boosts Development of Suburban Branches.

Cleveland, March 22 .- The most in teresting, and the most significant development in the business life of the American city of today is the increasing importance of tht 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

"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

esembling our frock coat. This gar ent was in vogue among the Eskimes 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-fit ing suit of skins without so much as single "try-on."

Mrs. Noice intends to make a speial 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 Captain Noice called attention to which is practically unknown to the the Eskimo clothing. On gala oc civilized world.

to require all busintss to be con-established numerous branches, each one located with a view to serving a ducted in a single restricted area. "The most notable example of the particular district, change wrought by this condition is "I see the same change coming in Areas Increase change wrought by this condition is "I see the same change coming in the growth of the branch banking automobile merchandising and sersystem. Formerly, every city had its vicing. Already, in some of our

principal banking institutions have resents."

financial district, where were grouped cities, the day has passed when a Growth of Street Traffic the banks that served the entire pop- single building, no matter how large, ulation. This condition now exists located in the congested area, can in none of the larger cities, and the serve all the owners of the car it rep-





So buoyant, o responsive is this power plant that hill climbing or motoring on the highway in the Firm Six is likened to the exhilaration of flying

The superious of the FLINT SIX motor will be definitely felt in competition with all can priced withis \$2000 of this car's level

Omaha Flint Company Guy L.Smith, Pres. and Gen. Mgr.

"Price Class"

the mysterious stranger in the motor industry

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

ERE are facts based on world's engineering authority. If you have any intenare urged to read them.

No "Price Class"

There are only two kinds of auto-mobiles today. Economically pro-duced 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 produc-

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.

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

LIGHT . SIX 5-Passenger 112-in. W. B. 40 H. P. Coupe-Roadster (2-Pass.) . . . Coupe (5-Pass.) . . .

'The average small manufacturer whose volume will enable him to build only 5,000 bodies from a set of baker builds 50,000 has to charge each body \$20 for die cost. The dif-ference 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 uneco-

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

Why Studebaker excels the

world in body building

builder of quality vehicles.

is reflected in their work.

sans of this craft.

For 72 years Studebaker has been a

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 arti-

body plants, there are sons and fathers and

grandfathers working side by side. Their

religion is fine coach building. And this

ence of Studebaker. No other the Stude-

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 profiteering. 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, re-

gardless of price, which equal ours on this point. In our Light-Six, for instance, we put more Timken bear-

SPECIAL . SIX

5-Passenger 119-in. W. B. 50 H. P.

Roadster (2-Pass.) 1400

Coupe (5-Pass.) 1895

Sedan 1985

baker traditions to inspire him.

As fine body builders, Studebaker stands supreme. No other maker has the experi-

In the modern \$10,000,000 Studebaker

ings than are use in any competitive car, within \$1,50 of its price. We subject Eudebaker cars to

1,200 men. All tol over 70,000 hand and machine oprations are performed in the ranufacture of a Studebaker car. I so many operations, though each ne is small, there is great opportunty for economy and savings. 15% remium is paid on many steels to isure Studebaker specifications insted of "commercial run" used in ors many times

Studebaler price. No firer car can be built thanhe Studebaker of today. Only famous foreign cas and the most costly of american cars, compare.

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Buy no canıntil you've seen a Studbaker. Go over it, poin for point. Consult any ubiased expert. Ask yar banker. And you wil own a Studebaker.

Get an Ansver to These 4 Quetions Before Buying Iny Car

1-Is this an asembled car? Or "patly" as-sembled. In ist on this answer. Assembled cars pay a profit to from 75 to 10 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? Studibaker closed models are done h Chase Mohair, the finest material for this purpose known. Open models are upholstered in genu-

BIG . SIX 7-Passenger 126-in. W. B. 60 H. P. Speedster (5-Pass.) 1835 Coupe (5-Pass.)) 2495 Sedan .

(All prices f. o. b. factory. Terms to meet your convenience) O. N. BONNEY MOTOR CO.

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The Coach

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