

SEE DELIVERY CAR BOOM

Studebaker People Establish Special Division for Their Sale.

THE OUTLOOK IS SPLENDID

Charles Van Horne, in Charge of Special Department for Corporation, Thinks Trade Has Just Started.

In accordance with its general policy of intensive market cultivation the Studebaker Corporation has established a special division of its sales department to promote the sale of light delivery cars.

This division has been placed in charge of Charles Van Horne, a veteran, whose national prominence dates back to the old bicycle days when he was sales manager for one of the largest western manufacturers.

Mr. Van Horne left the assistant sales management of another Detroit automobile company to assume his present position. He is thoroughly impressed with the wide possibilities which exist for the light delivery car.

"To a certain extent, Studebaker has always been represented in the delivery car field," asserts Mr. Van Horne, "our 'twenty' type of commercial car has been literally in evidence for three years, in all American cities. Hundreds of our electrically-started and lighted 'Four' delivery cars have been marketed during the last season. The production was relatively small, but great enough to ensure wide distribution and use in all sorts of conditions.

Good Outlook for Light Trucks. "This year's experience has convinced us beyond a doubt that the demand for a commercial car of about 1,500-pound capacity, with full electrical equipment, big tires, Timken bearings and a full floating rear axle constitutes a market, the cultivation of which has been but barely begun.

"We will build a greatly increased number of these cars for 1915. They will be like the cars of last year, mounted on a chassis especially designed for commercial work. Aside from minor improvements in design and more attractive body colors, they will differ but slightly from the cars of last year, regarding which we have never had a complaint.

"We will carry them with an advertising campaign which will conclusively demonstrate their superiority over horse-drawn equipment. We will provide our dealers with an abundance of facts to push this proof home. We know that the time is ripe for such a campaign and confidently predict that, before another year has passed, thousands of merchants will be realizing from experience the advantages of these cars as business getters and money savers."

New Packard is on Its Way to Omaha

The Orr Motor Sales company has been advised of the shipment of their new 3-33 Packard sedan touring car from the Packard factory last Friday. This is particularly significant inasmuch as the supply of Packard thirty-threes was exhausted last April and customers all over the country have been unable to obtain the smaller Packard model for a period of four months.

The new 3-33 and 5-48 Packard cars are in reality only a new series of previous models with such improvements of details and refinements as would naturally occur in this advanced stage of Packard development.

DAWN OF BIGGEST SEASON, SAYS SAXON MOTOR OFFICIAL

"Bountiful crops and a sound, stable banking system have pulled American business through a trying situation caused by the breaking out of the war in Europe," says C. F. Jamison, sales manager of the Saxon Motor company, "and this country has settled down to enjoy the biggest year in its history.

"There is going to be a great business done in this country this fall. The United States is the most favored nation in the world. We are prosperous, we are at peace and shall continue so.

KOUNTICE RETURNS TO THE MITCHELL AUTOMOBILE

C. T. Kountice of the First National bank has purchased of the Mitchell Motor company one of their six-passenger six-cylinder Mitchells. This car is of the regular stock model, the same as is used by a number of citizens of Omaha. Mr. Kountice drove a Mitchell car several years ago, but changed to one of a higher priced make, and after driving that car during the interval it speaks well for the Mitchell to have him come back to this moderately priced car.

Other Mitchell cars delivered out of Omaha during the past week went to Mr. Alfred Winstrom, Essex, Iowa; Anton Barto, Malvern, Ia.; J. W. Ballard, Red Oak, Ia.; R. L. McKenzie, Silver City, Ia.; Max L. Glaser, Ewing, Neb., and Ralph Peters of Omaha.

FIRST 1915 HUPMOBILE SHIPPED FROM FACTORY

With the shipment of the first 1915 Hupmobiles last week, manufacturing operations on the new models started with a rush at the Detroit factory of the Hup Motor Car company in the past week. Sales officials declare that the 1915 season is a full month ahead of previous years in point of activity.

