

New Studebaker Models Attract Much Attention

Improvements in Equipment and Construction Receive Much Favorable Comment from Public.

Announcement of the new 1924 model Studebaker cars has aroused widespread interest in Omaha, according to O. N. Bonney, local Studebaker dealer.

New Red Bird Has Long Wheel Base

Art and Durability Combine to Make Willys-Overland Product Attractive.

Cadillac Enlarges Used Car Department

"The constant increase in our business of selling re-noved and rebuilt used cars has made it necessary for us to take the entire third floor of our building for a used car salesroom," says J. H. Hansen of the J. H. Hansen Cadillac company.

Andrew Murphy & Sons Co. Put in New Front

The Andrew Murphy & Sons company is remodeling the entire front of its building. When completed it will have one of the most attractive showrooms in the city.

Peerless Head Is Color Stickler

Made to Order Shade of New Car Is Called Collins Blue.

Perhaps no single characteristic of the new Peerless cars has been the object of more favorable public comment than their exceptional color of ferings, which are optional to each purchaser, it is stated at the Peerless plant in Cleveland.

Collins blue, rich maroon and dust proof gray are optional for each of the nine models, and, in addition, the four-passenger phaeton is furnished in Dorothy blue upon request at an extra cost.

Sprague Tire Stations to Handle Gasoline

The Sprague Tire and Rubber company, operating a chain of free tire service stations in various parts of the country, will add gasoline and oils to their line, according to an announcement made at the Omaha office this week by E. H. Sprague, president.

Heard on Sidewalk

He: I am going to buy a roadster. She: Why don't you buy a touring car? I think it is nice to take your friends out.

Bee Want Ads Produce Results

Among the list of complete equipment on the Overland Red Bird are nickled bumpers front and rear, spare rim and tire carrier, dashboard, speedometer, door grips, scuff plates and other extras that assure the owner of every necessity that stands for convenience.

Omaha-Made Tire Week Gets Endorsements

Displays Planned for Store Windows and Open House Will Be Observed Entire Week.

The Chamber of Commerce and the Lions club were the first organizations to endorse the Omaha-Made Tire week movement, the Lions club officially endorsing it Friday noon at a special directors' meeting presided over by J. Dean Ringer, president.

Arrangements are being made throughout the business district for special window displays and numerous features are being planned by officials of the three plants. A friendly rivalry has sprung up between the Nebraska Tire and Rubber company, the Overland Tire and Rubber company and the Sprague Tire and Rubber company as to which will have the most novel display during the week and which will furnish the most and best entertainment.

Memorize License, Warns Omaha Dealer

"Do you know the license number of your motor car?" asks Guy L. Smith, local Cleveland Six distributor. "If you do," he continues, "you are one of the few who really make it their business to memorize their car number."

"Thousands of motor cars are being stolen each year. Statistics show that this number is increasing. Who knows but what your car may be one of the many this year?" It is much easier to trace a car when all the numbers of that car have been furnished than it is by description only.

Police in Buenos Aires, South America, wear tags on their uniforms indicating how many languages they speak.

Some of them are linguists in five different tongues.

Sales Counsel Predicts Gain

Investigation of Truck Industry Indicates Increase, Says Republic Firm.

A substantial increase in motor truck production for the second quarter of 1923, as compared with the first quarter, will be revealed with the publication of official N. A. C. C. figures, according to the Charles H. Fuller company of Chicago, newly appointed advertising and sales counsel for the Republic Motor Truck company of Alma, Mich.

An exhaustive investigation of the truck industry, covering not only truck manufacturers but truck buyers throughout the United States, indicates steadily increasing sales for the balance of the year, officials of the Fuller company state.

Warning Against Home Remedies for Batteries

H. B. Noyes, president of the local Exide Service station, the Auto Electric and Radio corporation, declares: "If folks could realize the cost of the batteries that are thrown into the graveyard before their time—that are buried alive—they would be more careful with their own."

"When they do this there will be fewer batteries 'buried alive' in the storage battery graveyard."

