

### Maxwell Company Humanizing Its Motor Car Plant

"A Working Force as Good as the Car." Sign Hung in Main Factory at Detroit.

A simple little sign was hung up in an office at the main Maxwell plant in Detroit the other day. This sign was important because in a sentence it expressed the attitude of the new organization now building the Maxwell toward the thousands of employees of the great factories in the Maxwell-Chalmers group.

The sign read, "A Working Force As Good As the Car," and it was hung in the office of J. N. Duncan, in charge of personnel in the Maxwell plants.

"A good product is the result of good labor," says Mr. Duncan, discussing his job and its relation to making motor cars.

**Force Increased by 3,000.**  
"And good labor means, of course, good men. We are trying to keep always in mind in building our great labor force, which has been increased by nearly 3,000 workers since the first of the year, that workmen and workwomen are human beings."

"In establishing the personnel division we carefully scrutinized what had been done in hundreds of manufacturing plants. We adopted what had been proven good and rejected what had been found wanting.

**Fair Deal.**  
"We are not setting up any paternalistic regime, but we are attempting to deal fairly with our thousands of employees, placing them where they can do the best work and rewarding loyalty and efficiency with earned promotion.

"As a result, our labor is happy and contented, is working loyally and our labor turnover has been markedly reduced.

"The excellence of the good Maxwell is the answer to what these things are accomplishing."

### New Mexico Governor Buys New Grey Goose

James C. Cassell, jr., president of the Cassell Motor company, distributor of Willis Sainte Claire cars at Santa Fe and surrounding territory, has just delivered a Willis Sainte Claire phaeton to Governor H. J. Hagerman at Las Cruces, N. M. Mr. Cassell made a trip of 345 miles over all kinds of roads in order to make the delivery himself. He describes his trip in part as follows:

"Even though I was driving a new car, I had sufficient confidence in its ability to not carry any extra water with me, as practically every other car does. I left Santa Fe at 4:30 Thursday afternoon and arrived at Las Cruces at 6:45 the following evening. Not a single adjustment had to be made and it was not necessary to put any water in the car, although the weather was quite warm going through the desert and the wind was with me for long distances at a time. I averaged 14 1/2 miles to a gallon of gasoline, account of which I kept accurately. Had it not been a new car, which I was driving, it would have been possible for me to have gone the entire distance on high gear. By anyone who is acquainted with this route and understands the sand which it is necessary to traverse and the hills which are encountered, it would be considered quite a feat."

### Speed Wagon Serves as Mobile Grocery Store

"A new development in the line of motor conveniences for the public is the 'grocery store on wheels,' which is becoming very popular throughout the United States and very profitable," says Mr. Oppen of the Jones-Oppen company.

"About \$500 worth of groceries and green stuffs is the usual load carried on a route by these traveling grocery stores and as good a selection can be offered as is usually found in the average store. The overhead expense is reduced to a minimum and the customers look forward regularly to its coming, so that a trade is established that is everlasting.

"Inside is a full equipment of shelves from floor to roof on each side and extending the full length of the car. The bottom shelf is 18 inches above the floor, the next one 8 inches above the bottom one, and all the others have a 6-inch space between with the top shelf running wider as desired and depending upon the height of the body.

### Hale R. Bixby Gets Lee Tire Sales Job

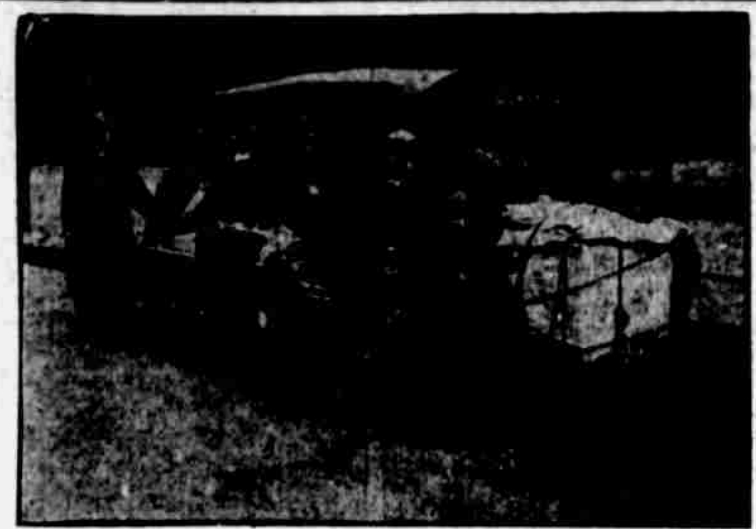


Hale R. Bixby, who has been associated with Omaha's automobile row for several years past, has taken charge of retail sales for the Omaha branch of the Lee Tire and Rubber company.

