

AUTO BIG FACTOR FOR PROSPERITY

Enthusiast Comments on the Increased Land Values and Farmers as Aristocrats

SAYS MOTORS NOT A LUXURY

Hard Headed Business Men Adopt Motoring for Business and Pleasure

BY K. F. DRYSDALE

If there are any evils existing in the business world today which have not been attributed to the automobile, someone had better speak up and point them out quickly or the opportunity will be lost.

The wisecracker, the would-be philosophers and the self-appointed guardians of other people's affairs have proclaimed the widespread purchases of automobiles to be an economic waste which, if not checked, is going to cause the ruin of the country and other kinds of calamities. All of which can be classified as nothing more dignified than mere "rot."

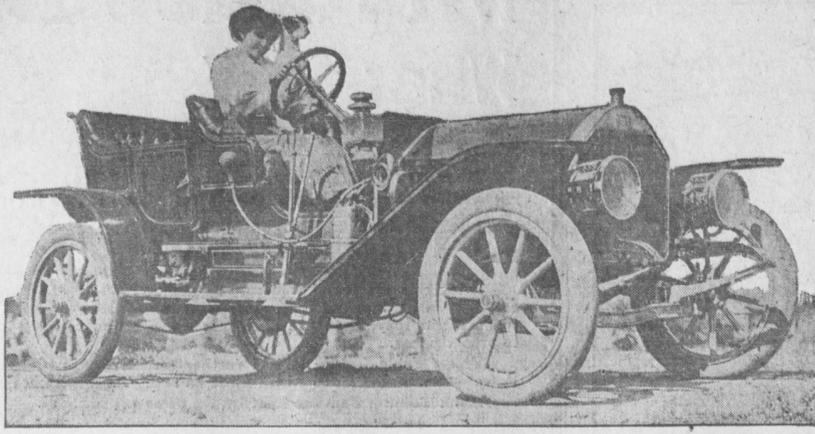
A more intelligent analysis of facts and conditions will readily prove that quite the contrary is true, and that to the automobile industry the country is indebted for a very material share of its unprecedented prosperity during the past five years.

In substantiation of this assertion, it is only necessary to point out that the one thing essential to general prosperity is the free and rapid circulation of money. A single dollar—or a single penny for that matter—kept in circulation is a greater factor in producing prosperity than the entire currency of the country, were the latter to remain untouched in safety deposit vaults, or sewed up in mattresses and hidden under the carpets of the nation.

Economic waste? Bosh! There is no economic waste like idle labor. The automobile industry provides the means of livelihood for a million people. First, there are the vast plants which have employed thousands of builders in their construction. There are the plants devoted to making machinery for making the parts that enter into the motor car. There are the thousands upon thousands of skilled artisans employed in the making of the parts. There are thousands of salesmen engaged in the plan of distribution.

Imagine yourself awakening tomorrow morning and finding the wheels of the motor car industry stopped—not to start again. Imagine also several hundred thousand workmen suddenly cut off from the means of sustenance. Imagine, then, the result of the tradesmen, the merchant, the butcher, the grocer, the dry goods, the clothing and the shoe men, as well as the hundreds and one others with whom these wages are spent, to say nothing of the stopping of the circulation of the cash beyond those points. But, you may say, that would affect

"1911" Model 4-Passenger Inter-State Toy Tonneau on the Summit of Crown Hill



only the cities in which automobiles are made. Would it? The man who receives the cash for his labor from the automobile manufacturer spends it first with his home retail merchant. The retailer buys from the wholesaler. If the business of the latter is curtailed the requirements for help are also curtailed. The wholesalers buy from the various manufacturers who are scattered from one end of the country to the other. The wholesalers' business having been reduced, the manufacturers' business is likewise cut down and he is obliged therefore to "lay off" his men.

The consuming or purchasing power of these men is in turn reduced to nothing and they, in turn, affect still other producers. The chain is an endless one. Even the farmer is not exempt from the influences. Unemployed labor must economize in everything, including foodstuffs. The sale for products of the farm becomes lessened and prices fall accordingly.

