

MOTORING

General Motor Trade News of Detroit and Other Centres

Much Interest in New Dodge Car—No Gliden Tour This Year. Trade Prospects Bright.

Special to Sunday World.

DETROIT, June 27.—Out at the Brighton Beach Motordrome of Long Island, the Dodge car is to be introduced round the high banks and a number of cyclecars from Europe are to be imported with the drivers to meet the American cars and drivers. Four cars may be raced at one time. There has been built what is known as the "lower track" and this runs around the pole and allows of starting on a track with comparatively little slant after which the four wheelers will take easily to the high banks.

National touring week under the auspices of the American Automobile Association and backed by the National Automobile Chamber of Commerce, starts June 27 and promises to be most successful according to officials of the two organizations.

The utmost interest is being taken in the probable car to be put out by Dodge Brothers and any man from Detroit traveling thru the country is impounded at every turn for information. All the information obtainable thus far has been that the new creation will have a frame and four wheels and presumably a steering wheel. Even at that the dealers are willing to sign a tentative contract for the agency, it is reported, and district managers of the country report General Sales Manager Arthur T. Philip as buried with agency requests, "right unseen."

The New York State Commission on Prison Reform, which was appointed a year ago, has just filed the preliminary report of its findings. The commission places itself on record as favoring the employment of able-bodied male convicts in constructing and repairing the highways of the state and the several counties, in addition to which farms should be developed at all of the institutions so that as many convicts as possible may be employed in the open air, all work to be conducted under the honor system.

The entry list for the 300-mile race,

which is to be run at Sioux City, Iowa, July 4, has closed with twenty-five cars nominated for the \$25,000 purse. This race will be second in importance only to Indianapolis, and it is expected to be an eye-opener inasmuch as it is to be run on a two-mile dirt track. Of the twenty-five cars in, six are of foreign make and one of them is the winner of the 500-mile Indianapolis race, the Delage, which Rene Thomas piloted to victory and which is to be driven at Sioux City by Billy Knipper. There are three Peugeot nominated and one of these will be handled by Ralph Mulford. It is not known who will have the other two, but maybe Bob Burman will drive one of them. The two Sunbeams will be in with Harry Grant and George Babcock as pilots. The American entries are: Stutz, Oldfield; Stutz, Gil Anderson; Moore, Wisbart; Marmon, Cy. Patschke; Marmon, Mason; Ray, Brook; King, Klein; Beaver Bullet, Keene; Chalmers, Wetmore; Dusenberg, Richenbacher; Dusenberg, Haupt; Mason, not named; National, Bauer; Metrop, Horan; Gray Fox, Wilcox Moon, Caillouette.

Again Galveston, Texas, is to stage the only automobile beach meet to be held this season. The professional events will be run on July 30, August 1, and August 3, and events for amateurs will be held on July 31. The Galveston Beach races are run each year simultaneously with the big annual cotton carnival, which draws people from the entire state of Texas and the surrounding country. \$5000 has been appropriated in prizes by the committee in charge. Many of the drivers who are entered at Sioux City have expressed their intention of participating.

The second important appointment this week in the Dodge Brothers, Detroit, organization, is that of Jones Nichols, Jr., who will be Seattle representative. Mr. Nichols has held a number of responsible positions of the same territory he will handle for Dodge Brothers.

One of the most important happenings in some time in the automobile circles of New York City is the securing of the Willys-Knight agency by the C. T. Silver Motor Company. The Silver Company has handled the Overland for several years and now cars manufactured by John N. Willys. With its "French tailored" lines, its central headlight and general foreign appearance, the Briscoe car arrived at the salesroom of Partridge, Clark

& Kerrigan, Inc., New York City, a few days ago, where it created a great sensation.

The 1915 Winton car is out, and at a glance one can see that it has all the earmarks of a big, luxurious, easy-riding car, replete with conveniences.

A. L. Picard of New York City left recently for the Pacific Coast in the interests of the Ford equipment department of Gray & Davis. His brother, Leo Picard, has entered the motor car industry as his assistant in the marketing of the Gray & Davis Ford car products.

Barney Oldfield was in New York, Tuesday of last week, in his car prepared to the speed king by the Firestone Tire and Rubber Company. Oldfield said that Beasley was only slightly injured by his 50-foot fall, but that his flying machine was so injured that it was necessary to postpone the until later in the season. After an appearance at Hartford, Oldfield and Beasley will start a trip across America, reaching Sioux City for the race of July 4, in which Barney will drive a Stutz in the contest for the \$25,000 purse.

It is generally conceded that the calling off of the Glidden tour thru a lack of entries of the prominent manufacturers is a bad thing for the business. A number of dealers in the east who recently discussed the matter said that the effects upon the retail trade would be bad. The dealers are anxious to have the makers participate in national touring events and do not believe that they should be compelled to go to the expense of participation.

