

NOYES-KILLY LAND THE KING AGENCY

Popular Priced Eight-Cylinder Car
to Be Distributed by Well
Known Dealers.

TECHNICAL EXPERT ARRIVES

One of the world's leading popular-priced eight-cylinder motor cars, manufactured by the King Motor Car company of Detroit, is to be distributed from Omaha by the Noyes-Killy Motor company. Announcement of this fact comes from District Sales Manager G. H. Hurst of the King factory, who has just returned from Detroit with W. L. Killy. The latter made a thorough inspection of the King product, its construction and general ability.

The new seven-passenger, eight-cylinder King touring car is here. Advertising Manager H. C. Bradford of the King factory was here yesterday and L. D. Rocap, technical expert, will arrive from the King plant, to be present at the meeting of Noyes-Killy Motor company dealers, which will be held in Omaha tomorrow.

Big plans for the exploitation of the eight-cylinder King in this territory have been laid out by Sales Manager R. P. Bishop. All of the efforts of this factory will be concentrated into this territory to place it in the same enviable position it occupies in all of the other large centers of the United States.

The eight-cylinder King is not a stranger in Omaha. The factory men acknowledge that the plans in the past have not called for the motor car being exploited heavily in this territory, but added factory production and increased manufacturing facilities enable them to concern to now enter the Omaha territory on a big scale.

Conservative Growth Enjoyed.

The King was the first motor car to appear on the streets of Detroit in 1904. During that time its growth has been conservative. With the taking hold of the organization by Artemus Ward, the multi-millionaire of New York, and the placing of his son, Artemus Ward, Jr., in as head, the strides of the King Motor company has been one of the big successes of the motor car industry. Bringing out an eight-cylinder car in the popular price class at the same time that the Cadillac Motor Car company announced a multi-cylinder motor car, the advancement of the King has been parallel with that of the Cadillac, until today the Cadillac is the world's leading eight-cylinder manufacturer, with the King second. The King holds the top position as the world's leading popular-priced eight-cylinder motor car, its makers say.

I. D. Rocap, who comes to Omaha today, is one of the best-known automobile men in the country. He has been lecturing on automobiles all over the United States and his talks are of an impartial nature. The Noyes-Killy Motor company intends holding open house Tuesday, as a day when Omaha motorists converse with Mr. Rocap and obtain information on motor cars.

A mechanical and electrical engineer, Mr. Rocap has come to his present position after climbing the scale through automobile factories from mechanic to factory superintendent. He is today acknowledged as a recognized authority on motor cars.

Comes in Many Types.

The new eight-cylinder King is manufactured in the seven-passenger touring, three-passenger roadster or five-passenger sedan types. Mounted on a chassis of 120-inch wheelbase, the car is powerful, flexible, dependable, economical and durable. Developing sixty horsepower from its three-inch bore, five-inch stroke, this car comes before the Omaha public after one of the most grueling tests that any motor car has ever been subjected to. Chief Engineer T. P. Chase of the King factory put the car through grinding test in the mountains of Pennsylvania, over the sand roads of Michigan and through the gumbo of Iowa. The car holds records for climbing mountains in Colorado and California in high gear. In the Colorado mountain test Chase sent the big King over the mountains in the face of a fifty-mile gale.

Mr. Killy is very enthusiastic over the King product. "We wanted a motor car that would increase the strength of the Noyes-Killy Motor company," declared Mr. Killy. "I had many offers, but I was not hasty in making my selection. We wanted the Omaha public's faith in us to increase. We know that we have a product today in the eight-cylinder King that will amply repay us for our investigation."

"We know that the eight-cylinder King is a motor car for road mastery. We know it has the quickest acceleration, practically eliminates gear shifting, takes all but the steepest hills on high, banishes vibration, develops great power and speed at small expense and adds years to the car's life. The car has a chassis that experts have pronounced the apex in motor car construction, the body lines are pleasing, the coach work worthy of the machine, and the comfort of riding in the eight-cylinder King has caused it to be known as "the car of no regrets."

"We have been promised prompt deliveries by the King factory. We will have the co-operation of one of the factory's experts in sales and another in service. Our service will be behind the King and we are going after the business in this territory on our own reputation and on the merit of the eight-cylinder King product."

Thousands-Ton Frame Press.

The distinction of using the largest steel press yet built belongs to the Willys-Oversland company, manufacturers of automobiles in Toledo, O. The press, which is forty-two feet in height, has a pressure of 1,000 tons, with which it presses from cold steel 2,000 chassis skeletons each eight-hour day. It is mounted on a concrete base fifteen feet in depth.

