

"EGGS" HERE  
OUT OF SEASON

J. J. Cole Reviews 1915 in Auto World; Increase of Multi-Cylinders.

President of the Cole Motor Car Co. When the last of the 12 classes which tolled at midnight on Dec. 31, 1915, had wound up, the credit was down on the year of greatest progress—greatest production in the motor car industry.

And though the new year promises even to exceed the last in its prosperity and development, those who have been intimately associated with the automobile business cannot soon forget the year just passed.

Looking back at it, we view it as a year full of the most startling and important developments. At the very beginning came the announcement of the American multiple cylinder motor cars. Europe had long been experimenting with this type of automobile.

The American public, quick to recognize advancements and improvements, displayed an eagerness to investigate this latest motor car achievement. Exaggerated motor cars everywhere placed orders for the cars. They tried and tested them more than they had ever tried and tested any other automobile.

Never in the history of the industry was competition so keen as during the last year. The motor buying public has been more concerned than ever before. Every effort on the part of the manufacturer to improve his product and at the same time bring it nearer the reach of the greatest number of possible purchasers is more appreciated than ever before.

The year 1915 marked the turning point in the industry. At its completion one might truly say that the automobile business had come into its own. Like the boom town that after a year or so of established progress, settles down to make a metropolis of itself by energetic, systematic, and steady effort, so has the motor car industry.

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are the most expertly designed, carefully tested and exactly fitted piston rings produced. That is why they prove so effective in operation. Their use ensures full power delivery, freedom from carbon trouble, the minimum of cylinder wear.

BIG FIGURES FOR SMALL CAR

Willys Figures Small Cars Save Their Original Cost in 50,000 Miles.

The tendency on the part of automobile buyers to favor small, light cars this year is said to be due not so much to the fact that the small car costs less than the big, heavy machine at the start, but that in the long run it is a much more economical investment.

According to John N. Willys, president of the Willys-Overland company, the small car virtually pays for itself when figured on a mileage basis and compared with the upkeep and maintenance cost of a big car.

"It is an established fact that the life of an automobile is not dependent upon its size or cost," says Mr. Willys. "The modern motor car of today is built to give long service, regardless of whether its initial cost runs into hundreds or thousands of dollars."

The big car, owing to its extra weight, requires larger tires than are necessary for a smaller, lighter machine. The actual size of the tires depends on the car itself, but to give a concrete example I will take a 34x4 inch size for the big car and a 24x4 inch for the smaller car, assuming that under ordinary usage, a set of tires will last for approximately 5000 miles, nine new sets would be required by the owner in 50,000 miles of driving.

The smaller car also is more economical in its consumption of gasoline. In fact, it believes the standard demand for the smaller type of car is due to a large extent to the present high price of fuel. In a number of cities gasoline prices have soared to 25 cents a gallon and even higher.

Gasoline Consumption. "The average small car will travel about 20 miles on a gallon of gasoline and the larger cars from 15 to 18. Keeping in mind the original figure of \$1.90 a gallon, this means that the small car will consume 2500 gallons of gasoline in 50,000 miles, a car that originally sold for \$200 or \$300 more than the second hand market value of \$100 per gallon, even when figured at 25 cents per gallon, amounts to a saving of \$125 for the smaller car.

Small Car Pays. "All things considered, it is pretty safe to say that the smaller car actually pays for itself when both first and second hand values are taken into account and compared with those of the big car."

Side Outlet Carbureter is Feature of 1916 Design. One of the conspicuous carbureter trends of the 1916 season is the greater use of the side outlet carbureter, the design which fits directly to the side of the cylinder casting, thereby eliminating the intake manifold.

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RUBBER RECORD

Russia Solves the Problem of Using Its Vast Supply of Vodka.

Russia has solved two of her most pressing problems, the disposal of 140,000,000 gallons of vodka stored up since the decree forbidding its use, and the production of rubber by putting them together in the hands of scientists.

The Russian-American Journal of Commerce says that for the first time a practical method of making synthetic rubber has been worked out. The ministry of finance, since the passing of the prohibition bill, had had a special department, devoted to the study of the disposal of alcohol throughout Russia, and it was in this department which made careful investigations for the purpose of determining the possibilities of converting alcohol into synthetic rubber.

One of the greatest problems of all European nations has been to obtain rubber, especially for war automobile tires, so it was with more than keen interest that experts watched the investigations conducted by the famous chemist Ostrowski, in the making of rubber with aid of alcohol. Upon careful examination it was found, not only that his experiments also could be manufactured from certain vegetable oils, such as hemp seed oil and rape seed oil, and that the vodka could be used to procure the large amount of alcohol needed as a solvent in the process.

