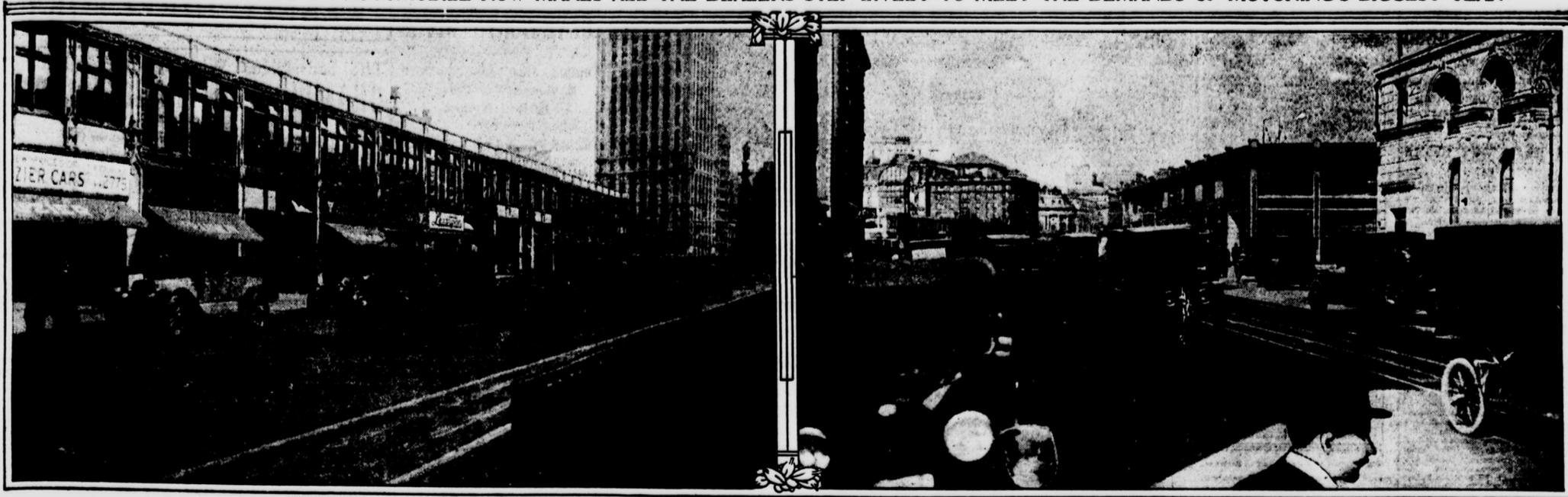


SPRINGTIME ACTIVITY ON AUTOMOBILE ROW MAKES ALL THE DEALERS STEP LIVELY TO MEET THE DEMANDS OF MOTORING'S BIGGEST YEAR



This building at Columbia Circle houses the Mitchell, Ward, Lexington, Hudson, Franklin, Lester, Kiesel, Abbott-Detroit and Sterling cars and the Goodyear Rubber Company and Hartford-Suspension Company. The tall building in the background is the home of the U. S. Tire Company.

Here is shown a corner of the big U. S. Rubber Building at Fifty-eighth street. In the lower building beyond one finds the General Motors, Simplex, Lancia, Maxwell, Stutz, Mercer, Oldsmobile, Briscoe and Moon Cars and the Ajax Tire Company and the Hook Wheel Company.

ENORMOUS USE OF CRUDE RUBBER

Col. Colt of U. S. Tire Co. Furnishes Interesting Facts and Figures.

Crude rubber is a commodity about which one hears much these days. The demand for it is increasing steadily and rapidly. New uses are being found for it constantly. Never before has the number of manufactured articles been so numerous and varied as to-day. In the United States alone the consumption of crude rubber in 1915 was in the neighborhood of 90,000 tons, while the production of all grades of manufactured rubber merchandise is estimated at 140,000 tons.

Col. S. P. Colt, president of the United States Rubber Company, in discussing the wonderful development of both the crude and manufactured rubber industries, recently said:

"Probably very few persons outside of the trade, even to-day, know to whom and what we are indebted for the great number and variety of rubber articles that we are enjoying.

