

MOTORS

1915 Models Are Arriving Daily

ACCESSORIES

Route for Delightful Trip to Gettysburg

TIRES



AUTOMOBILE NEWS AND GOSSIP

1915 MITCHELL CARS ARE POWERFUL MODELS

Latest Machines Range from 35 to 60 Horsepower and Sell as Low as \$1,250.

"LIGHT WEIGHT, SAFETY FIRST"

With the addition of a "Light Four" cylinder, 35-horsepower car, for immediate delivery, selling at \$1,250, added to its production program for 1915, and the continuation of the more powerful and expensive models that the trade still demands, the Mitchell-Lewis Motor Company, of Racine, Wis., is preparing for one of the most active campaigns in its history. The line of 1915 models now comprises cars from 35 to 60 horsepower and a range of prices from \$1,250 to \$1,500.

The three chassis models for the "Light Four," "Special Four," and "Special Six" will be fitted with either two, five, or six passenger bodies, while the chassis for the "Six De Luxe" will be fitted with the full seven-passenger body. The wonderful record made by the "Special Six" and the "Special Four" during the past season and the continued demand has earned for these models a prominent place in their 1915 line. The "Six De Luxe" is truly the ultimate in motor car design, and with its long 144-inch wheel base, 37½ tires, and powerful 60-horsepower, 41-hp-inch motor offers more quality and more comfort than any car in America at anywhere near the price.

"Light-weight, but safety first" were the terse orders issued by Chief Engineer John W. Bate when designing the 1915 "Light Four." The essential features of this new car, outside of the combination of low cost with high quality and its unique though long-tested "Mitchell" unit, three-point suspension, are its light weight with abundance of power, low maintenance cost, accessibility and extreme flexibility, the unflinching lubrication of all working elements, the harmony of lines and roominess of accommodations for driver and passengers, and the complete equipment, leaving no extras for the purchaser to buy before he can begin to use and enjoy his purchase. In short, this car is in every way a better, more useful, and more perfectly appointed mechanical conveyance than any that could be bought at a couple of years ago for many times the price asked. Chrome vanadium steel, drop forgings, and steel stampings in place of the coarser metals

enhances strength and reduces weight. Perfect balancing of all reciprocating parts and reduced weight add to the economy of fuel consumption and tire wear. The "Mitchell" two-unit, three-point suspension" construction makes this car the most accessible ever built. The massive alloy crankshaft, the vanadium steel construction throughout the steering and driving mechanism make for safety, first, and extreme reliability. The powerful four-cylinder, L-head, long stroke, high speed, high efficiency motor, with inclosed valves, assures ample power under all conditions.

Silent chains displace gears, cylinders cast in pairs, rigid frame with four cross members, the long flat springs, and clean lined chassis all make for the higher ideal in motor car construction. Left drive is standard, gear shift control levers in the center, placed well forward, allowing free access to seats from either side. Nothing has been left undone that will add to the comfort of owner and passenger. The perfect balance, the weight carried low, the method of spring suspension the hand-buffed leather upholstery, stuffed with genuine curled hair, and the long wheel base, all make for greater comfort. The regular equipment on the "Light Four" will include electric lighting, starting and ignition system, speedometer, oil and gasoline gauges, power tire pump, one-man top, crown fenders, rear tire carrier, portable exploring lamp, license brackets, tools, tire repair kit, jack, etc. Two cardinals of the 1915 Mitchells are now en route to their local agents—the Mitchell Automobile Agency, at 120 D street northwest.

SAVING ALL THE OIL

Motor Car Manufacturers Learn Lesson from the Cow.

It has remained for the motor car industry to take a lesson from the cow and her rural owner.

As nearly every person knows, the farmer has a separator to take the cream from the milk.

Here is the way that the automobile industry has taken a lesson from the farmer and his cream separator.

In every big factory hundreds of gallons of oil are used while various parts of the motor car are being drilled.

The oil streams over the tool as it bores through the metal aiding in the work and keeping the metal cool.