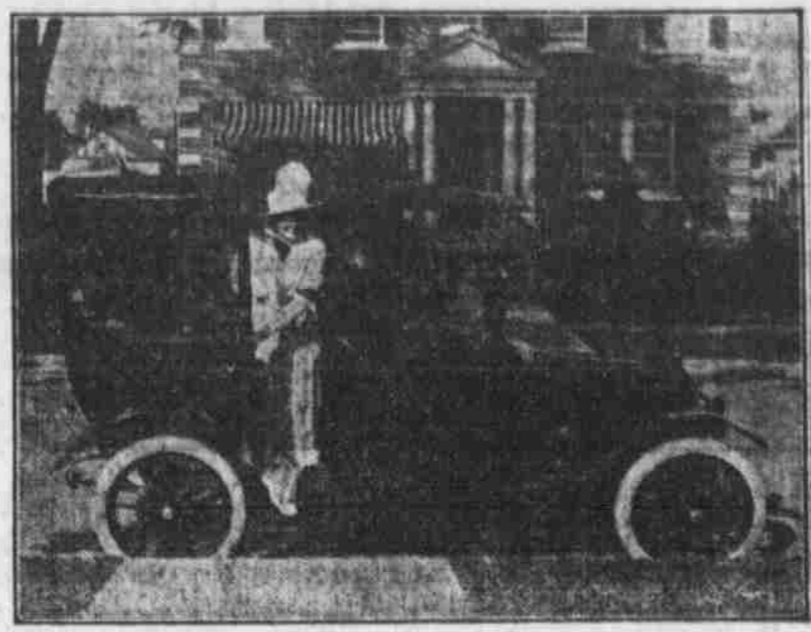
"One of the unusual features of Hup business this month, is the great number of dealers calling for immediate delivery of cars," says Commercial Manager F. A. Harris.

"There will be more automobiles sold in this country than ever before in the same length of time because the whole country is prosperous."

Canadian Prospects Brighter. W. T. Bush, Canadian Manager for the Studebaker corporation, reports two big contracts for Studebaker cars closed last week and sees therein concrete indications of bettering business conditions across the border.

One of the best dealers in Montreal signed up for a total of 300 cars and the Winnipeg dealer sent in his order for an equal number. An encouraging feature of both these orders is the insistent demand for immediate initial shipments.

One of the New 1915 Maxwells



Huffman to Sell the Paige Cars in This Section of Country

In a trip through the west and south-west Sales Manager H. Krohn of the Paige-Detroit Motor Car company has accomplished some results highly gratifying to the company. In this swing through the bumper-crop country Mr. Krohn signed Paige dealer contracts with at least six of the largest distributors in the country, whose business alone would keep a fair sized plant busy.

Among those who have recently joined with Sales Manager Krohn to spread the fame of the Paige in the west and south-west are the W. L. Huffman Automobile company, with showrooms at Mitchell, Sioux City, Sioux Falls, Lincoln, and Omaha; the Munger Automobile company of Dallas, Tex., and the Greenlee Motor Car company of Kansas City.

"I know that the new Paige line for 1915 had created quite some excitement out that way," said Mr. Krohn, "but I wasn't quite prepared for the reception I really got. I didn't have to talk Paige, 1915, line at all with the big distributors we signed up. They knew all about it and they wanted to talk Paige, 1915, line to me. As for the other dozen smaller dealers we signed up—well, it was just a matter of weeding out the applicants.

"I saw those crops we have heard about—grain elevators full and not enough storage room in sight for the rest of the crops. If we can just find a way to get those crops to their markets—particularly Europe—this country is going to make more money in one year than we can spend in a century. As it is, I believe that the automobile industry is going to have a good year—and the Paige will break all Paige records—which also is 'going some.'"

GOVERNOR TURNS FROM HORSES TO THE CADILLAC

Governor Samuel B. Ralston, of Indiana, has always been an ardent lover of horses. He loves them yet, but has learned to love the motor car also, as evidenced by his recent purchase of a Cadillac. Now a part of the executive stables has been turned into a garage, and the governor uses the Cadillac more often than he drives out behind his fine horses.

Whether Governor Ralston will learn to drive the car is a question. For the present, he says, his son will do the driving. For a long time the governor has been besought by automobile men to add a car to the executive equipages, and



How Much Longer Will You Stand on the Sidewalk?

You say you want a car but can't afford one. Thousands of other men have said the same thing. And it was true in the past. But not now. Today there is a car on the market—a mighty good car, too—that you can afford. A car so low in price that it won't hurt your pocketbook a bit. A car so well built, so perfect mechanically, that the upkeep cost is a trivial matter.

This Car is the Saxon. In the five months' time since shipments were begun over 6000 owners have learned by experience the remarkable economy and complete satisfaction of driving Saxons.

The Saxon is not designed for millionaires—though it's good enough for royalty to ride in. It's built for the everyday American citizen—the man like you—who wants the pleasures of motoring yet doesn't want to tie up one or two years' salary in an automobile.

