

## GREAT FUTURE FOR AUTOS

Head of the Manufacturers' Association Tells of Increase.

## DEMAND FOR ALL VARIETIES

Average Prices First Went Up and Then Took a Downward Turn as the Number of Cheaper Cars Increased.

In his address before the students at the opening of the automobile school of the West Side Young Men's Christian association of New York, Wednesday night, Alfred Reeves, general manager of the Association of Licensed Automobile Manufacturers, gave some interesting figures relative to motor car manufacture. His subject was "The Growth and Opportunities of the Automobile Industry." Among other things he said:

"The gentlemen here are about to take a part in one of the greatest industries of America—the making of power driven vehicles, which because of their economic value, are now almost as important in our life as the telephone, the telegraph and the transportation lines. That the motor vehicle is a time saver, answers fully any question as to its future.

"Ten years ago there were about 3,500 machines in America—now there are 400,000.

"Ten years ago there were twenty-seven factories (200 cars being a record production for any one of them)—now we have almost 100 producing factories, to say nothing of a like number of experimenters involved in the making of motor cars, while an annual production of 15,000 and even 25,000 cars in one factory is not unusual.

"In a decade, the capital of the automobile and accessory makers has increased from approximately \$5,000,000 to \$40,000,000, of which \$27,000,000 is in motor car factories alone.

"Ten years ago the number of persons employed in making automobiles and accessories was estimated at 1,000; now there are 27,000 individuals, including those in the sales rooms and garages.

"Ten years ago there were probably 800 chauffeurs in New York state, which now boasts of almost 3,000 registered drivers.

"Automobile row in New York in 1900 showed fourteen different makes of cars; now there are eighty-four for you to select from.

### Price Changes.

"Ten years ago the average price of cars was \$1,100, then it ran up to \$2,157 in 1907, after which, with the increase in the number of moderate priced machines, it has come down to \$1,546, although the very high grade cars are selling at even higher prices than they were two years ago.

"When the fundamental patent covering the modern gasoline automobile, was issued to George B. Selden in 1895, even the greatest dreamer had no idea of what 1910 would show in the motor car industry, and it has been all the result of work by able men with ideas," said Mr. Reeves.

"Money has had comparatively little to do with it. Although a wealthy man today as a result of his invention, under which eighty-three manufacturers pay royalties, George B. Selden was a poor man ten years ago. Most of our cars of today came not so much from capital, as from mechanical genius in men who began at the bottom round of the ladder.

"Great credit for the present position of the motor car industry is due those pioneers like Winton, Ford, Haynes, Apperson, Maxwell, Buick, Olds, Duryea, Packard and a dozen others whose names are now household words. At the same time, however, I would not take credit from the business men of the industry who have financed the manufacturing and marketed the products. They are an important part of the success.

"The opportunities are as great as they ever were," continued Mr. Reeves. "Not so much in placing new cars on the market as in improving the present types.

"Perfect as our cars appear, with their silent, powerful motors and excellent design and construction, the automobile of ten years hence will show radical changes. The present general design may continue, but think of the improvements that can be made. Improvements in transmission, in greater simplicity and easier control, in increased power and in economy of fuel consumption, to say nothing of the ever increasing need of something to improve, to cheapen or to supplant the pneumatic tire.

### Improvements Welcomed.

"The character of the men here is such that many of them will be instrumental in making some of those improvements that would be welcomed now, even at the time when motor cars seem to be so nearly perfect, and perform in such faultless fashion.

"Motor cars are certain to increase in number, solely on account of their utility, without regard to pleasure use. Every farmer needs one and the government reports show more than 4,000,000 farms in this country. We know that every doctor must have one, and there are 7,700 in New York City alone and 140,000 in the country. Every contractor, every suburban real estate agent and if the truth be really told every man, if not an owner now, hopes at some time to operate his own motor car. In this great country of ours there are 97,000 families, with an annual income of \$2,000 or more. It is believed that America will continue to buy annually 200,000 motor cars of all types—approximately that number having been sold during the last twelve months.

