

WINTER HATH NO TERROR TO AUTOIST

Use of Autos is No Longer Confined to the Warm Months of Summer.

KISSEL TELLS OF PROGRESS

"The most remarkable fact in connection with the recent evolution of the automobile is the marvellously increasing demand for winter cars," said George A. Kissel, president, Kissel Motor Car company.

"Until a year or two ago, the use of motor cars was largely restricted to warm weather. Most people bought them for pleasure rather than utility, and immediately Jack Frost waved his hand, they promptly garaged them and allowed them to rust until nature turned green again.

"The demand started with those who felt that an investment in two cars—one open and closed—was worth to them the expenditure involved. Then came closed bodies to be interchanged on the same chassis with open touring or roadster bodies. This reduced somewhat the cost of inter-season driving, but the initial investment and expense of changing bodies twice a year was still greater than most people cared to assume.

"The idea of a single, demountable top that could be handled by two or three inexpert men, a top so worked out that it would not suffer in looks when compared to a full closed body, occurred to me three years ago. Unfortunately the type of touring car then prevailing did not lend itself readily to the plan.

"The accepted open car had four doors and two compartments, the driver and his companion sitting absolutely apart from those in the rear of the tonneau. To put a top on such a car meant a make-shift appearance not at all acceptable to persons of taste and refinement.

Popularizes Open Car.

"Finally the thing to do was to first popularize a new type of open car and this we set out to do. Our body department designed a touring car with divided front seats and only two entrance doors, the latter being very wide and located on either side in the rear. We built two sample models and quietly introduced them at the New York and Chicago shows in 1914.

"The new touring car became immediately popular, orders for them at the shows being so many that we decided to make the model standard. This we did in the early spring of 1914 and it was the conspicuously successful novelty of that season. The divided front seat was soon adopted by nearly all leading manufacturers.

"The way was then clear to carry out our plans for the All-Year car that we had had so long in mind. We announced the All-Year car in August, 1914, and there was never from the start the slightest doubt of its acceptance. The interest was everywhere, east, west, north and south. In fact it was so much greater than we had anticipated that we found it necessary to forthwith increase the capacity of our body factory.

"Our All-Year car was exhibited at the national shows for the first time last year and was then still without competition. But the handwriting was on the wall. Other makers read it plainly and this year witnessed a score or more demountable tops of various kinds on the market.

"The triumph of the two-in-one convertible car is one of the greatest boons to the motor car industry in its whole history. It has boosted winter sales to proportions never before thought possible, and to the people it has brought the advantage of winter driving at little more expense than that involved in the ownership of an open car alone."

Haynes Car is Ten Years Old, but Still in Running Order

"The offer of the Haynes Automobile company to trade one of their new 'Light Twelve' automobiles for an even exchange for the oldest car that is running at the present time, is revealing some interesting features in the histories of a number of motor cars," said Charles Corckhill, manager of the Nebraska Haynes Auto Sales company, distributor for the Haynes 'Light Six'.

"The average owner uses a car for three years and then replaces it with a more modern type. But once, the adventures and wanderings of a soundly built motor car have just begun and nothing short of a professional soothsayer could approach foretelling the future. One of the most unique letters that the Haynes company has received came from an Ohio owner, who bought his car second hand, but has kept it in his possession for more than ten years.

"In the year of 1912, water stood three feet deep over the top of the car for nearly ten days and when the rain finally ceased, the mud covered machine looked as though it would not be worth cleaning up. The owner refused to junk the car and since that time it has run thousands of miles over rough river country roads. The car has become a cherished member of the household and provision has been made in the owner's will that it will bear him to his final resting place, 100 miles distant from his home. Through the owner's efforts and industry, the car is modern in the face of its rather antiquated appearance."

Packard Company Buys Land for an Aviation Field

A large tract of land on Lake St. Clair, near Mount Clemens, Mich., has been acquired by the Packard Motor Car company as an aviation field and landing place for airplane tourists. This announcement has been made by J. G. Vincent, vice president of engineering.

Aeroplanes will be received within a month and experiments will commence immediately thereafter. It is understood, as was said recently by President Henry H. Joy, the Packard company has become strongly interested in aviation affairs, and tests with the view of proving the value of the twelve-cylinder motor for aeroplane use have been in progress for six months.

