

## New 4-Passenger Moon Coupe Ready

Finished in Marine Blue and Black Spanish Leather Upholstery.

The Moon Motor Car company is now into quantity production of the new Six 40 and Six 50 coupes, which are among the smartest looking enclosed models this season. The silvered radiator gives the appearance of a custom-built car. It is finished in the popular marine blue up to the belt line, the super-structure being finished in black.

The Moon coupe accommodates four passengers comfortably, with plenty of leg room for each, having a very comfortable auxiliary seat which folds forward out of the way when not in use.

Another feature of the new coupe is the triangular windshield which assures practically unobstructed vision.

It is upholstered in very rich blue genuine Spanish leather up to the belt line, with dark blue broadcloth headlining.

## How Tires Wear Out and Why, Expert Tells

The fact that automobile tires on the right side of the car wear out more quickly than those on the left side is one which many motorists are unable to explain. A very popular misconception is that turning corners more frequently to the right than to the left is responsible for this wear. Such, however, is not the case.

The reason that tires on the right side of the car wear more quickly than those on the left side is that they carry a greater load than their brothers on the other side. The natural slope of the street or road causes more of the load to rest upon the right side of the car. In addition, the natural tendency of the car to slide sideways because of the road slope must be counteracted more by the tires on the right side than by those on the left.

Car owners sometimes wonder also why it is that under normal conditions of road and driving the right rear tire wears out more quickly than the left rear. That, according to Miller tire experts, is due to the additional strain placed upon it by the motor. The driving force of the car is transmitted to the rear wheels and in starting and stopping the tire is given additional strain. Not only must it meet with the natural obstacles of the road, but it must also absorb the pulling and braking strain which is transmitted by the motor.

That is another argument against quick starting and stopping. The sudden start and the sudden stop cause undue wear of the tread surface as well as discomfort to the passengers.

## Helen Wills Selects Buick Six Touring

Helen Wills, 17-year-old girl, who recently vanquished Mrs. Molla Malory at tennis and became woman champion of America, has been presented with a new 1924 Buick by her father.

As a reward for winning this much coveted crown, Mr. Wills gave the new queen of American courts a choice of cars for her private use. Miss Wills chose a Buick six touring. The car preference of Miss Wills signifies unanimity among the top notchers in tennis, as William M. Johnston, world's champion, likewise drives a Buick.

The habit of choosing Buicks seems to be common among other athletes. In automobile racing circles Buick owners include Jimmy Murphy, who still has a lot of championship stuff in his make-up; in golf, Gene Sarazen, ex-champion, whom many tout as a certain come-back next year; in baseball, 30 major leaguers with a batting percentage of more than .300 and a fielding percentage averaging better than .975.

## Radio Warns Farmer of Frost; Puts Road in Shape

A farmer in northern Illinois, according to Hoard's Dairyman, is located on a dirt road which is impassable during the winter if a frost comes when the road is in a rough condition. Last fall when the road was at its worst he got a radio warning of an immediate and heavy frost. Calling in his neighbors by telephone, they all got out and rolled the road. When the freeze came, it proved to be permanent, and the radio owner and his neighbors had a boulevard to town all winter.

## 45 Per Cent Gain in Motor Exports in One Month

Motor truck exports from the United States in July amounted to 3,105, as compared with 2,129 in June, or an increase of 45 per cent. This does not include Canadian exports of United States companies, or foreign assembly, which usually amount to nearly as much again.

## Baseball Pitching Star Will Be Given Stutz Car

Enthusiastic Cuban admirers of Adolfo Luque, pitching mainstay of the Cincinnati Reds and leading hurler of the National league, have launched a popular subscription campaign to present their hero with a Stutz bulldog car, the diamond star's favorite, upon his return to Havana following the close of this season's major league tour.

## France Likes U. S. Makes Best Among Imported Cars

Imports into France of foreign automobiles during the first four months of 1923 totaled 4,409, of which 4,061 came from the United States, 295 from Italy, and 14 from England. The exports of automobiles from France in the same months totaled 7,941.

An old law, passed in England during the reign of George II, in 1751, requires dance places and hotels of all classes to close at the stroke of midnight. Proprietors of public houses are therefore asking the London county council to draw up a new law to be presented to parliament, and they have obtained the backing of the "Brighter London" movement committee which is seeking to make London a rival of Paris.

## Demonstrate Four-Wheel Brakes



Omaha got a practical demonstration on the use of four-wheel brakes this week, when the new Oakland "True Blue Traveler," bound for Los Angeles on its cross-country tour, gave an exhibition of its operation on a wet pavement at Douglas and Eighteenth street.

