



EARLY SALES INDICATE SCRAMBLE FOR AUTOS

Trade Already Three Months Ahead of Last Year and First Estimates Look Small—Farmers Buying the Second-Hand Machines.

Minneapolis automobile dealers are not giving trading stamps or offering similar inducements to prospective purchasers. Cash sales with deposits in advance of delivery are the rule at all the agencies and there is no falling off in patronage on this account.

This year's trade is fully three months ahead of last year's with the most active buying season still to come. One firm which ordered a line of cars valued at \$120,000 already has concluded sales to the amount of \$40,000, one-third of its entire stock, and this record is by no means an exception.

Cheaper Cars Gain Foothold.

The lower priced cars will have their day shortly. Already many dealers have demonstration cars and several expect to have in their complete stock before the end of the week.

Another branch of the business which will occupy much of the time and add greatly to the profits of the dealers is the trade in second-hand machines. Last fall there was a great demand for light, second-hand cars among the country towns. The farmers are waking up to the value of the "benzine buggy" as a means of quick travel between the farm and the town.

Care Naught for Glitter.

Country roads are hard on enamel and polish and repair and cleaning facilities are not at hand, so they prefer to put their money into the essentials of the machine rather than invest in paint and varnish, which will soon vanish.

So many new patrons are now entering into the delights of automobilizing that many old explanations are discovered oftentimes to be new. It was heard at the show that this and the other manufacturing concerns "sold out."

The factory cannot accept any more contracts from retailers, that is all. The retailers will have plenty of cars to sell all summer. The fact of a factory being "sold out" is simply an expression of the retailers' confidence in the high merit of the brand and its selling qualities.

MUST QUIT ALTOGETHER

President, Morris Urges that Licenses of Reckless "Chuffers" Be Revoked.

Writing in Harper's Weekly, Dave H. Morris, president of the Automobile Club of America, has this to say of the automobilist and the law:

"It is a great pity that a certain class of automobilists has done so much to injure the sport in this country, and it is against this class that I would like to see drastic legislation directed. A change in existing laws, making them more severe in certain provisions and more liberal in others, would reach these individuals, teach them a much-desired lesson, and at the same time work to the best interests of those who run their cars in reasonable fashion.

"In the first place, I would make it impossible for the man who is persistent in his disregard of the law to operate his or any other car.

"Under certain conditions I would have his license either suspended or revoked, and should the latter course be pursued in regard to him, he would have to content himself with taking his automobile trips with a chauffeur instead of himself at the wheel. Incidentally, I would have the laws so

changed that the chauffeur would be the last man to court arrest for disregard of the speed regulations, since it would mean a cancellation of his certificate and license as a motor car driver and throw him out of work.

"The normal speed of an automobile, based upon the normal gait of the horse, which in the city is from seven to eight miles an hour, is from fifteen to seventeen miles an hour. Now, an automobile going at that speed is, beyond question, under far better control than a horse traveling at its normal gait. I would like to see a law enacted which would give the conscientious motorist reasonable liberty in the management of his motor vehicle and restrain him who is not.

"As to convictions for overspeeding, I would wish to see none unless the evidence clearly showed that the defend-



WAGNER, CONTINENTAL DRIVER OF REPUTE, WHO IS EXPECTED TO MAKE A SHOWING IN THE VANDERBILT CUP RACE THIS YEAR.

ant knowingly exceeded the prescribed speed limit, or that the rate of speed he was maintaining at the time of his arrest was excessive and dangerous."

VANADIUM FILLS BILL

New Metal Gives Desired Tenacity to Steel Used in Autos.

Experts of Europe are enthusiastic over recent experiments and the remarkable results obtained in the use of vanadium steel, which, in view of the interest the subject is receiving, is exceedingly timely. Vanadium presents wonderful possibilities, and is said to possess adaptability for use in automobile construction.

QUEEN WILL TOUR WEST

Margherita of Italy Will Motor Thru Middle West.

Queen Margherita of Italy, the queen mother, and the most beloved woman in all Italy, is coming to this country to motor. This beautiful royal lady is an enthusiastic motorist.

Queen Margherita will arrive in this country next spring. Her plans are not complete, but it is probable that she will tour the middle states and then go west. Six persons will accompany her, including a gentleman and lady in waiting, her maid, and an expert Italian chauffeur.

Queen Margherita has expressed her fondness for America many times. In a practical manner this is shown by the number of American-born women she has selected for conspicuous positions in her entourage. When she was discussing the plans for her visit to this country she expressed a particular desire to tour the far west in order to see with her own eyes some of the living types pictured by American authors.

SMART SUITS SOUGHT

Women Riders Keen for Becoming Automobile Outfits.

Consider the bravery of the woman who took up motoring in its infancy and resigned herself to look absolutely ugly from start to finish. No ordinary wrap and face veil sufficed to keep out

the wind, cold and dust, and the motor woman had to wrap herself in shawls, until she looked like a squaw. To be sure, men appeared equally unattractive, especially after goggles and masks became a portion of automobile togethery. Mme. de Stael's remark in regard to a certain statesman, "He abuses his man's privilege of being ugly," applied with some force to the motorists of those early days.

Men might have stood it, but women at that time refused, and milliners and tailors were called upon to design garments which should be at once beautiful and adapted to motoring. Years of experimentation elapsed before all the requirements were fulfilled. Even now only half a dozen concerns in the world make satisfactory automobile apparel.

From England come the best cloth and corduroy suits, the better rubber garments, and the smartest of liveries for motorists. France, on the whole, sends the best silk garments, and, of course, the most attractive and ingenious millinery. Nowhere in the world, however, has the purchaser such a wide choice as in New York and Chicago. The skill of the best expert designers in this country has been taxed to improve on foreign garments in both style and attractiveness.

