

Studebaker Puts Noted Mail Car in Auto Museum

Light-Six That Holds Coast Records Wins Honor Place in "Hall of Fame."

The famous Studebaker light six, which holds Pacific coast records in fast mail carrying service, has arrived here and is placed in honorable retirement.

The veteran machine, still full of pep and power despite its grueling service, was moved into a prominent place in the Studebaker museum, where many celebrated cars and vehicles with a romantic history are viewed each year by thousands of visitors.

This new addition to the museum of transportation in the Studebaker Administration building was sent by the Chester N. Weaver company, Studebaker distributors at San Francisco.

Holds Many Road Records.

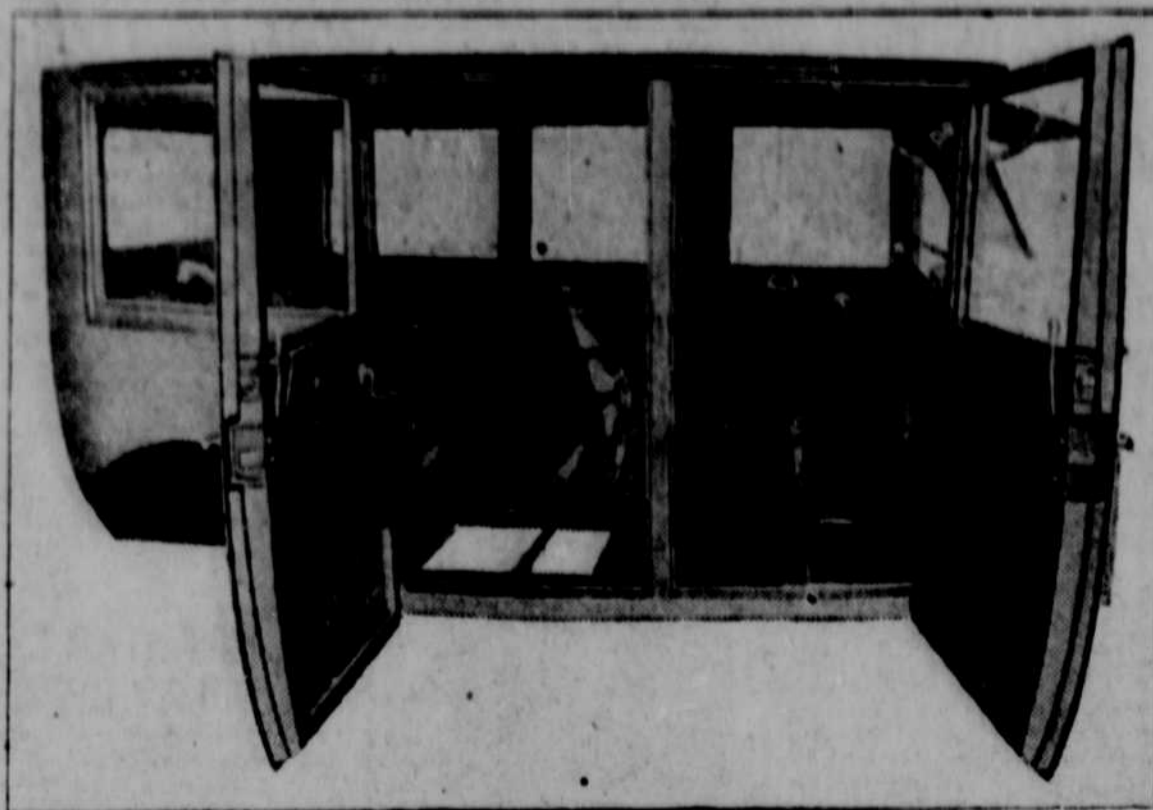
Driven by Hart L. Weaver and James F. Gurley of the Chester N. Weaver company, and accompanied by observers, this car made road records between Los Angeles and San Francisco more than three years ago that have stood unequalled by the officially observed performance of any other car.

On February 2, 1921, it established a new round-trip record between San Francisco and Los Angeles, a distance of 364.3 miles, in the sensational time of 21 hours and 23 minutes. On the same trip it lowered the coast route record between these two cities by 2 hours, 35 minutes and 20 seconds, the time being 19 hours, 12 minutes and 30 seconds for the 453.7 miles.

Three weeks later this car smashed the valley route record between the Main postoffice at Los Angeles and Ferry postoffice, San Francisco, running the distance of 411 miles in 9 hours, 15 minutes and 20 seconds. It is believed that this time between these two points over this route will stand forever.

