

MOTORING



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AUTOMOBILE PROSPERITY

Dime Savings Bank President Tells of the Permanent Solidity of the Market for Machines

Commodore William Livingstone, president of the Dime Savings bank of Detroit, well presented the permanent solidity of the automobile market in his address to the American Bankers' Association at Richmond.

"It is worthy to note," said he, "that at no time in twelve years has the industry as a whole taken a backward step, the records showing that each year an increasing number of cars has been made and sold. From less than a thousand cars in 1902, when the business may really be said to have begun, to 435,000 cars during the fiscal year of June 30, 1914, the latter having a total valuation of about \$425,000,000. Coupled with these figures are the products of the parts and accessory makers, with sales during the past twelve months running into big figures. Attention at this point is called to the fact that 47 per cent. of the cost of an automobile is in the labor.

"While in the early days, the auto-

mobile was a luxury, it is now a necessity for a large proportion of owners, and has taken its place among other utilities like the telephone and telegraph, with a broadening field because of the increasing demand for commercial or freight-carrying power-driven vehicles. It must be appreciated that to the farmers, doctors and business men generally, the automobile is now a dependent part of their equipment for doing business."

MOTORCYCLE NOTES

Two thousand two hundred and fifty miles in 102 hours. That's the time made by Captain Edward Laviolette in a recent motorcycle trip from Chicago to New York. Laviolette is planning a motorcycle trip to the Panama exposition next year.

The Schenectady, N. Y., Motorcycle Club will have a series of educational meetings during the winter. A committee has been appointed to arrange for lecturers.

A novel club of motorcyclists has been formed at Bothell, Washington, called the "Chuckhole Club." Each member of this organization pledges himself to boost the good roads movement in every possible way. Also each motorcyclist agrees to personally see that at least one chuckhole is filled up each month. The emblem of this unique club is a miniature spade.

At an average speed of practically sixty miles an hour, Lee Taylor, of Middletown, Ohio, flashed around the Grand Prix automobile course, at Savannah, Ga., and succeeded in capturing the second annual 300-mile motorcycle classic. His time was five hours, two minutes and thirty-two seconds. This smashed last year's record, made by Bob Perry, by twenty minutes. At the last lap, Joe Wolters, of Chicago, was leading the field when he blew out a tire and was forced to ride the last five miles on the rim. He finished second, and Irving Janke, of Milwaukee, Wis., was third. The event proved an exciting one, nine of the thirty-two machines entered crossing the tape within eighteen minutes.

MEN OF REDEEMER TO MEET
Bible Class Will Elect Officers on Tuesday Night at 7.45
The men's Bible class of the Lutheran Church of the Redeemer will hold their semi-annual election of officers of the class on Tuesday at 7.45 p. m. All members are requested to be present.

ALL GASOLINE ECONOMY RECORDS ARE BEATEN

The Jeffery Chesterfield Six Shows a Surprising Result in An Official Test Made by the Chicago Automobile Club

An operating cost of less than half a cent a mile for gasoline was the surprising result of an official test made by the Chicago Automobile club with a six-cylinder Jeffery. The car with its passengers weighed no less than 4,100 pounds. The fuel consumption, according to Chairman F. E. Edwards and Harry A. Tarantous, of the technical committee of the club, was 28.7 miles to the (American) gallon of gasoline, which is the equivalent of 34.4 miles to the British or "imperial" gallon.

Such wonderful operating economy has never before been attained with any, except cars much smaller in size. Indeed, there are few, if any, small cars of less than one-half the weight that can consistently equal this record. Previously it has been factually assumed that such qualities as distinction, class, comfort and luxury, the attributes of the more pretentious cars, were always associated with high initial cost and almost prohibitive operating expense. But here was such a car, costing only \$1,650, with the fuel economy of a miniature automobile.

The test was made without the knowledge of the manufacturer of the car. Instead, it was conducted in the interest of the maker of the Stromberg carburetor, which was used in the demonstration. Besides fuel economy, the accelerating power, flexibility and hill climbing ability of the machine were also determined by the demonstration.

Good roads were chosen for the fuel test, 58 test gasoline being used, the fan kept running and the clutch being slipped only when traffic made it necessary. The dash adjustment of the carburetor was disconnected throughout the run. Only one gallon of gasoline was used, the automobile being kept running until all of the fuel was exhausted. In the acceleration test the car was driven from a standing start to 30 miles an hour in 12.45 seconds. The flexibility of the machine was demonstrated by speeding it from 4 to 44 miles an hour on the high gear. Traffic conditions prevented greater speed than this. Up Hubbard's Hill the car progressed from a standing start at the bottom to 15 miles an hour at the top, on high gear. With a flying start this was increased to 18 miles an hour.

