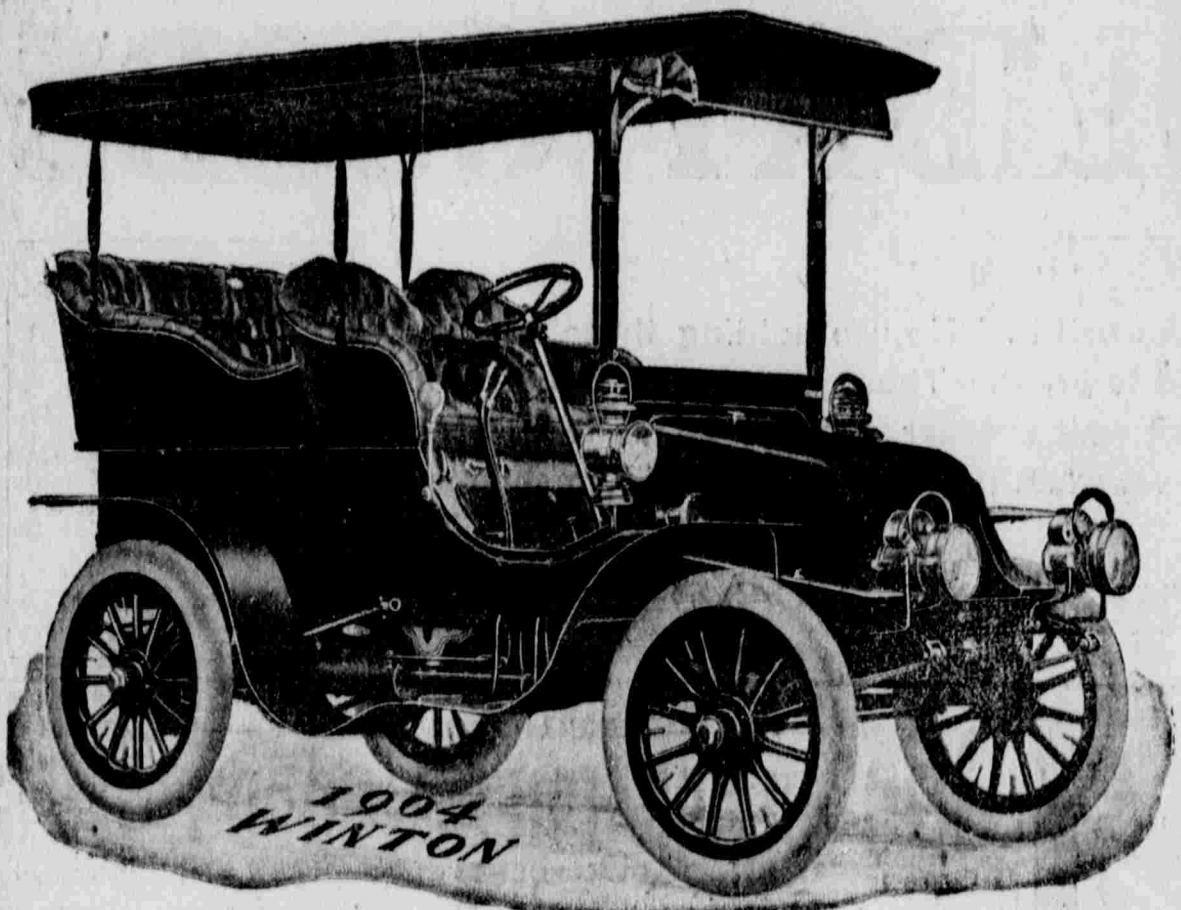


WONDERFUL GROWTH OF AUTOMOBILING.



FEW people realize the remarkable growth of the automobile industry in the United States. During the last five years it has grown from nothing to an output this year representing nearly \$30,000,000. Three years ago the motor carriage was still considered to be an experiment, this year it has proven itself to be not only a success but to be a vehicle which bids fair to supersede the faithful horse.

Three years ago only 800 automobiles were manufactured in the United States; two years ago there were 3,000; last year the output reached 8,000, and this year the enormous number of 20,000 machines have been built in this country, more than the combined out-

put of all Europe.

