

FORD

THE VANADIUM CAR

\$950

All Equipment Included

Ford magneto, extension top, automatic brass windshield, speedometer, gas lamps and generator, 3 oil lamps, tubular horn and kit of tools.

The Ford Coupe, built on the same chassis, offers a highly satisfactory car for business or professional men preferring enclosed cars for their work. Price \$1,050.

The Quality Car That Even the Man of Moderate Means Can Afford to Own and Operate

Henry Ford's position as a designer and builder of automobiles is decidedly unique. A pioneer of the industry—he built the first automobile ever seen on the streets of Detroit—his name—Ford—has always been linked with automobile success. He is as well known in Europe as in America. Every Ford car has been a good car, every new model has proven a sensation, and what Henry Ford has done for the advancement of the industry cannot be estimated even by his competitors.

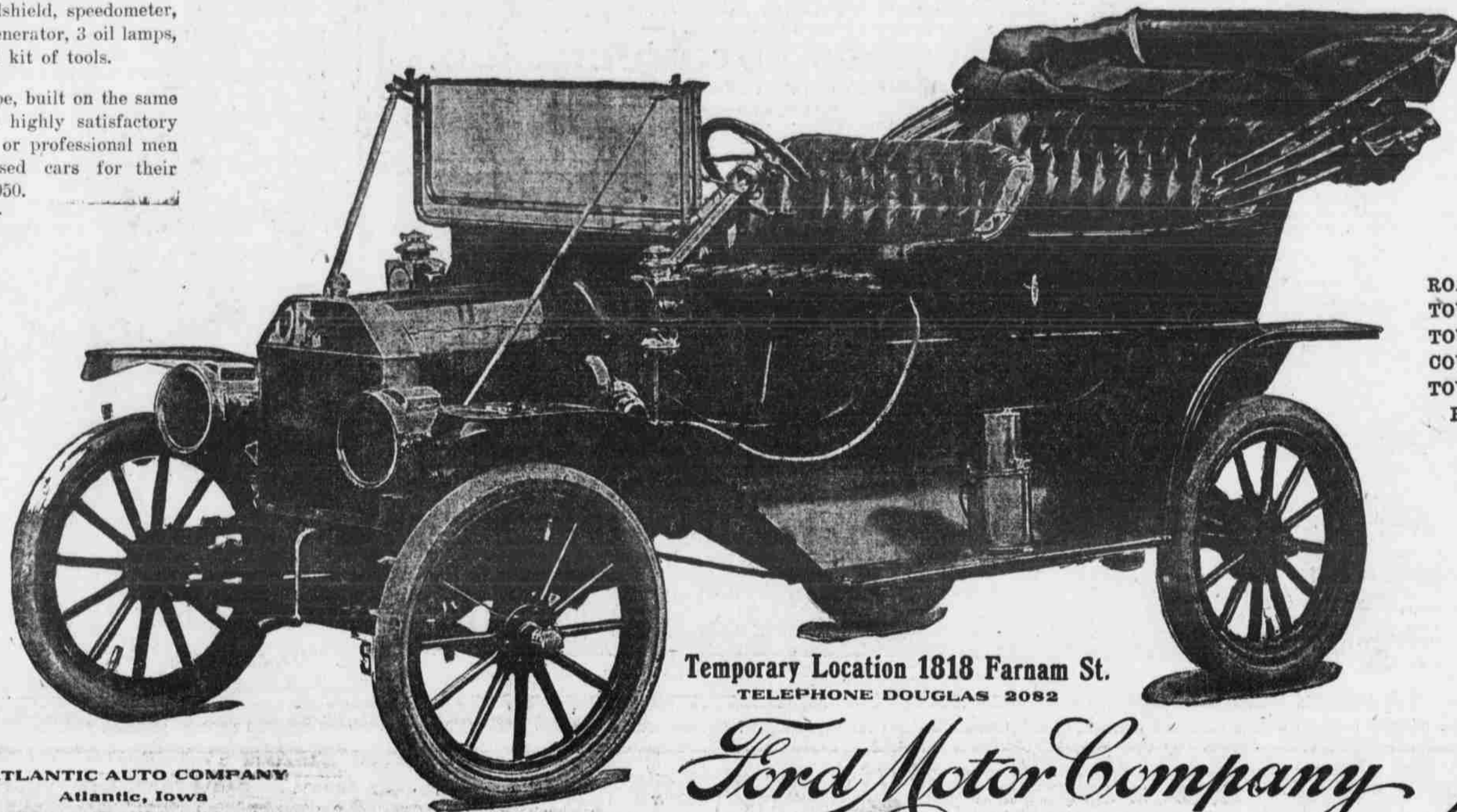
The same Henry Ford designed the present Model T; the same Henry Ford is President of the same Henry Ford Motor Company that was organized in

1903, and the same organization that has built and sold the Ford success during the past seven years is back of this latest product of this greatest automobile designing genius.