Work is being pushed to completion on the Canadian transcontinental highway from Halifax on the Atlantic to Vancouver on the Pacific, and this motor highway of 3000 miles will be one of the prettiest pieces of road ever known. The most difficult piece of the road, that thru the British Columbia mountains, is now being constructed. The portion of the road from Calgary to Vancouver is the prettiest of the long journey.

Paris, France, is using 100 motor trucks for street cleaning purposes, watering carts and street sweepers are combined in the one cart.

Improvements at the Indianapolis motor speedway during the year will include the addition of a clubhouse after the drivers and their mechanics, and the installation of a large bathing pool or natatorium under cover. A number of other changes are to be made, including the addition of fifteen feet to the track around the inside, and the construction of the life saving containing walls at all points. Additional seating is also to be arranged, as in spite of accommodations

in the stands for 50,000 people the seating has been found inadequate.

Louis Mansbach of the Times Square Auto Company, after a visit to the Detroit automobile manufacturing plants, and to all other automobile centres, pronounced the business booming in every section of the country and the makers busier than at any time before. Mr. Mansbach makes regular trips, and his latest was a revelation to him. The business was best with makers building cars at from \$1,000 to \$1,200. In sections where farmers are largely the buyers, business is a little slow owing to harvesting being on, but these sections pick up wonderfully later on.

The National Association of Manufacturers again elected Colonel George Pope as president at its late meeting. Colonel Pope is the receiver at present for the Pope Manufacturing Company of Hartford, Connecticut.

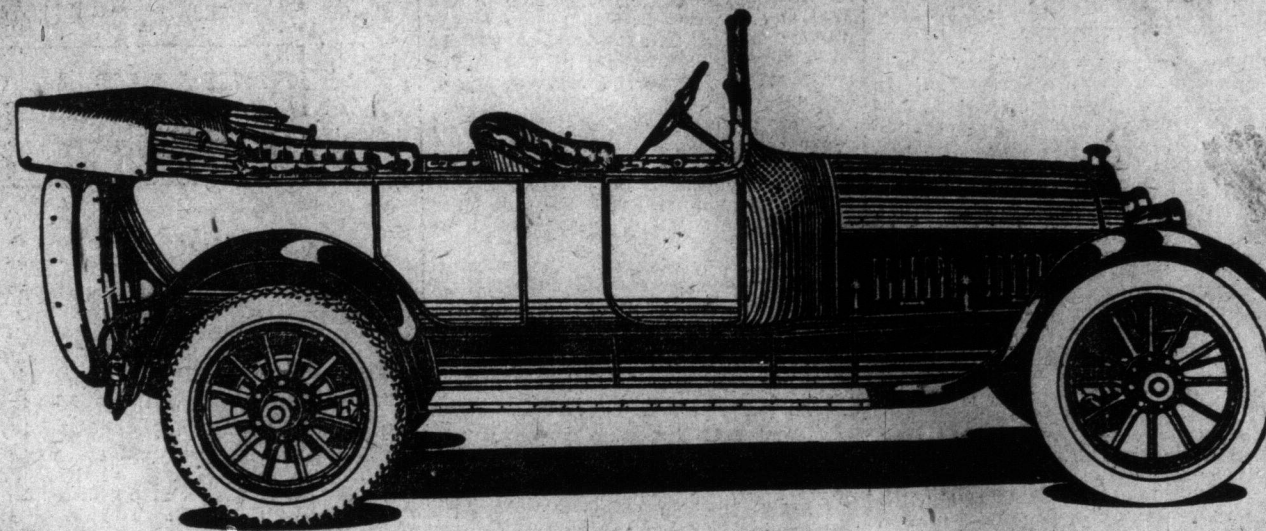
H. D. Day has been appointed district representative for Dodge Brothers. Mr. Day has an unusually wide acquaintance thruout the United States, not only among motor car men but with business men in general. He was at one time general sales manager for the E. T. Burrows Company, and later vice-president and general sales manager of the Self-Operating Valve Company. Mr. Day will direct the sale of Dodge Brothers' motor car in Massachusetts, Rhode Island, Vermont, New Hampshire, and Maine.

"Bob" Burman, the speed king, is satisfied with the performance of his Burman specials at the Indianapolis race, and after their tryouts in that race believes that he has something good. He is now at work revising some errors of construction which developed in the 500-mile race, and expects to go to the tape in the Sioux City race with one of the cars. Burman will also be an entrant for the Elgin road races.

Chairman Kennendell of the contest board of the American Automobile Association, has announced some new classification figures, and also the reduction of the entry fees for contests generally. Division 1A for class A cars, hitherto a class for cars under \$500, is made and is for cars listing at from \$450 downwards. A rule has also been made that intoxicants will not be allowed around a race course, for the use of drivers or officials, and the penalty is disqualification.

