

**PLAN SPACE IN AUTO SHOWS**

Drawings Made in New York for New York and Chicago Shows.

**HAYNES DRAWS GOOD SPACE**

Company Plans to Exhibit for the Fourteenth Time, a Record Few Manufacturers Can at Present Do.

"The largest gathering of motor car builders in the history of the industry was present at the semi-annual meeting of the National Automobile Chamber of Commerce in New York City when drawings were held for space at the New York and Chicago automobile shows," states C. J. Corkhill of the Nebraska Haynes Auto Sales company, distributors in this territory for the Haynes.

"The Haynes company drew space B-22, which covers 819 square feet for their exhibit at the New York show, which will again take place at the Grand Central Palace, week of January 2 to 9; and for the Chicago show, which will be held as usual at the Coliseum, the company drew space H, L, which covers 524 square feet.

"Last January at the Chicago show, the Haynes company sold more cars than at all the previous shows held in the Windy City combined; but with the popularity of the Haynes 'Light Six' it is predicted that all Haynes records for cars sold at similar events will be shattered. It is stated that there will be approximately 550 exhibitors at the New York and Chicago events. Of this number 101 will exhibit passenger cars, while the balance will exhibit accessories and products of allied trades that enter into the making of the modern motor car.

Applications Many.

"S. A. Miles, manager of the shows, reported that applications for the fifteenth annual exhibitions exceeded in number those for any previous years of the kind. It being impossible to provide for seven of the car applications received for the Chicago show.

"The drawing showed that the last year has seen little or no increase in the number of manufacturers, the cars represented at the drawing being the old-timers in the field. In this connection it is interesting to note that the Haynes company participated in the fourteen annual exhibitions held in New York and Chicago—a record that can be duplicated by very few of the present day manufacturers."

**Reason Why Fords Light in Weight, Strong in Power**

An automobile expert of national reputation recently made some investigations to discover for himself the secret of "pulling power," and the "animation" of Ford cars. Ford cars are recognized everywhere as being exceptionally light in weight, yet they also have refused to take second position to any car in ability to "go and come back," and to negotiate grades. The engineer in question wanted to know why, for the problem of weight is a nice one involving such important factors as safety, power and economical operation.

It is well known that the number of cubic inches of piston displacement gives the fairest idea of relative power and, therefore, furnishes an accurate basis for comparison of the "pulling power" in question. The investigator made some interesting discoveries, proving that the exceedingly high power per pound weight of the Ford is borne out by the results obtained from a compilation of ratios of weight to cubic inches of piston displacement. All the leading American cars were compared. The average for all except the Ford is somewhat over eleven pounds of total weight to each cubic inch of piston displacement. The Ford, it was found, has the lowest weight-to-power ratio of any car. Its figures of only 7.56 pounds to be carried by each cubic inch of piston displacement shows why it rides the hills so surely, why it is always humming cheerily along over sand and ruts, and tough, rough roads in spring, summer, autumn and winter—the dependable, universal motor car.

**Packard Builder Says War Does Not Stop Motor Sales**

Excerpts from the annual report of Henry B. Joy, president of the Packard Motor Car company, throw interesting light on conditions in the industry at large. A spirit of optimism is in evidence in the opening paragraph.

"It is most gratifying to note that even during the month of August, the first month during which war in Europe was in active operation, our sales of motor carriages to customers were considerably stronger than in the corresponding month a year ago, and it is proper to state that the sales of motor carriages during August, September and up to the date of this report have been about the same as last year, while our commercial vehicle sales are such as to tax our manufacturing capacity to the maximum for several months.

"The future of the motor car industry is gradually, we feel, clearing up for manufacturers. The strenuous development period through which we have been going has produced in a few years the most rapid crystallization in the motor vehicle industry, probably more rapid than ever occurred in any other mechanical art."

**Virginia Hills Easy For Little Maxwell**

Nowhere in the country is there a better place to test motor cars than in the state of Virginia. With its mountainous country and rough, hilly roads this state will "make or break" the reputation of a car in a short time.

M. P. Farrier of Pearisburg, Va., is a man whose business takes him into every corner of his state and he makes most of his trips in his Maxwell car. Consequently Mr. Farrier is in a position to judge automobiles from every angle.

Writing to the Maxwell company in Detroit a few days ago, Mr. Farrier told of several interesting experiences which he had while riding in the Maxwell. In one instance he towed a car of large make up a hill and four miles into the nearest town.

The new model which Mr. Farrier recently purchased has been run over 1,300 miles and has not yet needed an adjustment.

An extract from Mr. Farrier's letter

shows why he is so proud of his Maxwell. "On a gasoline test last week, I drove the Maxwell, loaded with five passengers, thirty-five miles with a heavy load for one-half the distance, on a gallon and a half of gasoline. The whole distance was over very ordinary and hilly country roads."

