

# How the Studebakers Entertain and Educate Their Dealers



WESTERN IOWA AND NEBRASKA STUDEBAKER DEALERS PHOTOGRAPHED BEFORE OFFICES IN DETROIT

Back to their homes from their trip to Detroit have come the Nebraska and Iowa E-M-F "30" and Flanders "29" dealers who accepted the recent invitation of General Manager Walter E. Flanders of the Studebaker corporation's E-M-F factories. In the two days spent at Detroit, the dealers saw, in round numbers, a half a million dollars' worth of motor cars completed before their eyes and shipped to the dealers who had, perhaps for weeks, been begging for increased shipments. They saw in full blast operation two of the great automobile manufacturing plants of the country. They traveled for hours over a selected route through the Studebaker factories and still were able to inspect but part of two of eleven plants of the corporation which occupies in the neighborhood of thirty-three acres of floor space, employs an army of more than 8,000 men and has a payroll of \$22,000 a month.

The visit was a social one—so specified by Mr. Flanders in his invitation. But there was not a dealer in the party who failed to appreciate the significance of the affair from the standpoint of business. Walter E. Flanders wanted to show his dealers that he did not believe any business, however mammoth, can get past the stage of a man-to-man transaction. He wanted them to get the spirit of the organization he has built up in Detroit. He wanted, most especially, to show them that his promise of 50,000 motor cars for their sale in the season that is to come was no idle pledge or bombastic boast.

The dealers came and saw all these things for themselves. They weren't allowed to enter into any new business obligations with the factory. Yet there was everywhere an underlying sentiment that the \$15,000 which the Studebaker corporation is expending in its series of excursions of which theirs was one, will come back to the firm a hundred times over as the result of the trip.

The Nebraska-Iowa excursion was the twenty-first of twenty-two special trains, each of which carried its quota of the company's 2,000 dealers in the United States. The immediate arrangements were in charge of L. A. Keller, manager of the firm's distributing branch in Omaha.

Perfect system was manifested in the details from the very first. The dealers reported to Mr. Keller and were assigned places in the special Pullman train. A dining car and a cafe car, well stocked at the expense of the entertaining firm, were important adjuncts. Several representatives of the sales department of the company joined the party and helped other "live wires" keep things moving on the trip to Detroit.

On the train, as soon as it left Omaha, "Bill" (W. E.) Hayes busied himself representing the party in the songs and yells written by L. A. Keller. Throughout the trip, from its inception until its ending in Omaha, Bill Hayes was about the busiest and hardest working man on the train, and in Detroit, too, for that matter. His pleasure was the pleasure of the hosts and he strove hard to make every one of the hundred and thirty-five in the party happy during every minute of his trip—and he succeeded. Hayes has had striking success since he began selling cars in Nebraska, but he deserves it. He works hard every minute. In the latter trait he only exemplifies the spirit which he has as chief and manager of L. A. Keller, his chief and manager of the local branch that cares for the trade of western Iowa and Nebraska. Many sleepless nights were spent by Mr. Keller in the vast detail of the excursion, and when it finally sped out of Omaha Keller had about three more nights without rest, for he was in evidence at all times of the day and night. In his quiet, reserved manner he won the heart and confidence of every man in the party and to a large number, before the trip, Mr. Keller was more or less of a stranger, having had this important branch for only a short time. He's no stranger now, or is any of the Studebaker dealers in this territory any longer a



PAUL SMITH SALES MGR. STUDEBAKER CORP.



WALTER E. FLANDERS GEN. MGR. STUDEBAKER CORP.



E. LE ROY PELLETIER ADV. DIRECTOR STUDEBAKER CORP.

stranger to him. Joe Gerspacher from the local office, another "gum shoe" man, made himself popular with the crowd. Ever willing to do anything for anybody at all times made him a favorite with all. H. P. Hickey, assistant manager of the Omaha branch, was on the job with a smile for every man.

