

GOODS MUST ALL BE HONEST

Day is Past When People Will Continue to Buy Inferior Article.

NAME ON AUTO IS GUARANTEED

Because it Stakes the Manufacturer's Reputation Upon Merit of the Goods that He Delivers to You.

Writing on publicity as the best protection to the buyer, C. C. Wittingham, advertising manager of the Hudson Motor Car company, has this to say in a communication to Guy Smith, the local Hudson dealer:

"Before the establishment of law, brute force was the only protection that man had against the attacks of his enemies. This led to the introduction of implements of attack and defense. From the day of the bow gun to the invention of gunpowder, life was a constant strife. Man was safe only when he was protected from the attacks of his neighbors by surrounding himself with a retinue of protectors. The warning 'Let the buyer beware' was recognized in every merchandising transaction.

"We have come to a new order of things. The one-price system was the beginning of the standard of truth in business, and publicity is the guarantee that truth must obtain. It is no longer possible to succeed through misrepresentation. Manufacturers and dealers today in order to succeed must tell about their wares. They do this through advertising, and through this same agency of advertising, which builds their business, they are compelled to be truthful in making their claims.

"A fraud cannot stand the glare of publicity any more than crime can be perpetrated in a bright light. And so the buyer of any article that is advertised has a greater protection because he has chosen the article that is advertised than is possible through his own knowledge of values. Successful advertising cannot be done unless the article itself is worthy of the advertising claims made for it. Promises made in advertising must be fulfilled or the firm making them must fail.

"In the purchase of a motor car, the best protection a buyer has is that the firm making the motor car is willing to affix its name and stake its reputation upon the goods, fulfilling the claims made in the advertising, and companies that do advertise and sell their cars even though they are not of the best quality are not exactly the company that any buyer should patronize.

"Manufacturers who conduct their business upon this modern manner of merchandising set aside a certain appropriation each year for advertising purposes. At first thought it may seem that this is a tax which the consumer pays, but instead it is an insurance, just as you pay a premium to protect your property against fire.

"The very fact that even though the consumer must pay a certain amount of the purchase money of his car toward the publicity that has been given the car is the protection the buyer obtains in the guarantee it thus gives him as to the strength of the manufacturer's claims, and to the value that is created for the product through this publicity.

"It is natural to have more confidence in persons whom we meet who have been well introduced, and whose record is presented to us by persons in whom we have confidence, than we have in chance acquaintances, and advertising merely is the introduction and the record that are put before the buyer as to the trustworthiness of the article mentioned.

"Publicity has been the great guarantee of fair dealing. In the language of the trade, it is the one thing that forces all the cards on the table, and it is as impossible for a firm to succeed and be unfair in the quality of its product as it is hazardous for the buyer to choose any article, whether it be motor cars, clothing or friends that are not properly introduced through the recommendation either of acquaintances in whom we have absolute confidence, unless the article is advertised in such a manner that the mere fact of the advertising guarantees the truthfulness of the claim."

Music to Be Feature of Automobile Show

Two bands give concerts each afternoon and evening. Music is to be one of the stellar features of the Omaha Automobile show, the First Regiment band, with Louis H. Nebel, director, giving concerts each afternoon and evening. Twice daily concerts of the highest class, as well as those at which popular selections will be rendered. Each afternoon a concert will be given on the main floor and at the same hour another on the lower. In the evening the same order will be repeated.