Sales Manager Confers With Local Reo Dealer

C. A. Triphagen, assistant sales manager of the Reo Motor Car company of Lansing, Mich., spent a day last week with the J. M. Opper Motor company, local Reo distributor.

Mr. Triphagen is making a tour of the country visiting the various Reo distributors.

According to J. M. Opper of the J. M. Opper Motor company, Mr. Triphagen said that there have been more Reo cars and "speed wagons" built in 1923 than in any other like period since the Reo Motor Car company was organized 19 years ago.

Bent Rim Cause of Many Blowouts, Say Tire Experts

Autoists Are Warned to Have Their Wheels Inspected and Trued Every Two Weeks.

Bent rims are a direct cause of rim cuts, of tires blowing from the rims, and of the breaking of the wire cables at the base of the tire. Oftentimes motorists can not understand why their tires should "blow" when they are driving along slowly. The fact is that the overstrained carcass has reached the limit of its endurance and gives out as the result of former misuse and abuse.

By truing up their rims, motorists may avoid much tire trouble. And half of the pleasure of motoring is freedom from trouble. A good rule to follow is to have rims and tires inspected fortnightly, according to Miller tire experts. When rim trouble is found, it may usually be overcome by careful tapping with a small hammer.

Ford Production Sets New Record; 40,803 Cars in Week

Production of the Ford Motor company continues to move up to new records. During the week ending Tuesday, July 17, domestic assembly plants turned out 40,803 cars and trucks. The Ford News announces. The new record is 428 better than the previous high mark which was 40,375 for the week ending Tuesday, June 19.

Motor Car Making Big Neighborhood

"Soon," says W. L. Kilby of the Kilby Motor company, "there will be no east, west, north and south in America. The motor car is bringing the sections together and making them one. Potato farmers from Michigan and Minnesota are discussing the orange crop with growers in California and Florida. Men from cities thousands of miles apart are getting acquainted at country clubs and on golf links."

"The motor car has brought the American states closer together than countries were in the time of our fathers and grandfathers. The oceans are closer together now than adjacent state capitals were then. With all of these hundreds of thousands of people getting acquainted with each other's problems and point of view, American unity and understanding is inevitable."

When the wheel hits a frog or a hole in the road, there is a tendency to flatten the rim, especially if the tire is under-inflated. The rim's support, however, is essential to the life of the tire. If it is bent so that it does not fit the tire and causes the side walls to bulge, the motorist may know that trouble is to be expected unless the condition is overcome immediately.

In order to guard against such a condition, it is wise to keep out of car tracks and holes where the depression allows the weight of the car to rest upon the rims. It is also advisable to avoid quick, slanting joints of the wheels against curbs. Especially is it important to cross intersections of street car tracks carefully.

Company Tries in Vain to Put Up "Untidy" Placard

"It takes constant supervision to keep a factory clean, no matter how hard you try," is the comment made by John M. Scott, factory manager of the Olds Motor works, "and sometimes it takes something more than that."

"We have always prided ourselves at Lansing on having every corner of the plant as clean as it was humanly possible to keep it, and in order to keep the men right up on their toes, we put up a little job on them. A notice was posted, stating that after a certain date, the department that was the least tidy would be decorated with a sign that said: 'This is the most untidy department in the Olds Motor works,' and the boys were served with the information that the sign would stay where it was put until some other department let its foot slip."

"On the date set, the committee appointed for the purpose made a tour of the plant to see who drew the dis-

Rickenbacker Visits Los Angeles Distributors

Detroit, Mich., July 28.—Capt. E. V. Rickenbacker arrived in Los Angeles, Cal., Thursday, on his fourth big swing around the United States since last December, when he returned from Europe.

He makes it a point to meet every Rickenbacker distributor on his own ground, not once but several times in a year.

"I believe that is the only way a sales director can keep informed as to conditions, which in this industry change rapidly," says Captain Rickenbacker.

In a wire to President E. F. Everett, the captain states that the four-wheel truck has created a tremendous impression everywhere he has been and dealers in many places are now taking orders for as far as 90 days in advance.