A month after these phenomenal

Half-Skeleton Steel Body of Dodge Brothers' Enclosed Car Will Be Exhibited Here May 4



O'Brien-Davis Auto Co., the local Dodge Brothers dealer, was notified today by Dodge Brothers that the half-skeleton steel body which attracted so much attention in the educational exhibit held by Dodge Brothers in connection with the New York, Chicago and San Francisco shows, will be available for local display during the week of May 4.

The body is unique in that one half is enameled, trimmed, upholstered and finished like the body of a car ready for use, and the other half is entirely unfinished showing clearly every part of the strong, light, safe, all-steel construction.

The upholstery and trimming are cut at the center line of the car showing the deep cushion springs and the genuine hair padding.

The unfinished half shows how the frame, consisting of pressed steel parts welded and riveted together, gives maximum strength and stiffness together with light weight and freedom from warping and from squeaks and rattles. No wood whatever enters into the construction of the body except the frames for the removable cushions and the few strips to which the trimming materials are tacked. Even the moulding around the windows, which, upon close examination, looks like varnished hard wood, is of pressed steel finished in baked enamel.

Dodge Brothers have applied steel body construction to their Type A and Type B sedans as well as to the Buick Coupes, Touring Car and Roadster. The interior of the body is more roomy than would be the case if wood were used because the stronger steel supports are less bulky than wood pillars.

These and many other advantages of all-steel body construction, it is pointed out by the dealer, make it obvious that the life of the body is greatly prolonged even in the most severe service.



The Good Maxwell Noted For Its Rugged Strength

Perhaps the most notable feature of the good Maxwell—besides its economical, care-free service—is the all-around satisfaction it gives its owners.

It is one of the strongest, most rugged cars built today. It is extremely durable. Owners will tell you that it averages well over 22 miles to the gallon of gasoline, and that it returns 18,000 miles or more to a set of tires.

Its performance is worthy of a far higher price. For instance, it accelerates from 5 to 25 miles an hour in 8 seconds. Its ease of riding and handling is outstanding, and its beauty is almost too well known to need comment.

MILLARD-ROSE MOTORS

Farnam at 28th
W. S. PETERSON
South Omaha
JEWELL AUTOMOBILE CO.
111 Broadway, Council Bluffs



The Good
MAXWELL
CLUB SEDAN

Buick Expects Larger Business

Number of Employees to Be Increased—Factory Being Enlarged.

By H. H. BASSETT,
President Buick Motor Company

With the sound financial condition of the United States, together with the more settled situation abroad, Buick looks forward with every good reason to a larger business than ever before for both the ensuing fiscal and calendar year. At the present time there are 23,264 on the payroll of the Buick factory, and we expect to soon increase this number.

Extensions and additions to our engine plant, sheet metal plant, body building plant, gray iron foundry, axle plant, forge shop, tool making plant and finished stock department, the work upon which has recently somewhat restricted production, are rapidly approaching completion. These improvements will supply facilities for meeting our constantly and rapidly increasing domestic and export business.

It is most satisfying to realize that we have sold 12,000 more of our models for the season ending March 29, than we did for the same period in our best previous sales year, namely—that of 1923.

Keen price competition between manufacturers of automobiles of the same class prevents them from including with each car all desirable, attractive and useful accessories readily needed. Mr. West, manager of the Stewart-Verner products service station, said today:

"Many hundred accessories and car embellishments are offered for sale by Omaha equipment dealers, at reasonable prices. Buyers of used cars are the heaviest purchasers.

"A good used car through a moderate expenditure of money can be sufficiently dressed with Stewart accessories to give it the appearance of a 1924 model."

PACKARD FORCE SENIOR LEAGUE

The Packard Motor Car company has what is known as the Senior League, composed of employees who have been with Packard 10 years or more.

Eighty such employees were admitted recently and following Packard's annual custom, were presented by Alvan Macaulay, president, with a gold watch and a 10-year button.

H. H. Hills, vice president, brought out the fact that with the present membership, over 23 per cent of the Packard force has been with them continuously for 10 years or more.

CADILLAC ALWAYS MOST EFFICIENT

Within the last week or two Omaha doctors have been added to the list of Cadillac owners.

These men found that this car could meet the most exacting requirements in their profession.

In this connection, Mr. Hansen states: "We find that men in all lines of business and professions, who are most exacting in their demands, never hesitate to give Cadillac first consideration when purchasing an automobile. They know that its exceptional performance and exceptional service is sure of giving the utmost in satisfaction."

