

LAST WORD IN LIMOUSINES

Acme of Comfort and Luxury in Winter Motoring.

CLOSED CAR BEATS THEM ALL

Protective Essentials in Open Cars. In Cold Weather, but the Limousine is the Real Sociable Conveyance.

Although the thermometer may not show it, a ride in the open car in a temperature well below freezing apparently sends the mercury soaring down out of sight, and the man who drives a car in which he is not sufficiently protected from the rush of the icy blast will soon discover what it means to be literally "chilled to the bone." Under such conditions, the charm of motoring on a winter day is not always as self-evident as some of the fresh air enthusiasts would have us believe.

The proper clothing, of course, is of great importance for winter driving if one is to use an open car, and the fur coats, hats, lap robes, foot bags and other warm garments that can now be obtained would seem to furnish sufficient protection for an extended motor trip to the north pole. But much of this clothing will not be necessary in ordinary winter weather of the car is provided with fore doors and a wind shield. The former prevents eddies or currents of cold air from blowing around the feet of the occupants of the front seat and render the driver as well protected as are his companions in the tonneau. Some of the newer cars are provided with ventilators in the dash which may be opened or closed, as desired; and thus the fore doors are adapted to both summer and winter touring.

Open Car Protection. The wind shield starts its work where the fore doors leave off, and serves to protect the upper portions of the bodies of the passengers, and makes winter motoring in an open car not only bearable but pleasant. Nearly all of the wind shields that are now made are adjustable, and thus these, too, can be set to weather conditions demand. But in extremely cold weather, top and curtains become necessary additions to the fore doors and wind shield, and a car thus enclosed may be kept almost as warm as a limousine.

But the objection to the use of a top and side curtains, whenever the weather happens to be a little chilly, is the trouble incurred in slipping from or entering the tonneau, for the curtain must be unbuttoned from the door, under ordinary conditions, each time the latter is opened. But by arranging the side curtains on a carrier, they may be swung open with the door without being first unfastened, and exit is as easy as though the car were a limousine. Such an accessory is neither expensive nor complicated and may be attached to the door and the top in a short time.

Limousine Spells Luxury.

But the limousine represents the acme of luxury in winter motoring, and with its comfortable upholstery, plate glass windows, electric lights, and, in many instances, a completely stocked dashboard, it contains almost all of the advantages of a private railroad car. Of course, some of the luxuries, such as folding berths and a disappearing bath tub, are special made-to-order features that would not be desired on the ordinary car; but the other comforts may be had almost for the asking, if they are not already a part of the regular equipment of the machine. The highest type of the upholsterer's art is exemplified in the deep cushions of the seats and backs and the handsome leather padding and trimmings of the interior of the doors and sides. The finest hair is used throughout, and special springs make the seats so soft and comfortable that one wonders why folding berths should ever have been thought of for use in a limousine. In some of the best and most luxurious of these cars, the seats and backs are ten inches thick, and the joints and jars of a rough road are transformed into easy undulations that become soothing rather than nerve racking. The plate glass front and windows over the doors transform the interior into a veritable solarium; or the roller shades can be made to give a privacy and coziness that would have made glad the heart of the ordinary "dog in a rug." And the limousine is not only cozy, comfortable and luxurious, but it is a sociable conveyance, as well, for two extra seats enable five persons to lounge in its commodious interior. These seats fold flat against the sides when not in use, and yet one or both are ready for instant service the moment an extra passenger makes his appearance. In many cars, the manner in which a comfortable seat may be folded and turned out of the way is exceedingly ingenious.

Gossip Along the Automobile Row

Lee Huff in charge of the local branch of the Nebraska-Buick company is spending the week at the Sioux City show looking after Buick interests in that territory.

Although H. E. Fredrickson was kept very busy last week getting things in shape for the filling of the orders taken at the show, he found time to deliver three cars to buyers in Fremont.

Guy L. Smith spent last Thursday in Sioux City, where he went to make arrangements for a Franklin sub-agency. Mr. Smith closed a deal for Franklin's representation and expects to sell a number of the six-cylinder models there this season.