"I refer to Charles Goodyear and to his discovery of the vulcanization of rubber about 1844. Prior to that time rubber goods could not be manufactured successfully. For instance, if you had bought a hot water bottle (and I doubt if they were made then) the rubber would have run soon after you had filled it. If you had bought a rubber coat and worn it in a sleet storm it would have cracked from the cold. Charles Goodyear discovered a process for treating rubber with sulphur at a temperature of 250 degrees, which brought about a chemical change in the commodity, so that it was no longer affected by an ordinary degree of either cold or heat.

"This process was patented by Mr. Goodyear in 1844. There are still four companies in existence, all important subsidiaries of the United States Rubber Company, which were the first to secure licenses from Mr. Goodyear to use the process.

In connection with the statement of Col. Colt it is both interesting and instructive to know that in one of the Colquhoun windows of the United States Rubber Company building, at 1509 Broadway, there is an exhibition of a notable collection of mementoes of Charles Goodyear without whose vulcanizing process, in the judgment of Col. Colt, there would not have been made a hundredth part of the rubber goods that are on the market to-day.

In the background, in the centre of the window, is a life size oil painting of Mr. Goodyear, until acquired by the United States Rubber Company a few years ago. Directly under the painting is a table six feet in length by three in width, also made of hard rubber, which was formerly owned and used personally by Mr. Goodyear. It was exhibited at the Crystal Palace in London in 1851.

At the left of the painting and table is a well known bronze bust of Mr. Goodyear, while by its side is a beautiful case of hard rubber, presented about 1850 to his friend, Col. Samuel Colt, uncle of Col. S. P. Colt, president of the United States Rubber Company. The case was given in turn by the uncle to the nephew.

At the right of the painting may be seen another fine specimen of a case, this of hard rubber, made in 1855, and owned during his latter years by Charles Goodyear.

Naturally this window is attracting a large number of people, particularly at night when the electric light over the painting of Mr. Goodyear brings it out to the best advantage. It is a truly notable collection of mementoes, all of which, with the exception of one case, are the property of the United States Rubber Company.

TISDALE URGES THRIFT.

Less (or Owner Should Consider Operating Expense.

"Thoughtful business men agree that during the present period of prosperity it is the patriotic duty of every citizen to practise thrift in order that the country may be in a sound economic condition when the changed conditions which will follow the European war," says Glenn A. Tisdale, local Franklin agent.

The prospective motor car owner can practise thrift by giving careful consideration to the question of cost of operation in advance. He ought to be particularly in the matter of simplicity of design and construction, because it is not only an important factor in reducing cost of operation, but tends to prevent rapid depreciation.

"For a would-be purchaser to examine a car to find out if unnecessary luxuries have been eliminated in one way or another is to practise thrift effectively."

CHALMERS HELPS DEALERS.

Establishes Better Business Department, With Good Results.

"The announcement made by C. A. Pfeffer, vice-president and general manager of the Chalmers Motor Company, at the recent luncheon of Chalmers dealers at Rector's, that the factory had just inaugurated a 'Better Business Department,' has met with the enthusiastic approval of agents and dealers in my territory," said George Howe, manager of the New York Chalmers branch yesterday.

"The Better Business Department is an effort to incorporate the same business principles in the automobile industry that have brought successful results in other lines. Statistics show that a large percentage of failures among automobile dealers is due to poor business management, caused by incomplete and insufficient records. One of the first aids went out by the new department is a greatly improved system of accounting, which will enable Chalmers dealers to locate 'leaks' in their business and decrease expenses.

"The system as devised and sent to all Chalmers dealers is intended to meet the requirements of dealers handling upward of one hundred cars annually, and can be modified to meet the needs of the dealer selling less than this number. Every condition affecting dealers in all sections of the country has been considered, and a real confidence that Chalmers dealers will rapidly adopt his suggestions.

"At the head of the Better Business Department is P. F. Turnbull, who is recognized as an expert along these lines. Mr. Turnbull has had eleven years of unusually valuable experience in the automobile business, both in the manufacturing and in the installation of modern methods, which eminently qualified him for the position. He will suggest and help execute plans for increasing dealer's sales and improving their service, salesrooms, correspondence, advertising, accounting, organization, and auditing dealers' accounts. In other words, all of the Chalmers dealers will have the direct benefit of services which would cost them hundreds of dollars if obtained from any outside source."

25-CENT GASOLINE IS HERE.

C. T. Silver Is Already Supplying Customers at Flat Rate.

C. T. Silver, the well known distributor of Overland, Willys-Knight and Peerless cars, has put into force his 25-cent gasoline plan for new buyers.