What \$395 Will Do for You

Just consider what \$395 invested in a Saxon means to you. It gives you a staunch, good looking, smooth-speeding car for pleasure or for business. It gives you the new Saxon, the best two-passenger automobile in the world at anywhere near its price.

Call or telephone us for a demonstration. The car will prove all we claim.

Lininger Implement Company Omaha, Nebraska

Haynes Solves Task of Disconnecting Motor from Axle

"The problem of providing a means of disconnecting the motor from the rear axle has been one that has continually confronted the automobile engineer since the early days of the industry, and various devices have been used to some degree of success," states C. J. Corbhill, branch manager in this territory for the Haynes, America's First car.

"The cone type and disc running-in-all types have been popular, but certain features of their action have led to the development of a new type of clutch known as the three-plate, dry disc clutch. This is an ingenious arrangement of three plates separated by heavy rings of raybestos. The plates are held in contact by a large spring and are enclosed in an oil-tight compartment so that the friction surfaces are entirely dry and free from oil. This feature insures a perfectly even action of the clutch, since the influence of the irregular feeding of oil is absent."

J. B. ECCLESTON JOINS APPERSON BROTHERS

Apperson Brothers Automobile company of Kokomo, Ind., announces the affiliation of J. B. Eccleston, one of the best known automobile sales managers in the country, with them in the capacity of general sales manager.

Mr. Eccleston has been identified with the industry for many years, and was for a long time in the retail field in Buffalo. In the fall of 1907, when the late E. M. Murphy, organized the Oakland company he searched the field for a sales manager, and finally selected Mr. Eccleston, who held the post for over six years, and who built up a world-wide business.

Apperson Brothers, who are the oldest auto men in the field, having manufactured automobiles for over twenty-two years, are planning to greatly increase their production for 1915, and will be in the market with a popular priced line of four and six cylinder models.

Join Studebaker Staff.

To link more closely the factory sales organization with its force in the field, Sales Manager Ollier of The Studebaker corporation has appointed the following staff of special representatives: New England, C. N. Jordan; South Atlantic, Edward A. Haybell; central west, J. M. Opper; southwest, L. A. Tilley; Pacific coast, B. C. Willebrands.

Dodge Bros. Auto in Great Demand

Voluntary requests for dealerships numbered 5,811 when a count was made recently by Sales Manager Arthur I. Philip and his sales force at Dodge Brothers, Detroit, Mich., and it was found that from 80 to 90 per cent of the first year's allotment of cars had been contracted for in most of the sixteen districts. Not one word has been given out regarding the car and district sales managers report that dealers have not demanded information before signing. The sales representatives have reported to Dodge Brothers that the trade generally is convinced that the company will put out a car that will establish a new standard of value.

Overland Cars Sold to the British Army

Twenty-two Overland automobiles were sold and delivered on August 5, to the war department of Great Britain according to word received from John N. Wilby, president of the Wilby-Overland company, who has just returned from England. Together with a number of automobiles of the same make already in the service of the English army, the new cars will be used for patrolling and guarding the coasts.

New Series Moline-Knight.

A four speed transmission, spiral bevel gear, full floating rear axle, addition of roadster, limousine and sedan bodies, placing of center control levers closer to the front seat, an increase of \$100 in price and minor refinements, constitute the new features of the New Series Moline-Knight, product of the Moline Automobile company, East Moline, Ill.

Manager Canadian Sales.

Vice President Benson of The Studebaker corporation announces the appointment of W. T. Bush, formerly sales manager of a Detroit automobile company, to be sales manager of The Studebaker corporation of Canada, Ltd., at Walkerville, Mr. Bush succeeds C. H. Snook, who has resigned to enter another line of work.

Satisfy the Police.

After several months of hard service in the fire and police departments, five Wilby-Knights cars have been pronounced highly efficient by Toledo city officials. The cars were purchased by the municipal government after a thorough investigation of all prominent makes of automobiles built in America.

Women Will Help in Beautifying the Lincoln Highway

The course of the Lincoln highway is to be beautified, from ocean to ocean, by the planting of trees, shrubs and flowers along each side of the roadway at a cost of \$25,000.00.

The General Federation of Women's clubs has formulated plans for beautifying the highway and has already received pledges of nearly \$2,000.00.

Co-operation of governors of the various states and mayors of the various cities, through which the highway passes, has been promised and local committees are being appointed in the districts. Fruit trees will be planted along the roadside by several states which have adopted a plan of R. H. Williams, sales manager of the F. H. Stearns company, Cleveland, O., makers of Stearns-Knight cars.

