

**AUTO INDUSTRY IN INFANCY**

President of Ford Motor Company Sees Bright Future.

**IMPROVEMENTS ARE STEADY**

Manufacturers Have Been Doing Their Best to Add Some Improvement Every Little While.

LOS ANGELES, Cal., Feb. 22.—"When I look toward the future and perceive what it holds for the automobile industry my eyes are dazzled with its radiant portents," says Henry Ford, president of the Ford Motor company. "To my mind the industry is in its infancy, and even the most sanguine expectations of what the coming years will hold are bound to be surpassed by the actuality."

"No one who has studied the growth of the automobile industry can doubt for a minute but that its growth has been more remarkable in many ways than that of any other industry in history. In ten years the motor driven vehicle has developed from a so-called freak to one of the most useful servants of men."

"One should not forget, either, that this growth has been during the period of experimentation and education. The first motor car was a crude affair when judged by the present-day standards. In fact, since the first car was out on the market refinements and improvements have found their way into the product of succeeding years until today the car is, I believe, nearly perfect."

"People were inclined to be very much 'from Missouri' during the first few years of the industry. Every time a car was sold it was an overcoming of prejudice. Only the very rich were willing and could afford to own a car. The man with the average income did not have the price to risk on something the benefits and upkeep expense of which existed only in theory and had yet to be demonstrated."

**Cars Have Been Improved.**

"With the passing years the cars have been improved and their price lowered with decreasing costs of operation, allowing an ever increasing number of men to acquire them. Then different cars began to have records. When an agent approached a prospect and attempted to make a sale he no longer had to confine his talk to what his company hoped the car would do, but could point out instances after instance what the car had actually done and was doing."

"This record salesmanship backed up by performances steadily battered down the incredulity of the buying public and convinced them that the motor car no longer was a dream of an Utopian method of transportation, but that it was an actual fact."

"Already many of the large companies have records of achievement to which

**GENERAL MANAGER OF THE CATERCAR COMES TO SHOW.**



H. R. RADFORD.

they can point with pride and their companies' cars are accepted as reliable.

"So it is no longer necessary to convince a man that a motor car is practicable. The whole selling problem today is one of the greatest value and dependability of service for the lowest price. In the car that combines efficiency, continued service on the part of the company and lowest price the man of today finds his ideal vehicle."

"In the years to come there will be no incredulous persons to convince that the motor driven vehicle is feasible. From now on the question is simply one of quality, service and price. Therefore, with the unhampered field the coming years should see the sales of the past largely increased."

"Motor car prospects, or people who are or would be in the market for a car if the matter were called to their attention, are just beginning to be looked after by the representatives of the different companies. Most of the big companies have sold cars they could manufacture without any intensive prospecting for prospects. The Ford Motor company for the last two years despite its huge output has sold its cars many months before the end of its manufacturing year, and could have sold many more had it been able to build them. This year the same condition will be true."

"Today it does not seem to be as much

of a question of selling cars as it is of building them in sufficient numbers to supply the ever increasing demand.

**Most Supply Parts.**

"Unquestionably the company that lays proper stress on the service is bound to grow rapidly with the years. No matter how good a car a concern may turn out if its service is defective, if it cannot furnish parts to replace without loss of time, that company will not succeed. The big companies of the future will be those that besides manufacturing a thoroughly efficient car and a low priced one have best solved the service question."

"There is another big factor that each day is becoming stronger why automobiles will be sold in ever increasing quantities. For every good road built automobiles are sold, and with the sale of every automobile the demand for more good roads increases."

"Never before in the history has there been such a concerted and world-wide demand for improved highways as during the year just passed. Distances measured in minutes not in miles. When that time comes, and it is rapidly approaching, when poorly constructed and maintained roads will no longer be tolerated, all the world will travel by motor car."

"As yet hardly 1 per cent of the population of the countries that manufacture the most cars travel in them despite the fact that the factories are each year turning out capacity production. To the thinking then it will plainly be seen that the motor car has scarcely commenced its destined service."