On the train, enroute to Detroit, Miles Greenleaf and George J. Duncan wrote copy that was printed in Detroit in a four-page paper. It was styled: "No. 1, Volume 1, 'The Corn Fed Bull,' a Studebaker Newspaper Published Just Once by the Nebraska-Iowa Corn Feds." It is a breezy, humorous, four-page sheet with all departments, including society and sports. The staff: idiot-in-chief, Miles Greenleaf; managing idiot, Gawage J. Duncan; business manager, M. M. Uhl; advertising manager, Hugh Munro; circulating manager, W. F. Draney; want ad manager, C. B. Cabanis; cartoonist,

companion of Georgia's chief executive. It was a source of disappointment that Governor Mann of Virginia could not find it convenient to accompany the motor cavalcade through the Shenandoah valley, especially on the mountainous journey from Staunton to Roanoke and then over the Blue Ridge into North Carolina. The "old dominion" governor, through personal experience, would have realized the great need and value of a first-class interstate highway through scenery remarkable for grandeur and beauty. But Governor Smith has a remedy which he will undoubtedly seek to apply when he takes his seat in the senate at Washington, for he believes that a large part of the mountainous sections of Virginia and North Carolina should be included in the extension of the conservation work of the federal government. This would mean up-to-date roads with provision for their very essential maintenance which must follow.

**GOOD FROM GOOD ROADS MOVE**  
Men Nationally Prominent Are Taking Interest in This Work.

**GOVERNORS IN THE DISCUSSION**  
Some States Are Taking Up the Work—Convicts Are Being Employed in Some Sections of the Country.

When two governors, one from the north and the other from the south, a national senator second to none in prominence, and a senior state senator, participate in a dinner given by leading officers of the American Automobile association, which function resolved itself into a general discussion of good roads, some substantial results are assured in the fairly immediate future.

During the overnight stop of the American Automobile association reliability tour in Philadelphia, President Robert P. Hopper, Chairman Howard Longstrech of the touring information board and Powell Evans, president of the Automobile club of Philadelphia, gave a dinner at the Union league with a list of guests which included Governor Tener of Pennsylvania, Governor Smith of Georgia, United States Senator Dotes Penrose and State Senator Sprou. On the same day, in the ride across New Jersey, Governor Wilson had been the guest of Governor Smith, who was a contestant in the American Automobile association tour. The next day Governor Tener, in his own car, carried Governor Smith to historical Gettysburg. When the tour entered West Virginia Governor Glascock became the

dealers were soon seated and whisked to the Followcraft club, where breakfast was served.

The morning of the first day was spent at plant three, the largest of the E-M-F chain, which is devoted chiefly to the manufacture of the Flanders "20."

Starting in the yard where tons of pig iron are stacked, the dealers were taken in tow by guides who took them through the foundry, where a score of furnaces melt iron for cylinder castings. Thence they traveled through the large shop, and a dozen steam hammers welcomed them with becoming din. Aside after side of the machine shop was then explored, stocked with mechanical tools, all automatically accurate in character, and many of which are almost human in intelligence. Tempering ovens, assembling rooms, test barn, shipping platform—the dealers saw them all in due sequence. Luncheon was served in the mammoth

engine room.

In the afternoon a specially chartered steamer took the dealers for a ride on Detroit's beautiful river. Dinner was served at the Pontchartrain and a theater party closed the day. The Pullman train was again waiting, berths made up, for the second night of the trip.

The second day at Detroit was spent at plant one, where the E-M-F "30" is made, and the program so planned that it dwelt chiefly on manufacturing operations not inspected at plant three. The dealers also took advantage of the fact that the office headquarters are at this plant, to renew associations with men met while traveling, and with others whom they had known only through the medium of correspondence. In the big show room of the factory, resplendent with new models and a dazzling array of trophies won by the company's contest cars, luncheon was served. A group photograph was taken by the company photographers. A ride around Detroit's boulevard and parkway system made pleasant the afternoon.

The last formal feature was a banquet at the Pontchartrain. Sales Manager Smith officiated as toastmaster and addresses were made by Mr. Flanders, E. Le Roy Pelletier, advertising director, other prominent officials, and Barney Oldfield. Responses were made by L. A. Keller and others from the party.

One of the interesting talks of the second evening's banquet was made by N. R. Gunn, a member of the Harvard faculty, and of Gunn and Richards, expert business adjusters. His spoke of the organization essential to the successful handling of the business of so large a concern. The newspaper men in the party were personally cared for while in Detroit by Charles H. Booth. Mr. Booth has often visited the west as manager of the Henry W. Savage productions. His wife, Adeline Dunlap, is leading woman in the company playing "Madame X."

The best testimony of the appreciation of every man on the trip was the fact that when the train pulled into Omaha they all wished the trip were just making its start.