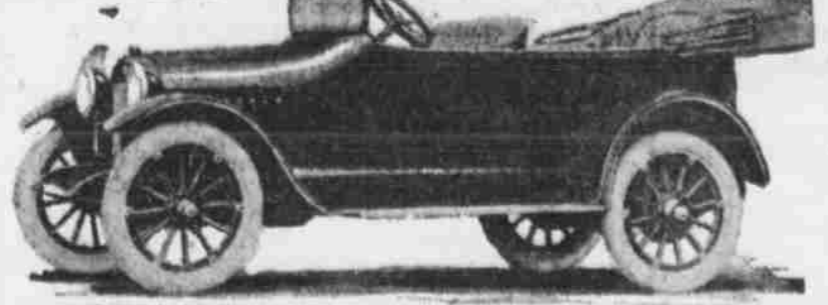
Experimental aeroplanes will be fitted with motors designed by the Packard engineering department and constructed at the Packard factory. The company does not contemplate the manufacture of completed aeroplanes, for the time being, at least, but will concentrate upon perfecting motors for aero use.

Dealers Delight in Telling of Merits of These Autos

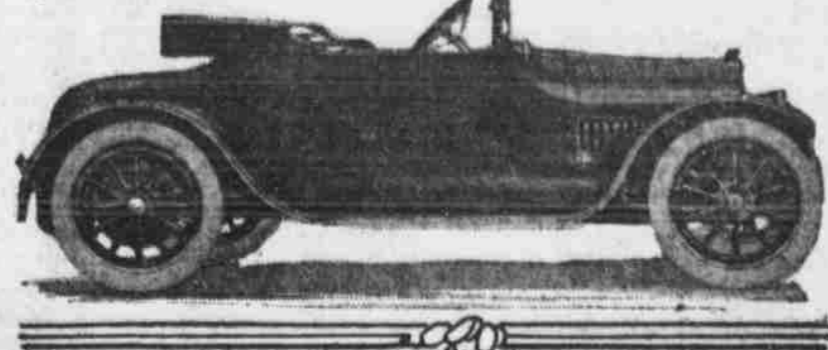
STUDEBAKER - SIX PASSENGER TOURING CAR



INTERSTATE



CADILLAC - 8 ROADSTER



Autoists Should See that Tires Run True

"Whenever unusual tread wear is detected motorists should at once make certain that the wheels are true," declares Joe M. Dine, branch manager, Goodyear Tire and Rubber company. "Your tire dealer or garageman will usually be pleased to examine them, or if his services does not cover this, will suggest where it can be done. As an addition to our own service and to supplement that of the dealer, with the purpose of aiding motorists to ascertain easily and promptly whether the wheels of their

cars are parallel, each Goodyear branch has been equipped with an alignment tester of the latest improved model, an instrument used in determining if the wheels are out of line. All motorists, whether users of Goodyear tires, or not, may now have their wheels tested at any of the various Goodyear branches, and in a few minutes learn whether out-of-alignment is one of their troubles.

"The tester used is a simple instrument which registers accurately the distance between the same relative sections of the felloe band on opposite wheels. By its use the slightest variation is detected.

"When the wheels of a car are not parallel, the tire must undergo a diagonal grind as it passes over the road surface."

GOODYEAR TIRES MAKE GOOD

Offer of Refund on Goodyear S-V Tires Failing to Cost Less Per Mile Than Other Makes.

YEAR'S TEST ENDS IN APRIL

"Our offer to refund the entire purchase price if Goodyear S-V tires fail to cost less per mile than competitive makes will terminate April 1, 1916, at the completion of a full year's test," states C. W. Martin, Jr., manager motor truck tire department of the Goodyear Tire and Rubber company.

"The wonderful performance of these tires in many grueling tests has shown graphically that our confidence in them was justified. Of course, we knew that Goodyear would win the test, for we already had made about 3,000 comparisons and tests before we issued our sweeping challenge. But we felt that the time had come to prove conclusively and quickly to motor truck users everywhere which tire in actual service would excel. Hence our offer, which was as follows:

"Equip, opposite chassis at the same time, one with a Goodyear S-V and one with any other standard truck tire of the rated size, bought in the open market. If the S-V fails to cost less per mile than the other we will return you its full purchase price, making the S-V free."

"Originally this offer was made to cover three months, but at the expiration of that time many truck owners desiring to take advantage of the offer were unable to do so, as they did not need a replacement of tires during the months specified. So we extended it three months to accommodate them, and have extended it once since. The magnificent response to our challenge on the part of truck owners rendered it such a complete success that we simply couldn't let go.