For a period of six months he will guarantee to all purchasers of new cars a rate of 25 cents a gallon no matter how high the price may go. This guarantee will be cancelled at 1500 Broadway or at the Brooklyn, Newark, Bronx or Yonkers branch of the company.

A Popular Studebaker.

According to F. R. Bump, manager of the Studebaker local branch, this is the "open season" for landau roadsters.

"We have received more inquiries about and have interested more people in the new Studebaker landau roadster, these last two weeks than in the deal of winter. Of course, the weather has something to do with it, first, because it has given an impetus to the automobile trade in general, and second, because the landau roadster is so useful a car in all kinds of weather, since it can be put up or down with such great ease, and because it is so easy a car to handle."

NEW TRUCK CONCERN OPENS ON BROADWAY

Manhattan Motors Corporation Has a House Warming and Makes Many Friends.

Automobile row paid acquaintance calls this week to a newcomer, the Manhattan Motors Corporation, organized in January with E. F. Mittenberger as president, and just installed in permanent quarters at Fifty-sixth street and Broadway.

Alterations in the building occupied by the new concern were begun two weeks ago and have just been completed. The main floor will be used as a showroom; general offices have been constructed along a mezzanine, and the officials of the company will have quarters beneath the mezzanine. Service and supply departments will occupy the basement, which is reached by a separate driveway from Fifty-sixth street, and is served also by two large elevators.

The company is launched as a sales and service organization, and has full charge of the metropolitan distribution of Selden motor trucks and Vim delivery cars. Its territory includes, besides Greater New York, Staten Island, Long Island, Rockland and Westchester counties, and Putnam, Union, Essex, Monticou and Hudson counties in New Jersey.

The area to be covered naturally will require the development of an extensive and effective sales force, and as a nucleus around which to build the company already has secured the services of several of the men best known in local automobile sales.

Policies of the business, as outlined by President Mittenberger, will proceed along established lines aiming toward a permanently good relation between the company and its patrons. Service will have perhaps the most important function in this direction. Mr. Mittenberger's own experience was gained from an extended connection with the Packard Motor Car Company, in both Eastern and Western fields, and his training has been consistently in line with this programme.

The lines to be handled by the corporation cover a study of the whole field of motor hauling. The Selden line, a product of the holder of the original pa-

GOOD ROADS HELP EVERY COMMUNITY

Advantages Are So Numerous That 1916 Will Show Record Improvements.

Among those particularly interested in the outcome of many of the good roads bills now in the hands of various committees at Washington is John N. Willys, president of the Willys-Overland Company of Toledo. Mr. Willys always has been a staunch supporter of the good roads movement in this country and has contributed most generously toward its advancement.

In commenting upon the subject he was enthusiastic over the progress made throughout the United States in the last few years, and gave it as his opinion that 1916 would break all records in the amount of good roads work accomplished.

"Judging by the numerous appropriations for good roads which are being considered by Congress and the different State Legislatures, it would seem that 1916 will go down in history as a record year in the advancement of improved highways," says Mr. Willys.

"The whole country is stirred as never before relative to the great question of highway improvement. If there is anything in the world that a good citizen who loves his State and has civic pride delights in it is to have the City and State reputation maintained.

"A commonwealth's reputation for enterprise, progress and all that goes to make it worth living for is determined to a great extent by the character of its roads. And if these arteries, through which flow the business and pleasure life of a State, are neglected travel is diversified sooner or later to other channels and the chief sufferers are the townspeople and farmers who live along the neglected highway.

"Whenever a farmer loads his delivery car or wagon for market he has to mind the road over which he has to travel. He knows that if he is delayed or must hole limits the size of the load he can move. And because this is so the maximum efficiency of a stretch of highway does not exceed the maximum load that a man can haul over the poorest spot in it."

"Most of the opposition to road improvement work that at one time was almost universal among farmers, has

2,000,000 VISIT AUTOMOBILE SHOWS

This Is Taken as Barometer Indicating a Great Year for Business.

When the curtain is finally rung down on the show season that is now rapidly drawing to a conclusion, new records will have been established for the success that has attended the local exhibitions, promoted actually throughout the country. It can be confidently estimated that the total attendance at the shows of 1915 reached over 1,200,000 and that the number of passenger cars exhibited, not considering any duplication that may have been made through the same cars being displayed in several cities, was approximately 200,000.

