



YELLOW AUTO LIGHTS ARE NOW THE THING

Color That Eliminates the Glare and Complies with the Letter of the State Law.

The agitation in Nebraska and particularly in Omaha regarding the use of yellowish tint glass in automobile headlighting has finally been set at rest by a letter from Charles S. Roe, deputy attorney general, in which he says:

"The purpose of the statute is the elimination of glare. Lights are white only by degrees. In this respect we understand that both the Noviol (yellow) and the clear Canaphore lenses are generally approved as answering the purpose of this statute. That is the understanding of this department."

This is welcome news for motorists as yellow tint is very efficient for safe driving.

After exhaustive tests made by a committee of the New York state legislature, together with representatives from the leading automobile associations, they submitted the following on yellow tint as part of their recommendation for the new law:

Yellow Fills the Bill.
Light of the shorter wave length, i. e., blue and violet, is more readily diffused by particles of dust or moisture in the atmosphere than light of longer wave lengths. The best illustration of this principle is the blue color of the skies, produced by the random diffusion of the blue lights on dust particles. This principle also accounts for the fact that all haze seen from a distance is slightly bluish in tint.

"When driving in fog, dust or smoke with an ordinary headlight, the diffusion of light, which is often spoken of as 'back glare,' acts to cut down the range of vision to the point where, in extreme cases, it is impossible to see even a few feet beyond the car.

"By using some device which eliminates the blue and violet rays, and thus projects a beam predominant in yellow tint, back glare is reduced to a minimum, and the range of vision of the driver is greatly increased. As a matter of fact, no automobiles are equipped with white lights, the oil lamps and electric bulbs in common use giving lights distinctly yellowish in tint."

American Women Demand Beauty in Motor Car

"The demand of the American woman for beauty in the automobile she drives or rides in has been one of the prime factors in the development of motor cars," says Harry M. Jewett, president of the Paige-Detroit Motor Car company. "Our efforts to meet that demand have been one of the principal reasons for our own progress and explain to a large degree such measure of popularity we may have won."

"The woman prospective buyer demands first that her automobile shall be a beautiful car; second, that it shall be an easy-riding car; third, an easy car to control; and fourth, that the power flow shall be flexible. "These simple phrases, which appear to be so easy to understand, represent to the trained automobile engineer a complex series of technical requirements. They have all been analyzed at the Paige factory and steps taken to meet them."

Travels 975 Miles Without Stopping Motor

H. T. Ashton, prominent Columbus (O.) engineer, recently drove from Columbus, O., to Tulsa, Okl., in his Marmon 34 without stopping the motor. The trip covered a total of 975 miles, the total traveling time being forty-seven hours and twenty-five minutes.