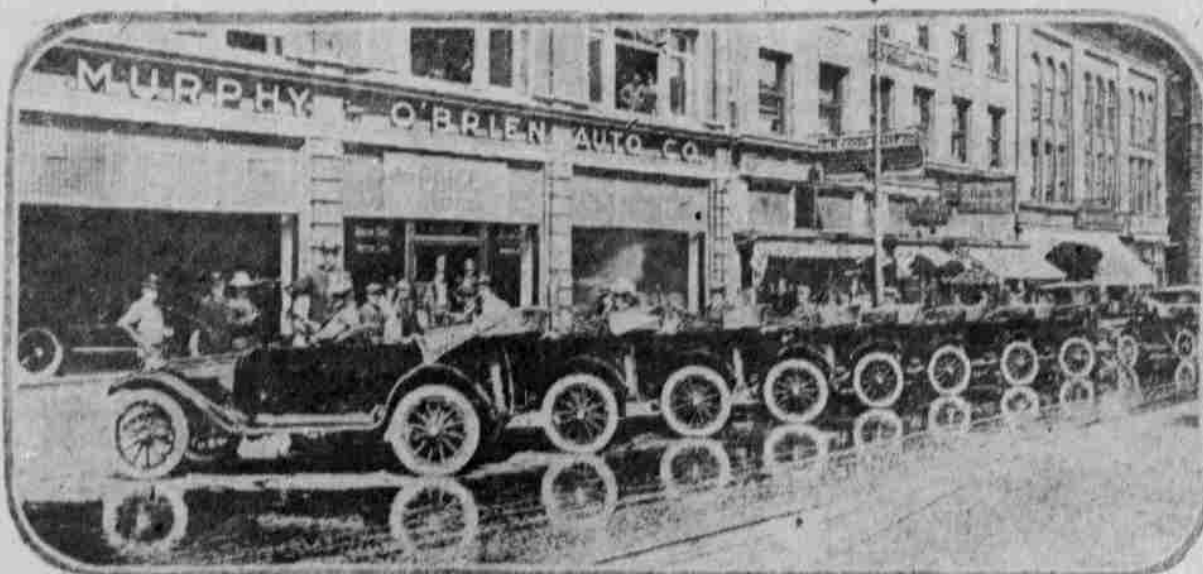
LEE PNEUMATIC Tires

LEE Pneumatic Tires are made of special rubber, compounded to form a grade of tire that is superior to any other tire made today. This is guaranteed under a year's trial.

Puncture-Proof Guaranteed
5,000 Miles of Service
Guaranteed

Write for Booklet "A"
POWELL SUPPLY COMPANY
OMAHA
Automobile supplies
2811 Farnam.

Sent from Auto Row to One Iowa Town.



This fine array of twelve Dodge cars was sold by the Murphy-O'Brien company last week to people of Macedonia, Ia. The purchasers all appeared in Omaha on

the same day and all drove their own cars home to Macedonia. Business is surely booming along auto row and the big salesrooms are showing the throngs

being made by buyers from all over this section of the country. The procession down Farnam street attracted a great deal of interest.

WILLIARD REACHES MILLION

Storage Battery Manufacturer At- tributes Success to Satisfaction of Motorists.

PRODUCTION INCREASES FAST

On Saturday, April 8, the total production of automobile lighting and starting batteries by the Willard Storage Battery company of Cleveland reached the total of 1,000,000. Production in the immense factory of this company has grown by leaps and bounds during the last year since the completion of the new plant.

T. A. Willard, general manager of this organization, feels that the success of the Willard battery is due to one thing—giving the motoring public the very best battery that can be built and backing it with a service that prolongs its life. Willard batteries are used by over 80 per cent of the makers of electrically-equipped cars. This means more than 80,000 car owners are looking to Willard for battery satisfaction and are getting it with the help of Willard service.

The long experience of the Willard company in manufacturing storage batteries is largely responsible for so many car builders making Willard their choice. That their judgment is good has been strongly evidenced by the year in and year out satisfaction reported by car owners.

CADILLACS WILL NOT BE SOLD ON TIME PAYMENTS

The Cadillac Motor company has not made arrangements with, or through, any financing concern, or otherwise, which provides for the sale of Cadillac cars on the deferred payment plan and any advertising or publicity which leads the public to believe that such arrangements have been made is absolutely misleading and without foundation.

This is the statement issued by the Cadillac company, which says further that they have no knowledge of any Cadillac dealers having entered into such arrangements.

The statement is also made that the company does not look with favor on any such plans and strongly discourages it.

TECHNICAL EXPERT FROM THE KING AUTO PLANT HERE.



I. D. ROCAP.

Francis Shows Big Gain for The Maxwell

The retail sales of Maxwell automobiles under the direction of C. W. Francis of the C. W. Francis Auto company, are showing gains in leaps and bounds, says C. J. Brokaw, the Maxwell factory representative in Omaha.

