

AUTOS TO BE SOLD ON TIME

Will Be Handled Like Agricultural Implements, Says Big Firm.

TO GO ON A CREDIT BASIS

Flanders Tells of the Advancement of the Business and How It Will Be Changed to Meet the Present Needs.

An innovation which may revolutionize selling methods in the automobile business has just been announced by the Studebaker corporation, which manufactures E-M-F 30 and Flanders 20 automobiles. This is, in a word, that hereafter the Studebaker corporation will sell automobiles on time, will accept notes from farmers and other responsible buyers for its product.

Up to this time the automobile industry has been a strictly cash business. No dealer and no individual buyer, however well rated financially, could procure one minute's time on the purchase of an automobile. That this condition is now changed, as evidenced by this latest Studebaker move, is proof that the automobile business has finally entered upon an era of stability and permanency such as other industries.

Speaking of the move and its bearing on the future of the automobile industry General Manager Walter E. Flanders says: "I believe the automobile business should be placed on a credit basis, and I think it will prove to be the most important advance that has been made in the automobile industry since its inception. It indicates that the automobile has now arrived at the stage where it is no longer a high-priced luxury, but has actually become a necessity in the lives of all business men and other well-to-do people."

"After all good paper is the same as cash to a concern such as Studebaker's which has the necessary financial resources to handle it, while from the buyers' and the dealers' standpoint there is vast difference. Of course, we've all heard the story of the man who mortgaged his house to buy an automobile, but if there are any such cases they are very rare, as our extensive experience shows."

"On the other hand there is many a responsible business man and farmer who is eminently able to own an automobile and who yet hesitate to take so much cash out of the reserve on the instant."

Fredrickson to Keep Open House During This Week

During the coming week the H. E. Fredrickson Automobile company, 2044-Farnam street, will hold an open house to celebrate the thirteenth anniversary of the company. The Pierce Arrow car in all three sizes and the different styles of body will be on display. This is the first time the company has been able to display the three sizes of the car with the different bodies.

The company was first organized in 1899 and from that time until 1903 found it very difficult to stand as an advocate of the automobile, then known as the horseless carriage. However, during this period, H. E. Fredrickson not only advertised automobiles and used them, but also sold a few now and then. The business was not large or the car anything to brag of, but Mr. Fredrickson had an eye for the future and knew the new vehicles had come to stay.

Mr. Fredrickson always kept in touch with the leading manufacturers of cars and always obtained the best and latest of models. He sold the first gasoline motor driven car, the first shaft drive, the first progressive sliding gear transmission, the first selective transmission, the first full floating rear axle ever sold in this territory.

Structure of Steel is Going Skyward

Work of raising the steel for the fourteenth and fifteenth stories of the Woodmen of the World building has been commenced. This brings the construction up to a point where it is as high as the City National bank building, which until now has had the distinction of being the highest of the Omaha skyscrapers. After the completion of the steel work on the Woodmen building the City National will be forced into the secondary class, as the first named building is going three stories higher.

The terra-cotta facing of the Woodmen building is now being put in place, being above the pink granite footings. It is of a rich cream color, harmonizing with the brick that will be used. The polished granite columns at the main entrance on the Farnam street side are being put in place. They are about three feet in diameter and fifteen feet high.

Powell Supply Co. Secures New Agency

The Powell Supply company has taken the agency in the west for Republic tires. This is probably the most interesting announcement of the week in connection with the motor car industry of Omaha. Clarke Powell personally spent several months investigating the various makes of tires before deciding upon the Republic. His investigation included interviews with manufacturers of automobiles and of tires; tire experts, dealers and actual users, as well as drawing upon his own experience gained in eight years of selling and repairing tires through the Powell Supply company. In Mr. Powell's language, "This is absolutely the best made tire in either America or Europe," and is most enthusiastic over the service he will give his customers with this brand. The arrangements call for a complete stock of Republic tires to be carried in Omaha. All distribution and re-justment will be handled directly by the Powell Supply company, thus avoiding delays or misunderstandings. The new building for this concern is progressing rapidly and will be occupied by the firm in a short time.

Just Imagine! After a desperate struggle the hero of the play had strangled the villain to death, and the curtain had gone down. Wild applause rang through the theater. But the hero and the villain refused to appear before the curtain hand in hand. They said it was inartistic and would spoil the situation of the play. "Where did this happen?" do you ask. "Nowhere! This is merely a fanciful sketch."—Chicago Tribune.

