He Does the Talking, the Car Does the Business.

BUYERS TOLD OF MANY DETAILS Searcity of Salesmen with Technical Knowledge of Mechanics-

Shop Training is a Necessity. it is not more than a decade since one of the largest circuses of this country used a "horseless carriage" as a leading feature of its "grand street parade. The blase city folk and their more impressionable rural neighbors flocked to the streets through which the parada passed and watched this marvelous selfpropelled vehicle with more awe and wonder than ever the caged lions and tigers had been wont to inspire in them as children, and, toot as it might, even the fascinating steam callione received but a passing glance that served to emphasize the fact that it was already a back number. "The only 'horseless carriage in captivity"-which, of course, it wasn't-was advertised broadcast by the sagacious press agent, and for a season this one automobile, which could not climb a 6 per cent grade, probably paid

greater returns, on its investment than any motor car that has ever been built. That one lonely car now has 499,999 million automobiles now in use is cor- pany rect, and those same country gentlemen who once logged to town from miles salary and has been here ever since ex- claims under this heading for the five has nothing to divert his mind. His in- the big factor in increasing claim loss around for a peep at the only tame horseless carriage now ride comfortably to the circus in their own touring cars or runabouts and talk learnedly of "magnetos." "ignition." "differentials" and "transmissions."

The average husiness man may wonder how so young an industry could develop "horseless carriage" would really "go" but to want was not to own, for even the simplest was a high-priced affair in of a modern, high-powered, seven-passmoothly and silently along at fifty miles per hour may think with derision of any same person going mad over the ago, which could scarcely use the "high" except when running down hill; but he cycle, which was then at the height of and kept in good condition. its popularity, had created a demand for some sort of vehicle in which long disdoing all the work.

An Automatic Salesman. was wasted in a desert of hot air. The initiated into the secrets of its workings, "Our valves are lifted by hardened of the motor car. cams," was met with the questions from the "prospect," "What are cams, anyair" for which he seemed to be waiting. Consequently you can hardly blame the and who were born salesmen. They had but few technical questions to answer and some popular cars sold themselves so easily that the agent had merely to rake in his commission.

Technical Training.

extraordinary efforts or display of in- sign .- Harper's Weekly. telligence on the part of the salesmen. This is not intended as an arraignment of motor car salesmen as a class, for

NAMES BROMWELL MANAGER.



Heyn Photo.

T. W. BROMWELL.

Tom M. Bromwell, the first salaried cousins scurrying over the country, if Omaha, has been appointed local man- While the auto claims have been steadily the statistician's estimate of one-half ager for the Cartercar Nebraska com- on the increase, there has been no apcept for a brief sojourn as salesman in Minneapolis. The local agency of the Cartercar company controls the states of Nebraska, Minnesota, the two Dakotas, Wyoming and Colorado.

many there be who are thoroughly fasales organizations that would induce mular with the construction and manuthe inhabitants of the country to ab- facture of every part of the machine and sorb such a large number of relatively who are as ready to talk with an intendhigh priced "luxuries." The truth is that ing purchaser seeking practical informaperfected sales organizations were not tion as with one who is more amenable necessary and while many of the manu- to conviction through oratorical efforts. facturers of today are well equipped in It has been stated that the automobile this direction, the automibile is still, to manufacturing plants today are equipped a greater or less extent, its own sales- with perfect sales organizations and, so man. After the first few road races far as certain features are concerned, and demonstrations proved that the this is true to an extent little imagined by the public in general. Many of the and that it was destined to be a prac- manufacturers have supplemented their tical vehicle, the public went "automo- sales organizations with technical debile mad." To see one was to want one, partments which strive to deal with any troubles with regard to their cars that may arise after purchase. In this manthose days; but as a result of mortgaged | ner the company assumes a sort of fathhomes the automobile rapidly became the erly care over its products and the ownplaything of the members of several ers are aided in obtaining the highest strata of our social clay. The owner efficiency from their machines. One company has gone so far as to keep a senger touring car or limousine that rolls complete list of all past and present owners of its cars and if a machine has been sold and resold half a dozen times, each separate possessor will be listed. one-lunged chugging vehicle of ten years together with any repairs that have been necessary during its existence. Many factories also maintain garages and remust remember that such machines were pair shops in the larger cities where the at that time the best obtainable, that local agents may see that the machines they would really go and that the bi- of their patrons are properly cared for