The great prosperity of the farmer, during the past few years has called forth universal comment. What has been back of that prosperity? Not only good crops resulting from advanced scientific methods of farming, but the fact that the farmer has awakened gradually to the realization that there is something in life besides drudgery; that he could avail himself of comforts and pleasures.

He has been accustomed to hoarding what little cash he could scrape together—keeping it in circulation—keeping it working. When he began to spend his money for some of the things that helped to make life worth living, that cash soon commenced coming back to him a hundred fold because in its travels it had materially enhanced the value of what he himself was producing.

The farmers are the subject of severe criticism for their extravagance in buying automobiles. Yet, the very fact that they are doing so is the underlying reason for their being able to buy them. More plainly speaking, the farmers are getting their automobiles and

in fact are getting them without cost. This statement upon first thought may appear absurd; but let us reverse the process of reasoning and see if it is not true. The farmers, by expending millions of dollars for the comforts and enjoyments of life—even for the luxuries if you will—are creating enormous opportunities for the employment of labor. The employment of that labor in turn increases the consuming and purchasing power of labor with the resulting increase in the value of what it purchases and consumes, the greatest items of which are the foodstuffs, the products of the farm.

Take the farmers who today have the cash to pay for comforts, for automobiles or other so-called luxuries. Let them all suddenly stop and in less than a year it would be found that they would have no surplus to buy with. The whole country would quickly revert to the old order of things, the souphouse, low prices for farm products and the resulting depreciation of farm properties.

The man who decries the spending of money which goes to pay for the products of labor, with the idea that such expenditures are detrimental to the industrial welfare of the people as a whole, does so either because he himself happens to be so situated that he can profit by the misfortunes of others, or because he is not mentally broad enough to comprehend fully the process necessary to produce industrial well being and general prosperity.

MODERN LULLABY

Father's in his monoplane, sailing round the moon. Mother, in the taxicab, won't be home till noon. Brother's in his motor boat, on the silent sea—

Rock, wee motor cradle, in the nursery! See the Silver Dream Balloon, down the Milky Way. Floating through the starry drift to hear you far away! Aeronauts with popples crowned at the helm I see—

Rock, wee motor cradle, in the nursery! —Life.

DISTANCE 2 MILES AROUND RAMBLER COMPANY'S PLANT

Few people realize the magnitude and extent of equipment necessary in an automobile factory in which 92 per cent of all the parts of the car are made. For instance, one watchman of the Rambler factory, in going his rounds for the night, travels about eight miles and a half.

Charles T. Jeffery, general manager of the Rambler plant and walked around the buildings, returning to the same spot, you would walk a mile and a half, or a distance equivalent to fifteen city blocks, figuring ten blocks to a mile. If you started at the point where the raw materials are received and made a tour of the plant you would travel about two miles.

Going around the factory would be equivalent to walking three times around the Rambler half-mile testing track, or three and three-quarters time around the Chicago city square in which the big store of Marshall Field & Co. is located.

Five new buildings are now being added to the Rambler plant, including the new power plant, and additions are constantly being made to the working force. The Rambler output for 1911 will again be limited to 2500 cars. Large additions have been made during the past year to the machine shop, motor assembling department and inspection department.

Every important part of the car, even including the finest limousine bodies, are now made in the Kenosha plant.

ENLISTED FOR THE WAR

As we predicted, the St. Louis Globe-Democrat has given a satisfactory explanation for the state's small gain in population. It is due to the presence of so many Democrats in the legislature, but the Globe-Democrat is now doing its best to have the evil remedied.—Pittsburg (Pa.) Gazette-Times.

SIZE OF TEXAS PURSE IMPRESS RACE DRIVERS

Crack Pilots of America Will Enter Events for Both Records and Money

While every item of the international fair automobile races is of a class to hold the interest of the talent as well as the general public, it is the purse of \$1500 put up for the three-hour grind of November 12 that has attracted the attention of the big drivers and their teams. This is one of the most handsome purses ever put up for one event of that length on a circular track.

It was with this very object in mind—that of attracting the attention and consequent entry of the talent—that the Auto club adopted the suggestion of G. A. C. Half, to bunch a goodly wad in the one big event.

