

AUTOMOBILES

AUTO SALES ON INCREASE

High Prices Received by Farmers for Produce Makes Them Purchasers of Many Machines.

FACTORIES BEHIND IN ORDERS

Reports from motor car concerns all over the country indicate a heavier demand for automobiles than has ever before been known in the industry. Five hundred thousand cars were sold last year, and there is every reason to believe that this figure will be greatly exceeded this year.

The prosperity of the American farmer and the favorable crop outlook are important factors in this development. Farmers in practically every section of the country are getting high prices and they are optimistic about the future. Seven hundred and fifty bushels of farmer's wheat today will buy the same automobile that required 1,150 bushels a year ago and 1,600 eight months ago. Making the illustration with oats and corn it works out in about the same proportion.

Finds Business Improving.

E. S. Jordan, sales manager of the Thomas B. Jeffery company, in from a trip through Missouri, Kansas, Texas, Louisiana, Florida and Kentucky, says that conditions all through the south are picking up wonderfully. There has been a decided improvement in the cotton situation. Prices are going up and the farmers are laying their plans for a successful crop this year. Mr. Jordan adds: "I believe the boom we are experiencing in our own business is typical of improving conditions in other lines. We are in for a record amount of business this month. The \$4,000,000 worth of truck orders received from Europe made it necessary some time ago to put our plant on a twenty-four hour basis—three eight-hour shifts every day in the week, and now we are taking on men every day to turn out the pleasure cars ordered by our dealers in this country."

No Letup in Orders.

"So far this month we have shipped 1,100 pleasure cars and trucks, and there is no letup in sight. In fact, when we announced our profit-sharing plan on the Jeffery Four the factory has been getting farther and farther behind in spite of steady additions to the working force. The Jeffery Four at the new prospecting price of \$1,150 is making a clean sweep of it. There is no question but what the Jeffery dealers will make more money this spring than ever before in the history of the company. The calamity howlers are being put to silence by actual boom conditions in the automobile business."

Local Ford Branch Breaks All Records

A new high mark in retail sales every month has come to be looked upon as the regular thing at the local Ford branch. The month of April was expected to establish a new record, but no one would have predicted a grand total of 30 cars. This is far ahead of the best previous months' sales, and is an increase of almost 30 per cent over the corresponding month last year.

W. C. Sample was high man with a total of forty-nine sales to his credit, while the number of sales made by the lowest man would make a good year's business for most automobile dealers. The largest number of Fords sold on any one day was sixteen, on April 20, while the average for each day worked was eight cars.

Among local purchasers of model '14' during April were:

David Cole Cream-Jos. M. Daugherty
ery Co. (3) Thomas R. Kilpatrick
Trimble Bros. (6) Co.
Sheridan Coal Co. (4) W. Smith
Loose-Wiles Electric Side Electric
Co. (3) Co.
Standard Oil Co. (3) Mrs. N. P. Dean
Firestone Fire Corp. (2) D. Rice
pany (3) Dr. Fred Lake
Union Co. of Om-U. P. Steam Baking
als (2) Co.
Cudahy Pack Co. (3) Louis J. Stein
Updike Milling Co. (1) H. M. Donat
(2) B. H. Hollister
Morris & Co. (2) B. E. Carr
Hayden Bros. (2) Nathan Bernstein
J. L. Brandeis & G. M. Stevens
J. Sons (3) Frank L. Marks
A. H. Goodell
Pioneer Glass and Omaha Cold Storage
Paints Co.
Byron W. Hart
H. B. Randall
Gordon Van Co.
L. E. Scott
A. F. Taylor, M. D. L. Duncan
H. B. Hamilton, M. D. John Morris
J. D. Hubbrook Robert G. Brandon
A. F. Levy Raymond G. Young
Lee E. Van Camp Thomas Galloway
Suge C. Oleson Fairmont Creamery
Italian Merc. Co. John Morrell & Co.
Charles Yates
Frank H. Almqvist
O. E. Soderburg
John Stahl
S. M. Ken
H. S. Arthur
August Oelke
J. W. Long
Henry Helfelt
D. H. Gifford
M. J. Simon
C. Ellner
T. C. Harp
Frank A. Almqvist
J. C. Edwards
Douglas Co.
Katherine Krug
Joseph Pignatelli
Faxon & Gallagher
Co. (3)
H. W. Some
Casar O. Over
H. L. Helfrich
M. J. Murphy
H. E. Schindler
Anna Haberstroh
Peter Peterson
Boyer-Van Kuran
Lumber Co.
W. J. Addy
J. B. Brata
Edithon Coal Co.
W. W. Mitchell
G. A. Satterquist
Henry Peterson
Burgess-Nash Co.
Orim Bros.
George W. Sprague
A. A. Fricke, M. D.
J. H. Keck
Allen A. Blanchard
B. Wolf
Henry Boyce
Miss Hamilton
Central Coal and
Coke Co.
Henry Deerson
George D. Mansford
O. A. Scott
Robert C. Uhlig
Henry Brant
Northwest Ready
Roasting Co.
C. Fetzer
C. G. Pauer

