

Motor Show Booms With Artillery of Big Business

Most Amazing Spirit of Public Interest in the History of the Automobile—Even Henry Ford Has the Fever, and Buys a Marmon.

By HANK CALDWELL.

People have an idea that a great deal of this automobile enthusiasm is manufactured by the builder and dealer. If you are of that opinion a peep in at the Motor Show in the Grand Central Palace will show you the car builder has very little to do with it.

The people who have cars and the people who want cars are the manufacturers of interest in automobiles.

The attendance every hour since the big show opened has been the most amazing exhibition of genuine buying interest you ever saw.

It is like bees rushing for the first honey-suckle of the spring. There is, in fact, too much of a crowd for a comfortable inspection of the new cars.

The old-time dealers stand back and gasp for breath. They cannot understand the increasing momentum of public interest in the car.

I think the solution of the thing lies to a large extent in the wholesale reduction of price.

For the first time in the history of national automobile shows the average price of the cars on exhibition has dropped below the \$1,000 mark. Six years ago the average price of the cars shown exceeded \$2,000.

It is a reduction of more than \$100 a car, about 20 per cent.

If you should remove half a dozen of the high priced cars and strike an average it would go down to the \$1,000 mark.

This is indeed revolutionary, particularly when the buyer realizes how much more value he is getting this year for his money.

No, sir, there is no bunk about automobile enthusiasm. If the fever has not hit you it is time to see a physi-

"WHO'S THE DESIGNER?"

That's One of the Things to Ask When Buying a Car.

A modern automobile can be no stronger than its designer. But it can be decidedly inferior to its designer if the manufacturing department does not carry out the value he has established.

When you find a car resting on the reputation of a noted designer you can bank on it as worth your money, because no man with a reputation to maintain would remain with a factory which did not live up to his standards in its production.

John W. Bate is a man who ranks high in the Society of Automobile Engineers, and when he says a thing is mechanically right his assertion carries considerable weight and distance.

In speaking at the show yesterday about his latest creation the Mitchell Six of Sixteen, he said:

"After all the time spent on the Six of Sixteen in my department there was but one order placed in big black letters in the executive offices of the Mitchell-Lewis Motor Company.

"This car is to be built as good as it can be built. Build up the factory's production on a quantity basis so that the product may be marketed at the lowest possible price, without in any way stinting the car."

"This is the Mitchell way—always has been the Mitchell way and always will be the Mitchell way.

"Not long since I essayed getting intensive data on the way the Six of Sixteen was being built in our big plant, and I got the idea of getting each workman in charge of the several departments to criticize his mechanical practices and to tear to pieces any claims that the company made for the machine. In short, to speak out and give me his conscientious and earnest criticisms. 'Speak freely—it is from men of your skill and experience that an engineers may profit most,' I said.

Built to Last.

"And every workman echoed and was directed. The consensus of opinion was that if the material entering into the structure of the Six of Sixteen was what our metallurgical laboratory pronounced to be of the best quality, the Mitchell Six should not be good for 200,000 miles of hard road work.

Not a practice was condemned—none could furnish a better plan for working out the finished car than that which obtains in the Mitchell factory. I believe I gleaned the honest, earnest and efficient inner thoughts of our workmen. With them all satisfied, I permitted myself to appear at ease.

The net result of planning, manufacturing and inspection is that the Mitchell Company is out with a competition defying car. The record of output and selling is proof that the dealers and the buyers are agreed that they are getting full value for their money.

"In 1912 the Mitchell Company produced the 'Baby Six,' which achieved such success that it was admittedly a real car at a popular price. There was proof in the handling of that model enough to convince the most skeptical engineer that the car was real—many of them sold at a premium over the catalogued price. All over the country engineers strove to attain the 100 per cent real car. But none could equal the Mitchell output at its price, and upon my return to the field in which I had not been represented since 1912—the field of the lighter and lower priced six-cylinder car was brought out 'The Six of Sixteen' at \$1,250.

"I do not believe it is possible to produce this car with its features of absolute merit \$1 cheaper. In fact, it will be necessary to conserve every energy, study every economic feature of output and material buying, to continue to put out 'The Six of Sixteen' without an advance in price.

Weight, 500 Pounds Less.

"It was necessary to follow the trend of the industry to make a lighter, but stronger car, and we cut off 500 pounds in the weight of the Six of Sixteen, as compared with its predecessor, the 1915 Light Six, making the weight of the Sixteen 2,925 pounds. This does not imply, by any means, that the Six of Sixteen is a Little Six, unless it be, perhaps, in the

matter of price, ease of handling and economy in fuel consumption. Hold the wheel for a drive and you will be convinced that its power is all that may be desired and that the get-away of the motor leaves nothing to be desired. It rides more comfortably than any car I ever had, and I am told by your factory investigators that they have found no automobile of any other make that has more of the asset of road comfort; it rides like a real car should; the long wheelbase—125 inches. Light weight and large tires make for satisfactory riding qualities.

