MEDIUM PRICE CAR IS POPULAR DEMAND

Large Proportion of Automobile Purchasers Are People of Moderate Means.

By JOHN N. WILLYS,
President the Willys-Overland Co.

Such exhibits as that of the Willys-Overland Company at the New York show this year offer a striking contrast to those early exhibitions in New York when the motor car was looked upon as the rich man's toy and the show itself was patronized almost entirely by the sporting fraternity. One look at the throngs invading Grand Central Palace this week will convince even the most sceptical observer that the great proportion of the demand for motor cars comes from the people of moderate means.

The Willys-Overland Company operates on the theory that the big demand of the motoring public to-day centres on the medium priced completely equipped car of proved capabilities. The average automobile owner wants a car of moderate price, whether it be of four, six or eight cylinder construction, and one that is also economical in operation and yet sturdy and smooth in action. And for that reason we have announced this year four complete groups of cars which are designed to answer the requirements of all classes of buyers.

The modern business man purchases a car on the same basis as he buys any other article on the market, in my opinion. The machine that meets his approval must give the best return on his investment. He demands an automobile to-day because he has found it to be a necessity rather than a luxury.

To own a car means that if you can help it you you will never again be without one. The recognition of the usefulness of the automobile has created a staple demand which stimulates manufacturers in an effort to provide an increasingly greater value.

All Overland and Willys-Knight cars have reached a stage of development where they are practically as complete in equipment as the most expensive creations of foreign and domestic manufacture. Electric lights and starter, speedometer, oil feed indicator, top, windshield, door pockets, curtain box, tire carrier, robe rail and many other articles which at one time were confined exclusively to high priced automobiles are now included in the standard equipment of the better cars at all prices.

Kirkpatrick Here for Show.

W. H. Kirkpatrick, vice-president and field manager for the Wallace C. Hood service bureau for automobile manufacturers, distributers and dealers, is one of the veteran sales managers. He acted as general sales manager for the Peerless Motor Car Company of Cleveland for nine years and was also sent abroad by them to perform special sales work.

Mr. Kirkpatrick is making his headquarters at the Hotel Cumberland, New York, during show week.

Spacious New Salesroom of Willys-Overland.

The rich furnishings and splendid lighting facilities of the showroom and salesroom of Willys-Overland, Inc., at 50th street and Broadway, make a most appropriate setting for the handsome and complete line of new Overland and Willys-Knight models. The above photograph was taken just before the opening of the special exhibition of Willys-Overland products at the branch during show week.

MULTOMETER INTERESTS MANY

Manufacturers and Car Owners Eager to See Recording Device.

Charles Miller, president of the Hamilton Watch Company and of the Hamilton Corporation, manufacturers of the Hamilton Multometer, arrived at the Hotel Astor yesterday to complete a number of important interviews with big manufacturers who are considering the use of the Hamilton device as standard equipment for the cars they build.

The announcement of this remarkable instrument, which not only records car speed and trip and season mileage with watchlike accuracy but also indicates every feature of service economy which a car owner can possibly want to learn, has precipitated an avalanche of interest.

According to Mr. Smithey, the inventor of the Multometer, this unique system, with its thirteen recording odometers, puts less strain on the driving cable than the ordinary speedometer, which only gives three indications.

The mechanical construction of the Hamilton Multometer shows evidence of being built with the same remarkable consideration to mechanical perfection and long life that characterizes the highest grade watches.

Mr. Smithey is constructing an elaborate exhibit of the Multometer at the Hotel Astor, and is constantly besieged by thousands of interested car owners as well as by many of the biggest and best known motor car manufacturers.

HAL AGENTS IN DENMARK.

Hanson and Company Make Big Car Contract.

The Hal Motor Car Company of Cleveland has recently appointed C. Friis Hanson & Co. of Copenhagen, Denmark, as exclusive distributers of the Hal Twelve in Denmark. This concern is one of the oldest automobile and motorcycle distributing concerns in that country and has a well organized list of over twenty-six agents and sub-dealers.

"Before closing with the Hal Motor Car Company for the agency in my country," stated Otto Brunn, sales manager of the Danish firm, "I rode in many cars. After a thorough investigation we chose the Hal Twelve. It is carefully built in a thorough, workmanlike manner, of the very highest grade material."

New Tire Appears on Market.

O. L. Weaver, secretary of the Star Rubber Company of Akron, Ohio, manufacturers of Star hand made tires, recently completed an extensive trip to the large distributing centres of the Middle West. Mr. Weaver visited the principal cities of Ohio, Indiana, Illinois and Michigan and talked with dealers and with users concerning the needs of the trade. He told them of the new Star which had appeared in the tire world. Mr. Weaver found an exceptional market and arranged to meet many distributers at the New York and Chicago automobile shows.

Biggest Year for Metz.

Robert C. Lurie, the Metz distributer in Greater New York, has just closed his biggest year. He not only sold his original Metz allotment, but was obliged to have it increased three times and get some of his shipments by express in order to meet the demand

OLLIER TELLS OF AUTO PROGRESS

Studebaker Vice-President Recalls Rush for Cars at Beginning of Century.

By L. J. OLLIER,
Vice-President of the Studebaker Corporation.

Being a thoroughly dyed in the wool automobile man, I am naturally enthusiastic about all automobile shows—but I really think this show is simply wonderful.

The progress that has been made in the automobile industry, as exemplified by the magnificent displays of the many models here at the show, is truly amazing. And, because all of this tremendous progress in the industry has been made during my own experience, I cannot help but marvel at the changes just a few years have made.

