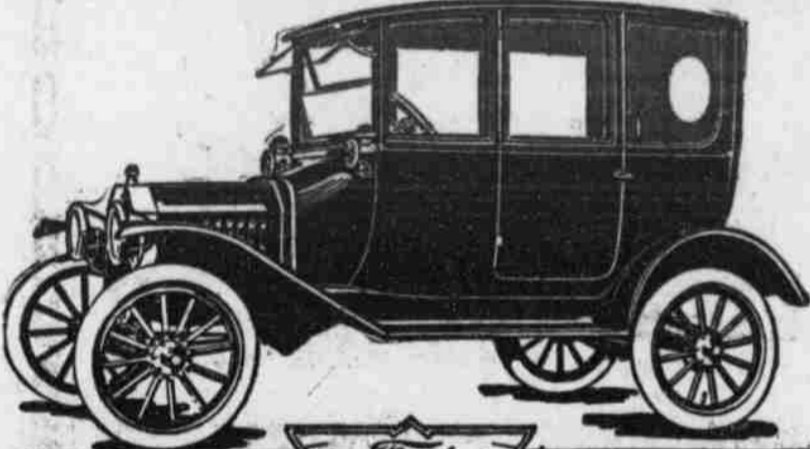
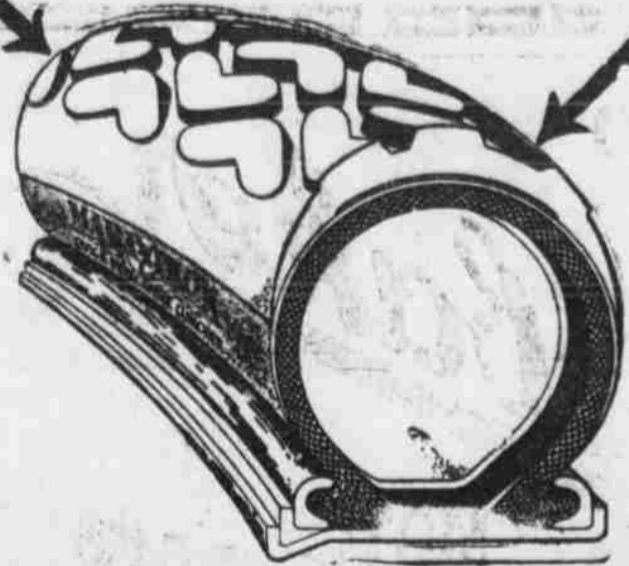


# MARATHON TIRES

There is real mileage in Marathon tires. More by far than in the old type tires. The Marathon tread is heaped up where the wear comes. The real solution of the mileage problem is found in the-

**MARATHON CONCENTRATED TREAD**  
**5,000 MILE GUARANTEE**

**Akron-Marathon Rubber Co.**  
2522 Farnam Street,  
Omaha, Neb.



When you buy the Ford Sedan you buy all of the Service and Essential Comforts obtained in any car—but you don't pay an extravagant first cost and an excessive maintenance expense. The Ford Sedan is like the other 700,000 Fords already in use—low in Cost, high in Quality and the most economical car to run that was ever built—on the average less than two cents per-mile. Light, strong aluminum body with every demand of style and luxury in detail of appointment.

Ford Sedan \$975; Coupelet \$750; Town Car \$690; Touring Car \$490; Runabout \$440. All fully equipped, f. o. b. Detroit.

On display and sale at 1915 Harney Street.

Buyers will share in profits if we sell at retail 300,000 new Ford cars between August, 1914 and August, 1915.

# SAXON

See the Leaders in

Low Weight  
Low Price  
Low Up-keep  
High Value

New Six, 5-pass. \$785  
Roadster, 2-pass. \$395

At the Show  
We Urge Comparison

Lining Implement Co.  
6th and Pacific St.

See These Cars Section 7, Auto Show This Week.

## Wonderful Advance in Autos



FIRST MITCHELL CAR SHOWN BY JOHN D. BATA CHIEF ENGINEER OF THE MITCHELL-LEWIS MOTOR COMPANY.

"As a direct result of the great advances made in automobile construction in the past decades the motorist of today can purchase for a reasonable price a car of much greater utility and all around consistency of performance than the most costly machines of a few years ago," said John W. Bata, chief engineer of the Mitchell-Lewis Motor company of Racine, Wis.

