EIGHT IS BETTER THAN SIX

So Says Charles S. Crawford, Chief Engineer for the Cole Motor Car Company.

LESS EXPERIMENT ON NEW CAR

The eight-cylinder motor car which has so taken the public by storm is really a mystery to the majority of the "motor-wise," and discussion of various points in its construction are of common occurrence. For the enlightenment of those interested in the eight, Chief Engineer Charles S. Crawford of the Cole Motor Car company, who spent three consecutive months at the Northway plant assisting in the construction and completion of the motor, states that the Cole Eight is today in a better state of final development than any new four or six motor that has ever been placed in a Cole car.

Mr. Crawford recently gave a talk on the Cole Eight-Cylinder motor in which he explained its perfections. He said in part:

"From actual experiment it has been proven so far as we are concerned that we have had less development and experimental work to do on our eight-cylinder motor to make it a practical commercial success from the layman viewpoint than we experienced on either fours or sixes of past and new design.

"Some time ago we realized the growing public sentiment for a power plant which would approach the turbine control effect. And when this demand assumed commercial proportions, through our long established connection with motor building specialists, we were ready to meet the demand with a developed product.

Public Demand Commands.

"In the past it has been the policy to design motor cars under the supervision of one man with more or less fixed ideas of construction and engineering. But motor car building has automatically resolved itself into a democratic process. The will of the people now rules. Public demand for the eight is irrepressible. But this demand, by the more conscientious builders, is being met with their responsibility for correct construction in mind.

"The Cole Eight is today in a better state of final development than any new four or six motor that has ever gone into a Cole car, and Cole cars have undeniably been famous for their good motors. The carburetion of an eight-cylinder depends largely upon the design of the manifold, and its relation to the general construction of the motor. The scissor type connection rod employed in the Cole Eight permits of maximum bearing surface, which is far in excess of the bearing surface in positively successful sixes and fours of equal piston displacement.

"The extreme simplicity of the oiling system in the Cole Eight motor makes it permanently positive and efficient. The continuous flow of power in the eight makes it possible to generate vastly more horsepower with greatly reduced weight, which from an engineering standpoint means that the eight is headed in the right direction."

Work Twenty-Four Hours Every Day in Paige Factory

Twenty-four hours is all the Paige-Detroit Motor Car company can squeeze out of a working day, but the big factory where the Paige "Six-46" are made is taking advantage of every second of the twenty-four to meet the demand for its 1915 models.

Any time is a good time to report cheerful news, but for obvious reasons, no time is better than now to be the messenger of commercial good cheer. It is, therefore, especially pleasing to report that so great is the success of the Paige company, so insistent the demand for the new "six" and the popular Glenwood "four" that the inauguration of a full twenty-four hour schedule of three eight-hour shifts was recently found necessary in order to keep abreast of the orders.

The new Paige "six" was an immediate success, but as soon as the automobile shows started the orders for cars became so heavy, the immediate sales from the floor of the shows so large, that the factory would have been swamped had not heroic measures been taken. The Paige company sold more than $1,000,000 worth of cars at the New York and Chicago shows alone, which is believed to be a record, and the enthusiasm and practical results at the other shows throughout the country continues so great that the tweny-four hour day will probably be mainained at the factory for some time to come.

Ford Invades Field in South America

Elias Romero, a multi-millionaire; in fact, one of the richest men of Buenos Aires, owns nine big Panhard Levassors automobiles, four of them for delivery purposes. Yet he has just bought a Ford for touring, reports E. H. Hampton of the Buenos Aires branch of the Ford Motor company, and in the spring expects to introduce Ford equipment for his delivery.

Mr. Hampton, by the way, writes that crop conditions in that part of South America are excellent, which means big sales, big business and prosperity in which American manufacturers now can share.

The fact of Branch Manager Hampton's presence and activity and success in Buenos Aires is another demonstration of the Ford Motor company's policy of going after the business aggressively wherever it may, in any and all the markets of the world.

NEW IDEA ADOPTED FOR SELLING AUTOS

The McIntyre Auto company has adopted an entirely new method of selling new cars. It is sending out a traveling man with an old Stearns-Knight car that has been in continuous service for over four years.

By so doing, the prospective purchaser can see just what he may expect after the new car has been used that long, and it will not have to depend on the salesman's word, or anything else, as the car is there to show for itself.