Just as Henry Ford stands out independent and alone, clear and strong, as the most dominant factor of the automobile industry of today, so does the present Ford Car, this Model T, hold a pre-eminently commanding position as a high class motor car of individuality, quality and price. This is a comfortable car, it is a car of fine appearance; above all it is a Ford car, with all that the name Ford implies for reliability and perfection of design and stability of construction.

From the outset it has been the aim of Henry Ford to build a good car, and build enough of them so that the price could be low, and their building to so eliminate complex design and poor material, with the consequent dead weight, that the cost to buy and the cost to keep up would be within reach of the man with moderate income. The Model T Ford is the latest evidence of his accomplishments along these lines.

There are other reasons—and mighty important ones, aside from the price, why Ford builds and sells each year more motor cars than any other maker. If interested to know the reasons, write us, and we will tell you some facts about automobiles, especially Henry Ford's.



4 Cyl, 20 H. P.,
1,200-lb. all Vanadium Steel
Car, 100-inch Wheel Base.

MODEL T FORD

- ROADSTER \$900
- TOURABOUT \$950
- TOURING CAR \$950
- COUPE \$1,050
- TOWN CAR \$1,200

Phone for demonstration.

Temporary Location 1818 Farnam St.
TELEPHONE DOUGLAS 2082

Ford Motor Company

ATLANTIC AUTO COMPANY
Atlantic, Iowa
Distributors Southwestern Iowa

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Send Catalogue and complete information re Ford Cars to

UNFOLDS A WONDROUS TALE

Transition of a Popular Toy Into a Mighty Industry.

GROWTH OF THE AUTO BUSINESS

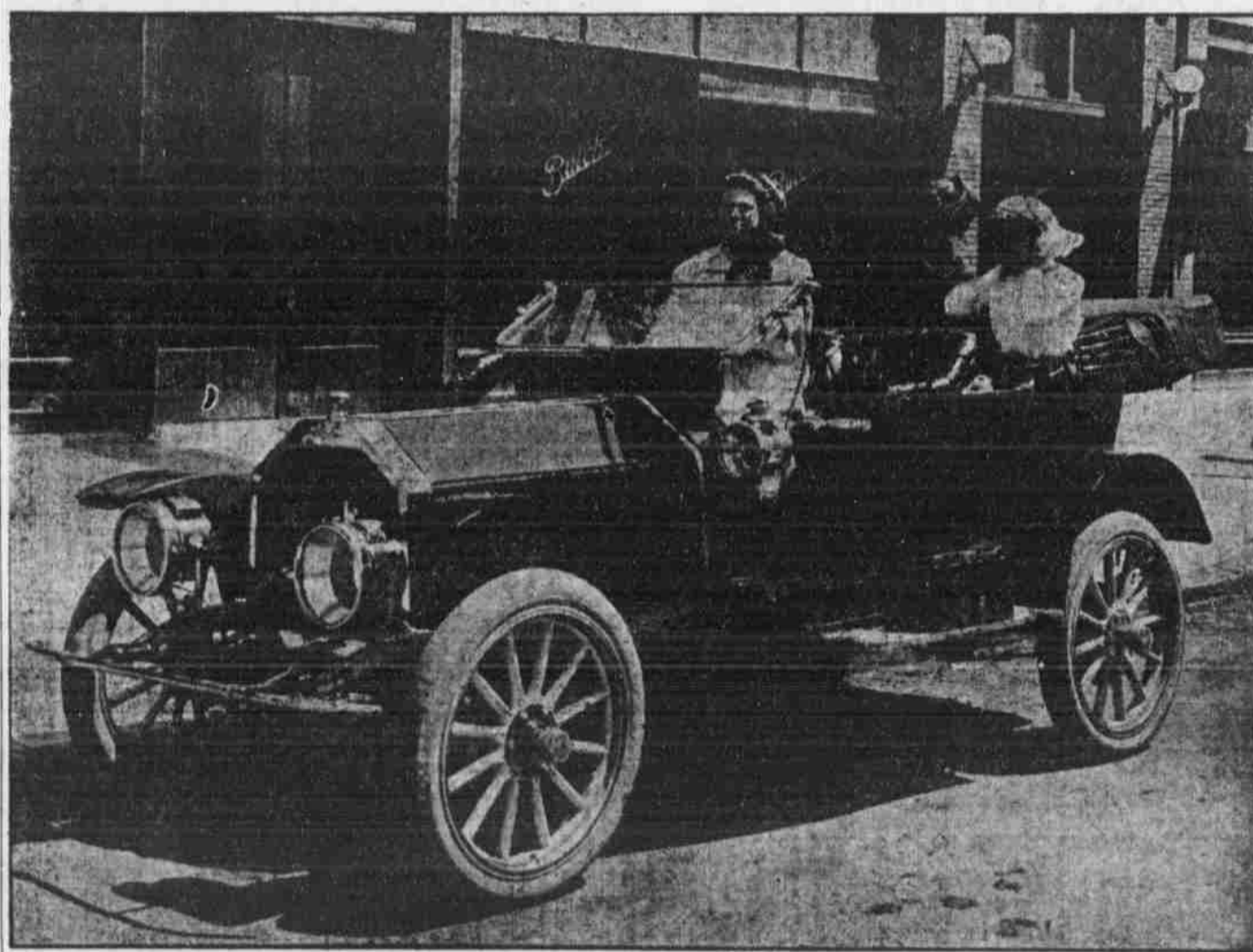
Vast Capital Engaged in the Making and Marketing—Demand and Supply—This Year's Output.

