

AMERICAN MOTORS TO LEAD AFTER WAR

John N. Willys Predicts Close of the European Struggle Will Mark New Era of Prosperity.

ADVERTISING PAYS DIVIDENDS

By JOHN N. WILLYS.
President The Willys-Overland Company.
The effect of the European war on the future of the automobile industry is a question that is being discussed freely by motor car manufacturers at the show. I have found that the consensus of opinion among the big producers in this country is that the end of the great struggle will mark the beginning of a new era of prosperity for American cars.

The European war has already created a boom in the American motor car market. It has opened entirely new fields all over the world for American built cars. Much of this territory was formerly supplied by foreign automobile makers. But with the outbreak of the war and the subsequent taking over of the foreign factories for building war supplies, this enormous field was left wide open to American manufacturers.

And now that these new buyers have discovered the great advantages offered by American cars at any price, they will never entirely abandon this country's trade to go back to foreign makers at the close of the war.

The outbreak of hostilities could not have come at a more inopportune time for the manufacturers abroad. They had already been pushed to the limit to meet the competition of American cars, but when the war forced them to give up their general trade they lost all chance of holding the market.

But even if the war had been averted, it would have been only a question of time before American cars would have won their way in foreign fields.

Improvements by Quantity.
The quantity production methods now in vogue in this country has enabled manufacturers to put the maximum of quality into their product at a minimum cost. The motor cars that are being manufactured in the big American plants today are better made, give better service, and sell at approximately half the price that they did a few years ago.

On the other hand, the foreign makers have limited their productions to a comparatively small number of cars each year. And it makes no difference whether the product be motor cars or lead pencils, the factory that has the facilities for manufacturing in large quantities is the one that turns out the best and lowest priced article.

This is true particularly when the article is backed up by good, substantial advertising such as that of many American manufacturers. The unadvertised product will not sell readily, no matter how attractive the quality or price. Any retail merchant who carries on his shelves goods that are not advertised, will bear witness to the truth of this statement. Any salesman in the world, who knows his business, will tell you that advertised goods are sold at a smaller sales cost than those unknown to the general trade.

It Pays to Advertise.
In my own business I have found that intelligent, truthful advertising has paid dividends in two different directions: For instance—the extensive publicity given the Overland car has enabled our company to market many more cars than we could otherwise do, and this very growth allows us to offer purchasers a continually increasing car value for a continually decreasing price. The manufacturer who fails to make free use of printers' ink is forced to limit his product and raise the selling price in order to break even.

The average unsuccessful manufacturer can often trace his troubles to the lack of advertising.

His plant may produce a good article and his organization may be capable, but unless he keeps his product before the public, through judicious advertising, he will lose out eventually to his more progressive competitors.

Unavoidable failures have occurred through overconfidence on the part of the manufacturer in undervaluing the power of continuous advertising. Possibly early success has led him to believe that his product would sell itself. For a season or two he may have been unable to supply the demand for his goods. Then his advertising appropriation is cut. As the result of his short-sightedness a slack period comes. Business drops off rapidly and eventually he starts in to exploit his product again. But in the meantime competition has sprung up. Other concerns are in the field and he finds himself practically starting in from scratch, years behind his competitors. The competitors had been consistent advertisers through the period of prosperity, while he had entirely overlooked the truth of the old adage, "out of sight out of mind."

Big Demand for New Series Seventeen of the Studebakers

Record sales of the new series seventeen models are reported by the Studebaker Corporation following the announcement of these cars two weeks ago. In fact, figures show that more actual orders were received during the past two weeks than in any similar previous period.

In anticipation of the big demand for the new series Seventeen-Studebaker Sixes and Fours, the factory has been running full capacity, and more than 5,000 of the latest models have been shipped since announcement was made on January 1. Three thousand dealers are now showing the series Seventeen cars and selling them as fast as they come from the factory.

The production schedule for 1916 calls for 100,000 of the newly announced models. It was originally planned to build 80,000 cars, and the schedule was later increased to 95,000. The demand from dealers on the firing line forced the factory to still further increase its contemplated output to 100,000 machines.

From all over the country come reports that the salesroom of dealers have been thronged since the introduction of the series Seventeen cars to the public. These models are noted for the fact that they incorporate eleven added refinements, maintain their former mechanical quality, and in several instances show reductions in price.

The custom of buying cars at the New York automobile show was revived when more than 500 of the series Seventeen Studebakers were sold at retail during show week.

Dealers all over the country are applying to the home office in Detroit for increased allotments of cars, and a shortage is feared notwithstanding the planned production of 100,000 during this year.

