

**PROSPERITY AND OPTIMISM**

Predicts 1914 Will Be Great Year in Automobile World.

**ALL FACTORIES SELL MORE**

Number of Cars on Books of Briggs-Detroit Company is Fifty Per Cent More Than Last Year.

BY CLAUDE S. BRIGGS.  
All the rumors concerning the automobile industry that have been current for the last few months were true, 1914 would be a sad year for the motor buying public, for there would be no cars built for them to buy.

Probably no industry has ever had so spectacular a rise, and also it is probable that no industry has ever been the subject of so much baseless rumor.

There is something about a motor car that appeals to every man, woman and child, and the man who does not own one, or eventually hope to own one, is a peculiar individual indeed.

And with this widespread interest, it is not at all surprising, during the few short years the motor car industry has been in existence and has been reaching its present enormous proportions, there have been many ill-advised entrances to the business. Henceforth it has been possible, owing to the fact the demand for cars far exceeded the supply, for a man to take the design of a car; get together a few thousand dollars; spend that few thousand dollars in advertising that car to be the wonder of the age and secure orders faster than he is able to build and deliver the cars.

But in the meantime there have been serious men, with all the fundamental knowledge necessary to make any line of business a success, amply backed by a proper amount of capital, who have been building good cars, perfecting methods for larger and better production, organizing and building up admirable sales organizations, reducing costs by economies in manufacturing to such an extent that the sale of a motor car became more than the mere taking of a man's order and deposit for the future delivery of the car.

Then came the inevitable struggle which must come in any industry between the fit and the unfit. It is a law as old as time and only the fit can survive. This process has been going on during the last year. There have been a few unimportant failures in Detroit, but in every case they might better have closed their doors a year ago, and they have no bearing on the industry.

During the latter part of the year there was a certain slowing up in all business until after the passage of the tariff and currency bills. If there is one thing the American business man cannot stand it is a suspension. Let him know just what he has to face and he will face that boldly and fearlessly and make his business fit the conditions and win out. But let there be any uncertainty as to governmental policies and he will wait until he knows what he has to face.

Optimism reigns in Detroit automobile manufacturing circles; the industry is in a decidedly cheerful mood and it faces the new year healthier and stronger than any other period of its lifetime.

Take our own factory, for instance. We have on our books orders for 50 per cent more "Detroiters" than we had last year at this time, and I believe the same condition exists in all other established automobile factories of Detroit. And these orders are based upon a knowledge of the fundamental conditions of the country.

All up and down the Mississippi valley and its tributaries throughout the great section which feeds the country there is a prosperity from years of big crops, notably the last three, which is impragmable to any calamity howling that may be indulged in.

Throughout the entire United States the last year has seen great impetus given to the good roads movement. The successful launching of the great Lincoln Highway project and the enthusiasm with which it is being carried out is having its bearing on road-making in the remotest parts of the country, and as sure as night follows day more automobiles follow more good roads.

More and more people are learning the increased joy of living and the better health that follows the owning of an automobile; and think of this—there are a hundred million persons in the United States, every one born with a right to this joy and health, and while they may not all get it, most of them are going to work for it, and there are only 1,900,000 cars in use in this country all told. And, besides this, there are the uncounted millions in the other countries of the world who are just waking to the fact that the American automobile is possible for them to attain.

Yes, I think it is going to be a great year for automobiles in 1914, and for many years after.

**Adjustable Seat is Device for Comfort**

Among the latest contrivances for the comfort of the motorist is the adjustable seat which was shown at the New York show. It is a rear seat, which by turning a wheel handle within easy reach of the passenger, may be raised or lowered, moved forward or back at will. This arrangement is intended to give the passenger a chance to make the seat fit his personal peculiarities, to give equal comfort to the long-legged man and the short-legged man, the man who sits very straight and the man who likes to recline as he would in a steamer chair, the man who on a long tour gets tired of one position and wants to try another. It is perhaps the most restful device that has ever been brought out, for no matter how easy riding a car may be, the rigid seats designed for the "steeplechase person" are seldom as comfortable as they might be for anybody for any great length of time.

**Keep Crank Case Clean.**  
Because all of the oil contained in the crank case of an engine is not used up before a new supply must be put in, the novice is apt to fail to appreciate the need of purifying the case and renewing the entire oil supply from time to time. This is absolutely necessary, however, because the residue left after much oil has been used is largely devoid of its former lubricating properties, and contains a large proportion of carbon and some water. Adding fresh oil to this merely dilutes it, as it were, and furnishes a deceptive result in the matter of quantity. The effect is much the same as though a poor grade of kerosene were employed. Hence it is absolutely essential that the old oil be drawn off entirely at regular intervals, thrown away and a new supply of fresh oil being put in its stead.

