

SELLING AGENCIES OF AUTOS

Twenty Thousand Persons Engaged in Boosting the Business.

MILLIONS INVESTED IN STOCK

How the Agencies Are Controlled and Conducted—Manufacturers Barely Able to Meet the Demand—Remarkable Growth.

It does not necessitate the publication of statistics for one to realize the enormous and steady growth of the automobile industry. Not only are the factories of the manufacturers working to the limit of their capacity, but the trade commands a constant and work of many of the allied industries. The steel makers have found a most desirable market for their high grade steels, the current of the rubber trade has been turned into new channels, coachbuilding—almost extinct—has been revived, and even producers of gasoline have taken notice of terrestrial things.

In no other industry can so consistent and rapid a growth be found, and even this is accomplished in the face of more difficult conditions than often confront a conventional economic condition. To note the progress of the industry from its inception, its steadiness and strength, the force which has conservatively impelled its forward movements must be found and when found its methods and aims studied.

There is no doubt that through the efforts of the Association of Licensed Automobile Manufacturers and its various departments the growth of the industry has been carefully and judiciously guided. One of the first departments instituted by the Licensed association was that of the agency. It became apparent that if the association was to be of any importance to the selling end of the industry its agency department would have to be one of strength, judiciously handled and broad in its every experience.

Charles A. Wardle, whose experience as an organizer and general manager for sixteen years had attracted the attention of the officers of the association, was selected to direct the work of what has become one of the vital branches of the industry. To produce is one thing—to market another, and in many cases more important. This was particularly so in the manufacture of automobiles, for even when producing a good car certain conditions may arise causing serious trouble to the selling end, and these conditions must be forestalled.

The Young Men's Christian association efforts to encourage athletics among the school boys cannot be too highly commended. Love of sport in any form is natural to the American child and any effort to develop this along reasonable lines is a move in the right direction. The general factor of athletics has been very sadly neglected in the Omaha schools. Steps to correct this should be taken as a very little encouragement from the authorities will soon develop an interest among the pupils that will result in excellent teams for the future.

Grover Cleveland contributes a sane and timely addition to the literature on spring shooting. While the ex-president is not an advocate of entire abolition of the sport he does suggest that it be carried on in such a way as will not seriously interfere with the nesting habits of the game birds. This is the doctrine The Bee has preached for many years. Whenever the sportsman comes to realize that spring shooting should be taken as a very little encouragement from the authorities will soon develop an interest among the pupils that will result in excellent teams for the future.

Boss Croker's victory in the "Derby" would have been more popular on this side were it not for the fact that the boss is a bird of a different feather. It is a nice thing to land a 1 to 1 shot, a race where the favorite is carrying tons of money at the rate of 1 to 3. That Johnny Rief was another plume in the eagle's tail. Johnny's engagements in England this year will, it is said, net him \$200,000. It occasionally pays to be a jockey almost as well as to be an owner.

The bitterest juice in the lemon handed the Giants by the Cubs was that squeezed out by old John Taylor, who was supposed to have been dead three years ago.

The base ball magnates in these stormy days have the consolation of knowing that the bugs are just as greatly disappointed because of the base ball games.

Muggsy McGraw saw some real real ball players.

JUDGMENTS

STEPS that are being taken by Western league team owners to strengthen their respective organizations are the best possible indication of the faith of the magnates in the destiny of the league. While the weather has been most unfavorable and all of the teams have lost money by reason of postponed games and light attendance at the games that have been played, the season is not so far advanced but this may be retrieved by reasonably favorable weather during the latter months of the race. This is depended on by the owners and the indicated desire to figure in the race is a promise to the public that the quality of base ball to be expected in the Western league during the remainder of 1907 will be of the highest. The Pueblo team has been the highest so far, but much effort has been made to increase the playing strength of this organization. The Denver owners are also putting forth every effort to get men who will bring their team up to the high standard. Lincoln, Omaha and Des Moines have already been playing organizations, and Sioux City is moving to add to its playing prowess. All of this means that the Western league race, which has been very close and interesting so far this season, is to be even closer before the pennant is finally awarded.