**New Equipment for Cadillac Cost Over Half Million Cash**

Most people have but the vaguest idea of the tremendous amount of preparatory work and attendant expense involved in the production of a new model motor car.

The public is at a loss, perhaps, to understand why, in these days, changes in design and construction are seldom radical. It perceives that most cars adhere pretty closely in their new models to what has become, to them, standard design. Motor car makers who produce in their own plants all the essential parts for their cars have big investments in machinery equipment, and what may appear to be minor changes in construction often necessitate costly changes in plant equipment and operations. For that reason many manufacturers prefer to avoid radical alterations in their cars.

As an instance, the eight-cylinder Cadillac recently announced—a distinct departure from any previous American design—necessitated approximately half a million dollars in new machinery, tools, jigs, dies, fixtures and other equipment. This investment, of course, will be spread over the production of thousands of cars and probably for a long period of time.

The new type of cylinder block and new shape crankcase demanded huge milling machines, different from those the Cadillac had used in the production of previous models. The same was true of the machines which cut the bevel gears in the rear axle. The teeth on the driving pinion and the large differential gear in the new car are of the helical type, which could not be formed with the equipment previously used. There are many other instances where new equipment was necessary, each calling for an additional expenditure.

In the light of these facts it can readily be understood why many manufacturers prefer to follow their own standard designs and avoid radical changes.

**Firestone Company Holds Conclave of District Salesmen**

One of the best recent sales conventions was that held by the Firestone Tire and Rubber company at Akron, O. The convention calendar called for sessions on Wednesday and Thursday. However, enthusiastic Firestone men began to arrive at headquarters as early as Monday—in fact, all the branch managers had put in their appearance by Tuesday and the day was devoted to get-together meetings and planning for the two big days, Wednesday and Thursday. Early Wednesday morning, therefore, all were in readiness to get down to business.

The Firestone company, at their recent annual meeting, announced a 75 per cent increase in output over the previous fiscal year. All departments have been crowded to more than capacity in order to take care of this additional business, and the new additions now nearing completion will add a total of 36,800 square feet to the already extensive floor space.

**Overland Registers Very Biggest Week**

The biggest week in the history of the Willys-Overland company closed Saturday, October 17. The volume of business done during the six working days broke all previous records of the company. Actual shipments were made totalling 1,400 Overland cars, representing a value of more than \$1,300,000. This figure is exclusive of shipments of motor trucks, and other products sold by the Willys-Overland company, which would greatly increase the total.

Since the start of the fiscal Overland year in July 11,400 cars had been shipped up to and including October 15. This is an increase of 46 per cent over the shipments made during the corresponding period of last year and is 50 per cent greater than those of two years ago.

**Auto Men Engage in Story Telling Race**

The Saxon Motor company has just made known the results of a driving day held among Saxon dealers, by the terms of which three prizes were offered to the dealers who drove their cars personally from fifty to 100 miles and then wrote the best stories of their experiences.

First prize of \$25 went to John E. Gilbert of the Imperial garage, Jacksonville, Fla.

Second prize of \$15 was awarded to E. C. Hershfield of the Bond Motor company, Kansas City, Mo.

The division of the prize money, \$50, was made equally between Roy C. Lampman of Pownal, Vt., and J. W. Dineen of Albany, Ill.

**REDDEN STILL TOURING WAR-STRICKEN EUROPE**

Several messages have come at irregular intervals to the home office of the Maxwell Motor company in Detroit from the company's sales manager, C. F. Redden, who has been in Europe ever since the outbreak of the war. Mr. Redden has probably seen more of actual warfare than any other American abroad and he has been touring Europe in his Maxwell touring car, even after fighting began and train service was stopped. Mr. Redden's itinerary has taken him into several countries where battles were in progress, and he has even seen actual fighting.

**WILSON AND ROCKEFELLER PURCHASE FORD MACHINES**

Two distinguished Americans have recently joined the huge list of Ford owners. The first is President Woodrow Wilson, who has bought a Ford for runs in and about Washington, particularly for "emergency calls" to the golf course. The other is John D. Rockefeller, who is using his Ford to like the president in one respect at least, to get to his golf game with the least possible delay.

**Little Water Will Remove Carbon from Motor Carburetor**

An ignorant laborer in the testing room of an engine factory is responsible for one of the greatest boons to motorists ever discovered.

A tester had just started a kerosene engine, and as it is necessary to "liven" up a kerosene motor with gasoline injected from a squirt can into the air intake of the carburetor, he was industriously helping the machine along when the squirt can ran dry.