SALESMAN WINS OAKES LOCK PRIZE

R. M. Blundin, salesman for R. S. Sawyer, Jr., Philadelphia distributor of Oakes lock, has been awarded a cash prize of \$25 for the best individual sales effort of any Oakes salesman during the month of March.

This is the third prize Blundin has won in the last six months, his previous best efforts coming in the "Thanksgiving and Christmas contests,

Willys-Overland Factory Is Open

Philadelphia Plant Starts on 100-Car-a-Day Production on April 1.

Opening of the new Willys-Overland Atlantic company's plant in Philadelphia on April 1 marked a long stride forward towards the realization of Willys-Overland's aim to build 200,000 motor cars during 1924.

Within a few days the production at the new factory will reach 100 cars a day and before long this mark will be doubled. While the present schedule calls for the building of Overland models only, it is thought that the Willys-Knight line will be added in the near future.

This new plant is an actual factory in the fullest sense of the word, rather than a mere assembly plant. Much of the material needed is being purchased direct from the vendors, is shipped to the new factory and is processed here. All tops are produced here; wheels, rims, batteries and other accessories are shipped direct to the new plant from their original manufacturers.

Assembled motors are shipped intact from Toledo, but these are carefully block-tested before final assembly. Frames are also shipped from Toledo, but are drilled and riveted here.

CLOSED MODELS GAIN POPULARITY

One of the conspicuous developments of the automobile industry is the increase in the number of enclosed cars. This is because the enclosed models are now regarded as all-season vehicles, according to R. H. Davison, Hudson and Essex distributor.

"The man who wants fresh air and plenty of it," he said, "can actually get a better supply of it in an enclosed car than he can in an open one. By regulating the windows he can admit as much air as he wants. By opening certain windows and leaving others closed, or by opening each of them just a trifle, he can get this supply of fresh air without any draft."

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High Average of Wealth Assures Large Car Sales

Estimated That Per Capita Savings in U. S. Are \$2,918—Auto Saturation Point Far Away.

The average wealth of every person in the United States on December 31, 1923, was \$2,918, according to the Department of Commerce, which has just announced results of its latest decennial survey.

To Charles D. Hastings, president and general manager of the Hupp Motor Car corporation, this information concretely illustrates why there are so many automobiles, and why the economic saturation point for motor cars on the North American continent may never be reached.

"Assuming that the average family contains four persons, its average wealth is more than \$11,000, showing that it can well afford to own a motor car," says Mr. Hastings. "Per capita wealth increased 45.6 per cent in the 10 years since December 31, 1913, survey was made, when it was \$1,999. The difference—nearly \$4,000 for a family of four—is more than sufficient to enable the head of a household to purchase and maintain a motor car at all times.

"While the department pointed out that huge increase in per capita wealth is due principally to the rise in prices in recent years, and not entirely to a corresponding increase in the quantity of wealth, as economists figure it, there is no question that the average American family can afford to maintain a higher living standard than 10 years ago.

"This is shown in the heavy buying of motor cars, in the greater proportion of more pretentious and comfortable homes being erected in every country over, in the greater travel in Pullman cars, in tremendously increased road building, in the generally better standard of living, and in every line of business.

SALES AGAIN SET GREATER RECORD

For the third successive week Dodge Brothers dealers have broken all previous retail delivery records.

During the week ending April 5, 5,624 cars were delivered to purchasers. This was more than 100 in excess of the greatest previous week's business in Dodge Brothers' history.

This record, however, was of brief duration, as the very next week saw the delivery of 6,106 cars at retail. And now it is disclosed by official figures from the factory that the week ending April 19 sets still another and much greater record, with 6,576 deliveries to customers.

In neither case do these figures include cars delivered to purchasers in foreign countries.

Nash Motors Ball Players at Work

Beat Logan Squares of Chicago by Score of 1 to 0.

Employees of the Nash Motors company were made happy Saturday when the Nash baseball team signalled the opening of the season by defeating Logan Squares of Chicago, 1 to 0, at the Nash stadium in Kenosha, dedicated last season.

C. W. Nash, president of the Nash Motors company, and other officials participated in the program, and prior to the game floral presentations were made by Nash employees to Mr. Nash, Manager Walter Miller and the players.

This is Nash Motors' second season in the Midwest league, others in the league being Logan Squares and Nisnans of Chicago, Argonauts of Mason, O. Terminala of Canton, O., Fairies of Beloit, Wis., Simmons of Kenosha, Wis., and Racine of Racine, Wis. Many of the players in the Midwest circuit have seen service with the major leagues.

