

IOWA UPHOLDS AUTO RECORD

Registration for Machines in that State Places it Among Leaders.

HALF BILLION IS INVESTED

United States Has Over Half Billion Dollars Invested in Pleasure Automobiles and Commercial Trucks.

With over 1,000,000 automobiles registered in the United States, Iowa has upheld its percentage in the number of cars owned.

Iowa lays claim to over 6,000 automobiles registered during the last year. Its registration ranks it high in the list of other states in the union and a comparison with its automobile and human population shows that there is an automobile for every forty-seven persons in the state.

As great as was the gain shown in the production of machines in 1911, the year 1912 far surpassed even the predictions that were made for the year by the most enthusiastic of automobile men. During the year the various manufacturing agencies of the country put out over 55,000 machines, which shows an enormous gain over the year 1911. When the fact is considered that the city of Detroit alone put out more than 200,000 machines, this apparently enormous number of machines does not seem so incredible.

500,000 for 1913.

Right alongside of the fact that the automobile manufacturers of the country produced nearly 600,000 machines in 1912 is the prognostication made for the present year. It is conservatively and authoritatively predicted that over 500,000 machines will be turned out before the next new year rolls around.

Whether or not this is the actual number of machines that will be placed on the market during the coming year matters not. It only goes to demonstrate the enormous increase which has characterized the manufacture of the automobile during the last decade.

Other predictions made by more conservative manufacturers and selling agents are that the output of 1913 will total over 500,000 but may not attain the 600,000 mark. The increase predicted is easily possible, owing to the vast amount of increased facilities that have been placed in use by the hundreds of manufacturing concerns throughout the country.

\$50,000,000 in Exports.

In the matter of exports alone, this country will send to Europe and other foreign countries more than \$50,000,000 in automobiles and parts. During the last year the exports totaled over \$30,000,000, Canada receiving the largest part of these exports.

If the number of registrations for the last year, the state of New York is in the lead. This is to be expected from the number of garages that are in the state.

AK-SAR-BEN SINGER GETS GOOD PROMOTION.



CHARLES R. GARDNER.

Mr. Gardner, for some time associated with the automobile department of the John Deere Plow company, has been made general manager of both the wholesale and retail automobile business of this concern.

The announcement came with the opening of the Automobile show. The position was awarded to a man who has gradually worked into the place. His training in the automobile business came when motor cars were new and he has kept the pace with its advancement. Mr. Gardner is well known through his connection with the Ak-Sar-Ben opera of 1911.

the fact that it contains the largest city in the country and that this city is the leading export and import city of the country accounting for this registration. Closely following in the wake of New York is the state of California, which has a total registration that is but a little short of that of New York. In the state of New York are some 106,000 machines, while in California the registration is about 50,000.

50,000 for Iowa.

The registration for the state of Iowa for 1912 will be easily over the 50,000 mark, as the registration at present has passed the 30,000 mark. Taking the registration at this time of the year as criterion by which to estimate the registration before

the time allotted will have expired, it is safe to say that it will be found that there are nearly 50,000 automobiles in the state.

According to official figures compiled on the registration in 1912, it is shown that there were 6,188 in the state last year.

Iowans Pay \$200,000,000.

Considering the cost of the automobile in the state on the fair basis of about \$1,800 for each and every machine sold regardless of make or cost, it is estimated that Iowans have paid out over \$200,000,000 for cars.

The largest percentage of these cars bought are pleasure cars, there having been but comparatively few trucks purchased except during the last two or three years. The advent of the automobile truck into the commercial field is but a comparatively recent factor.

Figures will show that during 1912 trucks to the number of 27,000 were built. Of these, those under \$2,500 in cost numbered approximately 12,000, those in the \$2,500 to \$5,000 class numbered about 7,500 machines and in the \$5,000 and over class the number was near 7,500.

Of the pleasure cars produced in 1912 we find that there were 165,000 produced to sell at \$1,250 or less. Those of the class between \$1,250 and \$2,000 numbered 50,000, valuation of nearly \$100,000,000. In the \$2,000 and over class there were 50,000 cars manufactured, the valuation being over \$100,000,000.

In the manufacture of electric trucks the total number was 200 in the \$1,250 to \$2,000 class, 200 in the \$2,000 to \$5,000 class and 200 in the \$5,000 and over class. No electric trucks or steam cars were made in 1912 to sell under \$1,250.

Total Value \$750,000,000.

An idea of the vastness of the automobile industry can best be gained through a realization of the amount secured through the sales of automobiles in the country during the last year.

It is estimated that with a total output of 500,000 cars of all types, the total valuation is over the \$750,000,000 mark. The total number of gasoline auto trucks turned out in 1912 was 28,000, an increase of 21 per cent over 1911 and representing a total cost of over \$40,000,000.

