

DODGE BROTHERS CLOSED CAR

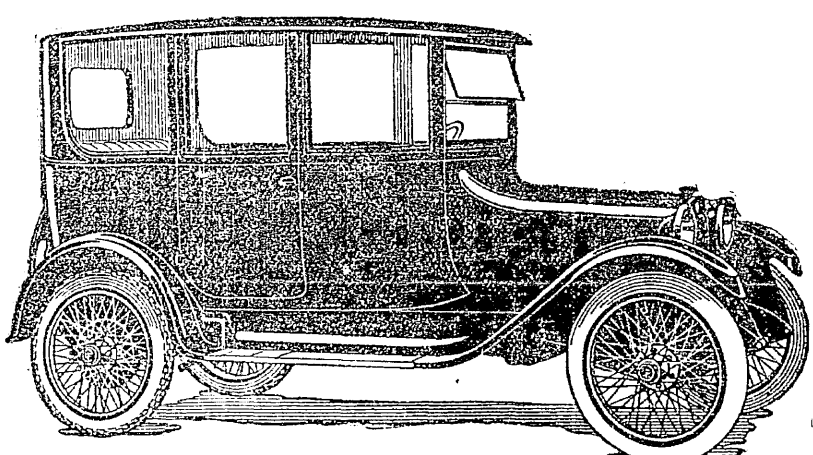
The mere convenience of the convertible sedan is almost forgotten, now, in the greater practical purpose it is serving.

Economical, and easy to drive, it is speeding the war work of men and women alike, and keeping them fit in all weathers.

It will pay you to visit us and examine this car.

The gasoline consumption is usually low.
The tire mileage is unusually high.

Sedan or Coupe \$1350, Winter Touring Car or Roadster 1050.
Touring Car, Roadster or Commercial Car \$885.
(All prices f. o. b. Detroit.)



Eaton and Campbell

Broadway at East Pike

East 313

ADVERTISING HEAD VISITOR IN SEATTLE

W. A. Pritchard of Critchfield & Company, Compliments Growth of City.



W. A. PRITCHARD.

"AMERICA is waking up to the winning of the war. The first shock has passed and the people are now grimly determined to see this thing settled in the right way, if it takes all summer, and a few winters, too."

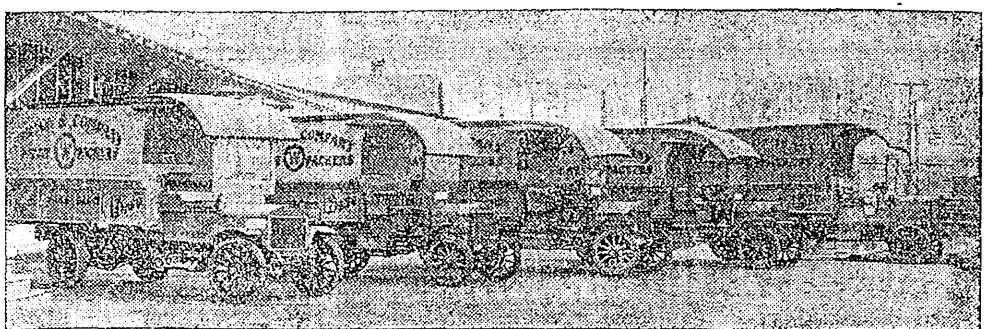
So declared W. A. Pritchard, advertising counsel of Critchfield & Company, who stopped in Seattle last week long enough to enjoy some Puget Sound sunshine preparatory to journeying back to the snows of the Middle West.

It is the man who has a friendly eye for Republic truck, Apperson, Firestone tire and a few other big advertising accounts. Mr. Pritchard is thoroughly acquainted with the automobile industry and its needs.

His experience is not limited to this industry by any means, for he has had a hand in at least two national elections, preparing copy for presidential candidates. With W. J. Holmes, general sales head of the Republic truck, while here called on Eaton & Campbell, distributors for the Republic, and on Samuel Inch, manager of the Standard Garage, Apperson distributors.

Mr. Pritchard is well acquainted with the Pacific Coast and was much impressed by the growth of Seattle. While here he was in conference with E. L. Kimball, factory representative of the Apperson.

SIX YEARS OF SERVICE



BARTON & COMPANY, OF SEATTLE, OWN FIVE GMC TRUCKS

ONE, a two-ton, purchased in 1912, has operated for six years, an average of forty miles per day, for twenty-three days every month. For a grand total of 60,000 miles this truck has averaged 8.4 miles to the gallon of gasoline and has consumed one pint of oil per day.

ANOTHER GMC 3 1/2-ton, purchased in 1913, after five years' operation averaging forty miles a day for twenty-four days a month, is getting 5.2 miles per gallon of gasoline and one and one-half gallons of oil a week.

The other three GMC's in the service of Barton & Co. have been correspondingly reliable.

The fleets of GMC trucks operating in all parts of the Northwest are a mighty tribute to GMC unflinching power, staunch building and unusually long life.

For each fleet had its beginning in a single truck.

"There are probably many other good trucks," says Mr. Barton, "but I KNOW GMC's are good."