The American tennis players seem to be somewhat uncertain as to the outcome of the challenge for the Davis trophy. It is not sure that Champion Clothier will accompany the challengers to England in July. Considerable pressure is being brought on him to induce to accept the offer. Without Clothier on the team its playing strength will be considerably lessened, although Larned will be in better shape than he was last year. The loss of the finger which prevented his playing in July has not seriously affected his game, and if Clothier can be induced to accompany the team to England the prospects are very fair for the Davis trophy being returned to the United States. In default of the Americans securing it, the general belief is that it will go to Australia, the Antipodeans having by far the most formidable array of talent, aside from the possible strength of America.

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When it is noted that the following cars are licensed such a situation is significant:

Apperson, Autocar, Buick, Cadillac, Chevrolet, Columbia, Darracq, De Ville, De Dietrich, Elmore, Franklin, Fiat, Haynes, Hottel, Hotchkiss, Knox, Locomobile, Matheson, Napier, Olds, Orient, Packard, Peerless, Pierce-Arrow, Pope-Hartford, Pope-Tribune, Pope-Toledo, Royal, Rochet-Schaeffer, Simplex, Stinson, Stevens-Duryea, Studebaker, Thomas, Flyer, Thomas Flyer, Walshaw and Winthrop.

The agency department has been instrumental in organizing several local dealers' associations, all of uniform grade and employed which would materially help the dealer and user. In many instances grasping dealers charged outrageous prices for parts, labor or repair work, and the customer, having little redress came to the natural conclusion that all dealers were the same. Prejudice instead of confidence was thus created, which in many cases has been overcome by the work of the Licensed association.

number of riding days will be twelve. Of these the first two will be spent in Chicago, while the third, a Sunday, will be spent in Bedford Springs, Pa. The average travel will be 120 miles each day. The longest day's run will be 174 and the shortest will be ninety-seven miles. The itinerary follows:

Table with columns: Day, Location, Miles. Includes entries for Cleveland, Toledo, Chicago, Indianapolis, etc.

The Automobile World. American cars carried off every prize in Mexico's first road race.

A motor reserve, with a lieutenant colonel in command, has been formed in the British army.

The rain has put a stop to racing talk, but when all are again able to get out it will be a relief.

At Berlin there is a motor ambulance used to carry sick soldiers from the barracks to the hospital.

Gould Diets is daily expecting his new automobile, which he stopped at the factory at Dayton to inspect.

The Indiana association of the American Athletic will place signboards at every corner in the state.

The Motor club of Harrisburg, Pa., will hold a club run to the Jamestown exposition the latter part of this month.

Evansville, Ind., claims to own more automobiles in proportion to its population than any other city in the middle west.

Kilgus has had a new open car of 22-horse power for the use of the queen and the heir who arrived recently.

A new and more important. This was particularly so in the manufacture of automobiles, for even when producing a good car certain conditions may arise causing serious trouble to the selling end, and these conditions must be forestalled.

San Juan motorists plan the formation of an automobile association to assist the Porto Rican police in the enforcement of the highway laws.

Lee McShane has received his new Stoddard-Dayton. It is painted red and black, from those which had heretofore reached Omaha of that make.

An assault to injure to the poor horse, already shorn of his livelihood, a London firm has dubbed a new type of "motor car" the "dog" car.

During the last year and a half the Bishop of Worcester, England, has visited more than 100 out-of-the-way parishes of his diocese in a motor car.

Omaha automobilists have had a hard week on account of the rain, but many regret to let the rain blur them off and have been out on the plain.

Vice President Hastings of the American Federation of Motorcyclists will enter the 1,000-mile contest of the Auto Cycle club of England, from August 10 to 17.

Automobile train, the nearest running between Melun, the nearest town, and Harbizon, rendered immortal as the home of the Millet of "The Angoumois."

BACK FIRE OF FINE SHOOT

Nebraska Sportsmen's Association Fixes Some High Standards.

INTEREST FOUND IN REFLECTION

Pleasure in Passion of Field and Chase Not All There is to the Gunning Pastime.

The pleasure and the excitement of the chase and the love of the field and hunting is still a keen passion of the inhabitants of this commonwealth. If the assembly of 100 of the most stalwart stock, which the east or west can produce, at the annual tournament of the Nebraska Sportsmen's Association can be taken as a criterion, this sport was held at South Omaha during the week with highly successful results.