**CADILLAC ESTABLISHES FARTHEST NORTH DEALER**

The Cadillac Motor Car company of Detroit, now holds the distinction of having a dealer who is farther north than any other on the American continent. A contract has just been closed with M. R. Potts of Grouard, Alberta, Canada.

Grouard is situated on Little Slave lake, which is several hundred miles north of Edmonton. While most people have a vague idea that this locality is in the extreme northwest and usually imagine it as only the home of a Hudson Bay company outpost, or something of that sort, yet, as a matter of fact, Little Slave

lake is in the center of 5,000,000 acres of the finest grain land in the world. The establishment of a Cadillac dealer there is merely additional evidence of the advancement of civilization in this direction, and of the great rush to this far northern country which will eventually be the source of a large grain supply for the North American continent.

**Substitute for Air.**

H. A. Drew, manager of the Essexkay Sales company, says that the Omaha users of Essexkay, the five-year proven substitute for air in auto tires, are spreading the news to such an extent that every indication points to all the business that can be handled during the spring and summer. Auto owners are even now arranging for their installation of Essexkay at a convenient time.

**MEATS DELIVERED IN BETTER CONDITION BY MOTOR TRUCK**

Because of the motor truck's speediness it is possible to deliver meat in better condition with a motor truck than by horse. This is one of the many benefits which Armour & Co. found they have received from their motor truck, a three and one-half-ton Alto, in their Omaha service.

When Armour & Co. first placed the motor truck in service the butchers were much surprised and pleased at the good condition of the meat when it was delivered during the hot weather.

Trips are often made to Benson, a distance of six miles. On the route there are many hills, some only partly paved.

However, the trip is made in twenty-five minutes with a capacity load. Deliveries are made to Florence, also a distance of six miles.

At 5:30 a. m. the truck starts on its day's work, makes thirty-two deliveries and returns at 10:30 a. m., covering a distance of approximately twenty-five miles. A short trip of fifteen miles to Iowa.

**RAUCH & LANG USING SOLID CUSHION TIRES**

That the electric automobile is becoming more and more popular each year as a pleasure car is shown by the rapid growth of the various factories.

"In Kansas City alone there are 200

Rauch & Lang electric now in operation," says H. G. Hargreaves, sales manager for the Southwest Motor company, "and 50 per cent of these cars are equipped with the famous Motz cushion tires, which do away with punctures, rim cuts and blowouts."

"It may also be interesting to note," says Mr. Hargreaves, "that there are a number of these electric in the city that have been in daily use for nearly four years. They are using the original casters and the same Motz cushion tires with which they came equipped from the factory. The mileage on these cars is as high as 30,000 miles."

The Persistent and Judicious Use of Newspaper Advertising is the Road to Business Success.

**NOBBY AND CHAIN TREAD TIRES**

are the most famous and the most widely-used non-skid tires in the world

MADE BY THE UNITED STATES TIRE COMPANY

**Velie**

32 H.P.—ELECTRIC LIGHTS—ELECTRIC STARTER—\$1500

EXHIBIT NO. 33 ON THE STAGE

The Leading Lady of the Show—The Velie—The choice of a thousand critics

**JOHN DEERE**

10th and Howard Sts.

**IF you want a car that its maintenance won't cost you \$100 per year for four years, buy an Auburn.**

**If you want a car with a guarantee that it can be put in as good shape as new for \$200 or less after running 40,000 miles, buy an Auburn.**

**If you want a car that has the best motor, transmission and full floating axle, buy an Auburn.**

**If you want a car that uses the least gas and oil per mile for the horsepower, buy an Auburn.**

**If you want a car that has the best lighting system and the best electric starter that is made, buy an Auburn.**

**If you want the most handsome car that is on the road, you must buy an Auburn.**

**If you want a car that will give the most for the money, you will buy an Auburn.**

Fourteen models, \$1,150 to \$4,500. Roadsters, touring cars, coupes, limousines, sedans and town cars.