**PRESIDENT BRIGGS-DETROITER COMPANY.**



Claude S. Briggs

**INCREASES LAND VALUES**

Motor Car Enhances Value of City Real Estate.

ALSO APPLIES FOR FARM LAND

John N. Willys, President of the Overland Motor Company, Asserts Belief Automobile is Large Factor in Prosperity.

"An angle of the automobile business which a great majority of the people of this country have failed to take into consideration is that of the increase in real estate values since the horse was relegated to the background by the motor car," says John N. Willys of the Overland. "There is no way of estimating this increase in dollars and cents, but it has been country-wide—from the congested city districts to the most remote farming territory.

"In the cities the elimination of the horse barn has added millions of dollars to the value of downtown real estate. For years past we have seen desirable manufacturing enterprises driven away from areas where horses were housed. It has been out of the question to attempt to build residences anywhere near territories where there are a number of stables. With the substitution of the automobile garage for the horse barn real estate values have increased by leaps and bounds, the added worth in some cases being as much as 100 per cent.

And it is not only in dollars and cents that we have seen this increase in city real estate values. With the elimination of the horse we have added large areas of unoccupied property in our downtown sections. An automobile can be housed in so much less space than required for horse and wagon that, literally, millions of dollars' worth of land have been made available for other purposes as fast as business concerns have done away with their horses.

The same conditions hold true in every small town and village of the country. And in the farming districts we find constantly increasing land values, as the pleasure automobile and commercial vehicle have come into more general use. The motor-driven car has brought the most remote farm into touch with the world, for gasoline has eliminated distance.

**Lincoln Highway in New Jersey is a Bit of Expensive Road**

The Essex-Hudson road, from Jersey City to Newark, the most easterly part of the route selected as the Lincoln Highway, is declared to be the most expensive section of the new transcontinental thoroughfare and the first to be completed.

This historic highway was established in 1776 by the colonial legislature of New Jersey, which called upon "all good people" to "assist in keeping it fit for travel." A public notice in the New York City Gazette, June 27, 1766, declared that the highway "should run from New-Ark to the public road near the Town of Bergen, leading to the Paulus Hook and established Ferries over the two small rivers, Passaic and Hankingack, which makes the distance from Paulus Hook to New-Ark eight miles, and will be a level and good road when the Causeways are made."

The road was first known as the "Ferry Road," because the Passaic and Hackensack were crossed on ferries. After the bridges were built extra heavy planking was laid crosswise on the road and the name by which the highway has been known for upward of a century, and which now goes back into history, the "Ferry Road," was given it.

The new road cost \$1,250,000, of which \$100,000 represents the cost of bridges. The highway is 100 feet in width, with ten-foot sidewalks on either side and two twenty-eight-foot roadways. Trolley tracks are raised twelve inches in the center. Those who use the road locally are already calling it "Lincoln Way," by which it will probably be best known.

**Motor Publication Speaks of Cadillac**

Manager George Heim of the local Cadillac company, is beautifully displaying a recent article in the Autocar which is a boost for the Cadillac electrical system. The quotation runs as follows:

"When the Cadillac system of combining ignition, lighting and engine starting in one electrical system was introduced two years ago, it was very properly regarded as a bold step, and it was certainly the most interesting innovation which had been made for a long time, while experience has shown it to be as successful as it was bold. Today the Cadillac designers have made another innovation which, personally, we regard as even a greater improvement than the very important one of two years ago.

"After once experiencing the delight of two direct and noiseless drives one feels that it is difficult to outline an ideal car which does not contain this feature, and we feel fairly safe in asserting that the Cadillac's successful reintroduction of an old idea will be followed by other makers."

**TOO MUCH EXAGGERATION**

J. M. Oppor Asserts Automobile Men Unduly Declare Statistics.

SHOWS ARE EDUCATIONAL

Analyst Prospective Buyers More Satisfactorily Than Advertising Prospectus, Because Purchaser Can See.

"There is nothing so harmful to the automobile industry as exaggerated claims of production," says J. M. Oppor of the Oppor-Van Vleet Motor company, agents for the Kissel Kar. "Any inquisitive individual, taking for truth some of the claims advanced, and considering in connection therewith car registration statistics in the various states, must inevitably reach the conclusion that cars are of short life. This probably side-tracks many prospective buyers.

"As a matter of fact, not a very large percentage of the total registered cars in this country in any year have been new cars. Many cars have changed hands, some going to other states, others out of the country.

"In a recent canvass of Kissel Kar dealers, we were able to trace the whereabouts of 42 per cent of our cars sold in 1907, 46 per cent of 1908 cars, 63 per cent of 1909 cars, 79 per cent of 1910 cars, 84 per cent of 1911 cars, 88 per cent of 1912 cars and 97 per cent of 1913 cars. These, mind you, were cars of whom the dealers actually know the owners, and all but a few of them were found in constant and satisfactory service.