Consequently much oil sticks to the metal shavings and dust.

At many motor car plants the shavings are scooped into the "cream separator."

The oil is separated from the metal and used again, effecting a big saving during a year.

FIRESTONE TIRES ARE USED IN U. S. ARMY

They Played Important Part in Battle of Matamoros During the Mexican Revolt.

RUSSIANS ALSO TRY THEM

"Just before the Mexican war cloud darkened the horizon of the United States War Department, Gen. Lucio Blanco, commanding the constitutionalist forces in Mexico, drove his war car through the thickest of the Matamoros battle. This car was equipped with Firestone Non-Skid tires. The tires were badly mutilated by the hail of bullets from the federal sharpshooters, but the tough fabric was not penetrated, although a ball from one of the machine guns cut a broad gash in one of the treads. Gen. Blanco gave the tire credit for carrying him safely out of the danger zone," said J. J. Haas, local manager for the Firestone company.

"Later, when it seemed that Uncle Sam must invade Mexico, a report of the part these tires played in the above scrimmage came to the ears of Capt. Alfred Aloe, depot quartermaster of the United States army in Galveston. He immediately got in touch with the Firestone Company and, although he did not want pneumatic tires because of the danger of puncture, he ordered Firestone solid tires with quick removable rims. This equipment made it possible to change a tire in a few minutes when necessary.

"This led to other departments taking up the matter, and at the present time Firestone Tires have become widely distributed in army service.

"Now comes the report that Russia has a number of her army trucks equipped with Firestones. It seems that sometime ago a Gramin truck was shipped to St. Petersburg on a chance, when the report came that the Russian war department was in the market for motor equipment.

"In spite of the impending trouble in Russian trade circles, the czar's war minister and his engineers gave the truck a thorough try-out. The tires came in for special consideration, and considering the wretched condition of the Russian roads and the small cobblestones with which the streets of St. Petersburg are paved, they make a showing which has resulted in the adoption of the Gramin truck as well as Firestone tires."

JEFFERY DEALERS HOLD SUCCESSFUL SESSION

Dealers' Conventions No Longer Star Chamber Proceedings, Says H. B. Leary, Washington Agent.

BRINGS A CLOSER CONTACT

Dealers' conventions in the automobile industry are no longer the star chamber sessions at which only the tried and trusted dealers handling the manufacturers' line would get together behind closed doors and discuss policies of the coming season, the new features in the new car, and devise ways and means of exploiting the line to the public. The Thomas B. Jeffery Company, at once has discarded entirely that idea and have made their annual dealers' convention a real noteworthy event for the trade all over the country.

It is estimated that 500 dealers representing all sections of the country gathered at Kenosha on August 4 and 5. Among them were a great many dealers in other cars. Jeffery dealers' conventions are held for three purposes: First, to acquaint the trade in general with what the Jeffery engineers have learned both here and abroad as to what constitutes the best and most practical engineering practice in the construction of motorcars; second, to give to the trade the benefit of the past years' analysis and investigation by the Jeffery Sales Organization and Accounting Department on economies in the conduct of the dealers' business and new methods of increasing the dealers' business and making it more profitable; third, the gathering by the Jeffery organization of the opinions of the trade on the general contact with the public on what the public demands, what the dealer finds it best to sell and what units in any car are giving trouble.

This exchange of views is mutually beneficial to everybody. The dealer or back home with a batch of new ideas which when incorporated in his business for the following year show up on the credit of his bank account later. On the other hand, the conferences invariably give the Jeffery engineers and sales department a new light on what the public is demanding in a motor car that is satisfactory everybody.

The announcement of the new Jeffery Chesterfield Six will undoubtedly result in many changes in the Jeffery representation in many sections of the country with new additions to the organization. Already several dealers in very high-priced cars have taken on the Jeffery line, recognizing in it possibilities for a very much larger volume of business than that afforded by the exclusive market for the higher priced cars.

