

BUICK LOOKS FOR BIG GAIN IN 1916

Plant is Materially Increased to Care for the Growing Demand.

CAR FOR NEXT YEAR CHEAPER

Lee Huff of the Nebraska Buick Auto company says that the Buick factory has been equipped and enlarged to build a great many more motor cars for 1916. Where new machinery was needed it has been installed. Where more room was required it has been provided for.

"We have combed the markets for better materials, and where we have found them available we have made purchases. Our great army of factory workmen come to their new tasks with a year added to their experience and training; better pay than ever to build into Buick cars that value which always has been our boast, and which always has been our best selling factor," says Mr. Huff.

"In the last year, too, Buick dealers have added to their knowledge of the Buick car. They have become more and more familiar with the absolutely correct principles upon which Buick motor car valves are based. They have become more and more 'solid' on the great Buick valve-in-head motor, and they are in a better position than ever to translate their increased enthusiasm into selling arguments which we confidently predict will be irresistible.

Increased the Plant.
"For the last five years now the Buick factories have been unable to meet the demand for Buick cars. Every year we have added to our manufacturing facilities enormously, but never yet have we been able to manufacture as many cars as our dealers could sell.

"This is sure proof of Buick value. It is indisputable evidence that the public has absolute confidence in Buick standards and Buick values. It is positive indication that the Buick motor car stands on a firm and secure foundation, and that the buying public awaits the new Buick product with open arms and open purses.

"Further Buick prosperity, for dealer, distributor, company and employe, awaits only the introduction of the 1916 models. To see the new cars is to fall in love with them. In all the factors that combine to determine motor car values the Buick models for the coming season measure up to the highest possible expectations and in numerous important respects they exceed the best hopes of even the heartiest well wishers of everything Buick.

"The Buick line for many previous seasons has embodied many pleasant surprises for the motoring public, but for the 1916 season there will be the biggest surprise of all, and the most pleasing.

"These cars will establish an entirely new standard for judging motor car values.

De Palma Makes an Exceptional Night Run Over Michigan

A car capable of fifty speed in the hands of a fair driver, pushing madly after the glare of its great electric eyes on a rain-drenched country road between Detroit and Chicago in the dead of night, with Ralph De Palma at the wheel is full of possibilities. At any rate, four passengers think so.

An expedition of this description left Chicago about 8 o'clock directly after the finish of the Chicago Automobile club-Chicago Athletic club run to Fort Wayne and return June 11-12. It was a test run with a twelve-cylinder Packard. Chafing under the restraint of traffic rules, De Palma could not get his car rolling until fifteen miles outside of the city. The party arrived in Valparaiso, Ind., fifty-two miles away, in one hour and twenty-eight minutes, despite the slow getaway.

La Porte, Ind., seventy-two miles from Chicago, was perforated just two hours out. They say in Chicago that it is a record by pretty nearly half an hour.

South Bend, 161 miles, was reached in two hours and fifty minutes. The Twin Six blurred the landscape, leaping across culverts and washouts until shortly before 6 in the morning, when it started several times and stopped near the Detroit city limits.

"No gas," announced the jury of five after the inquest and the serving of a summons on the reserve tank.

In a conference behind closed doors the passengers have since figured that they made the trip through rain and darkness in about eight and one-half hours actual running time. Three and one-half hours were lost in locating the route, taking on supplies and replacing an extra tire and demountable rim which made a detour through a cornfield.

Twin Six Causes Stir on Broadway

There is a new star on Broadway. It's a scintillating star, the Packard Twin Six.

The newest motor car design in the world made its metropolitan appearance at the Packard store in New York on Wednesday morning, June 2. At 4 o'clock in the evening 429 persons had called to make an inspection, and this number was increased by several hundred during the hours previous to the opening of the theaters.

The day following the 5,000 mark was again passed, establishing what is probably a record for Broadway's motor row. Testimony to the fact that this enormous number of callers was not made up of the idly curious is a note sent to the factory by M. J. Budlong, president of the company's branches, declaring that an error had been made in pricing the cars. Budlong is positive that every car allotted to New York City could be sold for \$500 more than the list price.

The Twin Six shown in New York is the same one displayed at Indianapolis during the 300-mile race.

Sidney Man Buys from Omaha Firm

W. E. Swartzlander of the Sidney Auto company, Sidney, Neb., has been the city the last few days looking over the different lines of cars for the 1916 season. He contracted with the Murphy-O'Brien Auto company for ninety Paige-Detroit cars, with specifications on the entire number and shipping dates on all. Mr. Swartzlander has just returned from a visit at the Paige factory at Detroit and drove one of the touring cars to Omaha, and will continue his journey to Sidney with the car in a day or so.

And Again Goodyear Tire Company Has to Add to Its Factory

Five acres of additional working space are included in plans approved this week by the directors of the Goodyear Tire and Rubber company, which will begin at once an extension of the Akron factory made necessary by the continued growth of the business. This will give the plant a total floor area of nearly fifty acres.

The new buildings will be ready with machinery installed, by the beginning of the fiscal year November 1, and will require for their use 2,000 additional men, bringing the Goodyear working force to a total of 10,000.

Goodyear's present capacity in auto tire production is over 12,000 a day. The new buildings will enlarge the capacity to well over 15,000 tires a day. The cost of the plant enlargement will be \$400,000. All the buildings are to be of brick and steel, to harmonize with the present plant, and room will be found in them to extend the manufacture of mechanical goods.

To balance its product, to add in obtaining volume and economical production, Goodyear two years ago added mechanical goods to its product. This department has grown rapidly from the beginning and has made larger quarters necessary.