The men in charge of these various tances could be covered without the rider departments are the very best obtainab and a large number receive large salaries; but notwithstanding the complete-Yes, the automobile has indeed been ness of such systems, the fact remains an automatic salesman and although that many of the present day salesmen those of the early days were certainly who may be turned loose on the unsusnot silent salesmen, the sound of the ex- pecting prospect either make such abplosions and the whirr of the gears surd statements or display such a woeonly served to aid the machine to toot ful lack of knowledge of the practical its own horn to the better advantage, and vital points of automobiling that Buyers were not then interested in gear they furnish a striking proof of the selfratios, valve arrangement, compression selling abilities of the modern motor car. or displacement, and although the men Nowadays nearly every one who attends who sold the cars were generally from the annual automobile shows is either a the factory, their technical experience motor car owner, a prospective purchaser or is in some other way directly or ingasoline engine was a new source of directly interested in the industry. The power and as only a chosen few were automobile in itself is no longer a novelty and more can be seen on the streets the innocent purchaser created a demand in ten minutes than were ever assembled for "hot air" salesmanship by virtue of at a single exhibition; and it is, consehis very ignorance of the machine in quently, but natural that a large mawhich he was planning to invest a cou- jority of those who attend the shows. ple of thousand dollars or more. If the while possibly not experts, are at least statement on the salesman's part that, familiar with the general construction

Handicaps Overcome.

The automobile factories, in some instances, are "up against it," and it is way?" and "Is your machine faster than not to be thought that these conditions the Blank car?" the obvious conclusion in the sales end are now of their own is that if the agent wanted to make the choosing. They are doing their best to sale he had to change his tactics and instill into their salesmen a sufficient give the would-be purchaser all the "hot mechanical knowledge and some manufacturers even go so far as to require each member of the staff to complete factories for having replaced their tech- an exhaustive technical course at the nical men eight or ten years ago by factory before he becomes an active others having a persuasive personality part of the selling organization. Thus, under these conditions, no one will be found in authority on the salesroom or exhibition floor who has not had a shop experience and technical and laboratory work in the factory itself, and it is probable that a salesman with such a training would be amply able to take A large majority of the half million care of himself and would seldom find it motor cars now in use have been sold necessary to call the "factory man" to in spite of, rather than because of, any answer questions of construction and de-

> Persistent Advertising is the Road to Big Returns.

THE MAN WHO SELLS THE CAR CARTERCAR NEBRASKA COMPANY AUTO ACCIDENTS ARE COSTLY

Casualty Insurance Men View Outro with Alarm.

LAST YEAR'S LOSSES PILE UP

Wider Use, Not Greater Hazard, the Cause-Higher Rates or Less Liberal Policies Considered.

Because of the rapid increase in the in 1911 amounted to almost 22 per cent are becoming alarmed, according to Ber-International Association of Casualty and per cent of all losses. But since then they have risen rapidly to nearly III per cent last year. To meet this situation the insurance men are considering higher rates or less liberal policies. In his address Mr. Page said in part:

'Ten years ago, roughly estimated. there were less than 100,000 pleasure automobiles in the United States and Canada. salesman in the automobile business in Today there are at least 900,000 in use. Ten years ago Bromwell went to preciable diminution in horse and vehicle

stituting 6.6 per cent of the total in if he wishes to ho'd his position he learns

dents 21.8 per cent of the total.

paid were in excess of the death losses fishing and other sports. The insured is than a little learning. during the same period, 548 claims were at it daily or nightly from eight to

