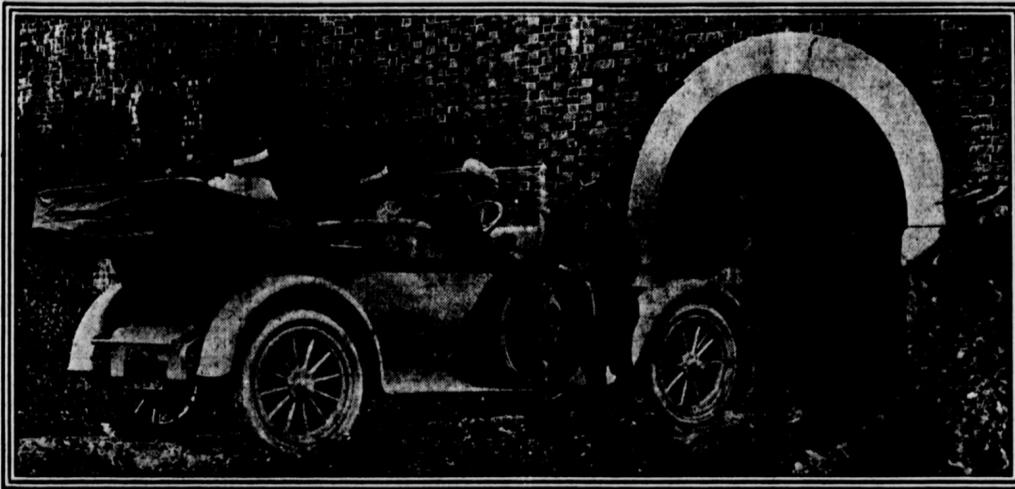


New Pierce-Arrow at the Gate of Fort Niagara



BUILDING GOOD WILL IN SERVICE WORK

Hodgkins of Studebaker Speaks of Importance of This.

PREVENTING TROUBLES

By R. T. HODGKINS, General Sales Manager of the Studebaker Corporation.

In my opinion nothing is more important in building for the future than good will. This is true in the automobile industry just as much as in any other industry.

There are two ways of giving service. One is to administer it when the customer has trouble with his car and brings it in.

When a man buys a Studebaker car he gets a service card. On it are noted seven definite dates, on which the car is to come into the Studebaker service station.



R. T. HODGKINS.

months thereafter—the car is thoroughly examined by experts who make forty-one distinct inspections, adjustments, oilings, etc., and tune it up.

There is nothing vague or hazy about the Studebaker idea of service. It is not a case of the customer's being told, "We will see that your car runs all right, just drop in at any time and we'll look it over."

We not only insist upon the owner's bringing the car in, but we notify them in advance of the date.

This service teaches owners how to care for their cars—how to get the maximum pleasure and value from their constructive service.

In actual operation this service plan is working out even more successfully than we had anticipated.

Especially striking is the finish of the eight cylinder Empire displayed. The body finish is a light Mojave brown with darker stripings and running gear to match.

BRIGHT COLORS ON EMPIRES.

Bright colors in car finish predominate in the display of the Empire Automobile Company. This exhibit marks the first step of the new policy of the brighter colors as standard on the cars produced by the company and the finishing of several color schemes on order during the 1915 season.

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A new four cylinder model, known as model 45, and listed at \$995, is announced, a striking car in many ways.

The car shown is finished in dark autumn brown and upholstered in Spanish leather. It is in every way the largest four cylinder car produced by the company, having 116 inch wheel base. In general line the body follows closely the design of the six. In addition to the touring cars and chassis, the exhibit also carries the cylinder car fitted with detachable sedan top.

THE STERNS-KNIGHT EIGHT.

First Multiple Cylinder Motor of This Make.

Prominent among the multiple cylinder cars exhibited at this year's big show is the Sterns-Knight eight, built by the F. B. Sterns Company, Cleveland, Ohio.

The motor is a V type power plant with a 14 1/2 inch bore and 5 inch stroke, developing 66 horse-power, and is remarkably smooth and silent in operation.

The body designs express unusual craftsmanship in design and finish, following very closely the most advanced styles of the finest foreign practice.

Polished metal is almost entirely absent and replaced by artistic appointments in walnut and leather in the open car models.

The Sterns-Knight eight is the development of the Sterns-Knight engine, introduced into American practice five years ago, and is the first multiple cylinder Knight motor car to be offered the motoring world.

NO CHANGE IN MOTORS OF STANDARD EIGHTS

Mechanical Construction Is Found Satisfactory After Long Tests.

Many of the recent sales of Standard Eights have been to persons who are financially able to buy cars have been for one reason or another unwilling to do so.

As a guest of a friend, an officer of the Standard Six Car Company, I have ridden in some of the June showers out in the mountains of western Pennsylvania and with never a hitch until I tried to buy the car and found it wasn't on the market.