The average cost of each car three years ago was \$1,000, two years ago \$800, last year \$650, while this year the average price has increased to \$940, or within \$50 of the price three years ago. So the cost of automobiles is rather increasing than decreasing, and from all present indications it will be many years before there will be any considerable reduction in price. But the price, after all, is not so high when one considers that a fine carriage, a Victoria, for example, with the same elegant finish as a high grade automobile costs from \$1,400 to \$1,500 and without any motive power whatever.

One of the most interesting features in connection with the industry is the intense demand for motor cars, and this demand is increasing even more rapidly than the remarkable increase in

manufacture. The estimated output for next year is enormous but the demand for machines will be greater than the supply. Already one of the largest American factories is sending notices to its agents to take no further orders for next year's delivery as the entire capacity for the factory for 1904 is sold. Several other firms have received so many orders that they will not promise to deliver new orders until some time during the summer.

During the rapid growth of the automobile many important improvements have been made each year, but perhaps the one improvement which appeals most strongly to the general public is the increase each year in the horse power. A few years ago a car with eight or ten horse-power was considered a powerful machine. Last year the popular touring cars developed be-

tween 14 and 16 horse-power; next year the popular cars will be of 18 to 25 horse-power. This power is far more than necessary for ordinary running. A machine with 12 horse-power will reach a speed of from 30 to 40 miles per hour on level roads, but additional power is necessary to hold in reserve for very bad roads or for long hills. But it would be difficult to find a hill too steep for a 20 horse-power machine to climb with ease.

Another great improvement in next year's autos will be the canopy top, side and rear curtains, and heavy plate glass front with which the cars will be equipped. This affords comfort in all kinds of weather, protection from heat, cold, dust, rain, and wind alike. France, Germany and England each in turn has led in manufacturing automobiles and after supplying the demand of the wealthy classes in their own countries did a great exporting business. Now, however, the tide has turned. The American factories have rapidly come to the front until now the United States leads the world in the automobile industry. One of our factories alone makes more machines than the entire number exported from France, while all our factories together build more than the entire output of Europe. The foreign cars are powerful, elegant, and much more expensive than the American machines, running from \$4,000 to \$15,000 each. Few of our own cars cost more than \$3,000, and our popular machines range from \$650 to \$2,500. For every car imported from Europe we give in turn 10 American cars to the foreign trade.

The racing cars developed from 40 to more than 100 horse-power and the speed they attain is terrific. Barney Oldfield, the daring and almost reckless driver, is now the world's champion chauffeur, having lately broken several world's records in Denver and California. His single mile in 55 seconds and 15 mile run in 14 minutes and 20 seconds show how distance is annihilated by the automobile.

Although the racing machines and racing events attract the attention of certain classes of people throughout the world, the great future of the automobile is to fill a far more important mission than to satisfy the pleasures of the sporting classes. This mission is to replace the horse and carriage, and the automobile is fast taking the place of horses in several lines. The doctor, for example, who formerly visited perhaps 10 or 15 patients in a day with his horse and carriage, now makes 40 or 50 visits with his physician's car, occupying no more time, doing the same work with far more comfort to himself and with more speedy relief to his suffering patients.

The small grocer who formerly required four wagons, four drivers and eight horses, now does the same work with his automobile delivery wagon and one driver, thus reducing his expense to a small fraction of what it was when using horses.

The real estate agent, through the use of the automobile, makes a much better impression upon his customer, reaches his properties in one-fourth the time he could with a carriage, and the mere fact that he uses an automobile advertises his interests greatly. These are but a few of the important uses to which the automobile is put throughout Europe and the United States, but its usefulness is not limited to short distances and to light burdens. It is used in many places on long stage lines where there are no railroads. In reaching mining districts, hunting grounds, farms and ranches, and other localities where the horse and wagon have done such good service, the automobile now affords nearly the same comfort and speed as the railroad train; while in the cities no load is too heavy for the automobile driver or the large motor passenger coaches.

The second most important mission of the automobile is to furnish a comparatively inexpensive means of transportation for the masses of the people, that they might have more enjoyment in life than they have ever known before. The man who can afford the first cost of even a cheap machine can for the small sum of \$3 per month, take his family for a 10 mile ride each evening covering 300 miles a month, enlarging his circle of acquaintance, his knowledge of the country, increasing 10 fold his enjoyment of life, and all this with one-tenth the cost and one-third the expense of a single horse whose usefulness in comparison with that of an automobile is very small indeed.

THE UTAH AUTOMOBILE CO.

