

Auto Club Out to Be of Assistance to All Motorists

Drivers Should Know All Rules Police Enforce

Traffic Regulations Stress Importance of Carefulness Near Schools and Playgrounds.

In a city the size of Omaha, strict attention to the traffic rules and regulations is essential for the prevention of accidents. Summed up in an order by Police Commissioner Henry Dunn, these rules include the following important points:

"Drive carefully—protect life and limb.

"Speeding is prohibited—it's dangerous.

"Be especially careful at intersections and when passing safety zones, schools and playgrounds.

"Children under 10 cannot lawfully drive a car.

"Remember: No one has yet successfully mixed whisky and gasoline."

Yellow Cab Booklet.

How many automobile drivers in Omaha are thoroughly familiar with the police rules? The Yellow Cab and Baggage company has prepared a book of instructions for its drivers, which is also sold to the public at 50 cents a copy upon request. This booklet contains not only the traffic regulations, but a complete directory of streets, public buildings, hotels, etc.

Following are some of the rules which all drivers of motor vehicles should know:

Do not turn around in the middle of the block.

Slow down and put cab in second speed when approaching boulevards.

A vehicle on the boulevard always has the right of way.

Give signal when turning at least 100 feet before you turn.

Watch the bicycle rider. Don't let him hang on the fender.

Never pass on the left of street cars, but in overtaking another vehicle pass on the left.

Left Hand Turns.

Left hand turns are prohibited at Sixteenth and Douglas streets, Sixteenth and Farnam streets and Sixteenth and Harney streets.

Do not make a horseshoe turn anywhere in the business district.

Stop when street cars are loading or unloading.

Police vehicles, fire apparatus and ambulances always have the right of way.

Between intersections street cars have right of way.

Never drive through a funeral procession.

One-Way Alleys.

Eastbound one-way alleys between 7 in the morning and 7 in the evening are between Farnam and Harney streets, Fourteenth to Seventeenth streets, Farnam and Douglas streets, Fourteenth to Seventeenth streets, and Douglas and Dodge streets, Sixteenth to Seventeenth streets.

Parking limits are plainly marked on the curb and should be strictly obeyed.

Use of cut-outs within the city is prohibited.

All unusual and unnecessary noises in operation of vehicles is prohibited. This includes harsh or shrill whistles of every kind.

TREAT CAR WELL IN WINTER TIME

If a man were to wake his horse out of a sound sleep on a cold, wintry morning, stick an icy bit in its mouth, and immediately begin giving it the boot without any warming up period, he would stand liable to arrest for cruelty to animals. Yet an automobile owner, uneducated to motor car care, will go out to a chilly garage and larrup the liver out of his poor, cold, defenseless automobile with choke and accelerator.

A motor car has mechanical parts closely fitting together. Between them an oil film must constantly exist to diminish metal to metal wear. Just a minute or two of slow warming up in starting a cold car will give pep to its step for the run.

An owner does not need to baby a car, but he does have to treat it right. Men and automobiles are alike in that neither is endowed with protecting fur or feathers. As winter approaches nature takes care of everything except men and motor cars. When you dig out your red flannels and heavy overcoat, remember that your car is just as cold.

BOY WINS PRIZE FOR SAFETY POEM

Although many kids in southern California made good resolutions for the new year, John Lewis of the eighth grade in the John Muir school, Whittier, is credited with voicing the best sentiment for children.

His contribution is given the place of honor on the January poster distributed among the schools of his section by the public safety department of the Automobile Club of Southern California. Thousands of children submitted resolutions. The one winning the honor is as follows:

