

STUDEBAKER HAS GOLD CAR WORTH ABOUT \$30,000

Most Expensive Motor Car Ever Built in History of Industry; Chassis in 14 Karat Gold

NEW YORK.—Last year Studebaker apparently reached the apex of its originality when it started New Yorkers with the famous "gold chassis." Not only was it the sensation of the show but it represented the biggest piece of gold plate work ever undertaken. While it was the most expensive chassis ever built, costing more than \$25,000, it was standard in every detail. It was, in fact, taken from a regular day's run at the Studebaker factory. Certain parts were cut out to show the workings of the interior, and the gold plating was then put on and polished by hand. More than 350 ounces of pure gold were used and nearly 3000 parts were finished in gold. This gold chassis is now on its second tour of the Pacific coast, where it is attracting huge crowds wherever it is exhibited. After its journey is over it will probably be preserved by the Studebaker Corporation for the benefit of posterity.

Now comes the "gold car," an evolution of the famous gold chassis of a year ago. And it is even more magnificent than the golden chassis. It is a Series 18 Studebaker six-cylinder, seven-passenger touring car, with the distinctive Victoria top in place. It is the most expensive motor car ever built in the history of the industry, and yet it is standard in every detail of construction with the exception of its brilliant gold and white finish.

About 400 ounces of 24-karat gold were used in finishing the Studebaker "gold car," and as it stands at the show it is valued at more than \$30,000.

The entire chassis of this Series 18 Studebaker is finished in 24-karat gold from stem to stern, just as was the gold chassis exhibitors last year; but mounted on this golden chassis is a standard touring body, also finished in gold and white enamel. The Victoria top is of white leather. The brackets supporting this top are all gold plated.

The white enamel body finish is enriched with hairline stripings of gold. The lamp rim and reflectors, the bars supporting the lamps, the radiator, the springs, the hubs, rims and nuts on the wheels of the car, all are of 24-karat gold.

All Metal Parts Gold. All fixtures, such as door openers, little fasteners that hold the side curtains, screw heads and bolts, are of gold. The top of the running board and all bolts connecting the fenders are of gold. Gold finishes the steering wheel column and all metal parts, and it sparkles from the brackets holding spare tire and rim, from the top arm of the car, from every metal part of the car.

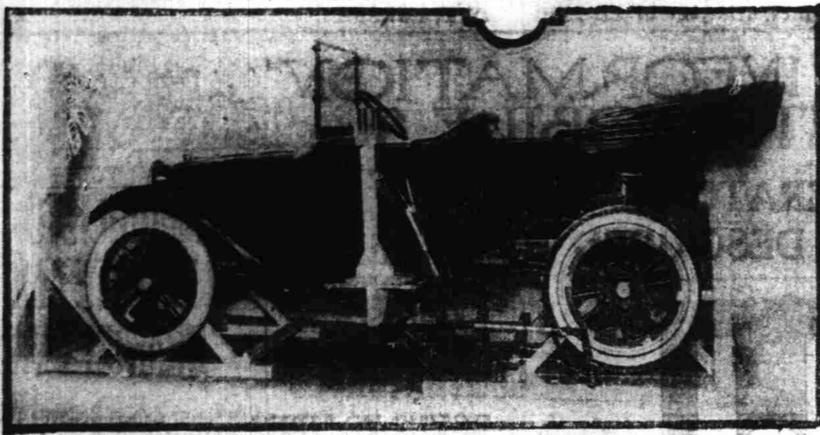
The genuine white leather with which the car is upholstered throughout harmonizes with the gold finish. The arm-chair auxiliary seats are upholstered with the same white leather, with all of the fixtures finished in gold. The floor board in driver's compartment is covered with white linoleum and trimmed with gold. Even the speedometer has a white face with gold numbers.

It is stock and standard in every detail, except for its glittering finish of white enamel and 24-karat gold, and was taken from a regular day's run at the factory.

In addition to being the most expensive chassis ever exhibited at any motor show, this Studebaker "gold car" is costlier by far than any complete car in the history of automobile shows. The gold finish lights up the little details of body and chassis and shows the refinement of finish, according to Studebaker officials, as nothing else can.

The Studebaker "gold car" is exhibited for the first time at the New York show, and occupies the place of honor in the Studebaker booth on the main floor of Grand Central Palace, just to the left of the entrance. It is surrounded by the new Series 18 models in both open and closed types. These new cars are distinguished by the addition of many new and exclusive features while maintaining the world-recognized Studebaker quality and perfection of manufacture in every particular.