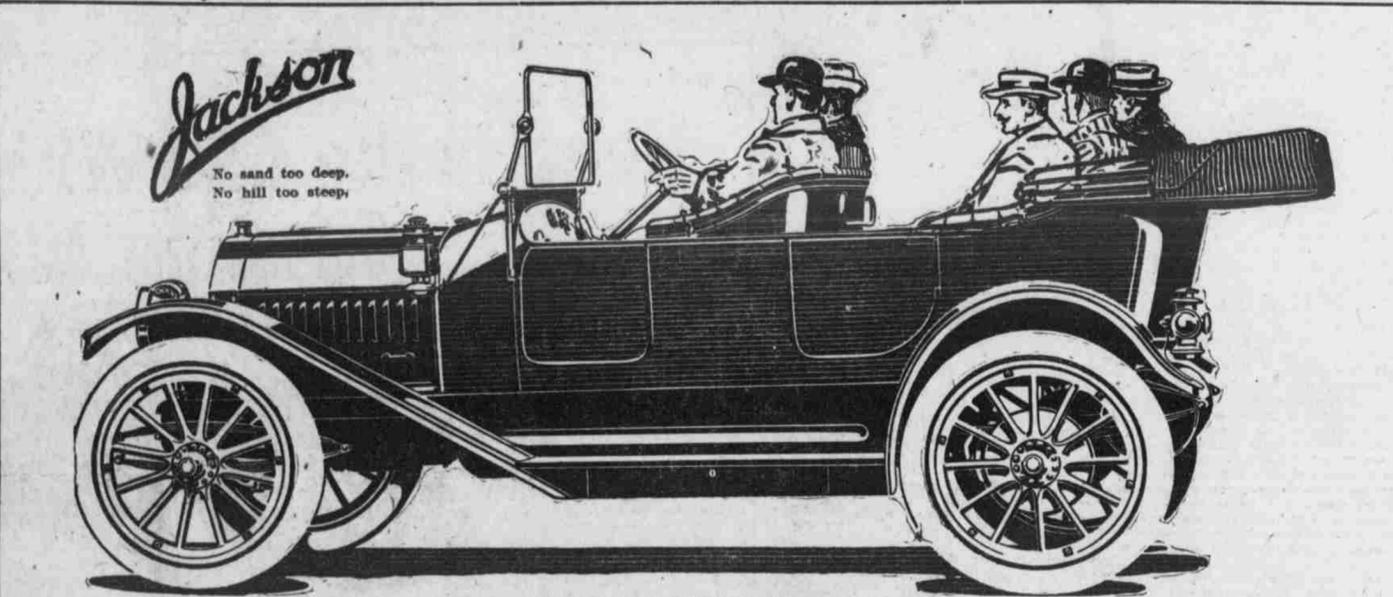
**Auburn Automobile Co.**  
"Omaha"  
W. T. WILSON, Mgr. 2559 Farnam Street.

**SPEEDWELL HEAVY DUTY TRUCKS**

Just arrived; see it at our works.

The reliability of this truck has been proven. Our service proposition is most valuable. We invite close inspection of this masterpiece.

**Wm. Pfeiffer Carriage Works**  
Phone D 6922. 25th Ave. and Leavenworth St.



**JACKSON OLYMPIC, \$1500**

35 horsepower; unit power plant. Long-stroke motor—4 1/2 x 4 1/2 in. 11 1/2-inch wheel base. 34x4-inch tires. Full elliptic springs, front and rear. Deep, roomy body, with 10-inch upholstery. Gasoline tank under dash, supplied from storage tank at the rear, with pressure pump. Total capacity, twenty gallons. Equipment of Disco self-starter, mohair top, top hood, ventilating windshield, speedometer, oil and gasoline gauges on dash, Prest-o-lite lamp, with automatic electric lighter; Firestone universal quick-detachable demountable rims, extra rim tire carrier, robe rail, foot rest, pump, jack, tire outfit and tools. Trimmings, black and nickel. Electric self-starter and electric lights optional, \$225 extra.