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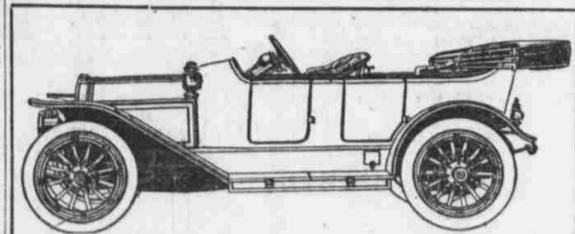
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George Coffey Wins a Hollow Victory

George Coffey won his habeas corpus action to compel Chief of Police Donahue to release him from custody Saturday morning before Judge Day, but it was a hollow victory. Donahue released him and Deputy United States Marshal Hays arrested him on a warrant, charging aiding the escape of a prisoner. The warrant had been sent up from Leavenworth, Kan. After Coffey was acquitted in district court Thursday, J. M. Macfarland, his attorney, started habeas corpus action against Sheriff Trailey, who was holding him for the federal authorities. When the case came up for hearing Trailey had turned Coffey over to Chief Donahue. By the time Macfarland got a hearing against Donahue, the warrant had arrived and the chief was perfectly willing to let Coffey go.

Be Want Ads always bring results.



## "Stoddard-Dayton"

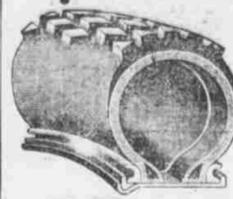
Probably few people realize what a sturdy, dependable and luxuriously roomy car we show in the Stoddard-Dayton "Savoy" 5-Passenger, 1912 Model Touring Car at \$1,450. This machine is fully equipped, and has every improvement for comfort and convenience. Many makes costing nearly twice the amount do not approach this model for all around service and satisfaction.

**Stoddard-Dayton-Knight "Six"**  
This superb car is the only American make equipped with a Six-cylinder Silent Knight Motor and is conceded by men of authoritative knowledge of car construction to be the premier car—unequaled for service, speed, comfort and satisfaction. Full equipment—capacity seven passengers—price \$5,000.

**Other Stoddard-Dayton 1912 Models**  
"Special" 7-Passenger Touring Car, \$3,500  
"Savoy" 7-Passenger Touring Car, \$2,800  
"Savoy" 4-Passenger Touring Car, \$2,700  
"Stratford" 5-Passenger Touring Car, \$1,850  
"Savoy" 2-Passenger Roadster, \$1,350  
"Individual care and attention is given to every Delight customer—long after the sale has been made."

**J. J. DERIGHT & CO.**  
1818 Farnam Street  
OMAHA NEBRASKA

## No Skidding No Rim-Cutting No Overloaded Tires



Think of This Combination  
Tires that can't rim-cut—  
Tires 10% oversize—  
Tires with a double-thick,  
non-skid tread

That's what we now offer, for wet and wintry weather, in the most popular tires that were ever created—the Goodyear No-Rim-Cut tires. Such a combination, when you know the facts, is fairly irresistible.

### The Three Greatest Troubles Avoided

One great tire trouble has been the danger of rim-cutting. Of all the ruined old-type tires, 23% have been rim-cut.

The Goodyear No-Rim-Cut tire—our patented type—makes rim-cutting impossible. Out of 700,000 sold to date there has never been an instance of rim-cutting.

Another great trouble has been blow-outs due to overloading. Goodyear No-Rim-Cut tires are 10% over the rated size, adding 10% to the carrying capacity—25% to the average mileage.

These new-type tires, costing no more than other standard tires, have cut tire bills in half for tens of thousands of motorists. As a result, in the past two years, our sales have increased by 500%.

### Now the Third

Now we have met, with these same tires, the third of your great troubles. That is the danger of skidding.

Our experts have worked for three years on a perfect

Non-Skid tread. Now it is ready for you.

It is an extra tread, as thick as our regular, vulcanized onto the tire. That means a double tread.

The tread is immensely wear-resisting. It is made up of deep-cut blocks, grasping the road surface by countless edges and angles.

The blocks are wide at the base so they spread the strain. Their double thickness makes them almost puncture-proof.

The tread remains effective until it all wears off. Then our regular tread is below it.

### The Ideal Tire

This is the best device against skidding—by far the best—that was ever put onto a tire. And it goes on a tire that can't rim-cut—an oversize tire—the most popular tire on the market.

Don't buy a tire lacking all these advantages until you know what this tire means.

Our Tire Book—based on 12 years of tire making—is filled with facts you should know. Ask us to mail it to you.



**GOODYEAR**  
No-Rim-Cut Tires  
With or Without Non-Skid Treads

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Omaha Branch, 2020-2022 Farnam Street.

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A Marvel of Workmanship.  
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FOUR MODELS Prices—\$1,150 to \$1,700.  
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