"We utilize the Bate two-unit, three-point suspension construction of chassis which I obtained what appears to be the last word in engine balance in relation to the whole car and the cantilever suspension, and have overcome 'throw' and bounce on the roads. Front seat riding and rear seat riding are made equal; both possess the maximum of comfort.

"If it were possible to build a six-cylinder, high speed motor of 48-horsepower better than the Mitchell Company is building it, the way would have been discovered long ago. Our constant aim has been to improve. Our dealers, I am told, say: 'The Six of Sixteen is a winner, keep right on building it that way.'"

Pierce Line Standard.

The total changes to be found in the Pierce-Arrow, Series 4, are small. They deal mainly with refinements of line and proportion, additions to the luxurious comfort of the interior. Prices remain the same, for the company aims to give not a cheaper, but a better car.

Bodies are lighter, but a better car. Bodies are lighter, but a better car. Bodies are lighter, but a better car.

The finish of the upholstery has been changed so that it does not project as much above the body, and does not extend to the outer edge of the body surface, but is finished with a head welt on top, instead of on the side.

New Haynes for Old One.

The Haynes Automobile Company, builder of the first automobile to be made in the country, wants to find the oldest Haynes car. It is going to trade the car for the latest model, a twelve-cylinder car, for the Haynes automobile of the earliest type which can be found.

Regarding this novel trade deal, A. G. Schenkel, general manager of the Haynes Automobile Company, states:

"We are going to make an even trade. To the owner of the earliest Haynes car we will give in exchange the maximum of efficiency has been reached in the six-cylinder motor. This was given as the reason why some companies endeavored to develop the 'V' type eight and twelve. If it is true that the maximum of efficiency had been made a year ago, it is entirely probable that the eight and the twelve might never have put in an appearance. Certainly, they are now proved to be unnecessary, being more than their efficiency has been attained through the six-cylinder motor, as now manufactured by the Hudson company.

"The most impressive fact in the automobile industry lately has been the rapid change in motors. To the public it sometimes has seemed important that bodies and styles were different, but the engineers have had all along that by far the greatest changes and the greatest possible advances lay in the direction of the motor and the chassis. Many people who are familiar with the technique of engineering, take him over the hills easily and enables him to start quickly.

The most interesting development of the year to many people is the arrival of a high quality, low cost, enclosed car. Among the cars of this type shown at the Grand Central Palace none has attracted more attention than the Jeffery Sedan. It will be remembered by close followers of the business that the first motor Sedan was shown by Jeffery four years ago—the first closed car without fore doors and providing access to the front compartment between divided front seats.

The new Jeffery Sedan possesses all the beauty of the original car which sold at a high price; set the 1916 standard.

Dodge Dealers Dine.

Dealers in Dodge Brothers' cars in the East to the number of 150 will be entertained at a luncheon at the Ritz-Carlton to-day.

The affair is in the nature of a quiet celebration of the great success achieved by Dodge Brothers in their first year as car manufacturers. While no production figures have been given out, the statement is made that the public has bought more than \$35,000,000 of these cars. This is a tremendous showing when it is considered that shipments of cars were not started until January of 1915.

Among those who will be present at the luncheon is A. T. Stanton, British representative of Dodge Brothers.

A. I. Philip, general sales manager of Dodge Brothers; George C. Hubbs, assistant sales manager, and Theodore F. McManus, vice-president of the Erwin & Wasey Company, advertising agents,

will address the assembled dealers at the luncheon.

Overland Largest Producer.

The money expended by the Willamette Overland Company this year in material and supplies would build four battleships of the type of the new Nevada, the biggest dreadnought in Uncle Sam's navy.

In eight years the Overland factory has grown to fourteen times its original size. To-day there are 4,485,680 square feet, or 103 acres, of available floor space. The payroll of the Willamette Overland Company amounts to \$1,000,000 a month, or \$12,000,000 a year.

The Willamette-Knight car on exhibition in the Overland booth at the automobile show, is the lowest priced car ever built with a Knight type motor.

The Overland plant is a striking example of what quantity production can do toward lowering the price of a high grade product.

Bags 200 "Jack Rabbits."

An unusual thing happened yesterday at the Apperson Motor exhibit. The Overland plant is a striking example of what quantity production can do toward lowering the price of a high grade product.

And he meant, it too; there was nothing phony about it; not a publicity scheme or a prearranged offer.