Of course the smashing of clay pigeons before the traps is admitted to be a rather tame affair compared with the real pursuit of Canada geese along the wide margin of the Platte. Compared to the dim break of a frosty morning late in March, when the red jacks to glow and the wild ducks float into the crackling cornfields of the western plain, seeking in the dim light safety and food for the long, stormy flight to the northern marshes, when the hunter swallows a hasty cup of coffee and seizes his ammunition and decoys for two hours of pure enjoyment; the mechanical pop of the pump guns and other guns behind the traps is slow and uninteresting.

By the way, there were many good marksmen at the recent events, as a glance at the table will show. Considering the fact that two of the days were exceptionally bad for high scores, the first being too windy and the last being a deluge, the tournament will compare well with any in the country. All of the men named in the appended lists have a reputation which by no means to be unenvied:

First Second Third day. Total. Adams 158 189 225 572. Veach 106 125 148 379. Maxwell 109 121 139 369. Ormstead 112 130 151 393. Willet 115 137 158 410. Garrett 115 137 158 410. Townsend 115 137 158 410. Winko 115 137 158 410. Gattamar 115 137 158 410. Mrs. Popperweh 115 137 158 410. Gottleib 115 137 158 410. Underman 115 137 158 410. Illion 115 137 158 410. Roberts 115 137 158 410. Harney 115 137 158 410. Winman 115 137 158 410. Hutton 115 137 158 410. Potts 115 137 158 410. Hardy 115 137 158 410. Holworth 115 137 158 410. Hoon 115 137 158 410. Copeay 115 137 158 410. Bauer 115 137 158 410. Underman 115 137 158 410. Daniels 115 137 158 410. Corey 115 137 158 410. Thompson 115 137 158 410.

Others of note in the above list there are numbers of men who might have done quite as well if they had entered all the events. Among this class such men as O. N. Ford of Central City, Ia., the high man in the second day's contest, deserves mention. It is the object of this article to discuss in some detail the personality of the men who shot the best.

A notable event in the tournament of the Southern Motor club of England next week will be one for motor buses, carrying full complements of passengers both inside and out.

The excellence of Indiana's roads surprised and delighted the "rathinders" of the Glidden tour, who compared them to the good roads of Massachusetts and New Jersey.

The touring club of France and the Automobile club of France are doing their utmost to brace up provincial hotels, and in Normandy the best of their efforts is taking root.

The receipts of Seattle's recent fairs radiated will be devoted to the building of an automobile boulevard, which, in time, will extend around Lake Washington, a drive of 200 miles.

Twenty-six machines participated in the touring competition organized by the Automobile club of France this year, and the double title of the Critterium of France and the Press Cup.

Denver has decided to purchase a motor wagon for its gallant fire chief, Terrence Owens, who promises to make the "city" a mile and a half take notice which he responds to alarm.

German medical men who wish to use their cars on the streets of Vienna, from which automobiles are forbidden, must display a large badge consisting of a white cross on a red field.

The American Automobile association may have to become an international, or, at least, a Pan-American, organization, as clubs in Canada and Porto Rico are seeking the advantages of membership.

So concise is one of the French guide books that it even gives miniature reproductions of Red Cross flags on its maps, indicating where hospitals and ambulances may be taken to receive proper aid.

The Long Island Automobile club has adopted the strategy of a "convenient" proposition on the part of members on its runs by appointing a rendezvous to be reached for dinner at a specified hour.

Determined to maintain their reputation for novelty, French makers are pushing the suggestion to establish a floating automobile show on board a large steamship and send it to principal ports of the world.

The killing of a man in London and the incident for manslaughter of the woman who ran the car that struck him has aroused a lively discussion in the British capital as to whether women should drive motors at all.

The Memphis Automobile club, having reorganized, has taken a determined stand against speeding by its members, and, under the new regulations, a license is required to conform strictly to state and city ordinances.

THE NEW TOAST "HERE'S LUXUS" REGISTERED, U. S. PATENT. Image of a hand holding a glass of beer.

The delicious significance of this clever new toast, can only be appreciated when accompanied by clinking glasses of cool, pure, wholesome, appetizing "Luxus," The Lightest Beer Brewed.

The name "Luxus" means luxury. "Luxus" is the very soul of luxury in bottled beer.

The significance of the new toast—"Here's Luxus"—based on the distinctive excellence of "Luxus" is this:

"Here's what you like—As much as you like—Whenever you like—And the best there is."

You can drink as much as you like of "Luxus" whenever you like, and feel only a delicious sense of refreshed body and mind, and satisfied palate—without any of the after effects of ordinary, heavy, sticky, "bilious" beers. "Luxus" is different—the most exquisite refinement of the brewer's art.