The Technical World for June speaks of the automobile as the \$1,000,000,000 toy. It is the most popular toy of the age. If the automobile maker during 1916 is able to meet the demand, the output will reach a total of \$100,000,000. And this will be sold for cash. In contradistinction of usual methods, while the automobile maker has pursued the typical American policy in placing his product upon the market, that is, through agents, he has not financed his distributing agencies, but, instead, the distributing agencies have financed him. Indeed, not only is this true with reference to financing, but in many instances the distributing agencies have paid a considerable bonus to the manufacturer, with ready money in exchange when the cars were delivered. It is a wondrous tale, this story of the automobile. The eagerness of the middle class and the upper class in America to possess this new plaything gave the manufacturers the chance to dictate terms.

The Technical World says: Back of this quick-sweeping, nation-wide hysteria of demand there is, of course, a reason. Aside from the undeniable appeal that the self-propelled vehicle, per se, makes to the popular mind, we are confronted with the appeal of social prestige which its ownership from the beginning implied. For a number of years our comfortable classes have been deluged with a magazine fiction that seemed to be the establishing of a widespread conviction of the intimate relation of the spark plug and carburetor to the lives of our social partners—the idle rich. Our most fetching romances have made excellent free propaganda for the automobile—the hero's trail of progress has been marked by the smell of gasoline.

Conservative estimates place the present capitalization of companies turning out merely the finished product at \$175,000,000, while the Motor Age, a trade journal, says that the Motor Accessory Manufacturers' association now has a membership of 174 concerns (and there are perhaps as many not members), representing an aggregate valuation of \$207,000,000, in a particularly healthy condition. It is the fact that the entire automobile industry is today capitalized at more than \$200,000,000—three times the capitalization of the farm implement industry, as shown by the census of 1910, or over four times the capitalization of all the carriage plants and carriage repair shops in the country for the same year. In the report of the board of commerce of Detroit it is shown that one company starting in 1904 with \$200,000 capital last year increased its capital to \$10,000,000, while another with \$1,500,000 capital sold for \$4,200,000, while still another with \$27,000 paid-up capital sold for four times that amount. Recently the General Motors company increased its capital stock from \$12,500,000 to \$20,000,000, with which it purchased a dozen large plants in Michigan, changed the center of its activities to Detroit, and began erecting buildings to cost \$10,000,000, covering a ground area of forty acres. While it may be alleged that there is much "water" in the stock of automo-

Omaha Has a Woman Automobile Manager



MRS. LEE HUFF AT THE WHEEL.

Hail to the women automobile manager. Here she is. Mrs. Lee Huff, wife of the local representative of the Nebraska-Buick, has the distinction of being office manager for her husband. Any woman can ride in an automobile, some women drive their own cars, but few women know enough about the technical side of the business to take a managerial part.

It is said of Mrs. Huff that she knows as much about the intricacies of the machine her husband sells, as though she had been reared in the factory. In fact, Mrs. Huff doesn't consider that intricacy and Buick are to be mentioned in the same

breath. "It is all very simple and easily understood," she declares. "I see no reason why the ordinary woman can not understand an automobile just the same as though she were a man. Automobiles are not nearly so hard to manage as horses. There is no danger of getting kicked if you are working around an automobile, and there is likewise no danger of the automobile becoming frightened. Accidents? Well, if you will read up on statistics, you will find by comparison that there are more accidents involving horses than automobiles, despite the fact that in late years the use of the automobile is becoming universal. Nothing, however, is thought of

as a woman driving the family carriage. That is a sight so common that it has long since ceased to attract attention." In this connection, it is interesting to note that the women of Omaha are above the average in automobile skill. Any fine afternoon you may see the flower of Omaha seated at the wheel swiftly dashing along the pretty boulevards, or perhaps, honk honking through crowded downtown streets. Day by day, month by month, the use of the automobile is increasing. President Taft has said that this is the automobile age, and he must have had his eye on Omaha when he made the declaration, for in no other city of like size is there a greater number of fine machines.

