

GEMS AND AUTOS COMPARED

R. A. Palmer of Cartecar Company Gives Figures on Both.

BIG MONEY SPENT ON JEWELS

Auto Man Shows Difference Between Expenditure on Diamonds and That on Automobiles—Diamonds Get Most.

"While all this talk is being passed along about the great extravagance of the nation in buying automobiles," said R. A. Palmer, secretary and general manager of the Cartecar company, "I find it very interesting to look into the matter of other extravagances and make comparisons. For the time being, we will admit that the automobile is nothing more than a luxury—the plaything of the rich.

"How does the amount of money put into them compare with the amount spent for other luxuries? We need nothing more accurate than government records. Statistics are looked upon with a shudder and listened to with a deaf ear by the average person, and for that reason few realize what is spent. They never look it up. But they imagine the automobile is an exception. It is a case similar to the habit some are said to have of 'not liking to look expense in the face'.

"It is an indisputable fact, however, that there was brought into this country alone from other nations last year luxuries which amounted to the total sum of \$20,000,000. While these stupendous figures are in mind, remember that the total valuation of the automobiles built in America during the same time was only \$12,000,000, or a little more than half as much.

Luxuries from Abroad.
"With still greater interest it is noted that of this amount spent for luxuries from other countries, three articles, each more purely as decorations, viz—diamonds, lace and embroideries, cost the buyers of this country at retail at least \$10,000,000. This alone would buy all of the automobiles built here. And but a very little of this amount was paid back for American labor, while over half that which is paid for automobiles goes back into salaries and is thus passed on and on.

"These figures are only for one year, still, this expense has been going on year after year, and no one has said a word about it.

The most interesting thing about it is that the automobile is not a luxury nor a rich man's plaything. It is so classed in instances, but there are five cases where it is a necessity to one where it is not. The family that lives a few miles from town has used horses and carriages for years. They have always owned the best horses they could afford. In instances farmers have driven teams worth \$1,000 and a carriage worth from \$200 to \$300 more. Now these people drive automobiles and save horseflesh and time.

"There are hundreds of men in cities who are doing just double the work they were able to accomplish before they owned an automobile. Is it an extravagance for such people to own a car? In almost every office in every large city a few years ago were pale-faced, puny, sickly looking fellows who were called men. They tried all kinds of exercises to make health. Look over the pages of the magazines of those days and notice the many advertisements of patented devices and schools to make men grow healthy. And these schools thrived.

Auto Brings Good Health.

"What has been the result since the automobile has been brought within the reach of thousands of these people? They are stout, husky chaps with muscles of iron and brown upon their cheeks which equals their country brothers. 'Red-blooded' has become a term which is much in vogue. Did you ever hear it before the automobile arrived?

"But it isn't the office man who gets the benefit. His family accompanies him when he rides after office hours. The result is a great improvement in health. Instead of a month of fresh air during the summer vacation, it is a delightful trip daily. Yes, possibly a suburban home all the time. Who ever knew of diamonds or acres doing this good—or of any other good outside of gratifying a desire for display? The automobile is indeed a factor in American life which cannot be removed. It is there to stay and will last as long as the world stands or until some more improved method of transporting individuals from place to place quickly and economically can be devised. Few are they who, once owning an automobile, go back to the horse and carriage voluntarily."

Wise Advice to Auto Buyers

Publication Gives Big String of Advice to Persons Intending to Buy a Machine.

A late issue of The Automobile sets forth an interesting list of "don'ts" for the consideration of persons figuring on buying an automobile. Following is the advice tendered:

Don't make the mistake of examining every automobile manufactured if you only want to buy one.

Don't persuade yourself to believe that you can see so many things that you have no use for and then pick out the one idea that conforms with your needs.

Don't flatter yourself that you are so much smarter than anyone else as to permit you to enjoy many demonstrations and not have to pay for taking up the time of the many demonstrators.

Don't get the idea here that they will ask you for money; certainly not, but they will fill you so full of nonsense that you would not know an automobile if it ran over you.

Don't measure the ability of an automobile based upon its high gear performance on a grade; it may be fitted out with a low gear ratio.

Don't decide as to the general ability of an automobile without observing its performance first on a level and then in hill-climbing work. If the car will travel fast on a level, hard road and in addition to this quality has good hill-climbing ability, it is a sign of power and harmony.

Don't select an automobile that you are to pay good money for because it will go like the dickens on a billiard board or a boulevard; you might have to hire a horse to pull it up hill.