Leading Auto Men Coming to the Show

KENOSHA, Wis., Feb. 25.—(Special Telegram.)—A conference of great importance to the automobile trade in the middle west will take place in Omaha on Wednesday when General Sales Manager H. E. Field and Secretary E. R. Jordan of the Thomas H. Jeffery company will arrive to discuss with J. M. Gaffney plans for even further extensions of the cross-country sales and service organization.

H. E. Field, who is a recent Jeffery acquisition, was formerly vice president and general sales manager of the Hartford Rubber works, now a part of the United

OMAHA MAN SUCCESSFUL IN THE AUTO BUSINESS.



R. M. BURBANK.

Mr. Burbank is a product of the Omaha public schools, having been born and raised in this city. A few years ago he became identified with automobile factories, finally settling with the Paige-Detroit company, with a prominent position in the sales department. With the beginning of the 1913 season Mr. Burbank secured the distributing agency for the Paige car through Nebraska and opened for himself at Twenty-fifth and Kearney streets. The Paige proved a very wise selection because the 1912 car is one of the most advanced motor cars produced this season. Already Mr. Burbank has contracted for his entire allotment of over 300 cars, so his first year has proved at this early date a most successful one.

States Tire company, while E. R. Jordan has been with Jeffery company for a number of years.

These men will be followed on Thursday by Charles T. Jeffery, president of the company, as the concentrated effort of the whole organization will be turned upon the middle western field during 1913. Sales of cross-country cars to farm owners over the middle western country have largely increased during the last year and a large number of new distributors will be taken in before the end of the present season. The Jeffery officials will expect to meet in Omaha the most important dealers in the Rambler Motor companies organization.

What We Don't Save See the Case "40" at the Show

The Case is the car of hidden values amounting to several hundreds of dollars a car, in addition to the usual face values that anyone can see.

Ask about the roller push rods that are found elsewhere only in the highest priced cars. See the radiator used on cars in the \$5,000 class—on this car at \$2,200.

Then take our word—the word of a \$40,000,000 concern with a 70-year reputation at stake—for the following hidden essentials to car life.

Good at 60,000 Miles

We could make large savings on the cost of our motors by using cheaper materials.

We could save on our clutches, transmissions, drive shafts, wheels, and in other vital parts.

We could make large savings on axles if we used other than complete Timken's.

We could cut our assembling cost in two, and this cost is one of the greatest.

We could use cheaper steels and metals throughout, and even trained engineers couldn't tell save by laboratory tests.

Our Manufacturing Advantage

We have been making the finest machinery for the past seventy years. We created no new business. We had all our agents before a car was turned out. We saved that expense, added no officers, sales managers or advertising department salaries, no office rent or other overhead. We saved on systems, on costly

experiments. We put all these savings into the car. Our business for these seventy years has been run on close margins of profit.

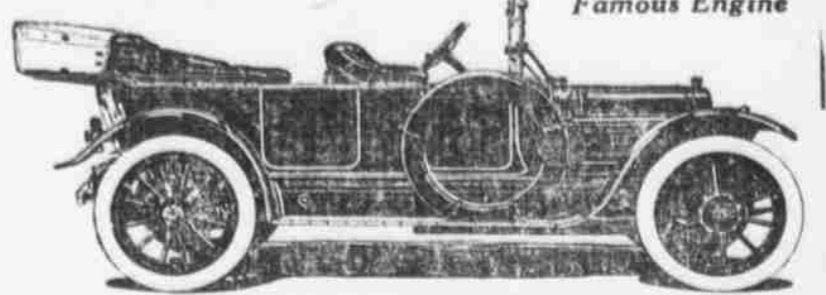
We are selling these cars to old customers, some of whom have dealt with us for fifty years. You know we will put the best we know into them.

Don't miss the Case "40" at the Omaha Automobile Show, Booth No. 38. Note its style and equipment. Take our word for the hidden values until you have proved them out on the road.

See, also, the Case "30" at \$1500

CASE FORTY

The Car With the Famous Engine



5-Passenger Touring, Fully Equipped, \$2,200

Westinghouse Electric Starter, Westinghouse Electric Lighting System for all Lamps, Side and Tail Lamps, Combination Oil and Electric Warner Autometer, Electric Horn, Rain Vision Ventilating Wind Shield, English Mohair Top, Side Curtains and Cover, 37x4 1/2-inch Tires, Firestone Universal Quick Detachable Demountable Rims, 12 1/2-inch Wheel Base, Three-Quarter Elliptic Springs, 4 1/2-inch Axles, Brow's-Like Transmission, Timken Full Floating Axle, Rayfield Carburetor with Dash Adjustment, Bosch Magneto Dual System Single Point Ignition, The usual Tools, Tire Repair Kit, Jack, etc. And in addition Extra Tire and Tube on Rim, Extra Tube Separate, Tire Chains, Tire Cover and Handy Work Light on long wire.

J. I. CASE T. M. COMPANY, Inc., RACINE, WIS.

Case Cars are sold through 11,000 Agents and 65 Branch Houses They will be on exhibit at all leading motor shows.

