## BUICK MAN OPPOSED TO CREDIT SALES

R. H. Collins, General Sales Manager, Does Not Favor Buying Cars on "Time."

#### BELIEVES IT HURTS INDUSTRY

danger to the automobile dealer in too great a spread of the installment plan feature in buying motor cars. I can see no necessity for such a selling plan in these times of prosperous business, and feel that the introduction and encouragement of the scheme is, except in exceptional cases, a mistake," said R. H. Colline, general sales manager, Bulck Motor company.

"It is my opinion that no greater calamity can ultimately overtake the hour. automobile business, including the manufacturer, the dealer and the individual buyer, than for the leading factories to adopt a deferred payment sales plan, and I cannot believe that the leading manufacturers are really giving serious senting the contest board of the Americonsideration to such a plan-

The installment plan of buying is fundamentally wrong, regardless of the article involved. This is especially true an applied to automobiles. The automobile business was started on a cash basis. It is the only big business that has ever been operated on a cash principle, and in my judgment the cash basts Metz Company Saves is one of the biggest reasons why the automobile industry has grown so wonderfully fast. Cash sales have made pos-sible the rapid building up of big re-serves of capital. Plenty of liquid capital has made possible rapid extension improvements in manufacturing methods and quantity production. Quantity production has made it possible for motor car makers to market a constantly im- branch. proved product at a constantly lowering

vanced rapidly in price in the last few And all these favorable conditions connected with marketing of automobiles can be traced, in a very large measure,

'And now all this is threatened by the and so long that it could not be introduction of the installment plan of fact that the time part of the contract draft for the thousand. is likely to work a severe hardship upon the purchaser and his family—is the stake than the money, and accordingly, worst thing that has happened in my C. H. Metz, in company with one of his entire business experience. If persisted drivers, John McClann, set out in a regu in I believe many purchasers will impose lar stock car for Hemlock, N. Y., to do an obligation upon themselves which they what had never been done in the hillwill find hard to meet.

Frankly, I believe the practice indulged in by those manufacturers who encourage dealers to self cars to any-body and everybody, by having "trust nies" carry the paper-with the dealer's endorsement—is a pernicious practice which is destined to ruin some of the best men in the automobile trade. It is easy for the manufacturer to urgs many dealers into this kind of business, but in my opinion it is a policy which should not have the endorsement of well-established automobile companies."

#### Captain Ford Says Auto Makers Will Aid Air Service

Aeroplanes with roomy, upholstered bodies, windshields and all the comforts of the modern motor cur, with the additional convenience of the wircless relegraph, are now in use in Europe, Captain Archibald B. Ford, of the Royal Flying corps, Great Britain, says. Captain Ford. who is on leave of absence from the

British army, is a visitor in Detroit.

Captain Ford has been in the aerial service of his country since the beginning of the war. His visit to the United States is unofficial, but is in the interest of aircrast.

Captain Ford visited Henry B. Joy, president of the Packard Motor Car company, and a director of the Aero Club of America, and went with him to see the Packard aviation field near Mt. Clemens, Mich. He said that his interest in the aeropiane is scientific and not

Captain Ford is classed as a "skilled observer." His work consisted of flying at a height of 10,000 feet over German Austrian lines, making maps. and signalling by wireless to the British gunners, twelve or fifteen miles away. He says the work of skilled observers in so accurate that by following their signale, gunners are enabled to explode shells in the enemy's trenches within five

#### Additions Made to Plant of Goodyear Auto Tire Company

The constantly growing demand for cord tires has compelled us to greatly in-crease our facilities for making Goodyear cords," stated L. C. Rockbill, man-ager of the automobile tire department of the Goodyear Tire and Rubber com-

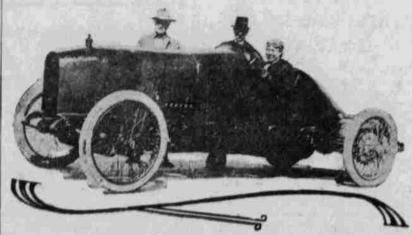
Motorists are rapidly learning the distinct advantages of cord tires and are demanding them on their care. As car owners learn more and more about them. cord times will be a tremendous factor

Anticipating this condition, we have couls additions to our factory equipment that give us a departty of 1,000 ourd tires a day. Goodrear new occupies an erviable position with respect to these tires onir tires have been thoroughly tried out tinder all maditions and these defeate and distinct superintties preven Greater wonfurt, extra minage, greater frealess from the tenibles, hower question consumption, greater meaning ability, higher acced, quicker acceleration of motor and TREE of repair. These advantages have led Packurd, Louisiobile, Franklin, Peacless and White to adopt thusboar orchas atandard equipment on their cars.

#### Arrange to Handle Briscoe Auto Here

A. Russambharr of this olly reneally binds arrangements by the hands by or the Miscon the in this section. The successfully will be brown as in Discour Noticetha: Car company and they will Statebacks were in the Decades some a sgreen, wanters from and some of the perticular routh Aftern Assessment

Super-Six Shows Speed of 102:53 Miles Hour



fastest mile ever negotiated by an Ameri-

This sensational speed was made over tons, Fla., under the official supervision

The Hudson Super-Six on April 19 was 3:11 seconds, which is equivalen again distinguished itself by making the to 192:53 miles per hour. This is the highest speed over made by a stock can stock car chassis, 107:53 miles per chassis. While these speed trials may have been a surprise to the public, the were not unexpected among motor-car the famous Ocean Beach course at Day- people who keep tab on things. The wise ones knew that Fred Wagner was va of the American Automobile association, cationizing on the sunny sanda of Florida sanction No. 908. F. E. Edwards, repre- and that he probably had "something up When "Smiling" Ralpi can Automobile association and Fred J. Mulford showed up and soon after had Wagner were present and officiated at his wizard-like Super-Six spinning on the the trials. The Super-six was plicted record-producing beach at Daytona, the by Raiph Mulford. In six trial runs the secret was out. And now it is no longer mile was dashed off each time in less a secret. The spiendid mark is one the a secret. The splendid mark is one that

