

INDUSTRY SETTLING DOWN

Charles T. Jeffery Gratified at Wisdom of the Public.

CARS MEET POPULAR DEMAND

Manufacturers Who Have Built Selling Down Process Now Satisfied Machines Which Meet Approval of the Public.

Leading motor car manufacturers, schooled for many years in the important problems attendant upon the conduct of an industry of such proportions, are expressing themselves as extremely gratified at the wisdom that is being displayed by the public in its attitude toward the long anticipated "settling down" process now in progress in the industry.

President Charles T. Jeffery, of the Thomas B. Jeffery company, looks upon these developments as a perfectly natural result and expresses himself as pleased that the business of all substantial concerns is progressing.

This outcome, he thinks, was inevitable and now that it is in progress it reflects in no way upon the stability of the industry as a whole.

"When we remember," said Mr. Jeffery, "the fact that the automobile only a few years ago was a novel thing, appealing in a very strong way to a particular class of adventurously spirits—not always possessing the highest business ability and that this class has gradually been eliminated by the steady progress of better business methods—the whole matter takes on an aspect of optimism."

"It may perhaps not be justifiably said, but the early founders in motor car manufacturing and selling have been compared to the rush to Alaska when gold was discovered, or to the Tonopah gold field excitement in Nevada. The men who went there to get something for nothing, naturally failed and those who expected to make millions without putting in as much, if not more than they took out, were doomed to disappointment.

"The successes in the motor car industry have been made by those concerns grounded in good business methods which are simple and quite well known in all other departments of trade.

"There is nothing marvelous about anything that has happened in this business. It has simply been a matter of producing a good article to meet a popular demand. The demand has apparently in no way decreased, as quick transportation is necessary in modern American life and this need has by no means been filled.

"True, the bad side of the industry is rapidly disappearing with the high speed phase and the big, bulky car idea. The public now demands light weight for economy, efficiency and comfort. It is true, of course, that even the most substantial companies will suffer for a short period through the misfortunes of those concerns who are leaving the field, but this disturbance will be only temporary and the industry will proceed on the same solid foundation of the public demand which has merely been indicated and not in any way satisfied by the large sales of cars during the last few years.

"Even if it were true that large numbers of people have cars, it is equally true that the ultimate type of car will be somewhat different than the types most generally in vogue. The light, low-priced car will gain in popularity only because of its economy, but it must lose many of its devotees to the medium priced car, which at the same time, possesses greater comfort as well as economy.

"The high-priced, bulky car is less secure in its position as the demand for economy must ultimately bring it down in weight, in engine size, tire size and bulk.

"The car that occupies the middle ground will be most popular—that car which will carry five passengers most comfortably with the smallest expenditure for upkeep. It may be some little time before the public realizes this, but the fact remains that it must come, in one or two cases we know it is here."

Lozier Dealers Increase.
Photographs of the Lozier dealers' conventions of 1913 and 1914 furnish an interesting story of the growth in Lozier representation throughout the country in the past year. Panoramic pictures of the visiting dealers were taken on both occasions and the count of noses shows just five times as many dealers on hand in 1913 as attended the meeting one year previous.

Electric Starter Prevents the Motors From Stopping Dead

George Dingman of the Stewart-Tosser Motor company declares that a non-stallable motor is now a reality.

"This is achieved," asserts Mr. Dingman, "through the use of a powerful electric starter which is always positively connected with the motor. There are no switches to operate, no clutches to throw out. The starter simply will not let the motor stop. In no circumstances is it possible for the motor to go dead. Even should the gas accidentally be cut off, the instant the driver shifts gears the motor picks up and hums away with normal power.

"This non-stallable feature, engineers are agreed, is the greatest development along the line of automobile safety in the last five years. I am not sure that it is not the greatest of all the factors of safety in a motor car. Combined with the solid foundation of a deep channel section frame; with strong, sturdy wheels; with powerful axles of heat-treated steel; with heavy drop forged steering connections; with brakes twenty-five times as powerful in proportion to weight as those of a locomotive, this wonderful electric starter and non-stallable motor remove the last inconvenience and possible danger of motorizing."