State Autoists to Meet Here Monday



D.E. WATKINS

E.R. WILSON

DAN V. STEPHENS

When the Nebraska State Automobile association convenes in Omaha Monday morning at 10 o'clock 120 delegates from sixty counties of the state will be present. The business of the convention will be at once begun. The most important part of the work will be the devising of a plan of co-operation among the counties of the state in securing uniform good roads.

President A. P. Overgaard of Fremont will make his annual report and is expected to outline plans for the good road campaign. Secretary D. E. Watkins will also make his annual report. The condition of the association's finances will be reported by Treasurer E. R. Wilson.

A delegate will be selected at the first day's session to the National Good Roads congress in Washington, January 16 and 17. New directors and other officials will be chosen.

In the evening a banquet will be tendered the delegates and the visitors, who are expected 300 strong, at the Hotel Rome, where headquarters will be established. This banquet will be given by the Omaha Motor club.

The speakers at the banquet will be Mayor J. C. Dahlman, Governor C. H. Aldrich, General John C. Cowin of Omaha, T. H. Pollock of Plattsmouth, President Davis of Sutton, L. M. Talmage of Grand Island and others who will be called on for extemporaneous talks. "When the association was organized in February," said Secretary Watkins,

Motorcycle Notes

A new motordrome at Oakland, Cal., has just opened and weekly race meets are being planned.

Gold medals were recently presented to four members of the San Jose, Cal., Motorcycle club for records made in the 50 mile race.

West Orange, N. J., has added a motorcycle to the police department's equipment and Officer Bernard Heslin has been assigned to duty.

Motorcycle riders in Galveston, Tex., have organized a motorcycle club and applied for membership in the Federation of American Motorcyclists.

Game Warden Norcross of Carlyle, Ill., who has the oversight of six townships, covered the territory in one day on his motorcycle and caught fifty hunters violating the law.

Motorcyclists need not fear snow storms according to the experience of Harry Weik of Waverly, Kan., who recently made a 200-mile trip to Oklahoma, part of which was through such a storm. Milford Hunt of Marion, Ind., who is making a trip to Fort Worth, Tex., said he is making an average of seventy-five miles a day over the sandy hills and roads which he is encountering in the state.

The Lynn, Mass., Motorcycle club is planning club rooms for its members, where prospective tours will be considered, similar to those of the last summer which reached as far as Portland, Me.

Forty motorcyclists of Toronto, Canada, recently made an endurance run to London, Canada. One of the riders released a carrier pigeon upon his arrival at London and sent the news to his home club in Toronto.

Chicago is to have a depot of medical needs—a place where physicians, nurses and hospitals can secure supplies upon emergency calls. And motorcycles have been installed for the delivery of the goods without delay.

William Staudt of Reading, Pa., has been suspended for three months by the competition committee of the Federation of American Motorcyclists for failing to obtain permission to compete in a motorcycle race outside the United States.

A "possum" hunt on motorcycles! This is the novel undertaking of the Birmingham, Ala., Motorcycle club which recently made an evening's trip into the country on machines. Luncheon was served in the woods by the side of a bonfire.

"there were three members—Omaha, Fremont and Nebraska City. We have planned for an extensive and important good roads campaign next year, and the meeting will be a live one and a good starter."

Dan V. Stephens of Fremont, Harry Rolfe of Nebraska City and Ralph Duff of Nebraska City are vice presidents of the association.



HARRY ROLFE



J.S. DERRIGHT



R.A. DUFF

BEAUTIFUL COUPE IS PURCHASED BY CHAS. BROWN

A beautiful four-passenger Cadillac coupe, arrived in Omaha last Friday and by Saturday noon it had been sold to Charles Brown. Mr. Brown has had it a week now and is better pleased with it each day. The finish both inside and out is beautiful.

AUTO SIGNALING AT NIGHT

Ingenuous Arrangement Designed to Eliminate Danger and Inconvenience.

Autoists may signify with their hands their intention of making a turn to those in their rear in the day time, but when darkness has settled this mode of signaling is, to say the least, quite inefficient. Among the arrangements invented to eliminate the danger consequent to such inability to signal, is a rectangular box-shaped affair about two feet long and six inches wide, and is attached to the rear of the car.