Studebaker "25"

A Better Car than the \$885 Studebaker "25" Cannot Be Built

\$885

The Studebaker "25" is built exactly as well as the \$1290 Studebaker "35" and the \$1550 Studebaker "Six," and that means as well built as any automobile at any price.

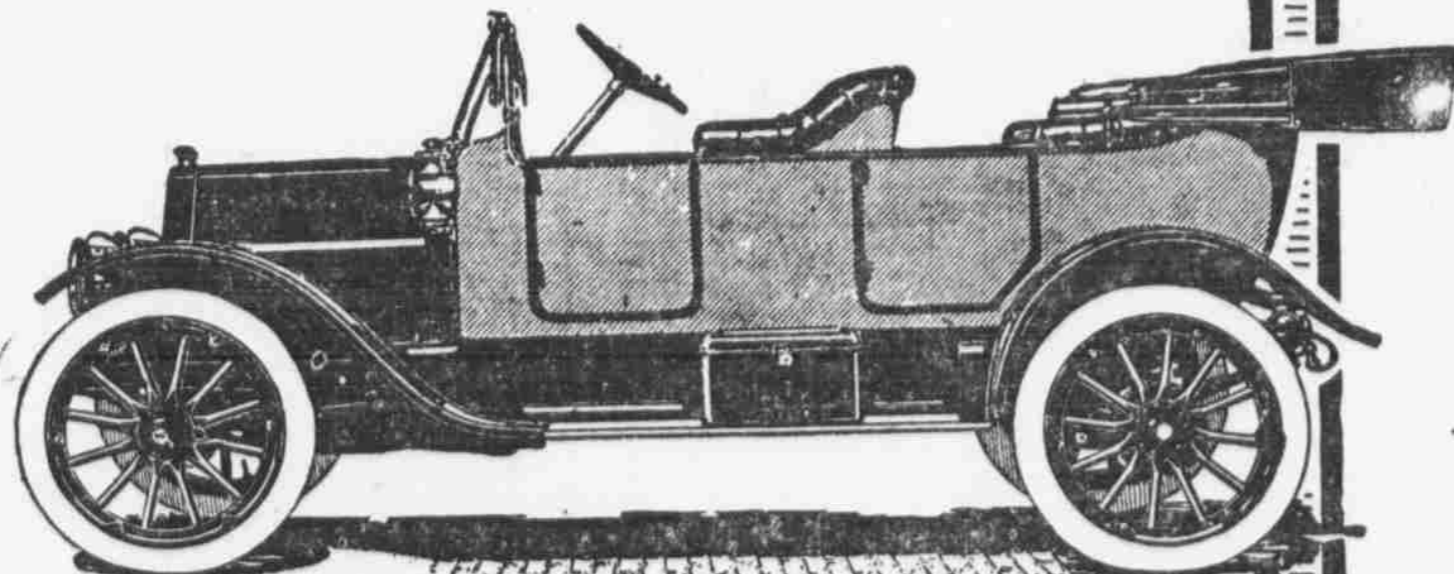
The same tested iron and steel, the same carefully cut gears, the same inflexible inspections enter into its manufacture.

All vital steel parts are heat-treated from three to six times in our own ovens.

No other low priced car is made under these favorable conditions. It is not so large as the Studebaker "35" and the Studebaker "Six," but the quality is there.

See the Studebaker Exhibit at the Automobile Show THE STUDEBAKER CORPORATION, 2026 Farnam Street

THREE GREAT CARS \$985 Studebaker "25" \$1290 Studebaker "35" \$1550 Studebaker "Six"



Studebaker "25"—\$885 complete

Five Passengers, Four Cylinders, Long Stroke, 3 1-2 inch bore x 5 inch Stroke

- Demountable Rims, Stewart & Clark Speedometer, Acetylene Gas Primer, Studebaker Jiffy Curtains, Electric Horn, Silk Mohair Top, Full Elliptic Springs, Rich Upholstery, ample cushions, Ventilating Windshield, Rube Rail, Tire Holders, Full Set of Tools, Prest-O-Lite Tank, Tool Box, Extra Rim

E. R. WILSON AUTOMOBILE CO., 2010 Harney St., Retail Agents

Cadillac STANDARD OF THE WORLD

The Cadillac car of today has behind it the experience of ten years, during which period its makers have produced more high grade cars than any other plant in the world. Every car—more than fifty thousand of them—is a monument to the high ideals of the organization which produced it.

The Cadillac organization is an organization of specialists, each an expert in his particular vocation. There are specialists on motors, specialists on transmissions, specialists on gears, specialists on tools, specialists in foundry work, specialists in electricity, specialists in body construction, specialists in finishing, specialists in every branch, trained in accordance with the high ideals of the Cadillac Company.

Cadillac Company of Omaha, 2054-56-58 Farnam St.

GEO. F. REIM, President Phone Douglas 4226. To locate the Cadillac at the Show just look for the busiest exhibit.