

Gossip Along the Automobile Row

K. V. Armstrong, formerly employed by the Ford company, has joined the sales department of the local Moline company. Mr. Armstrong has had considerable experience in this department.

In order to keep up with progress R. T. White, formerly engaged in the livery business at Annapolis, Md., has taken over the agency for the Flanders "20" and E-M-F "30" motor cars in the western part of Henry county, Illinois.

H. J. Pierce, expert shopman of the local branch of the Studebaker corporation, has gone to Buffalo, N. Y., where he is installing the machinery in the new branch there.

The new six-passenger Velle touring cars being used by the Paxton Taxicab company are giving excellent service, and Manager Kelly of the Velle company has received numerous compliments on the durability and appearance of the Velle cars.

So large has become the business of the Omaha Ice and Cold Storage company that it became necessary for the company to get the Johnson-Danforth company to build a truck that would get over the ground in double quick time. With the assistance of Tom Yard, Mr. Johnson and Mr. Danforth built a truck having the capacity to carry 100-gallon crates of water and which so greatly pleased the buyers that they promised that all trucks they bought in the future would bear the Johnson-Danforth stamp.

The demand this season for Maxwell and Columbia cars is very large, and in order to meet this demand Manager Doty of the United Omaha Motor company is unloading daily from one to three cars of machines. Manager Doty sold in one week twenty-one Maxwell machines.

J. R. Stucker of Stanton, Neb., contracted with Manager Deal of the Moline company last week to handle this car in that territory. One of the retail sales made by Manager Deal last week was to Carl Nouse of Dunsmuir, Ia.

H. E. Fredrickson has returned from a visit at the Chalmers factories in Detroit, where he went to hurry shipment of the Chalmers cars. He says that the factory is working night and day to keep up with the demand for these cars.

The Omaha Auburn company sold four cars last week to retail buyers. A two-carload shipment was also received, for which orders have been already booked.

The Omaha Auto company shipped three Nyberg cars to Will Meukis at Geneva, Neb., and Manager Avery has orders for nearly 100 cars.

The Nebraska Buick Auto company claims to be the busiest people on automobile row, having delivered twenty-one Buick cars off the Omaha floor in four days last week, besides delivering the following carload shipments direct from the big Buick factory to the agents throughout the territory: Buick Auto company, Des Moines, Ia., two carloads; Fred Bell, Ord; J. W. Porter, Eagle Grove, Ia.; Brown Auto company, Creston, Ia.; Vogt Bros., Elba, Neb., and York Auto company, York, two carloads; Scott Auto company, Norfolk; J. E. Palmer, Columbus; Algona Auto and Machine company, Algona, Ia.; Adolph Bockel, Wilber; Sheldon Auto company, Sheldon, Ia.; H. M. Vandilder, Nelson, and Tunberg Auto company, Hooper, three carloads; Shelby County Auto company, Harlan, Ia., and F. W. A. Rohrkasse, Germantown. This makes a total of 302 Buick cars that have been delivered by the Nebraska Buick Auto company into the territory so far this year.

Lee Huff in speaking of the automobile business in general in Nebraska advises that notwithstanding the fact that the Nebraska Buick Auto company has carried the largest stock of cars in all of their three houses at Omaha, Lincoln and Sioux City that has been carried in the western country, they are already beginning to run short on deliveries and Mr.

Shiles has gone to the factory to look after shipments from that end. He has wired Mr. Huff to make every effort to induce their agents and buyers to place their orders, as it will only be a question of a short time until the enormous output of the Buick factory will be exhausted, notwithstanding the fact that it is the largest automobile factory in the world.

The Johnson-Danforth company delivered a large Avery truck to the Clear Transfer and Storage company of Omaha and Council Bluffs.

The Ford Automobile company shipped thirty-one carloads of Ford machines to Nebraska buyers last week and made a number of retail city sales.

Several retail city sales were made by the Cartercar company last week, and a number of carload shipments sent to the agents in the territory.

The Linsinger Implement company is doing a very large business in the R-C-H line. Several contracts were closed with agents in the territory last week, and a number of retail sales made. The little red car is certainly proving a winner with the buyers demanding a light machine.

With magnificent decorations, an excellent lighting system, a beautiful array of handsome cars and large plate glass windows, the salesrooms of the Velle Automobile company, which have just been retouched by skilled workmen, stand forth at the present time as one of the most beautiful automobile homes in the west.

D. W. Campbell, traveling auditor of the Republic Rubber company, called at the Powell Supply company's last week. He expressed the satisfaction felt at the factory at the big business the Powell company was doing on Republic tires.

