

## JOY RIDING WHISKS THE COIN

Magnitude of Automobile Business Up  
in Billion Mark.

## INDUSTRY SIXTH IN IMPORTANCE

Some Impressive Figures on Production,  
First Cost, Up-Keep and  
Also a Per Capita Calculation.

To the man who has just paid for new tires, a carburetor, a couple of springs, and a new pair of lamps, the cost of automobile as a pastime is apparent. But it is doubtful if, even at the moment, he unfolds the bill and first views it in all its magnitude, he realizes that automobiling has already cost the United States more than \$1,000,000,000, enough to wipe out the national debt, or to pay twice over for the dreadnaughts built or building for the navies of the world.

Even this figure hardly expresses the cost which the world is paying for its joy ride. The number of machine owners is increasing at an astonishing rate. Ten years ago there were only 3,500 cars owned in the United States. At the end of 1908 there were 250,000; now there are 400,000. In 1908 only 55,000 cars were manufactured in this country. The following year the number had increased to 80,000. In the ten months of 1910 to November 1, 1911, 1,175,000 machines were produced. Automobiles were exported to the value of \$11,390,250. Two companies were incorporated, one with a capital of \$30,000,000, taking in twenty subsidiaries, and the other with \$15,000,000, bringing together eight or ten smaller producers.

**Motor Cars Symbol of "Class."**  
The industry has already reached the rank of sixth in commercial importance. Yet the cars so far bought have been almost altogether for pleasure riding, the auto truck having gained favor only recently. The future both for pleasure and work machines gives promise of enormous expenditures. The country is automobile mad.

So great has been the craze that money lenders have been becoming alarmed. Farmers are reported as investing in expensive cars by the thousands and are mortgaging their farms to pay for them. City men who have no homes, no businesses, no decent clothes, even, in some way manage to get hold of an automobile they may drive, at least, for a few months, as their own. Sara Bernhardt, on her most recent farewell from the country, left as a benediction the remark that to possess a car in America appeared to be the one absolute essential of "class."

The public has been staggered from time to time by the naval construction plans of the great powers. As the cost of a man-of-war has lifted steadily from \$500,000 to \$10,000,000 the public has continued to shake their heads at the dreadful outlay. The British Dreadnaught was thought to have been the last word in leviathan construction with its 17,000 tons displacement and its staggering cost. But now Great Britain has fourteen ships of equal or greater tonnage and armament in commission or laid down. Germany has twelve, the United States eight, Russia four, Brazil three, Spain three, Argentina two, Italy two, France two and Japan two. Figuring these fifty-two dreadnaughts at a cost of \$10,000,000 each, gives a total of \$520,000,000. But this grand total does not look large when placed beside the total American expenditure for automobiles and their maintenance during the last ten years, approximately \$1,000,000,000. The American joy rider, had he chosen, could have built the entire navies of the world from battleships to dingies.

To get another angle, it may be interesting to compare this joy riding bill of \$1,000,000,000 with the American national debt. This debt, after subtracting the money held in the treasury, amounts to \$1,066,499,185. The joy rider has paid for his fun a sum that would more than have liquidated the public debt.

**Four Hundred Thousand in America.**  
According to the best figures obtainable, there are now owned in the United States a total of 400,000 cars. The average price of these may be placed at \$1,200, because of the large number of low-priced cars that are being sold. These figures would give an initial cost for the cars now in public possession of \$480,000,000.

In Europe it has been estimated that the value of cars there in use would reach for Great Britain, Germany, and France a total of \$600,000,000. The British empire is credited with 1,000,000 machines and France and Germany each with 500,000. The average value of cars abroad is much higher than in the United States, for there is not the great "middle class" demand and it is only within a short time that cheap cars have been offered for sale.

In considering the cost of upkeep it is difficult to arrive at a unit of expense. If a man keeps his car in a garage, his charges will amount to \$10 a month, and it should cost him another \$10 for supplies and small repairs. This cost should give him, perhaps, a service of 1,000 miles a month. This annual outlay of \$240 for maintenance would be less in case no garage fees were paid and more in case of careless use and unusual accident. Older cars would also entail a heavier monthly expense.

Around the expense is increased by the higher cost of gasoline and by the fact that paid chauffeurs or mechanics are more generally used. Otherwise the foreign upkeep would be less on account of lower wage cost.