The popularity of the Maxwell in its class is not due altogether to Francis' efforts, however," says Brokaw. "The car is a wonderful value for the money and stands up under all tests."

"Francis has been quick to grasp opportunities offered him by the factory in the matter of car allotments, and has had confidence enough in the line to stock cars during the dull months. The stock of cars taken on during the dull months meant quick deliveries just as soon as the season started, and enabled him to cash in on his investment early. Now, his first sales are all made and he is in a position to take on the second big allotment before the car shortage comes."

McVea May Meet Langford. The chances are that Sam Langford and Sam McVea will hook up in another clash in the near future.

Omaha is Allotted 500 Phonographs of Stewart Make

"We are just in receipt of our second shipment of Stewart phonographs," says M. J. Zucker, "and to say they are a big success is putting it mild. We no more than got started on our first shipment and they proved such a big seller that we wired for 500, which we have on hand and are creating a bigger demand than ever. All we ask is to come to our store and be convinced of this little wonder."

"The name Stewart is already famous throughout the entire civilized world. Nearly every automobile is equipped with one or more Stewart products—the Stewart speedometer, Stewart vacuum system, Stewart warning stands, etc."

"Stewart products are built by the largest manufacturers of automobile accessories in the world. A big per cent of all automobiles are equipped with Stewart products, and we sincerely believe that in a very short time 95 per cent of all the American homes will be enjoying a Stewart phonograph."

Kimbal of Cole Factory Predicts Heavy Shortage

Frank Kimbal of the Cole Motor Car company spent last week in Omaha with Lou Traynor of the Traynor Automobile company. Both Kimbal and Traynor are well pleased with the Omaha outlook and claim that Omaha is holding up its end of the distribution of Cole cars in fine shape. Kimbal says the automobile men will know what a real car shortage is in about sixty days. He claims that they no longer urge the buying of cars. They simply advise dealers of the car situation and let them use their own judgment. It will simply be a case of the shrewd buyers having cars to retail, and the others will be "out-of-luck." We can't make enough cars to fill all our sales, so we are just letting the dealers buy as they see fit.

Federal Court Suit Decided in Favor of Rubber Companies

A recent United States district court trial at Cleveland, O., which lasted three weeks and finally was decided in favor of the defendants, has been the subject of wide discussion in the automobile tire trade.

The suit was one brought by a consumers' league known as the Automobile Co-operative Association of America, which was organized in New York in 1908 and went out of business in 1911. The suit was against the B. F. Goodrich company, the Diamond Rubber company, the Firestone Tire and Rubber company, the Treadwell Rubber company and the U. S. Tire company.

The consumers' league, the plaintiff, complained that these companies had refused to sell tires to it at dealers' prices, that such refusal was the result of a combined action or conspiracy on the part of these companies, and that the result of such conspiracy had been to cause this consumers' league to fail in business. The suit was brought for \$10,000 damages under the Sherman anti-trust law.

At the conclusion of the plaintiff's opening proofs the Firestone Rubber company and the U. S. Tire company were by the direction of the court dropped out of the case.

The fight was continued by the Goodrich, Diamond and Republic companies. The Goodrich company will continue with its uniform and long-established policy, which has been and is and will be to protect its dealers and refuse to sell at dealers' prices to consumers under whatever form of association they may be banded together," officials of the company declared.

INTER-STATE DEALERS TO VISIT THE PLANT

Hard upon the heels of the inter-State drive-away which was held on March 15, and which was the biggest affair of its kind ever staged in Indiana, comes the word from the Muncie factory that a second big drive-away will be held the twenty-eighth of this month, under the

direction of Rudolph Isch, who distributes the inter-State in northern Indiana and all of Illinois with stores in Peoria and Chicago.

Isch has been working under difficulties for some time on account of the freight car shortage, and in answer to the howls from his dealers for cars has answered them by arranging with the factory for the drive-away. There is also another reason for this raid on the factory. Isch and George Kanouse, of Indianapolis, the man who pulled off the drive-away March 14 in the tune of 150 cars, have been vying with each other for the last year to see who would distribute the greatest number of inter-State. Every time either of these men

visit the factory they receive a friendly dig from the sales department that the other fellow is ahead.

Consequently, after Kanouse "slipped one over" on Isch in March, rumor has it that Isch has sworn never to sleep in a bed again until he even up the score. Although it cannot be stated definitely how many cars will be in Isch's drive-away, the last advice from him stated that he had promised from 100 of his dealers to come to the inter-State plant on April 25. These men will of course bring all the prospects they can muster, which may bring the total of the cars well over Kanouse's figures.