It is resolved hereby

That both you and I

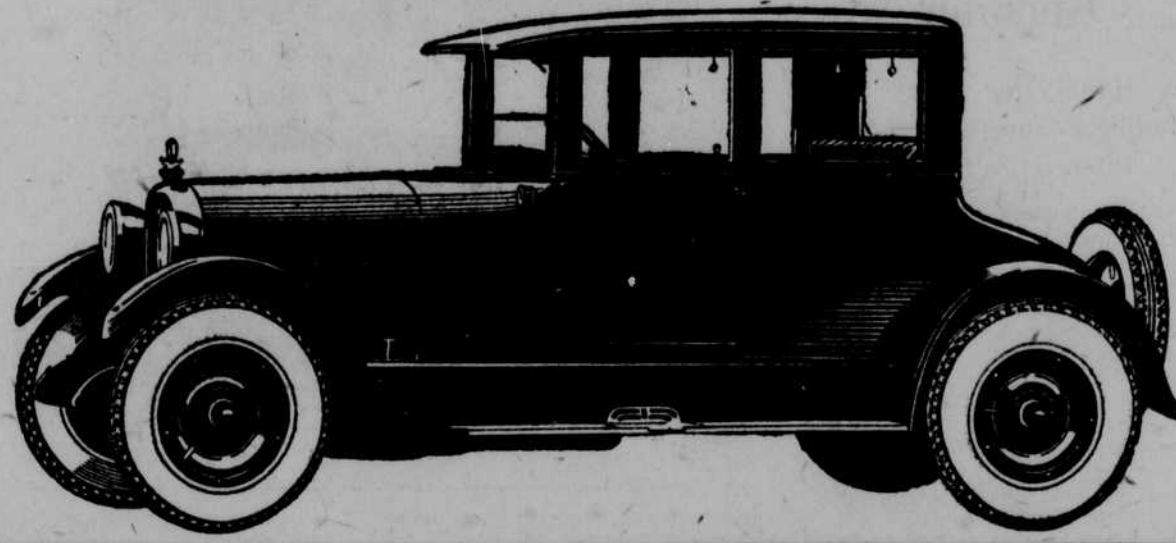
Will keep the safety rule,

At home and at school.

Reduction Ratio.

Did you know that the power of an engine is often faked by means of gearing it low at the rear axle? In shopping for a car always ask what the reduction ratio is. If the reduction is very low a comparatively light engine will pull considerable weight uphill on "high" because the car is really not in high gear. If the engine is of large dimensions and geared very low it will perform beautifully on hills and will not usually give more than 40 miles per hour speed. If the engine is of small dimensions and geared low it will perform well enough on hills for a time and will be economical on gas, but it will wear out quickly and will not develop speed.

Reo Gold Standard Sedan at Show



Chandler Has Two New Sedans

Metropolitan and Chummy Models an Attraction at Auto Show?

Two sedans that will attract attention at every automobile show at which they are exhibited, are the two de luxe closed cars of the Chandler line, the metropolitan sedan and the chummy sedan, both five-passenger cars.

These two models were introduced during the fall, and are making their first show appearance this season.

They are truly de luxe models, the manufacturers having spared no effort to make them the most distinguished cars of the line.

The chummy sedan is a two-door body, and is virtually a dual model; the front seat on the right-hand side may be folded away against the dash, so that the car combines the advantages of the five passenger sedan with those of the coupe.

The metropolitan sedan is a four-door five-passenger car. Its interior fittings, like those of the chummy sedan, are of handsome appearance and unusual richness.

Both these de luxe sedans are equipped with the one-piece Fisher V. V. windshield. While distinctively Chandler, they are a striking departure from previous sedans of the same make. Both are much lower, giving the appearance of great length, an effect that is heightened by the new double belt of moulding, the lower bead running the full length of the car. At the rear, the tops are beautifully rounded, giving a brougham effect, and a new type leather-covered visor effects a marked improvement at the front.

Both these sedans are powered by the famous Pikes Peak motor and incorporate the traffic transmission with its certain clutch proof action. Standard equipment includes full

Motor Industry's Relation to Others

The manufacture of passenger cars, motor trucks and busses in relation to other industries in shown in these figures for 1924:

Number of carloads of motor cars and parts shipped over railroads..... 128,000

Rubber, per cent. of, used by motor car industry..... 70

Plate glass, per cent. of, used by motor car industry..... 23

Copper, per cent. of, used by motor car industry..... 10

Aluminum, per cent. of, used by motor car industry..... 20

Iron and steel, per cent. of, used by motor car industry..... 10

Upholstery leather, per cent. of, used by motor car industry..... 65

Gasoline consumed by motor vehicles in 1924, gallons..... 6,022,000,000

Crude rubber used in manufacturing tires, pounds..... 608,000,000

Cotton fabric used in manufacturing tires, pounds..... 121,000,000

balloon tires, nicked radiator shell, motorometer, bumper and automatic windshield wiper.

