

# AUTOMOBILES

## FORD BREAKS MONTH RECORD

Sales During February Surpass Sales of Corresponding Month of Years Before.

### EIGHTY-THREE CARS ARE SOLD

Local Ford sales during the month of February reached a new high mark. Eighty-three cars were sold to local purchasers during the month, which is practically four times as many as were sold during the same time last year, and came within a few cars of equalling the high record made last May.

- Purchasers during the month were:
- J. V. Plympton, Gus Blaser, E. R. Parkratz, A. M. Satterlee, Nob. Ja. Grain Co., H. A. Wigton, A. B. Williams, E. F. Gentlemen, Pat Rooney, A. E. Swanson, J. F. Johnson, Anna Griffith, Bowsher Grain Co., L. A. Harmon, Candian Pac. R. R., C. E. Wallin, McAllister Fuel Co., E. E. Zimmerman, Wilson Steam Boiler, Harrie C. Paige, F. J. Bulmer, Dr. D. A. Meddars, E. Buffet, J. C. Aldrich, W. C. Donahay, J. W. Medlin, C. H. Leonard, J. D. Cattet, A. D. Wheeler, Dr. H. R. Morris, John Stribling, J. H. Kupps, Henry Bruhn, Chas. Jensen, J. J. Sberlock, G. W. Garloch, F. F. Pettigrew, Boston Meat & Gro., Geo. Brown, J. H. Durand, S. J. Howe, J. C. Kinnard.

Collins with Athletics. Collins will be with the Athletics, after all. It is announced that Connie Mack will give a trial to Bob Collins, the Fordham college pitcher.

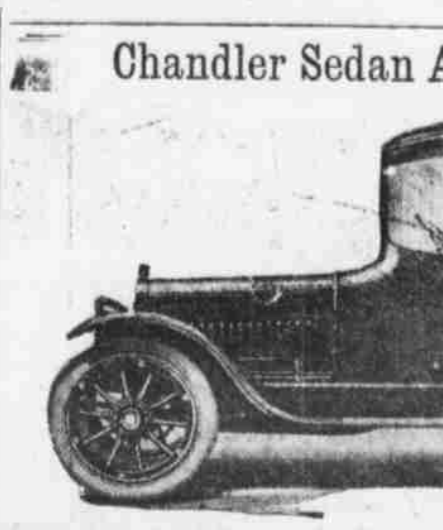
Bill Sline is Fired. The Chattanooga club of the Southern league has given Pitcher Bill Sline his unconditional release, which makes him feel like a real major leaguer.

## Buyer Should Think of Later Costs, Not First in Motor Car

"In figuring up the cost of a long railroad journey the traveler does not merely ask the rate to the next station, but for the entire distance," says Mr. Clark of the Noyes Auto company.

"And so it is with the wise buyer of an automobile. He not only wants to know how much the operating cost of his car is likely to be during the first year of ownership, but in later service as well. That sort of a buyer is not blinded to the real issue by economy stunts. Nor is he persuaded by specific trip records. What he demands to know is the probability of low average upkeep during the entire life of the car.

### Chandler Sedan All-Season Model



## Woman Makes Long Cross-Country Trip

A continuous trip in a Saxon car from Fort Lauderdale, Fla., to Moline, Ill., is the record established by Mrs. Emma E. Walsh of the Illinois city. This is the longest trip ever made in a Saxon car by a woman. Much of the route was through sun and mud.

"Between New Smyrna and St. Augustine," relates Mrs. Walsh in telling of her trip, "we drove through some eighteen miles of sand, which reached up to the hubs of the wheels. It was necessary to drive through this on low gear.

"Between Jacksonville and Lake City, up in the northern part of Florida, we were obliged to drive sixty-three miles through the worst sand I ever saw.

"During the entire trip we used 98.8 worth of gasoline, and while we did not keep track of the figures on oil consumption, we are sure that it was small. Of course, one must take into consideration the roads we drove over—the deep sand, mud, hills, mountains and cobblestone roads in Kentucky, and fresh broken stone roads through Tennessee and Indiana.

### NEW MANAGER FOR THE MAXWELL IN NEBRASKA

C. J. Brokaw has been appointed district manager in Omaha for the Maxwell Motor Sales company and will in the future handle the business reins for the Maxwell distributors throughout the territory adjacent to Omaha. Mr. Brokaw comes from Fargo, N. D., and succeeds G. H. Williamson in his new position.

Mr. Brokaw is said to be an executive of ability and an expert sales manager. While in Fargo he made an enviable reputation for himself and success is predicted for him in his new and larger field. Mr. Brokaw declares he is glad to come to Omaha, knowing that this city is one of the largest distributing points for automobiles in the country. He anticipates for the Maxwell company unprecedented selling records in Nebraska during 1915 and the books already show that a mighty good start to that goal has been made.

