

# AUTOMOBILES

## PAIGE GIVEN A BIG ORDER

Rochester Railway and Light Company Closes Contract for Nine Paige Machines.

## SALE MADE AFTER MANY TESTS

The Rochester Railway and Light Company, a large railway and power corporation in Rochester, N. Y., has just closed contracts with the Seneca Motor Car Company, Paige distributors in that city, for the purchase of nine Paige cars, eight Glenwood Fours and one Paige "Six-6," which will be used by this company for various purposes in the transaction of its business.

The sale was consummated only after a prolonged and exhaustive investigation and series of tests in which cars of nearly every standard make were represented. The Rochester Railway and Light Company is no novice in the field of motor transportation, as it has used automobiles for a number of years. Its selection had to be based largely on the question of economy of operation and repair maintenance and for some time it had been using a car that is famous for these virtues and sells more than five to one beyond the production of any other make.

To determine, therefore, its selection for its new fleet the company put all competitors to the severest tests it could devise to bring out economy of operation and maintenance, using its own machines for this purpose and finally turning over each competing car to an engineer, a well known member of the Society of Automobile Engineers. Questions of fuel consumption, tire wear, weight in relation to durability and economy, power, reliability—in fact all the big and little points that are involved in such a matter were brought out in a thoroughly practical manner.

And the result was that the Paige won out over all others on economy and durability—and got the order for the nine cars, a victory which Paige executives feel is a peculiarly telling endorsement of their assertions that Paige cars have a value represented in economy, power and durability that is exceptional.

## Another No-Stop Win Credited to Firestone Tires

Hot on the heels of Barney Oldfield's 200-mile no-stop victory St. Patrick's day comes the news that he has won the 100-mile road race at Tucson, Ariz., on March 29 at an average speed of sixty-six miles per hour over rough desert roads, also without a stop.

The most remarkable thing about this victory is the fact that the same set of Firestone tires, which carried Barney the 200 miles to victory over macadam roads with 21 right angle turns on March 17 were again used in the Tucson race.

When Barney made the 200-mile no-stop record on the high crowned track at Corona Thanksgiving day his Firestone tires were much commented upon and it was said "they certainly show up well on the track." When Barney repeated the performance on March 17 over the macadam course it was said "Firestone certainly can stand the grind of the macadam," and critics have been compelled to admit that Firestones, as a tire for any condition of service, have proven their merit without a question.

These three victories are only a few of the long list in which Firestones have made records within the last few years.

The great 611-mile Los Angeles-Phoenix road race, ending November 11, 1914, conceded to be the greatest race ever won on tires, was won on Firestones. "Barney Oldfield driving." Second and third places in this race were also won on Firestones. The 520-mile Paso-Phoenix road race, driven at the same time, was also won on Firestones.

In the last few years twenty-five victories of national and international importance have been won on Firestones carrying such drivers as Jules Goux, Bob Burman, Louis Dierbrock, Earl Cooper, Jim Parsons and Spencer Wishart and many others to famous victories, as well as many other races of less importance.

First place in such events as the Indiana oils Speedway race, the Montanara Peak race at Tacoma, the Corona race, etc., are numbered among Firestone achievements. World's records have again and again been broken on Firestone tires.

## Cadillac Eight Make Long Run on Same Set of Tires

The manufacturers' theory that, among other things, continuous pulling power from the motor, and ability to start a car without a jerk, contribute to longer tire wear, seems to have been proved by a Cadillac Eight demonstrator in Los Angeles, Cal.

The fact that this car has been run 4200 miles on the same set of tires, without a single change, puncture or blowout, is regarded by the Los Angeles tire men as one of the greatest demonstrations of steady service.

The tires show but little evidence of their long service, and if their appearance is to be relied upon they are good for several thousand miles over and above the 4200 miles of service they have already contributed.

This showing is remarkable considering that this Cadillac is a seven-passenger model, and has been used almost exclusively for demonstrating. Almost without exception it has carried seven passengers on the demonstrating trip, and it has been driven into the hills to show its action on heavy grades. Recently loaded, it has also been driven at high speed, and the runs it has made have been far from easy, so far as the tires are concerned. It has also made one very fast road trip between Los Angeles and San Diego.

Five additional to existing orders shown. The dealer's free copies will appear again next Sunday. Watch for it.

# Trying to Sell an Automobile?

—or are you trying to buy one. A plain, friendly talk from business men to business men.

By Hugh Chalmers and Geo. E. Toozer.

### To Automobile Owners:

Most men who own motor cars in the class of the Chalmers cars (\$1400 to \$2400) are business men.

Many are in the farming business, but nearly all are in business of one kind or another.

Eighty-five per cent of each year's purchasers of motor cars are business men who are already owners of other motor cars.

Hence, they are in the market as a buyer of a motor car and as a seller of a motor car at the same time.

In fact, so many used cars are on sale each year, or up for a "trade-in" on a new motor car, that one of our dealers good naturedly said:

"Everybody is in the automobile business. Every time I sell a car I have to sell it in competition with 100 other manufacturers and 250,000 owners."

It is natural and proper that you should desire to purchase the best car for your use at the best price you can get.

It is just as natural and quite as proper that you should desire to sell or trade your old car to as great advantage as possible; but we know that the two issues are often confused to our detriment and we believe they are to yours.

Say that you were in need of a large quantity of material, or had a large order of any kind to place, it is natural for you to desire two things.

1st. To get the best price.

2nd. To give the business to some one who patronizes you.

But if you went out to sell some man your goods at the same time or as part of a deal for the purchase of his goods, wouldn't you put yourself immediately at a disadvantage?

Wouldn't you rather seek bids or prices on a basis of cost and service, and after you had made your selection from that strictly unbiased standpoint, endeavor to work in the sale of your own goods?