"I believe the time is not far distant when automobile buyers will demand non-stallable motors in all cars. Now that there is no longer any reason why the motorist should submit himself and his passengers and his car to the uncertainties of a motor which can be stalled, there is little possibility that the old type will continue to satisfy discriminating buyers. The non-stallable motor removes every uncertainty of the internal combustion engine. It gives the driver of a gasoline car that same assurance of ever ready power which characterizes electric and steam-driven machinery."

Even in Canada the Packard Proves Its Hauling Efficiency

Proof of the abundant hauling efficiency of a motor truck when operated in a scientific manner is given in a recent report of the chief engineer of the Canadian Builders' Supply company of Vancouver. He states:

"In a single work day our three-ton Packard truck covered a distance of seventy-two miles, carrying ninety-nine yards of fine gravel and six yards of washed sand, making an estimated weight of 183 tons for the day's work. This haul was made in ten and one-half hours on a gasoline consumption of ten gallons."

"The average haul per day of a three-ton motor truck is from thirty-five to fifty tons. The figures quoted above show to what extent the latent energy can be utilized when operating on an efficiency basis."

Visor caps are made to match the suits. There are also some new crocheted hats that are quite effective. The crown is of one color and the rolling brim of another, with a feather quill stuck through the crown "Peter Pan" style.

When You're Having That Car of Yours Overhauled

Don't forget to have the piston rings examined. They are a very important feature in motor efficiency.

Perhaps you've noticed loss of compression, excessive carbon deposit in the cylinders, hill climbing inefficiency, a "knocking" engine. You couldn't tell why, but things seemed to happen, and yet everything appeared to be tight, and you didn't have those troubles when the car was new.

You didn't think of piston rings. They don't seem important, but they are. You'll find yours are worn and badly fitting and with such poor bearing as to leak compression at every stroke. These faults are sure to develop in the ordinary one-piece piston ring after a short period of service. None of them will occur in

LEAK-PROOF PISTON RINGS

This is a two-piece ring so designed and constructed as to make gas leakage impossible. The use of Leak-Proof Rings ensures you the following:
FULL MOTOR POWER—Because being two-piece they have no unsealed openings. The halves being interlocking and concentric and having opposing points of expansion, and tension the cylinder wall is always uniform.
MINIMUM CARBONIZATION—Because surplus oil cannot get up into the combustion chamber.
SERVICE—Because they are made of special Processed Grey Iron of wonderful toughness that never loses its elasticity and will outlast the motor.
STRENGTH—Because of construction on the angle-iron principle which gives them the greatest strength.
OPERATING ECONOMY—Because they make every drop of fuel count and save waste of lubricating oil.
MAINTENANCE ECONOMY—Because they do not wear or mar the roundness of the cylinder.

MADE IN ANY SIZE From 1 inch to 100 inches in diameter to fit any engine, pump or compressor. They are easily adjusted. (16)

"Ask the User"



PISTON HEAD PACKING RINGS In use on over 180,000 automobiles

Installed by all garages and repair shops. The following supply houses are distributors: Omaha, The Baum Iron Co., 13th and Harney Sts., Power Supply Co., 2119 Farnam St., Western Auto Supply Co., 1910 Farnam St.

Manufactured by McQuay-Norris Mfg. Company, St. Louis, Mo.

There's no leak proof ring but the LEAK-PROOF Ring—insist

WHEN DREAMS BECOME TRUE

Public Exhilarated by Predictions of Motorizing Transportation.

BUBBLES OF IMAGINATION

Self-Deception and Superstition of Enthusiasm of Truck Salesmen Responsible for Overestimate of Truck Values.

Jules Verne, in his "Twenty Thousand Leagues Under the Sea," predicted the coming of the submarine. None of the submarines yet built approaches the standard of efficiency of his imaginary creation.

