

BUYERS FIND REAL BARGAINS IN USED CARS

When Overhauled Well They Are Really as "Good as New"

LENGTH OF SERVICE

The used car department of the modern automobile concern is rightly considered an important part of the organization, since it provides the connecting link between the motorist who wants a new car and the actual sale of the car.

By specialists is meant not only men who are familiar with the sale of cars that have been seen service, but men who know all makes of cars, who know the weaknesses that are cropped up in the various makes from year to year.

Not long ago the used car was looked upon as one of the evils of the automobile retail industry—a necessary but very undesirable one.

THEY COME BACK

Furthermore, it has been discovered that in a great number of cases the man whose first purchase was a used car comes back as the buyer of a new machine.

More and more it has become possible to buy a used car that has suffered little or nothing through use, especially in New York, where the tendency is always toward the new and away from the old.

REAL BARGAINS

Such cars, overhauled by high-class mechanics, as they always are in the service shops of the big dealers and branches, are real bargains.

New York, unfortunately, is overrun with unreliable dealers in used cars. They are known as "gyps," a contraction of the word "spies," and the term is applied with force, since their specialty is that which was brought into existence by the nomadic dealers in broken-winded nags.

WESTCOTT NOT TO ENTER ANY AUTO COMBINATION

The Westcott motorcar, handed by the Baker-Price Company, 301 Market street, has an excellent exhibit of 1915 cars. Mr. Baker denies that the Westcott Motorcar Company is contemplating entering the proposed combination of motorcar companies.

UNIFORM TRAFFIC LAW DESIRED BY MOTORISTS

President of Cole Motorcar Company Also Suggests Exchange for Suggestions

Uniform traffic laws must exist throughout the country and a national convention where suggestions can be made will help a great deal in the prevention of accidents, according to J. J. Cole, president of the Cole Motorcar Company, of Indianapolis.

"For some time motorists over the country have complained about the lack of uniform traffic regulations in the larger cities," said Mr. Cole.

"The tourists journeying out of his home town encounters in practically every city he visits other traffic problems with which he is absolutely unfamiliar. Uninformed as he is naturally of the traffic requirements of a strange community, he becomes the unconscious offender of its law.

"Until a short time ago, New York and Indianapolis were the only cities in the country that governed traffic at the street intersections in the business sections by the semaphore system. The parking ordinances are widely varied throughout the country. Different laws govern the dimming of headlights. The requirements in passing moving street cars, and trains discharging or taking on passengers at crossing are quite complex.

"Not only would such a code prove a great boon to the motor tourist, but to the stranger pedestrian. It is a real need, and with the increase of travel in America it is being felt more than ever.

"It has been suggested that, through the city and State officials in the various Commonwealths, delegates to a national convention be appointed to meet together at some early date, when the final uniform code of traffic laws could be discussed and accepted, and in the meantime, it has been further suggested that some of the leading efficiency experts and men in public service who know intimately of the traffic law problems in the larger cities prepare sample standardized codes, and that from these the final one be made up."

Invents Gasoline Saver

The consumption of gasoline will be reduced at least 30 per cent. in the future, if a recent invention stands the test. Sam B. Chilton, of Charleston, W. Va., is testing out what he calls a Karburet, and has had amazing results.

PEN AND INK IMPRESSIONS OF A WOMAN ARTIST AT THE SHOW



WORLD NOTES WHAT U. S. CARS ARE DOING

Foreign Supplies Cut Off by War, America Must Supply Demand

American automobile manufacturers are not only doing more business in this country than ever before, but they have been called upon by the neutral nations of the world to fill the demands for automobiles and motortrucks formerly supplied by three of the world's greatest manufacturing and exporting nations now embroiled in the war.

President Charles T. Jeffery, of the

Thomas B. Jeffery Company, Kenosha, Wis., is one of these American manufacturers who have been called upon to face and solve this unique and important problem.

"These countries which formerly bought from the warring nations have turned to the United States to supply their needs in many lines," says Mr. Jeffery. "Many people have the mis-

taken idea that most of the foreign business being done today is war business, but an examination of the figures discloses the fact that this is but a small proportion of the export trade. The total of exports from this country for the month of October, for example, amounted to \$34,633,678, while the total of all war materials shipped from this country during the same period was only \$40,661,960."