H. E. Webber, division manager of the Stewart & Clark Manufacturing company, inspected the Stewart speedometer station recently installed by the Powell Supply company. He promised Mr. Powell good shipments on the Stewart, although the factory is now badly rushed.

P. H. Rosebrook, sales manager of the Powell Supply company, visited Sioux City last week and made arrangements for the putting in of a big stock of the Powell company's brands. The deal will amount to practically a branch house proposition.

The following was received by the W. L. Huffman Automobile company from the Boston distributor for the Abbott-Detroit motor cars last week. "The Board of Aldermen, New Bedford, Mass.,

voted to purchase an automobile. Fifteen different makes of cars were examined and considered. However, the Abbott "47" won. The order has just been received.

Bishop Beecher of Kearney after receiving his new automobile drove up to Clarke Powell's establishment and had the car fitted out with the different accessories that go to make a complete motor car.

The Powell Supply company has just installed a new two-cylinder air pump, which will maintain an air pressure of over 100 pounds at all times in the free air station in front of the store. This is proving quite a convenience to both dealers and motorists.

F. A. Hall, recently with the Derigot Auto company, has taken a place as salesman with the Powell Supply company.

Gur L. Smith delivered a Model "G" Franklin touring car to O. H. Schlenk of Pawnee, Neb., last week.

Last week Guy L. Smith sold and delivered a Franklin touring car to Dr. A. D. Dunn.

Guy L. Smith delivered a number of Hudson cars last week. Mr. Smith said: "It keeps us up on our toes taking care of the demand for the Hudson '20', both in Omaha and throughout the state."


W. H. Shortt, of Sioux City, was in Omaha last week and drove back home in his new six cylinder Peerless touring car. The Peerless was purchased from Guy L. Smith about two months ago and delivery was made on Friday of last week. Mr. Shortt is a noted sportsman and says that with his new Peerless he will be better able this summer to explore for lakes where fishing is best.

The Apperson Automobile company sold cars to the following retail buyers last week: J. T. Baldwin, Hamburg, Neb.; H. A. Siden, Fremont; Way Automobile company, Wayne; H. Fitz Roberts, South Omaha commission merchant; W. H. Buck, Gibbon; P. S. Hine, Fremont; J. Cook, Gretna; Mr. Monnich, Hooper.

Walter Brady of the Detroit Studebaker corporation returned to the factory last Friday after a two weeks' visit with Manager Keller of the local branch.

Lexington cars were sold to the following people last week by the E. R. Wilson Automobile company: J. W. Thompson, president of the First National bank at Grand Island; M. Stevens, Tutan, Neb.; Louis Tryba, Duncan, Neb.

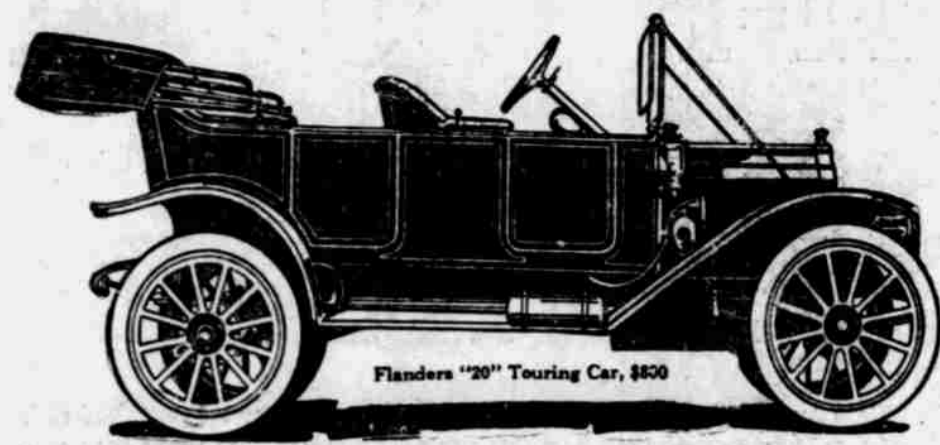
Challenge Windmill E cars were sold to A. C. Wagner, F. E. Trullinger.



Go — go — go — a Fording.
Not a "joy ride," but a Ford ride—with "class" and speed and sane economy. For'd in a Ford—that's the cry! And it's going to take seventy-five thousand new Ford cars this season to satisfy that world-wide cry.

Satisfy yourself that there is no other car like the Ford Model T. It's lightest, rightest—most economical. The two-passenger car costs but \$599. f. o. b., Detroit, complete with all equipment, the five-passenger but \$699. Today get Catalogue 101 from The Ford Motor Company, 1516 Harney St., Phone Douglas 4500, or from our Detroit Factory.