1.317 were for indemnity losses. "It is our experience that the greater number of claims do not come from the his rate from \$5 to \$15 per \$1.000. osses due to automobile accidents, which reckless use of an automobile, and from the nature of the accidents they might of their totals, accident insurance men occur to anyone however cautious and conservative. When the automobile first sity for higher rates or a less liberal trand A. Page, vice president of the came into popular use it was assumed policy contract. With automobile acci-Travelers Insurance company of Hartford, that an extra rate to coper the hazard dents constituting in the year 131 about who presented a paper on this subject at was not expedient, because the proper 22 per cent of the claims in amount and the convention at Fortress Monroe of the use of an automobile is one of the cus- over 16 per cent in number, it would aptomary diversions of outdoor life. We do pear that the remedy for the situation Surety Underwriters. According to the not contend that it is any more hazardous lies in the securing of an adequate rate speaker, in the five years prior to 1806 to run an automobile new than it was ten in connection with the insurance of those automobile losses amounted to less than Years ago, but we do contend that because of its use being almost universal. to charge the non-user for the claims inthe exposure is one which must be considered in connection with insurance of curred by his more exposed neighbor. the select and preferred classes. That the average automobile owner personally no such thing as an automobile accident. operating and caring for same should pay Last year, claims from select, preferred no extra rate is evident from the figures and ordinary class risks were increased heretofore quoted. There are those who by automobile accidents 28 per cent, and cannot safely be insured at less than this does not take into account horse and extra special hazardous.

yet his position depends on his care in on bicycles, motorcycles, etc., who were of schnected of work in Omaha selling automobiles on a accidents. The average amount paid for does the right thing instinctively. He last few years the automobile has been

years, 1902 to 1906 inclusive, was 10.4 per terest is not in scenery nor the beautiful ratios, although unwarranted liberaliza- the is a very sincere man, always reminds cent of the total losses. In the year 1911 women who adorn the tonneau. He has tions in the policy contract have not been me of the husband who brought home one we find horse and vehicle accidents conwe find horse and vehicle accidents con- not spent the evening at the club, and without their effect."-Boston Transcript. amount of claims, and automobile accir carly that there is a strict prohibition.

applicable to chauffeurs only, against the mixing of alcohol and gasoline, even in

small quantities. "Indemnity claims from auto accidents "It cannot be said that exposure is May, 1908, to April 1, 1912, in the amount only an incidental one, such as hunting. paid last year for cranking accidents twelve months in the year. We can asalone. Of the 1.335 auto claims in 1911 sume the hunting hazard for two weeks to a month each year, but if our insured makes hunting his business we advance

Higher Sutes Considered.

"Much has been said about the neces Ten years ago there was practically

vehicle accidents caused by automobiles. 'We charge a chauffeur \$10 per \$1,000- nor injuries to pedestrians and persons

Pointed Paragraphs.

Women laugh with a wise man and at Nothing is too absurd for some people A bachelor's ideal woman is usually A little widow is even more dangerous

the political plum tree. Many a man is friendless because he's Albany Journal. too regular with himself.

Those who insist upon having the biggest half do not seem to realize that here is no such thing.

Do the best you can today. You can't they are going it on their own hook.—

But more good things come to those no go after them. Unhappiness seldom abides with a man who loves his home. small boy trys to practice economy Detroit recently the use of tollet soap. A woman who merries for spite has to

A woman who marries for spite has to take it out on her husband.

Some people act foolish and then get sore because others notice it.

It wouldn't take long for most people to tell what they think of you. ore because others notice it.

It wouldn't take long for most people to with the F. A. M. In abolishing motorcycle what they think of you.

Don't wait for things to come to you ntil you are too old to enjoy them.

Many a man's good disposition is due to fact that he is a fraid of his wife. Don't wait for things to come to you until you are too old to enjoy them. to the fact that he is afraid of his wife. The things a man is going to do are usually synonymous with the things he will never accomplish.-Chicago News.

Rev. George R. Lunn, the new mayor of Schnectady, says, 'I don't preach, Give to the poor,' but 'Stop taking

Mr. Lunn discussing this dictum the

lobster Is it your birthday, dear,' he said to his wife, and I purchased these delicacies as a little treat for you this evening with your birthday dinner 'You are very kind,' the worpan an

swered, but I thought you knew I never touch champagne, love, while lebster inne he couldn't get.