"This point was well driven home a short time ago by the wonderful performance of the 1915 Mitchell light four which finished a 7,500-mile reliability and economy test in thirty days with a sealed bonnet.

"What car of any make, at any price, could successfully have essayed this tremendous task half a dozen years ago, of covering 500 miles a day for thirty consecutive days, tackling all sorts of roads and encountering every weather condition and coming through entirely free from trouble of any kind?"

"There were none."

Only Big Ones Could Win. "In the early days of the Golden tours and other long distance road tests it should be remembered that only the big cars, the costly ones, the product of the highest priced manufacturers, had a chance for victory or even completing the journey.

"American engineering and manufacturing skill has had no greater demonstration than in the gradual evolution of the motor car from a machine of uncertain performance, possible only to the rich, to the present highly developed machine of mechanical perfection which can be owned and operated without hardship by the person of moderate means."



H. I. McCLAREN, PRESIDENT AND GENERAL MANAGER OF THE MITCHELL COMPANY.

"This light Mitchell car which has just covered 500 miles in every day of thirty days sells for \$1,500. It did not pick the soft spots. It travelled over all kinds of roads such as would be encountered in the most severe touring, for the Mitchell-Lewis Motor company wanted to prove to the public that this little stock car would go through every kind of service to which it could be subjected by the hardest driving motorist and do this without adjustments of any kind and the car made good."

## AUTO INDUSTRY AT THE TOP

Despite Poor Year, Motor Car Business Reached Its Zenith, Says George Kissel.

### FUTURE IS MORE THAN BRIGHT

"The year of 1914 witnessed the highest mark in both the production and sale of automobiles since the inception of the industry," declares George A. Kissel, president of the Kissel Motor Car company. "Think of it! With general business nothing to boast of and the air charged with pessimism and caution, a so-called luxury looms up with a big sales increase."

"The deduction is plain. The motor car is positively and conclusively not a luxury, but a real necessity in carrying on the affairs of the high-geared century. Indeed, the term 'pleasure car,' commonly used to distinguish the passenger automobiles from freight carrying motor vehicles, conveys an entirely erroneous and misleading impression."

### Business Counts

"The keenness of competition in the work of the world, as it is carried on today, makes success largely dependent upon the conservation of time. The minutes count and automobiles save hours of them daily."

"An analysis of 1914 sales proves that a very large percentage of KisselKars were bought for a carefully computed economical purpose. Business houses have found that through the use of cars they can multiply the efficiency of their outside force, not only enabling them to expand their scope of operations, but to cover the old ground in a fraction of the time formerly consumed. The professional man has long recognized the economical value of the automobile and is plainly handicapped without one."

### Truck Important, Too

"Observe that I have considered only the so-called 'pleasure cars.' The motor truck has just as big and probably an even more useful future. The great European war has shown what a wonderful utility the power-driven vehicle is not, I am glad to say, as an engine of destruction, but principally as first aid to the commissary and hospital forces."

"Yet the automobile has only just begun its work and its possibilities are still unknown or unappreciated in a major portion of the world. It will figure as a main factor in the extension of civilization's boundaries and its use become more diversified as its universality broadens."

"The future of the automobile?"

"Great."

## Kissel Is Pleased With 1915 Outlook

President George A. Kissel of the Kissel Motor Car company is highly pleased over the results obtained for the Kissel Kars at the National automobile shows in New York and Chicago and believes that the industry as a whole has entered upon its greatest year.

"I know that this prediction sounds like those of last year and the year before," says Mr. Kissel, "but when the returns came in, it was found that anticipations were more than fulfilled in both those years. So it is this year, for not only does it appear certain that the domestic market will at least hold its 1914 level, but that foreign orders will immensely increase the total. This is not merely a guess with us. We have studied and analyzed the situation from every angle and are largely governed in our opinion by orders actually in hand."

Only Three Bad Ones. One of John K. Tener's last acts as governor was to pardon a convict. Next summer there won't be anybody for him to pardon, but Heine Zimmerman, Johnny Evers and Roger Bresnahan.

## Good Roads Are an Essential to Big Automobile Trade

"With all this good roads movement going on, it seems to me that we should be able to accomplish much in a short time," says Elmer Apperson, president of Apperson Brothers' Automobile company. "And it is well," he adds, "because good roads are so essential, so absolutely necessary to the maximum development of the automobile industry that it seems strange some concerted efforts has not been made before this time."

