

CAMPAIGN AT HOME WILL OFFSET WAR

Farmers Who Have Reaped Harvest Will Make Up for War Depression in Auto Market.

POSSIBILITIES ARE UNLIMITED

"In view of the remarkable steadiness that has characterized automobile sales during the closing months of 1914, it seems hardly necessary to instill a note of optimism in a forecast of business for the coming year," says A. I. Philo, general sales manager of Dodge Brothers. "American motor car makers who exported large numbers of automobiles to European points before the outbreak of the war, braced themselves, figuratively speaking, for a setback in sales as the result of the falling off in foreign shipments. Yet, during the months of October, November and December, practically every manufacturer reported a volume of business never before equaled in the usually slack months of the year. This healthy increase in American sales can be attributed mainly to the remarkable records made by automobile dealers in the farming districts. Big crops, coupled with the highest prices in years, have made the purchase of motor cars a possibility to thousands of farmers in the agricultural sections.

Farmers Own Cars. "It is estimated that nearly 50 per cent of the 1,750,000 automobiles in use in the United States today are owned by farmers—and this percentage is increasing each year. Authorities are agreed that 50 per cent of the 1915 output of American factories will go to the farms or farming communities. When it is realized that, according to the census of 1910, there were 6,361,502 farms in the United States, the possibilities for future sales are almost limitless.

"In the marketing of motor cars, automobile manufacturers are indebted to the farmer for other things than the mere fact of his being a good customer. As an instance, the new intensive method of covering sales territory recently adopted by the more progressive manufacturers, is distinctly similar to the intensive cultivation of farm land by the modern agriculturist. The second generation of farmers, through the application of advanced methods, is making every acre produce its maximum yield. So in the distribution of automobiles we are beginning to realize that we have only half worked the immense territory given to our hands.

Many Districts Untouched. Heretofore, in the allotment of selling rights to dealers by motor car concerns, many retailers have been given the privilege of exclusive sales in several states and counties, which they could not possibly work to advantage. The dealer simply skimmed the surface sales from his territory, secure in the knowledge that all prospective purchasers who desired the car for which he had the agency would come to him. As a result, many small towns and outlying districts were practically untouched. The manufacturer and dealer alike suffered through this inefficient method of distribution. Automobile merchandising has undergone a great change in the last few years, and the end is not yet.

Nearly 200 riders and their friends participated in the recent annual banquet of the Rockford (Ill.) Motorcycle club.

KEEP AWAY FROM LONDON

So Chirps H. C. Hill of Jeffery Company in Advice to Gayety Seekers.

QUAD TRUCK IS THE THING

American chorus women and near stars who go abroad in the hope of achieving a reputation that is denied them at home, had better stay away from pleasure-loving London and gay Paris, while the war is on. At least this is the advice of H. C. Hill, assistant sales manager of the Thomas B. Jeffery company, who is now spending the busiest time of his strenuous life between London, Bordeaux and Paris. Not that Hill is particularly interested in the peregrinations of the foot lights favorites—the constant succession of foreign rush orders for Jeffery Quads would be enough to disprove that—but in a recent letter to the home office he happened to remark that the theatrical young person was conspicuous by her absence from the once-gay restaurants she used to favor in the less troublesome days before the war.

London's desirable young men, writes Mr. Hill, are fighting at the front or training assiduously in muffi or blue slops on the parks and commons. Many of the theaters are closed. Those that remain open are poorly patronized. Gone is the charm of Leicester square, the care free Bohemianism of Soho, the allurements of the Tottenham Court Road, the seductions of Regent street and Piccadilly. More than half of London's 4,000 motor buses and 3,000 taxicabs are doing picturesque service on the highways of France and what remains to the Belgians of their little country. The electric signs are missing, the street lamps are dim and dark, the show windows of Oxford Circus are deeper shadows in the blackness of the London night. Truly Europe, just now, is a good place to keep away from.

Wants to Drive Quad. One curious circumstance related by Mr. Hill is the remarkable avidity of the English youth to join the more spectacular and dangerous branches of the army and navy services. Recruiting officers are being overwhelmed with applications to join the Royal Flying corps or the crew of a submarine. But most significant of all is the fact that Mr. Hill has received over 500 letters asking for particulars of the Jeffery Quad and seeking his influence to obtain positions for their authors as drivers of this famous American truck. One section of a noble English house was particularly insistent. "I say, Hill," he remarked, "do get me a job on one of those bloomin' Quads. My friends in the army tell me it is the only bally truck at the front that can 'get there' as you Americans say. I don't want to be one of those motor drivers who has to stop for somebody to fill up a ditch or to plunk across a piece of mud. I want a truck that just goes through such things. Do get me a job driving a Jeffery Quad, there's a good chap." And the heir presumptive of old Lord F— is now handling the American truck that drives, brakes and steers on all four wheels on the firing line.

