

**AUTO DEALERS PROSPEROUS**

**Studebaker Sales Manager Writes of the Great Industry.**

**SOME MAKING BIG PROFITS**

**Joyriding Element is Being Eliminated and Substantial Business Men Are Now Found at the Head of Concerns.**

BY ERNEST R. BENSON.

I wonder if the general public appreciates the important part that is now being played in the business world by the army of automobile dealers operating all over the United States.

Drop into any village or little city in the country and the latest young business man you'll meet is the leading automobile dealer. Try any large city and you won't find a more wide-awake, hustling class of men than those who sell motor cars.

Slowly but steadily the irresponsible, joyriding element, so prominent in the early stages of the industry, has been eliminated until now those who have made good and earned a place for themselves and the cars they handle monopolize the field. Often we find that our dealer is one of the wealthiest men in his home city. And, if the dealer is not yet himself a man of means, he is almost always associated in a quiet way with business men of the very highest class who are backing his brains and ability.

**Dealers Wide-Awake.**

The automobile dealer of today is a scientific salesman, ready to ponder every suggestion that comes to him, and to appreciate its merit. He welcomes advice from the factory he represents. He is always ready to trade selling pointers with comrades handling the same line in other centers. Right now, inside the Studebaker organization, we have several associations of dealers who work systematically together in this way, using our branch in their state as a clearing house for ideas.

It is now possible for a tourist in a Studebaker car to travel the whole state of Texas without further road directions than that he gets from the Studebaker dealers when he buys supplies and with whom he stores his car at night. The Texas Dealers' association has worked out this plan. Each man realizes the help he can give his neighbor in the next city and all are alive to the advantage that comes to each of them by a united effort to give the best service to owners of cars they handle.

**Great Business Success.**

From information that has come to me during the last few weeks it seems assured that the automobile dealers of the United States are enjoying this year the greatest business success in the history of the industry. There can be no question of the record prosperity of Studebaker representatives. One of our dealers writes me that he will close his 1912 books with a profit balance of \$90,000. Others, I know, estimate their profit at \$50,000. The wonderful demand for Studebaker cars that made May a record month for sales has worked steadily toward a climax, with the result that August actually exceeded all prior months, effectually disposing of the old hereby that places August inside the alleged dull season.

Of course, dealers and factory have prospered together.

The Studebaker corporation's magnificent staff of 2,200 dealers is one of its greatest assets. We appreciate the fact to such an extent that our dealers virtually plan the policies of the company. They tell us the car they want; we build it. They set the price; we build to it. Their problems are ours; we help solve them. Their success is ours; we share it.

The automobile dealer of today is the big man of the industry. May he live long and prosper.

**Old Auto Still is Running Like Watch**

It is possible for the owner of a motor car to cherish as great and kindly an affection for it as men often do for dogs that have lived long with them or horses that have served them well. That seems hard to believe, but here is a letter received recently by the Peerless Motor Car company of Cleveland which goes a long way toward proving it. The letter is a real "human document." It says:

"Just four years ago we received the old 1908 model 18 touring car. Today that car needs paint, but little else. It has more power and is as reliable as my watch. The motor has never been down nor the clutch adjusted. The old car has gone nearly every day the last winter through rain and snow and through the cold weather and not once has it delayed us for a moment. "Even the tires have been on their good behavior. True, I have once or twice added a little on in the shop and once or twice have let a little out. We pay for rubber, so why not use it and save the car? The new 1912 looks most attractive, so did the 1911, but to make a car more reliable than the old 1908 is not possible.

"Last night when the theater was out-yes, I regret to say before the curtain was down—the restless ones were getting ready to go home and making great nuisances of themselves. My wife said: 'They seem in a great hurry to get out.' 'Yes,' I said, 'they are not fortunate enough to have an old '08 Peerless and they are worrying about getting home.' "We go to the show, lock up the car and forget all about it until we are ready to go home; then we go. Year after year I have feared that we might wake up, but the old car always goes. Of course, it receives cleaning, oiling and once in awhile a little gasoline and water, but man must eat and drink."