The demonstration proved to city officials, police and fire department members and hundreds of spectators that the four-wheel brake is a safety measure is the most valuable that the automobile industry has produced in its history. And the performance of the car under the most unusual conditions convinced those who saw it

## Hupp Improves Storm Curtains

Rigid Metal Frame Prevents Cracking and Checking of Light.

Novel improvements in the manufacture of storm curtains, in their fit and in storing them, have been made for the four open models of the new Hupmobile—the touring car, roadster, special touring and special roadster.

"In manufacturing them," declares O. C. Hutchinson, general sales manager, "the curtain lights are enclosed in a rigid metal frame, protecting the lights from being scratched or cracked as the curtains are put on or taken off the car. The unique metal frame surrounding the light on all four sides also makes the entire curtain much stiffer, consequently much easier to handle, both in removing or installing. The metal frame also assists in retaining the original perfect snug fit of the curtains. It makes them practically weather proof over a long period of usage.

"Of equal importance to close fitting curtains is the question of their storage. In the touring and special touring models, a compartment in the back of the front seat has been provided, where the curtains remain flat in their frames, do not chafe each other, and are ready for instant use.

"Another valuable feature is that curtain fasteners are so placed that they allow all curtains to be put in position quickly from inside of the car. This is especially important in the event of sudden storms."

that the four-wheel brake is here to stay.

The driver of the car, Clay Risser, sped the car down the street at 30 miles an hour, and was able to stop it on the wet pavement at that speed within less than 20 feet. Going at 15 miles an hour over the wet pavement, he was able to bring it to a stop within its own car length.

Taking the corner turns, which were wet and slippery, provided thrills for those who watched as well as for those who rode. Risser demonstrated that going at 20 miles an hour he was able to follow an imaginary line drawn five feet from the curb around the corner, without skidding.

## Rickenbacker Sails to Visit European Plants

Capt. E. V. Rickenbacker of the concern which bears his name, sailed last week for Europe where he will attend the Paris Automobile show October 4. E. R. Evans, chief engineer of the company, accompanies the famous ace of aces.

The pair will not only attend the great European exhibit of motor cars, but will also visit the principal factories of France, Italy, England, Belgium and Germany. Among those which Rickenbacker unfailingly visits at least once every year are the "Isotta-Fraschini" at Turin and the "Fiat" at Milan, Italy.

In Germany the "Benz" and "Mercedes" plants will be visited and while in Stuttgart, Rickenbacker will reinspect the famous Bosch Electrical works.

Plants of the Sunbeam, Rolls Royce, Lancaster, Daimler and other British cars will be visited, and with them will be exhibited at Paris, the two seekers for new engineering data will see all there is of new things worth consideration.

## Four Wheel Brake on New Cadillac

The wonderful reception given the new Cadillac V-83 in Omaha and surrounding territory has indeed been very gratifying, according to J. H. Hansen of the J. H. Hansen Cadillac company.

Great interest has been shown by the public in the new Cadillac four-wheel braking system as the greatest improvement both from the standpoint of operation and safety that has been added to a motor car in years. It has absolutely eliminated the possibility of skidding on wet pavement which occurs when brakes are applied quickly.

## Frank Mayo Sales Head of Lincoln Products Co.

With the recent appointment of Frank Mayo as vice-president in charge of sales, the Lincoln Products company has added an experienced sales executive to its staff.

Mr. Mayo is widely known in the industry, particularly among veteran automobile men. His experience dates back 15 years, when he was the first agent in Chicago for the Presto-Life company. In 1908 he became president of the Mayo-Skinner Manufacturing company, producing and selling automotive products.

E. C. Guthard, president of the Lincoln Products company, has directed the company's sales since its incorporation. Lincoln business is four times as great as a year ago.

## Lowered Prices Due to Chrysler

Is Given Credit for Substantial Reduction in Maxwell and Chalmers Cars.

The manufacturing and sales integrity of Walter P. Chrysler, chairman of the board of directors of the Maxwell Motor corporation, is credited by officials of the corporation for making possible the material reductions in the prices of all models of Maxwell and Chalmers cars, recently announced.

Reductions on the Maxwell range up to \$90 on the touring and roadster and on the Chalmers to \$100 on the seven-passenger custom type sedan. The average reduction on Maxwell cars was \$64 on each of the nine models and \$60 on the five Chalmers cars. The smallest Maxwell reduction was \$40, and \$50 was the lowest reduction on a Chalmers model. The new prices make both the good Maxwell and improved Chalmers cars the lowest at which they have ever sold.

"Mr. Chrysler, through his own ability in manufacturing, and that of his organization in merchandising and selling, has succeeded in recent months in effecting economies both in the manufacture and distribution of Maxwell and Chalmers, and at the same time adding numerous improvements in the cars," said Arthur E. Barker, vice president of the corporation, in commenting on the reductions. The Maxwell-Chalmers action has been the subject of considerable discussion among motor car dealers and by the general public.