OWEN MAGNETIC DISTINCTIVE.

The Closed Body Type Has Captured Society.

"The closed car of today has ceased to be a novelty," says E. S. Partridge, district sales manager of the Baker R. & L. Company, Inc., makers of the Owen-Magnetic car, "and it is now a part of the necessary equipment of every household of refinement."

"Primarily the closed car particularly concerns the women of the household, as it was the first car designed to appeal to their requirements. Owing to the increased social obligations of today, women demand not only freedom from mechanical noises, daily appointments, but ease of control in traffic.

"Naturally there is a great difference in closed cars," continued Mr. Partridge, "and a car fitted with the Owen-Magnetic transmission marks another step forward in closed car refinement. The ideal closed car should express individuality, refinement and distinction, quite as much as one's home, clothes, associates or amusements."

"Some of the prominent society people who have recently purchased Owen-Magnetic closed cars are: Eugenie Whitney, H. H. Hopkins, E. L. Tucker, Mrs. Brooke Norris, Miss Belle Andrews, Mrs. Edward I. Stonebury, Roy A. Rainey, Edgar Park, H. Van R. Whitall, H. L. Roy Whitney, R. H. Stewart, Mrs. Hornblower and Dr. Griggs.

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PACKARD TRUCKS IN MEXICAN SERVICE

Early Demonstrate Their Dependability in Fine Run of 110 Miles.

Advices from the Mexican border report that the 27th United States army motor transports ordered by the Government from the Packard Motor Car Company are already in service on foreign soil. This transport division was the first of those purchased since the expedition against Villa was launched to cross the line into Mexico.

A few hours after receipt of the Government order the Packard company had started a special train of fourteen steel freight cars and one Pullman for the South. The special was scheduled to make the trip from Detroit to the Southern boundary in fifty-one hours, the fastest time ever made from border to border. All tracks along the route had been cleared in advance by telegraph.

Thirty-three Packard employees, recruited for transport service in Mexico, accompanied the shipment of war trucks. They had been chosen from the more than one thousand who volunteered when the call for drivers was circulated through the motor factory. The men selected were given six hours to get their effects, settle their affairs and board the train.

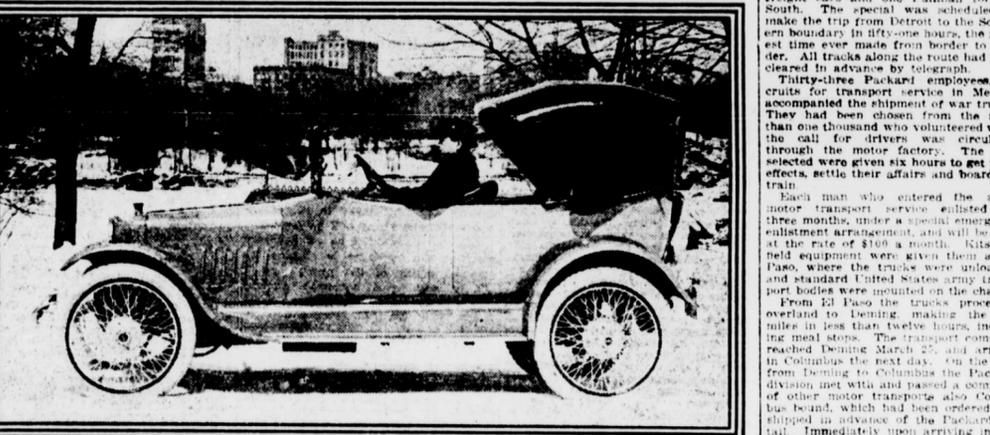
Each man who entered the army motor transport service enlisted for three months, under a special emergency arrangement, and will be paid at the rate of \$100 a month. Kits and field equipment were given them at El Paso, where the trucks were unloaded, and standard United States army transport bodies were mounted on the chassis.

From El Paso the trucks proceeded overland to Deming, making the 110 miles in less than twelve hours, including meal stops. The transport company reached Deming March 25, and arrived in Columbus the next day. On the way from Deming to Columbus the Packard division met with and passed a company of other motor transports also Columbus bound, which had been ordered and shipped in advance of the Packard detail. Immediately upon arriving at Columbus the Packards were assigned to field duty and dispatched into Mexico.

Argo Reorganization.

