



Automobiles



MOTOR INDUSTRY'S GROWTH

Its Stability, at First Questioned, is Now Firmly Settled.

CARS NO LONGER A LUXURY

Indispensable as a Railroad Train—A Factor in the Economic and Labor Situation of the Country.

With its continued and phenomenal growth, due to its stability in the business world, the motor car industry is now receiving the recognition and respect of those captains of finance who at one time treated it as an upstart, and as a movement which was likely to pass away in a short time. It is like the self-made man, for it is probable that no such widespread business has ever started with so many obstacles in its way to success, and the opposition to it was entirely limited to jealousy of those in other and similar trades. The financiers' lack of belief and faith in its ultimate success was well nigh universal, and as the industry grew this opposition seemed to increase. But progress, development and demand could not be stopped there was too much merit behind the proposition. While this was yet a struggling industry, seemingly floundering and groping in the dark for a guiding light, a statement was made by one who had doubtless made a study of the situation, that it would take a panic to really develop the automobile industry.

Stability of the Industry.

This statement has since proved almost prophetic, and the man responsible for the statement must be credited with unusual insight, although he probably realized but a little of the real truth this statement carried. The depression of 1907 measured the stability, strength and soundness of our country, and every branch of trade, and it will be remembered that probably no other line, not even the universal, and the automobile business continued to grow in spite of the would-be discouragement on all sides.

Results have proven that there was little reason for the depression beyond the lack of confidence and belief that the demand was not scratched the surface of the possible demand for the motor propelled vehicle. The motor car was first looked upon as the rich man's and sportsman's toy, later as a pleasure vehicle to be classed as a luxury; but today we are forced to admit that it is the practical convenience of the future. It would be quite as reasonable to expect the transcontinental traveler to return to the prairie schooner, as for the motor car user to return to the horse-drawn vehicle. In fact, the step from the horse-drawn vehicle to the motor car is quite as advanced as turning to the use of the railway cars, except that the use of the motor car is brought home to us in a more general and telling way.

Many do not today realize the firm way in which the motor car has established itself. To the physician, the contractor, in fact, any man who finds it necessary to be in diverse locations in the ordinary routine of work, they prove indispensable, and as yet we are only beginning to understand the possible uses the motor car can be put to, to advantage. We have seen an industry spring up in a night, as it were, and move from nothing to a position of probably fifth in importance among the great industries of this country, and in the brief period of less than ten years.

There is another interesting phase. It has been said that the motor car in France affords employment to more people than any other line, and in America we are employing directly and indirectly more people than they are. It has set a new mark in the consumption of rubber. It requires hundreds of thousands of hides per year for upholstery. It is safe to say that the motor car builders are furnishing the greatest number of orders placed with our machinery builders, and the development of the most modern devices to facilitate production and standardization is directly attributable to the motor car builder.

So that it can be seen that the motor car has not only been forcing recognition, but its requirements have reached out in various channels until it has become a great and constantly growing factor to the economic and labor situations of the country.—Motor News.

JOY RIDERS OF THE COUNTRY

Activities of Rural Free Delivery Force Applauded Along the Way.

The rural free delivery service of the United States means the distribution of nearly 3,000,000 letters and parcels annually along the highways and byways of every state and territory from Maine to Alaska. A force of 41,000 carriers daily go over the routes assigned to them. Bringing the mail to the farmer now costs the nation \$38,000,000 a year in salaries for the carriers, expense of examining new routes, maintaining post offices, payments of inspectors, special agents, clerks and chiefs of bureaus.

To secure information to make changes in routes and carriers where deemed necessary, to establish new routes and to record and tabulate statistics and data for the postmaster general as well as for the public, a force of only 119 persons is required in Washington in spite of the great amount of office work and correspondence that must be finished daily.

SELLING RACES FOR AUTOMOBILES

Horse Racing Plan in Auto Contests in California.

Selling races for automobiles may be inaugurated at the Los Angeles Motordrome after this first big meet, and, if successful in the beginning, should prove a big factor both in the racing game and in the disposal of cars.

In horse racing the "selling plate" is classical and two-thirds of the races are of the "selling" kind. All horses entered in the race are given a certain selling value. If a horse wins he is put up at auction and the bids must start at the entry price. If the owner desires to retain the animal he overbids every one else and must pay the association the difference between his bid and the entry price.

PENNY IS REVIVING CRICKET

College Lads Have Started Playing English Game. PHILADELPHIA, May 7.—A revival in cricket is in progress at the University of Pennsylvania as the result of the selection of a coach who has had long experience as coach of the cricket team of Oxford university. The first intercollegiate game in any branch of sport, it is said, was played at Haverford college May 7, 1854, between a cricket eleven of the University of Pennsylvania and one from Haverford college. The first game of cricket in America, according to tradition, was played in Philadelphia by British officers quartered there in 1777.

Private Postoffice through which every letter received or sent relative to rural delivery must pass.

