

FUTURE OF AUTO INDUSTRY BRIGHT

One-Half of Machines in Use Today Are Being Used for Business Purposes.

OVERPRODUCTION FAR OFF

So much has been written relative to the development of the motor car industry and so many prophecies have been ventured without proper consideration of vital and controlling factors, that a clear and simple analysis of the subject may serve to dissipate much of the unfounded conjecture.

The automobile market is divided into two broad fields. First the rural class, which includes all persons engaged in farming and others in various businesses who live in towns of less than 500 population. Second, the urban class, which comprises all persons in any but farming pursuits, who live in towns of 500 or more population.

In the rural or farming market there are 6,500,000 families. One million of these now own motor cars and one and one-half millions are poor, illiterate or negroes, who for the purpose of this study may be excluded from the prospective buying class. There remains, then, 4,000,000 farm families who are possible automobile buyers.

Home Owners.

In the urban class, covered by 11,000 towns and cities of more than 500 population, there are about 5,000,000 home owners, of which number only 2,000,000 now own cars. Accordingly, there remain 3,000,000 prospective buyers in this class, or a total actual unsold market, in both rural and urban classes, of 7,000,000 possible automobile buyers.

The accepted average life of an automobile is about five years in the hands of the original owner, and as the man who once owns a car will not thereafter be without one, we must include the re-order market which in the calendar year of 1917 will be about 600,000, this being 20 per cent of the 3,000,000 now in use.

For the year 1917, therefore, the automobile business will face a market of about 7,600,000 possible buyers. Not more than 1,600,000 cars will be built in the coming year, leaving a possible excess market of 6,000,000 buyers at the beginning of 1918.

These figures are decidedly conservative because they take no consideration of (1) any export outlet, (2) the people who have or will have two or more machines, (3) increased population, (4) increased prosperity, (5) a million or more town and city families who do not own the homes in which they live, but are well able to buy and maintain a motor car, (6) the business houses, retail and wholesale merchants who use thousands of roadsters for salesmen and many thousands more of delivery cars (regular automobile chassis with commercial body), (7) taxicabs and other cars for public hire.

An Important Fact.

An important and noteworthy fact is vouched for by the editorial department of Automobile Topics, a well-known trade authority, who has been making a careful analysis of the comparative nature of automobile service. They state that of the 3,000,000 motor cars of all kinds in service in the United States today, they can conservatively say from their investigation that over one-half of the mileage of the 3,000,000 cars is used for business purposes. Literally this means that of the 3,000,000 automobiles running in this country today one-half or 1,500,000 are used for business purposes. This leaves only 1,500,000 in use for pleasure or social transportation purposes.

In considering the 1,500,000 automobiles in use today, which may legitimately be classed as "pleasure cars," an important fact should be borne in mind, namely: the so-called pleasure car of today has a distinct economic use, it being only reasonable to deduce that the time and money spent in motoring for pleasure or social intercourse almost invariably takes the place of some other form of expenditure of less actual economic value.

Storage Battery or Auto Must Not Be Overworked

"Don't overwork your storage battery," is a maxim that could be adopted by a large number of those who drive electrically equipped cars. At least that is the opinion of Elmer Rosengren, manager of the Nebraska Storage Battery company, who conducts one of the battery service stations of the Willard Storage Battery company.

"It very often happens," said he

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"that a man has a generator and battery on his car which are intended by the manufacturer to do work under certain conditions. Now the owner changes those conditions either by adding to the electrical equipment of his car or by not driving enough to recharge the battery in the daytime when his lights are turned off. You can see, of course, if you let your car stand at night or make many stops while you are burning the lamps all the time, it may happen that the generator won't be able to take care of the lamps and at the same time keep the batteries fully charged, so that a certain amount of driving in the day is necessary to make up."

Savage Tire Co. Opens Up a Branch in Omaha

The Savage Tire company of San Diego, Cal., has recently opened a branch in Omaha, which will be known as the Omaha Savage Sales company, the location being 1612 Chicago street. The new concern will be operated under the direction of E. E. Wilson, who comes here from Des Moines, at which point he built up a very successful Savage business.

The Savage tire is a product of California, and, although new to Omaha, is quite a favorite in other localities where it has been introduced.

Prof. Nicholl Will Teach At University of Indiana

Prof. William E. Nicholl, formerly head of the department of education and acting president of Bellevue college, who has been pursuing graduate work at Columbia university, has accepted a position in the department of education at the University of Indiana at Bloomington, Ind. He will take up his new duties February 1 at the beginning of the second semester.

Prof. Nicholl was graduated from Bellevue in the class of 1904. After three years' graduate work at Princeton university and a year at the University of Edinburgh, he accepted a position on the Bellevue faculty. He was appointed acting president of Bellevue upon the resignation of President Stephen W. Stookley, in February, 1914, which position he held until last June, when he was granted a year's leave of absence to do advanced work in education at Columbia.

now put on a benefit of their own. Specialties will be presented by the leading theatrical folks from the various theaters, who happen to be in Omaha this week. Raggy Rubin's orchestra will furnish the music for the dancers.

New Tire Firm Will Locate On Auto Row

Arrangements were concluded Friday which will add to the ever-growing Omaha automobile row. The latest arrival is the Swinehart tire, which is to be handled by the Wheeler Tire company, which will locate at 2064 Farnam street.

The "Swinehart" is an Akron (O.) product reputed to be of very good quality. The line consists of pneumatic and solid tires.

According to Arthur E. Wheeler, who has taken on the line, the Swinehart people are, about April 1, coming out with a "cord" tire which gives promise of being a great favorite.

Wheeler is quite well known to the motor trade of Omaha and vicinity, having been connected with Guy L. Smith and the Powell Supply. Wheeler came here from Syracuse, N. Y., four years ago after having a schooling of eight years in the Franklin factory.

Empress Celebrates Its Fourth Year in Business

The Empress theater this week begins its fourth year of continuous vaudeville and photoplay entertainments. The management reports that the last year has been the best, financially, since the play house opened. During the entire time the Empress has been open not a single performance has been missed week day or Sunday, winter or summer. Only

once in the entire time has the theater been closed and that was in the second year, when for two weeks, while the theater was being decorated, the Empress sign, house crew and the acts were moved up to the American, now the Strand, and the show continued there. During the four years the policy of the Empress has not changed, the management finding it popular to present both vaudeville and photoplays on the same bill.

Company Incorporates to Manufacture Some Autos

The Bowen Transit company, which will manufacture gasoline and electric driven freight and passenger cars, under patents acquired from A. D. Bowen, has filed articles of incorporation with the county clerk. The capital is \$50,000. Charles A. Bennett and Mr. Bowen are the incorporators.

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