

Cost of Supporting a Motor Car

By HOWARD E. COFFIN.

(Vice President and Designer Hudson Motor Car Company.)

Families with incomes averaging \$2,000 to \$2,500 can afford the modern motor car. Had I written this article three or five years ago I would have written it: "averaging \$4,000 to \$5,000."

Since then, as with every great invention, there has been amazing progress.

A dozen years ago the average family could not afford the expense of having a telephone in the house. Today in most cities there are about as many telephones as there are homes.

The telephone in earlier years was a new means of communication. The automobile is merely a new means of transportation. It is fascinating to the average family because it allows them to travel faster—from a power source under their own personal control—than any other method in the history of mankind.

As was the case with the telephone—with every great invention—engineering progress has placed it within the reach of the average family quickly.

This has come to pass with the automobile—a new invention to facilitate personal transportation.

Analyze the average man's ownership of the modern motor car. We will grant that a portion of his savings or inheritance take care of the purchase price of the motor car, costing, let us say, between \$1,000 and \$2,000. Averaging up the yearly mileage of all automobiles, it is found that the average car is used 4,000 miles a year—this including summer trips, week-end trips, the trip to and from the office and evening jaunts.

That makes an average of about 250 miles a month. For gasoline the cost is \$2.75 a month, for approximately twenty-five gallons are necessary. Lubricating oil will cost about \$1.50 a month. If he owns no garage of his own \$10 a month is the standard garage charge.

Then comes the matter of tires. Most tires give about 5,000 miles service—some as high as 8,000 miles. Tire cost, then, spread over a year, will be about \$12 a month. Allowing for puncture repairs \$1, the cost is \$13 a month. Often this cost will not exceed \$10, but I am giving the outside figure. The reliable automobile dealers take care of adjustments on their cars.

There you have approximately \$25—adding up all figures—as a maximum charge, and then I state that figure I give to you for consideration the fact that the motor car is the most abused of all machines.

Cost of supporting an automobile.

The mechanism, of course, is simple, for there are fewer parts, fewer to adjust and fewer to break. Judgment to be careful that you choose a simple machine of supporting a car is the first rule I have given.

Whose income is in the \$2,000 to \$2,500 a month, the owner of the automobile leaves approximately \$100 a month for household and personal expenses.

Considering the broadening of the social benefits a car brings, the difference it makes in a man's life, and the almost pure enjoyment it gives a family—it is worth a good deal more.

Wonderful trips and tours at certain times of the year are possible, and another economy.

Of these tours by other methods, they are up for yourself—make a motor car stand out as an asset.

The reasons why the automobile is so popular are many. The bicycle, being a "fad," at first it was popular and then the fad faded. But the passing of the fad the bicycle was on a sound basis. It became a transportation necessity to thousands of men and office men. In the bicycle fad passed each year machines were purchased each year.

America. But last year this country consumed 400,000 bicycles, and there is a steady increase of 30,000 bicycles each year.

There never was, nor ever can be, a "fad" period with the motor car. For it constitutes the ultimate means of individual transportation. That fact is generally recognized.

In keeping with the subject of owning a motor car comes the question of how long will an automobile last. That of course depends basically upon the car's design and materials.

Then comes the important item of the care of the car by the motorist.

The average motor car is the most abused piece of machinery in existence. Yet look at the years and years and years that most cars last. This exemplifies the progress which has been made in this industry and the sleepless nights engineers have spent in designing and constructing a piece of machinery that could stand the strenuous use to which it is put.

But a car well-cared for can give lifetime service.

Take the railroad locomotive. Every few hundred miles it is carefully examined and oiled. At every two-minute stop the engineer gets out with his oil can and lubricates the moving joints of the steel of the rail. The locomotive has an expert mechanic in constant attendance. It runs on rails that are like a level floor.

Contrast this with the treatment of an automobile—with the roads it must encounter—you will quickly see that the modern motor car is a transportation masterpiece, for it performs with as much certainty in the layman's hands as does the locomotive controlled by an experienced man.

Imagine, then, what the motor car in the hands of the layman who will endeavor to care for it can be capable of at very small expense. Care of a car is vital in determining its cost to the owner.

In caring for a car the first requisite, naturally, is knowledge of the car.

Makers of cars, as a rule, make provision for this by issuing books on the subject. Occasional scrutiny of those books—combined with the fact that the automobile has given many business men good mechanical knowledge—also has a tendency to give maximum life to the car. For, fortified by knowledge thus gained, a proper care of the car is comparatively easy.

And, properly cared for, there is scarcely a limit to the period of service which a family may enjoy from a single automobile. That fact also enters into the addition of a modern motor car to a family's possessions.

Averaging up all makes of automobiles, you will find that the average cost of a car is \$1,500. The average man usually wants a big car. And the average motor car is driven by the man who owns it.

The automobile is no longer the toy of the rich, as the facts related above will prove. Look at the man behind the wheels of the next medium priced car you see. You will see that he is no millionaire.