Many manufacturers have written for themselves—and the public—very glowing predictions of the motorizing of transportation. So exhilarating have been these predictions, so convincing the paper planes, that in the minds of these gentlemen, fact and fiction have been hopelessly entangled. They have come to believe that the transportation millenium is here and that the greatest harvest should be made to reap the tremendous harvest of profits.

The results of this orgy of imagination are beginning to be felt. The enthusiasm of selling organizations has enabled a considerable number of good, substantial plodding "submarines," decked up in the verbal clothing of a "Nautilus," to be sold. Many purchasers, all prepared to depart on a "Captain Nemo" voyage of profit and security, found that their vehicle was not a "Nautilus," found that some of them were not even good modern "submarines," and in a panic decided that the deep waters of motor truck transportation were, as yet, beyond their reach.

Bubbles of imagination have been bursting right and left and only those manufacturers who have been content to sell their product for what it is have kept out of trouble.

There has been very little willful misrepresentation, but there has been a vast deal of enthusiastic self-deception; and not only the self-deceivers are footing the bill.

The one safe course is to sell what you

make, not what you would like to make. The surest way to secure a satisfied truck owner is to let him know, make him understand just what he is buying.

Pierce-Arrow salesmen need have no shame in telling the exact truth about Pierce-Arrow trucks. Superlative adjectives are out of place in connection with any manufactured article. The nearest approach to the superlative that can be truthfully made, is a statement that the Pierce-Arrow Motor Car company has done its best. The past record of the company is an indication of how good that best is likely to be.

Muffler Cut-Out Abolished in the Lozier Machines

For the first time since Lozier cars have been manufactured, the muffler cut-out will not be a feature of that car next season. Both the four and six-cylinder Loziers of 1914 vintage are without this time-honored appliance, and another boost has given the anti-noise campaign.

"We decided to abandon the muffler cut-out on our cars, only after assuring ourselves that the public no longer demanded this feature," said Sales Manager Paul Smith. "We had long ago determined to our own satisfaction the lack of any real benefit obtained from the cut-out. Up to the present season, however, there have been quite a few buyers who wanted this feature and we found it advisable to continue its installation."

"Abuses in the operation of motor cars are rapidly being wiped out by legislation, and the unnecessary use of the cut-out is in the same class with starting head lights as a public nuisance. Practically all claims made for the usefulness of the muffler cut-outs have been discontinued by laboratory tests. The majority of cars have already abandoned its use and the custom will probably be universal by the time another season arrives."

The Consolidated Railway and Lighting company of Charleston, S. C., employs two motorcycles—one in the repair department and one in the gas department.

SLOW SPEED THE BEST TEST

Modern Car Must Travel at Low Speed in Congested Cities.

LAW LIMITS BRING CHANGE

Laws Confine Speeding to Speed of Twenty-Five Miles an Hour or Under and Eliminate Advantages of Speeders.

No longer does the automobile demonstrating driver "hit her up" to show prospects how fine a car he sells. The modern motor car salesman has learned that the best test of efficiency is slow speed. The tremendous growth of the modern American city, and the need for a car that will operate under difficult traffic conditions has made necessary a motor that will pull the car steadily, smoothly, without a jerk or vibration, at speeds as low as two and three miles an hour on high gear. Only thus can best results be had and only thus can the pleasure of driving a car in the city be retained.

This change in demonstrating methods has been brought about by car buyers themselves. They have learned that when the law limits speed to a maximum of hardly more than twenty-five miles per hour in almost every part of the country, it avails little that their car is capable of high speeds of sixty or seventy miles per hour. They have learned that the real test of the good car is the slow speed. Yet tricky drivers of a car that "put it over" in their prospect unless watchfulness is exercised. An expert driver can so manipulate his clutch pedal, adjust and throttle that the car will travel at a slow speed. At the same time the noise of the open exhaust draws out the sound of the gear and the slipping clutch and the prospect is led to believe that the car is traveling at a speed much lower than it really would if the clutch were fully engaged and the engine silent.