The auto row was almost deserted last week, with the majority of the local dealers attending the Chicago show. They returned Friday and Saturday full of enthusiasm over the prospects for the season and for the Omaha show. Most of the Chicago exhibits will be shown in Omaha next month.

Auto Men No Longer Find it Necessary to Demonstrate Car

"One of the marked differences between the automobile shows of today and those of a few years ago is the great decrease in the number of demonstrations," remarked John N. Willys, president of the Willys-Overland company.

"During the New York show in the swaddling clothes of the industry there used to be a demonstration track in Madison Square Garden around which small contraptions with the mule-tail steering apparatus would wheeze their way, while the spectators gazed at the wonder of it all. The 'horseless carriage' was considered the acme of mechanical excellence and a ride in one was an event to be recounted with no little pride. Many of the visitors at the show considered themselves slighted if they found themselves unable to secure a demonstration. "But the evolution of the automobile from a 'one-lunger' to a luxurious vehicle of four to six cylinders has been very rapid, and at the same time one of logical, consistent development. Today the many shows being held throughout the country are crowded with big, handsome cars, representing more than 100 factories,

whereas in the old days about a score of manufacturers had specimens of their output on exhibition.

"The automobile is no longer an innovation. It has become as much a part of the average man's life as any other necessity. The market is composed largely of people who already have owned cars of various makes and who are thoroughly conversant with automobiles and their workings. This explains in part why we are no longer faced by the necessity of advertising the product by giving thousands of demonstrations.

"The Overland plant alone, with a capacity of 7,000 cars, builds more automobiles in a single year than all the automobile factories of the United States built a decade ago. It was only a few years ago that we were told the time would never come when a good car could be manufactured to sell at the present Overland price. In the fall of 1909 when the Willys-Overland company declared its intention of building 10,000 cars a year, in order to market them at a low price, a number of very shrewd business men declared that we were extremely reckless. But we had studied the market and knew that the man of average means was waiting for a car which would meet his demands as well as those of the wealthy. "The large numbers of Overlands which have been able to build and sell, backed by generous and truthful adver-

ising have made the car so well known that there is no longer any need for long demonstrations."

True Cantilever Springs Are Used On New Grant Six

One of the features of the Grant Six—the first six-cylinder car announced to sell under \$1,000—is its equipment with the true type of cantilever rear springs. The cantilever spring had its origin in Europe and has been adopted by a number of American manufacturers because of its easy riding qualities and its long life.

In the case of the Grant Six the spring is attached to the chassis at three points—two on the rear axle and two on the frame. At its end it is shackled to axle and frame to allow for the spring action and at its center it is attached to the frame by means of a trunion. The Grant engineers maintain that this method of fastening is the most efficient for a cantilever spring; and, in fact, that there is no other method of attachment which can produce equal riding ease. Heretofore the cantilever type of spring has been confined to cars in the higher price field, the Grant being the first of its price class to be so equipped.

Cadillac Is Chosen As Exposition Car

The Cadillac eight-cylinder has been made the official car of the Panama-California exposition at San Diego. Three Cadillac cars, two with seven-passenger touring car bodies and one with a seven-passenger limousine body, have been ordered by E. A. Davidson, the chairman of the fair committee. These cars will be used by the members of the executive committee on official business. The three cars will be delivered through the Los Angeles house of the Don Lee organization.

Two Cadillac cars have also been purchased for the Panama-Pacific exposition at San Francisco. Special ambulance bodies are to be mounted on the stock Cadillac chassis, and these cars will be stationed constantly at the fair grounds to care for any sick or injured persons.

PROPER CARE OF THE MINOR TIRE INJURIES

Many motorists do not realize the importance of prompt attention to small cuts or injuries in their tires, says L. Greenwald, manager service department, Firestone Tire and Rubber company. It is especially important, at this time of the year, that this warning be heeded.

A cut in the tread or cover of the case has a tendency to expand when that part of the tire is in contact with the road. This permits mud, grit, pebbles and other foreign matter to lodge in the opening. When the injured part of the tire is relieved of the weight of the car the foreign matter, which has accumulated, acts as a wedge and with each revolution this foreign matter is forced further and further between the cover and fabric, not infrequently completely separating them. Examine your tires carefully at regular intervals and especially after long trips. Tacks, glass or any other matter which may have become imbedded in the tread should be removed before any serious damage is done. Wash away all mud to permit a thorough examination of the tire.

By the use of "Curt-Cut," or similar preparations intended for emergency repairs, small cuts, punctures or snags can be healed and this prevents them growing and becoming serious. Large cuts or injuries should be vulcanized at once by an experienced and competent repair man.