Foshier Is Pleased At Reception of His New Dort Car

W. E. Foshier of the Foshier-Bauer company is enthusiastic over the outlook for success of the Dort car. Mr. Foshier points out that reports from manufacturing centers show the year 1915 just closed has been the most successful in the history of the automobile industry. This was particularly emphasized last week by J. D. Dort, president of the Dort Motor Car company, Flint, Mich., who has stated that in addition to this outlook for 1916 shows that there will be no diminution in the supply of cars by the manufacturers or in the demand for them by the consumer. Mr. Dort is very sanguine for 1916 and is particularly enthusiastic in relation to those

cars of superior workmanship that sell at a low price.
The Dort Motor Car company is the one manufacturer of cars that is in a position to forecast the future probably better than any other automobile makers in the country. The Dort Motor Car company is the outgrowth of the Durant-Dort Carriage company of Flint, Mich., manufacturers of the famous Blue Ribbon buggies, who during the last twenty-nine years have established a reputation throughout the entire United States for excellent quality in the making and producing of vehicles.
Familiar with this experience in the vehicle business and being in close touch with the conditions in the automobile world, the Dort Motor Car company placed the Dort car on the market with the idea that they would produce the best car that had ever been offered to the American public at a price that is relatively lower than any other car that has been made.

Strong Demand for Low-Priced Car of High-Grade Quality

That the low-priced, high-grade car meets a long-felt demand from the public is fully demonstrated by the unprecedented sales of the Dodge Brothers car during its first year on the American market.
Commenting on this and the ever-increasing demand for these cars, Russell Huff, chief engineer of Dodge Brothers, says: "The discriminating buyer of today fully appreciates smoothness, appearance, quality, durability and performance in a motor car, but until recently such a car at a low price was considered an impossibility. It remained for the Dodge Brothers to make possible such a car for the public. Their unlimited resources, years of engineering experience

and exceptional manufacturing facilities have enabled them to produce a car of the highest order, at very low price.
"The public has been quick to realize that first quality means low maintenance costs and that light weight construction means low operating cost. The artisan, the agriculturist, the professional man and the banker, alike, respect the prophetic warnings predicting still higher prices for gasoline, oils, tires and supplies of all kinds and join in demanding a car of the Dodge type."
For Fat Men.
The corpulent motorist who drives his own car no longer need squeeze himself under the steering wheel in taking his seat.
To obviate this and at the same time to provide for entrance and exit for front seat passengers at either the right or left side of the car, the Cadillac has provided a hinged steering wheel. This wheel may be dropped into vertical position and when the passengers have been seated, the steering wheel is automatically locked into normal driving position.

Care Exercised In Manufacture of Champion Spark Plug

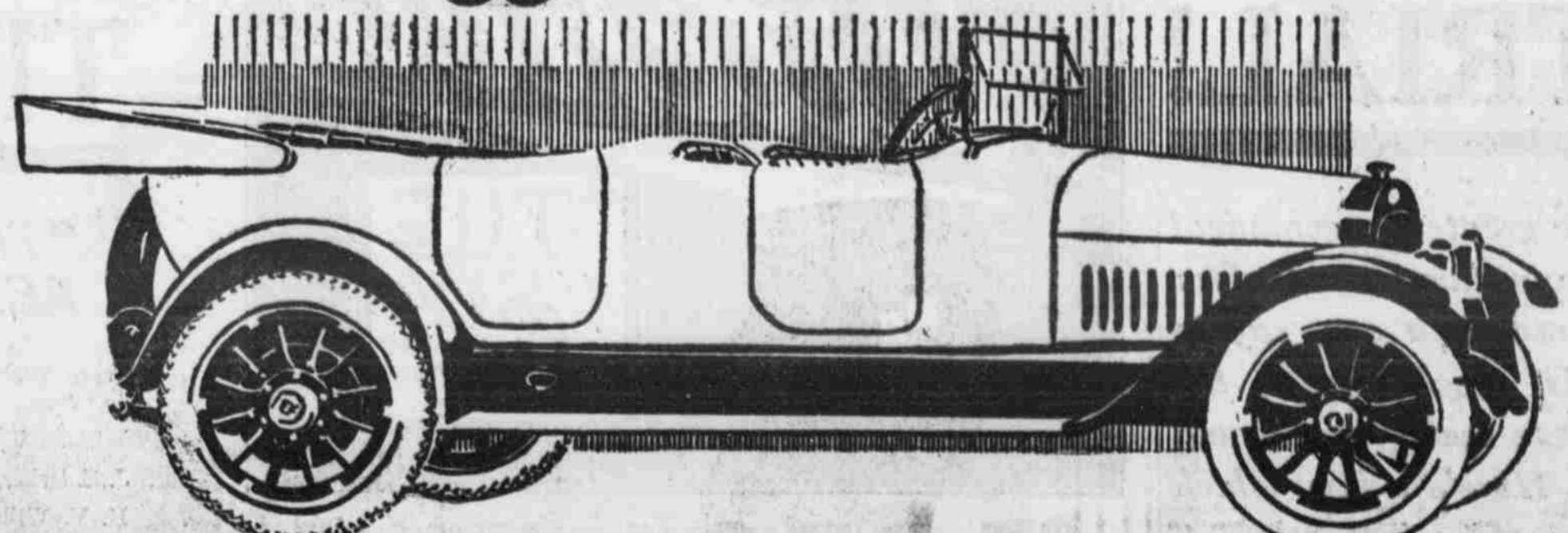
While torrents of words have been spread over the pages of newspapers and trade publications, calling attention to the care exercised by manufacturers in building automobiles, little or nothing has been said about the infinite caution maintained by the maker of certain accessories, which is solely responsible for their satisfactory service. For instance, few people realize the great amount of care and inspection necessary in the manufacture of spark plugs.
The Champion Spark Plug company, the largest manufacturers of spark plugs in the world, maintains an inspection sys-