"Of course," says Mr. Guy L. Smith, the local Hudson distributor, who explained the novel idea, "this slipping of the clutch and clever scheming of the

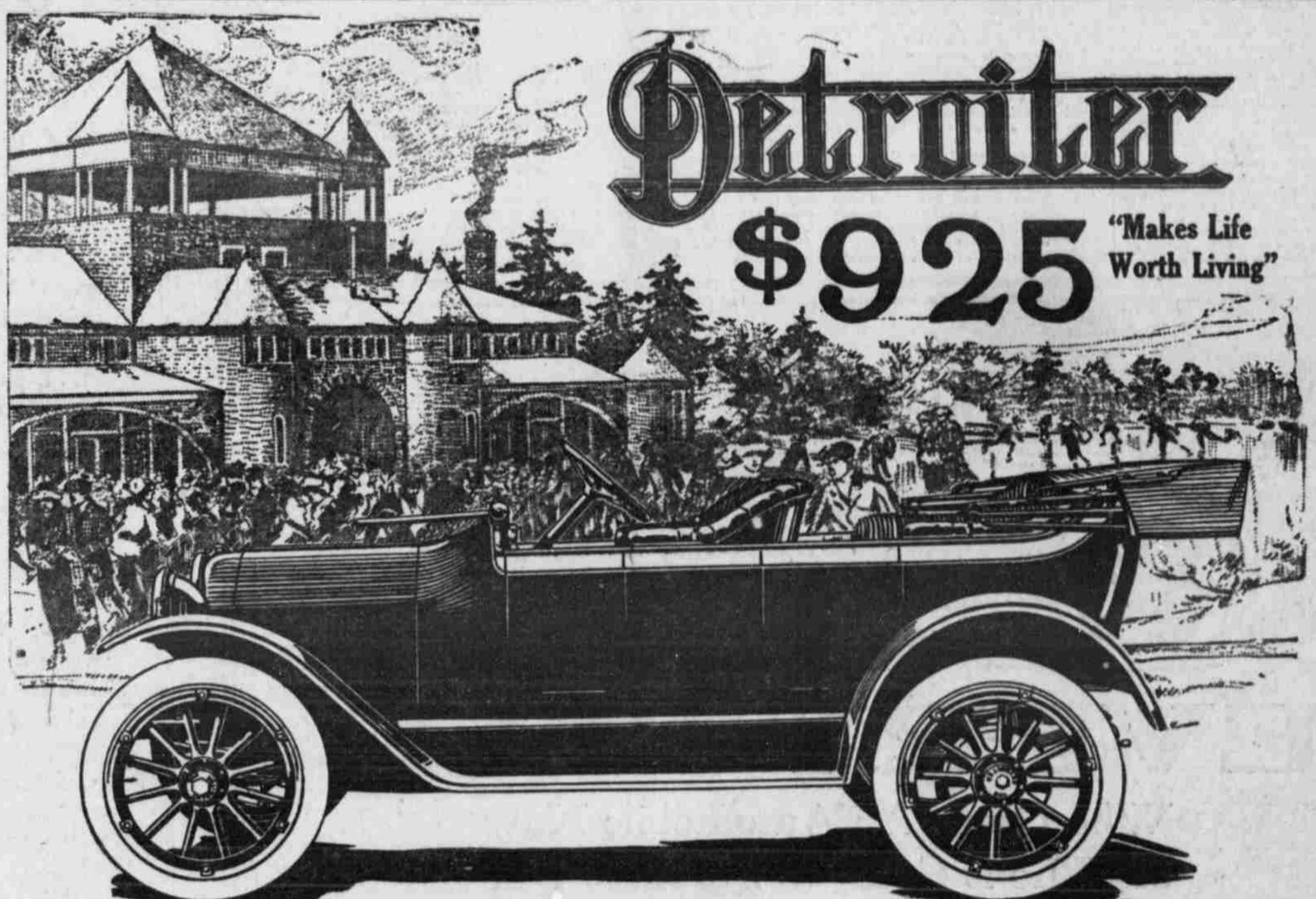
driver is only needed where a car is incapable of meeting the test of slow speed. On cars like the Hudson Six-40 or Six-54, where the six-cylinder motor will pull the car steadily at as low a speed as two miles per hour, no such tricky devices are necessary. And the remedy is to let the prospect drive the car."