The makers of GMC trucks realize that in basic principles many trucks are alike; only in results do they differ. AND they have BUILT RESULTS into their product.

"The wise man throws not lightly away the knowledge gained from the experience of others."

ELDRIDGE BUICK CO.

SEATTLE

SPOKANE

TRANSPORTATION PROBLEM SOLVED

Shipyard Workers Buy Excelsior Motorcycles and Save Time and Car Fare.

One happy solution of the knotty problem of getting the workers in the great industrial plants to and from their work, which is causing the State Council of Defense so much annoyance, has been offered by L. A. (Louie) Van Wagoner, president and manager of the Excelsior Motorcycle & Bicycle Company, Excelsior distributors of 201 East Pine Street.

"It takes time," says Van Wagoner, "to build new car lines, and time is precious in our present emergency. The workers who provide themselves with motorcycles secure a cheap and convenient means of getting to and from their work and at the same time utilize the opportunity for enjoyment of the great outdoors during their leisure hours. Nature is an open book to motorcycle and side car owners and the low initial cost and maintenance make the machine within the reach of practically all thrifty young folk. Another feature of the motorcycle that should not be overlooked is the small space required for storage while the workers are en route. This is an important item when space must be provided for a large number of machines."

VISITORS SEE BIG FIRESTONE TIRE

Consumers' Tire Company Receives Shipment to Meet Local Demand.

Visitors at the Consumers' Tire Company, Firestone dealers, last week were interested in seeing a huge tire in the display room, dwarfing the ordinary tires into plumes. The tire was a 28x7, ordered by a stage firm, and is one of several which the Consumers' Company has placed here.

Manager J. H. Mendenhall is featuring his repair and retread department, giving it his personal attention. Arthur Mazon, who is in charge of the department, built tires at the factory for six years before coming to Seattle and is thoroughly familiar with the work.

A feature of this department has been the vacuum system, using superheated steam to remove all excess moisture. As Manager Mendenhall explains, "the tires are cured rather than baked."

The shipment of Ford sizes was received by the company last week, adding to its stock.

Barney Oldfield has gone in the tire business in Los Angeles, selling Firestones. With him is Frank Chance, well-known baseball man.

Questions Sent By Velie Show Wide Auto Use

Farmers Submit Replies Indicating Motor Car Serves Big Purpose in Country.

With the idea of determining if possible just how essential the automobile is considered in the eyes of the farmer, the Velie Motors Corporation sent out a questionnaire to thousands of farmer car owners scattered broadcast over the country, asking the question abruptly as to whether or not the automobile was necessary to them.

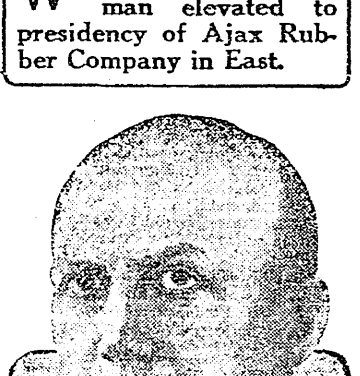
The multitude of replies received were interesting. Some went into comparative mileage for business and pleasure; others said pointedly that their automobile was absolutely necessary for increased crops and better living conditions on the farm. Every reply spoke of the convenience and service of the automobile.

Several said their car was used for business all the week and for pleasure Sunday afternoon. Out of fourteen half days one is devoted to recreation, or less than 8 per cent of the total. This is far less time than the physician prescribes for necessary relaxation.

HAS WAR SERVICE

George B. Wagner, after actual war experience as a member of the Norton Harjes Ambulance Corps in France during which time he drove a Fulton truck, has returned to America. Through the administration of the Fulton truck in its fine service in France, Mr. Wagner sought the Minneapolis dealers who handle this truck and took a position with them, believing that with his experience in Europe as a background, and his intimate knowledge of the Fulton, his would be a successful career as a salesman.

WELL-KNOWN tire man elevated to presidency of Ajax Rubber Company in East.



H. L. MCLAREN.

Announcement was made recently of the election of H. L. McLaren to the post of president of the Ajax Rubber Company. Mr. McLaren is well known throughout the East, and has already entered into his duties with his customary enterprise and vim.

FUEL ALL BURNED, SAYS WICKS OF STEPHENS

Features of Perfected Over-head Valve Engine Described by Seattle Distributor.

"While it is true that the Stephens Salient Six engine has only three visible moving parts," says W. A. Wicks, of the Franklin-Wicks Company, distributors, "it is not the greatest claim we have for the most remarkable features of the Stephens engine the facts that it burns all the gasoline, and that it accelerates simply by pressure of the accelerator pedal from 2 m. p. h. to a smooth 50 without a choke in the gas charge."

These he feels are among the chief inducements to the purchase of the "perfected over-head valve engine," furnishing efficiency over a continual period of use.

"The Molino Plow Company asserts that they are building the Stephens Salient Six to last—not alone by applying a dose of practicality to established principles of engine construction, but by assembling in its chassis such rugged parts as Delco, Van Sicken, Willard and Stromberg," says Mr. Wicks.