The one in question is made of wood and the upper half of the face was fitted with red glass, divided into three spaces, behind the glass of each space being an

incandescent lamp, with a reflector over the top. Under the spaces, in large characters, are printed the words, "Left," "Stop," "Right." The lights are manipulated by the chauffeur, and if he desires to make a turn into the next street to the right he signifies his intention by pushing an indicator and the driver in a following vehicle sees a red "Right," its meaning being very obvious. Or if he wishes to stop his machine he pushes the "Stop" button and the red "Stop" is shown on the rear of his machine. This gives the other driver time to turn out before getting so close that it would be necessary for him to reverse his car, which, in crowded districts, is not done without difficulty, delay and sometimes danger. Consequently such an arrangement is beneficial to those concerned with the traffic as well as with the personal safety of themselves and others.

MANY ATHLETES WANT PLACES IN BOAT CREW

SAN FRANCISCO, Dec. 2.—More than fifty aspirants for places in the Stanford boats are now training daily under the direction of H. H. Seward, '12, crew captain. The new candidates, mostly freshmen, are showing up exceptionally well. Only a few of the first year men have ever pulled an oar before, but they are a likely looking squad and it is a safe prediction that a strong crew will face the California bables next semester.

He Had His Excuse Ready. "Have you a good excuse for being late to school?" "Sure I have, I got 'em out of the waste basket and this one's almost as good as new."

Thirteen Years in the Automobile Business

Thirteen years ago this week when I received my first shipment of Automobiles, notwithstanding the prevalent feeling of doubt, I was just as confident of the future of this business as I am now.

This confidence in the future stimulated me to my best efforts in securing cars of the highest merit to offer my trade, knowing well that a business built on a foundation of "QUALITY" was one that would stand the storm.

I now offer for sale two lines of MOTOR CARS upon which I stake my reputation as an automobile man. These are the CHALMERS and PIERCE ARROW. I am willing to rest my claims of high quality with any fair minded man who knows automobiles or is willing to make a thorough investigation and seek the support of the buying public solely upon the proved excellence of these cars.

An Invitation

Befitting this anniversary occasion we have prepared a special display of PIERCE ARROWS in three chassis sizes and both touring and closed bodies. Any who admire the handiwork of the craftsman or respect the genius of the inventor will delight in these masterly productions. We are holding open house in an informal way during this entire week and I here wish to extend to you and your friends a hearty invitation to honor us with your presence.

H. E. Fredrickson Automobile Co.

H. E. FREDRICKSON, Pres.

2044-46-48 Farnam Street Omaha

Why I Bought a Cadillac

Mr. Geo. Rein, Omaha, Neb., Dec. 1, 1911.

Cadillac Co., Omaha, Neb.

Dear Sir: In answer to your inquiry as to why I bought 1912 Cadillacs for public service, will say that when I needed new cars I found that the four Cadillacs which I used last year show the following on our books:

- Car No. 12 has traveled 24,987 miles.
- Car No. 13 has traveled 19,629 miles.
- Car No. 14 has traveled 19,849 miles.
- Car No. 17 has traveled 20,079 miles.

These four cars have a total mileage of 86,544 miles. Our books show that the total expenditures of these four cars during that time, including all repairs, and parts replaced, amount to only \$4.70. This does not include gasoline, oil and tires.

My experience in the automobile business has convinced me that no other car on the market today will give such service at such remarkable low cost of upkeep. Naturally, I decided to purchase Cadillac cars.

Sincerely Yours,

OMAHA TAXICAB & AUTO LIVERY COMPANY,

By *S. A. Houser* President.



S. A. HOUSER

president of the Omaha Taxicab & Auto Livery Co., the most prominent man in the taxi and auto livery service in Omaha today, starting the business four years ago, now has 13 direct telephone connections at hotels, hospitals and theaters, and 11 cars running today.

Mr. Houser has written the following letter in reply to an inquiry as to why he selected the Cadillac for public service, rather than any other car.

STUDEBAKER AUTOMOBILES

The Famous E-M-F "30" and Flanders "20"

are as STANDARD the world over as Studebaker wagons and carriages—made by the same company.

If YOU are going to buy an automobile and you do not buy an E-M-F "30" or Flanders "20" it will be because you have not investigated or become acquainted with our proposition. There are so many reasons why you should buy a Studebaker that you cannot be a really good business man if you buy an automobile without posting yourself about the Studebaker cars, price, service, reliability—but come and let us tell you all about it.

The E-M-F Omaha Company

2026-2028 FARNAM STREET,

Phones: D. 363; A. 3679. L. A. Keller, Mgr.

Direct Factory Branch The Studebaker Corporation, Detroit, Mich.

Cadillac Company of Omaha

GEO. F. REIN, President

2054-56 Farnam St.

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