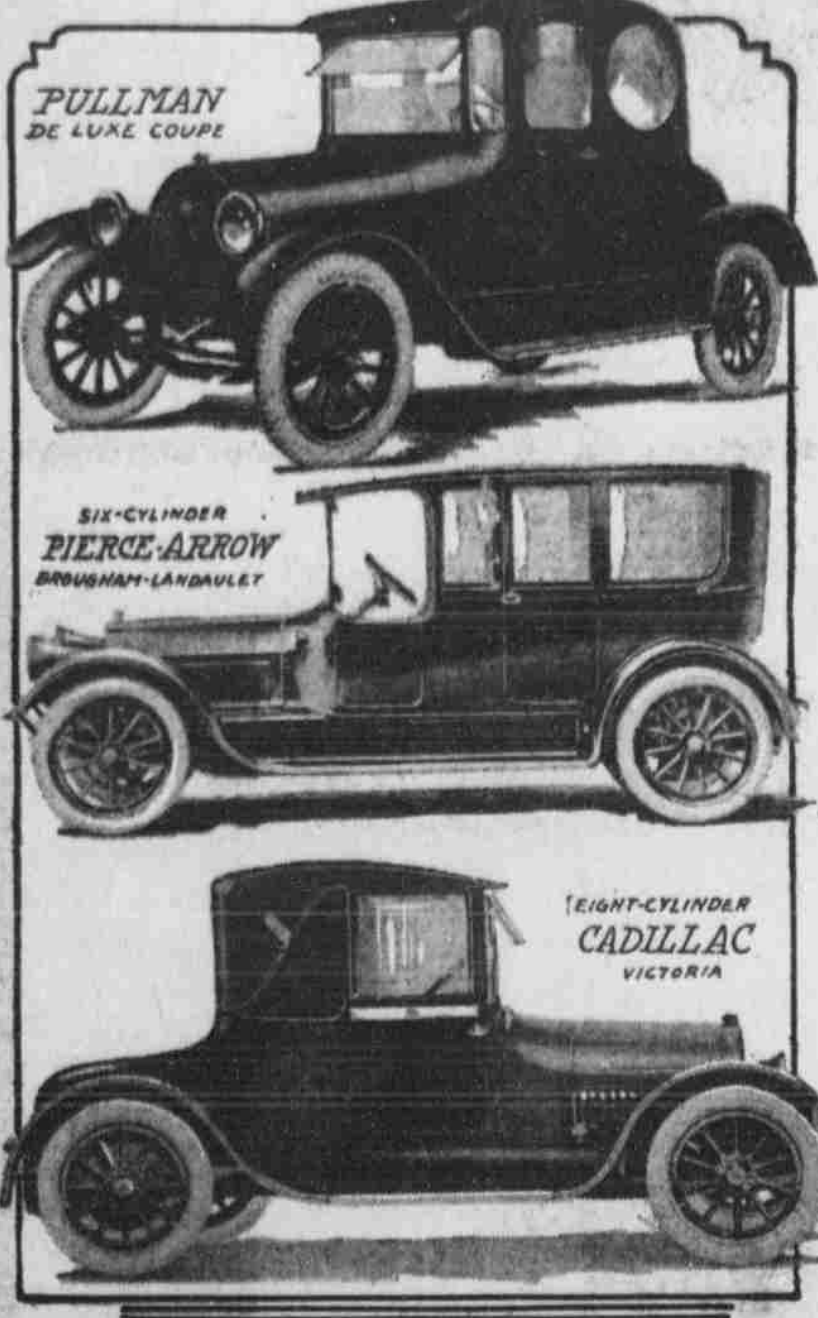


Winter Presents No Terrors to These All-the-Year Autos



BANKERS ENDORSE AUTO INDUSTRY

Times Have Changed and Game is Now Looked Upon as Stable and Here to Stay.

NOW CALLED SAFE INVESTMENT

By HARRY W. FORD, President Saxon Motor Car Company. No phase of the motor car industry is more interesting than the changed attitude of bankers all over the country from the skepticism of a few years ago to the eager support of today.

Everybody remembers how not so many years ago bankers pretty generally were either outwardly antagonistic or doubtful about the automobile business. On the one hand they said the motor car was plunging the nation into a era of extravagance and leading people to take their money out of banks. On the other hand many bankers used to refer to the motor car as a fad, and were afraid to risk their money in support of an automobile company or an automobile dealer. They simply looked upon the motor car business as a useless investment.

It is only within recent times that the bankers have reversed their old stand and have shown both willingness and eagerness to lend financial aid to motor car enterprises simply because they consider the automobile business as safe an investment as there is today.