The programs of the concerts for the first evening follows:

- MAIN FLOOR.**
- Opening March—N. N. G. Al Fairbrother
 - Selection—Military Grr.....Witmark
 - Waltz—Alma.....Hemick
 - Popular—The American Pageant.....Hemick
 - Overture—Foot and Heel.....W. B. and Snyder
 - Intermezzo—Arab's Love Song.....Fisher
 - Selection—Il Trovatore.....Walter Jacobs
 - Waltz—Chocolate Soldier.....Hemick
 - Novelty—Why a Car?.....Hemick
 - Selection—Ermine.....E. A. Forster
 - Popular—Meet Me at the Meat Market, Winnie.....I. Seldel
 - March—National Emblem.....E. B. Bagley
- LOWER HALL.**
- Opening March—The Emerald Annual.....
 - Overture—Jolly Robbers.....Walter Jacobs
 - Waltz—Spring Maid.....J. W. Stern
 - Selection—The Yankee Prince.....Hemick
 - Popular—At the Devil's Ball, Ted Snyder Rag—The Ghost of the Violin.....
 - Medley—In the Shadows.....J. W. Stern
 - Waltz—Garden of Allah.....F. A. Forster
 - Selection—The Merry Countess.....Witmark
 - Special—Dwarka's Humoresque.....Hemick
 - Overture—King Midas.....Hemick
 - Popular—Sweetness.....F. A. Forster

CARE OF TIRES IS WAY TO GIVE THEM LONG LIFE

"The service men obtain from tires is directly proportional to the degree of care and attention they give to their tires," says G. M. Stadelman, secretary of The Goodyear Tire and Rubber company, Akron, O.

"Some men write in that they have obtained as high as 17,000 miles from a single casing. Upon investigating, it is invariably found that the men who get most out of their tires are the ones who are most careful about keeping their tires inflated to the proper pressure. They are the ones who do not overload their tires, who do not allow them to stand in grease and oil, who do not run in car tracks or over rough roads—in short, the men who take care of their tires are the ones who profit."

Mme. Gadski Wins Prize



The leadership of American made electric cars the world over is strikingly shown in the incident related below, taken from The Musical Leader, published in Chicago. The picture shows Mme. Gadski, the famous singer, and her floral decked Woods electric, previous to entry at the Zappot Auto show. Mme.

Gadski is very proud of her American Woods electric car and was induced to place the machine in the contests, in which cars from all parts of the world were entered.

"To her joy," a friend writes, "she was awarded first prize over the eighty other cars in the competition."

Does a Man Own a Car When He Pays the Price Asked?

If an automobile is exposed for sale and if, in the temporary absence of the salesman, a buyer leaves a perfectly good check amounting to the advertised selling price and then drives the automobile away, is the transaction a sale, grand larceny, or a joke on the dealer who has thereby lost his demonstrating car?

The above hypothetical question arises from the strange experience of E. B. Collins of Danville, Ill.

The Collins garage had received its samples of the new Studebaker "28" and "35," and had been booking orders for spring delivery at a rapid rate. The "28" stood majestically on the salesroom floor, undergoing the inspection of a big mine operator who, with Mr. Collins in attendance, was noting the graceful, roomy six-passenger body, the electrical cranking and lighting device, the large tires and the other points of interest.

"I'll take it," said the mining man. Then he went to work with a checkbook and fountain pen, turning over to Mr. Collins the equivalent of \$1,200, plus the freight from Detroit.

"Now, let's see; you'll want delivery about March 1?" Mr. Collins asked the question blandly, pencil poised over order blank.

"March 1, your grandmother! I've bought this car and I'm taking it away with me."

"As for this car, I couldn't think of letting it go," Collins continued. "Why, people are coming in every hour of the day to see it. But I'll tell what I'll do. I've got a young trainload of these cars coming in two weeks. I'll try to put off somebody else and let you have one then."

So saying, Mr. Collins dashed for the office at the other end of the room, to answer a telephone call.

The mining man looked at the car. Then he looked out through the big, open doorway to the street which was bathed in the unseasonable warmth of a misplaced spring day. The temptation was too strong. Also, Collins had kept that check.

Straight to his mine, more than twenty miles away, the man drove. There he locked the car in a barn, and waited for Collins, whom he met with open hospitality and a proffered compromise, whereby the car was to be left at the Collins garage in all its idle moments, until the next shipment should arrive from the factory.

Collins knew his own position was not very strong, for he had surely taken that check. So the offer was accepted.