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**DOUBLE CURE TREAD MAKES THE BEST TIRES**

In speaking of tires Mr. Groves, local Goodyear manager, said: "We believe the double-cure wrapped tread process as in vogue at the Goodyear Tire and Rubber company makes the best tire; the tire which will give the most miles per dollar; the tire on which the loss through adjustment will be lowest; and we believe it is logical selection for any company having the best interest of the consumer at heart and proposing to pursue a liberal policy in making adjustments, as the increased initial cost would not be as great as the increased loss on adjustment, where a liberal policy is used in adjusting full molded tires."

Persistent Advertising is the Road to Big Returns.

**SALES MANAGER TELLS OF THE GROWTH OF AUTO INDUSTRY.**



ERNEST R. BENSON Sales Manager The Studebaker Corporation

**GRAND PRIX RACE CHANGED**

**French Association Decides to Pull the Event Off in One Day.**

**FUEL RESTRICTIONS RIGID**

**Conditions to Suit Themselves the French Will Regain Lost Laurels.**

NEW YORK, Sept. 28.—The plan of the Automobile club of France for running the Grand Prix race in 1913 is decidedly changed from the scheme that was followed this year. Instead of spending the event over two days the race will be run on a single day at a distance of about 600 kilometers, or 500 miles. Entries for the race must be made before October 31 of this year and the committee of the club reserves the right to call the race off if by that time at least forty cars have not been entered. A fee of \$800 for each car is charged, but constructors may enter as many as six machines.

The race is open to all cars of at least four cylinders, with a fairly novel condition regarding the amount of fuel to be used. The most that any car may use in the way of fuel is, stating it in

the foreign style, 20 liters for each 100 kilometers, at a temperature of fifty degrees centigrade. In other words, 17.5 pints for each 62.5 miles at 59 degrees Fahrenheit. The car when emptied must weigh not less than 800 kilograms or more than 1,700 kilograms. This ranges from 1,700 to 2,430 pounds, reckoned without water, oil, gasoline, tools or spare parts.

Two months preceding the race each competitor must notify the committee which three brands of fuel he prefers out of a list which has been prepared of ten. To give their trade names, they are: Automobiline, Benzo-Moteur, Energie, Eoline, Meteorine, Motoline, Moto-Naphtha, Motricine, Naphtacycle and Stellite. After reading over this list the average American motorist will be probably as well informed as before he began. On the evening of the race each competitor will find provided by the racing committee a quantity of the various fuels which he has already designated. The racing committee will superintend the filling of the reservoirs and then the cars will be sealed up, being placed in a box so that they cannot be tampered with.

No Chance to Judge. The reservoirs must be cylindrical in form, one meter long and of a diameter to be decided upon when the track has been chosen. This condition is, of course in order that it may be determined how

near a tankful will come to making a certain definite number of circuits of the course. The tanks are to be placed in back of the seat and at right angles to the car. Behind the reservoirs only tires and spare wheels may be carried, and these so that they are not covered up and do not lend themselves to any schemes to provide an auxiliary supply of fuel unbeknown to the committee.

In order to discourage further any attempt at fraud the committee has ruled that discovery of any such design will disqualify the car and may also disqualify the driver, his mechanic, the builder and any other car that the builder may have entered. The builder also will be fined \$2,000. As a further condition each car must carry two persons, seated side by side, whose weight shall be at least 132 pounds each. In case the total weight of the two does not reach the required minimum of 264 pounds the deficit is to be made up in dead weight.

As was the case this year, supplies, oil, tires and so on will be available only at one point in the racecourse. It was for taking on gasoline at a supply point not designated that both Bruce Brown and De Palma were disqualified in the Grand Prix this year, Bruce Brown having what appeared to be an excellent chance to win the race after having led on the first day's running. In case of an accident causing a leak in the water reservoir a supply of water may be

taken on at any point, but it must be done in the presence of a racing official. Thus far no circuit has been decided upon for the race, but it is understood that the Automobile club is in favor of a course not much more than thirty miles around. Dieppe, in 1907, subscribed \$32,000 to have the race held over its course. The results were so satisfactory that this year the sum of \$15,000 was subscribed to get the race to Dieppe. It failed as an attraction, however, this time, and Dieppe has no desire to hold it again except on condition that it come without any money being put up to get it there.