The race will be the finest of the kind ever held in the southwest. Second only to the big beach race of Galveston in advance interest even when a smaller purse was originally figured on, the three-hour contest here this fall will take precedence over all in the size of the purse, the number and the class of the entries.

It is the thought of this one big purse that has induced a number of the big drivers to come here. The other two programs of the meet are tempting enough and will hold the public interest almost to the same extent, but in no one of them will there be anything like the size of the Saturday event's purse.

The drivers will not neglect the chance of entering such contests besides the big one whenever their cars may be eligible, and they will strive to pick up some good money out of the other races. But the men of national fame who will come here will see biggest of all and above all other considerations that purse of \$1500. The Dallas fair races will precede the ones here, and this will make a trip this fall to Texas even more worth while to the big ones. Dallas also is offering a bunch of money, and between the two contests the Vanderbilt pales in comparison as a money maker for the teams.

Mr. Half, while in the east with his team, has been talking with all the drivers he met regarding the races here, and it is assured that the class of talent at the meet in San Antonio next month will surpass any ever seen before in the southwest.

EXTEMPORIZING VALVE SPRING

A useful addition to the car's outfit is a length of piano wire about the same gauge as the existing inlet spring. It not infrequently happens that a valve spring is not included in the spare parts carried, and when one of these becomes weakened or breaks it is often a matter of difficulty to get even so small a thing into proper working order again. By carrying a piece of wire of this type, a spring of practically any required strength can be made and used without the necessity of tempering, as would be the case with most other kinds of wire used for spring making. This may appear to some to be superfluous, but it is within our experience when a length of wire would have meant a great saving of time and temper had it been available.

Cut Prices

THE greatest money saving opportunity that has ever been before the automobile buying public of this city is now in full swing at our store, 200 North Los Angeles street. We are selling off all our automobiles. Here is an unprecedented chance to buy absolutely new

Westcott, Whiting AND Davis Automobiles

At thoroughly cut prices—prices that are not only shaved but have a big chunk cut off. We have two, four, and five-passenger cars. They range from 20 to 45 H. P. Every car offered is absolutely guaranteed, and is deserving of your inspection. Come now. Don't miss this offer.

Newell Mathews Co. 200 NORTH LOS ANGELES STREET

VANDERBILT RACE PROVES AMERICAN CARS ARE BEST

In spite of the tragedies that attended its running, the Vanderbilt cup race of 1910 will go down in automobile history as one of the most important tests ever held in America. In it a convincing demonstration was given that the American automobile in general has come to be as dependable a machine as is produced anywhere in the world.

Ten cars were officially timed crossing the finish line, a most unusual record, while five others were in shape to continue to the finish had the officials deemed it wise to prolong the contest. Of the fifteen, twelve were the products of American factories,

only three being of foreign workmanship.

Probably 8000 or 10,000 automobile owners and as many more prospective buyers of cars watched the race closely. It was a stock car contest, and the strictest technical board in the country passed upon the eligibility of the cars. This meant that any car in the race could be duplicated on application at its salesroom.

The result was a further triumph for the industry, in that it constituted a new American record for a long-distance road race. It was just a trifle faster than was achieved in Savannah by the special racing cars built to try for the Grand Prize cup two years ago. A faster average was made by Louis Chevrolet at Riverhead last year, but in a race of only 113 miles, in which tire changes were unnecessary.

Studebaker Electric Automobiles Are the Undisputed Leaders in Both Price and Quality

THE APPLICATION OF THE "STUDEBAKER POLICY"—to divide with the buyer the saving we effect by our superior methods of manufacture and distribution—is particularly attractive as regards the price and quality of the Studebaker Electric Automobile in comparison to the price and quality of all other electric machines on the market.