Don't figure out that the radiator is amply large for its intended purpose based upon your observation while the car is traveling fast; a good automobile can almost do without a radiator at the higher speed.

Don't forget that the ability of a radiator and the cooling system in general will heat be brought out when a car is traveling on a long sandy road with the motor working at approximately full load and the sun beating down on its roof.

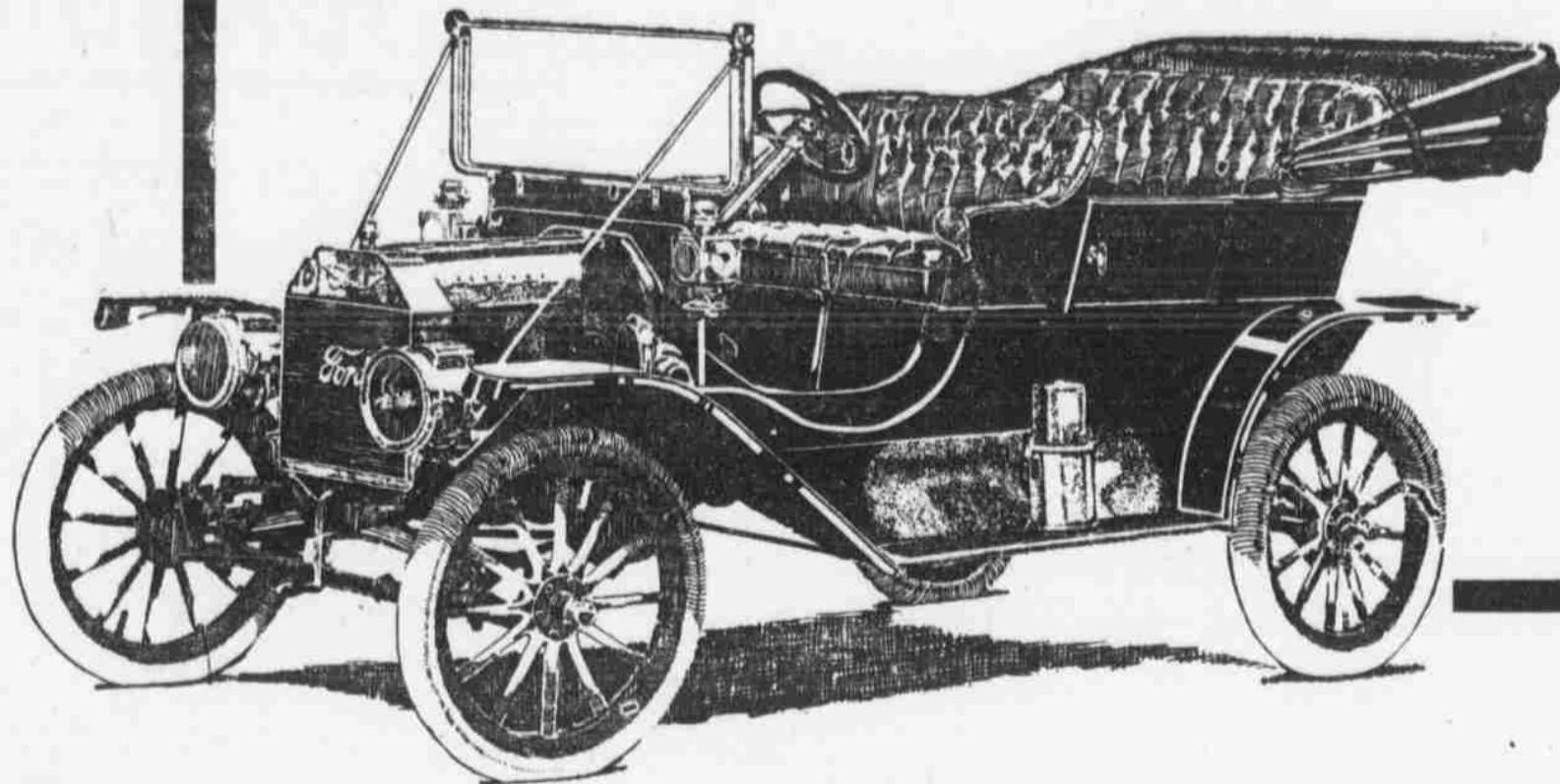
Don't abandon the idea of finding out how good the cooling system is if a long sandy road on a hot day is not available. With the car standing at the curb and the spark retarded, the average poor radiator will throw up its hands.