AMERICANS WILL TOUR AT HOME IN 1915

"It is my guess that in 1915 many Americans who annually motor abroad will become much better acquainted with their country," commented President John A. Wilson of the American Automobile association when he landed in New York City the other day with a fortunate shipment of people who had escaped from the European war zone.

"Granted that we need many miles of real highway to get our road travelers to the scenic sections of the country, we are improving our arteries of communication more substantially than in the case even in France, where its network of well-built roads will serve the country in the warfare now raging," continues the head of the automobile organization.

"But even the foresight of a Napoleon could not look ahead to the automobile age, and so it is that the surfaces of the most famous French highways have worn away under the stress of the multiplied traffic of the last few years, a percentage of which has been supplied by road tourists from other countries, and with the United States as the largest contributor. French highway experts are disagreed as to the best method of resurfacing, though it should be kept in mind that practically every French road has a base and is well drained."

The Bee Want Ads Are the Best Business Boosters.

TO BUILD MOTOR STADIUM

Jack Prince Returns to Old Haunts Ahead of Speed Boys.

MAY BRING FAST ONES HERE

Builder of Fastest Tracks in the Country Hopes to Have One Here in Time for Ak-Sar-Ben Festivities.

John S. Prince, well known promoter of speed races and builder of more than fifty bicycle and auto race tracks in this country, is in Omaha to promote a stadium motorodrome, where motorcycles may race each other at 100 miles an hour. Prince is well remembered in Omaha from the old bicycle days, when he staged races and raced himself in the Coliseum. The old bicycle races were not as fast as the present motorcycle races, but they furnished all sorts of interest.

It was Mr. Prince who built the old Coliseum on Twentieth and Lake streets, now used for the Den. He has been building motorcycle race tracks and speedways in different parts of the United States during the last ten years. He has built forty or fifty of these. He built the first wood bicycle track and the first wood motorcycle track, also the first wood automobile speedway ever built. All world's records are held on tracks built by Prince.

Prince represents the Federation of American Motorcyclists and is going to remain in Omaha for two or three weeks, and says if he can find a good location he will build a stadium motorodrome and bring all the great professional motorcycle riders of this country to Omaha and decide all the Federation of American Motorcyclists' championships here during the Ak-Sar-Ben carnival this fall and make Omaha the greatest motor racing center of the country.

Farmers Buying Autos.

An editorial in one of the western farm journals in commenting on the motor car situation during the next twelve months asserts that "the automobile population will be greatly increased among the farmers, as it not only is a great time saver but it gives amusement to the family." Orders coming in from the west at the Cole Motor Car Co., according to President Cole, bear out the statement made in the western paper.

Old-Timers Identical.

The Western league is full of old leaguers satellites this season. Cy Morgan was an Athletic, Lurid Lou Richie was a Cub, Tex Govington was a Tiger and there are many others who "were national" known but a few years ago.

Tires at Before-War Prices Yet We Never Got Choicer Rubber We Never Built Better Tires

There exists now a new reason—most compelling—for buying Goodyear Tires. It results from war conditions. These leading tires—built of extra-fine rubber, in the same way as always—are selling today at June prices.

Due To Quick Action. Early in August—when war began—the world's rubber markets seemed suddenly closed to us. Rubber prices doubled almost overnight.

Men could see no way to pay for rubber abroad, and no way to bring it in. We, like others in that panic—were forced to higher prices. But we have since gone back to price we charged before the war, and this is how we did it:

We had men in London and Singapore when the war broke out. The larger part of the world's rubber supply comes through there. We cabled them to buy up the pick of the rubber. They bought—before the advance—1,500,000 pounds of the finest rubber there.

Nearly all this is now on the way to us. And it means practically all of the extra-grade rubber obtainable abroad. Today we have our own men in Colombo, Singapore and Para. Those are the world's chief source of rubber. So we are pretty well assured of a constant supply, and our pick of the best that's produced.

We were first on the ground. We were quickest in action. As a result, we shall soon have in storage an almost record supply of this extra grade of rubber. And we paid about June prices.

Now Inferior Grades Cost Double

About the only crude rubber available now for many makers is inferior. In ordinary times the best tire makers refuse it. Much of it had been rejected. But that "off rubber" now sells for much more than we paid for the best.

Table with 2 columns: Goodyear Prices, It is Folly Today To Pay More. Rows include 30 x 3 Plain Tread (\$11.70), 30 x 3 1/2 (\$15.75), 34 x 4 (\$24.35), 36 x 4 1/2 (\$35.00), 37 x 5 (\$41.95).

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. Open All Day Sunday. Tyler 1552

