Members of New Auto Firm





H. B. Noyes and L. L. Clark have company to handle the business. The bought out the Opper-Van Vicet Automo-bile company and have organized a new Row between Twentieth and Twentycompany khown as the Noyes Automobile fourth streets.

Farm Implement Man Joins Force of Oakland Firm

Fred W. Warner, general sales manager of the Cakland Motor Car company, evidently believes there is good material for his selling organization in sales organizations of the farm implement manu-

Following this plan, Warner announces the appointment of L. S. Shoup, formerly sales manager of the John Deere Plow company as branch manager of the Oakland Motor company at Indianapolis.

Shoup's business career bugan as i clerk in the retail farm machinery bustness in a small town in Indiana. He next accepted a position with the Economy Plow company of South Bend, Ind., as special salesman and designer. P'rom there he went to the Decirng Harvester company and made a record that attracted the attention of the John Deere Plow company, with which company he later became sales manager at Indian-

Shoup has been with this company for fourteen years, during which time the business of the Indianapolis branch has increased several hundred fold. He has had much to do with the development of a number of successful new farm imple ments brought out by the John Deers

Plow company.

The Oakland Motor Car company could not have chosen a man more able to successfully place their 1915 cars in this territory and shoup is so very enthusiastic tires and tire service to be found anyover the new Oakland that he places the where in the country, visited Omaha 1915 line in beauty and performance in July 6. the \$4,000 class and that's going some for Mr. Greenwald is manager of the servwe can sell this year."

Service is the Real Backbone of Auto

"It has now become a commonplace in the automobile business that the backbone of the industry is the service rendered to the car owner," says Frank J. freely admitted and universally acknowl-

"The responsibility of service to the growing demand for "Most Miles Per ewner is directly on the shoulders of the Dollar." factory executives. In our organization we believe not only that our dealers should give Hupp owners the same service they could get at the factory, but Public Demands as that it is up to us to see that our dealers do just that and nothing less.

"But the dealer cannot give first-class service unless he has the equipment in garage accommodations, repair stock and competent mechanics. We are glad to report that the Hupmobile dealers throughout the country realize this fact and that they are keeping pace with the advancement of the industry in general

In San Antonio, Tex., the Woodward run, with as little machinery as possible Carriage company have completed plans to get out of order or make trouble. for an eight-story fire-proof building new four-story building that has a 200coln, Neb.; Sloux Falls, S. D.; Sloux City, believe we have succeeded wonderfully.

Ia.; and Mitchell, S. D. Every one of these new homes for

GOODRICH SHOWCASES ARE

mobile accessories and tire repair ma-device has solved ignition problems which terials, is making a great hit in many have bothered engineers since the be-

B. F. Goodrich Company. The "automatic salesman" is an at- and retards the spark with changes tractive little showcase for the dealer engine speed. or repair man to set up in his place of business. All the dealer has to do is faulty ignition with the 'Atwater-Kent work the cash register.

500 of these "automatic salesmen" are added pleasure which this wonderful de-working in all parts of the country, and vice has given." the call for their services is stronger

Working on the "talk little and do much" principle, these "salesmen" are said to be wonders, for they say abso-lutely nothing and simply "sell the

Died of Paermonia is seldom written of those who cure assertion by making public a report of coughs and colds with Dr. King's New the names of thirty-seven persons who

FIRESTONE SERVICE MANAGER PAYS OMAHA A VISIT.



L GREENWALD.

L. Greenwald, who is considered one of the best informed men on the subject of

a moderate priced car. He says "We ice department of the Firestone Tire & wont be able to get all the new Onklands Rubber company, Akron, O. On this trip, Mr. Greenwald is visiting all the Pirestone branches, with the object of still improving the service division in each

Mr. Greenwald comes here direct from Sloux City, where he attented the inter-Industry All Over national races, as he attends all races to learn any lesson these tests may offer

toward better tire building E. S. Babeox, advertising manager of the Firestone company, was also a visttor at the Omaha branch, spreading the good news of the great increase in Fire-Mooney, sales manager of the Hupp stone business this year. Though last Motor Car company. "While this is year's addition to the factory alone resulted in an increased production of 78 edged, its practical realisation is quite per cent, yet new additions are being put through to take care of the still