Price 75¢

The price of 75 cents for the Blue Box Line of dependable Champion Spark Plugs and 60 cents for Champion X is only possible because more than 65 per cent of all spark plugs made are Champion.

Installing Champions by the full set will save you in first cost and in oil and gas. They will give new power and pick-up to your engine. It will perform better in every way.

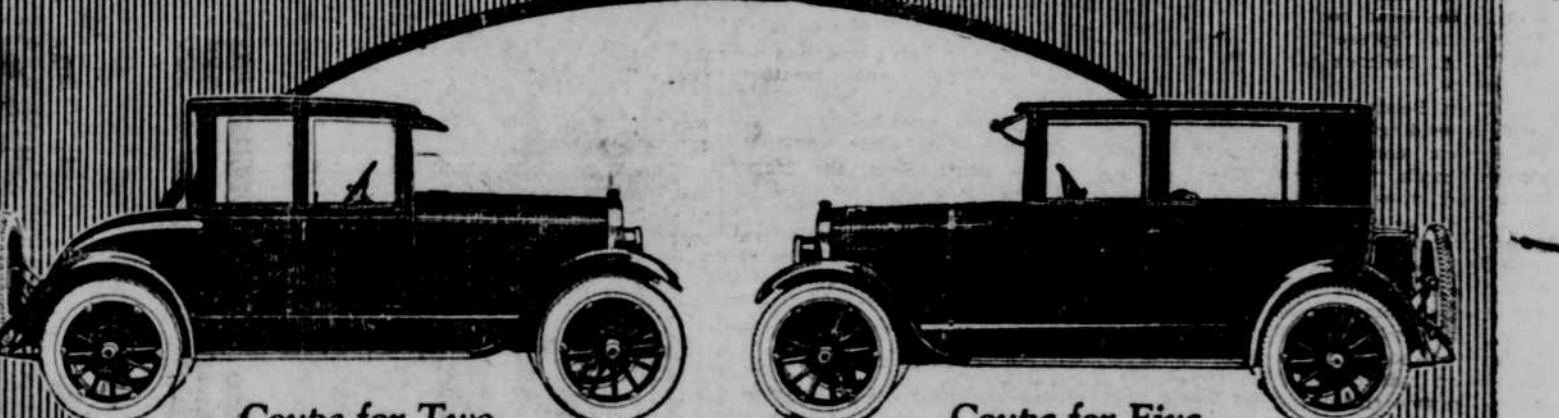
Champion is a better spark plug because of its wonderful new core—identified by the Double-Rib. A type and size for every engine. Sold everywhere.

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CHAMPION

Dependable for Every Engine




Coupe for Two \$1185

The Sedan \$1545

Coupe for Five \$1445

Prices f. o. b. Pontiac



WILLYS

Coupe-Sedan \$1595

E. o. b. Toledo

No Need to Be An Acrobat

No contortions are needed in getting in and out of the Willys-Knight Coupe-Sedan—there are no folding seats to climb over or squeeze between. All five passengers enter and leave easily, comfortably, through doors both front and rear. Why pay as much for less convenience?

Other Willys-Knight models: 5-pass. Touring \$1235; 5-pass. Roadster \$1235; 7-pass. Touring \$1435; 5-pass. Coupe \$1435; 5-pass. Sedan \$1795; 7-pass. Sedan \$1995; all prices f. o. b. Toledo. We reserve the right to change prices and specifications without notice.

CITY DEALERS
Folsom Auto Co.,
5915 Military Avenue
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1314 S. 24th Street

WILLYS-OVERLAND, INC.
2562 Farnam St. Phone HA rney 0353
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| Roadster . . . \$ 975 | Sport Touring . . \$1165 | Sedan \$1545 |
| Touring Car . . . 995 | Coupe for Two . . 1185 | All Prices F. O. B. |
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Oakland "6"

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Wholesale-Retail—Factory Branch Service, which means a permanent interest in every Oakland and its owner.



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