These service tests, conducted for nearly three years before actual marketing, attracted the attention and interest of the Duffy Motors people long before the cars were offered for sale.

Each of the three has a definite duty to perform—an obligation which he owes to both of the others.

The manufacturer must provide the dealer with the proper product, backed up in the proper way. That means a product not only able to meet competition on an equal basis but one so good that its service in the hands of owners is persistent.

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TRIPLE PARTNERSHIP IN THE AUTO BUSINESS

Obligations of Manufacturer, Dealer and Owner Are Defined.

By L. E. WILLSON, Vice-President, Director of Sales, Briscoe Motor Co.

The automobile business started off as a manufacturer's proposition solely, with the dealer taking whatever the manufacturer produced.

Some idea of the magnitude of the business can be gained from the following figures. An average of 100 carloads of material and supplies are received daily.

Each of the three has a definite duty to perform—an obligation which he owes to both of the others.

The manufacturer must provide the dealer with the proper product, backed up in the proper way.

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MODEL FACTORY FOR THE DODGE BROTHERS

New Buildings of Latest Design Being Constructed at Detroit.

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HOW MANY CYLINDERS WILL BE DEVELOPED?

F. N. Nutt Believes the Limit of Practicability Is Reached in Twelve.

The development of the automobile motor from one cylinder to twelve cylinders is a history which the general public is familiar, but the possibilities of more than twelve cylinders in automobile construction is a subject which, outside of the engineering world, has been theorized upon without sound basic principles to uphold many of the theories.

While discussing the Haynes Light Twelve and the possibilities of more than twelve cylinders, F. N. Nutt, chief engineer of the Haynes Automobile Company said:

"Experimental and research work has fully convinced us that a small bore, high speed motor is to be the final answer in motor car construction.

There are various reasons why more than twelve cylinders additional weight must be taken into consideration.

Again, in developing motors of more than twelve cylinders additional weight must be taken into consideration.

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CONVERTIBLE BODIES FINELY DEVELOPED

Open and Closed Cars Now Combined in One Design, Such as White Semi-Touring Car.

The increasing popularity of convertible types of motor car bodies has served to emphasize the features of convertibility heretofore found only in high priced cars and now carried to a higher state of advancement by a few manufacturers who specialize in fine body work.

The practice of keeping the body for all winter has grown apace with the increasing knowledge of the duties required by cold weather motoring and the increasing facilities for making winter motoring a comfort.

While the convertible types commonly used are applied rather than embodied in a unit design, the growing appreciation of custom body work has given wider expression to creative genius with the result that new types of bodies, essentially high priced, are now being built for those with whom price is not necessarily a consideration.

Of the latter class of bodies there are several new types in the Automobile Salon at the Hotel Astor.

As an open touring car there are no pillars nor windows to isolate the tonneau passengers from those who ride in front, and it has none of the appearance of a car that should be chauffeur driven.

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EIGHT CYLINDERS NEW ASSURED SUCCESS

Growth of Cadillac and King Sales Prove the Value of the Type.

By F. A. VOLLBRECHT, General Manager King Motor Car Company.

Why the eight cylinder motor car? The foregoing question was on the lips of the motor world only a year ago.

Today two of the largest automobile manufacturers, the Cadillac and the King, are taxing their capacity in big production for eight cylinder cars.

So successful have these two manufacturers been with their eight cylinder motor cars that the number of auto-



F. A. VOLLBRECHT.

builders to introduce eight cylinder motors during the past year has been greatly increased. This number is added to by the appearance of new eight at the New York Automobile Show.

Various reasons are given for the success of the eight cylinder motor. There is no disputing the fact that it is an ideal and economical motor to manufacture.

With the American public demanding power, flexibility, dependability and durability the eight cylinder motor came in at the opportune time.

While the eight cylinder motor has shown nothing phenomenal in the way of speed the racing pilots of nations reputation who have investigated claim that this is only a matter of gear ratio and a few detail changes.

Empire Occupies New Factory. During the past year manufacturing facilities of the Empire Automobile Company have been increased more than 100 per cent.

By placing their contracts for steel before the war prices the Empire Overland Company has been able to save over \$1,000,000.

There are six artesian wells on the property owned by the Willys-Overland Company, each pumping an average of 2,000 gallons an hour.

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Advertisement for Paige Detroit Sedan "Six-46" Chassis, featuring a large image of the car and descriptive text.

Advertisement for Stewart Auto School, titled 'Automobile Economy', detailing a course for prospective purchasers and listing the school's address and phone number.

Large advertisement for Cadillac, featuring the slogan 'Standard of the World' and a detailed description of the Eight-Cylinder Cadillac's performance and reliability.

Advertisement for Houk Wire Wheels, titled 'HOUK WIRE WHEELS', highlighting their quality and availability as standard equipment on cars.

Advertisement for Houk Manufacturing Co., providing contact information for their factory in Buffalo, N.Y., and their offices in Chicago, Boston, Philadelphia, and Detroit.