James G. Headset has resumed his position as chief engineer of the Studebaker corporation. He has designed many successful motor cars, most famous among which is the Flanders "20." For several months Mr. Headset has been working in independent experiments and inventions.

While in Sioux City, Thursday, Guy L. Smith sold a six-cylinder sixty horsepower Peerless touring car to W. H. Shortt for \$2,000. Mr. Shortt saw the car during the Omaha show and admitted it was just what he wanted. You don't have to say any more than that to Guy Smith.

W. L. Huffman and W. N. Heism of the Huffman Automobile company spent last week at the Sioux City show. They report an exceedingly large business, and say that the little Hupp "2" certainly caught the eye of the people attending the show. The Abbott-Detroit also proved to be a favorite with the prospective buyers. So great was the demand for rides in the world tour Huppmobile at the Sioux City show W. L. Huffman had to

issue tickets for rides. From morning until late hours crowds of people were standing in line waiting for a ride in this wonderful little car.

An announcement to the effect that the Olds Motor Works of Lansing, Mich., will add to their line, fire fighting and other equipment for municipal service, has just been made by W. J. Mead, vice president and general manager of this company. The Oldsmobile chassis for several seasons past has been used for this work and for three years this company has carried on extensive experiments with fire fighting apparatus.

In having a market that is in the minimum danger of sudden fluctuations of demand, the cars that in price go upward from the medium figure are the most fortunate, according to W. J. Mead, vice president and general manager of the Olds Motor Works, Lansing, Mich. Having given a great deal of thought and investigation to the analysis of selling conditions, he has reached conclusions that give him substantial fortification in his belief.

The recent cables reports from London advising that a new tire was about to be placed on the American market has not been confirmed though it is practically assured that its manufacture in this country will not be abandoned. The tire is made by the Holmes' Engineering company of London and has proved itself to be all that its makers claim it; namely, greater resiliency and longer life with a much lower first cost than the ordinary rubber casing.

Shipping automobiles from Detroit to New York via Jacksonville, Fla., or to Boston via Montreal, would strike the average person as a peculiar proceeding, to say the least. As a matter of fact, this has not been done as yet, but if the present shortage of cars on some railway systems continues, something very nearly approaching it may be a possibility in the future, according to General Manager James Newton Gunn of the Studebaker corporation.

The value of long-distance speed contests in proving the dependability of a motor car was again demonstrated in the recent purchase of a Lister car by Hauvette Michelin of the Michelin Tire company. To the salesman who closed the deal, Mr. Michelin stated that his decision was practically reached by close observation of the Lister's record in racing events, although the daily service of the cars in the hands of his friends also influenced him in his selection.

Last Monday morning when the snow was piled high all over the city and the Farnam street cars were not able to run, Guy L. Smith sent out a Hudson touring car and made regular trips from Fortieth to Sixteenth streets, on each trip carrying a car load of business men to their offices. More than fifty men took advantage of this courtesy and received a remarkable demonstration of the efficiency of the Hudson "21." In some places the car was almost lost to view as it plowed through the drifts.

Among the "thrillers" which will be seen on the state fair circuit of 1912 will be at least two portable automobile motordroms on which motor cars will race at top speed in the attitude of flies on the wall. Both promoters expect to use Flanders "20" cars for their acts, which require the maximum combination of speed, lightness, easy handling and reliability.

The Nebraska-Buick company has received a photograph of the draft, amounting to \$112,000, covering the trainload of Buick automobiles shipped to the Howard

Auto company of San Francisco. This is the largest single shipment of automobiles this company has ever made and is the largest draft covering any shipment of automobiles or any other high class merchandise.

Many of the dealers along the row spent last week at the Sioux City show either as exhibitors or assisting the houses handling their cars to demonstrate. All were loud in their praise of the show, but said that it was far behind the Omaha show in size, looks, attendance and number of cars sold. Although snow visited nearly every town in the surrounding territory not a drop of the beautiful fell on Sioux City terra firma. All the dealers say the weather was exceedingly good for the demonstration of the cars, and that a fairly good business was done.