"Good Roads—I mean perfect stretches of highways from city to city, all over the country—will invite thousands and thousands of new buyers. It is just the thing that they have been waiting for—the freedom of the roads—for those who desire unlimited opportunities for motoring for an indefinite period—anywhere, at any time."

"I appreciate that as a country, we are young and growing, and it would not be fair to compare ourselves with nations of the old world, and so it would not be just right to compare their splendid roads to ours, but it does seem to me that we should be able to profit by the example they have set for us, and make every effort to develop our road system, as quickly as possible."

"The newspapers are in a position to be of valuable assistance to the propagandists and awaken the interest throughout the country to the importance of the movement."

"And we should not lose any more time. The task is herculean in character. There is much to be done, and if the present generation is to enjoy the improvements, we should go to work at once."

## Announce New Ford Runabout at Show

The Ford Motor company has just made announcement of a classy new runabout which they have brought out, and one of the first to leave the factory will be on display at the Omaha show.

Complete details of this new car have not as yet been given out, but it is said that decided changes have been made affecting the appearance and lines of the machine—the body is a very marked improvement over former Ford models and possesses many of the refinements of the heavier cars, although at the same time the new model has all the exclusive Ford features which have made the Ford the "universal car."

The new runabout sells at the same price as the 1914 car, although it is stated this price is not guaranteed against an advance.

## THE SCIENTIFIC CARE OF TIRES REDUCES EXPENSES

The Goodyear Tire and Rubber company has been advocating for a long time what it calls "The Science of Tire Care," believing that whether applied to a solitary car or to a fleet of delivery trucks, scientific care as opposed to haphazard inspection will pay big returns in reduced tire bills. Now comes another concrete example of the truth of this belief. From a large middle western concern comes the information that in a single year they saved well over \$10,000 by applying to the care of the tires on this big fleet of delivery trucks the same principles of efficiency that they employ in conducting other departments of their business.

New Mascot Fad. Among the new mascot fads is the Russian bear in natural wool, so that weather does not affect it. He rides standing over the top of the radiator cap.

# PAIGE

"The Standard of Value and Quality"

## 51 Paige Cars Sold at the New York Show

And they were bona fide orders, too, taken by the New York Paige Distributor during Show week. Every motor car made in America was shown at the New York Show, which is the largest show and the most critical audience in the motor car world. Its verdict is final. And the Paige distanced the whole field in making this unique record—51 cars—sold.

What does this record mean?

Paige Supremacy—Paige Excess Value—and overwhelming Proof of

"The World's Greatest Motor Car Value."

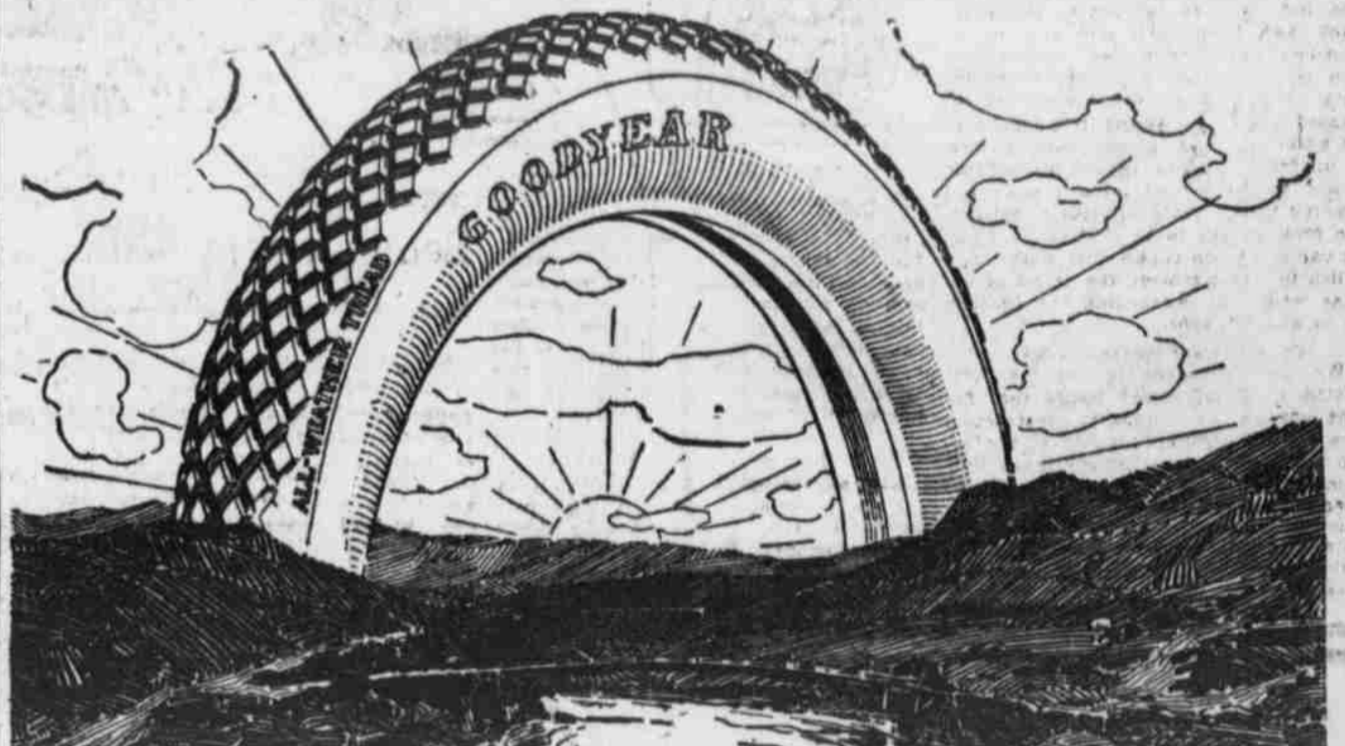
For demonstration, catalog, particulars and proof see us immediately.