The Buyer's Code:—
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"Little Six," 5-passengers, 2000	Roadster, 1500
Imperial "34"	Imperial "32"
4-Cylinder, 5-passengers, 1650	4-Cylinder, 5-passengers, 1500

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New—Streamline—Bullnose—32 h. p.—A Conquering Four

A Complete Line \$850 to \$1050

Three years ago, when the Detroit was announced, almost anything on four wheels could be sold—and some of them were mighty lame ducks. Four men, all in responsible positions in the automobile business, realized the situation. They saw cars with weak axles, noisy motors, undersized pinions and oversized prices, finding ready sales. These men said, "There will be a revolution when people get car-wise. In the meantime, we will build a car that will correct these evils, and that sells on an honestly narrow margin of profit. We will build that car and wait."

They did, and called it the Detroit. Rather quietly they established conservative dealer relations at over 600 points. They worked out a system of production economy that made this car the lowest in over-head cost in America, barring none.

Today the firm has never borrowed a penny; has no stockholders clamoring for dividends on watered stock; has no directorate at the beck and call of Wall Street. But has a wonderful record of sales.

In the boom days of the automobile business, their method looked old-fashioned to many. But note these facts: (1) As a result of this policy, the Detroit Company sells automobiles at a smaller expense than practically any other company. (2) It keeps no traveling mechanics and no traveling sales managers on the road, drumming up dealers. (3) It holds its sales force intact from year to year. (4) Its repair business is smaller in proportion to sales than that of any other firm, averaging \$3.81 per car per year.

The makers have put into practice another theory—that people who buy automobiles are tired of windy claims and wish intelligent analysis. Accordingly, the Detroit advertising has consistently pointed out certain mechanical superiorities of the car. It has stated and proved that the Detroit is the only popular priced automobile in America with a full floating rear axle, long stroke motor, platform rear spring and expensive, power-conserving ball bearings throughout. Nowadays, people are becoming familiar with these terms. They are finding out that the full floating axles of this type can withstand 3,000 pounds over-load and house a pinion that will never strip; that ball bearings last longer and multiply horse power; that the platform spring alone needs no shock absorbers; that all these features combine to produce a car of light weight that reduces upkeep to the minimum, making possible 20 to 25 miles to a gallon of fuel, and 100 miles to the quart of lubricating oil.

Facts and not claims must win in the long run. These are the facts about the Detroit—some of the reasons why it is a superlatively good car for you to own.

Streamline—Bullnose—32 horsepower—the 1914 Detroit challenges comparison in appearance and quality with even the most expensive makes of Fours. There is not an ungainly angle in it; graceful as a bird's wing, the crown-molders melt away the angularity of guards. With the added horsepower of its expensive ball bearings, the motor is indomitable. For five hundred dollars more one buys not a whit better construction—more honest material, more sterling workmanship.

\$1050
with Detroit-Remy Starting and Lighting System

MARMON
"The Easiest Riding Car in the World"

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The greatest of economies is satisfaction.
The buyer who goes by price instead of value is invariably disappointed.
Consider the cost of five years motoring—
Ascertain also what you may reasonably expect in the matter of fuel and oil consumption, mileage on tires, etc.
Here again is the occasion for looking carefully into the reputation of the car. Here again is where quality manifests itself.
Good car means moderate cost for upkeep plus satisfaction.

This is one of a series of talks on how to buy an automobile. The complete series containing a wealth of valuable information may be had in booklet form by asking—
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