Try it—there's a happy surprise awaiting you. Have a case sent home.

Now, all together "HERE'S LUXUS" Brewed by FRED KRUG BREWING CO., Omaha, Nebraska.

"EXPOSITORS OF THE FINE ART OF BREWING."

Deright Automobile Co. 1818 Farnam Street. The right kind of a man wont sell you The wrong kind of a car. Get Acquainted With Deright. We are closing out demonstrators and have a few high-grade used Automobiles at low prices. Some of these used cars are much superior to new low grade cars. We can furnish immediately Ford four cylinder cars. We are now taking orders for new models Stoddard Dayton. Have bought fifty.

professional man for the United Metallic company. He is said to shoot better since the arm was off than before. He lacked one of equaling the high record of Gottleib.

F. E. Rogers of St. Louis is a crack amateur, having won the Grand American at Indianapolis two years ago. He is a wholesale dealer in vinegar and pickles in St. Louis.

Much of the success of the tournament was due to the efforts of Dana Morrill and Frank Dwork, the president and secretary respectively of the organization. They did everything in their power to make the meet a success. They wish publicly to express their satisfaction at the manner in which the members of the organization have supported them during the past year, and especially during the last tournament, and the way they stuck to it during the rain of the last day's shooting.

RATIONAL SHOOTING IN SEASON Grover Cleveland Contributes His Mite to the Fund.

Of course I do not mean to merely commend those who obey the game laws or condemn those who disobey them. No decent sportsman will do either. He will at the least countenance no such violation on the part of others. This latter—the withholding of countenance—is or should be sometimes a more difficult and unpleasant thing to do than at first sight may appear.

In a superficial view it seems a silent disapproval which need not disturb in the least degree the friendship and the warm feeling of good fellowship between the game-law breaker and the sportsman who sees duty in a silent withholding of approval. This is to say that the violator may enjoy his prohibited and disreputable sport, the law-abiding and reputable sportsman may discharge his entire duty by simple nonapproval, there will be no disturbance of friendly relations or jolly companionship, both the violator and nonapprover will be contented and satisfied; and there let the matter rest and the incident be closed.

"Shooting in Season." I have much more in mind than the mere restraints of game laws or such shallow, rapid and absurd accompaniments of their violation as I have mentioned.

My conception of the subject embraces every writing of game protection. When every necessary of game protection. When they are deficient they should be supplemented by the unwritten laws of true sportsmanship; and no violator of these unwritten laws should be allowed without challenge to exploit himself as belonging to the fraternity of honorable sportsmen.

PATENTS FOR PROTECT. R. S. A. B. LACET Washington, D. C. Estab 1882.

BASE BALL VINTON ST. PARK OMAHA vs. DENVER June 9, 10, 11 and 12 Monday, June 10th, LADIES' DAY GAMES CALLED 3:45 P. M. Wanted for Beatrice, Neb. For July 4 2 GOOD BALL TEAMS FOR TWO GAMES. Please correspond, stating terms and how many games played and won. BEATRICE DRIVING ASSOCIATION, H. V. Niesse, Secretary. NO DATE FOR CLUB OPENING Advent of Rod and Gun Men's Season Delayed by Bad Weather. No date has been set for the formal opening of the Omaha Rod and Gun club grounds this summer. The cold and rainy weather has set everything back so the directors have not even considered an opening and will not until warm weather comes. The movers started the new club house in motion last week, but rain delayed that and there is no telling when it will be in place. The lease is completed for the use of the west end of the Courtland beach grounds and the fence will be torn down during the coming week. More boats are now owned in Omaha than ever before and the entire lake is dotted with them whenever the sun consents to shine. The Rod and Gun club has a rival for honors and fun in the colony which has built houses around the old Larson landing on the west side of the lake. This colony was given a secure Wednesday night, when the Swift and Company's ice houses burned and threatened to destroy all the summer houses, but little damage was done and social functions may again be resumed. Over a score of these houses are built and others will be put up as soon as warm weather has decided to come to stay. Wealthy Automobilist Killed. Albert Clement, one of the most brilliant road drivers in the world, who was killed recently in a road accident in France, was the son of the head of great auto factory, who, less than thirty years ago, was a modest mechanic. Today the father is one of the richest men in France and the son, had he lived, would have inherited a large fortune.