The salesman will also have a signed statement from the former owner, who has bought another one of the same kind, but with the many body refinements and equipment which goes on the late up-to-date cars.

Mr. McIntyre believes that no amount of argument or persuasiveness will equal what the purchaser will see for himself in the perfect working and absolute silence of the old car.

CHANDLER SALESROOMS ARE OPEN FOR BUSINESS.

(Heyn.) R. E. DAVIS,

R. E. Davis, to whom the automobile public of Omaha needs no introduction, opened the new Chandler salesrooms at 2214-16 Farnam street. "I spent a great deal of time in choosing the car that I was to represent in this territory," said Mr. Davis. I visited every booth at the New York show, and not having entirely satisfied myself, repeated this investigation at the Chicago show and carefully weighed each feature of every car, compared specifications, weights, appearances and prices.

"I was determined to sell the car that had every essential of the high-priced car, but a price that would appeal to all. I had just about decided on the Chandler when I received the news that the price of the Chandler had been reduced $300.

"Mr. Chandler convinced me that the reduced price did not mean reduced quality. Every big feature for which the Chandler has always been famous is still there. This makes the Chandler absolutely the best buy on the market. The specifications that the high-priced cars brag about are still found in the Chandler. This year's car, with its extreme stream line pressed steel body, is certainly a beauty."

'All-Weather' Tires Prove Popular With Makers and Owners

"Our great increase of output in 'All-Weather' Tread tires is, among other things, a sign of how car manufacturers are giving better and better equipment with their products," says L. C. Rockhill, manager automobile tire department, the Goodyear Tire and Rubber company. "A few years ago cars were sold without wind shields and without other things that are provided as a matter of course with cars of today. And the tire that came with new cars were usually plain treads, unless some special arrangement for nonskids has been made by purchasers.

"When we started to push our All-Weather Tread tires for rear wheels, because of their obvious advantages, we considered we were doing well if sales of All-Weather Treads were 25 per cent as large as sales of plain tread tires. A big change has come in the last year or two. We estimate that for 1915 Goodyear tires will equip approximately 200,000 new cars. Of these nearly half will have All-Weather Treads on rear wheel tires. The demand for this popular, safe and fine appearing type of tire is growing by leaps and bounds, and automobile manufacturers may be complimented for recognizing it and supplying All-Weathers to the car user, though All-Weathers cost more to make than plain tread tires.

"Not only car manufacturers, but users as well, recognize this era of the All-Weather Tread, and our sales to dealers, to be sold in turn to consumers, are now divided between All-Weathers and plans, practically 50-50.

Hospital Room in the Dodge Brothers Plant at Detroit

Muck-rakers on factory conditions will find little material to work on when visiting some of the big Detroit motor car plants. The fine twenty-acre factory of Dodge Brothers in the northern suburbs of the city is a striking case in point.

In addition to serve-self restaurants, rest rooms and other features provided for the comfort of the employes of the company, the visitor of Dodge Brothers' factory will find a completely equipped hospital in one of the big 800 foot buildings which make up the plant. In charge of an experienced physician in a suite of first-aid rooms which would do credit to many a small city. Finished in shining white enamel throughout, the Dodge hospital consists of an operating room, physicians' room, nurses' room and separate wards for men and women. Only in rare cases does the physician in charge deem it necessary to turn over any of his patients to city hospitals for further treatment, as he has the equipment and material necessary for all save exceptional cases.

Through the institution of an intelligent safety-first campaign, and the safeguarding of all dangerous machinery, Dodge Brothers have cut down accidents to the minimum in their factory. Safety-first with the familiar red circle in the center are posted in all sections of the plant, together with occasional pictures of an employe who failed to take ordinary care and lost a finger or thumb thereby. By placing a premium on carefulness the factory managers have greatly cut down the minor injuries so common a few years back among workers in a big industrial concern.

NEW MINNEAPOLIS HOME FOR FEDERAL TIRE FIRM

Largely increased business in the northwest has caused the Federal Rubber Manufacturing Company of Milwaukee, Wis., to plan a magnificent new home for its Minneapolis branch. The new building will be located at 1117 Hennepin Avenue and will be the clearing house for a vast amount of new business handled in that territory. The new structure will be two stories in height, with a full basement. H. F. Bigelow, well known in the tire business, is Minneapolis manager for the Federal company.

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