SALES RECORD OF CHEVROLET

Chevrolet Motor company, a division of General Motors, broke all January records in 1925, delivering and taking orders for 40 per cent more cars in January of this year than in January, 1924, or January, 1923—the first months in the two years showing the highest production and sales years in the history of the automotive industry.

At the Chicago show, 1,107 Chevrolet cars were sold—establishing a record never before equaled by any car exhibited at Chicago. The new Chevrolet line was shown for the first time at the New York show and here five times as many orders were taken as at any previous New York show. Similar high sales records were made at shows in Detroit, Cleveland, Philadelphia and other centers of population. In many cases, before dealers could secure models, purchase was made from specifications and photographs only.

Murphys Have Fine Exhibit

Maxwell and Chrysler Cars Exhibited at Firm's Building and Auto Show.

During this week of February 15, Andrew Murphy & Son are putting on an unusual exhibit in their show rooms at 1402 Jackson street, on the Maxwell and Chrysler line of cars.

They are exhibiting a cut-away chassis on both the Maxwell and Chrysler cars, as well as a cut-away body. These cut-out exhibits allow the public to see what is really on the inside of Maxwell and Chrysler cars, and determine exactly how they are built. These cut-out exhibits have been shown in the New York and Chicago shows and attracted great crowds while on display. The unique way in which they are constructed allows the public to learn more about automobile construction than ever before.

Andrew Murphy & Son have arranged to take care of large crowds which they expect to look over these unusual exhibits of the Maxwell and Chrysler cars. This exhibit is in addition to the regular exhibit which they will have at the Omaha Auto show during the same week, February 15 to 21.

DON'T FORGET TO TOOT YOUR HORN

When passing another car it is advisable to sound the horn even if the other driver appears to know that a car is about to pass by. Some motorists have a habit of swerving from one side of the road to the other, and such a driver may turn to his own side of the road just when you think he is getting out of your way. Unless you horn the chances are he will begin to swerve to the other side, or at least to the center, before you overtake him.

Jewett Talks on Auto Market

Declares There Are Three Distinct Buying Classes in This Country.

Recognition of three separate and distinct markets is made by the Paige-Detroit Motor Car company, controlling to a large extent its policy manufacture, according to Harry M. Jewett, president.

Mr. Jewett, in several addresses before dealer bodies, at the time of the announcing of a new Jewett six, dwelt at length on the distinction between these three markets. The Paige company which was started in 1909 with less than a quarter million dollars capital investment, has grown until it has today assets of more than \$15,000,000.

The genuinely strong financial position all through these years could not have been maintained, in the belief of the officials of the company, unless the various classes of purchasers were definitely grouped and the dealings of the company carried on with those groups which it had products for.

The Waige president told of many conferences held by the executives over these three buying classes. He said in part:

"First, we considered the purely transportation class. This includes the buyers who purchase the cheapest form of transportation. It was obvious that entering this price class would be like butting our heads against a stone wall. The 'fliver' rules there.

"Second, we investigated the next class: those who want good, comfortable, semi-luxurious cars willing

to pay a fair price. The result was that we built a car within reach of the pocketbook of these people as well as one that would be good enough to entice purchasers of an even greater degree of wealth. History made in the 'teens of the twentieth century tells of our success. In 1921, we felt that the time was ripe for something sensational in that price class.