The \$200 a year would not include those numerous special appliances that are so generally in use. Chauffeurs also are common, especially in the cities, and if taxicab chauffeurs are added, would certainly total \$600 in the United States. The average pay may be placed at \$15 a month. The cost of upkeep in this country alone

for 1911 is placed at \$144,000,000, and for the whole ten years in which the automobile has been a common means of conveyance would not average less than \$50,000,000 a year. The early machines, though few in number, were extremely expensive toys. There are no figures extant that give a complete showing of the number of cars that have been "scrapped" during the ten years. As a car becomes out of date it is sold from the large city to the small town and from there into the country or to some less progressive section. But few of the cars in use during the first two or three years of the decade are now serviceable. In addition it is estimated that 25,000 cars have been ruined in accidents, fires, etc. It is probably a small figure to place the number of cars discarded during the ten years at 50,000, with an average value of \$1,000, making a total of \$50,000,000 to be added to the total expenditures for the ten years.

**Per Capita Expense \$17.02.**  
Giving the Illinois cars an average value of \$1,200 brings a total of \$480,000,000, with a maintenance cost for ten years of a like sum. With a population of 5,535,000, this gives only one car for 14.3 persons, but the cost up to date has been such that, divided among all the men, women and children in the state, the thousands who do not have cars, there has been a per capita expense of \$17.02. The national debt amounts to only \$11.8 per capita.

Recent figures from New York municipal bureaus give an official record of operative cars. The city owns 100 machines. These traveled 400,000 miles last year at a cost for maintenance and repairs of \$95,527.44. In making this mileage the chauffeurs drew \$64,000.20 in wages. Storing the machines cost \$13,547.57. These items of expense bring the 1910 total up to \$176,075.01. President Steers of Brooklyn operated twelve of these cars. His mileage was 8,725 and his gasoline and repair bill amounted to \$2,421.31. The machines cost \$24,033. The automobile manufacturers appear to be confident that the outlay for motor vehicles has only begun. Within the last two years two big motor combinations have been formed, and plants are being enlarged everywhere. The demand for pleasure machines seems to be growing constantly and the truck business, though only in its infancy, has unlimited possibilities. At the present time there is \$275,000,000 invested in the business of producing automobiles and motor trucks.—Chicago Tribune.

## WILL JAG HELP TAILENDERS?

An Experiment with a Losing Bench  
Suggests Vast Possibilities.

"Ever heard of a big league manager ordering, compelling, forcing his players to get drunk?" queries big John Powell, the veteran pitcher of St. Louis Browns. Seems absurd to even think of, doesn't it? And yet it happened with the St. Louis Browns as the compulsory jags, James McAleer as the manager and the 1908 season as the period.

"We were going strong in 1908, the best season the Browns had since the American league was formed. Good pitching—oh, yes, I was one of them—strong batting, and hard, gingerly playing held us well up in the race, and it looked as if we had more than a reasonable look in for the flag. So determined were we all, and so faithful to our duties, that not a man in the crowd dared anything stronger than coffee, and the angels were not in it with the St. Louis Browns.

"Midsummer came and still we held that desperate pace. We were playing our hearts out, that was the truth of it, and suddenly we broke under the strain. We began to go down hill. Game after game was lost. Our pitchers were hit all over the surface of the earth; our fielding was shaky and miserable, and none of us could bat. One night, after supper in Washington, I think it was, and just before we were due to retire, Jim McAleer called us all together.

"You fellows," said McAleer, "are worn out, all in, and gone stale. You have been playing beyond your strength, and living like fighters in strict training. Every man on this ball club will go out and get roaring drunk. That goes for everyone. If any man on this team comes into this hotel tonight sober, I will fine him \$50. "Oh, such a night, such a night. Twenty-two ball players with the team, and twenty-two frightened jags came rolling back at all hours from 2 to 1. McAleer himself, crying and weeping, stood by the desk to see that no man came back sober, and no man did. There were drunks that night who never drank before, and there were drunks that had been overdue for many a moon.

"We were on the field next day with twenty-two hangover jags. I saw blue moons and black roses round them while I warmed up to pitch, and one infielder insisted that his base had been moved to a spot behind the water cooler. Wobbling and staggering, went into the game—and won it hands down. Nothing could stop us. I pitched one of the best games of my life, and the batting was glorious.

"On the train that night every man had his pockets bulging. One fellow had ten quarts of whiskey hidden in his clothes. All the way to St. Louis we were stewed, pipped, polliwogged, and burned. And when we landed in St. Louis we won five straight games without the slightest difficulty. The jag by orders had brought back our spirits and our energies, and for the balance of the season, sober again, but happy, we played corking good ball."—Pittsburg Leader.

**The Rural Uplift.**  
"Has your family been of much assistance to you in running the place?" "I should say so," replied Farmer Cornhusker. "Food has been so high that the summer board season would have been a failure if it hadn't been for mother and our son, Josh."