Col. K. C. Pardee, the veteran New York dealer, who joined the American Volturette Company of New York when that organization took the agency for the Car-Nation and Keeton cars in the Metropolitan area, has severed his connection with that company.

Harry S. Houpt, dealer in Lozier cars in New York City, and the metropolitan district, sold 103 Lozier cars in May, and delivered 87 of these.



CUT OF B-81

THE MID-SEASON MODEL A CAR OF QUALITY

A careful examination has shown that the new car is indeed a
QUALITY CAR

in design, finish, equipment, and in appointments. It is that which appeals on first sight—"The Perfect Exterior."

It is the power, the stability, the strength, the riding qualities of the car that endear it to all who have driven it.

This car has been designed and built to uphold the reputation for efficiency so firmly established by the McLaughlin. It has been designed and built to give the maximum service at the minimum expense.

That is the McLAUGHLIN reputation,—and you owe it to yourself to investigate.

The McLaughlin Carriage Co., Limited
Corner Church and Richmond Streets, Toronto
Head Office and Factory, Oshawa, Ont.

PAIGE

The shipping "yard" reflects Paige popularity

In the Paige shipping yard and on the loading platform—that's where you will find the proof of Paige popularity.

Hour after hour—day after day—Paige cars are started on their way to every state of the Union in response to a persistently increasing demand from the public.

Argue as you will there is no greater object lesson than this—no greater proof of Paige supremacy in the motor car field.

Here at the factory, we know what the public thinks of the Paige. There is only one way that we can interpret the tidal wave of demand that surges back to us from Paige dealers all over the country.

No one could misunderstand a demand that has increased Paige sales from \$44,000 to \$1,250,000 a month. No one could misunderstand a demand that has moved us bodily from a small two-story plant into the present mammoth Paige factory.

No one could misunderstand a demand which has compelled us to increase our output from 300 to 13,000 cars annually.

In the face of such figures—in the face of such staggering evidence, there is only one possible answer. Paige cars are PREFERRED cars with the motor buying public. Paige cars are leading the medium-priced field.

Turn these figures over in your mind—look at the matter from all angles—and you must inevitably return to the same conclusion. Then remember that Paige cars would not be the most popular cars unless they had won that reputation through actual, demonstrated merit. Overwhelming public preference is not a matter of mere "chance" these motor-wise days. Paige demand is indisputable evidence of Paige quality.

When you buy a Paige you are buying the choice—the preferred selection—of men who judge values in the medium-priced field.

The Paige-Detroit Motor Car Company, Detroit, Michigan
The AUTOMOBILE & SUPPLY CO., Limited
TORONTO

"38" Glenwood Model
Gray & Davis Large Unit
electric system and complete equipment.

\$1,700

Model "25" \$1350



A Sure 25% Saved on Tires

18 makes of tires now sell above Goodyear prices. Half of them sell about one-third higher. As between them and Goodyears, you are sure of one saving—right at the start—of 25 per cent.

Arrogant Prices

The evidence is that Goodyear tires are the best tires built today. They outsell any other. And they won that place by millions of mileage tests.

If that is so, an extra price means simple arrogance. Or it is used to infer an extra quality, which doesn't and cannot exist. Or it is forced by limited, high-cost production.

None of those reasons warrants you in paying the higher prices.

Our Latest Saving

Price is our latest saving. For years we worked solely to increase the Goodyear mileage. No-Rim-Cut tires then cost you more than others.

We reached the present-day limit in good tires, then turned our efforts to reducing cost.

Now No-Rim-Cut tires cost you half what they used to cost. Last year's reductions totaled 23%.

And many of the tires which once undersold us, cost you more

than Goodyears now. One reason lies in the modern equipment and high efficiency of our great Bowmanville factory.

Things Others Lack

These four features of No-Rim-Cut tires are found in no others, whatever the price:

First, our No-Rim-Cut feature.

Second, our "On-Air" cure—done to save the countless blow-outs due to wrinkled fabric.

Third, our patent method for combating tread separation.

Fourth, our All-Weather tread—our double-thick, resistless anti-skid, yet as flat and smooth running as a plain tread.

These are all costly features. One of them adds to our own cost immensely. Yet we offer them all in No-Rim-Cut tires, and no high-priced tire offers one of them.

If these facts appeal to you, ask your dealer to supply you Goodyear tires.

GOODYEAR
TORONTO
No-Rim-Cut Tires
With All-Weather Treads or Smooth

THE GOODYEAR TIRE & RUBBER COMPANY OF CANADA, LIMITED
Head Office, TORONTO
Factory, BOWMANVILLE, ONT.
TORONTO BRANCH, COR. SIMCOE & RICHMOND STS. ADEL 2104.