Don't let the demonstrator persuade you

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to believe that the radiator is big enough if it offers all the evidences of a steam boiler blowing off.

Don't give up if the demonstrator who sold you a car was able to make it run to your satisfaction and you are not able to duplicate the performance; it merely goes to show that the demonstrator knew how to run the car—your don't.

Don't inflict your new-found trouble on your unprotected neighbors; they might want to go to Sunday school. Anyway, if you persist in running your car on a retarded spark, the motor will overheat, but if you do not know what lubricating oil is for the bearings, will squeak. What you want is horse sense, not your neighbor's sympathy.

Don't race off to the sales agency and talk about being stuck after you buy a car and it fails to come up to your final expectation. Don't expect anything. Decide on what you want first, then buy the car.

Don't mistake a fine line of talk from an engaging salesman for chrome nickel steel in a crankshaft or other refinements in a car. Just keep in mind the fact that the salesman don't make the car.

Don't try to tell the maker of an automobile how to build it just because you want one. Put in your time finding the particular make that will do the work you have to perform.

Don't think you know more about it than

the designer just because you read a technical paper; the paper may be barking up the wrong tree.

Don't overlook the fact that there are 300 degrees in a circle and a statement may be based upon the perspective as viewed from any one of these angles; this is the reason why a little knowledge is dangerous.

Don't jump to the conclusion that the cost of maintenance of a car will be low if the purchase price is high. The actual cost of maintenance is more likely to be in proportion to the square of the velocity of the car and substantially independent of the purchase price.

Don't buy a seven-passenger car before your family expands sufficiently to take up the reserved seats in the tonneau; your neighbors are mighty apt to fill the vacancies.

Don't imagine that an empty tonneau costs little or nothing; it is difficult to keep the rear wheels on the road when the car thrashes along at high speed under the influence of a heavy body that is not properly weighted down.

Don't forget that it is a costly expedient filling the tonneau even if it is the lesser of two evils.

Don't reach the conclusion that the carburetor is large enough for the intended purpose even if it does carburet at both high and low speeds. The carburetor might

fall when the car is half way up a long steep hill.

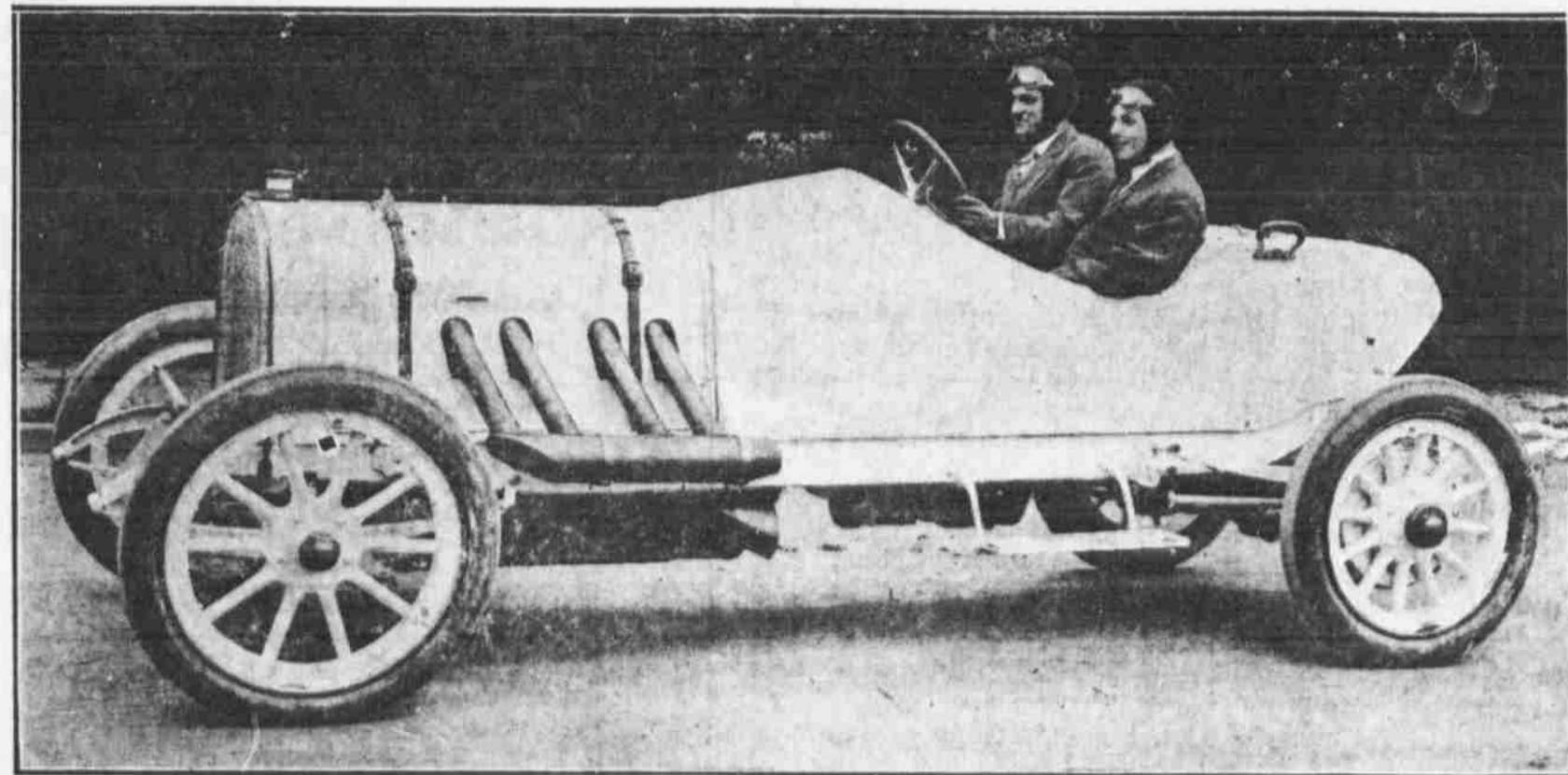
Don't assume anything. If the car you put your money in has no means for telling you how much lubricating oil there is in the crankshaft, take all your chances in one direction only; keep putting in lubricating oil.

