

### AUTOMOBILE FIELD NOT HALF FILLED

Overproduction Not Likely for Many Years, Even at the Present Prices.

#### THREE MILLION IN USE NOW

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 people 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 1,500,000 are poor, illiterate, or negroes, who for the purpose of this study may be excluded from the prospective buying class. There remain, then, 4,000,000 farm families who are possible automobile buyers.

**Big Field for Salesmen.**  
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 owners; and as the man who once owns a car will not thereafter be without one, we must include the reorder 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, which 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. Motoring is a pleasure that makes for broader vision, saner and more helpful diversions, and a more sympathetic social life. A nation without its sane pleasures is hopeless. Therefore, it is far from logical to consider the so-called pleasure car of today as an added luxury.

**Room for Much Development.**  
If production increases at the average rate maintained for the last five years—which is unlikely, due to greater manufacturing problems and to inability of the selling and distributive branches to keep pace with greatly augmented manufacturing volume—the point of saturation will not be reached for five or six or even seven years. And some of the leaders in the industry predict that it will be a matter of ten or twelve years.

All signs point to a continued development for several years to come—for just how long it is difficult to say, but, as in many other new fields, limitations and curtailment of expansion, arbitrarily predicted, are merely evidence of a shortened vision or unfamiliarity with all of the facts.

It is true that materials and labor are more expensive and increasingly hard to secure. This condition is not serious, nor is it likely to be. The makers of medium and high-priced cars overcome the difficulty by an advance in their selling prices. The manufacturers of low-priced cars built in much greater quantities, are protected by contracts until the end of the automobile year, July, 1917, and are able to absorb additional expense by spreading it out over a great number of units and by increasing their manufacturing efficiency.

#### Marmon Has Device for Controlling Temperature

A feature of the Marmon 34 for 1917 is a device for controlling the temperature of the water circulating system—an important factor if maximum performance and economy are to be achieved. The thermostat used is a simple device which automatically provides a minimum water temperature of 125 degrees Fahrenheit, at all times when the engine is running. The cooling capacity of the radiator, which comes into full play when the water temperature reaches 175 degrees, is sufficient to prevent a higher temperature even under very severe conditions.

### MEMBERS OF NICHOLS-RICE MOTOR COMPANY.



—SKOGLUND PHOTO—  
NEAL W. NICHOLS



—SKOGLUND PHOTO—  
MR. RICE

#### Super-Six Mulford the Year's Victor With Hudson

The public is always interested in a victor, and the Hudson has been in the limelight of victorious performance all through 1916. Ralph Mulford, at the wheel of the Hudson Super-Six, has done much to popularize the car. The daring driver has piloted it in many feats of power and endurance which are destined to stand for some time to come. Mulford has thus become identified with the Hudson Super-Six in the public mind. He knows the Hudson Super-Six through and through and has been able to get every ounce of power and speed out of it. His enthusiasm over the Super-Six, with which he has shared in so many brilliant performances, is unbounded. While Mulford was not entered in many races during the last year, he enjoys the distinction of having driven the Super-Six in the world's endurance record. He drove the car 1,819 miles in twenty-four hours, which beat all previous endurance records by 52 per cent.

#### Elgin Motor Factory Facilities to Be Trebled

Plans are now being prepared to erect an additional factory building for the plant of the Elgin Motor Car corporation at Sixty-first street and Archer avenue, Chicago, which will give the company three times the factory space it now has and provide for the annual output of 20,000 to 25,000 cars. In view of the fact that the Elgin corporation has only been manufacturing cars about one year and is now working on an output of 7,500 cars for the current year, its progress has probably been more rapid than that of any other company in the history of motordom. This, in the opinion of the motor authorities, is due to the unusually capable staff of veteran automobile men at the head of each department of the company's business. The Elgin operating force has been drawn from such well known companies as Pierce-Arrow, Chandler, Saxon, Federal and others of equal renown.

#### University Uses Marathon in Engineering Course

G. W. Hobbs, professor of automobile engineering at the University of Wisconsin, said recently: "That the automobile industry occupies a prominent place among the industries of the country is shown by the fact that several of our leading universities have inaugurated courses in automobile engineering. The course is as practical as possible and covers every phase of the automobile industry, including the tire, and actual demonstrations are given in which only parts and accessories of recognized quality are used. "An idea of the thoroughness with which each subject is treated is shown by the method of instruction on tire construction. Complete lectures covering the construction and methods of preparing the raw material are given and illustrated by the actual tear-down of sections of Marathon Angle Tread Tires."

#### Dealers Enthuse Over The Maxwell Truck

The Maxwell one-ton truck, announcement of which has just been made by the Maxwell Motor company, Inc., through Walter E. Flanders, president and general manager, is on display at the sales room of the C. W. Francis Auto company. So enthusiastic has been the comment on every hand regarding the newest vehicle for commercial hauling, that the company officials are highly pleased. It is announced that the Maxwell company will build 25,000 of these trucks as its first-year production. Assurances that this number will be marketed have already been obtained. There are over 3,000 dealers in the Maxwell organization and they have already contracted for the company's immediate output.

# SAXON

## SIX \$865

### Will Positively Out-Perform Any Car in Its Price Class

**N**EARLY everybody now knows the tremendous success the Saxon "Six" has won. Nearly everybody knows that the Saxon "Six" is the finest car for less than \$1,000. Owners, of course, were first to find out this superiority. But it did not long remain merely a matter of owner knowledge. For from them, thousands of them all over this country, came reports of its speed, its smoothness, its power, its acceleration. They spoke frequently of its extraordinary gasoline economy, its unusual freedom from need of repair service, its superlative strength and stability.