The automobile business is something entirely new in Utah. Now, however, we have a firm which is leading out in this branch with such energy that it will likely do a very large business throughout our state and the automobile may become as common here as it is in other places.

The Utah Automobile company was organized last August. It is an incorporated company, was organized under the laws of Utah, and commenced with a capitalization of \$10,000, of which only \$5,000 was paid up at the time of organization. Steps were taken immediately to secure the best agencies and the company soon had a fine stock of cars. The remaining five thousand shares of stock were sold and a large repair shop was added to the concern. The company also branched out into the storage and livery business, and their "Seeing Salt Lake in an Automobile" became quite popular.

As with all new companies, especially those that commence in a relatively new business, the Utah Automobile company has had its difficulties. It has had many steep hills to climb in establishing itself. Mr. George W. Miller is a thoroughly competent automobile machinist as well as an expert chauffeur, and has successfully managed the mechanical interests of the firm. He is now on his way to the New York Automobile show where he will complete the purchase of an immense stock of machines for next year. Mr. Miller will also spend about a week in each of the largest automobile factories and become thoroughly familiar with all the improvements in the 1904 cars.

Mr. William L. Pickard is the secretary and treasurer of the company, and through his long experience in business has aided much in successful development of the business. Mr. Le Roi C. Snow has lately become connected with the Utah Automobile company and has been made its president. He will look after the advertising and sales departments. Since Mr. Snow's connection with the firm the capitalization has been increased to \$25,000. This company has also arranged for the erection of a fine large building on Market street, near the new postoffice, to be completed on or before March 1.

With complete new quarters, a complete repair shop, a large stock of new cars, competent workmen, and considering that the firm is well established and well known throughout the state, the Utah Automobile company has every prospect of doing a good business.

MURRAY,

THE SMELTER CITY. ITS RAPID GROWTH.

THE CITY of Murray lies seven miles south of Salt Lake City on the state road, and is reached by an electric car line and also by the Oregon Short Line and the Denver & Rio Grande railroads.

It has had a phenomenal business growth since its incorporation on Jan. 2 this year, many new business enterprises have sprung up and the prospects for a continued prosperity look very bright indeed.

The principal industry of the com-

munity is smelting. The million-dollar plant of the American Smelting & Refining company is located here, as is also the great copper smelter of the Utah Consolidated Mining company, both of which plants contribute an immense tonnage of lead and copper every month.

At the Nov. election the following city officials were elected, J. H. Stratton, mayor; Frank Wareski, recorder; Michael Maues, marshal; Frank Rishop, treasurer, and J. P. McOmie, police judge. The following councilmen were elected: L. H. Powell, John Wood, John Berger, T. J. Burch and William McLary.

A. F. SAVAGE.



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OUR CROWN AND BRIDGE WORK CANNOT BE EXCELLED.

PERMANENTLY LOCATED Financially Responsible. Our references Your Bank. All work positively guaranteed. Expert specialists, insuring perfect work. Painless extraction or no pay.

OUR PRICES.

Very best set of teeth.....\$7.00
Gold crowns, 22K or 24K.....\$5.00
Bridge work, per tooth.....\$3.00
Gold filling.....\$1.00 and up
All other fillings.....50c to 75c
We positively do as we advertise.