Saxon Gives Dealers Luncheon.

Harry W. Ford, president of the Saxon Company, which was recently re-incorporated for \$6,000,000, will give a Saxon dealers' luncheon at the Biltmore Hotel, this afternoon. Mr. Ford, who arrived in New York yesterday, will discuss the policy of the company for 1916, and it is said he has a surprise to spring, which will interest Saxon agents in all parts of the country.

New Hudson Super-Six.

"The new Hudson Super-Six," says Chief Engineer Ben of the Hudson Motor Car Company, "surprised the motor car engineers probably quite as much as it will the general public. It had been stated time and again that the maximum of efficiency had been reached in the six-cylinder motor. This was given as the reason why some companies endeavored to develop the 'V' type eight and twelve. If it is true that the maximum of efficiency had been made a year ago, it is entirely probable that the eight and the twelve might never have put in an appearance. Certainly, they are now proved to be unnecessary, being more than their efficiency has been attained through the six-cylinder motor, as now manufactured by the Hudson company.

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records for both speed and endurance practically all the important ones. We met and defeated the fastest cars in the world in open competition in numerous long distance races held on the most prominent speedways in the country, and we made our victories decisive by taking both first and second in all of them.

"We have proved that Stutz winnings have been more than luck. We have proved by our consistency that the quality and the speed and the strength and stamina are built into the general run of cars from the Stutz factory—not merely put into one or two. They all stand the test, because they are all uniformly well engineered. We do not hope to always maintain our present complacency. Somebody will go after our record, and somebody will equal it—maybe. If they do, my hat and coat will come off simultaneously.

The Stutz factory will go right on keeping abreast with the newest development in motor car quality. And when the time comes to expect something new this season, the public's attitude has been justified by the announcement recently made that the Akron company will manufacture in 1916 the "Barefoot" tire.

The "Barefoot" rubber, which first was called "Hyper" rubber by the Akron concern, and which is used in the "Barefoot" tire, was developed primarily for use in the famous Silver-Town cord tire which this year made possible the record-breaking performance of Gil Anderson, winner of the Astor Cup race; of Darío Resta in the Harkness Challenge Cup on the Silver-Town cord tires; and of practically every other international cup and challenge race held in America during 1915.

Owing to the fact that the B. F. Goodrich Company cannot yet supply the demand for Silver-Town cord tires until three times as much special machinery for their manufacture can be constructed and installed, it was decided to use the "Barefoot" rubber alloy in all Goodrich fabric tires for 1916. It took forty-seven years of rubber manufacturing experience to produce what now has become the famous rubber alloy for the "Barefoot" tire, like every other, is not built of pure rubber. Name, excepting the officials of the B. F. Goodrich Company, know the combination of materials which made possible a better tire without increasing the cost to the consumer.

Like everything else produced by a progressive concern, the alloy contains no small part of the brains which gave to America its first cord tire.

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Page Buys More Mitchells.

Mitchell dealers swarmed into the automobile show yesterday with such enthusiastic reports of sales and demands for cars in their respective sections. Carl H. Page, the Eastern Mitchell distributor, held a hurried meeting of the officers of his company, with the result that late in the afternoon he placed an order with O. F. Friend, general sales manager of the Mitchell factory, for an extra allotment of \$1,000,000 worth of Mitchell Sixes of Sixteen.

This is the record distributors' deal of the Sixteenth National Automobile Show.

The New "Barefoot" Tire.

A series of interesting announcements made year after year by the B. F. Goodrich Company, of Akron, Ohio, have led the public to expect something new this season. The public's attitude has been justified by the announcement recently made that the Akron company will manufacture in 1916 the "Barefoot" tire.

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SAXON

"Six" \$785
"Four" \$395

Most beautiful piece of machinery you've ever seen—Saxon "Six" polished chassis, showing working parts.

At the Show
Main Floor—First Aisle to Right

Wise Is the Man Who Profits by the Brains of Others

A Line of Sound Logic for Automobile Buyers That Can't Be Successfully Disputed

An investigation of the things that make for success in the activities of the world's "big men" demonstrates this important factor.

They select men for the successes they've demonstrated—their brain product.

The value TO YOU of the statements that follow is proven by the fact that you could not buy the combined expert services of these men.

Before buying an automobile, consider: There must be a reason why Mr. William Klocke, Chief Engineer of E. W. Bliss Company, the largest mechanical manufacturing organization in our Brooklyn division, bought a New Mitchell.

There must be a reason why Count Chas. De Lucasavicz, formerly Chief Engineer of the Darracq Automobile, Paris, France, bought a New Mitchell. (He has purchased three New