

# MOTOR TRUCK SHOW A BUSINESS MAKER

### Exhibition Ending Last Night Proved Profitable to the Various Exhibitors.

## ORDER RECORDS BROKEN

### Spaces in Garden Not More Valuable than Those in the Palace—White Makes Big Sale.

The most important exhibition of motor-driven commercial vehicles ever held in this city ended last night. The exhibitors closed their spaces happy over the amount of business their firms had done during the Part 2 period of the annual show at Madison Square Garden and Grand Central Palace, and the salesmen were pleased at the prospect of a few days of rest after a strenuous week. It was not possible last night to obtain official figures as to the attendance during the last week, as the show committee will not have its figures compiled for a day or two, but the testimony of the exhibitors was that this year's show far surpassed all former ones in the aggregate of sales made. Not only were there a larger number of orders signed than ever before, but the aggregate number of vehicles sold broke all previous records.

It was announced yesterday by the show committee that the attendance for both buildings for the first week of the show, during the Part 1 or passenger car section, had reached the tremendous total of 200,000 paid admissions. These figures do not include persons who visited the show on complimentary tickets, nor do they include the great number of dealers who were admitted upon presentation of their business cards. The attendance at Madison Square Garden a week ago yesterday, on the closing day of the passenger car section of the show, was more than 30,000 larger than for any previous day in the history of the building.

The satisfaction over the successful outcome of the show was shared by exhibitors in both buildings, the men in the Palace being as well pleased as those whose vehicles had been displayed in the Garden. Some of the men who had spaces in the Palace had been disposed to grumble on the opening night of the show, as they feared their competitors in the Garden would get most of the business. These same men said last night that they had been happily disappointed, for while there may have been a slightly larger attendance at the Garden last week than at the Palace, a majority of the men who journeyed up to Lexington avenue and 6th street went there with the intention of placing orders for trucks, and did so.

Before the Part Two period of the show started, last Monday night, a few of the exhibitors had expressed doubts over the success of the "one show in two buildings" plan, made necessary by the great demand for space. All these doubts were turned into enthusiasm in a day or so, and last night they were most emphatic in their praise of the Automobile Board of Trade Show Committee—Colonel George Pope, Alfred Reeves and M. L. Downs. Every one interested warmly praised the careful planning by the show committee and the thorough manner in which all these plans were carried to a successful conclusion.

Plans for the reorganization of the Knix Automobile Company of Springfield, Mass., have been accepted, and by the middle of next month the reorganized company, which will be known as the Knix Motor Car Company, will be in full possession. At present the appraisers are making an estimate of the value of the property of the old company, and this estimate will be the purchase price for the taking over of the property. The receivers named to effect the transfer are E. A. Sutton, H. G. Fish and C. C. Lewis, who also are conducting the business during the interim.

It is reported that the estate represented by Fish and Sutton, which, by the way, is the largest stockholder in the company and also the largest creditor, will be the dominating influence in the new organization. This estate is said to have unlimited capital. Plans are now under way to increase greatly the production of the factory. The new company will specialize on the Martin tractor, the demand for which has so increased as to warrant additional facilities for its manufacture.

One of the biggest sales reported yesterday was that of fifteen White trucks to the Atlantic Ice and Coal Corporation, of Atlanta. The order was placed by R. W. Woodruff, purchasing agent of the Atlantic corporation, with R. H. Johnson, manager of the New York branch of the White company. This order was figured as one of the best profits possible that the big show just closed was truly national in its character and appeal. The vehicles ordered are to be of the three-ton and ton and a half types.

## "FOURS" WILL RETAIN LEAD

### Detroit Manufacturer Does Not Fear Dominance of "Sixes."

How far will Americans go in the manufacture of six-cylinder cars? Many engineers have come out with the assertion that motor car construction of the future will lean more and more heavily toward the six, but this opinion is not shared by R. C. Hupp, a Detroit car builder. He says: "I do not think any one is warranted in coming out with any sweeping statement that six-cylinder cars will predominate in America. Indeed, after months of investigation of the problem with many men in a position to be posted up to the minute on the subject, I am more strongly than ever convinced that the four-cylinder is due for long and increasing popularity."

