

THE NEW DODGE CAR ARRIVES IN TOWN TODAY DON'T LET YOUR CUSTOMER SELL YOU A CAR

BY RALPH R. SILVER

Dodge Car Will Arrive Today
And Will Be On Display Tomorrow
At Saunders Motor Car Company

Announcement was made last night by Bun Roberts of the Saunders Motor Car company that the long heralded new Dodge automobile, for which the Saunders company will act as sales agents in this territory, will arrive in town this afternoon and will be on exhibition to the public beginning Monday morning.

A telegram was received from the Dodge Brothers Manufacturing company yesterday stating that a demonstration car had left the factory Friday, bound for Birmingham. The car will be unloaded here this afternoon immediately upon its arrival.

Bradley J. Saunders is now in Detroit negotiating with both the Dodge people and the Hudson factory for shipments of both kinds of cars at once for the 1915 trade. It is expected that shipments of the Dodge's in carload lots will arrive in the near future.

The Dodge car has been expected in Birmingham for the past six weeks or more. It is manufactured by Dodge Brothers, which heretofore have been probably the largest manufacturers of automobile parts in the country. The Dodge people decided, however, to quit

THE CONDITIONS IN AUSTRIA DESCRIBED

Food Prices Normal and Opera Houses Are Open—People Enthusiastic for War

Announcement is made by the Hupp Motor Car company of the appointment of Charles Denby as general foreign sales representative. For the last five years Mr. Denby has been United States consul general at Vienna, Austria. Previously he had been secretary of legation at Peking, China, and consul general at Shanghai, China.

Mr. Denby, who left Austria late in November and who has just arrived in this country to conclude his arrangements with the Hupp company, brings facts and conditions in Austria which have been printed in this country. He does not predict victory for either side in the war, but voices his belief that, even though Germany and Austria are overwhelmed, they will occupy more important places as world powers after the war has been concluded.

"During the recent months in Austria," said Mr. Denby, "we have had the most alarming reports from America as to conditions in Vienna and in Austria. My sister wrote from Switzerland, deploring the fact that my family and I were living in a city in which cholera was rampant, in which riots were of daily occurrence, and in which the population was threatened with starvation. As a matter of fact, conditions in Vienna are as nearly normal as they could be in the capital of a country engaged in a great war. Prices have not increased, food is plentiful, the Imperial opera and the shops are regularly open, the shops are displaying the latest fashions and, except for occasional ambulances which bring in the wounded, life is as usual."

"The two respects in which the effect of the war is commercially noticeable are these: There is rather a deficiency of coal in Vienna because the coal of Austria comes almost entirely from Prussian mines and the movement of troops has prevented the regular arrival of the coal trains. We were informed that after the first of December bread containing more than 70 per cent of wheat flour would not be allowed to balance to be four of rice or corn. This is done, not because of any actual present shortage of grain, but because there may be a shortage of the crops of 1915 should fail to realize the average yield."

"The attitude of the Austrian people at large toward the war, is one of enthusiastic support. It has been a bitter fight, it would have accomplished good in Austria by obliterating the distinction between the various elements of that country's population, the Czechs, Italians, Magyars, etc. Representatives of these various races are now fighting in regiments side by side against the common enemy.

"As to the cause of the war and as to its outcome, everyone believes that Germany and Austria will, by reason of the numbers of their antagonists, if for no other, be forced to abandon the fight. The designs which German statesmen have made public, I believe, however, that the tremendous odds against these two powers will not be able to prevent them from attempting peace if this is possible. The probability that Germany and Austria will take no permanent foothold on the soil of Belgium or of France or of Russia. It is reasonable to believe that the results of the war, Germany and Austria will emerge from it with increased prestige and with a high degree of respect from the world at large.

"The Austrian people realize the apparent anti-German attitude of the Americans, but they have deep-seated friendship for our country and are liberal-minded enough to interpret this hostility in the light of influence of the British press, and of the recognized closer relations of the American people with Great Britain than with Germany.

"There is strong opinion in Austria that the opportunity is now open for American exporters to secure a definite stand in the Austrian market. This sentiment applies to motor cars and to other lines of trade, and in my office as to where could be found in America many of the staples which Austria has heretofore bought from Great Britain, France and Russia."

Paris Prices
From the Louisville Courier-Journal.
"Your prices are higher than those of others."
"We dress our own beef, mum," said the butcher by way of explanation.
"Dress your own beef, eh? Well, you must think you're the Redfern of the trade."

MOTORISTS NOW ENJOY TWO CARS

"Almost every motorist," said F. J. Mooney, sales manager of the Hupp Motor Car company, "realizes that an automobile is more of a necessity during the winter and stormy weather than in the summer months. The duties that the motorist has to perform during the months of the year when the streets are covered with snow and ice, are just as important as the daily routine at that time of the year when touring is more of a pleasure."

