

OF INTEREST TO MOTORISTS

REPAIR ECONOMY CHIEF FACTOR IN AUTO INDUSTRY

Construction, Material, Weight and Balance Are the Things That Count, Says Hugh Chalmers, President of Chalmers Company

"If the year 1915 is to be marked by one tendency more than another in automobile buying, that one thing, I believe will be greater discrimination than ever before on the part of the automobile buying public," says Hugh Chalmers, president of the Chalmers Motor Company.

"The difference of a few dollars in first cost between one car and another is no longer the determining factor. Neither is the difference of a few dollars one way or the other in the cost of gasoline or oil during the course of the year. Even the slight saving which one car may show over another in the item of tire expense no longer clinches the decision of a motor car buyer."

"It is the saving possible in repair expense that is the big, important saving. One way in which good design and good building evidence themselves is by cutting down repair expense. One reason why some cars are better than others is because they do not roll up big repair bills."

"So when I predict that this year will be remembered as a year of economy in the automobile industry, I do not mean to imply that people will buy lower priced cars than they did before. First cost is only one phase of the question, and wise motor car buyers, when hesitating between two cars of almost equal price will buy the more expensive machine of the two providing that car can show better performance at a lower all-around cost of operation."

"Economy in oil consumption is a still less important item, for the greatest possible saving in oil expense is a negligible factor."

"Repair economy is the economy that counts. One repair bill may wipe out all the saving of a year in gasoline and oil. That is why motor car buyers to-day are casting their verdict in favor of cars that keep repair expense at a minimum. There are four things that people these days look for when seeking motor car economy which is real motor car economy."

"In the first place, the car that is the most economical in the long run must possess right construction. It must be well built. The workmanship in it must evidence painstaking care; it must be absolutely accurate."

"Closely associated with construction is the matter of materials. So in the second place, the really economical car must be built of high quality materials. The best car in the world will not hold up unless the materials in it are also superior."

"My third point suggests the question of weight. I can dismiss the too heavy car merely by stating that people are not buying such cars any more. On the other hand, however, they should not run the risk of buying a too-light car. In my opinion a too-light car is a worse purchase than one that is too heavy. Surely, it wears out more quickly. Right weight, then, is the answer."

"The matter of proper balance and scientific distribution of weight deserves a place among the 'big four.' The car that is so designed and built is the car that provides better riding comfort for a longer time, and holds the road more easily than any other."

"These, then, are the things that motor car buyers seek, because in these things are embodied true motor car economy. This year will be remembered as an economy year. By that I mean that it will be known as the year of the newer and saner way of judging economy."—Adv.*

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GREAT HIGHWAY OPEN FOR TRAVEL BY JULY 1, NEXT

Columbia River Road, Which Begins at Portland, Will Soon Be Added to the Scenic Assets of the Pacific Northwest

Two impelling attractions soon may be added to the scenic assets of the Pacific Northwest and serve to accelerate road travel in that part of the country. One of these is certain—the Columbia River Highway; the other is possible—opening of the Yellowstone road to motor-driven vehicles.

Samuel Hill, the well-known roads enthusiast, thus informs Chairman Frank X. Mudd of the A. A. A. Touring Board as to the great thoroughfare which will begin at Portland and skirt the majestic river of the Northwest: "You may say authoritatively that the Columbia Highway will be open for travel July 1, although only hard surfaced in part. In my opinion the Columbia Highway will surpass in scenic beauty any road anywhere in the world."

The effort to secure the admission of automobiles into Yellowstone Park is not of recent origin, and President John A. Wilson of the American Automobile Association is continuing the policy of his predecessors in urging that this national recreation area should be available to the modern form of transportation. A communication to the A. A. A. head from E. M. Matheson, president of its Montana State body, concisely summarizes the situation in these words:

"We, of Montana, have felt for some years past that the stage lines in Yellowstone Park were not progressive and were not looking to their own best interests in working against the introduction of automobiles. As a rule, the visitor to the park nowadays takes the five-day trip. People who are not physically fit are extremely weary after a long ride in the stage coach; and many people who would otherwise visit the park will not go on account of the poor arrangements for transportation."

If the good people running the stage lines would substitute the modern sight-seeing automobiles they would have twice the number of passengers and could charge a larger fee. In addition to this, they would be able to take a much more extended route through the park, visiting points of interest that are never seen by the ordinary visitor."

It was natural that the United States Senators from the Pacific Northwest would take an interest in the Yellowstone matter, and Senator James H. Brady, of Idaho, and Senator F. E. Warren, of Wyoming, have been especially active. In a letter just directed to the Hon. Stephen T. Mather, Assistant Secretary of the National Parks, and in charge of the National parks, Senator Brady thus refers to the subject: "Conferences had with your predecessor in relation to certain improvements and changes in the park roads causes me to express the hope that it is now possible for the people en route to the Panama-Pacific Exposition to enjoy the advantage which automobile service in Yellowstone would afford. It would be a splendid thing and of much benefit to the traveling public, and I am hopeful that the 1915 interstate travelers will have opportunity of using their own vehicles in the park."