NEW MOTOR BUS LIKE LIMOUSINE

"The word 'motor bus' to many people brings up a picture of a cumbersome, noisy vehicle that jounces and jolts along lumberingly," says J. G. Myers, general truck sales manager of the Pierce-Arrow Motor Car company.

"It is not surprising that the public in general has such a picture in mind, for the strides of the last year or two have been so rapid that thousands of persons have not yet had opportunity to become acquainted with the present-day coach.

"In place of the old-time truck chassis and makeshift body, the modern motor bus, designed and built solely for motor bus operation.

"The modern Pierce-Arrow motor bus, for instance, has a vibrationless, six-cylinder engine, which yields a smooth, silent flow of power, is capable of traveling at a rate of 60 miles an hour safely.

"Wonderful strides likewise have been made in coachwork. The modern de luxe bodies actually provide a more comfortable ride than a luxurious limousine."

Ford Runs 57 Miles On Gallon of Gasoline

A new automatic and self-regulating device has been invented with which automobiles have made from 40 to 75 miles on a gallon of gasoline. It removes all carbon and prevents spark plug trouble and overheating. It can be installed by anyone in five minutes. I want agents and am willing to send a sample at my own risk. Write me today.

JOHN A. STRANSKY,
2525 4th St., Pukwana, South Dakota.

MORE STAR AUTOS SOUGHT IN OMAHA

O. A. Wilson of the Andrew Murphy & Sons Co. has returned from the Star and Durant factory at Lansing, Mich., where he spent several days trying to increase the delivery schedule of Star cars.

Mr. Wilson said, "While the factory has produced in the first 19 days of this month 4,600 cars and fully expects to reach 4,800 by the last of the month, we are unable to get a definite promise of an increase in our allotment of cars. The production schedule is about 30 per cent Star and 70 per cent Durant.

Do Valera, Like Kaiser, Likes Wood Chopping.
Dublin, May 2.—Like the ex-king of Spain, Ramon De Valera, erstwhile president of the Irish republic, has taken up wood-chopping as a hobby, according to reports trickling out of Arthur Hill prison, where De Valera is interned.

AUTO INSURANCE
L. J. Goodall
HAMILTON & CO.
303-4 Neville Block
JACKSON 0687



The 3-Door Coupe \$1335, at Flint

Dart Sixes \$1095 to \$1595, at Flint

Have a Dart Six Demonstration

Step in—three inviting doors, wide and easy to enter; no crawling over or around chairs.
Sit down—wide, deep cushions, comfortable as a parlor car.
Lean back—plenty of room in this car for five full grown people. And real leg room, too—stretch out.
Let's go—the smooth power surge of a six-cylinder motor, oil cushioned; the quiet, solid luxury of a rugged chassis and a distinguished body.
There is comfort and beauty and satisfaction here. Because this is a real automobile, this Dart Six.

RALPH W. JONES, Inc.
Distributors for Nebraska and Western Iowa
2421 Farnam Street Omaha
SOME DESIRABLE TERRITORY STILL OPEN

A WORLD-FAMOUS SIX AT \$1045



We'll lend you a car to compare with other cars at near its price

THIS is an offer to anyone who is considering the purchase of a car in the \$1000 field. We invite you to take out a Studebaker Light-Six model for the sake of comparing it with other cars at near its price. This without obligation to buy. Every maker advances claims for his car. Some are fair, some superlative; some are borne out by facts, others not. You've been told this car, that car or another is "just as good" as this famous Studebaker model. Now find out for yourself. That's the only way to buy lasting satisfaction. When you try this Studebaker Light-Six, you will find an engine of remarkable power and flexibility—an L-head engine designed and built by Studebaker; noted for its quiet and smooth operation; free from vibration because its crankshaft and connecting rods are machined on all surfaces, an exclusive Studebaker feature on cars at this price. You will find surprising ease of handling, unusual comfort, roominess, obvious refinements and all the visible signs of a quality car. You will find low price its only contrasting feature. Remember, Studebaker is the world's largest quality car builder and thus is in position to give you the utmost for the least. Buy no car at \$500 or more without making this test. Don't buy blindfolded.

LIGHT-SIX		SPECIAL-SIX		BIG-SIX	
5-Pass. 112-in. W. B. 40 H. P.		5-Pass. 119-in. W. B. 50 H. P.		7-Pass. 126-in. W. B. 60 H. P.	
Touring	\$1045	Touring	\$1425	Touring	\$1750
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				

O. N. BONNEY MOTOR CO.
HA rney 0676 2550 Farnam Street
STUDEBAKER LIGHT-SIX \$1045