Every one of the half million and more letters sent from this department is copied for record by a mechanical system, which saves the labor of a hundred copying clerks even where the hand copying press or the carbon method has been employed. A force of only seventeen clerks is needed in this section, yet in addition to handling and copying mail they keep a daily record of all outlay for postage expenses of the department and sort and examine the hundreds of letters daily received which must be returned to the postoffice where they should have been directed.

What the service does in receiving applications for new routes, petitions for carriers, decisions of the department, the payments and receipts, is told by the postoffice newspaper. Published every day by the accounting section, it is a record of what every one in this postal counting house, including the assistant postmaster general himself, is doing. Every important item of statistics is tabulated in type.

The esprit de corps of the rural free delivery is best shown by the last annual report. During the year it states that out of the 41,000 in the service the total dismissals for cause were only 146, less than the total number of deaths.

The reasons for the dismissals were, principally, incompetence and failure to obey instructions. No dismissal whatever for

Babies Strangled

By crop, coughs or colds are instantly relieved and quickly cured with Dr. King's New Discovery. 50c and \$1.00. For sale by Beaton Drug Co.

A Dangerous Point.

He was a jolly old fellow of the first water, and what he didn't know about boating and boating parties wasn't worth considering. He was never at sea for an idea how to make more money or get the most out of those who patronized his boat; so when he rowed out a party of women to "The Strugglers' Retreat," as he pleased to call a small cove that you could hardly jam a little boy into, he jocosely on his oars and smiled affably at his fair customers.

"Now, ladies," he said, with a nautical smile, "we've reached 'Consideration Point.'"

"How interesting!" murmured the ladies. "What does it mean?" asked one.

"Well, mum, it's just like this," said the old salt. "Between the cove and this boat we're in there's a lot of sunken rocks—big jagged things that 'ud rip up this old craft like a bit of calico if it touched 'em. This 'Consideration Point' is where the ladies always stop and say whether they'll pay 50 cents to go the safe and long way round or whether they'll risk being drowned. Which way shall it be, ladies?"

And once again the jolly old tar secured his 50 cents.—New York Herald.

The Hudson Touring Car

\$1150

Look for the triangle on the radiator.

WE ARE NOW IN POSITION TO OFFER Immediate Delivery

On positively the best car in the world at the price.

We operate on the principle that the public wants quality in cars at a low price. But that it wants them at just as low a price as the maker can sell them, and still make a fair profit.

No car—we make this statement advisedly—selling for less than \$1,500 can stand comparison with the Hudson point by point. There is a completeness in its construction and an elegance of finish which satisfies the most critical. Examine these cars before buying. If you do not feel that you are an expert judge of a motor car yourself, then we wish you would enlist the services of someone who is.

BODY—Up-to-date straight line design. Five passengers. Touring type.

H. E. FREDRICKSON AUTOMOBILE CO.

HUDSON CHALMERS PIERCE-ARROW THOMAS

2044-6-8 FARNAM ST. Licensed under Selden Patent. OMAHA, NEB.

WHEEL BASE—110 inches.
MOTOR—Long stroke, vertical, four-cylinder, Renault type. Cylinders cast en-bloc. Bore, 3 1/2 inches. Stroke, 4 1/2 inches.
TRANSMISSION—Sliding gear; selective type; three speeds forward and one reverse.
CLUTCH—Leather faced cone; slip spring under the leather, providing easy engagement.
FRONT AXLE—One piece I-beam drop forging of most approved design.
REAR AXLE—Semi-floating type, shaft driven; equipped with bevel compensation gear. Torque taken on a tube concentric with the driving shaft.
CONTROL—Accepted standard type; throw and spark on top of steering wheel; clutch and brake pedals; foot accelerator.

The Cost to Travel in a FORD

It will cost \$150.00 a year to feed one horse and \$30.00 more for shoeing and recalking. No matter how little you use the horse, you have to feed him and keep him shod; you don't lessen the expense by not using the animal. At the most, you cannot expect over ten miles a day, average. Contrast that with the Ford. Ten thousand miles a year is easily possible, and the upkeep cost for gasoline, tires, repairs and oil will be less than the expense bill of the horse.

In November, 1907, the American Car Company bought a Ford Car for its Detroit salesman. Twice a year he sends in to headquarters an itemized account for his automobile expense. The last report, just sent in, shows an average expense of \$9.94 per month for the entire twenty-seven months. This includes every cent paid out on account of the car.

A continuous speed of twenty-five to thirty miles an hour is an easy average for a Ford Car. It will make forty to fifty miles or three to ten miles if required. Physicians whose practice required three horses have, by substituting a Ford, cut down the expense, increased their calls, and had more leisure time.

A FORD DEALER IN ONTARIO, the Royal City Garage of Guelph, advertised to contract for the entire upkeep of a Ford Model T for \$125.00 per five thousand miles. If the average load is but two passengers, that makes it a cent and a quarter a mile per passenger. The cost of travel by train is from two cents to three cents per mile per passenger.