Studebaker Automobiles



Flanders "20" Touring Car, \$850

What Factors Do You Consider When Selecting a Motor Car?

IT'S MIGHTY IMPORTANT—this matter of selecting an automobile. Of course every buyer knows that. But not every one knows how to go about it to determine just which car from among the many offered for his consideration, will meet his requirements and afford him the satisfaction he so devoutly hopes for afterward.

ARE YOU ONE OF THOSE who ask about the horse power, the hill climbing ability, the riding qualities; look it over and approve of the general appearance, then ask the price—and think you have covered the whole ground?

IF YOU ARE, then you may be satisfied with your purchase a few months hence. We say you may—if you are lucky. Otherwise you will realize all too late that the points mentioned, while important, are to be had in almost any automobile nowadays and are not after all, the most vital factors to consider.

IF WE WERE ASKED to select from among all the cars on the market to-day, and they were all lined up in a row for our critical inspection we would be as much at sea as you are but that we know some things about automobiles and their manufacture and their career after they leave the factory that you, a layman, cannot possibly know. And we are anxious to give you the benefit of that knowledge.

BUT AFTER SEEING THEM—noting points of contrast and of agreement in design, finish, et cetera, we would ask some other questions—and note very carefully the replies.

LET US ADMIT before going any further, that we are prejudiced. Prejudiced in favor of the Studebaker product. Prejudiced in its favor because we know how it is made. Know more about its good points than you or any one else can possibly know—because we know as you can't know, how sincerely we try to build the best automobiles possible—to give Studebaker customers the best value for the money.

E'D LOOK 'EM ALL OVER—first. Naturally. And correctly. The buyer owes it to himself to see all really reputable cars and compare them point for point. Compare points of contrast—and features in which the several cars agree. (Of course, we would exclude—that is to say, ignore—the experiments. The new and untried models. We would consider only cars backed by reputations of long standing, for, aside from your own judgment, based as it must be on a merely superficial and brief examination and demonstration, you really have nothing to depend upon but the reputation back of the car.)

WE WOULD STUDY THE DESIGN—see if it corresponded with the best standard practice. Appearance would appeal to us, of course. One likes to own a car that looks more than he paid for it. Some look less you know—and the majority look par at most.

WE WOULD RIDE IN IT—have a demonstration as they say. And, while we would watch the performance of the motor, transmission and the car generally, very closely during that ride, we would not attach to it more importance than it deserved. For any car especially tuned up for the occasion and in the hands of a resourceful driver will do almost unheard-of stunts. That fools lots of otherwise astute prospects.

BUT AFTER ALL THAT—after considering the factors that any tyro would naturally take into account—we would ask some other and more pointed questions. Questions that would stump eight out of every ten salesmen—and perjure another tenth of them to answer to our satisfaction.

WE WOULD ASK FIRST who made the car. Not who made the motor, axles and other parts. Not who assembled them and put his name-plate on the finished product, but who actually made every part of the car from the raw materials to the completed car. And we would exclude from further consideration all "assembled" automobiles.

THEN WE WOULD WANT TO KNOW just how many automobiles each manufacturer made per annum. For the answer to that question is the answer to that other "is it built or is it manufactured?" If made in small quantities—say less than 5,000 per year—then hand work must of necessity enter largely into its making. And we would not buy a hand-made automobile. The hand cannot approximate the accuracy of the machine. No two workmen do work of equal quality. A hand made machine means one mistake made to fit another—for perfection is impossible by hand.

SO WE WOULD EXCLUDE from our consideration those cars made in small numbers; for the following reasons: First, cars made in quantities are better because methods are possible in quantity production that are impossible when making small numbers. And second: we would know that parts of cars made in small quantities would not be absolutely interchangeable, whereas parts of machines made in immense quantities must be—necessarily.

NOW WE HAVE REDUCED the cars we would consider to a very small number. (You see, we would select our automobile by the simple process of elimination.)

HAVING ASCERTAINED these things, we would proceed to the still more important points in the selection of our automobile. We would ask for a list of owners in our own town—our own neighbors and acquaintances, and friends of our friends. And we would see them all personally. Ask about the car; how it performed on the different kinds of roads and in varying weather. Ask about its power and dependability. And finally, we would inquire carefully as to the treatment accorded each customer by the manufacturer or his agent.

SPEAKING OF AGENTS: (Dealer is the better term.) We would go further and ask whether, back of the local dealer was a branch or merely a jobber. A jobber, you know handles a certain product this season. This season. Get that? Next season he may, and probably will be handling a competing car. It will be necessary—or he will think so—to "knock" the one he is selling now. And the easiest way to do that is to neglect it and its buyer.