Two days, August 4 and 5, were devoted to the assignment of territory to the visiting dealers, an exhibition of the new cars, discussion of new engineering developments and the problems of the motorcar dealer, and demonstrations of the Jeffery Quad, the truck of Jeffery dealer, and the new car adopted by the United States government.

This idea of making the annual dealers' conference an event of broader purposes participated in by dealers in other cars is a new departure, and a much better understanding between manufacturer and dealer generally, and a closer contact between public and manufacturer through the dealer.

H. B. Leary, Jr., who sold the Jeffery in Washington, spent last week at the factory and attended the convention.

HOME-COMING HELD BY RUBBER COMPANY

Representatives All Over Country Summoned to Youngstown for Second Annual Meeting.

The modern plan of general round-up of company officials, which has become prevalent among large institutions whose representatives are scattered over wide territories, manifested itself at Youngstown, Ohio, a few days ago, when the Republic Rubber Company called its branch managers home for their second annual get-together meeting and confab.

Speakers at the convention were points as far as the Pacific Coast and the Atlantic Seaboard. The round-up had its climax at a banquet tendered at the Youngstown Country Club, where President J. H. Kelly, and Sales Manager John H. Kelly and others gave rousing talks on the subjects nearest the hearts of the assembled business producers. Experience stories, and luncheon speeches sandwiched in between the courses made the affair a delightful one. Song books with the name of each potential "Caruso" engraved on the cover made a big hit, and exhibited forth the best of the banqueters.

The nation-wide representation at this round-up gave the Republic Rubber Company a clear perspective on the general business attitude of the country, and is significant that a distinctly optimistic spirit prevailed throughout the sessions, each man counting on the remaining months of the year to show a healthy gain not only in the tire business but in all lines of trade that hinge upon the automobile industry.

Irvin T. Donohue, whose salesroom is located at Fourteenth and I streets, represents the Republic Rubber Company in Washington.

TRADES HORSES FOR CARS.

George Snyder, Stearns - Knight Agent, Fellows Old Instinct.

Dobbin may be pardoned for whinnying in shame. George Snyder, Troy, N. Y., has heaped the final insult upon his faithful back.

Snyder is now accepting horses as part payment for Stearns-Knight motor cars. It all happens because Snyder cannot completely subdue his "hoss trading" instinct. Years ago he was one of the best known horsemen in the East. But the trend of public favor toward motor vehicles projected him into the motor car field.

However, a good piece of "hoss flesh" still sets his blood a-tinkling. Snyder has already made several trades in which family horses figured as "part payments."

MILLER BROTHERS' SALES.

Miller Brothers report the sale of Ford cars during the past week to the following:

Touring car—H. W. Jones, Rental Realty Company (D), Washington. Gas Light Company, Theodore L. Gatchel, Mrs. L. P. Tiller, D. H. Baldwin, Mabel Barry, J. H. Carter, S. A. Edlavitch, Nannie Nichols, J. J. Foster, J. Allen, Estelle L. Pollock, Lawrence Hudgins, N. C. Burroughs, R. W. Jacobs, John C. Rutherford, H. E. Schelhorn, Julian Burke, Runabouts—W. A. Hall, Fruit and Nut shop; A. V. Patterson, Mack Huntzberry, Orange Auto Company (D), Dr. Davenport White, Mrs. Elizabeth Bartlett, J. F. Keicher, Dr. J. L. Grant, Dr. F. H. Lloyd, Delivery wagons—W. R. Moses, Columbian Printing Company, and the E. F. Brooks Co.

Bang! "There Goes My Windshield!"

When this happens to you, you will save both time and money by bringing your windshield to Hugh Reilly for re-pairing.

We will fit it with plate glass without a flaw, highly polished, and clear as a crystal. Set in felt cushions. Our prices are right.

We Are the Distributors for HAVOLINE OILS, &c.

Headquarters for
POLISHES SPONGES CHAMOIS

HUGH REILLY COMPANY

Paints, Glass, Brushes, Varnishes, &c.
1334 New York Avenue



EXPLAINS WHY FARMERS ARE BUYING AUTOS NOW

Harry R. Radford, Cartercar Magnate, Tells of a Kansas Agriculturalist.

