

EAST RECOVERING FROM WAR

Freer Buying Now Than Prevailed at Opening of Struggle.

NO EUROPEAN COMPETITION

American Automobiles Will Have Field, According to Packard Man in New York. Due to War Across the Pond.

M. J. Hudlong, president of the Packard Motor company of New York, said in a recent interview that he was confident that the sale of high grade American cars would suffer very little as a result of the European war.

"The war has naturally affected business in New York more than it has in the west, and the automobile industry has quite naturally suffered more heavily than commerce in staple necessities," said Mr. Hudlong.

"The capacity of the United States for adjusting itself to intense situations will prevent business stagnation, now that the first great shock of Europe's terrible tragedy is over.

A large number of Americans who ordinarily spend the summer and early fall months in Europe are now forced to return home and in many cases without the cars they had intended to buy in Europe.

Foreign Competition Nil.

"Owing to the foreign manufacturer's inability to insure delivery and to supply parts, the European car competition will be practically eliminated for the time being.

"Present indications being that the war in Europe will not be terminated soon, business interests and popular sentiment are bound to settle speedily to a rational basis.

Studebaker Shows Increase in Sales for Present Year

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Studebaker dealers claim that this wonderful increase in business not only shows national prosperity, but that the new 1915 Studebaker cars, with their improvements and refinements have met with instant appreciation from the automobile buying public.

Packard Motors in Ambulance Service

Ambulance work has been added to the repertoire of roles assumed by automobiles operating under war conditions in and about Paris.

OAKLAND CAR MAKES CLEAN ENDURANCE RECORD

In England and on the continent, prospective car buyers pay a great deal of attention to the performances of cars in endurance and reliability contests.

OVERLAND RUNS MAIL TRAIN

Makes Better Time Than South African Railroad Engine.

PLOWS THROUGH SAND AND BUSH

Despite Bad Roads, Makes 840-Mile Trip in Eight Hours and Thirty-Minutes Better Than Big Mail Train.

An Overland roadster recently performed the feat of beating the fast Natal mail train on the long trip from Johannesburg to Durban, according to dispatches received at the Willits-Overland company from their South African distributors.

A large crowd saw the sturdy little Overland and the big mail train leave Johannesburg station at 9 o'clock on a Saturday evening.

Roads in Bad Shape.

The distance is equivalent to a trip from New York to Louisville, Ky., which would not be considered particularly noteworthy in the United States where automobiles are in general use and roads for the most part, are in excellent shape.

Saxon Cars Are Now Put to Many Uses in Different Sections

As an indication of the widespread appeal of the small car, the Saxon Motor company has just made known some interesting facts about Saxon car in service.

Revenue from Autos.

T. Gray Coburn of Norfolk, Va., figures that if the license tax paid by the owners of Studebaker cars in and about Norfolk were devoted to local road improvement the sum would be itself sufficient to provide a complete system of high-grade highways throughout the entire Tidewater Virginia region.

Oldfield's Racing Cars Here Waiting for Flyer Beachey

The two fastest dirt track cars in the world, belonging to the veteran speed bug, Barney Oldfield, are in Omaha this week, awaiting the arrival of Lincoln Beachey, with whom Oldfield starts west on an exhibition tour after Ak-Sar-Ben.

Marathon Tires Cut Ten Per Cent in Price Friday

The Akron Rubber and Supply company of Omaha has announced that a reduction of approximately 10 per cent in tire prices will be registered on Marathon tires, for which the Akron company is distributor for Nebraska and Iowa.

For the purpose of obtaining uniformity at all points and to avoid over-cure or under-cure and to multiply the wearing resistance Marathon tires are wrapped and cured in open steam, Marathon engineers have found that method superior in treating tires.

FIRESTONE LOOKING FOR MORE SPACIOUS QUARTERS

R. J. Firestone, sales manager of the Firestone Tire and Rubber company, is in Omaha with a view toward selecting a location for a new building to house the local Firestone branch.

Blevins Convalescent. Reports from Johns Hopkins hospital, Baltimore, tell of the convalescence and probable recovery of H. W. Blevins, Toledo Studebaker distributor.