# Small Fortune by Climbing Big Hill

"The new Metz Model W is everywhere recognized as a wonderful hill elimber." says N. G. Manley, manager of the local "But even so far back as Soptember, 1911, the Metz company inserted ing Post, a part of which read as follows \$1,000 cash reward paid to the first perthings in everyday use which has not ad- son in any locality in the United States who will show us a hill on any traveled highway which the Metz car cannot

"It happened that in New York state to the fact that automobiles have been a man promptly claimed the money, saying he knew of a hill which was so steep by the Metz car or any other car. It was buying. The present scramble on the part known as 'Barker' hill, and was located of these "trust companies" to force au hear Hamlock, N. Y., about ninety miles iomobiles into the hands of everybody west of Hyracuse, so would the Matx who has a few dollars regardless of the company please hurry and send him a

"But the Metz company had more at dimbing line, or forfeit \$1,000. "The result was that they not only

olimbed the hill after driving all the way from Waltham, Mass., to Hemlock, N Y., but just for their own antisfaction came to a full stop in the middle of the hill, then started up again and finished

#### Efficiency Will Control Prices of **Autos Says Bate**

provement in the body design of the new Mitchell has brought forth from various automobile manufacturers a very spirited discussion as to just what can be given to the huyer without extra price.

John W. Bate, the efficiency engineer ing expert, who has been building Mitchell cars since 1908, is frank to say that practically every feature of convenience, every feature of construction and accessibility on the Mitchell is free to the purchaser because the cost is equaled by the factory savings due to the manufacturing efficiency.

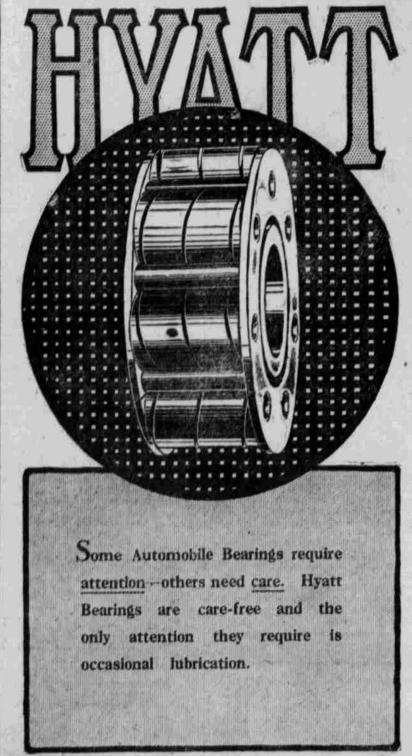
It is not such a long call from the cos of twenty-six extra features to the reduction in manufacturing coats by efficient methods, modern machinery equipment that it has taken thirteen years to bring to such a high standard Even five years ago no manufacturer would have attempted to build a car

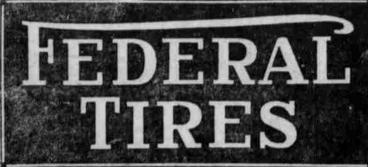
for less than \$3,000 and then it would price than it did to reducing it. part of the regular equipment,

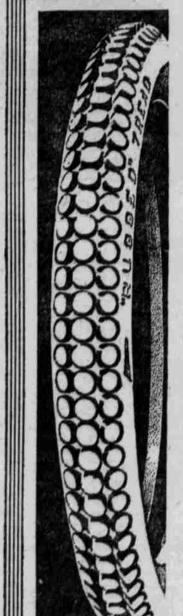
While the weight of cars, as a whole, has been gradually reduced, this has in most instances been accomplished by the use of lighter metals proportion-

with 127-inch wheel base and market it weight came much nearer adding to the have been minus the electrical equip- In the face of all this, automobile prices ment and the many little accessories and have gradually drifted lower and volume onveniences that are now considered a of equipment and small conveniences so necessary to the operator but costly to the manufacturers have grown.

> "Rull" Durham to Movies. "Bull" Durham, who was quite some pitcher in his day, is doing the "heavies" in motion picture drama. The villain:







You can't pick any better. The round tapered studs overcome skidding-the strong steel cables in the base prevent slipping over rim.

### FEDERAL Double-Cable-Base TIRES

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Made as good as tires can be, they wear long and always please. Guaranteed.

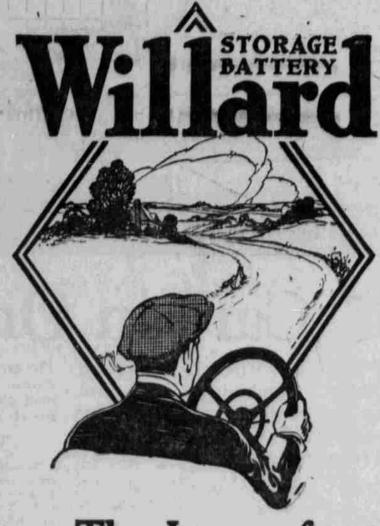
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Mfra. of Federal Automobile Tires. Tubes and Sundries, Motorcycle, Bicycle and Carriage Tires, Rubber Heels, Horse Shoe Pads, Rubber Mat-



# The Lure of the Open

Now that you're no longer limited to paved streets and side curtains, make a spurt for open country where you can "let 'er out."

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