Following the automobile shows which have been held throughout the country for the last two months, orders for Overland cars have assumed such proportions that President John N. Willys has ordered his factory force increased by many hundreds. Not only will the payroll be increased immediately, but new automatic machinery is being installed and other improvements made which will make for better efficiency and a larger production, in excess of the regular list price of \$1,800, fully equipped.

L. E. Smith of York, Neb., has purchased through the local branch of the Nebraska-Buick company the big model "47" forty-horsepower exhibition show car that caused such favorable comment during the week of the auto show. This handsome car was exhibited at the New York, Chicago and Kansas City shows before being shipped to Omaha, where it was to be used as a display car. This car showed a specially polished and enamel-chassis, and was bought at a price much

PRESIDENT TAFT'S SISTER BUYS ALCO TOURING CAR

Mrs. Frank L. Perin of Cincinnati, sister of President Taft, has just bought a six cylinder Alco touring car. Mrs. Perin first was attracted by the car while visiting the automobile show in Cincinnati and made arrangements to take it as soon as the exhibit closed.

The machine selected by the president's sister has long, straight lines and is distinguished by a broad white stripe along the body. There is an electric bulb concealed beneath the tonneau door which illuminates the step at night.

SIMPLICITY BIG FACTOR IN SELECTING MOTOR CARS

Conditions have changed with the buyer of a motor car," says H. C. Barber of the King Motor Car company of Detroit, who is in Omaha at present. "Now people are keenly interested in the mechanical features of cars. You know it used to be that only a chosen few knew anything about the interior of a motor car, but the spread of motor cars all over the country, seems to have made students out of the users."

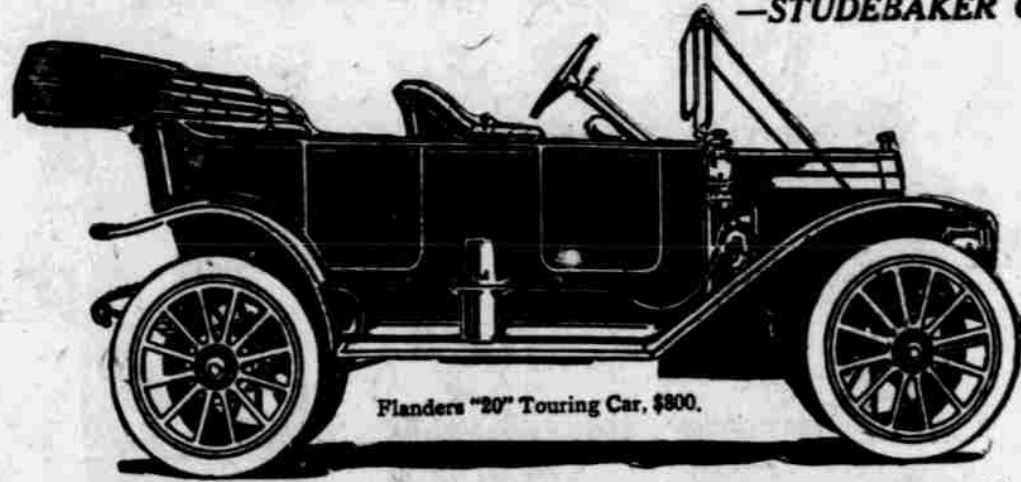
Track for Belmont's Farm.

August Belmont of New York has purchased an Alco motor truck of two-ton capacity for use on his farm at Babylon L. I. The truck has long trips in service and is making long trips daily.

Pat Dougherty Quits Base Ball.

Pat Dougherty, for seven years left fielder for the Chicago Americans, has voluntarily quit base ball. In a letter to President Comiskey, Dougherty declared his reason for retiring is that he has all the money he needs, and does not care to play ball any longer.

This is not so much an advertisement as it is a pæan of praise---a song of gladness and of thanksgiving ---for the greatest season's business in our history. --STUDEBAKER CORPORATION.



Flanders "20" Touring Car, \$400.

WE HAVE OFTEN SAID that the true test of an automobile is its ability to withstand the knocks of hard usage on rough American roads in the hands of unskilled unmechanical owners.

BUT WE'VE DISCOVERED there is a more severe test of a product than that, and our two famous models--Flanders "20" and E-M-F "30" have not only passed thru it successfully, but have again demonstrated that in the minds of buyers they are today the two greatest cars in the world.