### OMAHA MANAGER OF STANDARD AUTOMOBILE COMPANY.



Carl Changstrom

Carl Changstrom, manager of the new Standard Motor Sales company, which has opened sales rooms at 2013 Farnam street, is well known about Omaha, as he was for thirteen years connected with the Keys Bros. firm of Council Bluffs. Changstrom comes to Omaha from the Capital City Carriage company of Des Moines.

The Standard Motor Sales company has taken the agency of the Allen, a machine which has in the past been pushed very little in this part of the country. But Mr. Changstrom declares Allen will be among the familiar names around these parts before many moons.

### Jeffery Company Has Sold One-Half Its 1915 Production

The month of March, which may well be considered to mark the opening of the spring selling season among automobile manufacturers, sees the Thomas B. Jeffery company with over 50 per cent of its total production for the 1915 season sold and delivered. Inasmuch as most manufacturers depend upon selling from 40 to 50 per cent of their output between March and the latter part of June, the Jeffery organization seems to be in a particularly enviable position.

According to George C. McVicker, local manager for the Thomas B. Jeffery company, the cry of business depression has not come from manufacturers, who have been steadily building a reputable product and marketing it along sane business lines.

In commenting on the big sales made by his company during the winter months, Mr. McVicker said: "All through the

## INTERNATIONAL LOOP TO FIRE EIGHTY ATHLETES

About eighty ball players will be released outright in the International league when the season gets under way. According to information, the Internationals have decided to carry not more than sixteen players on their payroll. Of course, there will perhaps be twice that number of players who will be taken south this spring, but only those who show the real goods will be kept throughout the season. Anyway, no club will carry more than sixteen men.

## Stearns-Knight Performs in Snowdrift



COL. V. W. JEWELL DRIVING HIS FOUR-YEAR-OLD STEARNS-KNIGHT THROUGH A SNOWDRIFT NEAR HAPPY HOLLOW LAST FRIDAY

# LOWER PRICES ON "Firestone" Solid TRUCK TIRES

Effective March 8th, 1915

Firestone gives you the Tire and Method of fastening which insures maximum service under every condition because it includes every recognized type and size of tire removable and non-removable. Each type refined to highest degree--result a Firestone tire for every road, load and condition of service, so that our expert advises you with an unprejudiced mind. Firestone service is as extraordinary as the prices. In every trucking center large and complete stocks are carried, insuring prompt deliveries and careful attention to all tire needs. Telephone our local branch at once for full details and prices on tire equipment for your trucks.

Size	Price
36x2 inches	\$12.60
32x2 1/2 inches	17.05
36x2 1/2 inches	18.95
34x3 inches	22.10
36x3 inches	23.30
32x3 1/2 inches	24.55
36x3 1/2 inches	27.35
34x4 inches	33.20
36x4 inches	35.10
36x5 inches	42.95
42x5 inches	49.95
36x6 inches	52.70
40x6 inches	58.50
36x7 inches	64.65
40x7 inches	71.90

## Firestone Tire & Rubber Co.

2220 Farnam St. Omaha, Neb. Phone Douglas 3064

Every Inch a Car

## In-built Quality Explains Leadership of this Car

BARE specifications fall short by a wide margin in truly determining comparative automobile values. It takes a search into the vitals of the machine and the methods of manufacture to bring out the telling points of difference between cars of seeming equality on paper. It is by such comparisons—deep down under the skin comparisons—that the KisselKar has established itself as an automobile of exceptional worth. In-built quality explains its leadership!

The KisselKar is a manufactured car, which accounts for its possession of certain features buyers must seek in searching for a car of enduring value.

# KISSELKAR

It is a car of fine proportions and striking appearance—roomy and comfortable. It has exceptional riding qualities—it is built with a keen regard for low up-keep and long life.

The Detachable Top

## The ALL-YEAR Car Provides Comfortable Year 'Round Motoring

The One-Compartment body and Detachable Sedan Top—two original Kissel ideas—mean twelve months in the year motoring. You can buy your car right now with the top attached and use it that way until the approach of warm weather. In the fall it can be replaced again for winter use. The expense of the Detachable Top adds but \$350 to the regular price of the car.

See the New KisselKar Models Ask us to explain the special reasons for KisselKar quality. You are cordially invited to call and see the new All-Year car, the One-Compartment or Four-Door bodies, Roadsters, Coupes and Limousines—four models, 36-Four at \$1450, 42-Six at \$1650, 48-Six at \$2350 and 60-Six at \$3150.

NOYES AUTO CO., 2206 Farnam St., Omaha, Neb.