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

TRUCKS FOR EVERY BUSINESS

Special Designs Are Being Made for All Different Usages.

SOME BRAND NEW DEPARTURES

One Late Style Eliminates Machinery from Back End of Vehicle and Makes Extra Set of Carrying Wheels Practical.

So much has been written about the efficiency and economy of the motor truck that one of its most useful attributes is apt to be overlooked. This is the feature in design that enables it to be adapted to almost any line of business simply by mounting on the chassis special bodies and equipment suited to different trades.

Every manufacturer of either gasoline or electric trucks and light wagons has adopted the plan of building the entire running gear and driving mechanism in a complete operative unit, independent of the body. There is usually no connection between chassis and body except the bolts necessary to hold the body in place on the frame. Any desired style of body can be mounted on any chassis, within certain limitations of size and weight.

A comparatively recent development with truck manufacturers is the making of each model in several lengths of wheel-base and frame length to take short, medium, long and extra long bodies. Differences in construction between these are the length of the side frames, the drive shaft, and brake rods.

Many Different Styles. A truck of any given load capacity can be fitted with a short, strong body for carrying hardware, machinery, or other heavy material; medium length body, for ordinary service, like the express business, general hauling, or department store work, or with very long body for boxes and barrels, beds and mattresses, cornices, or theater scenery.

One maker alone, who manufactures only a 2,000-pound capacity vehicle, shows eleven different styles of bodies to indicate the great diversity of application. Salesmen in attendance at the different show stands are provided with albums of photographs showing scores of application and body styles, from fire department apparatus to funeral cars. Aside from merely building special bodies to mount on standard chassis, the truck-maker often goes to great lengths to give a customer a work vehicle particularly suited to his needs.

Can Use Extra Wheels. By designing and fitting to the chassis special mechanism he gives the contractor and coal dealer trucks with dumping bodies operated by the truck motor; or he constructs a short, strong tractor that can be coupled to a pair of steel-tired

rear wheels to act as a trailer for hauling extra long timbers, galls, or structural steel beams. Such trailers can be connected to hook and ladder trucks, standpipes, or even steam fire engines to take the place of horses.