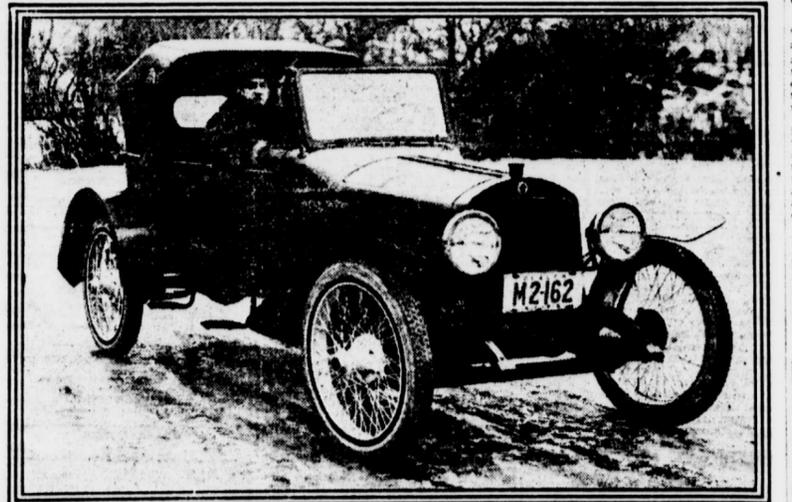
Announcement is made by the Illinois Motor Corporation, Jackson, Mich., that it has acquired a controlling interest in the Argo Motor Company, Detroit, for the sale of its interest in the Argo Motor Company of Jackson, Mich.

Snappy Saxon All Dressed Up in Wire Wheels and Victoria Top



Here is a smart Fifth avenue turnout. Saxon cars are being driven by some of the most prominent men in New York.

A Special Four Passenger "Standard 8" Speedster



This is a special body fitted to a stock chassis and turned out at the private body plant of the Duffy Motors Corporation, which has a showroom at 1895 Broadway. The invisible driver operating the car shown here is L. J. Goldman, vice-president of the corporation, and the visible passenger is George Otero, a recent addition to the sales force.

disappeared now that the automobile is in common use in the country. The objection formerly raised by the farmer was that the closed car, favored mostly by the road roads work which he, the farmer, was taxed for. But the city man also contributes toward the fund. His automobile tax goes toward the cost of State roads and he pays for a good share of the maintenance expense.

"The rapid increase in the sale of small, light model Overland cars is evidence of the universal appeal good roads make to all classes of people. And while the perfecting of the small light automobile has been the country's greatest factor in securing better highways the motorist is not the only one to benefit by them.

servatively estimated that in the neighborhood of one million and a half persons paid for admission to the scores of displays conducted by the automobile dealer associations and the special show companies during the past four or five months. This estimate does not consider the two national shows, held in New York and Chicago, the combined attendance of which reached the half million mark.

"This attendance is a far cry from the few thousands that were interested enough in the then new mode of transportation to visit the Madison Square Garden in New York city in the fall of 1899 for the purpose of inspecting the first collected display of motor cars made in this country. But the growth of interest in the device has been proportional to the development of the industry itself. From its humble beginning in New York sixteen years ago the automobile show has developed until now it is recognized as an annual feature in practically every county seat in the country.

Since their advent, and especially since social or dealer shows, have been held, the annual exhibitions have been considered in the light of business barometers, the interest displayed in the shows being indicative of the general business position.



Free Inspection and Service on Storage Batteries

We have complete facilities for the repair and charging of automobile starting and lighting batteries and invite you to bring your battery to us at any time, and as often as you wish, for free inspection and advice.

If your battery is in need of repair, we will loan you one to use while the repair is being made.

Our advice on your battery problems will be cheerfully given, no matter what battery you are using.

Drop in and get acquainted with the Prest-O-Lite Storage Battery.

A battery of unusual power and capacity, backed by Prest-O-Lite Service.

The Prest-O-Lite Company, Inc. New York Branch, 2104 Broadway.

PERSONAL

Effective midnight April 15, 1916, prices of the 2400 r. p. m. Chalmers models will be as follows:

- Touring Car, \$1090 Detroit
- Cabriolet, \$1440 Detroit
- Roadster, \$1070 Detroit

The present prices on these models are as follows:

- Touring Car, \$1050 Detroit
- Cabriolet, \$1400 Detroit
- Roadster, \$1050 Detroit

Any one desiring to purchase any of these models before April 15 will save a good sum of money.

Chalmers Motor Car Co.