

**FUTURE OF THE AUTOMOBILE**

Twenty of Room in This Country for \$50,000 Cars.

**MANUFACTURERS HAVE FAITH**

Big Concerns Sprawl Large Sums to Increase Its Factory Capacity in Order to Be Able to Meet the Demand.

"Just why it should be so I don't know, but every other article some one is talking about the automobile industry," says "Do you think it will last? I never hear anyone say: 'Do you think the clothing business will last? Do you think we will continue to see typewriters and telephones?' Or do you think the bakery business will survive?" I have about ten times more people ask this question about the automobile industry, for automobiles have come to be quite as essential in modern life as the telephone and the typewriter—almost as essential as clothing and bread," said Hugh Chalmers the other day in speaking of the future of the automobile business.

"And quite as often as this question of the future of the automobile industry is asked some one mentions it as a questionable business. Certainly the automobile industry has had, in some respects, a most unusual growth, but that is a proof that it will live, rather than that the motor car is a failure. The fact that the business has grown as rapidly shows conclusively that the demand for motor cars exists. This demand was not created. It has existed for centuries.

"It has always been the ambition of mankind to improve the methods of transportation. First man had two legs tied together and drawn by man. Later he worked up to the horse-drawn vehicle, then came steamship and railroad transportation, later came electric cars. All of the latter are forms of community transportation. The automobile is the greatest improvement in individual transportation in centuries. Therefore I say that the demand for automobiles was not created. It has existed for hundreds of years.

**Can't Abandon Motor Car.**  
"We cannot abandon the motor car even if we wanted to do so. It is one of those improvements that has made its way into our daily lives. It will be impossible to abandon it because it has proved itself of too much value to the entire civilized world. We are no more going to give up the automobile than we are going to give up these very necessary things which I mentioned above.

"There will always be room in this country, in my opinion, for anywhere from 10,000 to 20,000 motor vehicles. As the president of a motor company, it seems to me that it is not for me to ask whether I am going to stay in the business. Motor cars will be sold long after this generation of men is gone and forgotten, for the world has learned their wonderful efficiency, and it will not give them up now.

"I want to show you how much faith the Chalmers Motor company has in the automobile industry. In the last eighteen months we have invested \$2,000,000 in building machinery and general equipment. Now the Chalmers Motor company is out in the gambling business, but we have simply bet \$2,000,000 against the future that the automobile industry is going to last, and that we will be in business as long as any of them. This is what we think of the automobile business.

"Quite recently we had a convention of Chalmers dealers at the factory. There were 100 men connected with the selling end of the business from all parts of the country and from Canada, Mexico, Porto Rico, Cuba and the Hawaiian Islands. This convention showed me one wonderful thing about the industry, especially in view of all of the panic talk that we have heard of late.

"There were 100 men who depend upon the automobile industry for their bread and

**Seen at the Auto Show**



Butter. They were sitting in a room at the factory from which all outsiders were barred. They were talking among themselves. I will tell you frankly that we had asked them how many cars they could sell. We wanted to know if the business was solid enough to warrant our continuing at the pace we had started, or whether there was a possibility of the bottom falling out in the near future. I think any one will agree with me that these 100 men were quite as interested in knowing what the future held for them.

"Yet when this matter was put to a vote their vote of confidence in the industry was unanimous. I understand you, please, they were not talking for any grandstand effect. They were talking about their existing obligations for the future, and these were not a man in that convention but said that business looked better than ever before. They unanimously predicted that more motor cars will be sold in 1911 than were sold in 1910. That is what Chalmers dealers think of the automobile industry.

"All the language which believed out convention Mr. A. L. Reeves, general manager of the Association of Licensed Automobile Manufacturers, was a speaker. Mr. Reeves said that recent investigations had shown him that there was no trouble in the automobile industry. Among the things he said was this: 'There is nothing the matter with any business that increases 100 per cent in twelve months and still finds its feet in the demand. That is what one of the leading men in the largest automobile association in the world thinks of the industry.'

"I want to give my hearty support to another statement that Mr. Reeves made: 'If the alarmists who are predicting the collapse of the automobile industry would proceed to work as vigorously in their own

lines as they do, in the lines of other people they would accomplish a great deal more good and the automobile business would be better off for being left to make its own success in its own way.'

**Speed is Not Asked as Much as Comfort in the Modern Auto**

**Buyers Who Formerly Wanted to Hustle Now Look More to Easy Going.**

"By now you are paying more attention than ever to those features which add to comfort and convenience. There is a corresponding less demand for excessive speed, says J. J. Deight. The 1911 models of all the well known makes reflect this tendency. Before the advent of the motor car man was forced to travel the road at a speed not to exceed fifteen miles an hour. The motor car offered a way to obtain speed. Man took advantage of it, demanded it for a while, then found that he didn't want it—didn't need it.

"The comfortable traveling thirty miles an hour is enough. The real value of a motor car to the average individual is not that it can make seventy or eighty miles an hour on the track, but that it can make twenty to thirty miles an hour on a road and be ready to repeat the performance day after day. There has been a great increase lately, in response to this public demand for cars which are of less power, easier controlled, and more reliable in the output of machines selling at moderate prices.