tem so complete and exacting that the returns of these plugs to the factory on account of defective workmanship is less than one-thousandth of 1 per cent.
From the time the plug is first started in the process of manufacture until its final completion, there are fourteen separate and distinct inspections. This is made necessary because every one of the component parts of the spark plug must be perfect in order to stand up under the most severe and trying service conditions.
A better realization of what this method of manufacture and inspection means can be had from the fact that the Champion Spark company can afford the means of an unqualified guarantee of satisfactory service with every plug.
Cards Sell Booklets.
The St. Louis club has sold a young player from Charleston, W. Va., named Howard (Cole) Cochran to the Portland club of the Pacific Coast league.

Announcement

COLE 8 NOW \$1595

Bigger and Better



A New Achievement in a Proven Eight

Standardized in quality—popularized in price, the Cole 8, at \$1595 represents a value unapproached in the market today.

A car with a special appeal to the conservative business man; the woman of refinement; the experienced motorist who appreciates substantial quality and will recognize it instantly in the Cole 8.

A car that has back of it a year of record-breaking performance to prove every claim made for it—its flexible, instantly-controlled seventy horsepower; its unhesitating pickup; its extreme wide range of speed in high gear; its unrivaled hill-climbing ability; its unexcelled multiple cylinder economy; its absolute thoroughness and dependability—on thoroughfare and highway.

Add to these previously proven points of leadership the many striking and vital new improvements to body, frame and motor and you realize why we are so bold in challenging a comparison of the Cole 8 at \$1595 with any other motor car.

An automobile that established standards of performance that made it instantly popular, with its added features at the new price it clinches a permanent prestige among multiple cylinder cars.

A Tremendous Money Value

More power with less weight, greater economy with less effort, better performance with less expense—at a price \$500 less than you'd expect to pay.

The greatest achievement of seven years devoted to the building of strictly quality cars, a proven success bearing the endorsement of thousands of owners, the Cole 8 at \$1595 invites the earnest consideration of every thinking man and woman who seeks Permanency, Refinement, Power in a motor car at a price that the average man can afford.

That's why we can point with pride to our ability to offer the Cole 8 for the second year of production as an unparalleled value at an unprecedented price. That is the achievement of standardization in motor car construction—the Cole idea.

Note These Important New Features:

Counterbalanced crank shaft and aluminum pistons in the powerful 70-HP motor; longer and stronger semi-elliptic springs and an improved direct drive; longer and roomier tonneau; larger full-floating rear axle with oversize roller bearings; heat-treated front axle with ball bearings in steering knuckle; deeper, new design frame, with full six-inch channel; striking new body with center wave effect and completely concealed auxiliary seats.

All of these vital improvements to the car that previously demonstrated unexcelled ability and unqualified leadership to thousands of owners.

See the Model 860 Cole 8 at the Automobile Show. Arrange for an early demonstration, and you'll be convinced beyond question that it was never so needlessly extravagant to pay more for a motor car than

\$1595 f. o. b. factory
That's the price of the Model 860 Cole 8—the Standardized Car.

ASK FOR THE ILLUSTRATED BOOKLET WHEN YOU VISIT THE COLE EXHIBIT AT THE AUTOMOBILE SHOW

Traynor Automobile Company
2512-14 Farnam St. Phone Douglas 5268
Omaha, Neb.

COLE MOTOR CAR COMPANY : Indianapolis, U. S. A.
Builders of the Standardized Car.