## Conquers Tortuous Mexican Highways

Recently an Overland touring car, standard model 91, made a remarkable journey covering 847 kilometers of indescribable Mexican back-country roads in record time.

The trip was a return one from Mexico City to Vera Cruz and beset with a multitude of real difficulties that tested the strength and stamina of the Overland in a desperate war.

Starting out at five minutes past 12 on a Saturday morning, A. B. Mohler of Mexico City drove the car to Perote, where it was taken over by M. Doughty and driven to Vera Cruz and back to Perote where Mr. Mohler again took the wheel and drove to Mexico City. The total running time for the return trip was 35 hours and 50 minutes, with actual running time of 30 hours and 21 minutes.

## Peerless Models Very Successful

Collins Pleased at Demand for Them and Low Service Costs to Owners.

The new Peerless, introduced a year ago, started out its second year as the most successful model, by far, that the Peerless Motor Car Co. has produced in its 22 years. Sales have shown a marked increase ever since the announcement of the new prices, which were made possible through the complete standardization of the car.

Demand for the car, R. H. Collins, president and general manager, said yesterday, has been considerably greater than for any other model the company ever built. "Hundreds of motorists who never thought before that any car, except the highest priced models, could give them the performance, comfort and all around satisfaction they demanded in a motor vehicle, have, in written expressions to this office, or to our distributors and branches, stated that they have found in our present model the highest form of motoring pleasure," he continued. "Hundreds of others, hitherto owners of the same or other priced automobiles, have also discovered in the car qualities that have resulted in them giving us similar expressions.

"Though the success of the new car from a strictly sales or business standpoint has been, of course, very gratifying, an even more impressive success has been its extremely low service cost to owners."

## National Motor Bulletin Warns of Leaf Skidding

The National Motorists' association has issued a bulletin of specific interest to those who will motor extensively during the early fall.

"Beware of leaf skidding," the National Motorists' association bulletin warns. "This is the most pernicious form of skidding on record, because unless the driver is trained to anticipate it he is always caught unawares. In the late summer or early autumn the falling of leaves on hard-surfaced roads furnishes a special hazard in wet weather, the water remaining under the leaves when the remainder of the roadway is dry."

## Auto C. of C. Head to Speak to Railroad Men on Buses

Future possibilities of bus transportation will be presented by Alfred Reeves, general manager of the National Automobile Chamber of Commerce, in his address, "Co-ordination of Electric Railway and Bus Trans-

portation," before the American Electric Railway association at Atlantic City, October 9. More than 100 electric railway companies are now using about 350 busses in auxiliary bus service.

Reduced to  
**\$795**

Motorists have not yet ceased to wonder that so fine a car could be produced at so low a figure. The good Maxwell has established a new quality class of which it is the sole occupant.

The wonder of it grows greater when you discover the equipment.

# The Good MAXWELL

The added value becomes all the more apparent and impressive, with such equipment as this:

Cord tires, non-skid front and rear; disc steel wheels, demountable at rim and at hub; drum type lamps; pressure chassis lubrication; motor driven electric horn; unusually long springs; new type water-tight windshield.