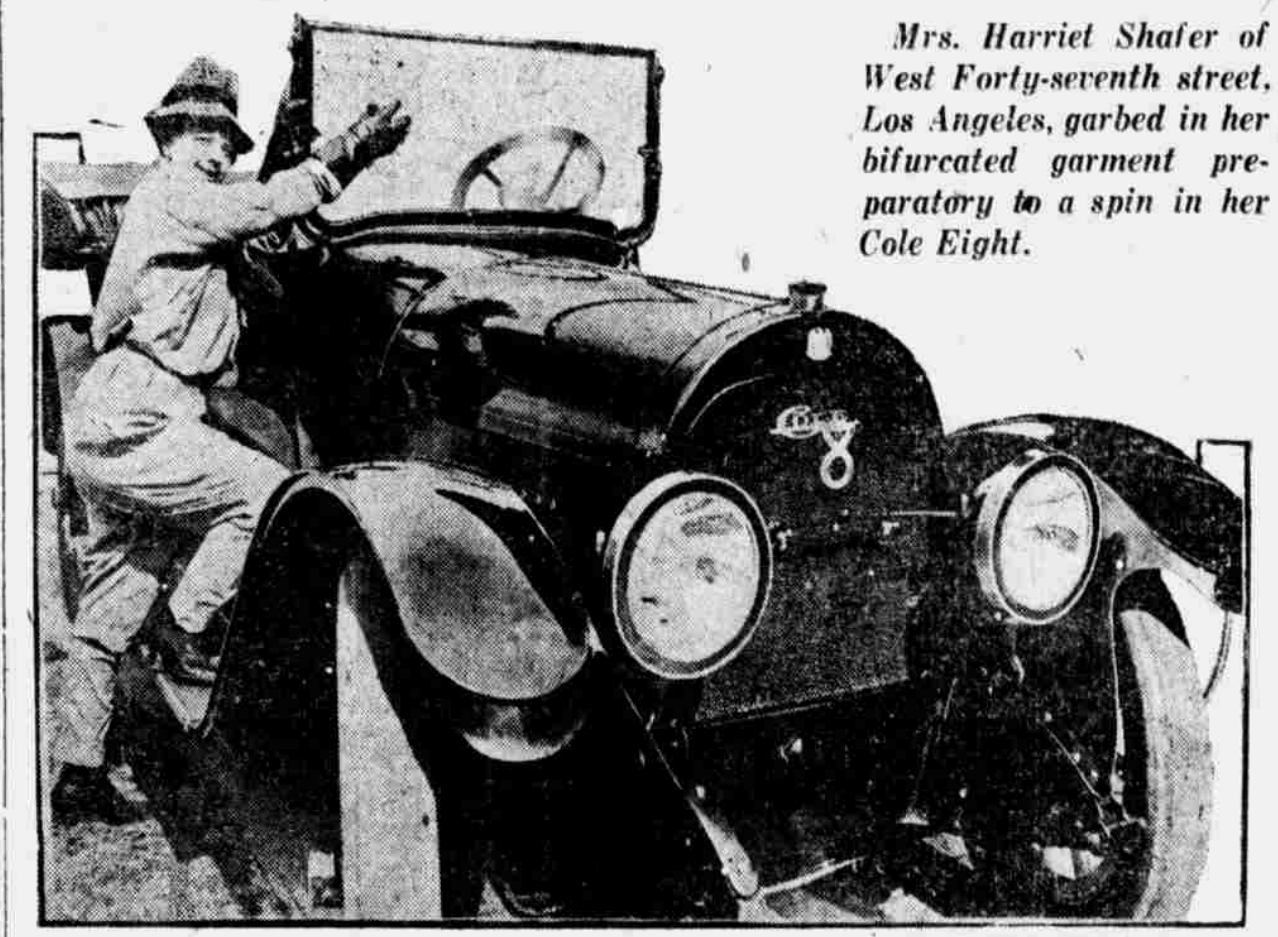
Mr. Ashton made this trip with no special preparation and did not endeavor to break any records. Throughout the entire trip very muddy roads were encountered, and although chains were used on all four wheels most of the way, the motor did not heat up and no trouble was encountered.

Packard Shows Remarkable Increase in Its Sales

An increase of 19 1/2 per cent in motor carriage sales for the first four weeks of the new season over the same period of the last fiscal year, is announced by George R. Bury, assistant general sales manager of the Packard Motor company. The year of August 1, 1916, to August 1, 1917, was the greatest in the history of the company.

Mr. Bury says he believes the increase in business is due largely to the warm reception the motoring world has given to the new series Packards—the 3-25 and 3-35 Twin Six.

Los Angeles Woman Strong Advocate Of Overalls for the Woman Motorist



Mrs. Harriet Shafer of West Forty-seventh street, Los Angeles, garbed in her bifurcated garment preparatory to a spin in her Cole Eight.

Hudson Is First Over The Famous Tioga Pass

Honors for the first automobile to cross famous Tioga Pass in the Sierra mountain range this year went to a Hudson Super-Six. A. H. Patterson, the famous racing driver and Hudson dealer at Stockton, Cal., made the trip in his Super-Six on July 18.

Patterson and his party traveled in the wake of one of the severest storms of the year—a cloudburst that had taken out bridges and cut state highways to ribbons. Part of the way they found the route blocked by washouts. It was necessary to roll huge boulders out of the road and fill in the holes with saplings and brush.

On the arrival at Yosemite Park, at an altitude of 9,941 feet, they found the park ranger attempting to shovel out the pass. Blistering their hands with the shovels, the Super-Six tour-

ists assisted in opening the pass, and their journey was resumed.

At the completion of the trip the Super-Six had covered 461 miles over all kinds of roads in two days, three hours and fifty-one minutes elapsed time.

Rumored Lexington Will Introduce a New Model

According to a well defined rumor, but one which lacks positive confirmation just at this time, the Lexington company of Connersville, Ind.,

is about to introduce a new Minute-Man Six model which may cause a big stir among cars selling around \$1,500.

Frank B. Anstiel, president and general manager of the Lexington institution, refused to deny or confirm the rumor. "We may have something to say about it within a few weeks," was all the information he would give.

It reports are true, the new model will have a wheelbase of 122 inches, six inches longer than the present Lexington product. The tire will be 34x4, instead of 32x4, and the frame will be decidedly new, its feature being the elimination of more than a hundred separate parts. The new car will also contain a novel seating arrangement, details of which could not be learned.