"Economy of maintenance hangs squarely

upon economy of speed. Nothing breaks out a car so readily as being continued fast work, and this puts extra strain and needless stress upon every part of the car as well as on the tires. And in connection with this public demand we are more emphatically impressed all the time recently by the increasing fall in the price of lower priced automobiles in the logical car despite some popular opinions.

"It has been stated that the low priced car sometimes labelled the popular priced machine, is inferior in quality and this largely because it is an assembled car. This is not true. Neither is the low priced car inferior in quality nor is it always an assembled car, it being the universal verdict of engineers that assembled cars are cheaper in quality and more expensive in initial cost. In the earlier days of the industry a car selling for \$2,000 was rare, while now the greater number of machines sell under that figure. The figures show that the trend in manufacturing has been to give more every year for the same price rather than make a cut in the selling price. From \$2,000 as the average price for cars in 1902, the average ran up to \$2,750 in '06, and since that it has decreased until the first six months of 1911 show \$2,250 as the average price.

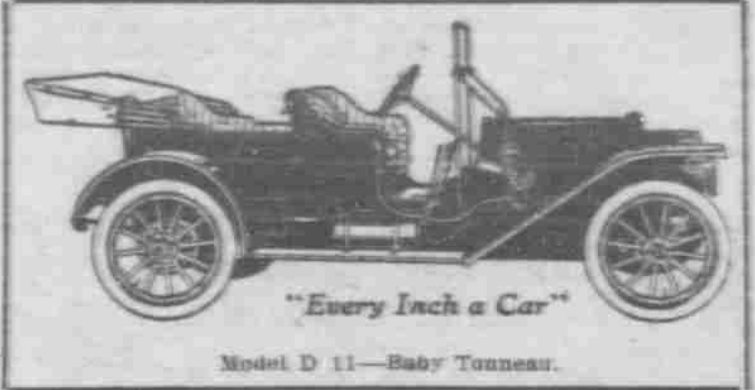
**Examine the Car.**  
The regular routine of examination before starting your car out for the day is roughly as follows: See that the lubricating system is well supplied, both with oil and grease for the grease cups, and in the case where sight-feed lubricators are used, that the feeds drip regularly and freely. Make examination of the wire connections, seeing that they are all tight, etc. Be sure that the gear-change lever is in neutral position and the clutch released.



**DON'T** fail to see this great car today. If you can't buy it, inspect it just the same. It is regarded as the monster stroke of skill in America. It has no class—it stands alone. Many own the Locomobile in Omaha. Expense ceases and pleasure begins when you buy it.

In models ranging from \$3,500 to \$6,150.  
**Deright Automobile Company**  
1818 Farnam Street

**Responds When Speed Is Wanted**



Model D 11—Baby Tonneau.

Speed, when you want it, is "on tap" in the Kissell Kar and speed in the Kissell Kar is combined with comfort. The energy wasted in many cars through vibration is all applied to the drive wheels, making the Kissell Kar comfortable as well as speedy.

**KISSELL KAR**

The sensational achievement of the 50 H. P. Kissell Kar in the Los Angeles-Phoenix race, when it defeated the big entry of higher priced cars, breaking previous records nearly four hours, demonstrates the speed possibilities, and establishes the mechanical reliability of the Kissell Kar. This was not a racing car that made this sensational record. It was a regular stock car, such as we have in our salesroom, and every Kissell Kar has the same speed and stand-up possibilities displayed by the car that won the hardest road race in America.

4 cyl. 30 H. P. \$1,500      4 cyl. 50 H. P. \$2,000      6 cyl. 60 H. P. \$2,500  
Call, write or telephone for demonstration.

**Kissell Automobile Co., 2129 Farnam St., Omaha**

# Rambler

## Motor Cars

Rambler Sixty-four      Forty-inch Wheels

**GO** direct to the Rambler exhibit upon entering the show. There you will see the only American car equipped with the Spare Wheel, now recognized the world over as the only satisfactory solution of the tire problem. Foreign cars are abandoning the detachable rim for the detachable wheel. The Rambler has had this advantage for three years. Come to the Rambler exhibit and we will show you how the pleasure of your outing can never be converted into drudgery by tire trouble. When you learn how quickly and easily the Spare Wheel can be changed; consider how you may avoid tiresome pumping in the hot sun or cold rain and how agreeable it is to remain well groomed, free from dirt and good tempered while touring, you will prefer the Rambler to any other car, even if this were its only exclusive advantage.

**Rambler Motor Company,**  
2302-2304 Farnam Street, Omaha, Nebraska.

Telephone Douglas 3885 and we will bring a Rambler to your door for your inspection. Talk with a Rambler dealer if there is one at our exhibit when you call.

**..OAKLAND..**

**The Car That Maintains a Leadership Not Disputed by Any Manufacturer Making Cars at Competing Prices**

OAKLAND automobiles have met and DEFEATED 142 cars, ranging in price from \$1,000 to \$4,000. In the past two seasons, OAKLANDS have piled up over thirty hill-climbing, road and track records. These records are proof positive of honest and scientific construction, proper materials and expert workmanship—and they stand for all that we might say for OAKLAND cars. It is prima-facie evidence of leadership.

**Sold by**  
**McIntyre Automobile Co.**  
Show Room and Garage, 2203 Farnam St.