

cars coming," declared Mr. Reed. "The spring season is opening up in beautiful shape, and we're doing an excellent business."

The new Berliet car ordered by the Bambergers to replace their present car, and which will be here in a week or so, is to be equipped with the new Fire Stone Tires, attached to de-mountable rims. The idea is one that has almost revolutionized the tire sales of the eastern houses this year. The device consists of extra tires being carried, inflated, on extra rims. In case of puncture or accident, these rims can be slipped on the wheels in two or three minutes, with 75 per cent less trouble than tires can be replaced. The Utah Tire & Rubber company, 62 Post Office Place, are agents for the Fire Stone Tires and the de-mountable rims. "The surest promise of the early motor season, is the unusually early demand for tires this year," stated G. H. Humphrey of the firm Thursday.

August Stocker has put in a busy week with his high-grade cars. The statement made in these columns a week or so ago regarding his activities with his six-cylinder Peerless was a mistake, as the car Mr. Stocker is using for demonstrating this make is a four-cylinder 1909 model.

The Randall-Dodd company report an excellent sale for the week to the Mackay and Central Idaho Stage company, of Mackay, Idaho. A 60-40 Thomas Flyer and a 17 Buick were taken by the stage company to be used on the stage route between Mackay, Challis and Salmon City, Idaho, sixty miles each way. They propose to make a round trip each day with the cars, and they have unquestionably used very good judgment in selecting the cars, one of which is of the type that made the famous "Round the World" trip. The Randall-Dodd people guaranteed their cars to negotiate the roads and hand the business of the stage route, and felt perfectly safe in making such a guarantee, despite the fact that the Idaho roads over which the cars must travel are very similar to the stage roads of Nevada and eastern Oregon, plenty of sagebrush and sand.

The Studebaker company reports the following sales for the week: M. A. Walker, Model B, 40-horsepower Studebaker; F. N. Cameron, E. M. F. 30; Frank Fairbairn, Weiser, Idaho, E. M. F. 30; J. W. Moreton, Willon, Montana, E. M. F. 30; J. H. Budke, Ely, Nevada, E. M. F. 30.

"A large proportion of our calls nowadays are for the slippery weather tires, the Fire Stone non-skid. Motorists are evidently preparing to take advantage of the first fine days of early spring touring in Salt Lake. We are placing an unusually large number of Fire Stone tires locally this year, and the out-of-town demand is constantly increasing."

The good that is to be obtained from long road trips properly placed before the public is considerable, and every maker who enters for such contests learns to realize the benefits from such journeys. Cars are sent on long road journeys for testing purposes, and the maker benefits, for the reason that he discovers any little weaknesses that may exist and corrects them, and he benefits again by demonstrating to the public the entire adaptability for his car for that sort of work. "People tour nowadays and want a car that will stand the hard racket," is a recent declaration of F. L. Holmes, sales manager of the Jackson Automobile Company, at the Boston show. "We found that the trip from Jackson, Michigan, to Bangor, Maine, made by the Jackson last spring before the roads were in any sort of shape, aided us very materially in more ways than I can name. It aided our agents all through the country, and aided us, for it proved that the Model H, only a

# Ford Model "T" Town Car

\$1000 F. O. B. DETROIT

Here is the right auto at the right price, a price that does not include one cent for extravagance, or for high commissions, or for ignorance or mistakes, or for limited production. There is nothing in the price but automobile—\$1,000 worth figured Ford's way—twice as much when figured on the usual basis. The Ford is an honest car—you get a dollar's worth of car for two half-dollars.

## Features

- Vanadium steel Magneto
- Three-point drive
- Unit power plant
- Three-point suspension
- Lightweight
- Larger tires for weight than any other car.
- More horse power per 100 lbs. than any other car
- Five passenger
- Four cylinder
- Twenty-horse power
- Left hand drive
- Few parts
- Simple construction

We want you to see this car. Until we prove it to be the biggest automobile value ever offered, that it will last as long or longer, look as well or better, go as far or farther, over as bad roads or worse as any other car on the market and at a lower cost per mile of travel, we will not urge your buying it. Make us prove it.

Mr. S. H. Taylor, of Salt Lake, has purchased a model "T" Town car, and will operate it as a Taxicab—something entirely new here. Car will stand at 2nd So. and Main. Look for it.

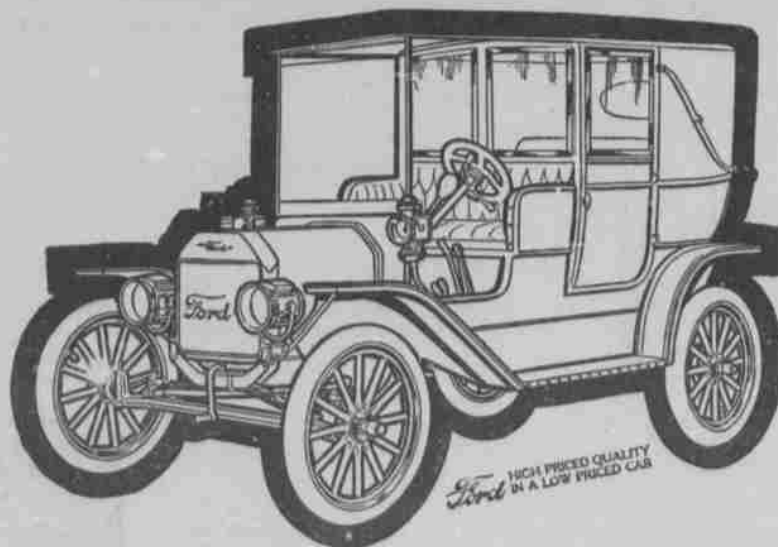
**CONSOLIDATED WAGON & MACHINE CO.**

STATE STREET.

Geo. T. Odell, General Manager.

High Priced Quality in a Low Priced Car.

Any car now selling for several hundred more could, if built in the Ford factory from Ford designs by Ford methods, in Ford quantities, be sold at the Ford price if the manufacturers would be satisfied with the Ford profit per car.



Ford HIGH PRICED QUALITY IN A LOW PRICED CAR