TEETH EXTRACTED POSITIVELY WITHOUT PAIN OR

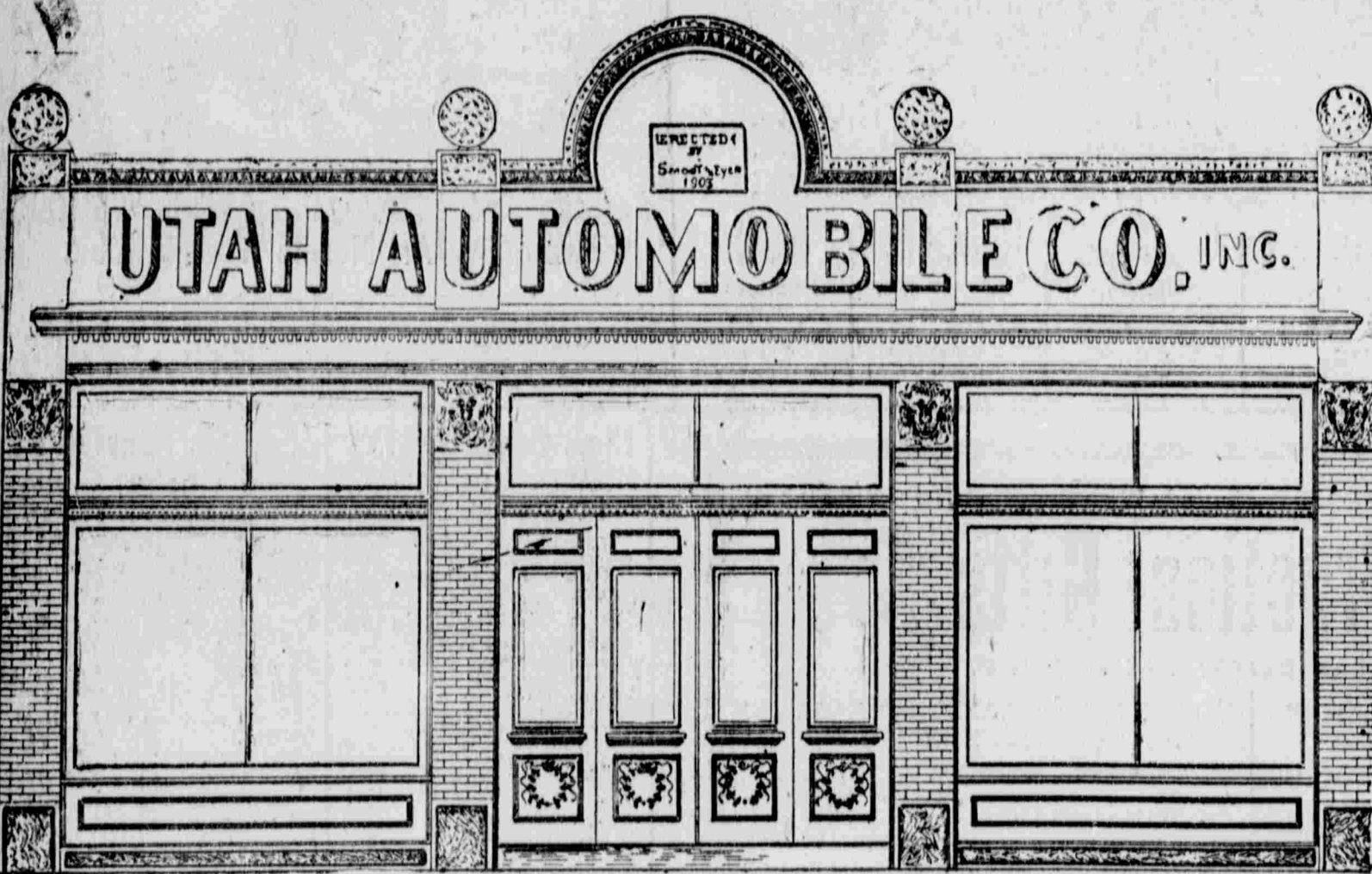
Our painless extraction is a marvel and costs you nothing when plates are ordered. If you have any dental work to be done, come and see us and inspect our work. We know we can please you.

UNION DENTAL CO.,

is positively the only Dental Firm that has a skilled and experienced specialist for each of the branches of dentistry.

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218 S. Main St., Salt Lake City.
Telephone 1128-X.

Our New Business Home.



To launch a business, furnish it with capital and wait for the public's appreciation, take nerve and faith. These are qualities possessed by the founders of the Utah Automobile Company. These gentlemen decided that the best way to take care of a growing patronage is to provide up-to-date quarters. They consulted with J. Donnan Reavis about a business home and, as is his rule Mr. Reavis, turned the trick. With the officers of the Utah Automobile Company he selected a lot on the South Side of Market Street, 90 feet west of the Odd Fellows' Hall, telegraphed to Chicago to a wealthy client and sold the ground, closed the lease and had money up to guarantee a deal, all in twenty-four hours. The deal involved \$15,000, but the bigger the deal the better Mr. Reavis likes to handle the business.

The new building will be 45x100 feet, constructed of pressed brick, with pretentious stone trimmings and massive walls. It will contain 4,500 square feet of floor divided into a machine shop, repository, salesroom and office. Electric motive power will be provided to drive the machinery and competent mechanical captains will furnish the energy and brains to run the business. Complete facilities will be provided to build an automobile from axles to engines. The building has been designed by Mr. Reavis and will be constructed under his supervision. The Utah Automobile Co., now temporarily located at 370 South Main street, expect to move into their new quarters about March 1st, 1904.

