

AUTOMOBILES

PLAN FOR ANNUAL AUTOMOBILE SHOW

Local Dealers Predict 1915 Event Will Surpass by Far the Nine Previous Displays.

HELD WEEK OF FEBRUARY 15

That the tenth annual Omaha Automobile show will far surpass the nine previous shows is the expectation of every automobile dealer who is a member of the association. Plans for additional features have been consummated and when the week of February 15 arrives, the doors of the Auditorium will swing open to reveal the biggest and best display of 1915 machines and accessories west of Chicago.

Extensive plans for decorations have been made and the Auditorium should be more appropriate than ever before. The decorations will not be designed so much with the intention of producing an extravagant and pretentious mural effect, but rather to produce a setting, which will show to advantage the cars exhibited.

Commercial Club Assists.

The Commercial club is co-operating with the association in efforts to attract outsiders to the big event. The automobile show always brings many hundreds of people to Omaha and is therefore regarded as one of the most important commercial events that occur here. Dealers and prospective buyers from Iowa, Nebraska, Kansas, Wyoming, Colorado, Missouri and South Dakota, come to Omaha in large numbers and the benefits derived from their visits are promptly made business firms to make special preparation for their entertainment.

In addition to the large exhibits of pleasure cars, commercial vehicles and motorcycles will also be displayed. The truck exhibit will be unusually large, as many manufacturers have in the last year added commercial and delivery cars to their lines. This display will, as usual, be held in the basement, and the exhibition of motorcycles will be in the upper corridors.

The decorations at the automobile show will be in charge of George Laler, of the firm of Beaton & Laler.

Monihan Appointed Manager of Marion

John Guy Monihan, for many years identified with the advertising and sales management of the Premier Motor Car company of Indianapolis, and later as general sales manager of the Cole Motor Car company of the same city, becomes vice president and general manager of the Marion Motor company of Indianapolis.

Mr. Monihan, because of his leadership of the first amateur tour across the continent, now known as the famous "Ocean-to-Ocean" tour of 1911, which resulted in the conception of Carl Fisher of the Lincoln Highway, is today recognized as among the famous leaders of the great movement of "See America First" by automobile. Mr. Monihan is one of the best known figures in the motor car industry.

J. I. Handley, president of the Marion Motor Car company, and who has just become president and active head of the Mutual Motors company, retains the presidency of the Marion company, but relinquishes the management to Mr. Monihan.

Kissel Kar Better Than Average Six And Less in Price

"While we are very enthusiastic about the new Kissel Kar 42-Six, and naturally inclined to the use of superlatives in describing it," says Frank J. Edwards, "we are willing to stand upon the summary of one of the highest authorities in the country, who, in reviewing the merits of this car for his journal, said: 'It is better than the average six at less than the price of the average six.'"

"That, after all, is strong enough to interest the keenest prospective buyer and, judging by the size and alert attention of the crowds that visited the Kissel Kar exhibit at the New York show, no doubt remains in the public mind that this model is unusually distinctive and attractive."

"The Kissel Kar 42-Six and the 35-Four are really remarkable values, the best cars to my mind that Kissel ever produced, at prices away below those hitherto associated with Kissel Kars. With Kissel-built motor, body, clutch and axle, to say nothing of many other less important units, these models are exclusively Kissel."

To the buyer who seeks in his car personality as well as beauty, individuality as well as convenience, exclusiveness as well as comfort, in fact, if he seeks at a price below the average a car of better than average quality, these Kissel Kars fill the bill. We believe that an unbiased comparison will make that fact obvious."

FORD LEADING FOR DELIVERY PURPOSES

Figures recently compiled by the editor of an eastern motor truck paper show that the Ford outnumbers all other trucks combined. That there are from 7,000 to 80,000 Ford cars annually converted into light delivery cars, which number equals the combined output of the truck makers.

After a period of more or less costly experimenting with a variety of heavy types of delivery car, the transportation heads of various businesses reached the general conclusion that it did not pay to deliver 4,000 pounds of car and only 1,000 pounds of merchandise. In other words, they found that their loads averaged less than 1,000 pounds and it was an expensive proposition to deliver this load on a truck of one and a half to two tons capacity, weighing from 3,000 to 4,000 pounds.

Over 500 Ford delivery cars are now in use in Omaha, every line of business being represented, from the smallest grocery, which delivers a few hundred pounds in a box attached to the rear deck of a Ford runabout, to the largest department stores, whose cars are fitted with the most modern full paneled, beautifully finished bodies, delivering many tons of merchandise every day. Figures recently furnished by one of these latter show the upkeep expense of the Ford delivery car to be only about one-half that of the number of horses required to do the same amount of work. The service given the store's patrons, the merchant's prestige and the all-around efficiency of the delivery department is, of course, much more than doubled.