"No car is fool-proof, but a good car, properly cared for, will cover 75,000 to 100,000 miles, and often more. The average motorist drives no more than 7,000 to 8,000 miles a year, so it can be easily seen that there is a long life in the average car. And it can be proved, furthermore, that most of them are giving it.

"It is a simple matter of mathematics, therefore, to conclude that there are not so many new cars built and sold every year as some people are led to suppose."

"However closely and attentively he may study his atlas, no man can know the world until he gets out and takes a first hand look," continues Mr. Oppor.

"For the same reason no man can thoroughly know automobiles from the study of catalogues and other sales literature, no matter how truthful the text and illustrations on the printed page. This leads to the conclusion that these annual shows are extremely useful from an educational point of view.

"I have frequently heard the complaint that the exhibition of so many good cars under one roof confuses prospective buyers and postpones their decision. This may be true to a certain extent, but if the show includes more deliberate and careful decision the dealer who has a really good car to sell shouldn't complain. When I sell a Kissel Kar I want the buyer to feel exactly as I do, that he is getting the fullest possible value for his money. The more he knows of other cars the more he must be convinced of the worth of my car when he decides to give me his order. Being car-wise, he will get more immediate satisfaction in driving than he otherwise might. This means less time and attention on my part—less advice and instruction after the sale.

"As an education to the dealer the show is indispensable. If he wants to change his line, there is no way in which he can so quickly size up the good points of other cars and compare them."

**Dirt Track Racing Would Be Assistance to Motorcycle Sport**

Will R. ("Happy Days") Pitman, the bicycle rider and referee, declares that dirt track racing would wonderfully help the motorcycle sport that has decreased in interest since the coming of the "saucer" tracks. He gives his views in an interesting article in Bicycling World and Motorcycle Review.

"To my mind," said Pitman, "the salvation of the sport as a sport will be found in the promotion of amateur races meets on dirt tracks. The foxy, crafty tricks of the professional rider do not appeal to any sport-loving community any more than does the ever-apparent danger that always is present when high-powered machines are whirling around the comparatively short and steep-banked motorodomos. As the public comes to a realization of the danger to the riders on the board tracks, the patronage will decrease, for the percentage of people who desire to witness the death of a human being or to look on while a fellow man is wallowing in a pool of blood, is very small as compared to those who want to see a contest with the element of danger reduced to the minimum."

"In the early days of motorcycle racing on the old Guttenberg track, before the time of the high-powered twin, the races brought tremendous crowds that were as enthusiastic over the contests as even the promoters could desire. It was a crowd that watched the races because they were races and not because they feared to take their eyes from the track lest they should be looking away at the moment when an accident occurred. And the riders for the most part were good, clean sportsmen who raced for the sake of racing."

**WINTER MOTOR TOURING IS STEADILY GAINING FAVOR**  
There is probably nothing that can so thoroughly demonstrate the present day automobile as a year-round car as an automobile touring. "Winter storms, chilling winds, frozen roads and snowdrifts are no barriers to automobiles as now built.

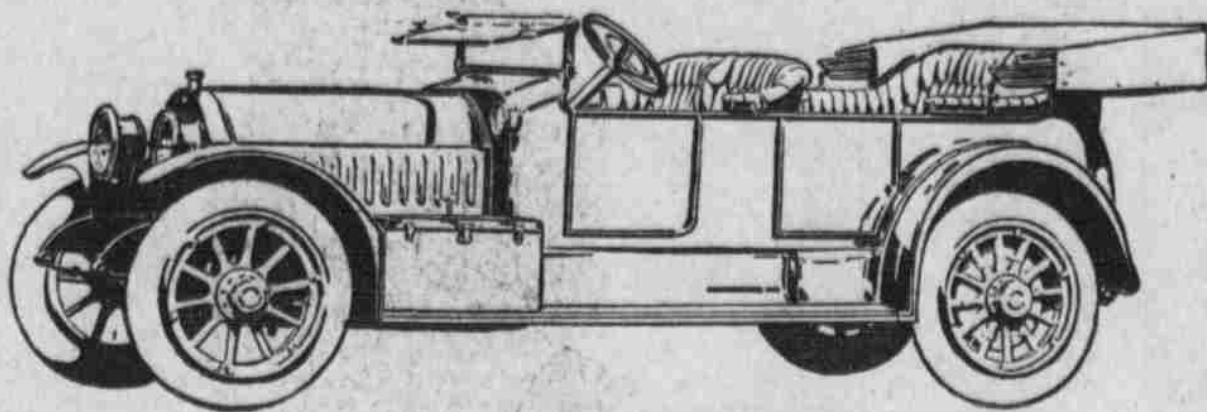
"Five or six years ago one would not have thought of going into the country in the dead of winter in the crude cars as then constructed. It is the persistency of the American builder that is responsible for this winter touring, inasmuch as they have labored unceasingly to build their cars with every comfort and luxury.

