

## Motor Motions

It would behoove the Salt Lake automobile dealers to sit up and take notice from the Ogden dealers on an automobile show standpoint. From February 2nd and continuing up to and including the 5th, the Ogden automobile dealers are holding their first automobile show. Forty models are exhibited.

When the dealers decided to hold a show, the great problem was to find a building centrally located and large enough to accommodate the different agencies. When it was finally decided to hold the show in the Dee-Eccles building, the dealers realized that the room would not be large enough to accommodate all of the different makes and they agreed on a plan whereby they would draw numbers for the space to be allotted. The result was that ten of the various makes represented had to be excluded from the show, and to demonstrate the good spirit that prevailed, the dealers that were not successful in securing space are lending their assistance toward making the show a success.

The show was opened with an address by Mayor Heywood and the committee on entertainment has secured some very high class vaudeville acts which will make the musical end of the show a feature.

Our neighbors were successful in securing rates on all the railroads leading into Ogden from Idaho, Nevada and Wyoming, also a rate on interurbans entering Ogden from Preston and Salt Lake.

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The Intermountain Motor Car company received their first shipment of Kissel Car trucks this week. The one-ton is somewhat different to the average one-ton truck as it is worm-driven and equipped with heavy artillery wood wheels on the rear with solid tire equipment, while the front end is equipped with pneumatics.

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The Hunter Motor company just received their first shipment of 1916 Case cars. The cars proved a surprise to the dealer as there are a great many refinements included in this model that were not expected by the agent.

A novelty that appears on the new models is the Transparent Globe Tail Light. When the lights are turned on the tail lamp is visible from every angle bearing out the word Case, in a ball of fire.

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I. P. Finley, traveling representative of the Federal Rubber company is in Salt Lake calling on the trade and he states it is only a question of a short time until his company will be compelled to locate a distributing branch here.

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Crist and Hopkins, proprietors of the Red Cross garage, Blackfoot, Idaho, were in Salt Lake Friday and Saturday of last week trying to increase their order for Buicks.

They report the heaviest snowfall in southern Idaho in years and base their prospects for a big volume of business on this account for the coming season.

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Harry Dahlmann, local branch manager of the Boss Rubber company, has been carrying a box of cigars around for the past week distributing them to his numerous friends in celebration of his marriage.

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Motorists who have been reading Automobile Trade Journals and national magazines have noticed full page advertisements containing a large reproduction of a Firestone tire with red side walls and black tread. This, they have readily seen, is a new departure.

The Firestone company has always featured a gray tread with a side wall of a little darker

compound in the same color. This season, they will manufacture tires of the red and black type only. This design and color is an added feature to the elegance of appearance and the sturdiness of wear for which the Firestone tires are noted. The black tread is considered by Firestone tire specialists to be superior to any tread compound produced, while the red side wall adds strength to the tire.

Many inquiries have been made as to when this tire will be on the market. The Firestone company is not able to definitely answer these inquiries as it will take some time to completely affect this change.

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The 1916 automobile show in Chicago might well be called a "trainload" show, according to H. W. Ford, president and general manager of the Saxon Motor Car company. "Everybody realizes," said Mr. Ford in commenting on the show, "that each year the Chicago show has become more and more of a business show. Of course, it is still, as always, a big spectacular event, attracting much attention from the public and bringing in lots of retail sales. But to my mind the big important thing—and the thing that answers the pessimists who wonder how long the shows will last—is the wonderful wholesale business done.

"In the first place, more and more dealers each year are coming to Chicago from all over the country for the show. In the second place, while at Chicago, they are placing orders for the cars they will require during the rest of the winter and the spring—clear up to April.

"Selling automobiles nowadays is a merchandizing proposition. The wise merchant is the one who gets his stock ready and is in a position to supply the buyer when the buyer wants to purchase. Automobile dealers are doing this, and the Chicago show is the time when they place their orders for their "spring stocks"—just as clothing, dry goods, jewelry and other merchants do.