"Naturally, the greatest field for motors in the future, is for the freight carrying cars, which offer the solution of those many problems involved in our present wasteful method of transferring merchandise by horse-driven vehicles. It will bring the well deserved emancipation of our good friend the horse; it will act as a feeder to railroads; it will prevent traffic congestion; transport goods more quickly and in greater quantities than is possible with horse-drawn vehicles, and will result in more sanitary streets.

### Will Help All Traffic.

"Using a motor car which will carry twice the load at twice the speed, and requiring only half the space, will be like increasing the widths of streets six times. It must be borne in mind, too, that there are at present 7,000,000 horse-drawn vehicles in use in this country, while an average of 95,000 horse-drawn vehicles are being made every year, to be supplanted by motor cars. In addition the government census shows 21,000,000 horses, awaiting well deserved relief from their drudgery.

"All this will not be accomplished in a year or two years, yet it isn't over optimistic to say that ten years from now there will be as few horse-drawn vehicles on the New York streets, as there were motor cars ten years ago.

"You gentlemen will be welcomed to the automobile industry because you bring new ideas. Some of you will invent new things or improve old methods. Some may design cars; others with characteristic American energy, will sell them, while still others, as drivers, will pilot them in a law-abiding manner, transporting their precious burdens in a manner that will earn for the American chauffeur, the reputation of being the best in the world.

"The men here, however, must aim to do better than the average; they must not be ordinary drivers, but expert drivers, and

## RIVER TUNNEL BUILT ON LAND

Remarkable Engineering Work at Detroit to Eliminate Car Ferries.

The Detroit river tunnel, that masterpiece of engineering skill which has just been completed after four years' work, is different from all other tunnels, as the scheme of its construction was an entire departure from the methods used in previous tunnel work. None of the ex-

perience gained from drilling the entire could be used, nor was that which came from the shield-driven bore of the Hudson or the St. Clair tunnels of avail.

Instead of forcing great steel shields through the tough blue clay of the river bed, which is the method usually employed, a wide trench was excavated in the bed of the river extending from bank to bank, a distance of 2,022 feet, and to a depth of 50 feet from the surface of the stream. The river along the tunnel site varied in depth from 25 to 50 feet, and the material, con-

sisting of slime, mud, solid refuse, and blue clay, was removed by dredges using the common type of dipper and clam-shell buckets. As the trench was completed to grade, pile drivers followed and drove rows of long piles down through the firm stratum of clay nearly to the bottom, and divers secured heavy cross-beams of solid timber to them. This was for the purpose of affording a firm support for the tubes while they were being encompassed by the thick layer of concrete. Gravel to a depth of two feet was then laid on the bottom of

the trench to form a proper footing for this material.

The twin-tube sections of the tunnel, 300 feet long and 23½ in diameter, were built on land at the St. Clair ship yards, their ends were plugged with air-tight bulkheads of wood, and they were launched sideways into the river, like the practice of the lake mariners. Each double tube section weighed about 600 tons, and, with a draft of only six feet, was easily towed by a tug the distance of forty-eight miles to the tunnel site, and floated over the exact

position intended for it.

Then it was sunk into place by an ingenious system of attached air chambers and connected by divers with the sections already sunk.—James Cooke Mills in Moody's Magazine.

Skinned from Head to Heel

was Ben Pool, Thruet, Ala., when dragged over a gravel roadway, but Buckler's Arnica Salve cured him. 25c. For sale by Beaton Drug Co.

The Key to the Situation—See Want Ads.

# Long Waiting Lists in 137 Cities Show How the Nation Regards the

# Cadillac

## "Thirty"

Over and above the thousands of 1911 Cadillacs already delivered, two thousand people are at this moment patiently waiting for the car of their choice.

It seems to us that we may well be pardoned for pointing to the positive, unswerving character of this Cadillac demand.

It is a national conviction, so firmly grounded that Cadillac dealers, of their own initiative, are investing in splendid new Cadillac retail buildings for 1911 a total of more than \$2,500,000.

New York, Chicago, Boston, Philadelphia, Pittsburg, Providence, San Francisco, Los Angeles, Milwaukee, Buffalo, Cleveland, Cincinnati, Denver, Toronto, Seattle, Vancouver, B. C., Jacksonville, New Orleans, Houston, Rochester—everywhere the same clean-cut disposition to ignore the claims of any other car save the Cadillac.