"But now that the offer has run nearly a year, with but five of all the hundreds of S-V's sold having failed to outwear any other, we feel that Goodyear S-V's have vindicated themselves and shown their superiority in the motor truck tire world. Those five failed as the best of tires occasionally will—and were subject to full cash rebate under our agreement. Yet their owners did not want the cash rebate—they asked for new tires and got them, with all the mileage from the old tires free of charge.

"That our position was regarded as practically unassailable was impressively evidenced by the absence of any acceptance of our challenge, or of any guarantee of a similar nature by a truck tire manufacturer. The habit has been with others, and at one time with us, to give mileage guarantees on truck tires. But a mileage warrant is simply a guess on average conditions—and it must be low enough to meet bad conditions. So we determined to issue a guarantee of lowest cost per mile under like conditions against any known make of tire. Goodyear S-V's have emerged triumphantly after a campaign unique in motor truck tire history."

First Long Journey.

What progress! In 1906 when Edgas Apperson made the first long "overland" run from Kokomo to New York City, it was thought that an epoch had been made.

Buick's Wonderful Mileage Record

The winner of the recent contest conducted by the Hyatt Rolling Bearing company which applied to all makes of cars equipped with Hyatt bearings was a

Model 16, 1909 Buick which had covered 26,500 miles up to October 1915. Mr. Slason of Plainville, Kan., the owner of the car, says that it has covered many thousand miles since that time and the car appears to be good for many thousand miles more service. This wonderful mileage is equal to more than ten times around the world. The Buick company have often made

the assertion that they can produce more cars which have run over 50,000 miles, more over 100,000 miles, more over 150,000 miles, and more over 300,000 miles than any automobile manufacturing concern in existence. This statement has never been disputed and from the many wonderful records of Buick mileage, it looks as though the Buick will continue to lead in this field.

THE Allen

Quality and Extraordinary Value Never Need to Clamor for Recognition---

That is the reason why Allen advertisements are restrained in tone, and seek only to focus your attention on the specifications (keeping in mind the price), and to persuade you to look at the car itself.

Quality and value make their own appeal to your intelligence and perception. Some of the specifications are:

- 3 1/2 inch Allen-Summer Motor, 37 H.P.
- 4 cylinders Fiat.
- Unit Power Plant.
- Westinghouse electric starting and lighting system.
- Gas tank at rear; vacuum feed.
- Full floating rear axle, pressed steel housing.
- 11 1/2 inch wheelbase, 55-inch underlung rear springs.
- Fireproof demountable rims with one extra.
- Weight of car is 2300 pounds.

SEE THE ALLEN AT THE SHOW
Booth Number 21.

Standard Motor Car Co.
Distributors for Nebraska, Wyoming and S. W. Iowa.
2010 Farnam St. Phone Doug. 1705.
Factory Address: THE ALLEN MOTOR CO., FOSTORIA, O.
Send for the Allen Catalog.

\$795
EQUIPPED

To the Ladies:

YOU who have such a big influence in the choosing of the car for the family: See the cars of easy control—the cars of sturdy, unusual power, which will respond quickly to your slightest driving wish.

The cars which you can drive, or in which you and the other members of your family can ride with the utmost luxury, ease and safety. Visit the Automobile Show—your choice of car is there.

Do you prefer an Eight? The Oakland Eight is the very essence of flexible, perfectly controlled power, with beautiful body lines and cushions of luxurious depth and finish. And with it all goes real, roomy comfort and economy in upkeep.

OR perhaps a six-cylinder car fits your ideals better. The Oakland Six, at \$795, develops 30-35 h. p. and yet weighs but 2100 pounds fully equipped, ready for the road. It is, in every sense, a man's car for power—a woman's car for easy handling.

In the same class is the Oakland Four, at \$1050—a high-speed, responsive, powerful, four-cylinder car, with that flexibility which usually goes with extra cylinders.

Whether you get to the Automobile Show or not, be sure and visit our Chicago salesrooms. Study the Oakland line in detail—then ride in your choice. You will be satisfied. Eight cylinder, \$1585 F.O.B. Pontiac. Six cylinder, \$795 F.O.B. Pontiac. Four cylinder, \$1050 F.O.B. Pontiac.

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8's-6's-4's Oakland



Sturdy as the Oak