been received at the Detroit offices of Dodge Brothers.

TRADE NOTES

The Chalmers company, however, price, has announced an increase in price, has announced on increase in price in both the 1915 "Light Six" and the 1915 "Master Six."

the 1915 "Master Six." "Our past experience has convinced us that there are enough people who want quality effect, and consider price secondary to take all the cars we can build." says Percy Owen, sales man-ager of the Chalmers company. "Chal-mers cars have never been sold on a price basis. We do not care to com-pete with those cars which are selling on price alone. We have a large pro-duction and are building Chalmers on price alone. We have a large pro-duction and are building Chalmers cars of just as high quality as they can be built to soll at Chalmers prices. We are sure enough of our market to increase the quality of our cars even with the necessary increase in price. rather than to decrease the price at the cost of quality to keep pace with those cars which are now selling on price alone."

Demand is Good Following the appointment of E. F Clarkson as Canadian manager, Dodge sales rights are rapidly being closed up in the Dominion. Requests from American dealers still continue in great volume, more than seventy being received daily. Up to August 18, 5852 separate requests for sales rights had



The Canadian government has plac-ed an order with the White Motor Car company for five motor trucks for ser-vice at Valcartier camp

Ward Going Strong

Ward Going Stron⁴. C. W. Ward of the Winnipeg Garage has stopped into the limelight in the Lozier sales contest. According to the issue of the "Lozier Accelerator" pub-lished on August 15. Mr. Ward has climbed from utter obscurity into fifth position and is threatening to pull down some of the leaders and secure the valuable prize offered by the Lozier company. Lozier company.

Business Outlook Good

Business Outlook Good. That the business opportunities of-fered to American manufacturers as a consequence of the European war are no fanciful speculation, but actual fact, is already shown by the corres-pondence received by many manufac-turing concerns. At first glance, the automobile trade would appear to be

Maxwell Motor Car company of De-troit, regarding 1915 models, has arous-ed widespread interest. Dealers everywhere are urgent in their ap-their ap-troit, regarding to the purchaser. This strong demand is evidence that American manufacturers will feel very troit, regarding 1915 models, has arous-ed widespread interest. Dealers everywhere are urgent in their ap-pHeations for territory, and the Detroit headquarters have been deluged with orders. Prices on the new models have been considerably reduced and several new improvements added since last year.

"Nowadays automobile is a neces- FARMERS WILL BE "Nowadays automobile is a neces-sity, not only a luxury or a pleasure Like the telephone or the electric light, people accustomed to their use can-not do without them. Man is by cature a selfish animal, and after the first shock of the war, the individual will instinctively endeavor to reas-sume his normal standard of living even in those countries actually involv-

will instinctively endeavor to reas-sume his normal standard of living even in those countries actually involv-ed in the war. As for those other ter-ritories far from the war grounds, why should they interrupt their lives on account of the folly of some Euro-pean rulers?" "Even English and French colonies are already showing an interest never shown before in American made cars. It's too early, of course, for receiving the first reports from distant ter-ritories such an India, Australia or South Africa, posterior to the war de-claration, but the number of inquiries received by the Mitchell-Lewis Motor company from nearby territories such as the West Indies, right after the war was started, is most significant and hopeful for the American indus-try." ceptive mood, wherever I travelled in the farming districts," said Mr. Tem-pleton, "and succeeded in the short space of six weeks in closing up for 75 per cent. of all the cars which Dodge Brothers will send into that territory for the season of 1914 and 1915. "Crops have been heavier in some sections than in others. In the very few districts where the crops have been less than normal due to blight or the terrific heat, the formers figure that the European war will boost prices to a point where profits will far exceed those of any previous year. "Everywhere the greatest interest prevails in the big foreign conflict and

Dawson Better.

Joe Dawson, the stricken driver a whose well nigh fatal accident cast the only cloud on the last Indianapolis 500-mile race, has so far recovered from his broken back that he is able to walk. He is expected to recover completely, although five vertebrac ge were broken.

Races at Minneapolis.

John Raimey, Eddie Horey and Joe Cleary.

New Ford Building.

chased two lots adjoining the new and uncompleted ten story assembling plant at Minneapolls, and when additions are built on these lots the plant will oc-cupy an entire square. For the time being the lots will be utilized for side track purposes. The Minneapolls building will cost \$750,000.

their salesroom floors. Evidently deal-ers in that section are convinced that Dodge Brothers will marke' a car which will establish a new standard in this popular priced field, as in sev-eral of the towns I visited every deal-er applied for selling rights on the new car."