Huff Says it Pays to Sell the Best Automobile on the Market

By LEE HUFF. The word "best" used in connection with an automobile does not necessarily mean that it must be the highest priced car on the market. It means an automobile that has power and durability, one that will give the purchaser uninterrupted use of his investment.

In order to give the purchaser this use it must be backed by a factory which has for its foundation the necessary years of experience in building automobiles to enable it to assure every buyer that he is not buying an experiment. I say without fear of contradiction that the Buick motor car is backed by a factory which covers the largest space of ground of any similar concern in the world. It has the most and largest buildings of any automobile factory. It has the most modern and up-to-date machinery of any automobile manufacturing concern. In fact, the Buick Motor Company is equipped in such a way that it has reduced the cost of manufacture to a minimum, enabling it to produce high-class cars in such large quantities that the price is within reach of the average man's pocketbook.

When my associates and I decided to go into the automobile business over seven years ago, we visited practically every automobile factory in business at that time. We wanted to be in an organization that we were sure would be able to continue in business when competition became as keen as it is today. An organization that would look to the volume of business for its profits instead of making the profit out of the individual car. Some of the highest priced cars on the market today are made in a small factory that turns out from 1,000 to 2,000 cars a year. They must have a long price for their product and the individual must pay it. But where a factory is producing 6,000 automobiles in a single year, doesn't

Where a short time ago they hesitated to loan money to any automobile dealer on his stock, they are now ready to extend financial aid in any possible manner to pave the way to the dealers' success. As an instance of how the banks endorse the automobile business, the Harriman National Bank of New York, recently ran a large advertisement in the newspapers, the whole theme being an enthusiastic endorsement of the motor car. Under the heading of "A Great Public Utility," it stated that the automobile had long ceased to be merely an expensive luxury, and is now an economic necessity to practically everyone.

Continuing, the Harriman institution stated that the automobile has brought out-lying districts close to the city, has increased values, and has put more money into circulation. It concludes that it "would be glad to see every farmer and merchant in possession of an automobile, first for his use in his industry and second, for his pleasure." Times have changed. Instead of assuaging skepticism toward the motor car industry, the banks, for instance, now advise the purchase of motor stocks. Thus they endorse motor companies as investments. Furthermore, they now finance motor car concerns with absolute security because they consider the automobile industry a sound, safe one to do business with. They recognize that the motor car has come to stay, just as the telephone, telegraph and typewriter have, and that automobiles are going to become more and more numerous all the time.

TIRE COMPANY ENLARGES ITS PLANT IN OMAHA

In order to take care of its rapidly increasing business throughout the middle west, the Marathon Tire and Rubber company have taken over the business of Akron-Marathon Rubber company consolidating the latter with the factory office and warehouse here, enlarging their staff and facilities. The management and selling force are the same with additions. H. H. Replund is division manager for the middle west with headquarters at Omaha.



it stand to reason that they can build just as good an automobile, more accurately constructed, at a price less than that asked by their competitor? The Buick organization today is backed by \$20,000,000 and a reputation which makes my associates and myself feel proud to think we had the foresight to become connected with them. The Buick factory is back of every car which we put into our territory and their reputation and guarantee carries with it that satisfaction which makes distributor, dealer and owner feel glad that he has contributed to the upbuilding of this great organization.

MATERIAL IN SPARK PLUGS

It is the Spark Plug Which Gives the Vital Spark to the Motor of Your Car.

PURE NICKEL IS BEST METAL

By ALBERT CHAMPION, Maker of A C Spark Plugs.

The vital spark can only be given to the motor of your car through the spark plug. Few car owners have any knowledge whatsoever of just how a spark plug is made. The various manufacturers make all sorts of claims for their plugs. For information of those who care to know I have been asked to tell how the most successful spark plugs are manufactured.

Porcelain. Porcelain, which is the insulator most commonly used today, is a very important factor. A special body of clay had to

be developed and a percentage had to be changed from the original basis to meet the requirements of heating and cooling and have an insulator that would hold the electric current after the motor became hot.

There is one point which will be very interesting to our readers to know, and that is the heat required to vitrify porcelain. Some people advise that porcelain vitrifies at the highest heat. Different bodies of clay require different heat, but there is no such thing as porcelain vitrifying at the highest heat. Clay in its treatment is very much like steel. There is one heat at which it is best. It should neither be underheated or overheated.

Electrodes. There are a great many claims for special electrode material, but to date there is no better known material to be used commercially for spark plugs than pure nickel, which contains about 98 per cent nickel, a certain percentage of manganese and a little cobalt. In the metal part of the plug, which

constitutes the body, there are also advertisements about special treated steel. There would be no advantage in a special steel other than the regular pessemmer cold rolled steel, in fact, this is what is commonly used on all makes of plugs today, whether they are of the highest or poorest quality.