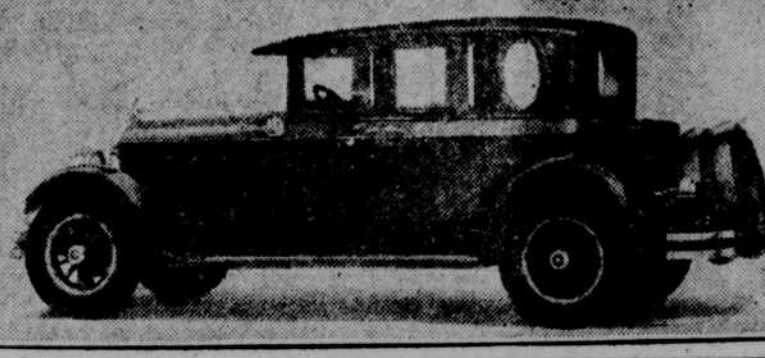
"We gave it to the public at the start of 1922, in the Jewett six, selling at \$1395 then. Saying that it was sensational is putting it mildly. It changed the course of the automobile industry. Look at the sizes on the market in that class now!

"Third, we felt that the rest of the purchasing market included all the rest of the people, under a heading of 'those that want real luxury.'

"Our Paige six is the offering to this market. Its success is well-known to the entire public. Just how successful we have been with the Paige can be seen by our 1924 record. During last year, when every manufacturer of a luxury car, that is, a big automobile, with more than 126 inches of wheelbase, lost in sales over the previous year, we increased Paige sales 71 per cent.

"Those are figures that speak for themselves."

A Closed Marmon That is a Winner



RIGHT-HAND TIRES WEAR OUT FASTER

The fact that tires on the right side of the car wear out faster in proportion, than those on the left hand side often puzzles motorists. The popular supposition that this wear is caused by turning many corners to the right is incorrect. The actual cause is the pitch of the road, which throws more of the car on the right side than on the left.

The round of the road from curb to curb is far more important in determining the sequence in which tires normally wear out—right rear, left rear, right front, left front—than are gutter wear and abrasion from grinding off and on pavements.

However, as the left rear wheel receives a driving pull while the right front does not, it will wear the faster of the two. Under average conditions the right rear tire wears out first and the left front last.

To obtain uniform wear from a set of tires change them around about once a month. Particularly is it important to reverse the rear tires. After the rear tires are worn down, reverse them with the front.

1925 Ford Is Improved Car

Better in Appearance and Mechanical Ability Than Predecessors.

The recent price reduction, of course, has made the Ford car more attractive than ever and extended the sales field, but the prospective purchaser also will find that the Ford arrives in 1925 a materially improved automobile.