DASH OF OLDSMOBILE IS MADE OF IMPORTED WOOD

Oldsmobile salesmen explain that the dash of the Oldsmobile four, as well as the six, is constructed of Cressian walnut. This is an imported wood from Poti, on the east shore of the Black Sea, and is noted for the beauty of its marking. It takes and retains a lustrous finish.

BIG PACKARD LINE AT NEW YORK SHOW

Five Finished Cars Included in the Annual Display in Gotham's Grand Central Palace.

REPRESENT TWENTY STYLES

Five finished cars represented the Packard at the big annual automobile exposition in Grand Central Palace, New York. But at that, the limited show space made it impossible to give an adequate idea of the Packard line, which consists of twenty distinct body styles.

The exhibits at the New York show ranged from a smart runabout, seating two, to an imperial limousine, seating seven in two compartments, both of which are entirely closed.

Car Designed for Show.

A "3-4" salon touring car was shown, in sage green, a special Packard color. The wood parts and wheels are done in dark oak. Although this company's standard salon touring car is built for six passengers, this superb show car is designed to seat seven.

A "3-35" salon brougham, a new type never before exhibited, is coach painted green in color, with the body panels a darker shade. The wheels are dark Naples yellow. This car is upholstered in tan cloth, plain above the belt and with a green figure below this line. The salon brougham is a single-compartment car especially suited to the owner-driver.

NUMEROUS SALES MADE OF DODGE AND PAIGE CARS

The Murphy & O'Brien Auto company has sold fifteen cars during the last week. Several carloads of Dodge cars are expected to arrive in Omaha the first of this week. There were over 2,000 visitors at the show room during the last week, many of whom were here attending the Implement Dealers' convention. The new Paige Six is attracting a great deal of attention.

E. E. MOSER COMPANY TO SELL TRUCKS EXCLUSIVELY

One of the new auto firms which has just entered the local field is the E. E. Moser company, 218 Farnam street, who have secured the agency for several high grade motor trucks, including the Commerce Motor company's light delivery vehicle and the Federal Standard and Denby products which range from one and one-half to five-ton capacity. This firm will handle trucks exclusively.

Mark's Son in Yale.

Connie Mack's son Roy, as soon as he finishes his course at Worcester academy is going to enter Yale. He will take all that famous school of learning has in stock—with the hope of qualifying himself to succeed his father as manager of the Athletics.

Overland Occupies First Position at Big New York Show

The most striking feature of the Overland exhibit, which occupied the first position at the New York show, was the fact that each of the five cars on exhibition showed, in a marked degree, the policy of the Willys-Overland company of continually giving "more car for less money."

The Overlands, from the light four-cylinder Model 81 to the six-cylinder Model 82, are built throughout of the best material obtainable, all of which has been thoroughly tested in the physical and chemical laboratories of the big Toledo plant. The principle of quantity production, on which the cars are manufactured, enables the maker to give each operation the very best of technical skill and producing facilities. Each part is made by a specialist who is able to devote his entire attention to a single operation. This is one of the essential economic factors in Overland production.

Of the five cars shown, a touring car, four-passenger coupe and a roadster were of the four-cylinder, thirty-five horsepower, Model 80, the others being a Model 81, four-cylinder touring car and Model 82, a six-cylinder touring car. As John N. Willys, president of The Willys-Over-

Tons of Steel Used In Firestone Rims

Enough steel to build twenty-four skyscrapers is put into Firestone rims every year.

This is the statement of R. J. Firestone, sales manager of the Firestone Tire and Rubber company—and he gives the figures to show it.

To meet the demand last year 12,000 tons of steel were converted into Firestone rims. This is 24,000,000 pounds. Contractors say that 1,000,000 pounds of steel is enough for a pretty tall business block.

The Firestone Tire and Rubber company buys more special section steel than any other firm in the country. Storage of the raw steel alone requires 15,000 square feet of floor space.

A busy force of 400 men and a working floor space of 150,000 square feet are used in the rim plant. The equipment of machinery is also on an unusual scale. There are sixteen electric welders. One of them is specially constructed to handle stock fourteen inches wide.

New Contrivance Invented to Stop Wily Auto Thief

A new contrivance to baffle automobile thieves has been invented by the Anti-Thief Automobile Switch Lock company of Indianapolis. It is a combination lock which requires no key and the switch plug is nonremovable. The wires are encased in hardened steel tubing with locked terminals, which prevents rewiring or cutting of wires. The lock is said to be meeting with great favor and is highly successful.

DEMAND FOR PRESSED-ON COMMERCIAL TRUCK TIRE

"In the commercial vehicle field we find for 1915 an ever-increasing demand for the pressed-on type of truck tire," says C. W. Martin, Jr., manager of the motor truck tire department of the Goodyear Tire and Rubber company. "There can be no doubt that experience has proved beyond question that pressed-on truck tires, in territories equipped with facilities for their handling, have given maximum satisfaction and mileage."