A new type of gasoline truck with front wheel drive now exhibited for the first

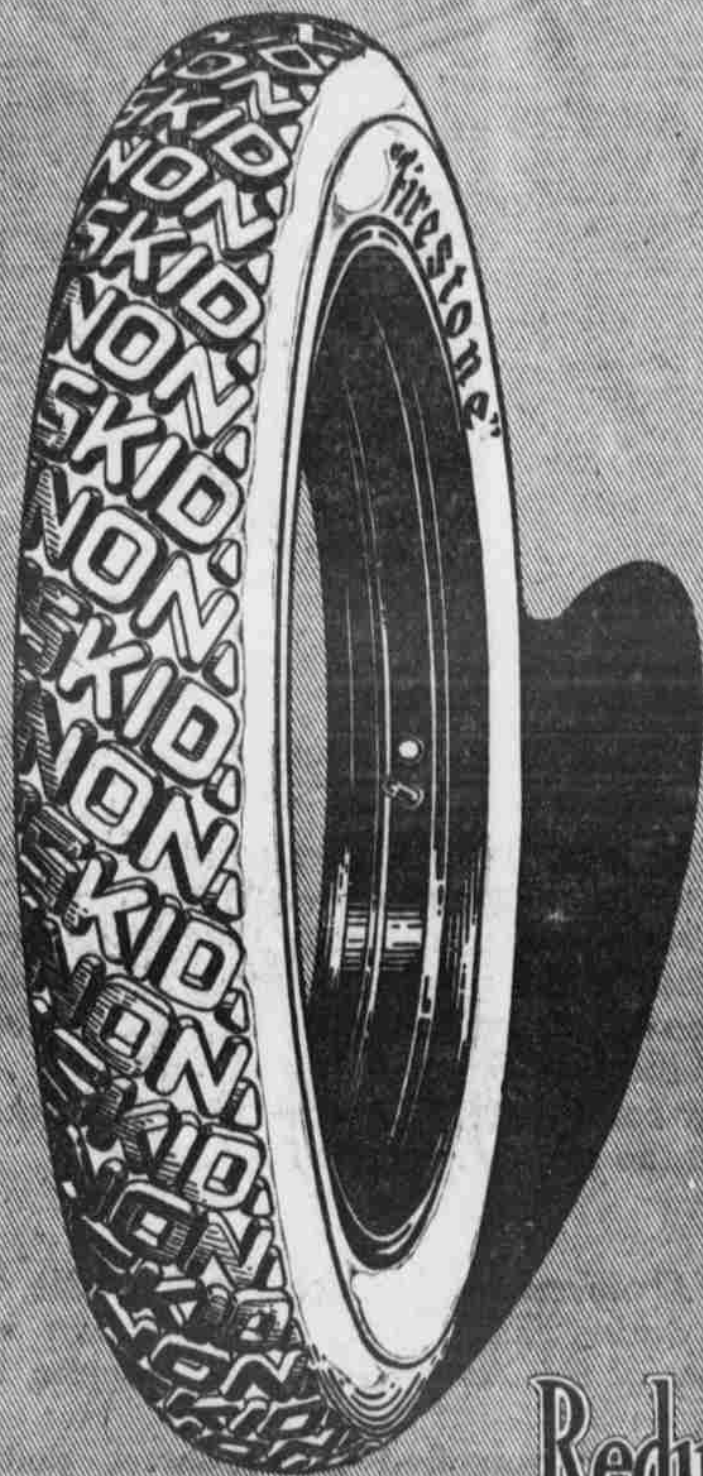
time has no machinery whatever back of the driver's seat. It is possible to attach a pair of rear wheels and the low dray body commonly used around docks, especially in California. Emergency wagons for street railway use are built with turntables that can be elevated by a crank or by power from the engine.

Employees Stockholders. Two notable features of the new fiscal transactions of the Peerless company are the facts that every officer and post of the executive employees of the company heavily increased their stock holdings and that a very substantial block of the

stock has been placed in the hands of a single group of Cleveland's most successful men who were not only already stockholders of the Peerless company, being thoroughly familiar with the policy of the company, but who have made an enviable reputation for themselves in the incandescent lamp business.

Firestone

NON-SKID TIRES



Insurance

- Against expensive car repairs,
- Against skid and consequent accident,
- Against loss of power,
- Against worry and discomfort.

These are the unusual advantages you buy when you equip your car with Firestone Non-Skid Tires.

There is an extra thickness and extra resiliency to the "non-skid" tread. The car's mechanism is protected as no other tread can protect it.

There's a road grip in the "non-skid" sharp edges, abrupt angles and deep hollows which makes slip or skid on any kind of going impossible.

The same grip prevents wheel-spinning and loss of power—reduces the consumption of gasoline.

The "give and take" of the resilient tread assures supreme riding comfort.

The only frank story of tire building is found in the book, "What's What in Tires," by H. S. Firestone. Write for it today.

The Firestone Tire & Rubber Co.,

"America's Largest Exclusive Tire and Rim Makers."