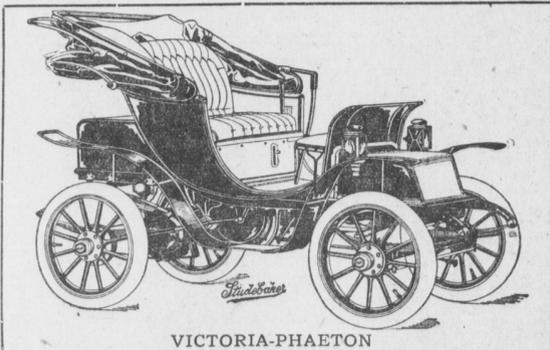
Quality production—the same method of manufacture which put the E-M-F '30' and Flanders '20' automobiles in the lead of their own class—is one of the contributory reasons for the low price of the Studebaker Electric Automobiles, a price which no other concern has been able to meet.

Another reason for the tremendous popularity of the Studebaker Electric Automobile is due to the fact that in the continued manufacture of these machines the Studebakers have made no change in their latest model over that of the preceding one, thereby eliminating the expense of designing and experimental work—the overhead cost which plays so important a part in keeping the price of all other electric machines at figures which practically make them prohibitive.

We have no apology to offer for the design of the Model 17 of the Studebaker Electric Automobile. During the past year the Model 17 Studebaker Electric has proved highly satisfactory in every respect in each of the types of that model—the Victoria-Phaeton, the Landalet and the Coupe.

Frequently the public mind is diverted from the true application of the Electric vehicle by the spectacular designs of manufacturers, inspired either by the vanity of the designing engineer or by the necessity of creating a feature purely for advertising purposes, very often used in covering up the absence of other highly essential

features. No manufacturer, pursuing this policy, does his duty toward the public or gives it the worth of its money in any Electric vehicle unless that vehicle is designed to the very best of his knowledge and power with a view to its only correct application—that of daily convenience to the owner.



VICTORIA-PHAETON

OUR PRICES

- Victoria-Phaeton (with top) . . . \$1575.00
- Coupe \$1850.00
- Landalet (drop front) \$1700.00
- Landalet (extension front) . . \$1700.00



1242-1244 South Flower Street

SAN FRANCISCO — Fremont and Mission. OAKLAND—Twelfth and Jackson Streets. SACRAMENTO — 221-223 J St. STOCKTON — 417 East Weber Avenue

THIS THOUGHT HAS BEEN PRE-EMINENT WITH THE STUDEBAKERS in the building of the Studebaker Electric, and this, combined with this concern's system of quantity production, is responsible for the low cost of the Studebaker Electric and its unparalleled quality.

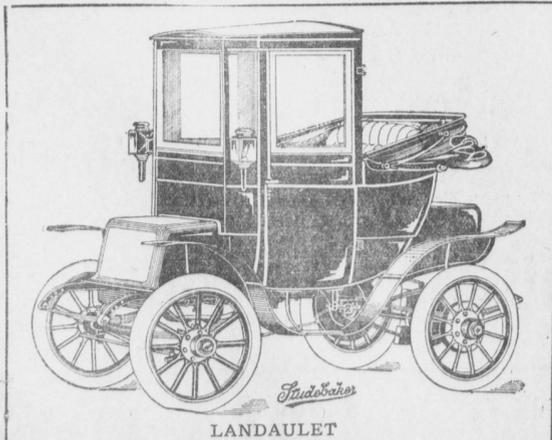
Can you think of any reason which should prevent the Studebaker organization from making Electric automobiles to go at almost any obtainable road speed or to prevent their making Electric automobiles with a single charge mileage of 100 or more? There is no reason for it. Consider the unlimited facilities of this organization, its command of capital to obtain the services of the best designing engineers in the country, then you will realize the force of the truth of this. Studebakers are conversant with the real purposes and requirements of the Electric vehicle and are sufficiently heedful of their customers' needs to resist the temptation to upset a true engineering and practical compromise for the mere sake of advertising. This is the best guarantee that a customer buying from them is safe in their hands.

The Studebaker Electric Automobile, Model 17, represents the suitable possible compromise in the Electric Pleasure vehicle field. Compared to it, its exceedingly low price and undisputed quality, the products of other concerns pale into insignificance. While Model 17 has been designed and built along lines of practical value, every modern convenience along the lines of comfort and luxury has been incorporated to a most delightful degree.

Write for our latest catalog, giving more detailed information of the different types. Phone or call for demonstration. We are in a position to follow this up with an immediate delivery.



COUPE



LANDALET