

RIGHT BUYING LOWERS COST

Purchasing Agent Can Bring the Price of Auto Materials Down.

A FACTOR IN MANUFACTURING

The Ultimate Cost of a Car Depends Very Largely Upon the Aggregate Expense of the Materials.

Between the engineer who designs an automobile and the manufacturing genius who builds it, there intervenes a step which, while never of a spectacular sort, is nevertheless of mighty importance, determining to a great extent the price at which the car can be profitably sold.

This step is the purchase of material. To the man under whose directions this task is performed the automobile-buying public owes a large share of the increasing value that is being put into the popular-priced American automobile.

The purchasing agent is a specialist in values of materials. He knows the reputation of every large maker of materials and the capacity of his plant. He is a veteran student of human nature—wary, resourceful and shrewd.

An example of scientific buying ability is Chester J. Reynolds, through whose department the Studebaker corporation buys annually many millions of dollars worth of supplies, varying in value from the pencil of a stenographer to the most costly automobile materials and equipment.

Mr. Reynolds' experience dates back twenty-six years to his first job in the purchasing department of the Studebaker plant in South Bend. His transfer to the automobile plants in Detroit occurred several years ago and implied a change in field only.

Backed by immense buying power, Mr. Reynolds daily entertains an interesting series of callers at his office in the Detroit headquarters.

Representatives of the big steel mills, salesmen of high-grade leather and paint, builders of automobile equipment, manufacturers of machine tools and a host of others compete for the Studebaker business.

Guided by a definite policy, Mr. Reynolds sits in judgment. He must be satisfied regarding quality; if there is any doubt involved, the Studebaker laboratory determines that by analysis and experiment. He must be satisfied on the seller's financial standing and ability to make deliveries according to schedule. He must be satisfied that the price finally agreed upon is reasonable, but will still allow the salesman a fair margin of profit. This last provision makes it necessary for him to know the last word regarding manufacturing costs.

The experienced salesman is fully aware of all these conditions. He knows also that the Studebaker contract will mean continuous operation for the manufacturer he represents, and a successful season, as a result. Just how great a saving this represents to the purchaser of a car may be imagined from the fact that a manufacturer of material or equipment is almost always ready to quote, on pieces ordered in lots of 50,000, a price approximately one-third or less than what is charged for the same piece at retail list.

Taxicab Men Use Best Made Tires On Their Machines

So far as known, no one yet has got the best of a New York hackman, either the old horse-drawn type or the more up-to-date taxicab variety.

Of course, at the present time no one thinks of riding in an antiquated hansom or four-wheeler if a taxicab is available.

Briefly, at the present period, the taxicab business is divided between the big companies and the so-called independent taxicab owners. The latter, as a rule, are controlled by former hack drivers, who own their own vehicles.

The big companies have to keep their vehicles up to a high standard in order to maintain their prestige with the public both from a mechanical and sanitary point of view, while as a matter of fact, the independents have not as yet realized their obligations in this respect.

However, in connection with taxicabs generally one curious thing presents itself that whether they are corporation owned or controlled by individuals, they are invariably well cared for in the matter of tires. No matter how dilapidated the exterior or interior of the vehicle, it is usually well shod.

A visitor from Akron recently had occasion to use a taxi in the vicinity of Union Square, where a number of independent machines were lined up at the curb waiting for fares. Coming from "Tiretown," he noticed that the shoes on nearly all the cars were either new or only partially worn, and that several of them carried "Nobby Tread" tires on the rear wheels. He asked the driver of the car he selected how they could afford to operate on such expensive tires and the man replied, "we have to have the best tires made in our line of work, as every delay caused by tire trouble costs us money. The reason so many of us use 'Nobby Treads' is that in wet weather we do not have to lose time by putting on anti-skid devices."

A prominent dealer who is a large handler of United States tires, confirmed the driver's statement, saying, "It may seem a curious thing, but among the best customers for our 'Nobby Tread' tires are taxicab drivers who own and operate their own vehicles. They know the business from the ground up and find that they not only get more mileage, but what is more important, the loss of time from accidents, putting on chains, and so forth, is practically eliminated and that in a nutshell is the reason they buy them in spite of the fact that the first cost is greater than that of other types."

Toozer Sees Good Auto Business Ahead

George E. Toozer of the Stewart-Toozer Motor company spent last week among the dealers and seems very optimistic regarding the outlook for the business for the coming year. The business this firm has obtained from the South Platte territory in the last few weeks would indicate that the drought of the last season has already been forgotten.

John Branigan of Columbus was a visitor at the Stewart-Toozer Motor company last week. Mr. Branigan is one of the pioneer automobile dealers in that part of the state and is lending every influence possible toward progress of the Lincoln state highway and gives every assurance that when the time comes Columbus will be there to carry its share of the work.