"For the doctors and professional men who are daily out-of-doors; for the social duties of the ladies and their shopping trips, the motor car in winter is an indispensable adjunct. But it often happens that the motor car owner is not inclined to afford the expense and upkeep of two distinct cars—an enclosed car for winter and an open car for summer. This has been the main reason why the Hupp Motor Car company has hit upon the happy idea of building removable tops for converting the touring car and roadster into sedan and coupe enclosed cars.

"This winter Huppobile cars are becoming very popular all over the country. With the attachment of the removable top, the Huppobile enjoys all the luxuries of the most expensive enclosed cars, at a very reasonable cost. The tops are sound-proof, absolutely noiseless, and have a very pleasing interior appearance, as they are lined with very high quality fawn colored head lining. There is an electric dome light; the windows are ventilating; and in fact, the sedan and coupe Huppobiles have all the appointments of luxury."

"YOU CAN DEPEND ON THE FORD CARS"

Touring 2600 miles in Texas without once going into a garage, and at a total cost of \$45 for gasoline, oil and one extra casing, is the achievement of C. L. Green of Prescott, Ark., in a Ford touring car. And during the entire trip neither a spark plug nor the carburetor were touched.

Mr. Green reports also that after this tour, with the exception of a few scratches on the body and the tarnished brass the Ford car was in as good condition as it was when he started. Mr. Green closes his voluntary report to the Ford Motor company with this statement: "I believe I can start out with my Ford against any fellow in any high-priced car on the market and make better time through mud and sand hills and rocks, and then come out with a better car; with half the expense that the other fellow pays."

Ford Cars Going Lively
In August, September and October of 1913 the Ford Motor company sold 23,821 cars. In the same months of 1914 Ford sales were 39,597 cars. This is an increase of approximately 60 per cent. November Ford sales promise to exceed even this proportionate increase. These figures are impressive enough. However, a still more significant and encouraging feature is the fact that this increase of Ford sales in 1914 over 1913 is general, the length and breadth of the country.

Something Salable
From the Louisville Courier-Journal.
"I am trying to invent a safety appliance to prevent railroad collisions."
"And the chances are that if you got it you couldn't sell it. Why don't you invent something that people must have; say, for instance, like a new dance step?"

BOTTLE-FED AUTO BRINGS THEM HOME

Grade So Steep That Tank Would No Longer Feed "Gas" to the Carburetor

Bringing up an automobile on a bottle is the feat recently performed by City Trustee A. H. Cross of Corona, Cal., who returned a short time ago from a trip into the interior of the "Golden State" in his Studebaker "38." The bringing up process was not called into effect because of the absence of conventional feeding methods but was made necessary by the peculiar characteristics of the highway which, at one point away off the regular lines of travel, went over a mountain so steep that the gable roof of a house is pronounced level in comparison.

The steepness of the gradient did not stop Cross and the Studebaker until the flow of gasoline from the tank, under the seat, no longer reached the carburetor. The motor coughed intermittently and then stopped.

The driver's first impulse was to turn around and back up the hill but the highway was narrow for a long distance back that idea was shelved. With an empty bottle was discovered. This was filled with gasoline and attached to the end of the feed line by an extension pipe and a foot of tape. With this apparatus a second attempt was made at the hill. The fuel, however, refused to flow from the bottle, due to the absence of an air inlet.

With great care Mr. Cross managed to breathe a hole in the upper end of the bottle. This permitted a flow of fuel to the carburetor. With a passenger holding the bottle high in air, the car climbed the hill again and went over the top without further difficulty, although the grade was pronounced to be approximately 40 degrees in steepness.

The experience gave Mr. Cross an excellent illustration of the advisability of the cowl location for the gasoline tank. Had his car been one of the more recent Studebaker models he would have been able to make without interruption any grade on which his wheels could secure traction, as the degree of fall in the fuel line is much greater than the tank in the cowl location.

Another advantage of the cowl tank, Mr. Cross' friends point out, is the fact that it relieves a motorist from the need of explaining the presence of empty bottles.

MAXWELL LOWERS ANOTHER RECORD

The latest word of victory comes from Billy Carlson, one of the Maxwell racing team, who took a stock 1915 Maxwell and drove it up Mount Wilson in just 29 minutes, 1 second. A wonderful performance when it is considered that the world's record for this famous climb was 42 minutes.

Mount Wilson is known the world over for a steep one. Sharp turns, narrow road, always snow and ice, slush, rocks, etc., make it dangerous. The elevation is 6000 feet and the road covers a distance of just nine miles. This is an elevation of 666 feet per mile.

Over these nine miles through the snow, slush and ice, Billy Carlson forced his sturdy Maxwell, always up, making an average of a mile every three minutes and 18 seconds.

The government observatory on Mount Wilson kept the official score of the race against time and the Maxwell and her driver brought down the fastest record ever made at this place, the previous record being made by a Stutz, and the time 42 minutes.