Maxwell Car is to Put On More Stunts

Walter E. Flanders, president of the Maxwell Motor company, incorporated, one of the gigantic minds of the motor industrial world, has more than once startled the motoring fraternity by his originality and the greatness of his conception; of the best business methods and his untiring energy to accomplish and make successful whatever business enterprise he has on hand.

But perhaps the greatness of this man's master mind is illustrated better in his ability to pick men and inoculate Flanders' efficiency and enthusiasm before they have been with him any length of time. "Get owners, not owners," is his slogan, for often a man with a reputation forgets himself so far as to try to live on what he has previously accomplished. If successful; but inasmuch as the business world, especially business conditions in the motor world, have constantly changed from year to year, past reputations do not count when it comes to making good with each season's advancement in both selling methods and increased efficiency of cars. In no city of the country has Mr. Flanders demonstrated his ability to pick men better than Omaha. Both Messrs. Francis and Cullis, who comprise the Francis-Cullis Auto company, distributors for the Maxwell, are self-made men—men who are starting up the ladder of success.

As an example of the big way in which Maxwell selling and advertising ideas have been handled has just been evidenced in the last week by the 1,000-mile utility run, where not only was the public given a daily history in the newspapers of what a Maxwell car could accomplish when put to real business use and driven to an extreme of 1,000 miles within seven days, but to further intensify the sturdiness of Maxwell advertising, the most reliable and representative business men of Omaha were called in to act as observers. This run was completed on Wednesday last and gave one of the most remarkable examples of low cost of upkeep, coupled with the highest possible percentage of efficiency.

Following this the Francis-Cullis Auto company has borrowed from the Nebraska Cycle company a 1914 Maxwell en-



W. E. FLANDERS J. D. CULLIS C. W. FRANCIS

gine that was used in a car driven by them for over 10,000 miles, and here again, in order to show sincerity, an affidavit as to the mileage and the amount of operation that this engine had been given, has been procured from the owners and placed together with the engine in the window of Heaton Drug company at Fifteenth and Farnam streets, where it is being torn down and assembled daily for the benefit of public inspection. Following this will continue a number of other practical demonstrations.

In speaking of the Maxwell car and the present Maxwell campaign, Mr. Francis said: "We recognized more than a year ago the great opportunity in Omaha for the merchandising of an automobile that would stand all kinds of hard use and knocking about. In other words, built to use and not to sell and still could be sold at a cost of less than \$1,000 to the user, and while there were a number of cars offered to us, we went slowly, to be right, or as near right as our business judgment taught us. We also had in mind that when we did take on a line of motor cars that our judgment would be final and that we would not have to year after year seek a better line. I am more convinced every day that our judgment was right. We have had more than remarkable success with the sale of

Maxwell cars; we know that the factory stands behind us in the way that would more than satisfy the buyers, and in this campaign of advertising that we are putting on at the present time our only instructions from Mr. Flanders were that we were not to exploit "special stunts," but everything that we did was to have a thoroughly practical side that would show the general public the true worth of the Maxwell car, and our results so far have not only proven the wisdom of this, but within a few months we have convinced ourselves that 1915, at least, will be a successful year for us."

