Freer Buying Now Than Prevailed at Opening of Struggle.

EUROPEAN COMPETITION

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

M. J. Budlong, 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. Budlong. "But that injury cannot be very great or permanent. Even now, with the war only a few weeks old, I notice evidences of much freer buying than prevalled with the opening of the struggle.

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 menths in Europe are now forced to return home and in many cases without the cars they had intended to buy in Europe. This means an immediate and greatly increased demand for high class cars made in America. Again, we have received many orders from men connected with various industries that have immediately prospered as a result of the war, and who, in some cases, have made tremendous sums in an incredibly short

Foreign Competition Nil.

Owing to the foreign manufacturer's inability to insure delivery and to supply parts, the European car competition be practically eliminated for the time being. Many of the men who have driven foreign cars exclusively in the past, have done so merely from habit and have never realized the superior qualities of the American-made car. Invariably their first purchase of an American car leads to their complete conversion.

Present indication 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. Europe's necessity will be America's salvation. For example, right now representatives of continental countries are negotiating here for the purchase of ages of war, Europe must turn to Amerof this product.

"I confidently predict a gradual readjustment of trade conditions to meet the new requirements that have been thrust From the present sales and prospects season will be a busy one."

DEMAND FOR CADILLAC EIGHT SETS NEW HIGH MARK

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

shown by our entire organization, it is lish army as chauffeur. evident thus early that the coming automobile season will be unusually prosper OAKLAND CAR MAKES ous," Mr. Leland says. "Our new car has literally taken the

country by storm, and the demand and enthusiasm far surpass any that have at-

every one of them.

full awing of eight cylinder production. We expect that in a short time, however, we will be working a larger force than ever before."

NEW AND COSTLY "FREE

gear connecting outfit consisting of an ment was mades on the entire trip. This theaters in every large city. autematically starts or stops the com-pressor at a predetermined maximum and it had plenty of power to negotiate these switch, fuse, insulators, etc.

When your tires need air, if you drive its sturdy construction. up in front of the Powell Supply company, no matter what the hour is, you will find the "free air" outfit on the job look the opportunities in the "want ad" with plenty of pressure.

EAST RECOVERING FROM WAR Studebaker Shows Increase in Sales for Present Year

Studebaker branch houses and disributers from all parts of the United States, show wonderful gains in sales over the some period a year ago, and the company is frankly advertising the actual figures to show that the gain is not local to any part of the country. Branches from the Atlantic to the Pa cific show big gains representing any where from 35 to 500 per cent.

For example, during the first two weeks f September, 1914, the amount of Studesaker business done at the branch Kansas City was \$139,598, as against \$21 5 during the same two weeks in 1913, and other branches show equally signigains during the same two weeks. Thus: Chicago, 1914, \$275,433, as against \$73,570 in 1913; Atlants, 1914, \$51.168, as against \$11,882 for 1912; Boston, 1914, \$67,553, as against \$25,685 in 1915; Dallan, 1914, \$55,991, an agsinst \$16,369 in 1913; Minneapolis, 1914, \$148,464, as against \$55,826 in 1912; and Philadelphia, 1914, \$76,761, as against \$13,755 in 19.3.

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

improvements in chassis design have rought down the weight of both the Studebaker Four and the Studebaker Six 150 pounds each

The present type Studebaker motor has always been a beautiful example of the more recent school of motor design, but more recent school of motor design, but land reached Johannesburg at \$:30 p. m. their improvements and refinements have on Monday, three hours shead of the increased its power and efficiency over train, which made both trips on scheduled the design of a year or two ago.

The Studebaker Four in a recent reliability run made in Wisconsin covered 506 miles with a perfect score and from an the gallon of gasoline.

Dealers everywhere are reporting the

Packard Motors in Ambulance Service

Ambulance work has been added to the repertoire of roles assumed by autohundreds of heavy American motor mobiles operating under war conditions trucks. The European production of in and about Paris. Among the distinmotor trucks has always been limited, guished Americans who have volunteered and now crippled, as it is, by the rav- for ambulance service is Robert Bacon. former American ambamador to France. can manufacturers as the sole source He visited the headquarters of the Packard Motor Car company of Paris to purchase a car for American ambulance service use. R. N. Goode, the manager, expressed his desire to provide a car for upon us. There is no real foundation for ambulance service without charge and to calamity howling. Meanwhile we intend drive it himself. He immediately had a conducting our business as we have in the car equipped for the work. The first job past, selling as many cars as we can, was a dush for Colomniers with Mr. Bacon and two doctors to get a wounded we have listed, the prediction is that the English general. Mr. Bacon, in a small car furnished by the French government, has since been accompanying Goode's ambulance on its various trips to rescue wounded warriors.