Calling the laborer he told him to fill the can with gasoline. The laborer, not understanding English very well, filled the can with water and brought it back to the tester.

Meanwhile the engine was running along as best it could, smoking and misfiring, until a little "gasoline" was shot into it from the refilled squirt can, when to the astonishment of the tester the motor picked up speed and ran without smoking.

Naturally he investigated matters and eventually traced the improvement to water in the squirt can. He then tried it on a gasoline motor and discovered that while it did not greatly affect the operation of a gasoline engine that it would remove the carbon collected on the inside of the cylinders.

It is surprising how few repair men, experts and motor car drivers know about this handy method of removing carbon from a motor, so M. S. Young, engineer and designer of the Royal Motor Car company, has consented to give the following instructions for its use.

Procure a squirt can, fill it with water, start your motor, raise the bonnet on the carburetor side and with the can inject a few drops of water into the air intake of the carburetor while the motor is running. Keep this up a few drops at a time for several minutes. It certainly is easier than taking the motor down to scrape out the carbon, and really does clean out the motor in good shape.

**Willys Given First Space at Big Shows**

For the second consecutive year the Willys Overland company has been awarded the first choice of exhibition space at the New York and Chicago automobile shows. The awards are based entirely on the volume of business done by the companies affiliated with the National Automobile Chamber of Commerce, which includes all of the large manufacturers of high grade automobiles in the United States.

The space allotments were made at a meeting held for that purpose by the chamber, which promotes the two biggest show events on the automobile calendar. The action officially shows that the Willys Overland company has been the largest manufacturer connected with the organization for the last two years. It shows also that the Overland is beyond question the most popular high grade automobile in the United States.



**11168 Solid, Substantial Business Men**

had, up to October 10th, applied for the privilege of acting as Dodge Brothers' dealers.

They reason that with the knowledge of costs, materials and methods acquired in manufacturing the vital parts for more than half a million motor cars,

**DODGE BROTHERS**

are sure to produce a car that will play a very large part in determining automobile values for the future.

**HUDSON Six-40**  
As a Limousine

\$2,550, f. o. b. Detroit—Seats Six

**Luxury's Limit**  
The Car With a Thousand Charms

Forget for the moment that the Limousine described sells this year for \$2,550. We are facing new price standards in upper-class cars. The time is past when luxury lovers need suffer over-tax.

**The Famous Chassis**  
This is the new-model HUDSON Six-40—the latest production of Howard E. Coffin, America's foremost designer.

Mr. Coffin, with the 47 other engineers, has devoted four years to this model. It is their final conception of the ideal Six.

It excels in lightness, in economy, in beauty and equipment. In many ways it is the finest example of the new-day quality car.

And the size is just right for ease of handling, combined with ample room.

**The Artistic Side**  
This Limousine body is built for us by famous New England coach builders. Every detail shows the artist's touch.

It is upholstered and trimmed in finest imported fabrics. Sample books at your local HUDSON showroom will offer you four options.

The hardware is hard-rubber-covered. That is, door handles, window lifts, etc. The rear doors lock.

**GUY L. SMITH**  
"SERVICE FIRST" Omaha, Nebraska  
2363-65-67 Farnam

**Note How Goodyears Dominate Every Street**  
Look About You—See How Men Regard Them

No need to tell you which tire serves best if you will simply look about you. Note how many men use Goodyears—men who want what you want. No other tire has ever won so many.

The quality tire—the sturdy tire—is told by this verdict of users. Men gravitate to it. And the trouble-savings which brought them will sometime bring you.

These Four are the most compelling reasons for using No-Rim-Cut tires:

They can't be rim-cut. Countless blow-outs—due to wrinkled fabric—are saved by our "On-Air" cure.

Loose tread risk is reduced 60 per cent in a patent way.

Punctures and skidding are combated, as in no other tire, by our double-thick All-Weather tread. It is efficient, smooth-running, enduring.

Not one of these features can be found in any other tire that's built.

Goodyear tires compel respect. We spend fortunes on features which no one else employs. And we spend \$100,000 yearly in tests and experiments, seeking new ways to improve them. We sell them at quantity prices.

Our methods must appeal to you. We urge you, for your own sake, to learn what they lead to. Find out what safety, what comfort, what endurance men are getting from Goodyear tires. Then let your judgment tell you which tire to adopt.

When you call for Goodyear No-Rim-Cut tires you will get tires like these. Any dealer will supply you.

**GOOD YEAR**  
No-Rim-Cut Tires  
With All-Weather Treads or Smooth

**Comply With the CITY ORDINANCE**

Let us DIM your lights by grinding your old lense.  
Why buy new ones?  
Call DOUGLAS 3646 and leave your order and we will call for your car and deliver. All orders filled promptly.

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