NOVEL DEVICE USED FOR DRIVING LESSONS



To duplicate road conditions with stationary car, so that new owners may learn to drive without going on the road, the engineering department of Dodge Brothers' factory and the engineering department of Bishop, McCormick & Bishop, in Brooklyn, N. Y., have designed the device shown above.

The idea has been so carefully worked out that the operation of the machine actually does duplicate road conditions. To bring this about the tires are removed from the rear wheels and heavy iron castings are substituted for them. These castings are so constructed that water may be admitted to the inside of the casting, and there are also fins on the outside of the castings towards the car, so that cooling is accomplished both by air and by water. These castings are machined so that they are absolutely true and in perfect balance, and their weight is the exact equivalent of the momentum of the car at a speed of 20 miles an hour, so that the operation of the gear shift lever is ever a trifle

easier than it would be in road operation. Brake bands are run around these castings and are equalized to operate from the lever shown in the picture. These brake bands are lined with maple wood blocks.

The adjustment is such that when the brake lever is in the first notch the resistance against the wheels is the same as the dead weight of the car against the engine in starting, so that when the pupil moves the change speed lever into first speed he is required to give sufficient pressure upon the accelerator actually to start the car in motion as if it were on the road. If he does not give sufficient gas to the engine he will stall it. When the pupil has successfully started the car in first speed he accelerates until the speedometer, which is attached to the transmission, shows a speed of about seven miles an hour; then he can make his shift into second speed. Then he accelerates the engine until the speedometer shows about 15 miles an hour and goes into his high speed.

When the car is operating in high

speed the instructor begins to operate the semaphore arms, and when the signal comes before the pupil that he is approaching a steep hill he must accelerate his engine just as he would in approaching an actual hill, for the instructor begins to apply brake pressure against the rear wheel. As soon as the instructor has applied sufficient resistance to make the motor labor it is necessary for the pupil to shift from his third speed to his second speed, or he will again stall his motor.

Exactly the same performance would be gone through if the signal were flashed that deep sand was to be encountered. So by the use of a great variety of signs and the duplication of the conditions which would result the pupil receives a very thorough training before he attempts to drive on the road, and when he does start on the road there is nothing left for him to learn but how to steer the car. Every other operation of the car has been drilled into him so thoroughly that it has become automatic.

could tell, when the reverse movement began. Now it turns out the chief trouble was lack of adequate transportation.

No Farms Left

This the automobile is supplying. It is within the bounds to say that the motor car is transforming farm life. With the horse-drawn vehicle the farmer moved back and forth from country to town at the rate of about three miles an hour. With the automobile the rate of travel is probably above 15 miles an hour. It is at once seen how such rapid transportation increases the scope and activities of farm life. Economically, on business trips, it is a great saver of time. Socially it removes the isolation of farm life. The trip to town or city for an evening's entertainment is quickly made. The farm neighborhood is much extended. Twenty miles is no distance to go—more than a half day's trip with a horse and buggy.

In bringing about the economic and social gains which the automobile is capable of producing good roads are necessary. Automobile production is ahead of road production, and the automobile manufacturers realize now more than ever before that the future distribution of motor vehicles depends on the construction of highways capable of standing up under heavy automobile traffic. They have just started a movement aimed to increase the number of schools and college departments for the training of highway engineers, having found out from inquiry of state highway commissioners that there are not enough properly qualified men for the road construction now going on. To build the right kind of roads rightly trained men are a primary essential.

COUNTERFEITING PLANT LOCATED IN SEATTLE

SEATTLE, Wash.—Frank E. Nichols, 53 years old, formerly of Oakland, Cal., was arrested on the street here on the charge of having counterfeit money in his possession.

MOTOR CAR OUTPUT PASSES MILLION MARK AND ENTERS ON NEW PERIOD

Increase of 1916 over 1915 80 Per Cent; Value of Cars More Than One Billion Dollars

From the first, without a lapse in a single year since the beginning 21 years ago, the automobile has been a maker of new records. Not all of these records, as a matter of course, have been of equal significance; some have been marked gains within one period of development; others, fewer in number but far-reaching in effect, have signalized the entry into new periods of development in the making and distribution of motor vehicles.

In the year just closed two new goals of this deeper significance were reached. For the first time the million mark in motor vehicle production in the United States was passed, and for the first time the total value of passenger automobiles and motor trucks manufactured went beyond the billion dollar mark.

According to figures given out by the National Automobile Chamber of Commerce, which represents the motor vehicle manufacturers of the country, the total production of all classes of cars was 1,617,708, of which 1,525,578 were passenger automobiles and 92,130 trucks or commercial vehicles. The total value of this output, based on the retail price, was \$1,088,928,278, represented by \$321,378,000 in passenger cars and \$166,650,278 in trucks.