Not so long ago you heard the cry that the ownership of an automobile must be a sign of great wealth or of the reckless spendthrift. The automobile, according to the reckoning of the time, could never be the property of the ordinary tradesman or village plumber.

That was in the old days, eight or ten years ago—when there was no absolute certainty as to what the cost of maintaining any particular car would be. Today that is a certainty.

The consequence has been that of late years it has not been possible for the motor car industry to produce all the

automobiles the American public demanded. Compiled records show that there are thousands of families whose incomes would warrant the purchase of a \$4,000 or \$5,000 car.

There are some hundreds of thousands of families able, through income, to purchase the \$2,000 car. But there are actually millions of families able to meet their obligations in the purchase of cars costing less than \$2,000—and this knowledge comes from reliable statistics.

The price of supporting a modern motor car, when carefully analyzed, is found to be easily within the means of thousands of families who have not stopped to consider that the automobile's upkeep cost is as small as it is. The facts are surprising once a man realizes them.

TIRE PRICES DOWN A PEG

Big Concerns Ease the Strain on Car Owners From Ten to Seven-Ten Per Cent.

Interesting news to the motor car owner is the announcement just made by several of the large tire concerns of a reduction in prices to the consumer, amounting in some cases to 17 per cent.

With the dealer, however, there has not been so great a drop, the step having been taken largely to stop price cutting. It is said, by middlemen, who pay little heed to the request of the manufacturer. As an example of the drop from the owner's standpoint, a 34x4 inch tire that formerly sold for around \$27 can now be had for about \$23.

The tire concerns throughout the country report a thriving business and one of them last week declared a dividend of 100 per cent. Another, reorganized only recently, increased its stock from \$30,000,000 to \$45,000,000.—New York Herald.

FROM TEXAS TO NEW YORK IN A BRUSH RUNABOUT

F. H. Bachman, a traveling salesman, arrived in New York recently in a Brush runabout with which he covers his territory and in which he recently made a round trip between San Antonio, Tex., and Detroit, Mich. His last journey added 6,000 miles of practically continuous travel to a record of 5,000 miles which he had made before he left the Lone Star state.

Mr. Bachman experienced all kinds of road conditions but the worst part of his journey was west of the Mississippi, in Oklahoma, Kansas, Missouri and Iowa. Although his car is still coated with gumbo, shell dust and alkali, it is still in good running condition and he intends to continue using it in his commercial travels.

After transacting business in New York, Mr. Bachman will again take up the trail, striking into Pennsylvania.

Persistent Advertising is the Road to Big Returns.

THE Ear Splitting Blast of the ordinary Barbaric Horn has caused many an Automobile accident! To avoid accidents use

Jericho ONE TONE **Horn**
Jubilee CHIME TONE **Horn**
Warns Without Offense

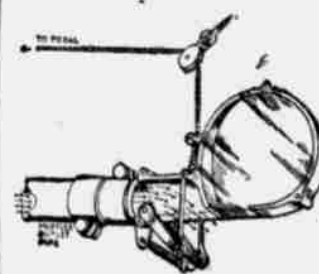
Jericho is the only certain, reliable, efficient economical horn for your automobile.

Jericho conforms to all the requirements of your city ordinances.

Jericho is better than any bulb horn because its warning is always distinct whatever the tumult of traffic.

Jericho is better than any electrical horn, for the first cost ends expense. Nothing more for batteries.

Jericho is better than any other exhaust horn, for it operates with the foot and NEVER CLOGS.



Any motor car agency, accessory dealer or garage will equip your car with Jericho or Jubilee—and the bill will be less than \$10.

Randall-Faichney Co.
BOSTON, MASS.

\$1200

The Choice of the Majority

There are more Overland cars being bought to-day than any other similar type of car produced. We average five sales to the other makers' one. Have you ever stopped to figure this out? Has the full force of this significant fact been brought home to you? Do you imagine we are selling more merely because we are making more?

We are marketing the greatest number of cars purely and simply because we can give more for a dollar than any other manufacturer in the business.

The greatest number of people to-day who are buying high grade popular priced cars are choosing the Overland. Figures prove this. Does it not occur to your sense of reasoning that this vast majority of shrewd buyers cannot be wrong?

The unparalleled value of this car has moved the motor buying public of every civilized country under the sun. The response is world wide. What better guide can you have as to how to get the best and most for the least amount of money?

The exceptional worth of this car has been proven. Not in any one way, but in a thousand different and distinct ways. Yet there is but one big practical reason why you should buy an Overland. Its purchase gives you more actual car value for less actual money than you can get from any other manufacturer in the world.