"They saved the expenses of help?"

"No, sir. But Josh is a right good hand in a poker game and a way mother picked up bridge was somethin' amazin'."—Washington Star.

## AUTOS PUSHING A REVOLUTION

Utility as Well as Pleasure and Excitement Readily Apparent.

## LIVELY FACTOR IN FARM LIFE

An Advance Agent of Power Motors  
Applied to the Machinery of  
Cultivation and Harvesting.

The latest statistics estimate the number of automobiles in use in the United States at nearly 400,000, while the vehicles that are drawn by horses are reckoned at 7,000,000. In automobile plants there are said to be invested \$400,000,000, and in the operation of these plants and correlated trades 250,000 persons are kept busy. The builders of these 400,000 vehicles pay \$20,000,000 annually for constructive material, and \$5,000,000 for freight charges to the railroads. These figures are startling mainly because they have climbed up so rapidly.

The effect of the automobile is not readily seen, because its more apparent use seems to be for pleasure, and to gratify a passion for excitement. In reality this application of force has brought about, or is bringing about, a revolution in the more remote districts of the country. The reason why farmers have become eager buyers is because they are located out of reach of the ordinary means of rapid transit. The automobile belongs to the villages and smaller towns, where the railroads cannot reach, and from which they cannot be easily reached for travel or for freight purposes.

The banks, however, are uttering a united protest against what they call the craze of small investors to withdraw their investments, often adding borrowed money, to indulge in the purchase of automobiles. The farmers of the west find these carriages fill a deep need, where long distances are to be traveled. There is this thing to consider all the while, however, that when the farmer has brought his automobile back to the barn he cannot hitch it up for farm work. He must also have his horse or horses for plowing, cultivating and all sorts of hauling. He is not fully equipped, as the townsman is, until he has both gasoline power and horse power; and this has to be taken into account when he considers the policy of extending several hundred dollars, or a possible \$2,000.

**Motors for Farm Work.**  
What we specifically want just now, or what the countryman wants, who owns a few acres of land more or less, is an easily managed gas or steam motor that can do farm work of the sort we have specified. This will go a long way toward settling the economics of this problem.

There are few farmers that can afford to indulge in a power that cannot be applied anywhere but in the streets. They might as well purchase a coach and four, while their income is better adequate to a team of mules. The application of electric power to field work, in a cheap and convenient form, is the thing now needed; and what is needed is bound to come. In deed, the latest report gives us a motor plow operating a farm of 1,000 acres in Indiana. A gang of eight plows, behind which harrows are hitched, and all drawn by a gasoline traction engine, works at the rate of three to five miles per hour. The same motor is used for other farm purposes, such as threshing or hauling the crops to market. The engine is a four-cylinder, forty-horsepower, having a radiator and a fan to cool the engine, while it employs a magneto in the ignition. An engine of this sort can draw fourteen plows quite as well as half that number, having a pulling power of 7,000 pounds.

The report from this Indiana farm talks about plowing all night by searchlights, we presume; while the work of thirty horses and fifteen men was being accomplished for twenty-four hours. The land is plowed to a depth of ten inches, and an average day's work is thirty acres—at a cost of \$2 a day paid to the engineer, four gallons of oil per day and two gallons of gasoline for each acre plowed. It used to be said that a motor plow could not be operated on a farm of less than 100 acres; but at that rate those who own adjacent farms can work co-operatively. A single engine and a gang of plows could run half a dozen farms.

**Will the Horse Go?**  
The Motor Age, to which we are indebted, insists that the day is not far away when we shall have gasoline-driven farm machinery of every description needed, and when every farmer's boy will be an adequate chauffeur. The steam engine has already been used for a good deal of farm work; now comes the day of the electric or the gasoline engine. If it becomes, as it promises to be, a world-wide movement, the horse will be a rarity on the farm. We shall be compelled to withdraw our criticism of the automobile, or for whatever takes its place, as it can easily be made for traction or for travel, and also for farm work. Whether the same machine can be used in the road and in the field is not the question, but whether the power that is applied for traction can also be applied for work.

Speeding along the highway is not the end of this evolution or revolution of power for which the automobile stands. It is probably an implicit method of applying a power which has already largely displaced steam as an industrial factor and social organizer. We are confident that we shall soon get by the day of motor car display and speed madness, and get down to the construction of something more every day available, and reducible to the law of farm economics. Even if the automobile keeps on paying us, we are not sure that the farmer is making a mistake in getting into alliance with the new forces.—New York Independent.