CROPS MEAN PROSPERITY

"It looks to me as though the farmer is coming into his own nowadays," said Harry R. Radford, vice president and general manager of the Cartercar Company, this week. "I have a friend in Topeka, Kans., who wrote me a letter a few days ago that you ought to read. No wonder that farmers are buying automobiles and victrolas and electric washing machines. I was brought up on a farm myself and I know what these things mean."

Mr. Radford turned to his files and the letter he received read as follows:

"This farmer has a farm which is not a really large farm for Kansas, and yet it is larger than the average farm in this State. It is a half-section, or 320-acre farm. The soil is good, and yet it would be considered somewhat rough by most farmers in States like Kansas, Iowa, or Nebraska. It is as good as the average Shawnee County farm as to soil, but probably no better than that. Shawnee County is not regarded as good as the average Kansas county in this respect. This farmer was busy putting up alfalfa hay. He has 140 acres in alfalfa. It is his main crop. He was just finishing the first cutting, and would then proceed to cutting the second crop.

"He told me he could reasonably expect about 700 tons this year from four or five cuttings. Its market value would average, from year to year, \$5,000 to \$5,000. This farmer has about 200 head of cows. He retains the milk. He sells milk to the amount of over \$6,000 per year.

"The gross income from these two sources alone, therefore, is about \$15,000. This farmer has an orchard, garden, poultry, an annual crop of calves, corn, oats which run about sixty bushels to the acre.

"This farmer and other such successful farmers, is a real business man, a manufacturer and merchant rolled into one, a man with a pay roll and bank account, and a diversity of interests and responsibilities greater than the average merchant in the average town."

"And as for me," said Mr. Radford, "I'm mighty glad the farmer is having his day. No people who have worked harder than the farmers, and they should be rewarded for their labors. I do not doubt that there are many farms in the United States that are doing just as well as this one in Kansas. May their numbers increase."

METZ WINS VICTORIES.

American Car Has Long List of Trophies to Its Credit.

To the impressive collection of cups and trophies which the Metz "Z" already holds, and successfully defends, it added within the past few days another brilliant testimonial to its prowess.

It captured the Utica Automobile Club trophy, which was the prize contested for in the second annual hill climb, conducted under the auspices of this club at Richfield Springs, N. Y., on July 4.

It not only captured it, but it won it in a manner to delight lovers of the seasonal.

In class "A" of this contest Metz cars won first, second, third, and fourth place. The hill is seven-eighths of a mile long, and in the steepest section, it presents a grade that is the despair of many automobilists.

The official record of the class "A" event is as follows:

Order	Driver	Car	Time
First	Carl Roeder	Metz "Z"	1:08
Second	John Guiser	Metz "Z"	1:18
Third	Walter Metz	Metz "Z"	1:28
Fourth	Luke Sherwood	Metz "Z"	1:38

During the running of the contest Metz cars were driven as times at the rate of fifty-eight miles per hour, which sets a new record for this hill.

TWO "HUPPS" DELIVERED.

The Hupmobile agency reports the sale and delivery of two "Hupps" last week. A touring car being delivered to Capt. Charles G. Mettler, and a roadster to Arthur J. Sinnott.

AMERICANS OWN FOURTH OF ALL AUTOMOBILES

There Are Now 1,400,000 Registered Motorcars in the United States.

One-fourth of all the motorcars of the world are owned in the United States. There are now 1,400,000 registered cars in this country.

Great Britain is second with 250,000 and France third with 200,000. Persia has thirteen and Liberia one. Many large cities in foreign countries have no motorcars.

For instance, Canton, China, with its population in excess of 2,000,000, is now awaiting arrival of a vehicle which does not have to be pulled by a donkey.

E. Merle Hooper, Standard Oil representative in Canton, on leaving for the United States several months ago, promised his almondeyed friends that he would return with a vehicle which would run itself.