AUTO BUILDER IS BOOSTER FOR GOOD ROADS.



Henry B. Joy Pres. Lincoln Highway Ass'n

BATE RETURNS TO FIRST LOVE

Famous Engineer Once More Sits at His Desk.

WORKING ON NEW YEAR MODEL

Wastes No Time, but Concentrates Thoughts and Efforts on Plans and Ideas for 1914 Models.

With a record of eighty years of efficient and profitable vehicle construction as its proud record, the Mitchell-Lewis Motor company of Racine, Wis., is featuring a manufacturing epoch in its announcements of the 1914 line of automobiles.

After a rest of one year, John W. Bate, the man who created the Mitchell car and so stamped his individuality upon the models of several successive years, that its vogue attained prominence not only in the United States, but in many places in the eastern hemisphere as well as in South America, has returned to Racine to again assume the duties of first vice president and general factory manager.

Mr. Bate began work on his 1914 models sixteen minutes after the board of directors had succeeded in getting his consent to return to the command, and before two hours had passed construction ideas that he had formulated during his year of rest were being put upon paper. The genius who had created the famous Mitchell "Baby Six" lost no time in eradicating any defects of 1913 and substituting those he had figured would mark an epoch in automobile production.

With unlimited capital at its command, the Mitchell-Lewis company has put at the call of the world-famous designer the best manufacturing facilities money could provide and the most efficient plant that skill could build. Production of the 1914 models, both in sixes and fours, has begun in earnest, and the slogan of the company has gone out to thousands of dealers: "We back the Mitchell car with the most liberal service policy for car owners that the business mind can conceive."

Contains Many Features. Engineer Bate's conception of the 1914 Little Six contains many features. The left hand drive, center control, Tungsten steel valves, T-head fully enclosed, long stroke motor, Rayfield carburetor, gravity gasoline feed, roomy streamline body, Timken wheel bearings, full floating rear axle, big three luxurious upholstering, nickel trimmings, jiffy curtains and a full line of equipment are features that Engineer Bate has incorporated in his Mitchell car.

The Mitchell Big Six is very much the same design as the Little Six. It has a 144-inch wheelbase and its motor is rated at sixty-horse power. The Mitchell Four has 120-inch wheelbase, forty-horse power and seats five passengers.

The purchaser of a 1914 Mitchell, no matter what model he may select, says Sales Manager O. C. Friend, "has Engineer Bate's word for it that he makes the best motor car investment that any plan may provide. His company's service plan is ten times better than a guarantee; in short, Designer Bate again is in command, and he knows by years of successful building that the Mitchell is the car you ought to have at the price you ought to pay."

PACKARD TRUCK BUSINESS INCREASES FOR LAST YEAR

Alvan Macauley, vice president and general manager of the Packard Motor Car company, has just made public an interesting statement of the increase in the truck business of the Packard company for the fiscal year ending August 31.

"Our gains in the commercial car business during the fiscal year increased 59 per cent over our sales of any previous year," says Mr. Macauley. "Particularly pleasing to us is the fact that the Packard truck is growing in the favor of the large corporations, which are very careful buyers."

REPUBLIC



Powell Supply Co. 2119 Farnam St. Omaha

\$1550



\$1550

You wanted a really high-grade car at a moderate price. Jeffery has built it!

You know that four or five hundred dollars will buy an automobile, but you aren't willing to sacrifice entirely, looks and comfort. You know that twice as much money will buy an automobile with quite a little in looks, comfort, power and service under good road conditions.

You know that if you don't care how much money you spend, you can buy a good car, light enough to be economical in gasoline, oil, and tires; powerful and fast enough to do all you want done, and made of the very best materials to be had in this country and Europe; and handsome as the best designers can conceive—perfect in every way—except price.

But to build such a car to sell at a moderate price—that's another thing. It can be done only by a big, successful concern with plenty of money, long years of experience in buying materials and machinery, organized to avoid all waste, so that every cent paid for production would really go into the car; the manufacturer must make practically every part, and make these parts better and for less than he could buy them from others. In short, such a manufacturer must be a complete master of every detail, including large capital. Any other would be sure to fail in such an undertaking.

THE THOMAS B. JEFFERY COMPANY has always been recognized as representing the most solid, conservative, yet successful spirit of the automobile industry. In bicycle days the Rambler was the standard by which others were measured. Later, as the automobile took the place of the bicycle, the Rambler and the Cross Country stood in the front rank of cars in their class and were recognized even by their keenest competitors as sturdy, well designed, dependable cars.

Now, this marvelous manufacturing organization, with its \$5,500,000 in assets, with the highest credit in the industry and a factory equipped with \$3,000,000 worth of the latest machinery, its engineering and designing departments thoroughly familiar with the latest and best designs of this country and Europe, offers to the public a perfect motor car, and is proud to mount upon it the name-plate "Jeffery."