One of Goode's assistants, named Clarke, has left for volunteer service with the third army signal corps, driving one of with the European rental service. His bunkmate is Baron Henri de Rothschild, "Byen discounting the enthusiasm who volunteered for service in the Eng-

CLEAN ENDURANCE RECORD

In England and on the continent, prostended the announcement of previous pective car buyers pay a great deal of attention to the performances of cars in "It is safe to say that if we had 6,000 endurance and reliability contests. of the new cars ready, we could ship clean score for a car means public favor and raiss for the manufacturer. This "Because the new design was put under contest idea is growing rapidly in the way somewhat later than usual and because it has necessitated the installation only stock cars are used without any delivery men and extending the forty-five minutes, making over 100 stops. The recent action of the government in increasing the allowance of rural free delivery men and extending the forty-five minutes, making over 100 stops. of much new and 'special machinery special preparation while across the water, equipment, our plants are not yet in the the cars the tuned up to the highest degree and in many cases special cars are built to win these contests.

In the recent Lake Tahoe endurance run from San Francisco to Lake Tahoe Tayern, and return, a distance of 539 miles, a new stock model 37 Oakland touring car made a clean record. This AIR" OUTFIT AT POWELL'S car had been run only a few miles before entering the contest and the only prepara-During the last week the Powell Supply tion made was to oil it up and fill the gas company has installed an Allis-Chalmers tank and radiator. Not a single adjustinduction motor driven compressor, com- | run is a severe test for any car; at one plets with a pressure governor, which place an elevation of over 7,000 feet was minimum pressure air gauge, reservoir, heavy mountain grades. Not a bolt or ures that if the license tax paid by the nut was loosened, which speaks well for

> Ises readers are too intelligent to overcolumns. They're worth while reading.

Makes Better Time Than South African Railroad Engine.

Despite Bad Roads, Makes \$40-Mile Trip in Eight Hours and Thirty -Minutes Better Than Big Matt. Train.

An Overland roadster recently performed the teat of beating the fast Natal mail train on the long trip from Johannesburg to Durban, according to dispatches received at the Willys-Overland company from their South African dis-Despite the hard going entributors. throughout the run, the car in bettering the time of the succeeded train by 8 hours and 30 minutes on the round trip of 840 miles.

The trial, which was the first authentic run over the long course, created a lasting impression among South African motorists, the majority of whom declared that it could not be accomplished owing to the terrific road conditions. Public magistrates acted as official timers for the event.

A large crowd saw the sturdy little Johannesburg station at 5 o'clock on a Saturday evening. The car reached Durban, the end of the first lap, at 1:35 o'clock on the following afternoon, five hours ahend of the train, after making not be possible if the slightest overloading stope at all points where the train was scheduled to stop to take on mail or change engines. At 5:50 on the same day, the throttle to its fullest extent, accomthe automobile and the train left simultaneously for the return trip. The Over-

Roads in Bad Shape.

The distance is equivalent to a trip from economic standpoint showed a consump. New York to Louisville, Ky., which would tion of twenty-two and a half miles to not be considered particularly noteworthy in the United States where automobiles are in general use and roads, for the most flattering tests for both power and most part, are in excellent shape. But efficiency and they claim that the public | those who realize the extreme conditions is very quick nowadays to appreciate good encountered in South Africa declare that notor car design and for that reason the time recorded is remarkable. The increase in Studebaker business for the roads are rough and sandy, in places belast few weeks has been remarkably coming merely bush tracks. This in itself long distance automobile runs. In addition, the Overaidn was delayed by 104 gates marking the boundaries of the large African ranches. The driver was forced to bring the car to a dead stop, dismount, drive through, then stop and close the gate before starting on his Way. The only involuntary step was caused by a puncture on famous Majuba

The run is considered a great test of driver, who handled the wheel from start o finish throughout the round trip. From 4 o'clock on Saturday afternoon until 3:30 Monday afternoon he was without sleep, having only a short rest of five bours during the two days. The passenger, who accompanied him, unable to handle a motor car.

The car used is a roadster of standard construction with mudguards, windshield. lights and full equipment throughout.

Saxon Cars Are Now Put to Many Uses in Different Sections

peal of the small car, the Saxon Motor company has just made known some interesting facts about Saxon cars in ser-

One owner, a real estate concern in Detroit, contributes \$50 toward the purchase of a Saxon by each of its salesmen. Another owner who sells adding machines drives his car about in making calls and displays a miniature adding machine on the hood of the automobile. Among rural free delivery carriers Saxon cars are in frequent use. One of these carriers in South Carolina covers a twenty-eight-mile route in one hour and forty-five minutes, making over 100 steps. delivery men and extending the territory to be covered by them has caused many to be interested in small automobiles of low operation and upkeep cost.

In one day the Chicago dealer of the Saxon company sold cars to a priest, an instructor in a technical school and the head waiter in one of the leading hotels. Another owner near Chicago, a woman 70 years old, drives her car herself.

The leading man of one of the largest moving picture ocncerns in the country. located in New York, employs his car in a popular "movie" play now running in

Revenue from Autos.