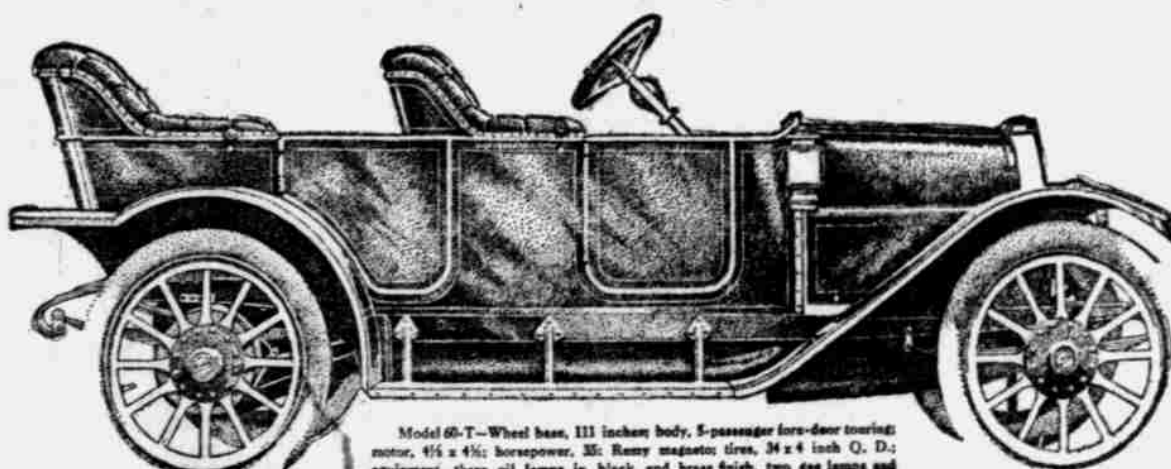
The only apparent and practical difference in popular priced cars to-day is the difference in price, and this is entirely due to the wide difference in the size of the plants that produce them. A comparison of current market prices places this evidence in your own hands. By that we mean just this: Take our magnificent, powerful Model 60—shown here. This car is priced at \$1200. **By actual comparison you will find this car the duplicate of any other \$1500 car made.** To be more specific—it has the power, the speed, the seating capacity, the wheel base, the construction, the bearings, the comfort and finish and on top of that it will give better and longer service.

The value of a car can be justly judged by the demand for it. We are the largest producers of thirty, thirty-five and forty-five horse-power cars in the industry. The public have forced this condition. We never have been able to supply the demand. This year we will make 25,000 cars. Right now we are shipping 125 cars a day. We have over 2000 immediate orders on hand. It is not unusual for us to find three to four hundred shipping orders in one morning's mail. We export more cars each year than the entire annual output of any automobile plant in Europe. This gives you some idea of our tremendous capacity.

Model 60 is a thirty-five horse-power, five-passenger touring car. It is big, handsome, powerful, comfortable and efficient. It will give you years of service. According to the run of market prices, it is a \$1500 car for \$1200. In order to get this much value for \$1200 you must buy an Overland "60" or pay at least \$1500 for some other make. Which shall it be? See our dealer below and decide early. Handsome catalog on request.

The Willys-Overland Co., Toledo, Ohio

The Van Brunt Automobile Co. Distributors
Council Bluffs—Sioux Falls. OMAHA, 205 South 19th Street



Model 60—Wheel base, 111 inches body, 5-passenger four-door touring car, 45 x 4 1/2; horsepower, 35; Remo magnetos tires, 34 x 4 inch O. D.; equipment, three oil lamps in black and brass finish, two gas lamps and generator. Self-starter, \$20 extra. Top and glass front, \$25.

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10% Oversize

Over 1,000,000 Used

Note this fact—you men who buy tires.

The amazing demand for Goodyear tires comes after a million have been used.

It comes after men have tried them on some 200,000 cars.

After those tests—after 13 years—this tire now outsells all others. Half your tire cost will be saved when you find out why.

Our Patent Tire

This new-type tire, as we make it, is controlled by the Goodyear patents.

It depends on six flat bands of 126 braided wires, vulcanized into the tire base.

These bands permit us a hookless tire—a tire that isn't hooked to the rim flange.

So your removable rim flanges may be curved outward. And the tire, when wholly or partly deflated, rests on a rounded flange.

No Other Way

No other way has yet been devised to make a safe tire of this type. Single wires or twisted wires won't do.

So the wide-spread demand for tires that can't rim-cut is centered on Goodyear No-Rim-Cut tires. When you change to this

type don't adopt an experiment. Get the tire of which one million have been tested out.

No Extra Price

No-Rim-Cut tires are made 10 per cent oversize, to give you an over-tired car.

That means 10 per cent more air—10 per cent added carrying capacity. And that, with the average car, adds 25 per cent to the tire mileage.

This added mileage, plus the saving of rim-cutting, cuts tire bills in two. Yet these patented tires—these oversize tires—now cost no more than other standard tires.

Their sale in two years has increased 500 per cent.

GOODYEAR
No-Rim-Cut Tires
With or Without Non-Skid Treads

Our 1912 Tire Book, based on 13 years of tire making, is filled with facts you should know. Ask us to mail it to you.

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio

This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

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