These phenomenal results were obtained with the 1915 model of the Jeffery Chesterfield Six, in which was followed the European practice of using a comparatively small, though highly efficient long-stroke motor. The Jeffery six-cylinder motor has a 3-inch bore and a 5-inch stroke. It is a French type improved by the ingenuity of American mechanics and designers. Its wonderful economy and power as shown by this test are a triumph for the Jeffery engineers. Silverton cord tires were used in the demonstration, while the mileage was recorded by a Stewart speedometer.



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FIVE MILLION MORE MOTOR CARS NEEDED FOR FARMS

Glance at Agricultural Market Shows That Possibilities Are Hardly Scratched—Machines That Have Gone to the Scrap Heap

Nearly one and a half million automobiles have been sold in the United States since 1902 when the business may be said really to have begun.

The number of these machines that have gone to the scrap heap is as yet negligible for commercial reckoning. The oldest is only twelve or thirteen years old. You see the quaint old timers in service every day.

Next year, according to the forecast of the trade, nearly a half million more cars will be sold. These facts cause many to wonder where these hundreds of thousands of cars will go next year—and the years after that.

Thus far the number of automobiles owned by farmers is only about 10 per cent. of the total number of farms. The manufacturers would have to produce over five million more cars to fill the farm market alone.

The coping of the automobile has made remarkable changes in farm conditions. It is carrying the farmer far and wide over the countryside and bringing him into close touch with all the great improvements in agriculture.

To-day it is no uncommon thing in any of the middle western states to see anywhere from 50 to 33 automobiles grouped about a field where a plowing contest is going on, or standing about the stable where there is a sale of fine cattle. These automobiles come from distances of 10, 20 and even 30 miles. They bring the farmer to these centers of interest quickly and without a great waste of time.

The automobile on the farm is a paying investment in many ways. On many farms the car does service both as a pleasure car and a truck. By removing the body of the car is converted into a truck on which farm products are quickly taken to market at little expense.

In the old days if a member of the family, or a valuable horse fell ill or was hurt, or a machine broke down in the midst of harvesting, the farmer had no choice but to take the consequences. He would drive off to town for help, but it was a long, slow drive over bad roads and help almost always arrived late. The car gives him the quick service he needs.

When it comes to the boys on the farm, no one can doubt the influence of the automobile in making the farm attractive. Both the boys and girls of the farm drive the car and take care of it, and you may be sure that the young men or women on the farm where there is an automobile see to it that the car is kept in good shape. There is a marked decrease in the desire on the part of the young to get away from the farm, and the automobile is one of the most important influences to bring about this change.

The automobile has promoted the good roads movement all through America. This is decreasing the cost of transporting agricultural products to market. And so important an item is this that it could almost be said that the improvements in roads alone would more than pay a big interest on the amount the farmer has invested in automobiles.

Even now, road improvements have made it possible in many places to use the car every month of the year.

These are factors of the growing business of the local automobile dealer—
—for on the local dealer the farmer depends for his cars. It accounts for the fact that from now right on through the winter months the factories will be busy turning out cars to meet the spring demand. The high point of production is reached about the middle of February. The local dealer buys

Jeffery 4, \$1450
Jeffery Chesterfield Light 6, \$1650
Jeffery Big 6, \$2400
Jeffery Trucks Chassis, \$1800 to \$1650
Jeffery 4-Wheel Drive Trucks, \$2750



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cars in advance and stores them until the opening of the spring season so he can make prompt deliveries when the rush comes.

'STREAM LINE,' AS APPLIED TO BODIES OF AUTOMOBILES

Taken From Marine Designs, Declares George G. McFarland, of Harrisburg Auto Co., Distributors for Haynes Car in This Territory

"The term 'stream line' as applied to automobile bodies has been taken from marine designs," declares George G. McFarland, of the Harrisburg Auto Co., distributors, in this territory for the Haynes, America's First Car. "A boat must have 'stream lines' to offer as little resistance to the motion of the boat as possible. In order to reduce the friction between the water and the surface of the boat hull, such curves and lines must be embodied in the boat as would be continuous from the bow to the stern. If there is the slightest curve outward in the reverse direction from the general curvature, there is the tendency to set up little whirlpools and eddies.

"This is really the true test of perfect stream lines and it can be applied to automobile bodies as well as to boats, by imagining the body is a swiftly moving current of water. If the curves at any point, especially between the hood and cowl and the front portion of the body have the slightest tendency to throw the imaginary current away from the body, it is not 'stream line.' Any curve, which if continued, would lead the eye out from the body, violates the stream line conception.

"Just because a cowl has replaced the antiquated straight dash, there is no license to call the body 'stream line.' Stream line bodies have a smooth tapering curve that starts at the front of the radiator and sweeps to the extreme rear in continuous, pleasing lines. Any abrupt curve at the cowl is distracting.