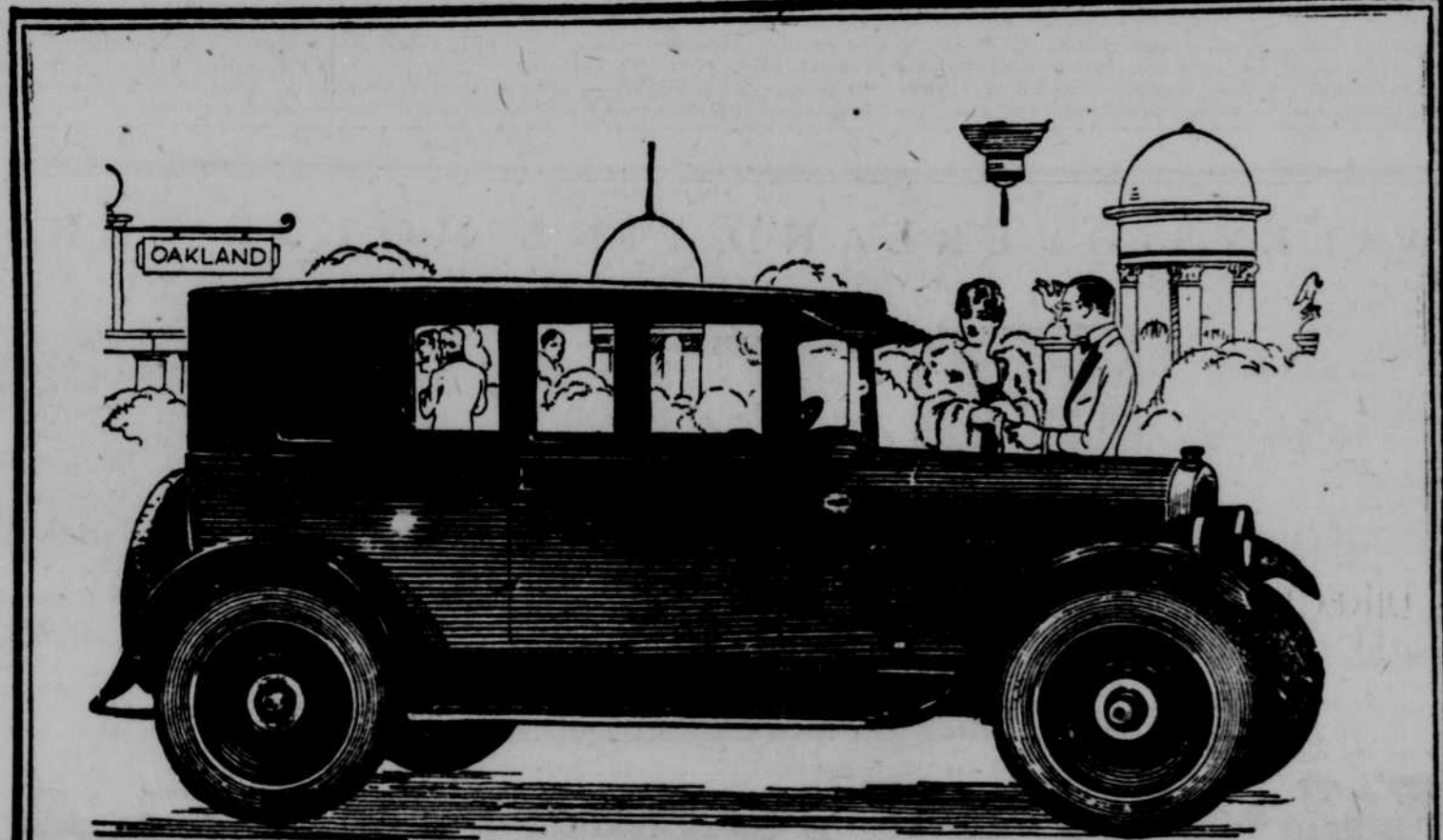
Aside from better appearance in the bodies, mechanical improvements affecting smoother motor operation have been developed recently and incorporated in the cars.

For one thing, new and lighter weight pistons have been adopted, lessening vibration in the motor and reducing gasoline consumption. The new lightweight cast iron pistons are now standard and the change in design has reduced the weight of the piston to about 1.34 pounds, or slightly more than a quarter of a pound less than the old pistons.

A change in the camshaft also has been made which aids in reducing vibration and adds to the quietness of the motor.

Another improvement is the new crank case. It is stronger, larger in proportion and the oil pan is sufficiently large to permit easy access to the rear main bearing, a feature lacking in the crank case formerly in use.

All the changes have been made within the last few months and are now effective in all Ford production. This is in line with the company's long established policy to incorporate improvements as rapidly as they are developed by the Ford engineers so that car purchasers may begin to benefit from them as quickly as possible.



The New Oakland Coach \$1215 at factory

The better you become acquainted with the features of advanced engineering in the new Oakland Six, the more fully you will appreciate why this outstanding motor car is winning and holding the good will of all who buy it.

Oakland features of advanced engineering you will see at the show

Q Four-wheel brakes, disc steel wheels, balloon tires, permanent top, Fisher Bodies, one-piece V. V. windshield on closed types, Duco finish, centralized controls, indirectly lighted instrument panel, automatic spark control. Q Glass enclosures for open cars at small added cost.