There are other cars on the market at about \$1,500, but even hasty comparison of the specifications with the Jeffery will indicate that from now on at least, motor cars cannot be "classed" by price. There are still other cars whose specifications, material and workmanship conform closely to the Jeffery, but they sell from \$2,500 to \$5,000. Therein lies the remarkable and extraordinary side of this announcement.

With all the capital in the world, and with an honest desire to build a perfect motor car surpassing all existing values, you could not go into the automobile business tomorrow and give your buyers real value. Why? Because, to know how to build value into a motor car, you need to have been building motor cars as long as they have been built; to know every step, every improvement, every mistake. The men who work for you must be those who have worked, studied and experimented with you for years. Your purchasing department must have been buying the best of materials so long and in such quantities that it is invariably offered the best of materials at the lowest prices. Your organization must be so perfected and proficient that shop economies are second nature. Experiments in cost reduction must be in the past.

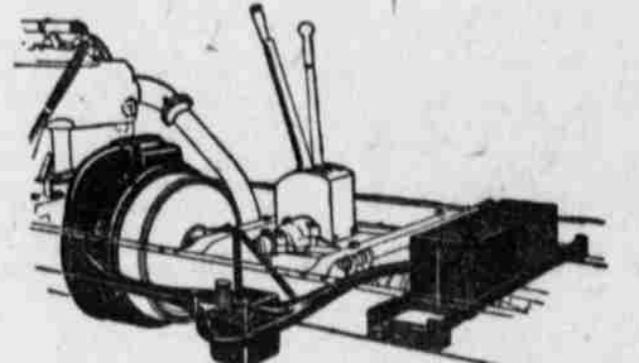
Then, you must build the car and its parts in your own plant and build them better and more economically than outsiders could. There can be no accessory builders' profits in your costs. Your machinery must be in your plant because you have seen machinery develop and know the best. Your ideas of design and construction must be in advance, because your experience is the longest and wisest and because you have literally torn to pieces and analyzed the best mechanical products of America and Europe. You must have capital to make these experiments and tests, to buy the best brains that your industry affords and to eliminate from your manufacturing problems entirely the necessity for quick profits and the bugaboo of possible financial distress.

These are the precise conditions under which the Jeffery is built, and these are the real, sound, logical reasons why the Jeffery is the most astounding value on the market today. We, ourselves, could not have priced the car at \$1,550 had we not, after it was built, found ways of reducing our fixed selling expense in certain markets and credited this saving to "cost account" rather than retain it as added profit.

You will probably never appreciate the fact that the Jeffery is one of the highest grade cars on the market regardless of price, unless you consider the specifications. They are given here very briefly. You should know all the truth about this wonderful car, how little it costs to operate it, how easy it is on tires, how smoothly it operates,

how quietly and how easily it handles. We have accomplished that which all motor car designers have either overlooked or striven for in vain—a light car without the sacrifice of strength, sturdiness, power or comfort.

The Jeffery high speed mono-bloc motor develops 40 H. P. at 2200 revolutions. Its flexibility is nothing short of marvelous. It drives this car 40 miles per hour on second speed. It gets away with snap—the kind you like to feel. Touch the throttle and in seven seconds you are making twenty miles an hour, in twenty seconds, forty miles, and in fifty-five seconds, fifty miles.



Starting and lighting system. No gears, belts or chains.

The electric starting and lighting system is the U. S. L. Our engineers made a most exhaustive examination of all systems before selecting this, the most expensive of them all. Another car selling for \$3,250 charges \$200 extra for this equipment. The Jeffery Four could be sold for \$100 less if equipped in any other way. All gears, cams, chains and bearings are eliminated in this starting system. These are the things that make other starters noisy. Not a single car in America selling under \$2,000, except the Jeffery Four, is equipped with the U. S. L.

The transmission shafts are of vanadium steel hung in five imported annular bearings. The use of vanadium steel and imported ball bearings must appeal to even the uninitiated as practices usually associated only with very high priced cars. Our springs and front axle are also of vanadium steel. The rear axle is of the full floating type, also on imported annular bearings. The driving shaft is many times stronger than the heaviest strain you could ever place upon it, and is made of the finest chrome nickel steel, vanadium treated.

