

Members of New Auto Firm



H. B. NOYES



L. L. CLARK

company to handle the business. The place of business of the firm is on Auto Row between Twentieth and Twenty-fourth streets.

Farm Implement Man Joins Force of Oakland Firm

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

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 began as a clerk in the retail farm machinery business 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.

From there he went to the Deering 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 Indianapolis.

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 implements brought out by the John Deere 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 over the new Oakland that he places the 1915 line in beauty and performance in the \$4000 class and that's going some for a moderate priced car.

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FIRESTONE SERVICE MANAGER PAYS OMAHA A VISIT.



L. GREENWALD.

L. Greenwald, who is considered one of the best informed men on the subject of tires and tire service to be found anywhere in the country, visited Omaha July 6.

Mr. Greenwald is manager of the service department of the Firestone Tire & Rubber company, Akron, O. On this trip, Mr. Greenwald is visiting all the Firestone branches, with the object of still improving the service division in each territory.

Mr. Greenwald comes here direct from Sioux City, where he attended the international races, as he attends all races to learn any lesson these tests may offer toward better tire building.

E. S. Hisecox, advertising manager of the Firestone company, was also a visitor at the Omaha branch, spreading the good news of the great increase in Firestone business this year. Though last year's addition to the factory alone resulted in an increased production of 78 per cent, yet new additions are being put through to take care of the still growing demand for "Most Miles Per Dollar."

Public Demands as Simple a Car as it is Possible to Make

The big majority of motor car buyers nowadays naturally look for the car that runs with the least amount of "nursing," says F. W. Haines of the Regal Motor Car company. "One that doesn't require the services of a skilled mechanic or chauffeur to keep it in tip-top shape. Most people run their own cars and they want them easy to operate and sure to run, with as little machinery as possible to get out of order or make trouble."

"If a car never gives trouble with the starting and ignition, most owners feel pretty well satisfied, for these are two of the most important factors in the pleasure of driving a car. In designing the new Regal we spent a number of months in concentrated work on these two points. We tried out many different starting devices and various methods of ignition. We wanted to find, in each case, the method that was most positive in its action, and most nearly automatic. I believe we have succeeded wonderfully."

"The Regal starting device is one of the most simple ever devised. It acts directly on the flywheel, with the meshing of but a single gear. All the intermediate gears, which make many types of starter clank and burr in operation, have been eliminated. As a result there are forty to sixty less parts, yet it is absolutely certain to start the motor under any conditions. The starting device is built right into the motor."

"The ignition of the new Regal is equally simple. It is by the Atwater-Kent improved distributor. Experts say that this device has solved ignition problems which have bothered engineers since the beginning of the industry. A single fat spark is delivered to the motor and a timing apparatus automatically advances and retards the spark with changes in engine speed."

"It is practically impossible to have faulty ignition with the Atwater-Kent distributor, and many Regal owners have already commented very favorably on the added pleasure which this wonderful device has given."

DECLARES BUSINESS WAS NEVER IN BETTER SHAPE

"Business was never better," says J. H. Egan, sales manager of the Pacific Kisselkar branch. Mr. Egan backs up his assertion by making public a report of the names of thirty-seven persons who bought Kisselkar pleasure models at San Francisco during the month of June.

KISSELKAR
Every Inch a Car



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 Noyes Automobile Company is Justly Proud of the Kissel Kar

In taking on the business of the Opper-Van Vleet Company, the Noyes 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 excellence.

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 innovations.

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 axle; Mayo (Mercedes type) radiator; "fool proof" force feed oiling system.

Its completeness of equipment—the "one-man" 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; 2-gallon 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



Note the Goodyears On the Street

Note How Men are Flocking to No-Rim-Cut Tires

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

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.

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 exclusive features.

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

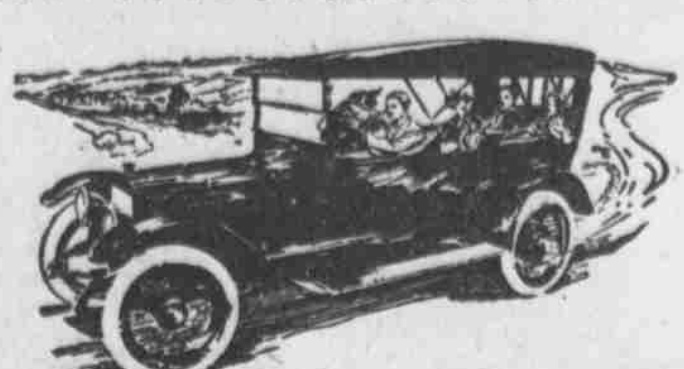
GOOD YEAR
AKRON, OHIO
No-Rim-Cut Tires
With All-Weather Treads or Smooth

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO
This Company has no connection whatever with any other concern which uses the Goodyear name.

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



LOZIER

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 Columbus, 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 a doubt, for he had owned a Lozier for years. That question 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

Studebaker

SIX \$1,575

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.

E. R. WILSON AUTOMOBILE CO.
2429 FARNAM STREET
LOCAL DEALERS