Bixby will have charge of all matters pertaining to selling the retail trade through the established dealer channels.

The appointment was made effective June 1.

### Omaha Family Driving Durant Four to Coast



H. Rosie and family left Thursday in their Durant "Four" for San Francisco. They expect to camp out en route and to arrive about June 15 before setting out on this long trip.

### Capt. John Briggs Buys New Rickenbacker Car



The above picture shows Capt. J. E. Briggs of the southside police station and the new Rickenbacker car which he recently purchased. Capt. Briggs thinks this is the finest automobile in the state of Nebraska, and bases his assertion on the fact that he has owned and operated many different makes of cars during his association with the police department.

### Siam Forges Ahead, Firestone Man Finds

Bangkok, the capital of Siam, is one of the most thriving cities in Asia and in better condition, as far as business is concerned, than many European capitals, according to a representative of the Firestone Tire & Rubber Co., who has just returned from that little country.

Since 1918 nearly 2,000 motor cars have been imported and at this time 50 different makes of well-known cars have their agents in Bangkok. About 200 motor trucks are estimated as in use and this method of transportation bids fair to succeed more primitive arrangements.

Of course business development in Siam is more or less a slow process but it is rapidly coming to the fore in improved transportation, according to the Firestone company.

### "Great Tire Year" Is Prediction

Manufacturer Expects 1922 to Be Banner Year in Sales.

In a recent statement to his organization, Mr. Mason has made some startling predictions regarding the tire industry for 1922.

"This will be one of the greatest tire years the industry has ever known for those companies who are in position to meet the public demand for a tire of value, long life and reasonable price.

"While many estimate this year's production of tires to be larger than last year's, few realize the tremendous sales impetus that many of the good tire companies are experiencing at this time.

"Those companies which have adhered to a constructive sales policy are finding that profits and volume are mounting in a most pleasing way and our own company, the first three months, has shown net earnings, after depreciation and interest, amounting to a great deal more than in any previous quarter in our history.

"Unfilled orders on hand at the plant at the present time are larger than at any time in our history and for the next few months our sales will be limited only by the number of tires which we can deliver.

"We find everywhere dealers eager to tie up with standardized lines on which they can depend and on which the public can depend.

### Clyde Parsley Joins McCaffrey Company



Clyde Parsley.

Upon his return to Omaha, Clyde Parsley has resumed his former association in the automobile business. Mr. Parsley will manage the Lincoln distribution with the McCaffrey Motor company, local dealers for the Lincoln car.

Mr. Parsley was formerly connected with the "ackard people and is familiar with local sales and service.

### Cadillac Is Pioneer in V-Type Motors

In addition to being one of the pioneer automobile companies of the world, the Cadillac Motor Car company has the distinction of being the pioneer in the successful introduction and development of the V-type, high speed, eight-cylinder engine, of electrical starting, lighting and ignition systems on automobiles, thermostatically controlled carburetors and numerous other engineering achievements.

After years of intensive research the famous eight-cylinder engine was designed and built in 1914. This power plant was put to the severest test in service with the American expeditionary forces in the world war and how it gained prestige in that service is now history.

Two years before this power unit was designed, in 1912, Cadillac was the first automobile to adopt an electric starting, lighting and ignition system as standard equipment. The public has demanded it ever since.

### Common Sense in Car Buying

The time when the American people speculated in motor cars has passed. Now cars are bought strictly on their investment value.

That's why Hupmobile sales have increased so tremendously in this city, in this state, and throughout the United States.

Fourteen years of good Hupmobiles—fourteen years of continual development in engineering and in low cost production—tell you why the Hupmobile is a great car.

The service given by the authorized Hupmobile dealers listed here, is as good as the car. Telephone the dealer nearest you for a demonstration.

Stewart Motor Co. 2523 Farnam St.

In addition this company was the first to develop and inaugurate thermostatic control of engine temperatures, perfected in the present type of models.

Tribute Will Be Paid. Washington, June 3.—The George Washington Memorial association has started a campaign to raise a

specific fund to provide a special room in the George Washington Memorial in memory of Mary Ball Washington, mother of George Washington.