2220 Farnam St., Omaha, Neb.

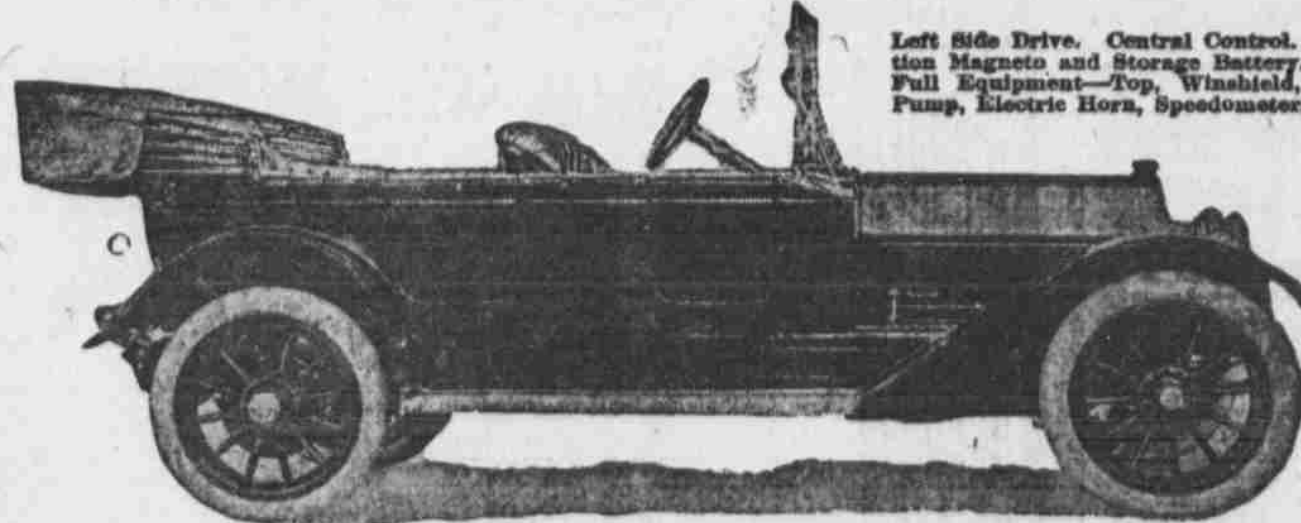
Home Office and Factory, Akron, O. Branches in All Large Cities.

Reduce Tire And Car Expense

Inter-State Six

THE PERFECT CAR

- Electric Lighting and Starting.
- 188-inch Wheel Base.
- 4 Speeds Forward.
- 11-inch Upholstery.



Left Side Drive, Central Control, Double Ignition Magneto and Storage Battery, Full Equipment—Top, Windshield, Power Tire Pump, Electric Horn, Speedometer, Etc.

MODEL 45, FULLY EQUIPPED

This is the only car using identically the same electric starting and lighting system this season as was used last year. Not a change has been made. It was perfect then and is perfect now.

We Cordially Invite Public Inspection

Out of the most exacting and careful engineering experience has grown the "Inter-State Six."

Showing all of those tried and proven specifications, anyone of which alone would characterize a car of higher price.

Sound and sane manufacturing methods have made possible this splendid car.

Attention to factory integrity and factory efficiency has produced its remarkable price.

The "Inter-State Six" has been built with all the essentials for car service and car convenience that you should demand in a car.

Thirty per cent of the factory's 1912 output was sold to former Inter-State owners, men and women who knew they could pay more, but could not buy better; and who bought again the car that gave them dollar for dollar value through years of splendid service.

Models 40, 41, 42, Four Cylinder 40-H. P. 4 1/2 x 5 1/2 Motor, Full Equipment.

\$2,400

Models 50, 51, 52, Four Cylinder 50-H. P. 5 x 6 Motor, Full Equipment.

\$3,400

Good Proposition Open To Dealers
WESTERN BRANCH

Inter-State Automobile Co.

310-312 South 18th Street. Opposite Court House. Omaha.

FACTORY—Muncie, Indiana.

THE OMAHA BEE'S DIRECTORY

Of Automobiles and Accessories

VanBrunt Automobile Co. Overland and Poplar Hartford Council Bluffs Mo. Omaha, Neb.

Marion Automobile Co. Marion and Marmon Gas Cars, Ohio and Standard. Distributors for western Iowa and Nebraska. 2101-2 Farnam St.

Nebraska Buick Auto Company BUICK CARS Lincoln Branch, 19th and F Sts.—H. E. RIDLER, Gen'l Mgr. Omaha Branch, 1912-14-16 Farnam St.—LEE KUFF, Mgr.