POPULARITY OF MITCHELL SIX BECOMES EVIDENT

Last Year Has Seen Steady Growth in Product of Page Motor Company

HAS MADE IMPRESSION

It will be found at the display of the Carl H. Page Motors Company that the Mitchell "Six of '16" has made good its name. This car during the last 12 months has attained an extraordinary popularity and is seen in large numbers on the streets of the city, on suburban highways in front of local clubs and other points where motorists gather.

Analysis of the situation shows, however, that there was no way that the Mitchell line could have been kept out of this success in this section for every one of the factors were propitious. It was the right car, made by a great substantial factory and sold by an up-to-date, aggressive and intelligently managed concern.

The solidity of the makers, the Mitchell-Lewis Company, of Racine Wis., was the original magnet that won the interest of Carl H. Page, president of the Page Motors Company. Mr. Page sought a car of popular price, backed by a firm of greatest resources. He settled on the Mitchell. The events of a year have fully justified this choice.

There never was a time in the 49 years of its history when the Mitchell Company was as popular as now. A large part of this business life was spent in the building of carriages. With the coming of the automobile industry the Mitchell-Lewis Company speedily took a place as one of the pioneers, and under the mechanical direction of Chief Engineer and Vice President John W. Bate, became noted for presenting to the public many of the important advances in the industry.

Both developments, as to type and as to price, Mr. Bate first worked out. He is responsible for the "Six of '16" and his cantilever spring is conceded to be perhaps the most important feature of the car because it makes a light machine possible with a retention of all the old-time comfort of the heavier models.

H. L. McClaren is president; W. T. Lewis, vice president; F. L. Mitchell, treasurer; W. H. Armstrong, secretary, and O. C. Friend, sales manager. It is the most modern in every detail. The mechanical staff includes 6000 men, and during a large part of the year it has been necessary to work in three eight-hour shifts.

GEISSEL CONVERTER

Five Days Required to Make Limousine of Touring Car

The Geissel converter is said to require but five days to add to a touring car, including it with glass and frames, which make it as handsome and comfortable as a limousine. It can be removed in three hours. In this way the touring car can be used all the year round, practically giving two distinct types of cars at the cost of one.

The converter is handsomely designed and finished with all the carriage and automobile body maker's art, and the materials put into its construction are of the highest quality, insuring its lasting ability. This automobile innovation was patented December 23, 1913, and has caused interest among automobile users everywhere. This converter has been patented and is manufactured and put on the market by A. Geissel & Sons, 435-439 North 2d street.

A Year's Growth in Good Will

A year ago this time Dodge Brothers enjoyed an enviable reputation as manufacturers of a very large volume of motor car parts.

This reputation aroused extraordinary expectations on the part of the public, when it was announced that they would build a motor car. Thousands of dealers were eager to represent them. Thousands of orders were placed by individual buyers.

But as manufacturers of motor cars Dodge Brothers were still on trial at the bar of public opinion.

The car as a car was an unknown quantity.

In January, 1915, a few of the cars were shipped from the factory; and a few individual good opinions began to be formed.

The growth of this volume of good opinion was in exact ratio, at first, to the growth of the volume of production.

But not many weeks had passed before the reputation of the car outstripped the capacity to produce.

The good news of its performance travelled faster than the supply—in sixty days' time there was a waiting list in all parts of the country.

Substantially the same state of affairs has existed ever since, and exists today, in spite of largely increased production.

There is a very pronounced and definite public opinion now in this country concerning Dodge Brothers car.

Nearly every man or woman you meet has a clear-cut idea of the kind of a car it is.

How friendly and how favorable that idea is you probably know so well that it is not necessary to go into details.

In twelve months' time the American people have bought more than thirty-five million dollars worth of Dodge Brothers cars.

This is a notable record for one year even in an industry which has been marked by many amazing achievements. For a first year, it stands absolutely unique and alone.

But the sales growth, to our way of thinking, is as nothing in importance, compared to the growth of a very favorable public opinion concerning the merits of the car.

This phase of the year's work is very gratifying to Dodge Brothers and to their representatives everywhere.

It goes without saying that Dodge Brothers will never do anything, or permit anything to be done, which might jeopardize the standing of the car with the American public

Thornton-Fuller Automobile Co.

