

INDUSTRIAL CARS FIRST USED

Wearure Vehicles Came Later as Off-spring of the Other.

BIG GROWTH IN THE TRADE

Horses Are Fast Being Replaced by the Motor Wagon in the Work of Many Big Business Concerns.

It is a common mistake to think of the commercial and industrial motor vehicle as a new development—a sort of offshoot of the pleasure car business.

Historians of the motor car have all told us that the first self-propelled road vehicles, built by Daimler and Goddard in 1886, were twelve to fourteen years ago.

Some Old Motor Trucks. From that period down to the present time a few manufacturers have been building electric and gasoline commercial cars continuously.

was an electric three ton truck that has been used continuously since 1901 by the Central Brewing company for hauling beer in half barrels.

Great Progress in Industry. Even persons in the motor car trade still talk of the commercial motor vehicle as a "coming development," whereas the fact is that it is here already and is much more strongly entrenched than is generally realized.

Getting down to cold figures to prove this statement it will doubtless surprise a good many persons who have thought they were pretty well posted on the whole motor car trade.

In addition to these there are as many more that have built experimental work machines or first models, thus raising the present potential strength of the industry to approximately 300 manufacturers.

Value Twenty Millions a Year. The truck and wagon companies now in business have facilities that would enable them to produce upwards of twenty thousand vehicles a year, of an estimated aggregate value of \$20,000,000.

ton machines for this year's disposal. Such figures perhaps sound small in contrast with the larger numerical facilities associated with the pleasure car business.

Capital Invested Unknown. It is almost impossible to ascertain the capital invested in the motor truck business, because so many pleasure car companies are producing business vehicles under the same roofs as their private passenger carrying model.

In this connection it is interesting to note that the show this week will for the first time reveal a number of sundries manufacturers who recognize that motor trucks require equipment of a different character from pleasure cars.

Many Used in New York. Registration of motor vehicles with the secretary of state for New York show that 34,400 of the motor cars owned in New York City are classed as "commercial vehicles."

Registration of motor vehicles with the secretary of state for New York show that 34,400 of the motor cars owned in New York City are classed as "commercial vehicles."

nearly as can be estimated, just about 300 trucks and wagons. Such figures signify almost nothing in the commercial field, whereas in the pleasure car business they have been a fair basis for computation of popularity.

Conditions are ripe now for a wonderful demand for commercial motor vehicles. The average daily attendance of 10,000 visitors during the commercial vehicle section of the Madison Square garden show in New York the third week in January and the widespread interest in the Chicago commercial vehicle exhibition signify that the demand for business cars this year will greatly exceed the production.

To show why the rate of increase in the use of machines heretofore is no index of the probable increase henceforth, it is only necessary to point out that an installation of three or four trucks, or delivery wagons that have given satisfaction in the service of a large company may result any day in a blanket order for twenty-five, fifty or 100 similar machines to replace the entire horse equipment that has been retained through the trial stage of the power wagons.

Department stores that now have equipments of 100 to 200 horses in their delivery service and from six to forty or fifty power wagons, will, without question, replace all the former with electric and gasoline machines within the next year or two.

Not only is this transformation working out with houses that have satisfied themselves of the superiority of motor service by trial in their own business, but big companies having lots of hauling and delivering to do, yet which never have owned or used machines, are giving orders for motor wagons in lots of fifty to 100, and even so far, as to rely solely upon these machines, as in the case of the new Gimbel Bros. department store in New York City.

Several thousand touring cars have been transformed by their original or second-hand buyers into light delivery wagons, of which no record exists.

Average Lives Ten Years. The possible market for commercial vehicles by induction to be estimated by census reports that show more than 500,000 horse-drawn wagons for business and farm uses are manufactured annually in America.

One motor truck or wagon will do the work of three of these, and consequently a possible market exists for about 2,000,000 motor wagons before the horse is retired from slavery. Even granting that not more than one in three wagons will be displaced, this leaves a potential market for 1,000,000 motor wagons in an annual absorption of 300,000 in place of the horse wagons now being produced annually.

ELECTRICS START EASILY Are the Most Reliable of All Cars in Stormy Weather, and Child Can Run Them.