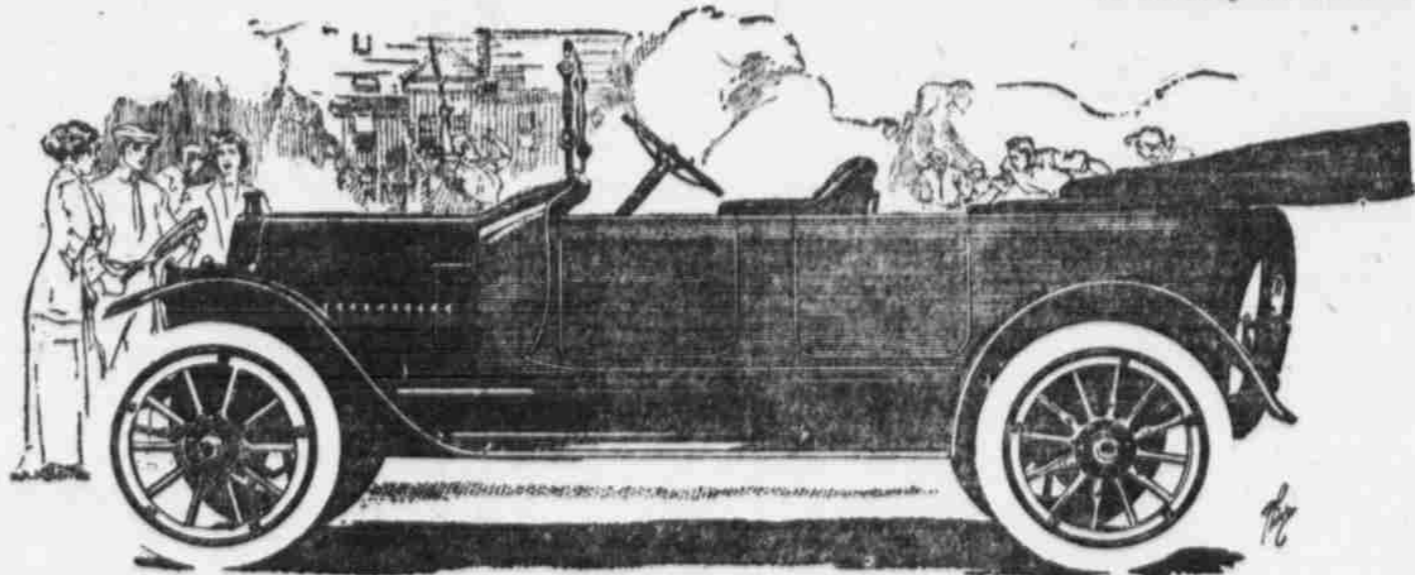
The wheel base of 116 inches gives a compact car and yet retains the comfortable lines of the body and short turning space—42 feet.

Rothschild designed the body. It's an improvement on the Lancia—that beautiful Italian car. It's Brewster green. The upholstery is of the finest leather and hair. The doors are extremely wide—23 1/2 inches. The dash literally radiates an atmosphere of modern equipment combined with practical under-the-hand control. The headlights can be dimmed at any time for city driving.

The equipment includes top of the finest material, rain-vision windshield, Stewart-Warner speedometer, ammeter, extra demountable rim with carrier, electrically lighted dash, Klaxet horn, Solar electric lamps with dimmer, and complete tool equipment.

The car is built in five body styles: Five passenger touring, or two passenger roadster, \$1,550; two passenger Coupelette, enclosed, inside drive, \$1,950; four passenger Sedan, enclosed, inside drive, \$2,350; five passenger limousine, \$3,000.

A Jeffery circle will be sent if you ask for it.



Jeffery Four \$1550

The Jeffery Six is a duplicate of the wonderful Jeffery Four, except for size. The cylinders are cast in pairs. This car, which sells at \$2,250, is in a great many ways as remarkable among Sixes as its smaller brother is among the Fours. We built it for those who will drive nothing but a Jeffery car, but who prefer a Six. It is light—actual scale weight, 3700 pounds, with full equipment. We made it luxurious and beautiful without making it extravagant. We know that a better Six cannot be built.

The motor—3 1/2 x 5 1/2—develops 48 horse power. The bearings are imported annular ball throughout. The ignition is Bosch Duplex and the starting and lighting system is the U. S. L., of course. Wheel base, 128 inches, and wheels 36 x 4 1/2—on enclosed cars 37 x 5—Rayfield carburetor, Warner autometer, ammeter, engine driven power tire pump, Rothschild body with extra wide doors and low, deep seats, full floating rear axle. This car is made, five passenger touring, or two passenger roadster at \$2,250; six passenger at \$2,300; sedan five passenger \$3,250 and limousine, at \$3,700.

Successful dealers want to tie up with a financially strong and successful organization. Furthermore, such a high grade car, built in such a plant and of such materials has never before been offered anywhere near this price. Big dealers in big cities all over the country are dropping other lines and organizing new companies to take on the Jeffery line. They are quick to recognize in this car a wonderful opportunity.

RAMBLER MOTOR COMPANY 2052-2054 Farnam Street, Omaha, Nebr.