Admission into Yellowstone will result in considerable travel over the Park-to-Park road connecting with Glacier National Park, and a use of the Cascades, with Seattle as the destination. Then would come the use of the Pacific Highway through Oregon southward to California. For those who would emerge from Yellowstone at the western gate there would be offered the Idaho route, which would include Shoshone Falls, deservedly known as the Niagara of the West, and successfully competing with the great cataract in its picturesque grandeur."

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PAIGE FACTORY IS NOW ON A 24-HOUR SCHEDULE

Unprecedented Demand For Cars Necessitates Three Eight-Hour Shifts in Big Establishment to Meet Demands For Popular Car

Twenty-four hours is all the Paige-Detroit Motor Car Company can squeeze out of a working day, but the big factory where the Paige "Six-46" and Glenwood "36" are made is taking advantage of every second of the twenty-four to meet the demand for its 1915 models.

Any time is a good time to report cheerful news, but for obvious reasons, no time is better than now to be the messenger of commercial good cheer. It is therefore especially pleasing to report that so great is the success of the Paige company, so insistent the demand for the new "Six" and the popular Glenwood "Four," that the inauguration of a full twenty-four-hour schedule of the eight-hour shifts was recently found necessary in order to keep abreast of the orders.

The new Paige "Six" was an immediate success, but as soon as the automobile shows started the orders for cars became so heavy, the immediate sales from the floor of the shows so large, that the factory would have been swamped had not heroic measures been taken. The Paige company sold more than one million dollars worth of cars at the New York and Chicago shows alone, which is believed to be a record, and the enthusiasm and practical results at the other shows throughout the country continues so great that the twenty-four-hour day will probably be maintained at the factory for some time to come.—Adv.*

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BIG PARADE IS SUGGESTED

Other Features to Make the First Motorcycle Show a Big Success in Every Way

Those interested in the motorcycle show to be held under the auspices of the Keystone Motorcycle Association of Harrisburg are manifesting a disposition to make the event an unequalled success from every standpoint. Strong efforts will be made to have the displays of motorcycles complete and to have everything pertaining to motorcycling represented on an impressive scale.

The purpose is not only to have the show highly interesting to visitors, but to make it an exposition that will prove valuable to dealers and owners of motorcycles, as well. An opportunity for prospective purchasers to get a comprehensive idea of the various machines and supplied on the market.

It will also bring about a closer relationship among motorcyclists and it is urged that special features should be introduced to awaken the public to the importance of the show—and to bring people here from other cities and towns.

One proposition that no doubt would prove highly effective, is to have a big motorcycle parade and to issue a general invitation to all motorcyclists to participate.—Adv.*

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The purpose is not only to have the show highly interesting to visitors, but to make it an exposition that will prove valuable to dealers and owners of motorcycles, as well. An opportunity for prospective purchasers to get a comprehensive idea of the various machines and supplied on the market.

It will also bring about a closer relationship among motorcyclists and it is urged that special features should be introduced to awaken the public to the importance of the show—and to bring people here from other cities and towns.

One proposition that no doubt would prove highly effective, is to have a big motorcycle parade and to issue a general invitation to all motorcyclists to participate.—Adv.*

POWER IN HAYNES LIGHT SIX

A Test Just Completed Shows America's First Car Delivers 41.25 a Rear Wheel

"According to the results of the test just completed at the Worcester Polytechnic Institute, The Haynes Light Six actually delivers 41.25 horsepower at the rear wheels," states C. E. Hoin, of Roberts & Hoin, distributors, in this territory for the Haynes, America's First Car. "Such power at the rear wheels is remarkable. A stock car was used and operated under the same conditions as encountered in actual road driving. An unusual characteristic that the test brought out is the fact that there is no drop in the horsepower delivered until a car speed of sixty miles per hour is attained. This power that is delivered to the point where actual use in propelling the car is 136 per cent. of the S. A. E. rating of 29.4 horsepower. The motor is 3 1/2 x 5 inches with the six cylinders cast on bloc."

"The fact that such a great amount of power may be obtained at the rear wheels, with a motor of this size, is still more significant when it is considered that the car had been run about 600 miles before the test was made."

"Losses between the motor and rear wheels are approximately 3 per cent. in the universal joints and 4 to 7 per cent. in the drive gear. The greatest loss is in the tires. This loss amounts to about 15 per cent. depending upon the make of tire and its inflation."

"The efficiency of an automobile is the ratio of the power delivered at the rear wheels to the power actually developed by the motor. Considerable power is always lost in transmitting the power from the engine to the point of usage. If the motor developed 100 horsepower and but 50 horsepower was available at the rear wheels, the efficiency would be but 50 per cent. Automobile effectiveness is determined by the weight, and the power delivered at the rear wheels."—Adv.*

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