"Garage managers report that never since the inception of the motor car in America has there been such a small number of dead cars in storage at this season. Accessory manufacturers, especially those dealing in fur coats, robes, fur-lined gloves, etc., say business is far better than in any previous winter.

**Helping Handbook Ready.**

The 1914 Helping Hand Book of the Federation of American Motorcyclists is now ready for distribution. Any Federation of American Motorcyclists member who desires a copy of this may secure it by addressing Secretary G. K. Gibson, Westboro, Mass.

*Marion*



THE MARION Automobile Company welcomes every visitor to the automobile show beginning with tomorrow and esteems it a privilege as well as pleasure to offer for their inspection and comparison with every other exhibition the MARION LINE of cars. They are at their best because they are "looking for company," they are as good as they will look. If the visitor understands the language of Automobiles, the machines will talk for themselves—incidentally there will be on hand a corps of very much awake interpreters who will be at your service—from 10 A. M. till the "lights go out." Our line up will be in the Auditorium.

The MARION 5-B 6-Cylinder Touring \$2,150  
The MARION 37-B 4-Cylinder Touring \$1,650  
The MARION 5-G 4-Cyl., 4 Pass. Coupe \$2,150

All with Westinghouse Electric Equipments.

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All in space "28" on the stage—balance of the line on our garage floor, 2101-2103 Farnam street.

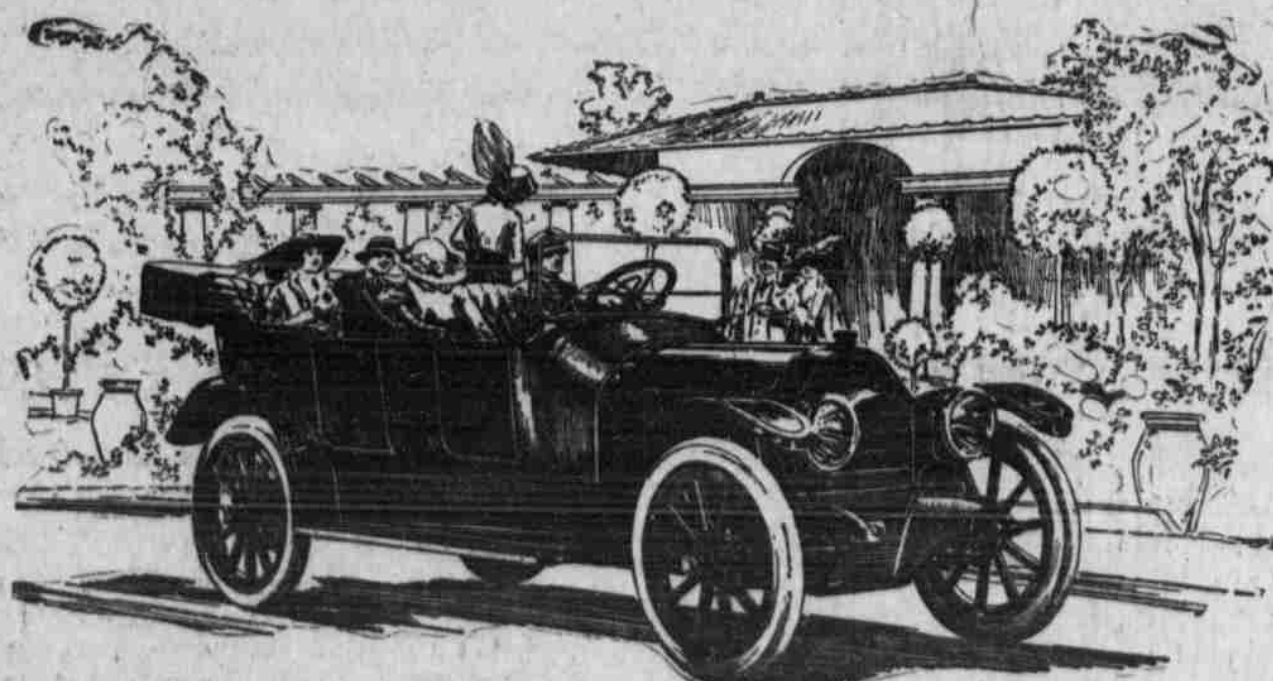
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Apperson Jack Rabbit Auto Co.

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