"To meet this demand Goodyear is campaigning and featuring for 1915 the S. V. tire that has been subjected to a remark-

able severe series of experiments and tests during the last year. This is without doubt the best tire for its purpose that Goodyear has ever turned out, and where it has been adopted users cannot be induced to change.

Maxwell Income is Million and Half During Year 1914

Owners of Maxwell cars, and particularly automobile dealers, will be pleased to hear that despite the war and rather depressed business conditions during the early part of 1914, the Maxwell Motor company enjoyed the most successful year in its history.

Under the skillful and able management of President Walter R. Flanders, the Maxwell company this year concentrated on one model and brought out a low priced car, which met with an enthusiastic reception from the public. As a result, Maxwell dealers made money and their customers were delighted with their cars.

Not only this, but what is equally important, the Maxwell company made money, too, as the last annual statement showed a net income of over \$1,500,000 as against dividend requirements on the first preferred stock of \$600,000.



Now is The Time To Get Your Overland

TODAY motoring is popular the year around.

The old fallacy of not getting your new car before spring is a thing of the past.

In fact motoring right now is far more beneficial and much better sport.

So get that notion out of your head—make up your mind to get a car now—and listen to why it should be an Overland.

Price considered, the Overland has greater value than any other car in the world.

That's a big statement but, nevertheless, a fact.

To begin with, the Overland has the high tension magneto—the most dependable and uniform system of ignition. Many cars have only the cheaper battery ignition.

It has larger tires than many cars of our price. They are 34 inch x 4 inch all around.

Then there is the simple driving arrangement. All electric control buttons are located on the steering column. On many cars the control buttons are located on the dash which is unhandy and often mighty inconvenient.

In bad weather the Overland can be made just about as comfortable, cozy and snug as a closed car. The side curtains fit perfectly and give complete protection from draughts, rain or snow.

The list of Overland advantages is long—too long to give here.

Our dealer will gladly explain and demonstrate everything.

Remember—now is the time for motoring.

Buy an Overland and save money.

Model 80 \$1075	Model 81 \$850
5 Passenger Touring Car	5 Passenger Touring Car
Model 80, Roadster . . . \$1050	Model 81, Roadster . . . \$795
Model 80, 4 Pass. Coupe . . . 1600	Delivery Wagon, with closed body . . . 895
Six-Model 82, 7 Pass. Touring Car 1475	Delivery Wagon, with open body . . . 850
All prices f. o. b. Toledo	



Overland-Omaha Company, Distributors
 J. R. JAMISON, Pres.
 Phone Douglas 2643. 2043-45 Farnam Street
The Willys-Overland Company, Toledo, Ohio.

Your All Year Car is Here

1915 Maxwell Cabriolet

The Ideal Car for Milady, the Doctor, and the Business Man

This is the time of the year when you get more real value from an automobile than any other time of the year.

It enables milady to come and go at will, regardless of the weather and in all comfort, warmth, ease, luxury and cleanliness of the higher priced coupe.

It enables the doctor to make his calls without suffering the chills and discomforts of inclement weather, day or night.

It enables the business man to transact his business in bad weather

with the same speed, comfort and facility as in an open car in summer.

The Maxwell Cabriolet appeals to your sense of dignity and good taste. Its pure streamline body, crown fenders, its large roomy seat, the coachwork of most superior quality, top finished inside with finest imported broadcloth and the exterior of fine hand buffed grain leather, make it a car to be proud of. Top may be lowered when desired.

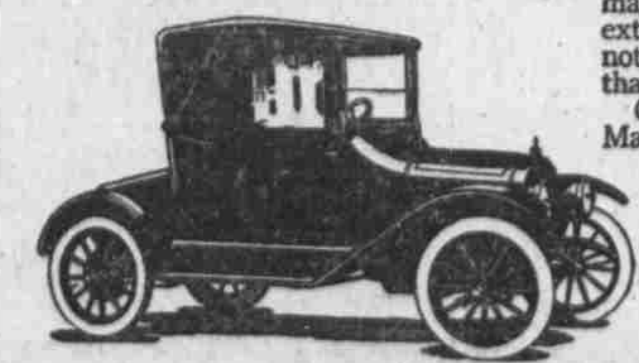
Compare the cost of this superb enclosed car with any and when you learn that it is fully equipped with electric starter and lights, anti-skid tires, high tension magneto, speedometer, and leaves you no extras to purchase, you will say that it is not only the highest grade Cabriolet, but that it is positively the lowest in price.

Come in and let us show you the Maxwell Cabriolet.

Complete with Electric Starter and Lights

\$895

F. O. B. Detroit



Maxwell Motor Sales Corporation
 9th and Jones Sts., Omaha. Distributors Telephone Douglas 770