ONE CONCERN—STUDEBAKERS to be exact—have thirty-six branch houses located in as many important distributing centers all over this continent—Canada as well as the U. S. (There we go again! Constantly reverting to ourselves. And when we are trying so hard to be impartial, too!)

NOW WE HAVE ELIMINATED ALL but three or four cars from our further consideration. We are speaking now of cars in the price-class of Flanders "20" and E-M-F "30" which is to say, cars selling from \$1600 down to \$800.

PRICE OF FLANDERS "20" IS \$800 at the factory and of course there is no other car at a lower or even at that price that compares with this wonderful car at all. And though E-M-F "30" sells for only \$1100 you will find it is damned by all dealers selling cars up to \$1600. In other words it is their strongest competitor, just as Flanders "20" is the *bet nob* of dealers who have \$900 and \$1000 cars to sell and who have to argue that they are just as good as Flanders "20."

THAT REMINDS US. Recently we heard of two ingenious ways to make the rival dealer tell, between the lines as it were, which cars he really considered best. Here they are:

ONE RESOURCEFUL BUYER made it a practice to watch, while he talked with the various dealers, and see which car they all knocked. He says the first car they attack is invariably the one that pushes them hardest in competition. He bought an E-M-F "30." (But, of course, that is aside from the story.)

THE OTHER, A PSYCHOLOGIST, adopted this plan. He assumed that the car he was looking at was the best in the world—to avoid argument with the salesman. Then he asked which car the salesman considered next best.

HE BOUGHT A FLANDERS "20"—now this isn't prejudice. It is fact.

WELL, WHAT HAVE WE LEFT after eliminating the cars that cannot measure up to the standards we have set—standards which are the only safe ones on which to base a purchase that involves as much money and means so much in pleasure, or the reverse, as does the selection of an automobile.

WE HAVE STUDEBAKER CARS—Flanders "20" and E-M-F "30" each in its own distinct class. And we have only these because—because in addition to passing all the tests enumerated with 100 per cent to their credit, they possess that additional advantage which no other cars enjoy—they are backed by the name and the reputation of Studebakers.

WE HOPE WE HAVE HELPED YOU to select the right car. The one that will give you the most for your money in the first place and the most service and satisfaction at the least cost afterwards. If you apply all the tests we have suggested your decision will be the same as ours—Studebaker "20" or "30"—according to your needs and your means.

JUST A WORD ABOUT DELIVERIES. We receive many letters from good friends in about this vein: "Would order a Flanders "20" but competitors tell me you are so heavily oversold I may not get it till July. Tell me the real situation." Here's our reply:

WE WARNED YOU in our last ad that tardy buyers would undoubtedly be disappointed. We cannot alter that now. Tried to get ahead of orders in April but, bad as the weather was we only managed to keep abreast. Can't hope to do more in May. But that doesn't affect buyers who are alert to the condition. Only the tardy ones will get left. You can get a car—if you hurry. See your local dealer to-day and he can most likely fix you up for an early delivery. And if you doubt his promise just drop a line to us at the factory and we will tell you whether he can positively guarantee you a car on the date he says. Nine times out of ten he is telling you the truth—that's the kind of dealers we have mostly. But don't delay.

Studebaker Corporation, DETROIT MICH.

Omaha Branch 2026 Farnam St.

E. R. WILSON AUTOMOBILE CO., 2016-18 Harney St.

Selling Agents for Douglas, Sarpy and portions of Cass and Otoe Counties.




IN buying an automobile, the thing to consider first, if you want results, is the motor.

Manufacturers and drivers have decided that the six cylinder motor gives best results; everybody wants best results; you'll get yours in our six cylinder, 48 horsepower Mitchell car at \$1750.

You get beauty of finish and design; power; reliability; flexibility; the comfort of 36-inch wheels and 125-inch wheel base; long life, and Mitchell service—which means constant attention to your needs.

You get the fruits of 77 years of making vehicles and studying organization; owners of Mitchell cars now, or 77 years from now, will profit by it, and by the high standard of quality which the Mitchell name guarantees.

Mitchell cars are built for the man who can't afford to make a mistake.

The Mitchell 60 H.-P., 6 cyl., 7 passengers, \$2250 | The Mitchell 35 H.-P., 4 cyl., 5 passengers, \$1350
The Mitchell 48 H.-P., 6 cyl., 5 passengers, \$1750 | The Mitchell 30 H.-P., 4 cyl., 4 passengers, \$1150
The Mitchell 30 H.-P., 4 cylinder, 2 passenger Runabout, without top, \$950

Mitchell-Lewis Motor Company

Racine, Wisconsin

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