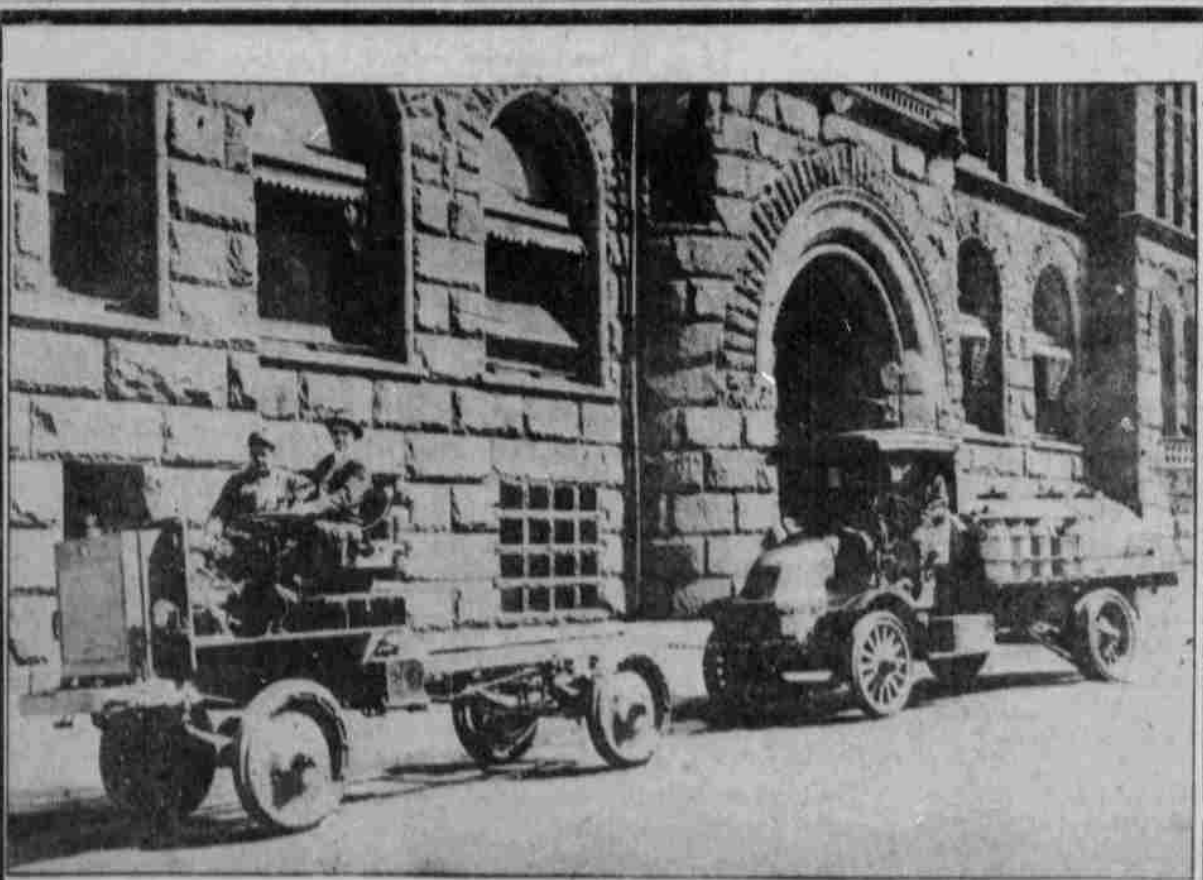
Phone your Want Ads to The Bee.

SAXON

Strength Economy Service

PEOPLE who place a premium upon roominess are especially pleased with the ample space found in Saxon "Six" at \$815. The seats are wide and restful and there's more than usual leg length. The wheelbase is 112 inches.

Noyes-Killy Motor Company
2066-68 Farnam St., Omaha. Phone Doug. 3646



Jeffery Quad Two-Ton Chassis Hauls 3½-Ton Kelly Truck

Loaded with 1,000 gallons of oil up Grace Street Hill and Downtown

The Jeffery Quad drives, brakes and steers on all four wheels and is the most economical truck on the market today, especially on tires, gasoline and oil---handled at the

Fontenelle Garage

107 So. 18th St. Phone Douglas 3722

26563

THIS figure represents the number of Eight-Cylinder Cadillacs manufactured and delivered up to and including April 8, 1915.

It is larger than the delivery of all other high grade cars combined, during the same period.

It is larger than the total production of all other cars with V-type engines—of all grades.

It represents a sales value exceeding

\$55,000,000

Do you grasp the significance?

It means that in the search for quality, and in the search for the things which make for the real comforts, enjoyments and luxuries of motoring, the world has bestowed by far the greatest measure of its approval upon the Cadillac.

Cadillac Company of Omaha
2060-62 Farnam St. GEORGE F. REIM, President. Doug. 4225