Hooper was at the F. B. Stearns Company plant, Cleveland, Ohio, last week arranging for a Stearns-Knight car to follow him to the puppy land, as soon as some roads are built. There is only one street in Canton wide enough for a motorcar.

"There are no country roads which amount to anything," says Hooper. "The Chinese are just awakening to the value of good roads, and have several tentative plans for highways improvements."

BIG CONSIGNMENT OF "HUPPS."

Mr. A. H. McCormick, Jr., who has just returned from the Hupmobile dealers' convention in Detroit, is very enthusiastic about the 1915 Hupp. A number of changes have been made looking to greater economy in the operation of the car, and to greater comfort to the occupants. Several carloads have been ordered and are expected the first of next week.

ANNOUNCEMENT

The Trumbull Cyclecar Has Been Reduced

From \$425 to \$375

Complete with Standard Equipment
F. O. B. Bridgeport, Conn.

Buy a Trumbull now—at this liberal price reduction. It'll be an investment from which you'll get maximum value and pleasure per dollar invested. Send for catalog or let us demonstrate.

SPECIFICATIONS

4-cylinder, water-cooled engine; 14 to 18 h.p., at nominal speed; friction chain drive; four speeds forward, and reverse; left side control—one hand lever for all speeds; 28x3-inch clincher tires, U. S. studded treads; weight, 950 lbs; speed 3 to 45 miles an hour. Runs 35 miles per gallon of gasoline. Handsome black streamline body with nickel trimmings. Seats two comfortably side by side.

THE TRUMBULL CYCLECAR COMPANY
1619 14th Street N. W.
J. E. DAUGHERTY, General Manager



Tire Troubles Which Goodyears Best Combat

These are the reasons—the exclusive features—which brought Goodyears to the top. These are the savings—proved by millions of tires—which have won them more users than any other tire in the world.

Rim-Cuts Our No-Rim-Cut feature makes this trouble impossible. We control it by secrecy. No other faultless way has ever been found to end this major tire trouble—a trouble which ruins one old-type tire in three.

Blow-Outs We save the countless blow-outs due to wrinkled fabric by our extra "On-Air" cure. This extra cure on air bags—under actual road conditions—costs us \$450,000 per year. No other maker employs it.

Loose Treads By a patent method we form in each tire—during vulcanization—hundreds of large rubber rivets. This method—used by us alone—reduces by 60 per cent the risk of tread separation.

Faulty Anti-Skids Our All-Weather treads are tough, double-thick and enduring. They don't center strains at small points in the fabric. Being flat and smooth, they don't cause vibration. They grasp wet roads with deep, sharp, resistless grips.

High Prices Despite these costly features, our mammoth production has reduced cost to minimum. Now 16 makes of tires—all lacking these features—sell higher than Goodyear prices. Some are one-third higher.

In No-Rim-Cut tires you get the best we know. No maker can excel them. You get four great features found in no other tire. And you get a price which is far below many other makers. Are not those things worth getting?



THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

This Company has no connection whatever with any other rubber concern which uses the Goodyear name. Any Dealer can supply you with Goodyear Tires. If the wanted size is not in stock he will telephone our Local Branch.

GOODYEAR Service Stations

- Automobile Tire Co., 1628 14th St.
- Barber & Bean, 1118 and G Sts.
- Henderson & Howe Auto Co., 1127 14th St.
- L. G. Herriman, Vermont Ave. and I St.
- Jones-Kearner Rubber Tire Co., 502 E St.
- J. J. Kennedy, South Capitol and G Sts.
- J. W. Lovelace, 28 Florida Ave.
- Miller Bros. Auto Supply House, 1106 14th St.
- Modern Auto Supply Company, 217 H St. N. W.
- Frank Shore, 1211 New York Ave.
- L. E. Sullivan, 1217 H St.
- Washington Auto Supply Co., 1227 New York Ave.
- Washington Motor Car Equip. Co., 732 14th St.
- Wilson Goucher Tire Co., 1628 14th St.