

The United States on Wheels Leads World in Automobiles

Every Dollar Spent for Motor Cars Is Well Spent. What the Automobile Has Done and is Doing For Us. Not an Extravagance and Every Family Should Own One.

Written Specially for The Herald
By Arthur Brisbane
Thru Autocaster Service

One thing the people of the United States have done thoroughly and well, better than any other country, better than all the countries put together, and that thing is AUTOMOBILE PRODUCTION. The civilization of a country is judged by the AVERAGE COMFORT. And on that basis THIS is the world's CIVILIZED COUNTRY.

Years ago, when there were a few hundred automobiles only in all the United States, this writer predicted that a nation buying two million buggies a year, to be dragged over the muddy roads by slowly moving horses, would eventually provide roads worthy of the automobiles.

That prediction has come true already. The genius and good judgment of American manufacturers have produced cars by the millions, and most wisely and fortunately for the country the constant effort has been to lower the price and increase the quality.

Only such quantity production as this nation has achieved would make possible the reasonable prices of automobiles today.

This is a country of high wages and high prices. Yet, because the people buy on a big scale, and the manufacturers compete earnestly in low cost production, you can buy for your dollar in the United States twice as much real automobile value as you can buy for that dollar in any other country in the world. The other countries admit it, do not attempt to compete with this country.

There have been financiers and others so shortsighted as to suggest that the United States spends too much money on automobiles. And some that do not understand conditions or true values speak of the automobiles as the "pleasure vehicle."

Every dollar spent for automobiles has been well spent and has brought back two dollars in value.

There is no such thing as a "pleasure automobile." You might as well talk of "pleasure fresh air," or of a "pleasure beefsteak."

Time—It's Value To Men

The automobile saves time, the most valuable thing that men possess, the most precious, the most important.

The automobile, truck, tractor and gas engine have doubled the life of the farmers by enabling them to accomplish twice as much in a given time.

When those who read this were boys

You Can Take Your Family to the Mountains, the Lakes, the Seashore



a trip to town meant that the farmer must lose a whole day. He must plow along through the deep ruts, taking the horses from work on the farm.

Now a "trip to town," with time enough to do the necessary buying, means half an hour, at a convenient time of day, and with the use, perhaps, of ten cents worth of gasoline for the round trip.

Nobody can estimate the value of the time and money that automobiles have saved for the farmers.

And what is true of farmers is true of other classes. Ask the doctors, especially those that live in sparsely settled regions. Thanks to the automobile, their value has been multiplied by four and five, their possibility of doing good work, and also their own earning power.

Ask those that understand the labor problem. The shortage of labor, of building mechanics especially, has been largely overcome in rural regions by the fact that the carpenter or mason now thinks nothing of go-

ing ten miles to a job.

The automobile has saved every year, in actual working time for this country, more than all the automobiles of the nation cost. That should be remembered by those that talk nonsense about "national automobile extravagance."

There was a time when men plowed, using human power to pull the "plow," a pointed piece of wood, hardened in the fire.

In very ancient days, as Reclus shows you in his history of "Man and the Earth," primitive man hitched his old, worn-out wives to the front of the plow. The young wife, that still interested him, walked behind the plow, guiding it, while he watched for the enemy from a tree-top.

Economy and Happiness
The automobile, tractor, truck, gas engine earn all that they cost today and ten times what they cost.

The automobile means economy. But, the important thing is not economy, it is human happiness. The thing desirable is not merely saving labor, or making time more valuable. It is to make life longer and make human families happy together.

The automobile increasing length of life increases happiness, represents above all other achievements the progress and the civilization of our age.

No man is better entitled to public thanks than the manufacturer of a good automobile sold at a fair price. And the price may be fair, whether it be three hundred dollars for a car, or ten thousand dollars.

Meanwhile, if you haven't got your automobile get it. An automobile isn't like a horse, it doesn't eat when it isn't working.

You can take your family to the mountains, the lakes, the seashore.

You can take them across the Continent to California, or south to Florida, or southwest to Texas, the gigantic State of great opportunities, or northwest to the glorious Seattle

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country, or up to the Maine woods, down to New Orleans.

When you have an automobile you conquer distance and time is your slave.

Wings for a bird are not extravagant. An automobile for a man who can get it is not extravagant either.

This is a Country on Wheels. The United States owns, and keeps running, more automobiles than all the rest of the world put together. There

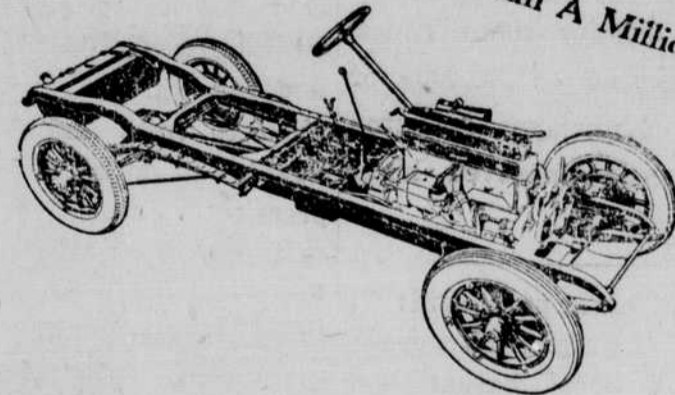
are several states in the union that have enough automobiles to carry at one time the entire population of the State. This is the World's greatest Automobile Country. It will Keep That Place. So, Get A Car!

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