THAT TEST WAS A BAD WINTER--the most severe in the history of the U. S. Weather Bureau and in point of business in all lines, one of the most severe in a decade in many Southern and Western States.

OUR ESTEEMED COMPETITORS all report poor business during the past four months--but say "what could you expect, when you consider crops, weather and other conditions?"

WELL, TO BE FRANK--as is our wont--we didn't expect much either. That's why we are so exultant over what did happen.

WE'VE ENJOYED THE GREATEST season's business in our entire history. December, 1911, our biggest December; January was our biggest January, and this month has proven the greatest month in our entire history.

JUST CONSIDER FOR A MOMENT: In September, 1911, we shipped 8,000 automobiles. That was a record. But in February--just passed--we have shipped 500 more cars than we did in that wonderful September. And this is a leap-year February! 4000 cars--2900 Flanders "20" and 1800 E-M-F "30's". In found figures \$3,750,000 worth of automobiles in 24 working days.

YET YOU'LL REMEMBER our competitors said we could never build the 50,000 automobiles we promised for 1912--well, we leave it to you. It's a simple problem in multiplication--and popularity of the product.

NOW THERE MUST BE A REASON for the reversing of conditions. And there is--or rather are--two of them!

FIRST: BUYERS HAVE LEARNED from past experience that he who hesitates--puts off buying his car until the Spring season is open--cannot hope to get one of those popular models. Too many ahead of him--three customers waiting for every car that comes out of the factory in April, May, June and July.

SO TARDY BUYERS HAVE HAD TO accept substitutes--on the dealer's statement that they were "just as good."

AND THAT BRINGS US BACK to what we were discussing at the beginning of this ad--the fact that these two models have proven, more than ever before, their superiority over all others thru the hard winter now about past.

YOU SEE ANY OLD AUTOMOBILE will sell in the spring rush season. That's an adage in the trade. Concerns that are hard pushed to pay their bills in the fall and winter say "just hold us over 'till March--then we can sell our product because others can't supply the demand."

IT'S FUNNY, BUT IT'S A FACT that when a man once makes up his mind he wants an automobile he's going to have it--some kind of a car.

IF HE'S LATE HE CAN'T hope to get a Flanders "20" or an E-M-F "30." You know that from past seasons' experience. If you don't, ask any dealer--our or rivals'. So thousands of buyers have had to accept substitutes--copies, or worse still, rank experiments. And the cost of that experience has been heavy.

BUT WE SAID THERE WERE TWO reasons--here is the second and the chief reason: The sterling worth of these two models as proven thru several years of the most rigorous service.

THAT IS THE CHIEF REASON why, in spite of the severe winter weather; in spite of half-crop conditions in some sections; in spite of the general unsettled financial condition everywhere--due to presidential year; in spite of the short demand of which all other makers and dealers complain--the Studebaker Corporation and its product has enjoyed the greatest demand and is today doing the greatest volume of business ever done, not only in our own history, but in the history of the automobile business.

THE TREMENDOUS--the almost unbelievable demand for E-M-F "30" and Flanders "20"--the popularity of these cars in the minds of buyers who know them by their past performances in the hands of neighbors and friends--has turned January into May, winter into a summer season of demand and filled our order books, while others, selling competing cars have been begging for business or subsisting on half rations.

ISN'T IT WONDERFUL?--Any business man can appreciate our feelings. And it inspires us to greater things. It encourages us to try and make them still better--if possible. It proves to us that our broad-gauge policy toward buyers is right--that it pays to so treat every buyer afterward that he becomes a salesman without a salary.