For some time the Goodyear plant has been rated as the largest single tire factory in the world. Officials of the company are highly optimistic over the outlook for the future. The company is busier than at any time in its history. Its automobile tire business shows a splendid increase over 1914, when a world's record in tire sales was made. In cord tires the business is jumping, as attested by substantial manufacturers' contracts and consumer demand.

Saxon Company May Shipments of Cars Break All Records

As an indication of the great impetus all over the country in sales of automobiles, the Saxon Motor company set a new record for shipments during the month of May. Reports show that in the month just closed the shipments of Saxon cars were more than triple the records of the same month last year.

Not only was the showing greater than for the same period a year ago, but it is made known that the month of May was the largest in the history of the Saxon company.

The month of June will get another record, according to the factory schedule. An average of 150 cars a day is being maintained at the big Saxon plant in Detroit, thus placing the Saxon company among the largest manufacturers in point of numbers of cars being shipped.

Records such as those of the Saxon Motor company make it a simple matter to understand the optimism that prevails throughout the automobile industry and the prediction that is frequently made to the effect that more automobiles will be sold this year than in any two previous years.

Veteran Automobile Maker Turns Down Large Sum of Money

Elmer Apperson, president and general manager of Apperson Bros. Automobile company of Kokomo, Ind., announced yesterday that he had refused an offer of \$250,000 made to him by a Detroit syndicate for the purpose of allowing the use of the name "Apperson" on a cheap six-cylinder car that they desired to make. It was a tempting offer and a sum that the average person would think hard and long before turning down.

Chalmers Starts 1916 Sales Season

At the regular tri-monthly convention of Chalmers district managers held in Detroit all last week, the Chalmers selling season for 1916 was formally opened. The business sessions of the convention were held every morning and afternoon in factory convention hall. The program consisted of talks by department heads, informal discussions and the unfolding of plans for the new year.

A feature of the convention was the talk of Chief Engineer Hinkley on the valve-in-head motor with overhead camshaft.

Mr. Hinkley concluded his remarks with the statement that over 75 per cent of the American makers would adopt this design within the next two years.

DEALERS PRESS OLDSMOBILE FACTORY FOR DELIVERIES

Going on the assumption that a personal visit to the factory might facilitate delivery of cars, dealers are traveling to the present time has been delivered to dealers who have personally called for cars.



over the seats of your auto gives a more refined and elegant appearance to it. It will surprise you what a difference it makes. They help to keep the dust and dirt out of the upholstery. Let us give you a figure on a set.

Western Auto Top Co.
Tel. D. 3558.
1915-23 Harney St.

delivered to dealers who have personally called for cars. Interest is said to be equally keen in the eight-cylinder Oldsmobile recently announced, first deliveries to be made in August. The manufacturers have not as yet seen fit to divulge full information regarding their new Eight, but are expected to do so at an early date.

DEALERS AND CUSTOMERS SWOOP DOWN ON FACTORY With a famine in motor cars confronting them, twenty-one dealers and customers of Dodge Brothers, made desperate by long waiting, took matters into their own hands on Thursday, June 10, and descended en masse on the Detroit factory.

J. A. Cramer, Buffalo dealer and ring-leader of the invading force, delivered an ultimatum to the effect that the party was prepared to camp out on the factory grounds unless some cars were immediately forthcoming. General Sales Manager A. I. Philip, who is an advocate of peace at any price, finally staved off a riot by allowing the dealers to keep a portion of the cars they had boldly appropriated in the shipping department. The dealers' raid was the outgrowth of the tremendous sale of Dodge Brothers' cars during the last six months. Although employing full day and night forces, the big Detroit factory has been swamped by orders from dealers.

\$1065 Velie Six

The Name Insures The Quality

Everything In and On

THIS is the new Velie Six—its power plant the latest development of world-famed six-cylinder specialists—its flow of energy continuous, silent, supple, adequate to every road and grade—its body lines forming the graceful sweep of the true boat-streamline—its capacity ample five-passenger, with every appointment for luxurious riding—its equipment surpassing all previous offerings—its weight less than 2500 pounds, insuring economy of upkeep.

Our experience, our reputation, our success are staked on making this the dominant value of the light six field.

For years the Velie name has insured quality. Thousands of Velie cars are giving the kind of service to which owners proudly call attention, in every part of the country.

Read the features of the new Velie—at \$1065. Why pay more? Why be satisfied with less? Ask for all the details of this new car. Folder fully illustrating and describing the new Biltwel Six on request.

Velie Motor Vehicle Co., Moline, Ill.

If the Velie is not represented in your locality, it offers a rare opportunity. Here is a car that on simple comparison will outsell any car of its class. Write or wire for appointment.

- ### Velie Features
- 115-inch wheel base—standard tread
 - Velie Continental motor 40 h. p.
 - Unit power plant
 - Spur gears in motor—no chains
 - Multiple dry disc clutch
 - Automatic ignition system
 - Hotchkiss type of drive
 - No noisy strut rods or torque arm
 - Spiral gears in rear axle
 - 48-inch underslung rear springs
 - Velie Stewart vacuum feed
 - All electric wiring enclosed
 - Push button starting device
 - Two-unit Remy electric system
 - Expanding tire iron—no straps
 - Velie mirror finish 20 operations
 - Fine leather deep tufted upholstery
 - Headlights with dimmers
 - Curved radiator blending with hood
 - Windshield ventilating top and bottom
 - 15-gallon tank with gauge at rear
 - Simple rocking gear shift lever
 - Quick adjustable side curtains
 - Heavy steel-crowned fenders
 - Cowl light shows if tail light is going
- ### Equipment
- One man top, speedometer, dash light, portable light, coat rail, footrail, electric horn under hood, 32x4 in. tires front and rear (Non-Skide on rear), 5 single-piece demountable rims and full tool equipment.



"The New Biltwel"