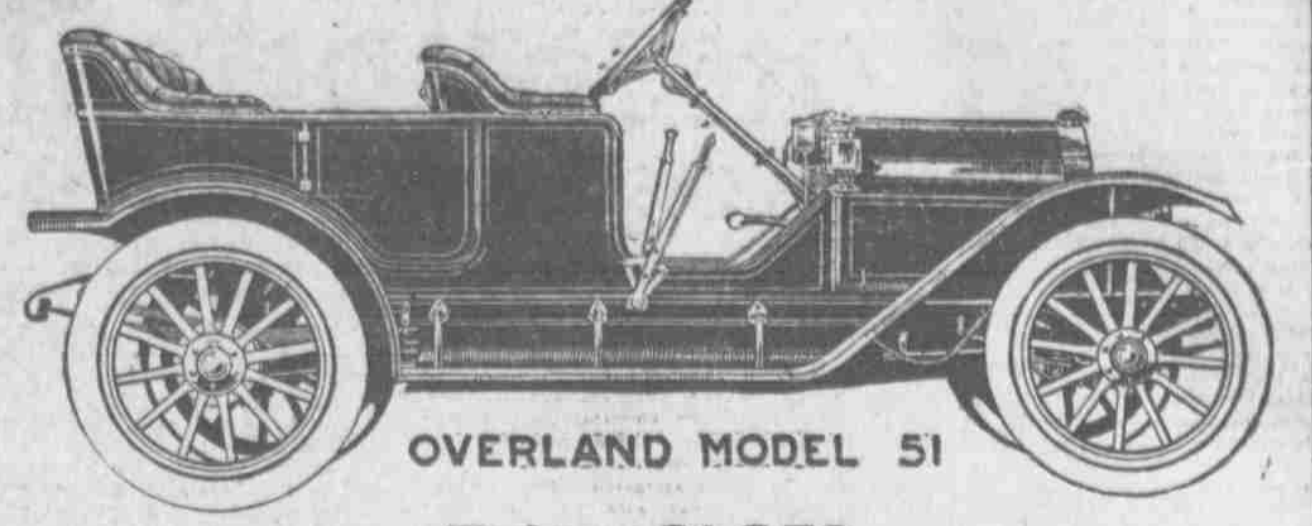
One of the best tests of the cold weather reliability of the electric automobile is the fact that the motor cannot be stalled by any degree of cold. It was a common sight two weeks ago to see cars in front of the stores and the big stores with blankets over the hoods in order to keep the motors from getting chilled, and the effort was not always successful, as many times the drivers or owners could be noticed exerting all their strength turning the crank in order to get the engine started for the journey home.

There are many points that can be offered in favor of the electric automobile, but there is none as strong as the one of easy manipulation. They can be started, stopped, turned in any direction with almost no exertion. It is not possible to get a precipitation over the handling of an electric car, even in the hottest weather, hence there is no ruffling or muzzing the clothing, be the driver of either sex. So certain is the application of the power that the cars can be stopped in less than their own length without the slightest jolt.

A portion of the new Callan automobile law of New York has been declared unconstitutional by the courts of that state, and action is now threatened to test the constitutionality of the entire law.

We ask no greater favor Than to SHOW YOU

this extremely convenient, easily handled, five-passenger, 30 H. P. Touring Car, our---



OVERLAND MODEL 51

Price, \$1,250

EVERY detail in construction bears evidence of the careful and pains-taking workmanship that characterizes every OVERLAND Automobile.

Van Brunt Automobile Co. Omaha, Neb Council Bluffs, Iowa. Sioux Falls, S. D.

BUICK DAY The first thing today visit the Nebraska-Buick booth. A revelation awaits you. Our New Car MODEL 27, BUICK. Some of its Distinguishing Features: Straight line drive. Tilted motor. New oiling system—doing away with smoky cars and dirty spark plugs.

TODAY AT THE AUDITORIUM This grand car will please you. Stop at our booth and we will tell you all about it. How fast it runs; how steep the hills are that it climbs; how long it lasts; how little it takes to buy it, and how little it requires to keep it up. FREELAND AUTO. CO. Farnam Street

1911 FRANKLIN 1911 MODEL "G" Model "G" Touring Car \$1,950, complete with top. The pioneer small car and the only strictly high grade car of its type. Model "G" is more than ever the leader in its class.

This is our Model L. 2, fore door touring car. 5 passenger—40 horsepower and sells for \$2,100. It is one of our best machines. In its class we confidently believe that it has no equal. The springs are long, easy riding, semi-elliptic front and three-quarter scroll elliptic rear firmly and securely fastened to both frame and axle.