I believe it was about fifteen or sixteen years ago that I rode down the streets of Chicago in an automobile of the early type. It rattled and wobbled and made a noise like a truck full of castings, but I was delighted with it. In fact I saw so much promise in the vehicle that I felt sure of its success, and as a consequence I have been connected with automobile manufacturing and selling ever since.

When the possibilities of the automobile as a factor of modern transportation began to be known, there were thousands of men all over the country who saw millions in it and without capital or business resources they commenced to manufacture automobiles with as little fundamental knowledge as they possessed capital.

Those were the days when automobile knowledge was not very general. There was an insistent demand for cars and selling almost any sort of automobile was easy. We never worried about finding a customer for our cars such as they were and I guess we had a dozen customers waiting for every car we could get from the factory. Then of course it took a mighty long time to produce a car—in fact, Studebaker produces more cars in one day now than all the makers put together used to produce in an entire year in those days.

To-day the average man has a pretty fair working knowledge about automobiles, and year by year he becomes more critical as his knowledge grows greater. You'll find the average man nowadays talking interestingly about motor efficiency, transmission, differentials and other mechanical parts. It is more a question of the biggest value for his money now, and the manufacturer who can produce a car that gives the biggest value is sure to sell the most cars.

It was not so many years ago when the public figured automobile value on the basis of price alone. They took for granted that the higher the price the better must be the value. Those were the days before quantity production came into vogue and with it the introduction of increased efficiency methods in the manufacture and distribution of cars.

Yet as I look back over my experiences in the automobile field I find the same conditions existing to-day as they did then in one respect. Then, with manufacturers only producing a car or so a month, it was a case of always waiting to make delivery. Now, even with Studebaker's tremendous production of about 100,000 yearly, we find ourselves unable to keep up with the constant public demand for Studebaker cars. It has gone from one extreme to the other.

I believe the Series 18 Studebakers will make motor car history. It is one more Studebaker design that fixes new standards of value, that gives to the public a new conception of motor car worth at popular prices. There are no radical changes from former models in the new Series 18 Studebaker. It is rather a car of refinement. Without false pride and with perfect candor I say that there was no fundamental change we could make in the new model that would make it a better car than the Series 17.

Mercer Simplicity Attracts.

Substantial simplicity always commands attention. Perhaps this is why crowds are attracted to the Mercer chassis exhibited on the second floor of the Palace. The Mercer chassis has only four cylinders, but, as one observer was overheard to remark, "they are all good ones." The Mercer chassis has been pronounced one of the simplest and most accessible examples of automobile engineering ever offered the American public.

SAXON

3-speed transmission only type used by costly cars. It is a feature of new series Saxon Roadster.

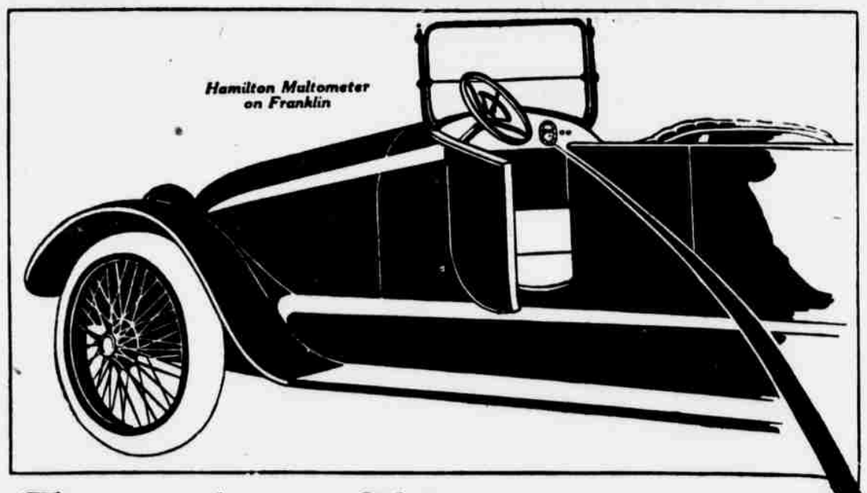
"SIX," $865 ROADSTER, $495

At Show—Main Floor—2nd Aisle Right—Straight Ahead
Saxon Motor Co., of N. Y., 1744 Broadway

All the world over, National Automobile Show, Commodore, Hotel Astor, Grand Central Palace, New York City, January 5-13, Demountable Rims

Measures mileage all tires—oil—gasoline—gives ten other records

Tire Mileage for each tire and two extras.
Gasoline mileage for trip or season.
Oil consumption.
Lock to prevent tampering with records.
Speed from 1 to 75 miles per hour.
Trip mileage to 1,000 miles.
Total mileage to 100,000 miles.
Warning at each 500 miles.
Warning at each 1000 miles.
Single flexible cable drive.



Hamilton Multometer

A prominent executive in a big tire company says:

"The benefit to the car owners as well as to the tire manufacturers will be tremendous when the Hamilton Multometer is used. Adjustment on tires can be made with scientific accuracy and not by guesswork. All reputable tire makers desire to stand behind their guarantees to the last mile. Your Multometer takes all the guesswork out of adjustments and satisfies the car owner — the dealer — and the tire manufacturers. "To combine speed, trip and season mileage and an accurate record of all the essential features contributing to operating cost in one simple, complete instrument is a distinct achievement the importance of which cannot be overlooked."

See Exhibit at Hotel Astor Room 342

Mr. Smithey

$60 f. o. b. Lancaster

Easily saved in tire adjustments alone

Turn dial ring until reading desired, as indicated on ring, is opposite the setting knobs at right.

Patents Applied For

The Hamilton Corporation
Lancaster, Pa., U. S. A.