# Oldsmobile FOUR

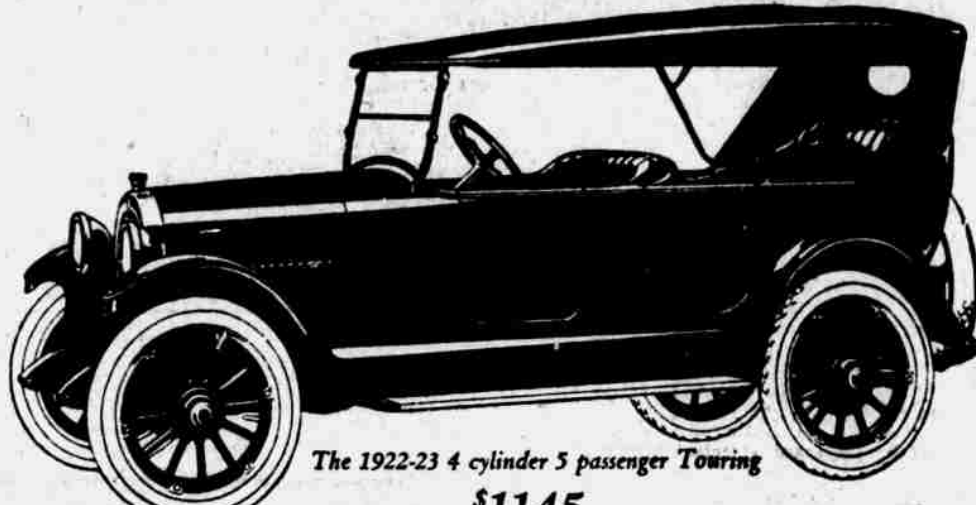
People who don't want an expensive car and won't accept an inferior one, buy the Oldsmobile Four.

Engine, 4 cylinder valve-in-head, Block test develops over 40 H. P. Frame, cold pressed steel, 7" maximum depth. Springs, extra long. 54" rear, 36" front. Wheelbase 115". Cord tires, 32 x 4". Fabricoid top. Instrument board, walnut finish. Alemite lubricating system. Upholstery, best quality fine grain black leather. Color, Special Oldsmobile blue. Nickerled radiator, original Oldsmobile design.

Coupe \$1645 Sedan \$1795 Touring \$1145 Roadster \$1145 Semi-Sport \$1265

OLDS MOTOR WORKS LANSING, MICHIGAN Division of General Motors Corporation

NEBRASKA Oldsmobile COMPANY. Des Moines CHAS. A. TUCKER, Pres. Omaha



The 1922-23 4 cylinder 5 passenger Touring \$1145

## Studebaker

Transmission lock reduces rate of theft insurance 15 to 20%.

Cool ventilator, parking lamps, anti-glare windshield and wind shield wiper.

This handy seat pocket is located in left front door.

Soft, deep upholstery and side-springing doors add to driving comfort.

Totally light, with convenient extension and

Precision plays an important part in the manufacture of the Special-Six. It is largely responsible for the dependable service that has singled out the Special-Six as an incomparable value.

Six hundred and eighty inspectors safeguard precision in the Studebaker factories. They literally inspect every part that goes into every car—and every operation on every part. Before cars are passed for delivery 9,500 inspections are made.

In the Special-Six there are 1,120 mechanical operations to the accuracy of one-thousandth of an inch, 360 to one-half-thousandth.

As to the car's performance, a brief experience will reveal its superiority far more convincingly than we could tell it.

Studebaker cars make friends quickly, because they give most for the money. And they invariably keep these friends, because of the universal satisfaction they give in fine performance, economy and service.

**SPECIAL-SIX PRICES**

Touring . . . . .	\$1475
2-Passenger Roadster	1425
4-Passenger Roadster	1475
4-Passenger Coupe . .	2150
Sedan . . . . .	2350

All prices f. o. b. factory

**O. N. BONNEY MOTOR CO.**

O. N. BONNEY, President. C. S. CONNOR, Vice Pres.

2554 Farnam St., Omaha. Phone Harney 0676.

THIS IS A STUDEBAKER YEAR

## The Secret of No Vibration!

For years all the engineers of the entire motor car industry have endeavored to discover the principles of doing away with motor vibration. Yet during all these years not a single car has been produced that could claim "no vibration."

So it is with considerable gratification that we are able to announce to the public that in the Rickenbacker Six they can get, for the first time, a car that has absolutely no period of vibration.

That might sound like a strong statement at first but so do all great inventions when they are first introduced.

The secret of the Rickenbacker vibrationless motor is very simple. It is merely an introduction of two flywheels properly placed and balanced. The crankshaft of the Rickenbacker motor is provided with a flywheel in front and a flywheel in the rear.

The introduction of this tandem flywheel smooths out the motor so that at any speed under all conditions you will never find a period or a particle of vibration.

This makes the Rickenbacker without question one of the most desirable cars in the world to own and incidentally one of the smoothest cars in the world to drive.

One demonstration will convince you.

**\$1485**

5-Passenger Phaeton

**\$1885**

4-Passenger Coupe

Prices F. O. B. factory, plus war tax.

**\$1985**

5-Passenger Sedan

2559 Farnam, Omaha

## Patton Motor Co.

J. H. PATTON, President and General Manager

Rickenbacker Motor Company, Detroit, Michigan

Phone DOuglas 5583

# Rickenbacker

A CAR WORTHY OF ITS NAME

Organization Builds Success