Don't use the Kentuckian's whisky test as a means for determining the character of the lubricating oil you propose to use in your motor; it may look like oil, or it may smell like oil, and it might even taste like oil, but in spite of all these necessary qualifications it might not be trouble.

Don't experiment with lubricating oil; if the brand you are using proves to be sufficient it is your good friend—stick to your friends.

What Every Golfer Knows.
That he is in hard luck.
That somebody always moves when he tries to putt.
That he will make a much better score the next time out.
That this is the first ball he has put in the pond since goodness knows when.
That every bad shot is attended by some extenuating circumstance.
That nobody else ever plays and gets the tough lies that he gets.
That he is taking the game altogether too seriously.
That the caddy knows well enough where the ball is, and will get it in the morning.
That this ball can usually be found about fifty yards short of where he is looking for it.—St. Louis Post-Dispatch.

Car in the Vanderbilt Cup Race



POPE-HARTFORD SOLD BY H. H. VAN BRUNT.

Henry H. Van Brunt Auto company shows above the racing car entered in the Vanderbilt races. Bert Dingley and Jack Fleming, noted racing men, were in charge of the car.

Dingley's mechanic was C. F. Osgood and G. R. Feather rode as Fleming's right-hand man. The race was for 23.08 miles, or twenty-two laps. The race started at daybreak and finished four hours later.

The course was practically the same as last year's, except in fairer condition, making higher speed possible.

The race for the Vanderbilt cup was for

cars of class to enter the definition written by the contest board of the American Automobile Association and called for stock cars. To the car covering the required distance in the shortest elapsed time will be awarded the William K. Vanderbilt Jr. cup, with an additional award of \$2,000 in cash. And to the car in the class other than that which wins the cup and cash will be awarded a special "donors' trophy" for permanent ownership.

The two Pope-Hartfords were both 1911 model "W's" with an engine in design similar to that of last year's, but developing

ten more horse-power, making a power unit capable of developing fifty horse-power. The engine has a displacement of 39.85 cubic inches. The wheel base is 124 inches, wheels are 26 inches. The regular equipment on the 1911 cars is the high tension dual system of ignition, with the Bosch magnets, and of course is used on both these cars. The carburetor is the Pope Manufacturing company that has been used so successfully in past years. This year it has been enlarged to give the proper supply of explosive mixture for the bigger

engines. Special racing bodies have been built for these cars and are designed with the intention of decreasing to as great an extent as possible the wind resistance. They are long, racy looking creations with pointer rears and sides enclosed running up on the sides to the arms of the seats.

The Pope Manufacturing company engaged a large parking space right near the grandstand and sent out invitations to all Pope-Hartford owners extending to them the use of the space for themselves and cars. Refreshments were served and the guests were made comfortable.