Simple a Car as it is Possible to Make

nowadays naturally look for the car that runs with the least amount of "nursing." and the needs of Hupp business in par- says P. W. Haines of the Regal Motor ticular. As an indication of the general Car company. "One that doesn't require prosperity of Hupmobile business and the services of a skilled mechanic or also of the efforts of our dealers to be chauffeur to keep it in tip-top shape. up to the minute on service we can point Most people run their own cars and they pleted or under process of construction. Want them easy to operate and sure to

"If a car never given trouble with the which will be one of the largest retail starting and ignition, most owners feel obile sales offices in the United pretty well natisfied, for these are two of States. In Minneapolis the R. W. Mun- the most important factors in the pleasure foot frontage, one entire floor of which concentrated work on these two points. will be devoted to a service department. We tried our many different starting de-The Grazzer Motor company of Toleto vices and various methods of ignition. have just moved into new quarters; and We wanted to find, in each case, the the W. L. Huffman Aute company have method that was most positive in its new offices in the following cities: Lin-action, and most nearly automatic. I

"The Regal starting device is one of the most simple ever devised. It acts directly Hupmobiles is now being equipped with on the flywheel, with the meshing of but everything that can possibly aid in giving a single gear. All the intermediate perfect service and the activities of these gears, which make many types of starter dealers is cited merely to indicate how an clash and burr in operation, have been effort is being made to meet the service eliminated. As a result there are forty problem which is so often emphasized." to sixty less parts, yet it is absolutely certain to start the motor under any conditions. The starting device is built right

IN ALL PARTS OF COUNTRY The ignition of the new Regal is equally simple. It is by the Atwater-Kent imsalesman who mutely offers auto- proved unisparker. Experts say that this device has solved ignition problems which of the country. It is the cinning of the industry. A single fat 'automatic salesman" put out by The spark is delivered to the motor and a timing apparatus automatically advances

"It is practically impossible to have Becent reports show that more than already commented very favorably on the

DECLARES BUSINESS WAS **NEVER IN BETTER SHAPE**

Eagal, sales manager of the Pacific Eisseikur branch. Mr. Eagal backs up his Harovery. Get a bottle today. He and bought Kisselkar pleasure models at San Francisco during the month of June.



America's Greatest "Six" will be on our floor this week

The new seven passenger 48 "Six" Kissel Kar -America's greatest "Six" cylinder automobile-will be on our floor tomorrow ready to meet the closest inspection of critical motorists

Car experts agree that in beauty, comfort, convenience, stability and simplicity the 48 "Six" is the automobile which designers of other cars are sure to accept as their model for NEXT YEAR.

The Noves Automobile Company is Justly Proud of the Kissel Kar

In taking on the business of the Opper-Van Vleet Company, the Noves Automobile Company is in position to offer Omaha and Nebraska a line of cars that will set a swift pace for rivals-a line in which pride is justified.

The first of the new fall models to arrive will be the Kissel Kar 48 "Six," a car of not only marked individuality, but of unsurpassed mechanical excel-

Features That Characterize the New Kissel Kar 48 "Six"

Its new unit power plant-compact and accessible, 4-inch by 5 1/2-inch motor; smooth running and responsive, powerful and at the same time

economical, the new vacuum fuel feed, combining the advantages of both gravity and pressure, centralized electric wires; and many other in-

Its simple operation, left hand drive, center control, electric self starter operated by foot plunger, ignition and lighting in separate units, cone leather faced non-slipping and non-grabbing clutch, with adjustable spring inserts.

Its provision for riding comfort-132-inch wheelbase; 36x4 1/2-inch tires; 2 1/2-inch rear three-quarter elliptic springs; 11 inches of upholstery; shock absorbers.

Its mechanical standards—long stroke motor; four speed transmission; extra efficient brakes; full floating rear axie; Mayo (Mercedes type) radiator; "fool proof" force feed oiling system. Its completeness of equipment—the "oneman" top; one piece ventilating wind and rain shield; Klaxet horn; Warner speedometer and every other high grade accessory.