The department of finance, keenly alive to the possibilities in this discovery, which not only solves the problem of the disposal of vodka, but also relieves the famine in rubber, has decided to begin the manufacture of the rubber by this process as soon as satisfactory arrangements can be made with the inventor. An experimental factory next to one of the many large warehouses is now in course of construction.

Automobile Tends Toward More Life Outdoors. The coming of the automobile is largely responsible for one of the greatest developments of our nation in our modern life.

Government Uses Autos. The government now uses motor cars to deliver its mails, and their use is steadily increasing on R. F. D. routes.

BRISCOE IS BUILDING ANOTHER BIG FACTORY. Word comes from Jackson, Mich., that all arrangements for the building of the new Briscoe plant of the Briscoe Motor company have been completed.

Fortified. Fortified against the dangers of skidding and drive slip by the Savage Grip Tread. A double protection—the vacuum principle of the triangular depressions plus the skid resistance of the sturdy ribs.

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TIRE TIPS

The current issue of Kant-Slip, the house organ of the Kelly-Springfield Tire company, contains some valuable hints on tire care, two of which are reprinted here.

Proper Way to Brake. Question: I understand that skidding is caused by a locking of the rear wheels. What, therefore, is the best way to bring the car to a quick stop on a slippery pavement?

Speed of Solid Tires. Question: I am considering the purchase of a one-ton truck and am undecided whether to specify solid or pneumatic tires for the rear wheels.

Three Arm Chair Seats in New Highway Roadster. The old adage that "two is company and three is a crowd" does not apply to the new National "Highway" roadster, according to the distributors of National cars.

Small Tax to Get One Fare Only in New York. Mayor Mitchell of New York has approved the new rule of the Bureau of Taxation which forbids metering less than 48 inches from the front seat to the rear and less than 41 inches in width must carry a white flag on the taximeter as an indication to prospective passengers that only a single fare will be charged.

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Auto Racing Dates

The contest board of the American Automobile association announces that the following dates have been assigned for automobile contests for the coming season.

- April 8—Boulevard Race, Corona, California.
May 1—Speedway, Sioux City.
May 15—Speedway, New York.
May 20—Speedway, Chicago (non-professional).
May 20—Speedway, Indianapolis.
May 30—Speedway, Tacoma, Wash.
May 30—Speedway, Minneapolis (professional).
June 10—Speedway, Chicago.
June 25—Speedway, Des Moines.
July 4—Speedway, Minneapolis.
July 4—Track, Spokane, Coeur d'Alene.
July 4—Speedway, Sioux City.
July 16—Speedway, Omaha.
July 16—Track, North Yakima, Wash.
Aug. 5—Speedway, Tacoma.
Aug. 11 and 12—Hill Climb, Pike's Peak, Colo.
Aug. 18 and 19—Elgin road race.
Sept. 4—Speedway, Indianapolis.
Sept. 4—Speedway, Des Moines, Wash.
Sept. 4 and 5—Track, Spokane, Wash.
Sept. 16—Speedway, Providence.
Sept. 23—Track, Trenton, N. J.
Sept. 23—Speedway, New York.
Oct. 7—Speedway, Omaha.
Oct. 14—Speedway, Chicago.
Oct. 19—Speedway, Indianapolis.

PLAN AGRICULTURE BY MOTOR POWER. In a retrospective list of special correspondents on French conditions during and after the war a writer in the Journal of Commerce predicts an extension of motor agriculture.

SMALL TAXI TO GET ONE FARE ONLY IN NEW YORK. Mayor Mitchell of New York has approved the new rule of the Bureau of Taxation which forbids metering less than 48 inches from the front seat to the rear and less than 41 inches in width must carry a white flag on the taximeter as an indication to prospective passengers that only a single fare will be charged.

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The Tire Behind The Advertisement. FEDERAL Tires deliver in "Extra Service" everything we have ever promised for them. FEDERAL Double-Cable-Base construction eliminates from the experience of Federal users the four common, annoying and costly tire troubles. It prevents rim-cuts, side-wall blowouts just above the rim, tube-pinch and the danger of tires blowing off. Plain and Rugged Treads All Styles and Sizes. EL PASO OVERLAND AUTO CO. Tel. 176, 120-122 San Francisco St.

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Fortified. Fortified against the dangers of skidding and drive slip by the Savage Grip Tread. A double protection—the vacuum principle of the triangular depressions plus the skid resistance of the sturdy ribs. Two effective safety treads for the price of one tire. And you get a good long run for your money every time. Extra mileage, as well as more safety, is built into every Savage Grip Tread. Adjustments on the basis of 4,500 miles. Ask for Tire Book. SAVAGE TIRES. FACTORY DISTRIBUTOR. Motor Car Supply Co. I. M. DUENSING. Cor. N. El Paso and Franklin Streets.

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