2041-43 Market St.

SPACE 25, CONVENTION HALL, BROAD & ALLEGHENY AVE.

The price of the Touring Car or Roadster, complete, is \$745 (f. o. b. Detroit). Canadian price \$1100 (add freight from Detroit)

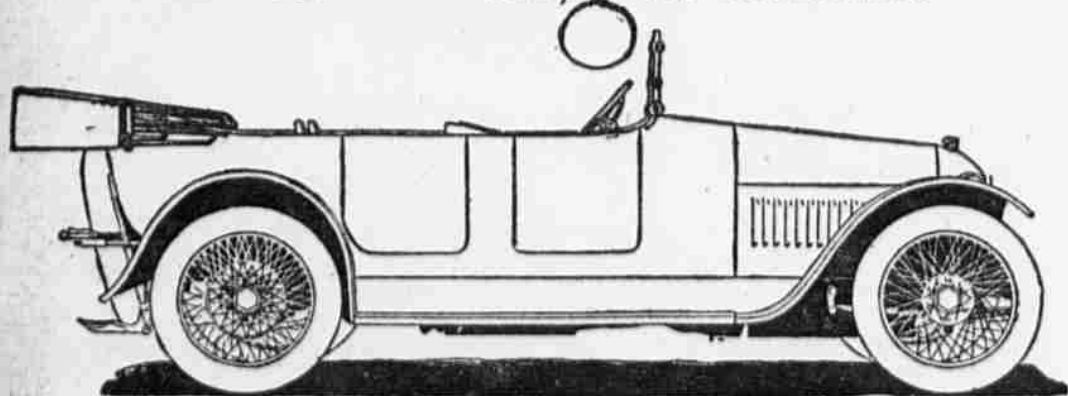
The price of the Winter Touring Car or Roadster, complete, including regular winter top, is \$930 (f. o. b. Detroit). Canadian price \$1335 (add freight from Detroit)

SNELLENBURGS

ENTIRE BLOCK—MARKET 11th to 12th STREETS

Pathfinder

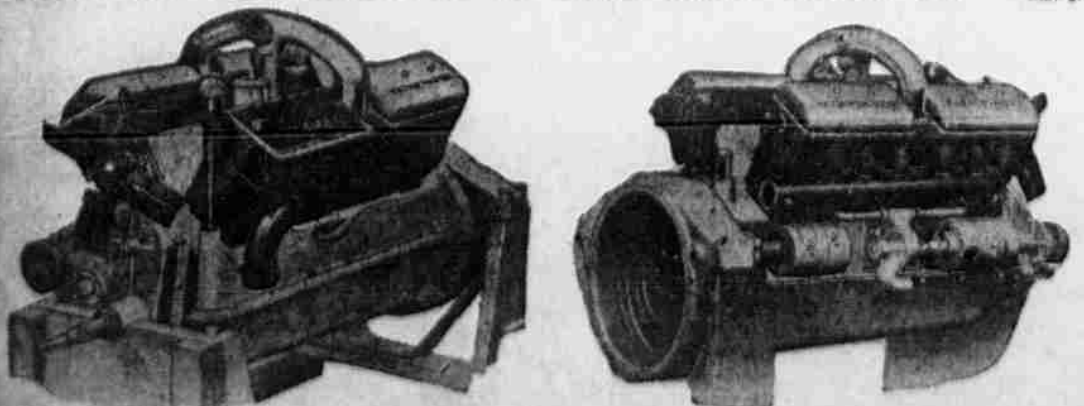
the GREAT King of Twelves



12-Cylinder 7-Passenger Touring Car F. O. B. Factory, \$2475

Twelve cylinder smoothness combined with valve-in-head power. Pathfinder the Great is a revelation to students of motor car construction and a new found delight to patrons of motor car luxury. Its appointments measure up to the high standard set by its engineering phase—no car so far at any price has been more sumptuous.

See Our Exhibit at the Auto Show—Booth 137



Motor is "V" type, with valves in the head, twelve cylinders arranged six on the side at an angle of sixty degrees.

General view of motor Showing Electric Phase Installed

Immediate Deliveries—Arrange for Demonstration

Sold in Philadelphia Exclusively by

N. Snellenburg & Co., Market, 11th to 12th Sts.