Its distinguished appearance—the long rakish body; stream lines; distinctive headlights; foreign design front axle; crowned fenders; illuminated running board and instruments; 24gallon gasoline tank, and spare tires in the rear.

Come in and see this remarkable car. You will be astonished at so much solid value for \$2,350-either in four or five-passenger two-door, or the seven-passenger four-door styles.

NOYES AUTOMOBILE CO., OMAHA, NEBRASKA DISTRIBUTORS



On any day, on any atreet, you can see for yourself the popularity of Goodyear No-Rim-Cut

Goodyears for years have far outsold any other tire in the world. But this year we have gained 55 per cent. That shows that motorists by the legions are discarding other tires for Goodyears.

Why They Change

These are four of the reasons why men are coming, faster and faster, to No-Rim-Cut tires: To end rim-cutting. We control in these tires the only feasible way to completely wipe out

To save blow-outs. These tires alone get the extra "On-Air" cure, which costs us \$450,000 per year. This process saves the countless blow-outs due to wrinkled fabric.

To save loose treads. By a patent method—used by us alone -we have reduced this

danger by 60 per cent. And to get our All-Weather tread. This



smooth-riding as a plain tread. But it grasps wet roads in a resistless way with countless deep, sharp-edged grips.

Our Under-Price

Another reason this year is the Goodyear price. We now undersell 16 other makes. A number of makers ask for three tires what Goodyear asks for four.

That is due to our mammoth output, to new factories, new equipment. These very tires—No-Rim-Cut tires—were once the high-priced tires. By simple efficiency and multiplied output we have cut former prices in two.

At no price can any maker give you better tires than Goodyears. Lower cost per mile is utterly impossible under present-day conditions.

And every tire sold at extra prices lacks our four achisive features.

Almost any dealer, if you ask him, will supply you Goodyear tires at Goodyear prices. Try it.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

Any Dealer can supply you Goodyear Tires. If the wanted size is not in stock he will telephone our Local Branch.

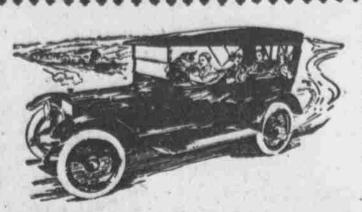
We Carry a Complete Stock of Goodyear Tires

OMAHA TIRE REPAIR CO.

HENRY NYGAARD, Prop.

2201 Farnam St.

Phone Tyler 1552



Here's How One Man Bought a Lozier Four

In two sentences. About the quickest sale on record we believe.

Entering the salesroom of the Lozier Distributor in Col-umbus, Ohio, a prominent citizen of that place approached the manager, Mr. Glenn-the latter a man of his own social and commercial standing and one in whose word he had, therefore, complete confidence-exclaimed:

"That Lozier Four, I have heard so much about—is it an honest-to-God Lozier, Will?"

"Absolutely," replied the dealer. "It is a true Lozier in every detail. Designed by the same engineer, made of the same materials. Finished and equipped with Lozier quality throughout.

"How soon can you deliver me one?" he asked—and the sale was made.

Now there had been just one question-you couldn't call it doubt, for he had owned a Lozier for years. That ques-tion was, could it be possible to produce a true Lozier car and sell it for \$2100.

Answer is, it is possible—in a four cylinder car. A six costs more—the Lozier Six is \$3250.

In case that same question has been hanging in your mind, we answer it by saying it is just a matter of which price you want to pay!

In either case-whether the Lozier you elect to own be the six or the four-you receive a true Lozier-backed to that extent by the Lozier guarantee A phone call will bring a demonstrator of either type-or both-at your convenience.

AUTO SALES COMPANY 2549 Farnam St.

Lozier Motor Company Detroit, Michigan

- Audebakett

THE SIX THAT LEADS IN SALES AND SERVICE

SEE WILSON

And he will convince you that the Studebaker Six at \$1,575 is the best that the money can buy. He will show you what it means to own a Studebaker, backed by Wilson service. Ask Wilson for a Studebaker demonstration TODAY. You cannot fail to become a Studebaker owner and enthusiast.

R. WILSON AUTOMOBILE CO. 2429 FARNAM STREET LOCAL DEALERS