## AND YET AGAIN

Postal Telegraph-Cable Company

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148 Paid Night Lettergram

INDEPENDENT COMPETITIVE PROGRESSIVE

## Detroit, Mich., August 21st, 1911.

D-M-F OMAHA BRANCH,  
OMAHA, NEB.

## Flanders 20 wins the 800 mile St. Louis to Kansas City reliability run.

Score 998 two points penalty only for loose nut on fender. Four days of heavy driving sand and mud. Flanders worked perfectly throughout run defeating Marmon Cadillac Hudson International Ohio Buick Parry Mitchell and Ford. Every car defeated by Flanders 20 except Ford was much higher priced car than Flanders and the Ford was completely disqualified.

Dealers and observers all along the line enthusiastic over the cars wonderful performance. Following three perfect road scores in Iowa: Little Glidden Flanders 20 has won every event in which she has been entered the gruelling 1400 miles Minneapolis to Helena reliability run the Worcester hill climb where she cut fortyseven seconds off the former record and now the St. Louis to Kansas City reliability run. In every event she has defeated many cars of far greater size and price.

THE STUDEBAKER CORPORATION

E-M-F Factories.

10.57 P. M.

Flanders "20" as well as E-M-F "30" cars are sold by E-M-F COMPANY, Omaha

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## WHERE ACQUAINTANCES DO NOT KNOW NAMES OF OTHER

In Little Old New York Girl Partners in Flat Are Sometimes Really Strangers.

When a young man or woman has just come to the city to earn a living loneliness is what he expects and generally finds. But there is another class of workers that is often just as thoroughly isolated without really suspecting it, says the New York Times. After several years of reasonable success the newcomers have a circle of friends on whom they can rely, and they feel very much at home until something occurs to show them the difference.

Two women in New York had shared an apartment for three years. One was a Boston woman, the other from Philadelphia. They had not been intimate before sharing the flat, and they did not become so afterward. They "got on" together perfectly, met at meals, and then generally went to their respective sitting rooms and chatted with friends who might come in. Each circle met the other occasionally, and everybody was social without "mixing" to any extent.

One day a New York friend of the Boston woman was dining at the apartment. She told a story of a young man who had fallen suddenly ill in his room and had lain at the point of death for three days before the landlady could find his relatives, though they lived a few blocks away. The two women exclaimed at the story. "If I fall ill," said the Bostonian to her partner, "just notify this girl here"—signifying the New Yorker—"and she will let my people in Boston know at once."

"But," said the Philadelphian, turning an amazed face on the other two, "now I think of it, I haven't the slightest idea where Jessie lives." For three years they had met occasionally and had liked each other well enough to use Christian names, and it had never dawned on them that they were, in a way, as thoroughly strangers as two people who find seats side by side in a street car.

Probing further into their ignorance, it was discovered that the Boston girl could not have found her partner's relatives either. After three years of living together she knew that her friend visited an "Aunt Mary" who lived near the city, but she had always referred to her as "Aunt Mary," too, and had forgotten the last name, if ever she knew it. And the Philadelphian, for her part, knew even less.

Yet they say women cannot mind their own business!

**A Devoted Constituent.**  
"That speaker of congress says you have voted for him for the last fifteen years?" "That's right," replied Farmer Cornhusker.

"You must think a lot of him."

"Well, I dunno. You see, fifteen years ago I had a couple of bushels of corn with him, and since then I've allus felt safer with him spendin' so much of his time in Washington."—Washington Star.

## FOR SALE

Three New Automobiles

I have three 40 H. P. fully equipped touring cars that have never turned a wheel, that I am offering at an unheard-of price. These cars have unit power plants, three point suspension, full floating axles, etc., etc. The former price was \$1,900. I am asking only \$1,250. Also have several second hand cars at equally attractive prices.

J. S. Robinson

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## Automobile Directory

Midland CARS  
FREELAND AUTO CO., 1122-24 Farnam Street.Nebraska Buick Auto. Company  
Lincoln Branch, 13th and P Sts.—M. E. SIDLER, Gen'l Mgr.  
Omaha Branch, 1912-14-16 Farnam St.—LEE KUFF, Mgr.Rambler MOTOR CO.,  
2052-54 Farnam St., Omaha.Stearns WALLACE Automobile Co.  
MOTOR CAR 2203 Farnam StreetVelo MOTOR CARS  
VELIE AUTOMOBILE CO., 1902 Farnam Street  
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1102 Farnam St.Baker Electric Electric Garage  
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Prices—\$1,150 to \$1,700.  
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