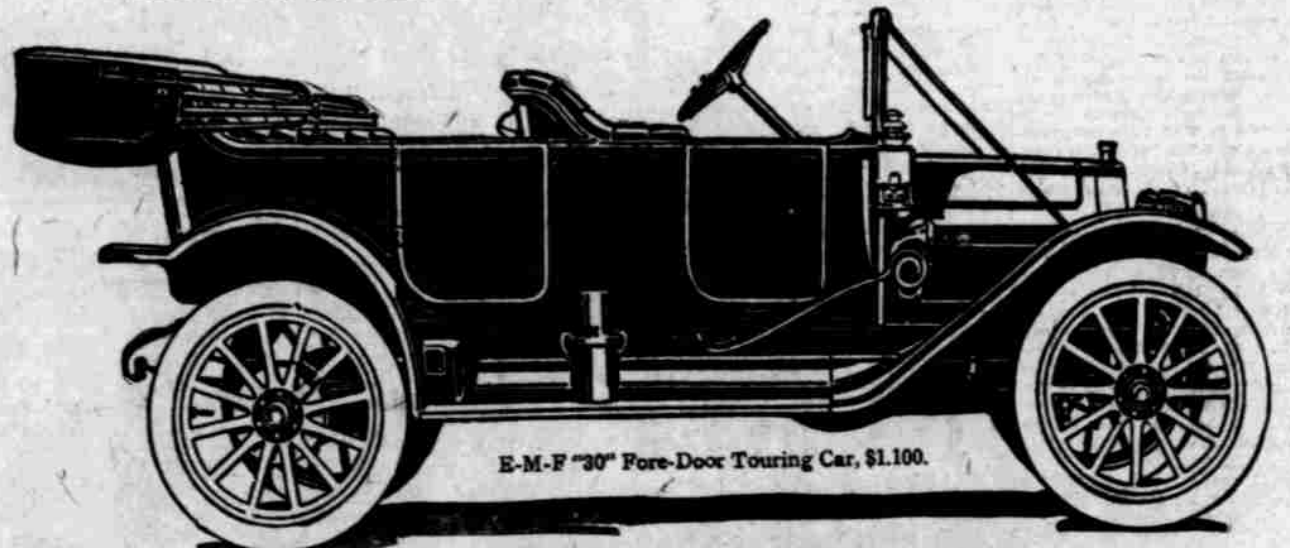
IT IS FOUR YEARS now since the first E-M-F "30" went to its owner. Three years since the first Flanders "20" went forth from the factory. The "30" was a success from the first--the "20" suffered some infantile drawbacks from birth. Perhaps the latter received more loving care on that account.

ANYWAY WE CAN'T TELL today which of these two great cars is really the most popular with buyers. The demand for both is vastly greater than the possible supply. Each occupies a place of its own; as shown that many persons own one of each. Each competes--in a class of its own--if you can call it competition when the buyer says, "if I can't get a Flanders "20" I may take this one;" or "Everybody that seems to know tells me to get an E-M-F "30" if I can, and if not to take a as second best."

IF THAT IS COMPETITION then these two models compete, each in a class of its own--and each is recognized and admitted to be the greatest car--the most satisfactory under all conditions--and in first cost and low cost of maintenance, the greatest money value it is possible to obtain or to give in an automobile.

ONE WORD ABOUT DELIVERIES: You've learned from past years what to expect. We can say no more. If your order is in--a deposit paid the dealer and a definite place in the line secured, you will not be disappointed. But he who hesitates is surely lost--this season more than ever before.

TODAY! See our dealer or write us.



E-M-F "30" Fore-Door Touring Car, \$1,100.

STUDEBAKER CORPORATION, Detroit, Mich. OMAHA BRANCH

2026-2028 FARNAM STREET

L. A. KELLER, Mgr.

Douglas 363; A-3679.

Diamond TIRES advertisement featuring an illustration of a man in a suit standing next to a car. The text reads: 'We could build them cheaper--but we can't. We could build them better--but we can't.' Below this, it says: 'You can't tell what a tire is worth until it is worn out. THIS is just as true of Diamond Tires as any other. But there's this difference--the tire that you bought on a price basis costs more than you expected while the Diamond Tire always costs less.' It then lists several reasons why Diamond Tires are superior, such as 'The first cost of Diamond Tires may be a little higher, but they only cost as much as they must in order to be as good as they are.' and 'There are fourteen years of experience behind every Diamond Tire, and all of that experience is experience in making as good a tire as could be made.' The ad concludes with 'AT YOUR DEALER'S OR The Diamond Store 215 South 20th Street. The Diamond Rubber Company AKRON, OHIO'.