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LOST, FOLLOWS TRAIL OF FIRESTONES TO THE ROAD

After finishing a motor tour from Chicago to Seattle, W. G. Funck, general manager, Hewitt-Lea-Funck company, Seattle, had many interesting experiences to relate.

At one time while traveling through Montana he became confused as to the correct route. While at a standstill in the road and unable to determine the proper course to pursue he noticed the imprints of Firestone Non-Skids in the trail before him.

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The Tire That is Puncture-Proof--Guaranteed

LEE is the only pneumatic tire definitely guaranteed to be puncture-proof. LEE opens a new era of tire service—yields amazing mileage.

Embedded in the pure rubber cushion of this sturdy "vanadium" rubber tire are impenetrable but flexible layers of small segregated steel discs (see illustration) shielding the inner tube and carcass from puncture.

The LEE Zig-Zag is a scientific and non-skid tread.



PNEUMATIC, NON-SKID PUNCTURE-PROOF Complete Stock Carried Here in Omaha

OFFICE AND SALES ROOMS: 2119 FARNAM ST. LONG DISTANCE PHONE DOUG. 921

Advertisement for Master Carburetor. THIS IS THE FAMOUS Master Carburetor. No Springs, No Valves, No Adjustments. MORE MILEAGE MORE POWER LESS VIBRATION. A Carburetor that will make an easy starting motor. An All-Weather Carburetor. Write for Booklet. MASTER SALES CO. 2218 Farnam Street, Omaha, Neb.

DEMAND FOR CADILLAC EIGHT SETS NEW HIGH MARK

How intensely the entire country is interested in the new eight-cylinder Cadillac is shown by a statement just issued by General Manager W. C. Leland of the Cadillac Motor Car company.

NEW AND COSTLY "FREE AIR" OUTFIT AT POWELL'S

During the last week the Powell Supply company has installed an Allis-Chalmers gear connecting outfit consisting of an induction motor driven compressor, complete with a pressure governor, which automatically starts or stops the compressor at a predetermined maximum and minimum pressure—air gauge, reservoir, switch, fuse, insulators, etc.

Advertisement for Marathon Tires. DO YOU KNOW MARATHON TIRES ACTUALLY COST LESS PER MILE? SOLD WITH A DEFINITE GUARANTEE. AKRON RUBBER AND SUPPLY COMPANY DISTRIBUTERS 2522 FARNAM STREET

Advertisement for Auburn 1915 Models. TWO NEW 1915 MODELS. SIX \$1550. FOUR \$1075. Lower Prices and Higher Quality. A FEW OF THE 1915 AUBURN FEATURES. SIX-FORTY: Six cylinders, cast enbloc, 3 1/2 x 5 1/4. Three-point suspension. Unit power plant. Selective type transmission. Three speeds forward and one reverse. Cone clutch. Center control and left-side drive. Wheel base 126 inches. Tires 34x4 front and rear. Rims, demountable. Shaft drive. Crown fenders. Stream-line body. Gasoline tank on rear, with Stewart vacuum feed to carburetor. Gasoline gauge. Full equipment without extra cost. Electric starter, electric lights, electric horn, windshield, speedometer, tire irons on rear, one-man top and hood. Six-passenger Touring, \$1,550. Two-passenger Roadster, \$1,550. FOUR-THIRTY-SIX: Four cylinders, T-head, cast enbloc, 3 1/4 x 5. Three-point suspension. Unit power plant. Center control and left-hand drive. Jump spark ignition. Automatic carburetor. Patented splash automatic lubrication. Wheel base 114 inches. Tires, 32x4, front and rear. Rims, demountable. Stream-line body. Crown fenders. Gasoline tank on rear, with Stewart vacuum feed to carburetor. Gasoline gauge. Full equipment without extra cost. Electric starter, electric lights, electric horn, windshield, speedometer, tire irons on rear, one-man top and hood. Five-passenger touring, royal blue body and fenders, hood and flashings heavy black enamel, \$1,075. Two-passenger Roadster, \$1,075. Dealers Wanted for Open Territory. MAKE THE AUBURN GARAGE YOUR HEADQUARTERS DURING AK-SAR-BEN. AUBURN AUTO CO., OMAHA DISTRIBUTERS 2559-61 Farnam St. C. O. WILSON, Mgr.