"Recently I was discussing the problem with a foreign engineer, who has been associated with one of the oldest and strongest European firms. This man declared positively that European engineers were forsaking the six in favor of the four. His assertion is substantiated by the display in the Paris Salon. In this big European show there were exhibited 321 four-cylinder cars and 20 six-cylinder cars. "I do not think this is anything against the six construction, but rather that it is testimonial to the developments that have been made in four, for as a leading automobile paper puts it, 'improvements in the flexibility of the four and increasing cost of fuel are important factors against extension of the six.' So notwithstanding the popularity attained by the six in America, there will be a large and ever increasing demand for an efficient four-cylinder car as long as automobiles are built."

# THE NEW AND THE OLD WAY OF HANDLING A HEAVY LOAD ON STREETS BLOCKED WITH SNOW.



G. M. C. AUTOMATIC DUMP TRUCK. GENERAL MOTORS COMPANY TRUCK IN ROAD CONSTRUCTION WORK.

## PRAISES OIL COMPANIES

### Clement Studebaker, Jr., Says Gasolene Is Still "Cheap."

## CALLS FOR LESS WASTE

### Motorists, He Asserts, Can Effect Economy by Studying Control of Autos.

That the cost of gasolene rests to a great extent on each individual motorist and that motoring in general is under a deep obligation to the big oil companies is asserted by Clement Studebaker, Jr., of the Studebaker Corporation. "I have recently noted several articles quoting automobile manufacturers and others as deprecating the recent increases in the price of gasolene," said Mr. Studebaker. "Some have even professed to see in the advance a menace to automobile popularity and the industry. As a matter of fact, the difference amounts to but a fraction of a cent for each mile per car and should not in a season's running of five thousand miles exceed a total of \$25."

"On the other hand, it is high time that motorists should consider the debt it owes to the big oil companies. Before the internal combustion motor gasolene was virtually a by-product, on sale at central stations for perhaps 10 cents a gallon. The cost of delivery fell on the buyer and often amounted to more than this figure. The oil companies were glad to sell the gasolene at almost any price, for the market enabled them to manufacture at a profit greater quantities of oils, greases and lubricants. While this condition prevailed the buyers of the staples paid a large share of the motorist's fuel bill.

"But gasolene motor cars multiplied, and eventually the demand for fuel equalled that for the other products. A year or so ago the oil balance was reversed. Now the demand for gasolene greatly exceeds that for the staple oils and greases. And in place of the old method of distribution the oil companies have established a system which covers the entire country, bringing to the very door of each garage a refined product which has often travelled thousands of miles. When one considers the cost of drilling, pumping, transportation, refining and delivering he must admit that there is no manufactured product sold as cheaply as gasolene. Even at the present price it costs the consumer less than an equal quantity of most brands of spring water.

"When the demand for gasolene came to exceed that for other crude oil products the manufacturers faced a dilemma. They could not produce gasolene and throw away the other products. Such a process would have made the fuel prohibitive in cost. To advance the price of gasolene and to lower the price of the other products was the only available means of regaining the balance. So now we pay more for gasolene and less for oils and greases.

"As a matter of fact," Mr. Studebaker continued, "we have all wasted gasolene; it has been so cheap. A little economy will hurt none of us. Automobile manufacturers have built wasteful cars—cars with motors much larger than necessity demanded; cars that lacked efficiency. But the manufacturer is seeing the light. The recent New York show emphasized a new tendency—a tendency toward motors that yield more in miles a gallon. But these cars will fall to save gasolene unless their owners do their part.