## 167 parts and 237 operations accurate to the 1-1000 of an inch or closer--outside the Cadillac neither higher nor lower price can buy such standardization

Do you know why 137 cities show Cadillac waiting lists?

Do you know why 2,000 people are content to wait upon Cadillac deliveries?

Do you know why they are not attracted by cars of either a higher or lower price?

Because the nation has acquired motor wisdom—because it knows that neither high price nor low necessarily indicate value.

Because the nation is learning to know that no price can compensate for lack of standardization.

Because the Cadillac, with 167 parts and 237 operations accurate to the 1-1000 of an inch, possesses in this standardization an indispensable quality for which there is no substitute.

Last year we pointed to 112 parts accurate to 1-1000 of an inch.

We said that this accuracy was the one element which justified a \$5,000 price and that the Cadillac possessed it in a higher degree than any other car.

We said then—and thousands echoed it—that there was no better motor car value in the world.

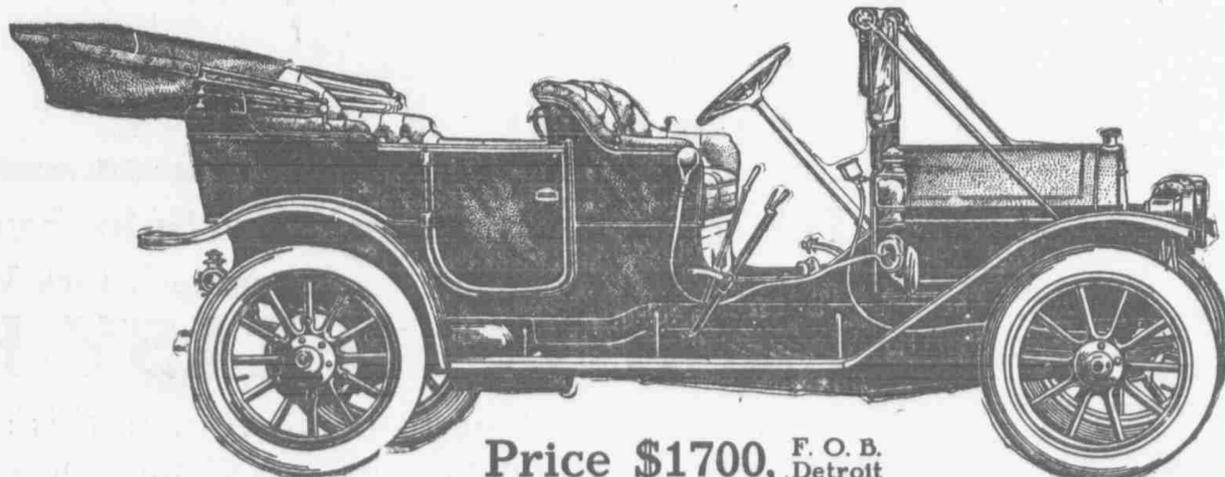
This year we come to you with the grand work of synchronization, harmony and perfect alignment pushed still further toward perfection.

167 parts in the 1911 Cadillac and 237 operations accurate to the 1-1000 of an inch.

That means a degree of standardization equalled by no other car in the world.

Do you find an explanation now for the extraordinary conditions described in the foregoing portion of this announcement?

Do you appreciate why the Cadillac is immune from the competition of cars of higher or lower price?



Price \$1700, F. O. B. Detroit

Touring Car, Demi-Tonneau and Roadster

Fore-Door Touring Car, \$1,800; Torpedo, \$1,850; Coupe, \$2,250; Limousine, \$3,000.

Prices include the following equipment:—Bosch magneto and Delco ignition systems. One pair gas lamps and generator. One pair side oil lamps and tail lamp. One horn and set of tools. Pump and repair kit for tires. 60-mile season and trip Standard speedometer, robe rail, full foot rail in tonneau and half foot rail in front. Tire holders.

## Cadillac Motor Car Company, Detroit, Mich.

(Licensed Under Selden Patent)

Omaha--Cadillac Co. of Omaha, 2050 Farnam St. Phone Doug. 4226.

Lincoln--Copeland-Orr Motor Car Co., 127 South Eleventh St.