Four "35"—\$1075  
Six "46"—\$1395

Paige-Detroit Motor Car Company  
Detroit, Michigan

## Murphy-O'Brien Auto Company

Farnam at Nineteenth Street  
Space 23 at the show.



## Goodyear Tires Are in the Light Now

### The Supreme Test

Some years ago the Goodyear tire reached the throne in Tiredom. Since then it has outdied any other.

That place in the light, as everyone knows, puts a tire to the test supreme. Men watch it. They expect super-quality in it. They suspect that it's over-rated.

Every seeming fault stands out in that glare, though due to mishap or misuse.

### Higher Than Ever

Last Year's Gain 26.6%  
But the Goodyear Fortified Tire, after years in the sun, holds higher place than ever. Last year men bought 1,479,883 Goodyear pleasure car tires alone—a gain of 26.6% in one year.

Despite some 50 rivals, Goodyear sold about one tire for every car in use. That, remember, after millions of tests and comparisons.



Fortified Against  
Rim-Chips—by our No-Rim-Cut feature.  
Blow-outs—by our "On-Air" cure.  
Loose Treads—by many rubber rivets.  
Insurers—by 125 braided piano wires.  
Puncture and Skidding—by our double-thick All-Weather tread.

### Who is Wrong?

Is it the Goodyear user, whose choice of a tire is now confirmed by some 400,000 men? Or is it the man who assumes, for some reason, that another tire is better?

Isn't the best average service, as proved by Goodyear supremacy, the right way to judge a tire?

### Lower Prices Now

On Feb. 1, Goodyear made the third price reduction in two years. The three total 45 per cent.

Yet the tires are constantly bettered. Now in five costly ways Goodyear Fortified Tires excel any other tire built. They have five great trouble-saving features employed by no other maker.

They will mean to you tire content.

Any dealer can supply you Goodyear tires. If the wanted size is not in stock, he will telephone our local branch.

## Goodyear Service Stations—Tires in Stock

- Acme Auto & Taxi Livery Co., 2606 Leavenworth St.
- King Hardware Co., 2109 Cumming St.
- Omaha Auto Filling Station, No. 1, 102 So. 17th St.
- Omaha Auto Filling Station, No. 2, 4302 No. 26th St.
- Paxon Garage, 2212-21 Farnam St.
- Feb. Automobile School, 1413 Dodge St.
- Jack Eric Garage, 2606 Leavenworth St.
- Harrington Bros. Garage, 2629 Leavenworth St.
- Auto Bus, 2616 Leavenworth St.
- Barber Hardware Co., 4113 North 24th St.
- Ford Supply Co., 2129 Farnam St.
- Omaha Tire Repair Co., 2201 Farnam St.

## GOODYEAR TIRES

### Omaha Tire Repair Co.

2201 Farnam Street  
HENRY NYGAARD, Prop.  
Tyler 1552

Read The Bee for the Latest News of the 1915 Auto Show