Progress In Lighting to Be Noted At 1915 Auto Show

By CHARLES E. DURYEA
Pioneer Automobile Builder and Car Expert

One of the noticeable points of difference between the civilized man and the savage is that civilized man makes use of artificial lighting. Indeed, artificial illumination and progress seem to move hand in hand. Settlements become towns and gas illumination or electric lights are installed and these towns become cities. Homes, places of business and all vehicles which move about the streets make use of artificial lights. Progress never stops. It may move by impulses faster or slower, but it continues to move, and so in lighting there has been progress.

At the fifteenth annual national automobile show in Grand Central Palace, January 2-9, there will be noted some decided progress in the matter of lighting systems for motor cars. The development of these features of the automobile industry has been truly startling during the past few seasons. The kerosene light of little more than a dozen years ago was reliable and serviceable. But it was more or less messy and never gave sufficiently brilliant road illumination. The entrance of acetylene gas as a lighting agent, following the commercial production and distribution of calcium carbide, gave the lighting problem a new phase. Night driving became a pleasure because the light ahead could be made almost as light as day. Five lamps were furnished as car equipment, two of these being acetylene headlights and the balance oil lamps. Then came illumination by storage battery current for side lamps and tail lamps. It was about 1896 that the first American automobile was fitted with an electric headlamp driven by the ignition generator, a system which became modified and improved upon to a point where nowadays no manufacturer would attempt to market automobiles without an electric lighting system with current supplied either by storage battery or by a motor driven generator, and the majority provide for lighting supplied by a power driven generator.

Especially in the enclosed vehicles to be exhibited at the show will the lighting feature be noted as an attractive one. They are more beautifully illuminated inside than a railway car. Overhead lights for general lighting, corner lights for reading or map study, step lights that turn on as the door opens and show one where to place his foot without stumbling, trouble bulbs on the end of a portable cord or operated by a separate battery single lights which indicate to other street users which way the car will turn, gauge lights and last but not least, beautiful and powerful searchlights—all these will be seen on the new cars.

With a view to making motoring more safe and at the same time increasing automobile courtesy, a number of makers are providing systems which make possible the dimming of one's headlights upon approaching a vehicle coming in the opposite direction on an unlighted country road. It is not only unpleasant but dangerous to pass a car whose headlights are so bright that they blind the driver's eyes. The day is coming when dimming one's headlights will be considered an act of ordinary courtesy, just as today a motorist tries to avoid puddling so as not to splash vehicles and pedestrians whom he happens to be passing. Most of these headlight dimming devices are really simple in construction and add very little complication to the car's mechanism.

SPARK PLUG PARAGRAPHS

Bradley Saunders of the Saunders Motor Car company has gone to Detroit to secure a shipment of Dodge and Hudson automobiles for the 1915 trade. Much interest has been aroused in the arrival of the new Dodge car in this city, and therefore word from Mr. Saunders as to when the cars will be here is awaited by many people.

The new Dodge car has been expected in Birmingham for the past month or six weeks. A telegram received last week by Mr. Saunders stated that one of the cars might arrive last Tuesday. The new machine still has not arrived, however, and for that reason Mr. Saunders has gone to Detroit.

Bun Roberts of the Saunders company states that a man from Cullman last week sent the company a letter with a check for \$500 inclosed and stating that he wanted to receive the first Dodge car sent out of town, although he had never seen the machine.

Henry B. Joy, president of the Packard Motor Car company, and director of the federal reserve bank, Chicago district, is convalescing in Roosevelt hospital, New York, after having undergone a minor operation.

Every third car manufactured in the United States for 1915 will be equipped with Goodyear tires. This announcement is made by the Goodyear Tire and Rubber company after careful analysis of the situation. More new cars will be equipped with Goodyears in 1915 than with any other make.

"Manufacturers estimate that about 625,000 cars will be produced within the next year," says Sales Manager J. M. Stadelman. "This number includes

gasoline and electric pleasure cars and light commercial cars equipped with pneumatic tires. Approximately 205,000 will start their careers on Goodyear tires—close to a million tires being required for this phase of the company's business alone."

"It is far better to keep the automobile in service throughout the entire winter than it is to put it in storage. The cars now built are constructed so as to be equally as serviceable during cold weather as during the warm summer months, states Charles W. Twigg of the Haynes Auto company, distributor in this territory. "When a storage battery is allowed to stand for any length of time it gradually becomes discharged even when no current is being used. When an automobile is stored through the winter the oil and grease has a tendency to gum up and become solid, especially at points where it is spread out in thin films. Corrosion takes place at many points and there is a general deterioration. It is not safe to put any car into service again in the spring after it has been stored unless it is given a complete overhauling and this is an expensive proposition.

"The leading designers take into account the fact that an automobile should properly be an all-year car by providing suitable protection for winter use. The electric cranking motor will start a cold engine that would refuse to start if cranked by hand. A cold engine has lost the terror it once had for the man who formerly had to crank by hand. Also, from the economical side, it is better to keep the machine in service where it is producing results, than it is to allow it to lose its service by allowing it to stand idle for several months."

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