YOU NEED AN AUTOMOBILE.

It makes no difference who you are, you ought to get an automobile. If you are a merchant, whether you have only a small grocery store or if you are doing the heaviest business in the city, you should have an automobile delivery wagon; it will increase your business and decrease your expense. It is only a matter of a few months until all our progressive firms will deliver their goods in an automobile express. Will you be in the lead and get the benefit of the immense advertising it will give you?

If you are a doctor, how can you get along without an automobile physician's car? It can be entirely closed in bad weather, has a physician's cabinet, and can do your work in one-fourth the time you can now with your horse and buggy, and will add many times to your comfort. It is sure to increase your practice; try it.

If you are a real estate agent, you must get a fast, reliable automobile which will comfortably carry from one to three people. While your competitor is slowly dragging along behind his horse you will pass him by, close your sale, and be ready to start out with another patron before your friend has reached his property. J. Donnan Reavis is the pioneer of the use of the automobile among real estate agents, and its success is fully established.

If you have a laundry, a bakery, a meatmarket or any other kind of business you need an automobile to deliver your goods, to solicit trade, and to advertise your business.

If you are not a business man at all you need an automobile just as much as he does. If you are accustomed to driving for pleasure with your family or friends, get an automobile and increase this pleasure ten fold. If you have not had a carriage in the past get an automobile now and enjoy life. There is no out-door sport on earth that is nearly as healthful or enjoyable as that of controlling a powerful motor car and gliding along at almost any speed you desire, and gives one the sensation of flying or floating through space. We often hear people say they prefer riding behind something with some life; why an entire herd of horses could not develop the life that is felt in a powerful auto.

The Winton Touring Car is our leading automobile. It is a model of beauty and comfort combined with simplicity and strength. The Winton is a twenty horse power car, will climb any hill and develop any speed desired up to forty-five miles per hour.

One of these cars has been driven across the continent from San Francisco to New York. With a beautiful canopy top, heavy plate glass front, side and rear curtains, and the very best upholstered cushions this car affords a degree of comfort which is hardly surpassed by the palace car.

The automobile is very easily controlled. But a few hours are necessary in learning to start and operate it, and after two or three days' experience the machine is completely under control. There are several ladies in the city who have driven an automobile during the past season and have had, no difficulty whatever.

We have the state agency for the most reliable American cars. They range in price from six hundred and fifty dollars to twenty-five hundred dollars. The entire expense of operation is between three and fifteen dollars a month, depending upon the power and size of the car.

We can not only sell you any style car you wish but we can also take care of it for you at a less expense than that of keeping a horse. In our new building we shall devote a large space to the storage business.

We also carry on a livery or rental business. We can at any time furnish a careful driver and almost any style automobile at a very reasonable figure, either by the hour for pleasure rides through the city and parks, or by the day for long tours through the country.

In our large store we carry a complete line of sundries. It is the only place in the state where an automobile owner can get anything he wants. Among these sundries we might mention: caps, goggles, lamps, horns, sparking plugs, batteries, lubricating oils, odometers, and everything else in the automobile line.

Call and see our stock of machines. We shall be pleased to demonstrate to you what they will do. THE UTAH AUTOMOBILE CO., Temporary quarters 370 South Main Street. One door south of the new Postoffice.

CHRISTMAS BUYERS

WILL find it to their advantage before making their Christmas Purchases to drop in at the MURRAY CO-OPERATIVE INSTITUTION, the old reliable store, where reasonable prices prevail. EVERYTHING for CHRISTMAS and the Holiday Season. Toys of every description to please the little ones.

REMEMBER, we give discount tickets for every cash purchase. Ten dollars worth of these tickets entitles you to 50c in merchandise. CHAS. BROWN, Manager.

OUR CUTS BRING GOOD RESULTS

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WHAT DO YOU THINK OF IT?

AFTER YOU HAVE EXAMINED THE CHRISTMAS NEWS FROM COLORED COVER TO THE LAST PAGE? ALL CUTS AND DESIGNS WERE MADE BY US.

Your Best Girl

Will think your head's level if the Christmas gift is one of our handsome and useful

AUTOMOBILE WRIST BAGS.



PAINTING OLD SURFACES.



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