The new model, it is stated, will not replace any present model—it will simply be an addition to the Lexington line.

From Atlantic to the Pacific In 12 Hours on Bicycles

Talk about records! Here's one that apparently has every recorded record beaten to a frazzle.

"Think of it—ocean to ocean in half a day.

We might possibly have believed it if our National Defense board had announced the invention of some new and wonderful 100-mile-a-minute aeroplane—but on bicycles—never. But it's a fact. On August 2, Edward G. Armiger and two other young men covered the distance in twelve hours on United States type equipped bicycles—and what's more they did it partly on railroad ties and loose gravel roads—and, of course, it's the first time it's ever been done. Well, come on! What's the answer? Well, if you must know, here it is—they did it across the Panama Canal zone. Oh! "I never thought of that"—did we hear you say?

Persistent Advertising Is the Road to Success.

BUY YOUR CAR NOW, SAYS E. R. WILSON

Last Big Manufacturer to Announce Increase Gives Public Two Weeks More in Which to Use Low Prices.

"Right now is the most favorable time to buy a car that may exist for several years," says Studebaker-Wilson, local distributor of Studebaker cars. And, considering Mr. Wilson's close relationship with everything pertaining to the marketing of motor cars, there's every reason to believe that he speaks authoritatively.

"The low prices that purchasers have enjoyed during the last few years were made possible only by reason of enormous quantity manufacturing," continued Mr. Wilson. "The future may not permit such vast quantities to continue. Present automobile prices are largely based on the costs of materials contracted to previous to the soaring increase in the price of raw materials.

"Studebaker is the last big manufacturer to announce an increase in prices. Due to huge purchases of raw materials, over a year ago, and long-term contracts, Studebaker has been able to maintain present low prices. Practically every other automobile maker has raised prices since January the first. Some manufacturers have announced a second increase since the first of July and a majority of them are now preparing to make further advances.

Alexander in Fair Way To Earn Extra Thousand

Grover Cleveland Alexander of the Phillies is in a fair way to win an extra \$1,000 for pitching in twenty-five victories this year.

The Westcott Six

SERIES 18

An Invitation and a Challenge

TO FORM the correct judgment of any motor car you must try to find its faults as well as its good points.

Examine the Westcott Six, Series 18, in this spirit. See if you can find a single fault. See if there is any detail of design, construction or performance that could be improved.

You may find some cars that can be forced to spurts of race-track speed for which the Westcott is purposely *not* geared. But none will average more miles per hour or per dollar under the conditions of your own normal driving.

In hill climbing, low throttling, acceleration and all-around roadability no car will outperform the Westcott Six. Every Westcott Car is road-tested by the Westcott engineers before shipment. When you drive our demonstrator you will have a definite criterion, as to what you may expect from any Westcott of this series regardless of the body type.

PRICES F.O.B. SPRINGFIELD, OHIO	
Seven or Five Passenger Touring Cars.....	\$1790
Four Passenger Touring Roadster.....	1790
Seven or Five Passenger Convertible Sedans.....	2690
Four Passenger Convertible Coupes.....	2690

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Stearns Four—Five Passenger Touring Car

Four Cylinder Five Passenger Touring.....	\$1585	Eight Cylinder Seven Passenger Touring.....	\$2375
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ANNOUNCING THE NEW STEARNS MODELS

THE new Stearns cars have arrived. We believe they are the most beautiful machines you will see this year. We want you to come and see them.

A certain exclusiveness has always attached to the Stearns, and these new cars are in keeping with Stearns practice to further refine and improve them from year to year.

The body lines lend a pleasing air of distinction. From the tip of the radiator to the rear of the tonneau, the lines are clean-sweeping, graceful and harmonious.

The motor, in all Stearns models, is a Knight motor, but a Knight-motor-built-by-Stearns. Its remarkable smoothness and flexibility have been brought to the highest pitch by Stearns engineers.

It will pay you to come and take a ride in these cars.

It will pay you to find out why the thousands of purchasers of these cars are so well satisfied.

See the Stearns-Knight at the State Fair, Lincoln, Neb., September 2d to 9th.

McIntyre-Hayward Motor Co. 2427 Farnam St. OMAHA, NEB. Phone Douglas 2406	Lincoln Motor Car Co. LINCOLN, NEB. Commercial Club Building
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THE F. B. STEARNS COMPANY, CLEVELAND, OHIO