MARATHON

American commercial supremacy is built on the policy of "not how cheap, but how good" and as long as we continue to make absolutely the best merchandise that can be made, just so long will we reign supreme.

Marathon Tires are emblematic of American quality. They stand alone the criterion by which to judge all others.

Built to Meet a Demand—Not Competition

The concentrated tread is a remarkable example of American ingenuity and is an exclusive Marathon feature. It makes possible the 5,000 mile guarantee.

Akron-Marathon Rubber Co., 2522 Farnam Street, Omaha, Neb., Doug. 2368



Guaranteed 5,000 Miles

Advantages of the Left Drive Are Explained

Itney bus owners and operators are learning that the location of the driver's seat and control levers is a matter of importance. Some declare that the saving effected by a one-man crew, made possible by left drive and control is the difference between success and failure.

The advantages of left drive and control in the Itney bus are apparent. The left side-driving position, permits of the entrance and exit on the right side at the front end of the car. Traffic regulations require motor cars to stop at the right hand curb and with this design passengers enter directly from the walk. With left side drive and right side entrance, only one man is required to handle the car and look after the pay-enter collection system.

The popularity of left drive and control in the Itney bus trade is exemplified in the demand for the new Packard trucks.

BRICK HAULING BEE AT BELLEVUE SUCCESSFUL

The brick-hauling bee Tuesday proved a success. All of the 105,000 brick are now on the hill and ready for John Harle, the contractor, who expects to begin work next week.

Visitors have been frequent at chapel exercises recently. W. M. Danner spoke of work among the lepers Monday morning; Tuesday Rev. Mr. Condit of Auburn delivered an address, and Thursday Mrs.

W. C. Purviance and her small daughter, Emmabell, interested the students.

The Young Woman's Christian association will give its annual May supper Saturday evening in the village park. At the meeting of the Omaha Presbytery held in Tekamah last week, President Nichol was appointed commissioner to the general assembly of the Presbyterian church to be held at Rochester, N. Y., in May. He will also attend the assembly meeting of the Presbyterian College union and will act as Omaha Presbyterians special representative at the assembly educational conference.

Edwards Talks on Strong Points of the KisselKar

"If a salesman boasts that the car he offers is exceptionally light, insist that he show you just where it has been lightened," says Frank J. Edwards of the KisselKar. "Then compare these light parts with the construction of heavier cars and find out where the advantage lies in terms of stability, comfort and good service. In other words, we satisfied before you buy that the reduction in weight was effected to increase efficiency and not merely to lessen the cost of production."

"The KisselKar weighs what it should for its size, that is, it is built to best meet every emergency of service so that it will show uncommonly low upkeep cost. The items of that cost, in the order of their importance, are depreciation, repairs, tires and fuel and, on this basis, I believe a KisselKar is the most economical car in the world."

Night Coughs Relieved.
Dr. Bell's Pine-Tar-Honey eases your cough, soothes the lungs and invites sleep—Only 75c. All druggists—Advertisement.

STARTING, LIGHTING and IGNITION GENERAL AUTO REPAIRING

Largest Delco Service Station West of New York

OPENS TOMORROW Service Station



Formerly Traveling Service Representative "Delco." "Continental." Mitchell.

H. C. SMITH

Formerly Chief Technical Man Delco Service Department.

F. H. WHITE

Get down our address—sooner or later your car will need our expert attention. Our maintenance of service is constant endeavor to improve it.

S. & W. Auto & Electric Co.
2230 Farnam Street. Phone Douglas 3697.
LOOK FOR THE WHITE BUILDING ON REAR OF LOT.

The ALL-YEAR Car

TWO cars in one—a handsome touring tonneau when the weather makes open driving desirable—a luxurious sedan when the chill of spring or blast of winter calls for the comfort of a closed car.

