

order to fool the public into believing automobiles must be priced in the luxury class. And that was enough. Wanamaker became the star Ford agent and introduced Henry Ford in characteristic advertisements, which many believe played an important rôle in popularizing the automobile, for if there had been no popular-priced cars of Ford worth, the industry in general probably never would have reached its present level of production in so short a time.

Let us digress just a moment to consider what the market had to offer along about this time. In a February issue of *Life* for 1905, five cars were well-advertised, each maker listed as a member of what Wanamaker termed as the "trust." There was the Autocar, the Oldsmobile, the Cadillac, the Pope Waverley Electric, and the Orient, air-cooled cars made by the Waltham Manufacturing Company. In another issue Pierce-Arrow and Packard were seen. Automobiles were for the sporty element, and advertisers naturally selected the sporty *Life* as the logical medium.

Life showed that the Oldsmobile prices ranged from \$650 to \$2,000, which upsets the theory that all the cars of the early days were high-priced. A week after the Oldsmobile ad, however, Ford advertised his Model "C" at \$900, but he included a double-cylinder engine, a tonneau, and accommodations for four persons. Wanamaker took newspaper space to remind the public that "the cheapest two-seated tonneau sold by the 'trust' is \$1,500."

Ford's best model, a four cylinder vehicle with side-entrance tonneau, ran to \$2,000—but no matter. Wanamaker was out to beat the "trust's" warning that any one who purchased a Ford car was automatically

responsible individually for infringement of the Selden patent.

"Get a Ford car and enjoy it," he urged the public. "We'll attend to the tom-toms."

In an earlier ad he promised:

"Remember that John Wanamaker will take care of all his customers in any litigation growing out of the infringement suits over the Ford car, without a cent of cost to any of them."

"Don't give \$600 to the bogy man."

"Henry Ford has distanced his competitors in his commercial production even more than in racing. And it hurts."

"The Ford motor car cannot be beaten by the 'trust' in competition; so they have erected a scarecrow to frighten the buying public. The smart crowd knows that there is always corn where the scarecrow is; and the man who wants to get his money's worth when buying an automobile can depend on it that all these suits against the Ford Motor Car Company are brought only because the 'trust' realizes that it can't compete with Henry Ford and his splendid \$800 and \$900 cars."

Thousands who knew nothing about motor cars, and less about Fords, began to sit up and take notice. Advertising was commencing to help the automotive idea gain recognition.

It was difficult in those days to get rid of thoughts of horses and fears about the automobile not being competent to do its stuff. I remember the time when the Overland was advertised in my *Horseless Age* of May 6, 1903, for \$595; was offered as the "rig you have been waiting for," showing the horsey touch. Need for genuine faith in automobiles as articles of