The English opinion was that there would hardly be another French race in view of the defeat of the French machines in the small car event and the fact that the French car barely won the main event from an Italian machine. But the example set after defeat in the earlier Gordon Bennett races was not followed this year. The British have showed suspicions that by making new conditions for the race this year the French have figured that they will help themselves more than any one else.

**Between Farmers.**

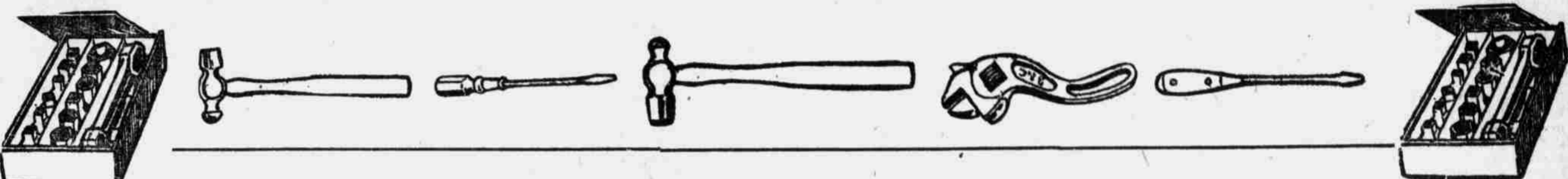
"Did you ever satisfy your summer boarders?" "It can't be did, Hiram. Sometimes you kin please 'em with the beds, the amusements and the grub. But you can't always give 'em the kind of sunsets they want, or the moonlight nights."

**Autos Make Hunting of Game in the Sand Hills Enjoyable**

Automobiles are proving a great time saver to city men who visit the sand hills of Nebraska on hunting expeditions. Heretofore a thirty or forty-mile wagon drive has proven a most strenuous trip to the men of Omaha who have visited the lakes of Cherry county, as the going was slow and the roads heavy. Now all this has changed. Light autos whirl the hunters from Valentine or Wood Lake in one-third the time, both going and coming. Grant Wilcox of Dewey Lake has a light car in which he makes the trip one way to Wood Lake in two hours, whereas it formerly took six hours with horses. Ducks are plentiful this fall and many Omaha hunters are taking advantage of the sport.

**LOZIER WILL NOT ENTER THE VANDERBILT RACE**

Statements that a Lozier car would be entered in the coming Vanderbilt cup race at Milwaukee with the backing of the company, published in recent issues of several trade and newspapers, are denied by C. A. Emise, sales manager of the Lozier company.



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You are invited to make your headquarters here during the fall show

The house that brought tire vulcanizing down to 25c

Are you buying your auto supplies at Storz? —If you are not, do you know whether or not you are paying as little as you could pay for first quality supplies and tires. —It has paid hundreds of owners hundreds of dollars to buy first quality auto supplies at Storz. It will pay you.

Load your worn out, blown out casings; bring your torn tubes to Omaha with you. Our tire expert will tell you what can be done for them. Chances are that at a small price we will make them as good as new.

From a monkey wrench to a raincoat, there is nothing lacking in auto supplies at this popular auto supply house. We have no competitor when it comes to "quality goods." Just look over our line of: Federal Tires, Edison Batteries, Warner Speedometers, Connecticut Shock Absorbers, Wolfs-Head Oils, Packard Oils, Klaxon Horns, Long Horns, Rayfield Carburetors, Connecticut Magnetos and Ignition Specialties, Briggs Stratton Master Vibrators and Ford Water Circulating Pump. You can't beat this for quality. Then come in and look at our prices. When it comes to combining quality and price we are absolutely alone in the auto supply field. Never before in the history of the Auto Supply business has any firm worked up as large a business in so short a time as we have. Quality and Price combined with excellent service did it.

WRITE FOR OUR 1912-1913 CATALOGUE

The Arthur Storz Auto Supply Co. EVERYTHING FOR THE MOTORIST

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