ble companies, yet the earning capacity can not be denied. Figuring on the Cost. The Technical World admits that while it is impossible to arrive at a final estimate of the cost to the nation, direct and indirect, yet there are some safe and suggestive figures. For instance: Let us put the consumption value of machines to be placed in the hands of the people during 1916 at \$100,000,000—a fair estimate. There have been turned out of the factories during the last four years over 250,000 cars. Let us assume that 250,000 cars are in use today, and let us consider the cost of their operation. If these cars will average 5,000 miles of travel a year, they

will cost their owners merely for gasoline and lubricating oil consumed, and for tires replaced something over \$100 a car, or over \$25,000,000 in the aggregate. If we conclude in our consideration those other big items of expense—repairs, hiring of chauffeurs, and "boarding out" of cars—we may safely conclude that the people will spend during 1916 on new cars and on upkeep on old cars upward of \$200,000,000. This vast sum, which is equal to nearly half of the total collected by the railroads annually for passenger fares, is, in the main, a dead mass of non-productive investment. It is spent almost entirely on the motor car as a luxury and a vehicle of "pleasure." It is the price which, in a passion of extravagance, the nation

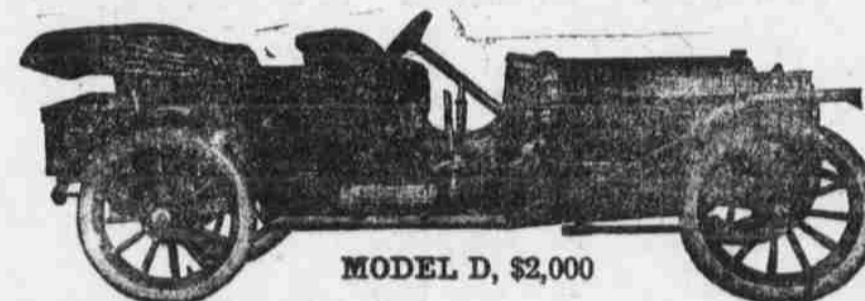
pays for the intoxication of "joy-riding." While this is a big country with its total wealth exceeding \$100,000,000,000, yet the Technical World thinks the people cannot long continue to absorb 150,000 to 175,000 motor cars in a single year, as they will do in 1920, without serious depletion of their small investments, "such, for instance, as they have made in homes or a big curtailing of their annual purchases of the necessities and conveniences of modern life."—Indianapolis News.

Desperate Shooting pains in the chest require quick treatment with Dr. King's New Discovery. Prevents pneumonia. 50c and \$1.00. For sale by Beaton Drug Co.

KISSEL KAR

Up to Date on Quality.
Years Ahead on Price.

We can make immediate delivery on this beautiful model.



MODEL D, \$2,000

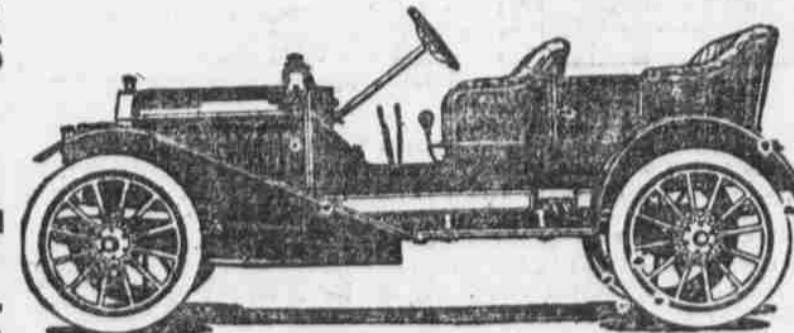
Other Models of This Peerless Machine:

Model L D, 30 h. p. . . \$1500 Model F, 50 h. p. . . \$2500 Model G, 60 h. p., 6 cyl. . . \$3000

Warren-Detroit

We Can Make Immediate Delivery on this Fast, Snappy Car, \$1250

4 CYLINDERS
4x4 1/2 Inch.
30 H. P.
110-Inch Wheel Base.
34-Inch Wheels.



\$1100
2 or 3 Passenger
\$1250
4 or 5 Passenger
Full lamp and tool equipment included.

This is the best car along its lines and in its class shown in Nebraska. This 4-cyl., 30 h. p., 110-in. wheel base, 34-in. wheels, either 2, 3 or 5 pass. The instant you see the "Warren-Detroit" you will be convinced that here is a car of overwhelming value. No costly experimental work nor high overhead expense buried in price. It's all VALUE. Get your order in early.

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