All-year driving without the necessity of owning two separate cars or complete interchangeable bodies—that's the service range of the ALL-YEAR KISSELKAR. The top can be removed or attached in your own garage—by two men—in fifteen minutes.

The price of the Detachable Sedan Top is but \$350, mounted on either the \$1450 KisselKar 36-Four or \$1650 42-Six. Price includes all fixtures and equipment.

Ask for specifications and details of this ALL-YEAR KISSELKAR; a new catalog is now ready.

KISSELKAR

NOYES AUTO CO., 2066-68 Farnam Street OMAHA, NEB.

HUDSON

The Light Six As It Will Be

\$1550 F.O.B. Detroit

7-Passenger Phaeton 3-Passenger Roadster

Think What Security One Gets in a HUDSON

The HUDSON is built by one of the strongest concerns in the industry. It is built by the largest builder of class cars—cars that cost over \$1250. It is designed by Howard E. Coffin, whose designs have for years led the trend in America.

It shows the Light Six in perfection. Scores of engineers worked for years to get every detail right.

And 12,000 owners in 43 countries have proved this Light Six faultless. In the past two seasons they have driven it at least 30 million miles.

Our Prize Success

There have been many successful HUDSONS, but none so successful as this. When this Light Six came out—the first model—it took a year to catch up with our orders.

Sales last year—\$11,500,000—nearly doubled the year before. This year shows another amazing increase.

And never was a car so widely copied as this HUDSON—the pioneer Light Six.

Look a Year Ahead

When you buy a Light Six look a year ahead. Do more than consider how rival cars perform now. There are many years coming for the car you buy. You want a Light Six when you buy a class car. You want lightness, economy, low upkeep cost. Crude, heavy cars are not popular now.

Get the Light Six that has proved itself right. The HUDSON has done that for two seasons, in more than 12,000 hands.

Luxury's High Mark

This HUDSON sets a new high mark in beauty, finish, comfort and equipment. We have given a whole year to refinements since the model itself was perfected. You will be proud to own it.

Last spring there was a shortage of HUDSONS. Buyers waited weeks for cars. Now we have larger output, but there will be far from enough, we think. With such a popular car it is wise to choose early. We urge you to come this week.

7-Passenger Phaeton or 3-Passenger Roadster, \$1550, f. o. b. Detroit.

HUDSON MOTOR CAR CO., Detroit, Mich.

Among the best features in HUDSON cars is the HUDSON dealer service. It insures permanent satisfaction. Let us explain it to you.

2563-67 Farnam St., Guy L. Smith.

HUDSON Light Six

Sold by

Pella..... John E. Peterson.	Central City..... E. E. Hall.
Clarinda..... Lisle Mfg. Co.	Creston..... D. C. Sandoz.
Council Bluffs..... William Koper.	Falls City..... Kenton Bros.
Dunlap..... W. A. Chaussey.	Genoa..... C. E. Harris & Son.
Farragut..... The Farragut Automobile Co.	Grand Island..... Mr. E. A. Brunda.
Harlan..... Booth Implement Co.	Lincoln..... Lord Auto Co.
Marion..... Chas. F. Putnam.	New Castle..... Curry Bros.
Madison..... Salyers & Kayton.	Newman Grove..... Newman Grove Auto Co.
Mad Oak..... Petty Automobile Co.	Ogallala..... Jay Hollingsworth.
Midway..... Charles Monson.	Pawnee City..... Wherry Bros.
Shenandoah..... J. K. Sticker.	Platte Center..... Platte Center Auto Co., Inc.
McVally..... Foot & Samp.	Plattsmouth..... P. T. Becker.
	St. Paul..... E. E. By.
	Schuyler..... Douglas Grotelueschen.
	Scott's Bluff..... A. T. Crawford.
	Spalding..... J. O'Hara.
	Swanton..... Mr. W. E. Lautenschlager.
	Tecumseh..... The Fletcher Auto Co.
	Verdon..... W. F. Veach.
	Waltham..... Alex. F. Francke.
	Walla..... Geo. Sprouse.
	Worth..... Holmes & Atkins.