Now how does the owner usually buy a new motor car?

In just the opposite way.

He comes to the various dealers to sell us his old car rather than buy our new one, and many, many times, you hear the owner say, "I would much rather have had a . . . . . car this year, but the . . . . . people gave me more for my old car."

Now, no standard car manufacturer varies his price, and but few dealers do. The fluctuation, the "jockeying" comes in the exchange for the old car.

Many a \$50 greater allowance for an old car, has cost \$250 worth of new car to the owner.

But while such a loose screw in his business would arrest the business man's attention in a minute, it seems to get by him in the matter of purchasing a motor car, which is, however, none the less a business transaction.

One business man who noticed this peculiar bit of psychology, buys a new car each year.

He goes to each dealer in the class in which he is interested, as the buyer of a motor car.

The dealers vie with each other to sell him. They show him everything they have in the shop and put the best foot forward.

After he decides what car he wants—for cash—he brings up the subject of his old car.

Then he and the dealer endeavor to work out by trade, or by selling the old car for him—or by him selling it for himself—a satisfactory deal.

We sold him twice on this satisfactory basis—once he selected another car and they sold him on the same satisfactory basis.

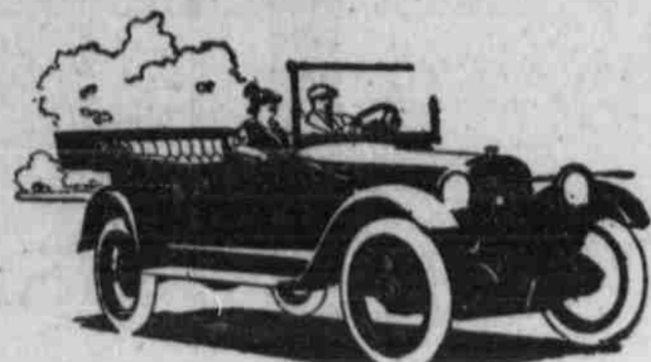
We don't expect to sell everybody a Chalmers car who looks at it, but we boast that we have never yet missed the sale of a car to a man who went through our factory—and there have been thousands of them.

We have, however, lost lots of sales on the basis of buying an old car to sell our new one, when we would have made the user a much better deal than he got if he had looked over the Chalmers with the critical view of buying a car, rather than selling one.

Of course, our attitude is admittedly self interested.

But isn't your self interest in the same place that ours is?

HUGH CHALMERS, President, Chalmers Motor Co., Detroit.  
GEO. E. TOOZER, Stewart-Toozer Motor Co.

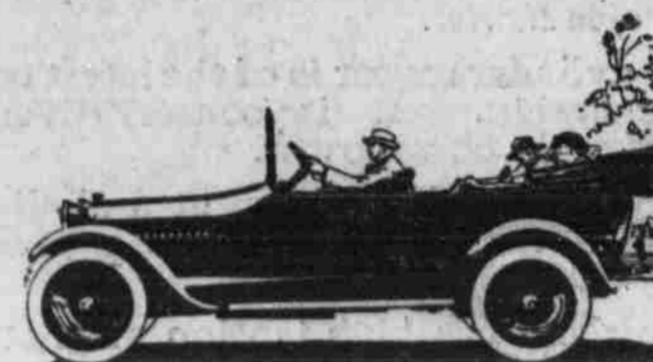


Model 32 New Six-40—\$1400

This new Chalmers Six is the result of a demand for a quality car at \$1500 or less. It is not a cheaper edition of the "Light Six" or the "Master Six."

Its type of construction is unique. The motor is of unusually small bore and extra long stroke—high speed on minimum gasoline.

In material and workmanship also it is a Chalmers car—with all that means—at \$1400.

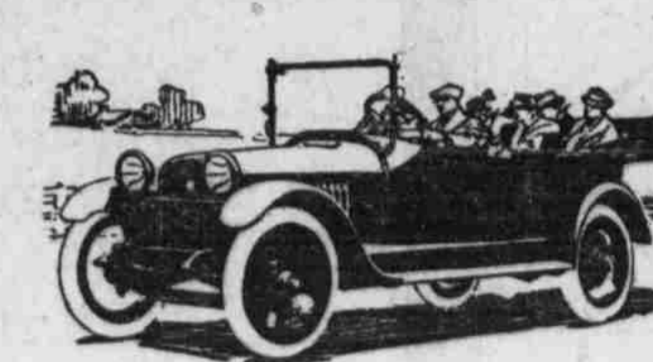


Model 26 Light Six-48—\$1650

This is probably the most popular Chalmers car. It is notably beautiful; mechanically perfect. But in addition it has proved the most economical in monthly upkeep cost of any car in its division—\$1500 to \$2000.

Though it uses no more gasoline, oil or tires than many heavier cars, its great record is made by its economy in repair cost.

Will go anywhere and all the time.



The Master Six-54—\$2400

This car can go 70 miles an hour without effort; but can also be throttled down to a snail's pace in crowded streets. It is built in two bodies. The torpedo seats five people, has but a single door in the center on either side; the front seats are divided by an aisle and the lines are extremely racy and smart.

The body is a wonderfully handsome example of the foreign "boat" type design. It is the Master Six of all its division.



We recommend your coming in and talking it over. We also especially invite the ladies of your family to come and see the car, sit in the tonneau, ride in it. Our experience is that men buy largely from investigation, consideration, explanation, but ladies from appearance, comfort and the name it has among their friends. We are ready for either test—or both of them.



We have all models ready for demonstration

## STEWART-TOOZER MOTOR CO.

2048-52 Farnam Street

Omaha, Nebraska

Let your next car be a Chalmers

Prospective Buyers of Autos and Accessories Always Consult The Bee