And these reports coming day after day, growing constantly, have gradually molded and welded these individual beliefs into a common public belief that Saxon "Six" is the best car in its class.

Then as if to substantiate and confirm the superiority shown in private use, Saxon "Six" began to show its superiority in public competition.

It won a noted hill climb in the east against many higher priced cars.

It defeated by fifteen minutes over a 500-mile course a train which is the pride of the west.

It thrice vanquished costlier rivals in speed, acceleration, and in hill climbing at the San Diego Exposition.

It exhibited acceleration from standing start to 45 miles per hour in 23.6 seconds.

206 stock model Saxon "Sixes" traveled 61,800 miles and averaged 23.5 miles per gallon of gasoline. Each car ran 300 miles without stopping the motor.

38 stock model Saxon "Sixes" raced in relays from coast to coast in 6 days, 18 hours and 10 minutes. This is the record automobile time between New York and San Francisco.

So when you come to seek the reason for the overwhelming success of Saxon "Six" you will find it, most likely, in this matchless ability to perform.

If you should search still further you will find a two-fold answer.

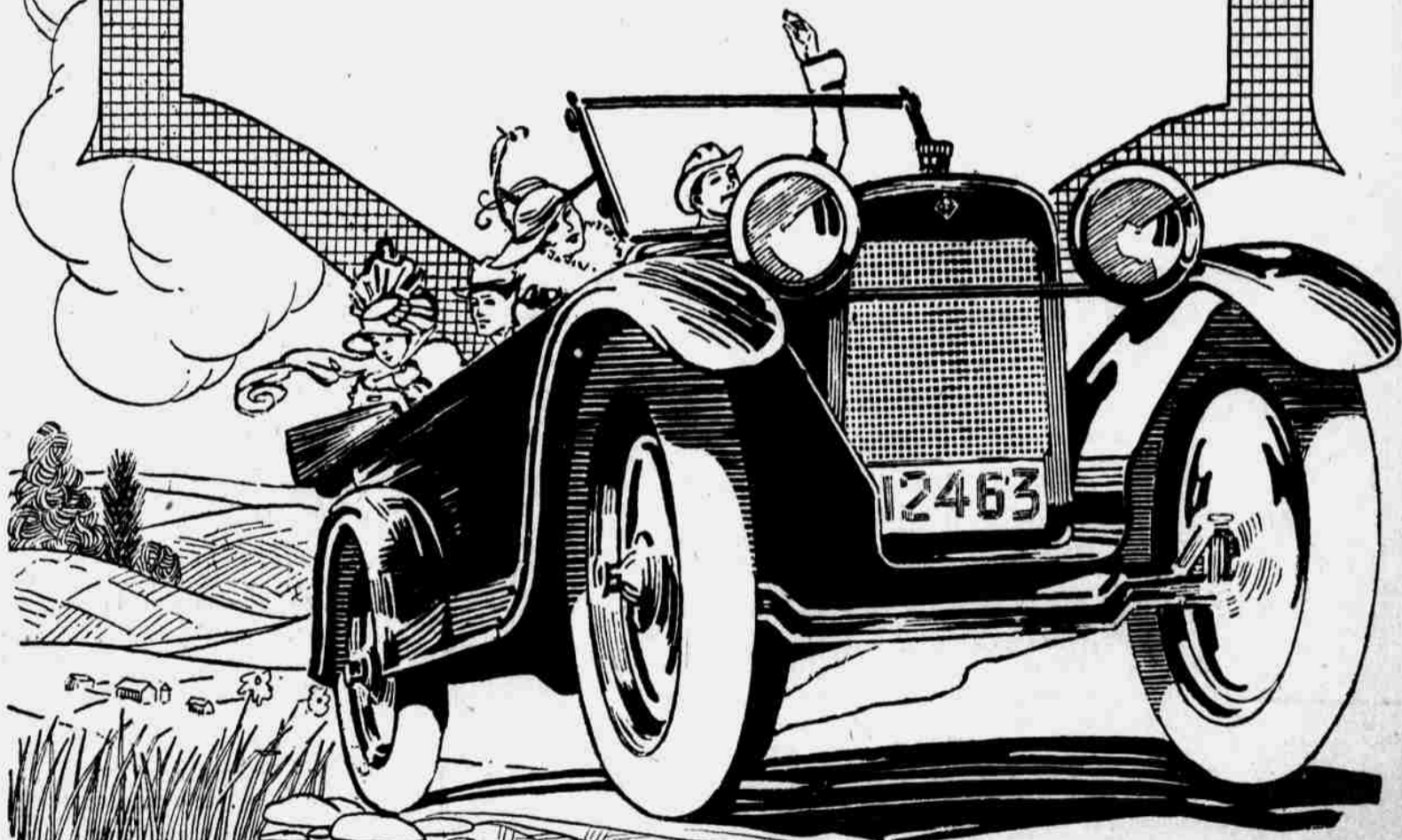
First, that Saxon "Six" at the outset was built right, that the principles of its construction were correctly evolved and accurately carried to completion.

Second, that Saxon "Six" since the outset has been passing through a continuous condition of development and refinement.



Here is the big point for you, Mr. Prospective Car Buyer: No matter whether you are considering the purchase of a car higher in price, or lower in price, than the Saxon Six, you owe it to yourself to see the Saxon Six at the Auto Show, where we will display a sedan, touring car and chummy roadster model. Study it, ride in it, drive it—compare it generally with the car of your first selection before making a final choice.

See the Saxon Line at the Omaha Auto Show, Space No. 27



**NOYES-KILLY MOTOR COMPANY**

Saxon Distributors Phone Douglas 7461.  
2066-68 Farnam St., Omaha.