In 1915 the total output of cars was 892,618, the gain in production over the preceding year is, therefore, 80 per cent, and this increase is twice as much as the average annual gain since the foundation of the industry. At the beginning of 1916 the National Chamber of Commerce estimated that the production for that year would be 1,300,000. The prophets of the automobile industry have never been lacking in boldness and imagination, but those prophets worth heeding fell short of the actual output in 1916 by more than 600,000.

78,200 Exported. Of the 1,617,708 motor vehicles produced in the United States in 1916,

78,200 were exported, leaving for distribution in this country 1,539,508. The National Automobile Chamber of Commerce estimates that there are now not less than 3,500,000 motor vehicles in the United States.

What is the dominant note of the new period which the automobile has entered? In the opinion of the manufacturers, the automobile has fairly won its way to recognition as one of the great public utilities, comparable with the railroads, the telephone, and the telegraph as a factor in national development. Each of these established a new system of communication; they made the United States more united, so to say. Each played its part in knitting the country into something truly national. The gain was vast, but in sweeping aside old ways of communication there was one great loss. The building and extension of the railroads laid a deadening hand on the development of highways and roads. The old traffic that went by way of the four-horse freighter over highway and turnpike from one state to another was loaded into railroad freight cars. The freighter with the stage coach disappeared. Public attention was taken from consideration of highway maintenance or building on a large scale. Highways, generally speaking, became merely local.

Auto Brought Roads

To put life into the highways again required a new kind of vehicle, with a speed far surpassing the horse, and economical of operation. This is the field of the automobile; here is the great part it is to play in a national development that in the end will compare favorably with the progress promoted by any other of the great public utilities. Systems of country-wide highways are to be built that were not dreamed of as possible before the automobile appeared. These highways are to bear a traffic, passenger automobiles and motor trucks, never imagined in the days of the horse.

The railroad, with all its capacity for service, has its limitation. It is rigid transportation, bound to steel tracks. The automobile is elastic transportation, free to go wherever the highways lead. To have a home or a farm at any considerable distance from the railroad or the trolley line was to be out of the world. These places the automobile is bringing into the world. It is reaching out and knitting into the great active world, as a new part of it, isolated areas, where life was cramped and dull, and resources undeveloped.

Moves the People. Problems of national importance that remained unsolved in spite of all the railroads, telephones, telegraph, rural deliveries, and lecture bureaus in existence, the automobile is to forward to solution. One of these, fundamental to national well-being and progress, is to stay the movement of population from country to town, to keep the farmer on the farm. This problem first entered the stage of active discussion about two decades ago and the interest it aroused was the father of the "Back to the Land" movement and the "Forward to the Land" movement. Farm life was pictured in silencing colors by lecturers, and thousands of city people were induced to "go forward" to the land; thence, later, most of them retreated to the city in thorough sympathy with farmers who would not stay on the land. Even with heralded conveniences of the telephone, the rural mail delivery, and a near-by railroad, the farm was a dull place to most people. Just what was the matter no one



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LIGHT AUTOMOBILES MAKE GOOD IN WAR

(By Associated Press)

PARIS, France.—The advantages of the light small automobiles for service at the front is the one discovery which the American Ambulance Field Service has contributed to the war. It is now nearly two years since the field service first sent a section of its light cars into the mountainous region of Alsace, showing the possibility of carrying wounded by automobile up and down the mountains in regions where up to that time the wounded had only been carried on mule-back or in horse-drawn cars.

Since that time there has always been one or another of the American ambulance sections in this region until a fortnight ago when the last section was transferred elsewhere. Within a week after its departure the general in command of that region sent word that no other cars could do the work which had so long been entrusted to the field service cars and asked that another detachment of the light

American cars be sent at once to help in this work. The field service has therefore just sent a new detachment to the Vosges under the charge of Louis Hall of Ann Arbor, Michigan, the brother of the ambulance driver who was killed in that region Christmas, 1915.

The army of the Orient has also asked for another of the American ambulance sections, and section 10, a newly organized section of 30 ambulances with American drivers, is now on the way to the Balkans.

DISCOVER COUNTERFEIT \$5 FEDERAL RESERVE NOTE

WASHINGTON, D. C.—Discovery of a counterfeit \$5 note on the New York Federal Reserve Bank was announced recently by the treasury department. The bogus bill is said to be "fairly deceptive," but can be distinguished here by the too heavy printing and the fact that the fine lines cannot be traced. It bears a portrait of Lincoln, reproductions of signatures of W. G. McAdoo and John Burke, and carries the check letter B.

Automobiles

—Either new or slightly used—will find buyers or sellers in the "Automobiles For Sale" columns of the Star-Bulletin. Early Copy Helps.

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