Gaskets. In the gasket, which constitutes the packing between the porcelain and the body of the plug in procure a tight joint, it is necessary to use the best quality copper and asbestos and the best being none too good, with the careful manufacturers it is not a question of cost, but of quality first.

Time, tide and Dee Want Ads wait for no man. An opportunity missed is an opportunity lost.

Rucker's Arm is Well. Nan Rucker has served notice on Manager Wilbert Robinson that his left finger is sound again, and that he will win twenty-five games.

Gossip for Owners of Ford Automobiles

The Auto Accessory company, who operate the Ford Supply store at 2053 Farnam street, are announcing that they will keep open house during show week, and are inviting all owners of Ford cars to make their place headquarters while in the city. Wraps and packages will be checked and information will be available as to places of interest, directions, etc.

Many people were skeptical as to the advisability of opening a store that would cater to but one make of cars when Mr. Uhe came here from Seattle, Wash., two years ago, where he was connected with one of the big accessory firms on the Pacific coast, but he had seen what these Ford specialty houses were doing there and was of the opinion that a city the size of Omaha, and territory as rich in Ford cars as the

surrounding country, would be all right, and the results have more than justified the expectations.

Mr. Edwin L. Uhe, owner and manager, stated that they expected to open a branch store opposite the building of the Ford Motor company at Sixteenth and Cuming streets, as soon as the factory started to assemble cars there, and by this arrangement buyers of new cars can purchase accessories, etc., without driving all the way up-town to the old store. A full stock of extras will be carried at all times and the owner of a Universal car will find it to his interest to pay a visit to either of the stores.

A large volume of mail order business has been worked up in this line and customers from points in Montana, North Dakota, Nevada, and as far east as Wisconsin and Illinois, while other Ford owners as far south as New Mexico, Texas and even Florida, are depending on the Ford Supply store for their supplies.



Here are the facts—established by thousands of American People

FIRST and foremost, let us remind you that the Paige Fairfield "Six-46" is a *tried and proven* success.

It isn't necessary for us to "claim" that this handsome seven passenger car will render unfailing service day in and day out.

It isn't necessary for us to "claim" that it is staunchly built—mechanically efficient—superbly designed.

All of these things have been definitely established by thousands of American people who own the "Fairfield"—people who have selected it in preference to all other light sizes on the market.

When you buy a Paige "Six-46" today, you are buying a car that has passed the experimental stage. You are buying a car of known quality—known ability.

In a word, the "Six-46" is an eminently safe automobile investment.

It is a good car—not merely because we say so—but because its owners have conclusively established this goodness in the grueling tests of more than a year's actual road work.

Other "Light Six" makers are now introducing 1916 models. Some of these makers feature new designs—new power plants—new engineering theories.

In the course of time, these innovations may prove thoroughly practical in every way.

But until that time comes—until these cars have been thoroughly "tried out" in actual service—the prudent man will be inclined to buy the car with a tangible record of accomplishment behind it.

As it stands today, the Paige "Six-46" is a thoroughly finished product.

By carefully studying the combined experience of owners, we have been able to proceed intelligently in perfecting this car until it has been brought up to the current day—the current hour—of six cylinder elegance and luxury.

In our opinion, no more efficient six cylinder power plant can be produced and every feature of the car throughout is in keeping with the high mechanical standard.

Power—more power—power to spare! That is the only way that you can describe this wonderful motor.

So far as flexibility is concerned, you can amble along at two miles an hour or sweep up to sixty without change from high gear.

Steep hills and heavy clinging sand roads are mere child's play for the "Six-46."

This car is practically throttle controlled. It responds to the slightest impulse of the accelerator and is ideal for the woman driver who must pick her way in the thick congested traffic.

And then consider the matter of design.

Beyond any question of doubt the Fairfield is the most widely copied car that has ever been placed on the American market.

Remember, Paige first introduced the pure European streamline twelve months ago.

Look around at the automobile shows and see for yourself whether or not this design has been copied by practically all makers of quality cars.

Above all, the Paige "Six-46" is a "sensible" car. While there has been considerable talk about excessively high speed motors, we flatly refuse to support any such propaganda.

Paige motors are built to endure, and we believe that it is impossible to reconcile excessively high speed with minimum wear and tear on working parts.

It is our policy in the Paige factory to build safely and sanely. The cars that we market are established successes—not experiments.

On this basis, we enjoy—and shall continue to enjoy—the absolute confidence of Paige owners and Paige distributors the world over.

PAIGE-DETROIT MOTOR CAR COMPANY, Detroit, Michigan

Murphy-O'Brien Auto Co.

1814-18 Farnam St. Phone Tyler 123

Fairfield "Six-46" \$1295
Winter Top
Cabriolet
Reclining
Town Car
T. & B. Detroit.