"Further than this, the body styles of the motor are five-passenger touring car and the three-passenger roadster are of a distinctive, yet conservative, nature, enabling the owner to utilize the time. The style of the car will last as long as the engine and the body construction is disintegrating into an asset in the demonstrating of their automobile, the Liberty Six.

"The Liberty Six, with its outstanding speed, the car was sent ahead over the snow-filled streets, over car tracks, and over the bumps and ruts which countless vehicles had cut through the hard-packed crust of ice and snow. The salesman invited the attention of the interested buyers to the fact that there were no body squeaks and no objectionable rattles, and that the five-inch frame and the wonderfully built body which was mounted on it, were so constructed that everything fitted perfectly, and therefore the rattling and scraping noises which startled many cars were conspicuously absent.

"This demonstration, being made under the worst possible conditions, only served to accent the car's advantages, and usually converted the prospect into a favorable frame of mind."

Cold Weather Helps Liberty Six Salesmen

During Automobile Shows Demonstration Under Severe Conditions Is Successful.

FREIGHT TRUCKING

Forrest J. Alvin, general manager of the United States Motor Truck Company of Cincinnati, O., believes that the best of the time we have seen has called a great national gathering of the transportation companies who are today organizing a national freight haulage companies to relieve the rail-

roads by transporting merchandise of every character in motor trucks. Mr. Alvin believes that in a business of such importance as that which is developing there must arise necessarily, many questions of national interest and many items of importance having to do with such proposals as government control of the business on the same plan as the control which is exercised by the government over the railroads. Action for such control is now being made in several states, including Michigan, and ultimately the truck transportation companies must of a necessity come together for concerted action.

LEADING salesmen in Studebaker contest held at auto department of Waterhouse.



(ABOVE) BEN JOHNSON.
(BELOW) S. M. BAUM.

The winner of the race, Ben Johnson, is a "graduate" salesman of the Studebaker Motor Department. He has just announced the final outcome of the recent salesmen's contest. The score was as follows: Ben Johnson, 23; S. M. Baum, 20; C. E. M. Jones, 20; Robert Conover, 20.

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Sends made him a proposition to enter the selling end of the force, and from that time Johnson has made "the old-timer's" bustle. He will take a trip to the Studebaker factory in the spring as a reward for his ability.

S. M. Baum, who came in a close second, is a Studebaker salesman of long experience. Baum sold Studebaker busses and wagons long before the perfection of the Studebaker automobile, and is already lining up for the next contest with the determination to be top man.

USED CAR BRANCH OPENED BY DULMAGE

Growth of Chevrolet and Scripps-Booth Distributor Leads to New Announcement

That busy atmosphere permeating the W. S. Dulmage Motor establishment last week was due to several reasons, one of which may now be revealed, some of the others may come a bit later.

The first of the big steps which the Dulmage organization is making in the progressive growth is the establishment of a used car department at 123 North Ave. under L. D. Watson as manager.

Watson is well known along Automobile Row, having been formerly with the automobile department of Frank Waterhouse & Co. During his first month—which has not yet passed—he has taken orders for more than twenty cars in his department, and as he expresses it "he is only just getting under way."

As for some of the other announcements, they will come almost any moment, it is rumored.

First on Island.

Recently a clam fisherman named Harold Rode drove a truck across Ismaica Bay, which was frozen, to Barren Island. It was the first time a motor vehicle had ever been on the island. Five miles of ice intervened between Canastota and the island. The Maxwell truck startled the populace, 90 per cent of whom had never before seen a motor vehicle.

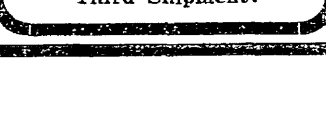
Cradle Frames

SPELL
"EASY RIDING"

You Get Them Only in the INDIAN MOTORCYCLE An Exclusive Feature Giving You Comfort Unequaled

MERCER CYCLE CO.

1110-12 Pike EIL 1150
"Everything for the Cyclist!"
JUST ARRIVED
Third Shipment!



SIGNAL TRUCKS

Economy

It's not the first or the operating cost, but what a motor truck is doing, or what it does cost for what it does that determines its economy.

A truck pays a profit *only* when it's hauling—and that's why we urge **Signal Motor Trucks**—with the cleanest and most dependable mechanism in the world—upon your attention.

Give us the opportunity—not to sell our trucks, but to *help you solve your delivery and freight hauling problems.*

One to Five Tons
P. E. SANDS, Manager
Automobile Department
Frank Waterhouse Co.
CORNER PINE AND BELLEVUE

WORM DRIVE

**EVERYBODY KNOWS
VALVE-IN-HEAD
MEANS
BUICK**

Buick owners know the valve-in-head type of motor is economical and powerful.

Before you buy your car ask us to explain why the Valve-in-head is superior and then you will realize why that type of motor is used in Aeroplanes and Racing Cars.

Also ask our salesman to show you some very interesting and convincing letters from Buick owners.

Eldridge Buick Co.
Seattle Spokane