T. Gray Coburn of Norfolk, Va., figowners 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.

OVERLAND RUNS MAIL TRAIN Oldfield's Racing Cars Here Waiting

for Flyer Beachey

PLOWS THROUGH SAND AND BUSH

The two fastest dirt track cars in the The cars are no other than the famous 300-horsepower front drive Christie and

er Sales company, respectively. Just at the present time the Fiat Cyto five miles, making the mile in fortyfour seconds, the two miles in 1:27 and

the five miles in 3:40%. track driving comprises one of the hard-

est tests to which a carburetor can be treating tires. put. The exacting nature of the work, he says, demands the very best in caron a track, the car must get away like lated conditions lightning out of the turns, which would of the earberutor took place. It is a question of alternately opening and closing plishing each operation by one quick movement of the foot. Only a perfect carburetor can do its work under these exacting conditions and deliver the motor's full efficiency. In a talk which Mr. Livingston had with Oldfield recently the latter told him that he had been one of

the first to use the Master carburctor in racing, as its simplicity and completeness of design had instantly appealed to him He further added that his actual racing experience had more than confirmed his first judgment. Racing drivers naturally insist on the very best that they can posalbly get in any line and the fact that Oldfield uses a Master when he goes after world's records is in itself a sufficient recommendation for the carburetor.

FIRESTONE LOOKING FOR MORE SPACIOUS QUARTERS

R. J. Pirestone, sales manager of the Firestone Tire and Rubber company, is n Omaha with a view toward selecting a location for a new building to house the local Firestone branch. The increased business in Omaha is such that the presskill and endurance on the part of the ent quarters will not accommodate and it is absolutely essential that more spacious quarters be obtained.

> Blevins Convalencent. Reports from Johns Hopkins hospital, Baltimore, tell of the convalescence and probable recovery of H. W. Blevins, Tolede Studebaker distributer. Mr. Blevins is one of the big figures in the automobile industry. His contract calls for the delivery of \$3,000,000 worth of Studebaker cars annually.

Marathon Tires Cut Ten Per Cent in Price Friday

The Akron Rubber and Supply company orld, belonging to the veteran speed of Omaha has announced that a reduction bug. Barney Oldfield, are in Omaha this of approximately 20 per cent in tire prices week, awaiting the arrival of Lincoln will be registered on Marsthon tires, for Beachey, with whom Oldfield starts west which the Akron company is distributers on an exhibition tour after Ak-Sar-Ben. for Nebraska and Iowa This reduction was made effective on October 2.

While the price list has been cut down the 100-horsepower Flat Cyclone and they the local agency wishes to emphasize that are on exhibition in the windows of the there has been no corresponding reduc-Drummond Motor company and Mas- tion in quality. The Marathon tires are built entirely by hand in order to insure absolute accuracy and to prevent errors. one is a car to which special interest is Hand manufacture insures most possible attached on account of its performance quality and quality insures longest mileat St. Louis on September 20, when Old- age for the owners. Sea island cotton field broke all world's records from one fabrics are used and the fabric is so woven as to allow complete impregnation of rubber.

For the purpose of obtaining uniformity M. S. Livingston, manager of the Mas- at all points and to avoid over-cure or ter Sales company, points with pride to under-cure and to multiply the wearing the fact that the car is equipped with a resistence Marathon tires are wrapped Master carburetor. He maintains that fast and cured in open steam, Marathon engineers have found that method superior in

The Marathon tire carries a 5,000-mile Overland and the big mail train leave buretor construction and design. A per- fect material of workmanship, lessening guarantee with it. In the case of imperfect mixture must be had at all times, for, the tire mileage below 5,000 miles, new in order to make the best possible speed tires are exchanged under certain stipu-

LOST, FOLLOWS TRAIL OF FIRESTONES TO THE ROAD

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

At one time while traveling through Montana he became confused as to the

> TOPS BACKS SEAT COVERS TIRE COVERS LINEN COVERS CUSHIONS DUST HOODS

RADIATOR HOODS TRANSPARENT SHEETING LEATHER REPAIRING FENDERS COVERED AND REPAIRED BOWS STRAIGHTENED DENTS REMOVED FROM

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correct routs. While at a standstill in difficulty, so I believe I will follow this the road and unable to determine the trail and see what happens. trail before him

Says Mr. Funck, "Firestone Non-Skids familiar teritory. we pulled me out of many a former failed me yet," affirms Mr. Funck.

proper course to pursue he noticed the For nearly 200 miles he was able to folimprints of Firestone Non-Skids in the low the Non-Skid imprints, which proved a true guide and eventually led him into

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.



TIRES

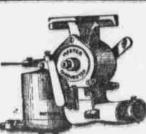
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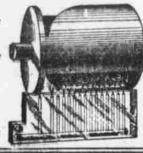
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Master Carburetor No Springs, No Valves, No Adjustments. MORE MILEAGE MORE POWER LESS VIBRATION

A Carburetor that will make an easy starting motor.

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TWO NEW [C]



Lower Prices and Higher Quality

A FEW OF THE 1915 AUBURN FEATURES

SIX-FORTY

Six cylinders, cast enbloc, 3½x5¼. Three-point sus-ision. 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. Electric starter, Full equipment without extra cost,

electric lights, electric horn, windshield, speedometer, tire trons on rear, one-man top and hood. Six-passenger Touring. \$1.550. Roadster, \$1.550.

Two-passenger

FOUR-THIRTY-SIX Four cylinders, T-head, cast enbloc, 3 % x5. Three-point

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.

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