"The stream line body represents the ideal body toward which the tendency has been for past three years, and the Haynes engineers have kept this thought in the foreground in designing the Haynes 'High Six.' Everything that can be desired in a body is laid in the stream line design. The lines are simple and refined. The body is low and consistent with safety. The stream line car has a dignity all of its own. The stream line car has a permanent distinguishing style that is not affected by the changing fashions of fancy. It is on this account that a car possessing a true stream line body represents the best automobile investment.

"It is the appearance of a car that causes its depreciation in the years following its purchase. A car that has the stream line type of body is one that will be recognized universally in the coming years as being of accepted design. There will not be the contrast two or three years from now, as there is now with the cars built a few years ago. Consequently, the depreciation will be less marked."

THE ANNUAL CACTUS DERBY

Officials of the Paige Motor Car Company Jubilant Over Performance of Their Entries

The seventh annual Cactus Derby, run recently from Los Angeles, California, to Phoenix, Arizona, is still a fruitful topic of conversation in the automobile industry because of the terrific nature of the grind and the sensational events which accompanied it. When a dozen powerful and high-priced cars strew their wreckage along the route of a road race it is apparent that the event is far from being a joy ride.

Officials of the Paige Motor Car Company are not only jubilant over the fact that their two entries finished second and third respectively, but they believe that the performance of these cars demonstrates their merits in the most convincing and spectacular manner imaginable.

Several features in connection with the Paige cars stand out and can be briefly summarized.

The Paige entries had been considerable service before the great race. One had been a demonstrator in Los Angeles and the other had been used as a pathfinder in mapping out the new route for this year's Cactus Derby. On the other hand, the Stutz car that won first place in the race by only 23.4 minutes was one that had been especially manufactured for the Indianapolis 500-mile speed race. Twenty cars started; only eight finished.

But the most significant fact of all was the performance of the Paige entries on the last day of the race. This was the worst day—worse by far in the view of the nature of the roads covered and in the character of the weather encountered. Yet the Paige cars, in spite of these conditions and the severity of the work already done, made their best showing on this day—better than that of any other entries—and made the fastest time of all contestants between Prescott and Phoenix. The third day's showing, therefore, is regarded as an

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THE SONGS OF OTHER DAYS

Selected by J. HOWARD WERT

No. 310.

"Roll on Silver Moon"

As I strayed from my cot at the close of the day,
Mid the ravishing beauties of June;
Neath the jessamine shade I espied a fair maid,
And she sadly complained to the moon:

Chorus

Roll on, silver moon, guide the traveler on his way,
While the nightingale's song is in tune;
Oh, I never, never more, with my true love shall stray,
By thy bright silver light of the moon!

Like the Hart on the mountain, my lover was brave,
So handsome, so manly and clever;
So kind and sincere, and he loved me so dear,
Oh, Edwin thine equal was never.

His grave I'll seek out until morning appears,
And weep o'er my love so brave;
I'll embrace the cold turf, and bathe with my tears,
The flowers that bloom o'er his grave.

The Sea

By Bryan Waller Proctor ("Barry Cornwall")

The sea! the sea! the open sea!
The blue, the fresh, the ever free!
Without a mark, without a bound,
It runneth the earth's wide regions round.

It plays with the clouds; it mocks the skies;
Or like a cradled creature lies.

I'm on the sea! I'm on the sea!
I am where I would ever be;
With the blue above, and the blue below,
And silence whereso'er I go;

If a storm should come, and awake the deep,
What matter? I shall ride and sleep.

I love (oh! how I love) to ride
On the fierce, foaming, bursting tide,
When every mad wave drowns the moon,
Or whistles aloft his tempest tune,
And tells how goeth the world below,
And why the southwest blasts do blow.

I never was on the dull and tame shore
But I loved the great sea more,
And backward flew to her billowy breast,
Like a bird that seeketh its mother's nest;

And a mother she was and is to me,
For I was born on the open sea!

ROLLING AN UMBRELLA

This Expert Makes It a Rather Complicated Operation

Few men can roll up an umbrella nicely. Here is the method I was taught. It is not very pretty, but it is effective. You begin by folding up a sheet of newspaper to form a little pad; otherwise you are apt to spoil your wall paper. Now for the rest.

Hold the umbrella horizontally. Hold the pad of paper against the wall, press the end of the umbrella against the paper and the handle of the umbrella against your own body. This leaves the hands free for the delicate task of rolling up the umbrella. Find the button. Bring the fold with the button on it to your left and let it hang down. Then pull out each fold and pass it over the first. Throw the lot loosely around the umbrella without disturbing the creases of the folds. Grip the tops of the ribs with the right hand. Put your left hand around the other end and wind the umbrella through the left hand with a screwing motion.

Do not let go of the tops of the ribs of the umbrella. When you have to move the hand slide it around. If you let go you will find that the ribs get out of place, and then the folds of the umbrella will follow suit. When the umbrella is rolled up grip it tightly until you have fastened it. If you fail in that detail you will get an unsightly bulge in the center of the umbrella.—London Globe.

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