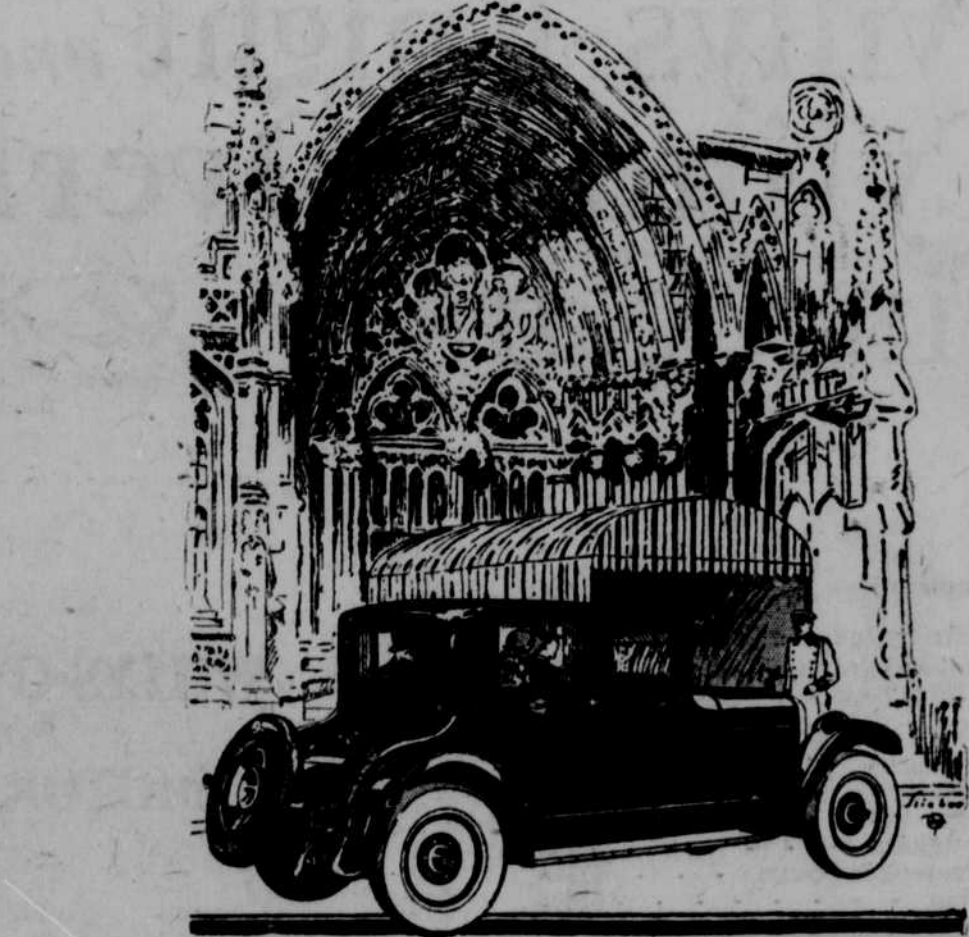
Roadster \$1095; Touring \$1095; Special Roadster \$1195; Special Touring \$1195; Coach \$1215; Landau Coupe \$1295; Coupe for Four \$1495; Sedan \$1545; Landau Sedan \$1645. At Factory.

Oakland Motor Car Co.

20TH AND HARNEY

OAKLAND

PRODUCT OF GENERAL MOTORS



New Conditions Have Developed a New Type of Motor Car

THOUSANDS, who today are enjoying the uninterrupted, individual type of sustained service obtainable only in a Wills Sainte Claire, are acutely conscious of—

—a new degree of super-flexibility

—a new kind of indescribable smoothness

—a new, incomparable riding comfort

—a new sense of physical security, and probably more than all else

—a totally new type of traffic efficiency which enables Wills Sainte Claire owners, due to the car's marvelous control, to merely exer-

cise an effortless, subconscious supervision, meanwhile letting the car do the work.

This is the great outstanding feat of C. Harold Wills; that no car, however beautiful, however dependable, however sought after, can take the place of a Wills Sainte Claire.

As does no other car, a Wills Sainte Claire accentuates and emphasizes the personality of its possessor.

These are the salient facts about this aristocrat of motor cars

—facts which we ask you to—CONFIRM.

WESTERN MOTOR CAR CO.

AT. 5321 2559 Farnam St.

WILLS SAINTE CLAIRE

The Aristocrat of Motor Cars