"As a result, the wholesale orders placed with the different companies at the 1916 show assume impressive proportions. Dealers no longer order just so many automobiles. Nowadays, it is a question of so many carloads. And at this year's show, I find that they are ordering in trainload lots. That's why I call the 1916 Chicago show a 'trainload' show."

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Light cars of the luxury class will have great vogue in Europe after the war is over, according to officials of Olds Motor Works, of Lansing, Mich., who have recently made an exhaustive investigation of the European situation. As proof of their argument they cite a recent inquiry received from Germany, offering spot cash if the company would store fifty of its eight-cylinder models, and hold them, until transatlantic shipping between Germany and the United States had been reopened. The wealthy European is extremely fastidious in the selection of a motor car, state Olds officials, more so than the average American. Accustomed to the best workmanship and the highest finish in both chassis and bodies, he has previously paid very high prices for his machines. Now, however, with the production of luxury models in quantities of a very advanced design, he realizes that it will be to his advantage to buy abroad rather than at home.

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To eliminate the glare of electric headlights, frosting of the bulbs is most effective. This can be accomplished by enameling the usual transparent bulb or purchasing frosted bulbs. While the glare is eliminated, there is practically no reduction in illumination.

An oil indicator automatically stops the motor

just before the supply of oil gives out, thus not only indicating the shorting, but at the same time preventing injury to the engine, which is sure to follow the lack of lubrication.

A wireless auto lamp, electrically illuminating, carries a dry battery in the lamp itself. It can be utilized as side or tail lamp.

A car heater utilizes a portion of the exhaust gases as a heating agent. It consists of a register for the floor of the car, flexible tube connection to exhaust pipe, and a control for connecting or disconnecting the exhaust to the register. A small lever regulates the degree of heat.

An electric lantern has its bulb so arranged that no downward shadow is cast, the advantage being that the light can be thrown with full brilliancy upon any part of the car without shining upon the face of the person who is carrying the lantern.

An auxiliary step, which attaches to the underside of the running board and folds out of sight under it when not in use, is manipulated by the driver by means of a lever. It cuts down the long step from ground to running board just one-half.

An Optical Shock Absorber consists of a pair of goggles, each lens of which is two-colored, all of one piece of glass. A dark colored portion offsets the glare of on-coming lights, a clearly transparent portion is for ordinary use.

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Of all clocks, probably the automobile clock is the most likely to be forgotten when it comes to winding and setting, for such clocks are not so constantly under the owner's eyes as the house or office clock. Electricity is used for winding the new Hartford seven-jeweled self-winding clock, placed on the market by the Hartford Clock Co., Hartford, Conn. These clocks are offered after a series of tests, which are said to have covered a period of nearly four years. There is no metallic connection between the clock movement and the case, as an inside case of rubber completely surrounds the movement.

The power is supplied through the medium of a long and very flexible coil spring, which is adjusted to give the balance wheel the proper beat, and being rewound electrically each minute, causes a constant spring tension, thereby effecting an accurate running with minimum wear.

The clock lists at \$10, and is furnished in either flush face or extended models. The setting device is reached by removing the bezel, thereby preventing any one from tampering with it. An electric current of any where from 2 to 50 volts will run the clock satisfactorily.

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A Seattle owner of a Cadillac eight has driven his car 22,000 miles in the last eleven months. This is an average of 2,000 miles a month, or better than 66 miles per day. The ordinary motor car owner in a city will drive an average of probably 5,000 miles per year.

This Cadillac is the first of the eight-cylinder type delivered to a Seattle buyer. In spite of the fact that the distance it has covered is nearly equal to the earth's circumference, it has never been overhauled and the owner has just completed a tour of 1,400 miles in California. The car was shipped to San Francisco and from there driven to Los Angeles by the coast route and back by the valley route. A number of side trips were taken and two mountain ranges were crossed, one through the famous San Marcos pass. The fastest day's travel was from Bakersfield, Cal., to San Francisco. The distance of 306 miles between the two points was covered in ten hours of running.

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The principal mistake Greece made, like Belgium and Poland, seems to have been in her selection of a place on the map.—Kansas City Star.