A little widow is even more dangerous han a little learning.

There are more lemons then piums on the neither are more lemons then piums on detail. drink the champagne to your heaith," "-

Motorcycle Notes A

always be putting it off until tomorrow.

It takes a born leader to fool the people who are being led into believing sylvania for the use of rangers on the reserves and stations of that str Re. Work has been started on the con of a new running trac s on the inside business rection of dashing the revele Of Beer William Bird took up chase, cor nered the animal and was about to sheet it when it dropped fead from exhaust ion. The Maryland Motorcycle club has

enforce it stringently.
The motorcylists of Sunny France are to have a chance to show their ability

in an endurance run. Aug. w 35th at Pontainbleu, near Paris. Pontainbleu, near Paris,
Motorcycles are being us of by officials at the Fort Collins, Co.o., United States Experiment Station its conducting investigations throughout the state.

The famous tour of the fibort Grass,
Kans. Motorcycle club Jarted from Garden City, Kans., August 18th. The tourists are to journey through three states and spend fifteen cays en route.

FLANDER



If You are Paying More than \$1200 for a Car, You are Entitled to a Six

THIS, REDUCED TO A FEW WORDS, is the keymote to the 1913 announcement of the Flanders Motor Company which will appear in this and other daily, papers of every prominent city in the United States about September lifteenth.

TO THEL YOU MORE at this time would be to tell-our competitors and that we do not desire to do, for we have a surprise in store for them as well as for you.

THIS MUCH WE WILL SAY, however-Sixes exclusively will be the Flanders slogan fresh now on. The perfection of the electric self-starting device has made the Six in any size and at any price the logical, the ultimate—the inevitable car.

WE'VE BEEN IN THE BUSINESS since its birth-watched every change—led the way in most of them. And since a man can't have two religions and worship sincerely at both shrines, we pin our faith in the future to Sizes exclusively Sixes.

figure mentioned because the Planders Six must be a complete and an up-to-the-minute Six in every last detail-we will give you one at a price so little above that figure it will be within your reach if you can afford a ear of more than 35 horsepower at all. NO! NO!-YOU ARE WEONG AGAIN. Don't jump to conclusions.

AND WHILE WE WON'T PROMISE to give you a Six at exactly the

That isn't the price nor the horsepower. Guess again. But you won't get any nearer to it then our esteemed competitors-who always wait for us to show the way and then try to get on the hand wagon—can guess what this Flanders organization has up its sleeve this time. IF IT WILL INDICATE ANYTHING to you we will say there will

be two Flanders Sixes. One of these will be a five passenger model of such aise, power and quality and at such a price you'd be foolish to buy a four at any price. IT'S HARD ENOUGH TO SELL FOURS NOW-for everybody sees

the writing on the wall. It will be a lot harder to sell your secondhand Four a year from now-when you will certainly want to sell it EVERY MAKER KNOWS Fours are now obsolete and Sixes inevitable.

their floors of Fours and changed over their designs and equipment to make Sixes. They must all come to it-we are as usual a year ahead. SO THIS AD IS JUST TO WARN YOU. After reading it you will

But the others can't afford to admit that fact until they have cleared

have only yourself to blame if you buy an obsolete Four and pay a price for it that entitles you to a better ear and a Six.

FOR WE PROMISE YOU the immediate future has such a car in store for you—a Six of the quality you expect from Flanders and backed by the name and guarantee of Flanders.

YOU KNOW THE MEN back of this product-Everitt, Metagor and Flanders; Kelly, Paul Smith, Pelletien-the same group of men who four years ago revolutionized an industry and set a pace in prices and quality that others are following yet and haven't caught up; the men who made E-M-F "30" the greatest car of its time.