Electric self-starters and

HEAVY BUYERS

Increased sales to farmers in the biagricultural states of the middle west is foreshadowed by A. C. Templeton,

district manager for Dodge Brothers at Minneapolis. Mr. Templeton has just returned from a six weeks' trip

through Minnesota, North and South Dakota, Wyoming and Nebraska and

reports unusual prosperity in that sec-

"I found dealers in an eagerly re-

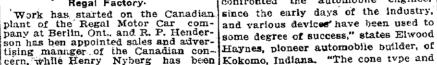
ceptive mood, wherever I travelled in

"Everywhere the greatest interest prevails in the big foreign conflict and war is the chief topic of discussion whenever a knot of farmers gather to-gether. They are chiefly interested, of course, in the effect on market prices as that will tend to fatten their own marketbacks

tion of the country.

SHOULD BE POPULAR

"The problem of providing a means of disconnecting the motor from the rear axle has been one that has continually confronted the automobile engineer



Seaman, she has driven her car through every state east of the Missis-sippl except Florida. Mrs. Heaman, found the roads across

Alts. Beaman found the roads across continent in fair condition. The worst experisince encountered, was in Utah, where the car sank to the hubs in a deep irrigation ditch.

where the car sank to the first in the deciration of the first signation ditch. "We had to work for several hours before we got out," said Mrs. 'Seaman in describing the experience. "The road had apparently been travelled by a good many machines and I felt char-rined that we should encounter so much trouble. After we were out a lone horseman appeared and inspected the car with a great deal of interest. "That there's the first automobile I ever saw get out of that ditch by itself he confided to us. To many get stuck?" I asked. /We pulled out seven last week.' he said, and I felt somewhat better and also understood the many auto tracks leading to the ditch." Remarkable tire luck was reported

auto tracks leading to the ditch." Remarkable tire luck was reported by Mrs. Seaman. The right front tire was pumped with. New York air in June, 1913. It has since travelled 6,614 miles and still contains the original air. Its mate or the other front wheel held a similar record up to 6,270 miles, when it capitulated to a railroad spike. Mr. and Mrs. Seaman are returning east by way of the Santa Fe-Grand Canyon route. Before leaving south-ern California they visited San Diego and ran their much travelled Franklin onto Mexican soil at Tia Juana.

clectric

A.20. 1000



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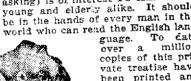
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guage. To cate over a million copies of this private treatise have been printed and free. it



sent out f Nothing like was ever before published.

Races at Minneapons. Well known stars of the zutomobile racing world have entered for contests at the Minnesota state fair, Sept. 13, and will go there from the Michigan state fair. Among the drivers entered are Barney Oldfield, Louis Disbrow, Eddie Richenbacher, William Knipper, John Raimey, Eddie Hearne, Fred

The Ford Motor company has pur-chased two lots adjoining the new and

Regai Factory.

NEW TYPE OF CLUTCH

as that will ten to hat the factor that one pocketbooks. "The farmers are rapidly flocking to the standards of the popular priced cars, and the motor car dealers are naturally placing cars of this type on their salesroom floors. Evidently deal-ors in that section are convinced that

my methanical device, the same lizer, that may interest you as clever invention even if you do-itre, t "strengthener," in your fact, I always send an li-description of it as a part of book on sex subjects. This little being a clevor invention even if you do-not require a "strengthener." in your own case. In fact, I always send an li-instrated description of it as a part of my free book on sex subjects. This liftle vitalizer represents the very latest scien-tific idea in mechanical self-treatment. It is entirely separate and apart from drugs or medicines. It is complete in it-self. Nothing but the vitalizer is to be used. It weight only several cunces, and is worn on the body all night. It gen-irates a continuous, perceptible, though pleasant flow of a marvellous FORCE which I call VITALITY. The system appears to absorb this FORCE while you sleep. Men everywhere have said my Step.

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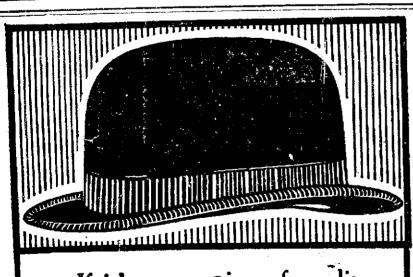
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hile Henr given charge of production.

FIRST SHIPMENT OF **NEW HUPMOBILES**

With the shipment of the first 1915 Hupmobiles last week, manufacturing operations on the new models started with a rush at the Detroit factory of the Hupp Motor Car company in the past week. Sales officials declare that the 1915 season is a full month ahead of previous years in point of activity. "One of the unusual features of

Hupp business this month, is the great number of dealers calling for immediate delivery of cars," says Commercial Manager F. A. Harris. "This is chiefly due, of course, to the fact that the Hupmobile while embodying all the time-tried Hupp characteristics has added entirely new elements of attractiveness, which have

a strong appeal to the large and loyal Hupmobile following. "Another factor contributing to large sales of Hupmobiles, in my opin-ion, is the return of vacationists whose European trips were cut short whose European trips were cut short by the war. Many of these tourists had just landed in France and Eng-land to tour the British Isles and the continent by motor car. Others were taken unawares in the interior and

had their cars confiscated or v/ere compelled to abandon them owing to lack of shipping facilities." First shipments included demonstrating cars for dealers in all sections of the country.