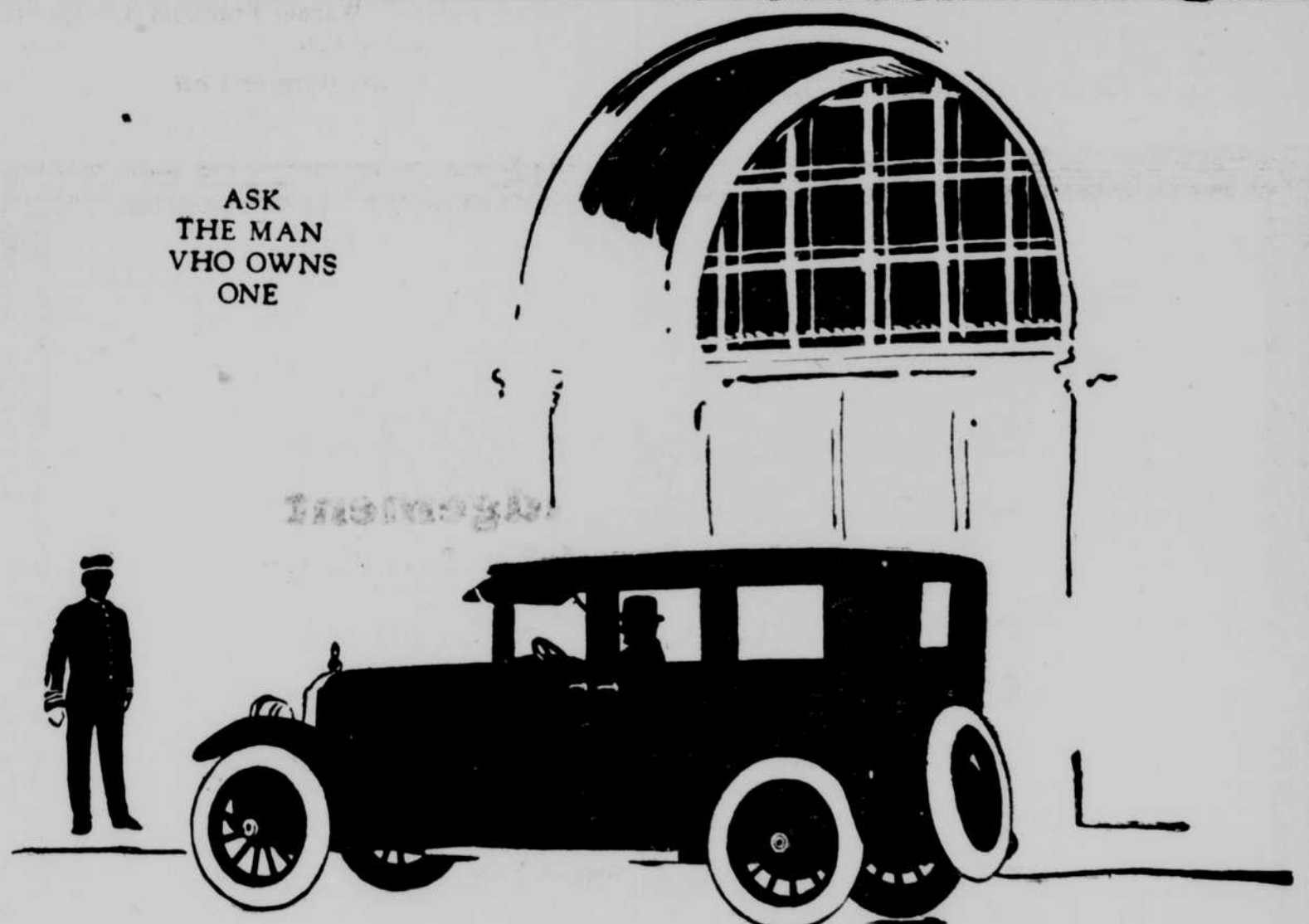
## Touring Car - \$795

Roadster . . . . .	\$795	Club Coupe . . . . .	\$935
Sport Touring . . . . .	960	4-Passenger Coupe . . . . .	1195
Sport Roadster . . . . .	895	Sedan . . . . .	1295
Special Sport Touring . . . . .	975	Traveler . . . . .	1585

Prices F. O. B. Detroit; Revenue Tax to be added

**PETERSON-MILLARD COMPANY**  
28th and Farnam HA rney 5066

ASK THE MAN WHO OWNS ONE



It is perfectly true that in every phase of its brilliant, dashing performance, in beauty and refinement of appearance, and in the buoyant ease with which it travels even unusually rough roads, the Packard Single-Six is far and away the best six-cylinder car ever manufactured.

It is equally important, however, that the Single-Six affords this luxury of motoring at a low purchase price entirely without precedent in fine car manufacture, and at low costs of maintenance and operation heretofore not even approached in its class.

Motorists of long experience no longer balance price against price. They compare costs per mile.

And it is literally true that the cost of a Single-Six—purchase price, operating cost, maintenance cost—finally totaled up, is less than that of cars which sell for almost a thousand dollars below its price.

**Richardson Motor Car Company**  
3016 Harney Street Phone HA rney 0010

# PACKARD SINGLE-SIX

# LEE TIRES

"Omaha's Most Popular Tire"

Unexcelled in Quality  
Unexcelled in Service  
Incomparable in Price

THE HIGH QUALITY OF LEE TIRES IS SO EVIDENT THAT YOU CANNOT BUY OTHER TIRES AND GET AN EQUAL VALUE. NO SECONDS. NO OLD TIRES.

COMPARE THESE SALE PRICES:

30x3 1/2 Fabric . . . . .	6.90
30x3 1/2 Cord . . . . .	9.95
32x4 Cord . . . . .	16.65
33x4 Cord . . . . .	17.60
33x5 Cord . . . . .	33.80

Other Sizes at Equal Value.

In Omaha

**The Tube Shop**

AT 8529 "SERVICE PLUS" 2043 HARNEY

In South Omaha

**Rick's Tire & Battery Service**  
MARKET 4307 4615 SOUTH 24TH ST.

Lee Tires Smile at Miles