THESE MEN, NOW HAPPILY RE-UNITED and supplemented by specialists of equal skill and experience-Fred Hawes, for ten years chief engineer of the Cadillac Company; Bruce Ott, admitted by the entire trade to be the greatest body designer-"the tastiest milliner that ever dolled up a car;" Richard Miles, the foremost metallurgist. THESE AND THE HOST OF EXPERTS topnotchers all who constitute the Flanders organization, have contributed to make the forthcoming Flanders Sixes incomparable in all those points dear to the hearts of fastidious motosists and satisfying to the eye and the standards of experts.

WE SUBMIT that, if these men do not know how to make and to market automobiles and to take care of their customers afterward, then no group of men does know. If history doesn't repent isself in this case then skill counts for naught, experience is a waste of time, there is no strength in unity, and business is not an exact science.

BUT BUSINESS IS AN EXACT SCIENCE - experience to an accurate guide-skill is an asset-the united skill and experience of experts must produce superiority—and history mill repeat itself, for the Planders policy and the Planders product for the coming year will work a revolution in the automobile industry as great as did the appearance of E-M-F "30" four years ago and of the beautiful Planders Electric more recently.

THESE MEN, HEADED BY FLANDERS, have led so long they have forgotten how to follow—if indeed they ever knew. Their beneal is a series of successes. Failure has turned to success under their magic touch. Their reputation is world-wide and their filends-one legion—and they are found wherever automobiles are found. For every car they have ever made has made a friend.

WE ARE NATURALLY EAGHE to tell you all new but we refuse for the reasons given. We refrain save to say there'll be two smallest of Flanders Sixes. One a luxurious seven-passenger ear of high power, exquisite body design and complete equipment of the highest order and to the last degree of faddishness as well as of utility, and to sell at a price that will make it impossible for you to excuse yousself for paying a higher price for any car on earth.

READ THAT LAST PARAGRAPH AGAIN. It's a trifle improved and there's more in it than appears on the surface.

THE OTHER FLANDERS SIX will be a five-passenger car, an exact duplicate in every detail of design and finish and equipment-best smaller of course and will sell at a price that justifies our bandline.

THAT'S ALL FOR . HE PRESENT. Surmise all you will. Place the fragments together. Let your imagination have full sway. You know Flanders and the Flanders organization—try to forecast what they will produce. Try to anticipate the most you can hope for and then you will still be far short of the splendid reality. That, in full detail, will be announced about September fifteenth.

WATCH FOR IT-HERE. And if you desire to lead instead of followif you want a car of the future and not of the past-wait for it.

DEALERS-THIS FOR YOU

The Flanders Meter Company will make six thousand Sixes for 1913. That sounds a triffe medest for us, but remember these are big, luxurious cars—and this number makes the Flanders Motor Company the largest producer of Sixes in the world. Deliveries will commence immediately after the announcement. Quality, reputation and price guarantees there'll be no competition. Live dealers everywhere have anticipated this, so we have thousands of applications on file already. Being able to pick and choose, we are corefully selecting the best. We want dealers who will properly represent us and our product locally. And we are selecting those we think will go farthest with us. For we are building for permanency and for the benefit of all, customers included.

Do you think you are that man in your territory? Then get in touch with our district manager—his word is law there. He is a partner in this business—tried and true and his whole interest bound up in its future. Better see him at once before he closes up for your territory—at his head-quarters, address given below.

C. F. STEW ART, District Manager, 226 37th Street, Des Moines, Iewa.

FLANDERS MOTOR COMPANY, Detroit, Mich.

565 East Milwaukee Avenue.



Nebraska Buick Auto. Company Welsh Cars... Branch, 13th and F Sts.—H. E. SIDLES, Gen'l Mgr. Omaha Branch, 1912-14-16 Farnam St.—LEE MUFF, Mgr.

VanBrunt Automobile Co. Overland and Pope-MARION FOUR MODEL Prices—\$1,150

OHIO ELECTRICS Marion Auto Company. C. W. McDONALD, Mgr. 2101-2103 Farnam St.

JOHN DEERE PLOW COMPANY Salesroom - Cor. Tenth and Howard Sts. Omaha, Nebraska.

HUDSON

2205-2207 Farnam Street

Steams Wallace Automobile Co. MOTOR CAR 2203 Farnam Street