Automobile clothes are expensive, there is no denying that. But so are automobiles, and who can afford the one luxury ought to be able to afford the other. If one is a man he begins by purchasing a suit. Presuming the season to be autumn the man will buy a wide skirted, long coat of heavy chev-

door table, enjoying a luncheon. The peasant landlady, much flustered, hovered about her.

Another day Queen Margherita's automobile furnished her with an experience as piteous as the other was pleasant. She was driving thru the poorer sections of Rome, when a little child, trying to throw flowers into the queen's car, slipped and fell beneath the wheels. The child's arm was broken. In an instant the queen mother was on the pavement, holding the girl's head in her lap and mingling her tears with the tears of the sufferer. Then she helped to lift the little peasant into the car.

For many years Queen Margherita was afflicted with insomnia. The assassination of Humbert weighed heavily on her mind, and she passed night after night in sleeplessness. Eventually she became pale and hollow-eyed.

In addition to other diversions the queen rode daily in an automobile. At first she felt some fear of the machine; but she overcame her prejudices and began to enjoy rapid transit. Then she became devoted to her motor car, and made many long trips thru the country.

One day all Italy was greatly surprised to learn that Margherita had recovered almost completely, and that she was contemplating a tour of western Austria, later a tour of France, and later still a tour of Germany. And now she is one of the most enthusiastic royal motorists in Europe. And she is coming to America for her next extensive tour.

DENIES HE IS DEAD

Webb Jay Asserts that He Is Still a Live One.

The following story on Webb Jay comes from the Chicago auto show, and will be appreciated by those who saw that merry driver at the Hamline track last July:

"Is this the agency for the White steamer?" inquired one of two prospective customers who dropped in simultaneously at the Michigan avenue headquarters of the White Sewing Machine company.

"Well, we just happened to be in the neighborhood, and thought we would inquire about your automobile. To tell the truth we were a little cold toward the steamer game until lately, but the great results obtained by Webb Jay before he was killed converted us to that type of machine."

"Webb Jay dead? When did it happen?" inquired the manager, with a hasty glance in the mirror.

"Oh, five or six months ago. Too bad about that affair. Jay was certainly a hot member at the wheel of a racing car."

"But," insisted the manager, "I am still unwilling to believe that Jay is dead. In fact, even my competitors will hardly agree to that proposition. The truth of the matter is," he added, confidentially, and in a loud whisper, "I am Webb Jay."

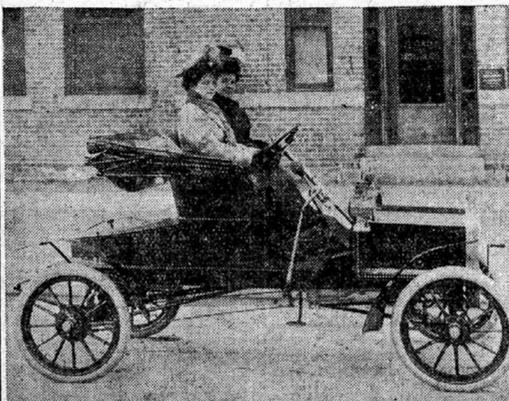
"Then you're dead," persisted the visitor. "You died in Buffalo last fall."

"If I'm a dead one it is news to the firm, for they still have me on the pay roll," contended Jay, but could not make his assertion stick until he showed a watch charm bearing his name, number, and photograph.

"That's my lucky charm," said Jay after his visitors had departed. "If I lose that trinket I lose my identity."

THE \$500 FORD

How Do You Like It?



The Sensation of the Chicago Auto Show

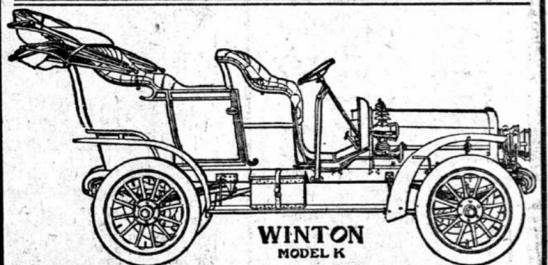
Acknowledged by all the equal in ALL respects of any runabout selling under \$1,500.

Ten Thousand

\$500 Ford Runabouts will be built and delivered in 1906, and although we now have several hundred orders booked, we are still in position to give good deliveries. Get your order in early.

NORTHWESTERN MOTOR VEHICLE CO. 219-221 S. SIXTH ST. Selling agents for Minnesota and N. Dakota

WINTON MODEL K



COMPARE THE WINTON MODEL K WITH ANY CAR ON THE MARKET SELLING AT \$3,500 OR HIGHER

WE DO NOT CLAIM THE EARTH

Nor do we say that the Winton Model K is the only good car on the market. But we do say (and are prepared to prove) that no car in America or elsewhere selling at \$2,500 approaches Winton Model K excellence. Cars claimed to be in its class sell at \$3,500 and more.

At the very least that's a difference of \$1,000 in favor of the Winton Model K, and, since \$1,000 is worth saving, that's one reason why you cannot afford to purchase an automobile of any make, size or price until you have seen our newest and best product.

SEE IT AT MY GARAGE

I OFFER SOME BARGAINS IN THE FOLLOWING SECOND-HAND CARS:

- One White Steamer, 1904. One Winton Stanhope, 1900. One Winton Quad, 1904. One Auto Car Runabout, 1905. Two Winton Two-Cylinders, 1904. One Model C. Winton, 1905. Two Auto-Car Touring Cars, 1904.

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