ENGLAND BUYING OVERLAND CARS

Twenty-two Overland automobiles were sold and delivered on August 5, to the war department of Great Britain, according to word received from John N. Willys, president of the Willys-Overland company, who has just returned from England. Together with a number of automobiles of the same make already in the service of friendly garages. the English army, the new cars will Though the 4,150-mile journey was be used for patrolling and guarding the longest so far attempted by Mrs.

"The sturdy Overland construction which has given the car universal pop-ularity as a pleasure vehicle is making ularity as a pleasure vehicle is making it invaluable to the English coast guards," says Mr. Willys. "Automobiles also are being extensively used for transporting men, ammunition and supplies, both in England and on the continent. They are already a great factor in Red Cross an dother humani-tarian work tarian work.

"The ubility of motor cars to cover great distances in a short space of time has created a great demand for them among the military authorities. Many cars owned by private citizens have been commandeered for purposes of war-"There is also a great field for motor

trucks on this side of the Atlantic. Although difficulties are being encountered at present in shipping motor ve-hicles from the United States to Eur-opean parts, I believe that the situa-

tion will clear within a few weeks. "Practically all of the motor trucks manufactured in Europe are subsidized by the governments and consequently are subject to call in case of war. The withdrawal of these vehicles from their ordinary work has been followed by heavy levies upon horses for military use. Although delivery systems throughout the continent have been paralyzed the tremendous armies in the delivery armies in the field are not entirely provided with the needed transportation facilities. "As the call for military reserves has practically unmanned all of the large automobile factories on this side of the Atlantic, new vehicles of neces-sity must be purchased from manufac-turers in the United State:"

Kokomo, Indiana. "The cone type and disc running in oil type have been popular, but certain features of their action have led to the development of a new type of clutch known as the three plate, dry disc clutch. This is an ingenious arrangement of three plates separated by heavy rings of raybestos. The plates are held in contact by a large spring and are enclosed in an oil tight compartment so that the friction surfaces are entirely dry and free from oil. This feature insures a perfectly even action of the clutch since the in-fluence of the irregular feeling of oil is absent.

"The faces of the plates are parallel and large friction surfaces are had. The compactness of the s the clutch lends the use of it admirably g for to the unit power plant construction says of the Haynes Light Six. The clutch is tris. iso smooth and flexible in action that to the should the clutch pedal be released suddenly, there will be no sudden shock thrown onto the transmission gears, and the plates will engage grad-

gears, and the plates will engage grad-ually without grabbing. "The design of the clutch is such that but a slight pressure is needed to depress the clutch pedal, and this is a big feature for the driver who covers much distance in a day's run. The clutch pedal is free from the usual stift and harsh action. The advantage of easy action is most noted in shiftof easy action is most noted in shift. ing gears when the clutch should be fully released, and the last trace of work in driving a car is removed."

LADY DRIVER MAKES TRANSCONTINENTAL TRIP

Completing a cross-country trip absolutely unique in that its woman driver handled the wheel every foot of the way, made all mechanical adjustments

and cared for the car a dusty 1910 Franklin rolled into Los Angeles. The driver was Mrs. Albert W. Seaman, of Brooklyn, N. Y., who, accompanied by her husband, made the long and arduous drive across country, and not only looked after the welfare of her own car, but came to the rescue of several male motorists, who for lack of me-chanical skill were stranded far from

MOTOR CYCLE REGISTRATIONS. The Manitoba Government Statistics for 1914 up to September 1st prove interesting reading. There are 900 motor cycle registrations. The leader, as usual, is the INDIAN with 345 re-gistrations. The Merkle is still second with 123 registrations, although on! one machine has been sold in Winni peg during 1914. The Excelsior is third with 105 to its credit, a gain of 50 over

last year's registration. The Harley-Davidson comes a close fourth with 103 registrations. Registrations then drop away down below the 25 mark. The leading machine, the INDIAN

has as many registrations as the nex four nearest makes added together. There are 787 American machines and 59 British and European (about 15 dif-ferent makes). In all, there are 52 difereat makes represented.

revent makes represented. One of the most noticeable features is the large number of two-speed machines and sidecars sold this year by the dealers.—Advt.



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