4-Cylinder, 20 H. P., 5-Passenger Touring Car, 1907 wheel base, Vanadium steel throughout. Weighs 80 lbs. per H. P. Price includes magneto and all the equipment.

Temporary Location 1818 Farnam St. Phone Douglas 2082

Ford Motor Company

VS.

The Cost by Horse, Trolley or Train.

to the light weight of the car. But the weight is plenty heavy for every possible requirement. The Model T Ford will go anywhere any other car in Omaha will, and lots of places many of them will not. Every Ford buyer is a booster. Every seventh car sold in the United States in 1909 was a Ford Car, and every car made good. Your neighbor owns one—ask him.

It is the light weight of the Ford Car that accomplishes this result. The car weighs but twelve hundred pounds. Its twenty horse power engine has to propel only sixty pounds per horse power. The average "30" weighs twenty-one hundred pounds or seventy pounds per horse power. This larger engine requires more fuel and oil; this increased weight demands more expense to move it. That is just plain, ordinary horse sense. You cannot increase the load without increasing the cost to haul it, be it potatoes or automobiles. Also the greater weight is harder on tires, and the tires must be larger. We know of a forty-horse power car in Omaha that costs its owner three cents a mile for tires alone.

If you are skeptical, let us fix up a demonstration. Select the hardest route you can find. Have any other car come along, if they can "follow the Ford." You will get the most convincing demonstration that an automobile ever made, and the other car will need to be a good one, if it stays with us. Say when, please.

TOURING CAR \$ 950.00
ROADSTER 900.00
TOWNABOUT 950.00
COUPE 1,050.00
TOWN CAR 1,200.00

THE OMAHA BEE'S DIRECTORY
Of Automobiles and Accessories

BABCOCK R. R. KIMBALL, 2026 Farnam St.

Jackson Detroit Electric PIONEER IMPLEMENT COMPANY, Council Bluffs, Iowa.

Rambler Coit Automobile Co. 2209 Farnam Street

THE PAXTON-MITCHELL CO. AUTOMOBILES Storage and Repairs Doug. 7281— 2318 Harney Street. —A-2011

Mason MIDLAND MASON FREELAND BROS. & ASHLEY, 1102 Farnam St.

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BAKER ELECTRIC Electric Garage DENISE BARKALOW, Proprietor 2218 Farnam Street.

HALLADAY In its class without a peer. C. F. LOUK, State Agent, 1808 Farnam St.

KISSEL KAR \$1,500 30 H. P. KISSEL AUTO CO \$2,000 60 H. P. \$3,000 60 H. P. 2129 Farnam St

VELIE MOTOR CARS VELIE AUTOMOBILE CO., 1902 Farnam St. John Deere Plow Co., Distributors.

Ford Motor Co., Temporary Location 1818 Farnam St., Omaha, Neb.

Locomobile Mattheson J. J. DERIGHT CO. 1818 Farnam St.

Detroit-Electric Pioneer Implement Co. Council Bluffs, Iowa.

Mitchell Roadster, 4 cyl. 3 passenger \$1,100
Touring Car, 4 cyl. 5 passenger \$1,350
Touring Car, 6 cyl. 7 passenger \$2,000
Coit Automobile Co., 2209 Farnam St.

Stearns WALLACE AUTOMOBILE CO. 24th—Near Farnam Street.

W. L. Huffman & Co. Inter-State, 4-Cylinder Cars Headquarters \$1,750; DeTemple, \$650; Hupmobile, \$750.. 2026 Farnam Street.

BRUSH RUNABOUT A MARVEL OF WORKMANSHIP T. G. NORTHWALL CO. 914 Jones St.

Apperson APPERSON SALES AGENCY 1102-4 Farnam St.

H. E. Fredrickson Automobile Co. Thomas, Hudson Pierce, Rapid, Chalmers-Detroit 2044-46-48 FARNAM STREET

Deright Automobile Co. Stoddard-Dayton, Waverly, Lexington, 1814-16 Farnam.

Henry H. Van Brunt Overland, Pope Hartford Council Bluffs, Iowa.

"MURPHY DID IT" Auto Repairing Painting Trimming 14TH AND JACKSON

MARMON The easiest riding car in the world. C. F. LOUK, 1808 Farnam Street, State Agent.

SWEET-EDWARDS AUTO CO. AMERICAN \$4,000 MOON \$1500 PARRY \$1285 2052 FARNAM STREET

Nebraska Buick Auto Company Buick and Oldsmobile Cars.... Lincoln Branch, 13th and F Sts., E. E. SIDLES, Gen'l Mgr. Omaha Branch, 1912-14-16 Farnam St. LEO KUFF, Mgr.

INTER-STATE \$1750 Fully Equipped—4 Cyl., 40 H. P. W. L. HUFFMAN & CO., 2025 Farnam St. Distributors

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He Who Advertises in The Bee
Keeps His Automobile Busy