**Now you can prove all you've heard about Jackson comfort**

Whenever and wherever in the past you have met a Jackson owner or listened to a discussion of the car, you have heard a great deal about its comfort and ease of riding.

**All that you have heard is true.**

**More than that, the 1913 Jackson—along with increased power and size—is the most comfortable of all the comfortable cars we have produced.**

The new models are here, ready for your test.

**All we ask of you is a single trial.**

If that doesn't prove to your entire satisfaction that the Jackson reputation is solidly founded—if the car isn't the most comfortable you ever rode in—we shall have no more to say.

But before you put the car to this test, we want to tell you how we have achieved its extraordinary comfort and ease of riding.

It probably has never occurred to you that the power; the way it is generated and transmitted; the design and construction of seats and seat backs; wheelbase; wheel size; weight and its distribution; all have a definite effect on the way the car rides.

It is true; and no motor car engineers and designers realize it more keenly, or have made better or more extended use of their knowledge than those of the Jackson company.

On the other hand, these elements must be closely related to each other in order to produce the maximum comfort.

Each must be taken into account; the effect of each, alone and in relation to the others, must be reckoned. Then all must be blended into a harmonious whole.

In the 1913 Jacksons, this has been done as only the Jackson engineers and designers know how after eleven years of experience. You will find the wheelbases generously long.

The wheel sizes in the two models are correct with reference to the wheelbases; the shorter with 34 inch and the longer with 36 inch wheels.

Four full elliptic springs are used on each model; because they are from 33 1/4 to 100% easier riding than the usual motor car types. The upholstery is 10 inches thick—deep and soft and luxurious. The seat cushions slant slightly toward the rear; and the seat backs are shoulder high—comfortable for a half hour or a half day and on any road.

There is generous room in front and in the tonneau; and both front and rear doors are wider than usual.

When you have your demonstration you will note the pulling power of the motor—the smooth silence of the entire mechanism—the speed, etc.

The Jackson features are of as long standing as the comfort and riding ease of the car.

We want you to have your test as soon as possible, for when it becomes known that the new Jackson is here we will be besieged by people interested in the car.

Please call or telephone as soon as you can.

**"Jackson 'Majestic'—\$1975**

45 horsepower; unit power plant. Long-stroke motor—4 1/2 x 4 1/2 in. 12 1/2-inch wheelbase. 36x4-inch tires. Full elliptic springs, front and rear. Deep, roomy body, with 10-inch upholstery. Electric self-starter. Gasoline tank under dash, supplied from storage tank at the rear, with pressure pump. Total capacity, twenty gallons. Equipment of mohair top, top hood, ventilating windshield, speedometer, oil and gasoline gauges on dash, Firestone universal quick-detachable demountable rims, extra rim, tire carrier, electric horn, robe rail, foot rest, pump, jack, tire outfit and tools. Trimmings, black and nickel.

**Jackson 'Sultanic' Six \$2650**

Six cylinders; 45 horsepower; unit power plant. Long-stroke motor—4 1/2 x 4 1/2 in. 12 1/2-inch wheelbase. 36x4-inch tires. Full elliptic springs, front and rear. Deep, roomy body, with 10-inch upholstery. Electric self-starter. Gasoline tank under dash, supplied from storage tank at rear, with pressure pump. Total capacity, twenty gallons. Equipment of mohair top, top hood, ventilating windshield, speedometer, oil and gasoline gauges on dash, demountable wheels and spare wheel, wheel carrier, electric horn, robe rail, foot rest, pump, jack, tire outfit and tools. Trimmings, black and nickel. Five-passenger, \$2,500.

**Pioneer Implement Company, Council Bluffs, Iowa.**

We are prepared to give factory service to Jackson owners—having a complete stock of duplicate parts of every model the company has produced since 1905. We have skilled and experienced mechanics, men who know how to keep Jackson cars in perfect trim.

See the Jackson at Booth 13, Omaha Automobile Show, February 24-March 1.