Because of the new cars and many new features in the 1915 models, with lectures and stripped chassis for demonstration, special arrangements have been made to give the exhibitors ample space to accommodate the crowds and still have plenty of room in the aisles for the passing crowds.



Awarded Highest Honors by the Buying Public at the N. Y. Show

The two cars commanding the greatest interest at the New York Automobile Show were the New Mitchell Light Six and the famous Mitchell Four—1915 Models.

These cars are now on exhibition at the Coliseum. The Famous Four (price \$1250) we in Chicago know. It is the car a few weeks ago Chief Gleason started on its famous 7,500 mile journey to break the world's record. With a sealed bonnet, it covered 23 states, meeting every conceivable kind of road and weather condition. During the entire grueling trip not a single piece of machinery was—or could be—touched. The journey was finished with the engine as good as new.

This identical car you can see in the streets of Chicago during automobile week just as it came back from its grueling test. Its companion piece is in the Mitchell Booth at the Coliseum. But the new Mitchell Light Six is new to you. In all motordom, there is no car like this. It is the latest of John W. Bate, the acknowledged leader among automobile engineers. Why the New Mitchell Six leads all others—why it is superior to cars priced many hundreds of dollars more than the Mitchell—we will not try to tell you here. Let it speak for itself. See the other cars first—then study the Mitchell Six. If you cannot visit the show, write us for illustrated literature.

Mitchell-Lewis Motor Co.
Racine, Wis., U.S.A.
80 Years of Faithful Service to the American Public

MAKE THE SHOW ROOMS OF THE MITCHELL MOTOR CO., AT 2064 FARNAM STREET YOUR HEADQUARTERS.

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



When You Have Your Car Overhauled

- Don't forget to have the piston rings examined.
- If you have ever noticed poor compression, power shortage for hill climbing or heavy road work, excessive carbon deposit in the cylinders, back-firing or a "knocking" engine, you can lay the blame on the piston rings of your motor.
- You'll find they are worn, badly fitting and with such poor or unequal bearing on the cylinder wall as to leak compression at every stroke. These faults are sure to develop in the ordinary piston ring after a short period of service. None of them will occur in



PISTON RINGS

To protect you from imitations **LEAK-ROOF** is stamped on the ring—inset.

The **LEAK-ROOF** is a two-piece ring so designed and constructed as to make gas leakage impossible. Its use ensures you:

- FULL MOTOR POWER**—Because being two-piece, expansion openings are properly sealed. The halves are interlocking and concentric with opposing centers of expansion so that uniform tension on the cylinder wall is always secured. This is the distinctive and patented **LEAK-ROOF** feature. It means perfect compression.
- SERVICE**—Because they are made of special Processed Gray Iron of superior toughness that never loses its elasticity and will outlast the motor.
- STRENGTH**—Because the construction of the sections on the axle-iron principle gives them the greatest strength.

- MINIMUM CARBONIZATION**—Because surplus oil cannot get up into the combustion chamber either through or past the rings. It is the burning of this oil that creates carbon deposit.
- OPERATING ECONOMY**—Because they make every drop of fuel count and check waste of lubricating oil.
- MAINTENANCE ECONOMY**—Because they do not wear or mar the roundness of the cylinder and prevent the deterioration of lubricating oil caused by condensed gasoline vapor getting into the crank case.

Over 300,000 motors are now equipped with **LEAK-ROOF** Rings

Send for Free Booklet

"To Run and to Hold Power"—It tells all about piston rings and why you should equip your engine with the **LEAK-ROOF**. How it will pay you in fuel economy and prolonged motor life. Write for it.

Sold by all up-to-date dealers, garages and repair shops

MANUFACTURED BY

MCQUAY-NORRIS MFG. CO., ST. LOUIS, MO.
Canadian Factory—W. H. Banfield & Sons, No. 120 Adelaide Street West, Toronto.

BRANCH OFFICES—New York, 1919-20 Broadway at 64th St.; Chicago, Michigan Blvd. Bldg.; Pittsburg, 7620 Tross St.; Kansas City, 513 New Nelson Bldg.; San Francisco, 164 Hamford Bldg.; Los Angeles, 224 Central Bldg.; Dallas, 1509 Commerce St.

See the **LEAK-ROOF** Exhibit

The following Supply Houses are Distributors:

The Basin Iron Co., 13th and Barney Sts., Omaha, Neb.
Fowell Supply Co., 2119 Farnam St., Omaha, Neb.
Western Auto Supply Co., 1930 Farnam St., Omaha, Neb.

Look for the name **LEAK-ROOF** stamped on the Ring