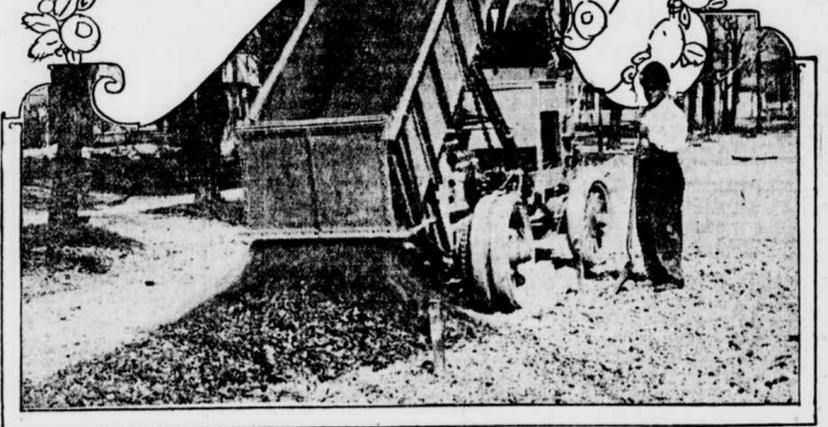
"Just as a wasteful car raises the cost of gasolene, so every motorist who fails to make his car efficient makes fuel cost more. Owners of automobiles owe it to one another to start a united effort, keeping track of gallon-miles, watching carburetion, learning the art of controlling a car more by the clutch and less by the brakes. A campaign along this line will save enough gasolene to more than balance the recent increase in cost."

## KNIGHT MAKES PREDICTION

### Inventor Expects to See Chain-Driven Transmission Year.

"I am pleased to see America recognizing as well the advantages of the wire wheel and worm drive. These have come to stay, just as surely as Charles Y. Knight, inventor of the sleeve valve engine, at the automobile show a few days ago. "Inventors have now succeeded in placing within the reach of the public a silent engine, a noiseless worm driven rear axle, and the next step in advancement is the elimination of the noise in the gear box. I am happy to say that this problem is in a fair way of solution, and I think that in 1914 we shall witness the appearance of the chain-driven transmission. The production of a noiseless car will then be no longer a problem. "In Europe there have been no marked developments during the year. The so-called 'American invasion' is keeping the foreigners busy scheming some sort of system or design to meet the cheap American car, which is rapidly gaining a fast hold, in spite of deep-rooted, though baseless, prejudices."

Mr. Knight will sail for Egypt the latter part of the month, where he will enter a short but much needed vacation with his family before returning to his English home to resume his work of research in connection with his sleeve valve motor.



G. M. C. AUTOMATIC DUMP TRUCK. GENERAL MOTORS COMPANY TRUCK IN ROAD CONSTRUCTION WORK.

## PLAN OF AUTO PALACE

### Panama-Pacific Motor Building Will Cover Five Acres.

## DESIGNED BY LANSBURGH

### Will House Greatest Display of Vehicles in History of the Industry.

Permission has been granted by the Panama-Pacific International Exposition to the National Association of Automobile Manufacturers to erect a motor building on the 1915 exposition site. This structure is to house the largest automobile show ever held in the world, and which is to last through the entire period of the exposition in San Francisco.

Announcement of this was made by Asher Carter Baker, director of exhibits, who stated that the automobile manufacturers and allied industries were fully satisfied that the physical area of the Transportation Exhibits Building would afford ample space to be allotted of sufficient dimensions to accommodate these industries and had asked permission to erect its own building.

The building was designed by G. Albert Lansburgh, of San Francisco, and has been approved by the architectural commission. The design is one of the most modern notes in the composition of the exposition and harmonizes admirably with the general classic lines established by the architectural commission. The processes of manufacture and assembling will be shown and the importance and extent of automobiling will be placed before the world.

The structure will be one of the largest of the exposition palaces, approximately 275 feet front by 800 feet deep, covering more than five acres. Its modernity will be in harmony with the nature of its triumphal character emblematic of that triumph of modern transportation, the automobile.

Groups of statuary will be allegorically carried out to typify the triumph of the motor over the elements. The main group in front will be a sort of quadriga of automobiles, typifying the conquest over the land. On the sides will be allegories of the motor boat and the aeroplane, respectively typifying the victory over sea and air. On either side of the entire length of the building there will be a frieze ten feet high, in bass-relief, giving the history of transportation from the early log cart up to the most modern development of the automobile.

## PELLLETIER IN HARNESS

### Will Help to Tell Public of John Spittdorf's Starter.

All doubt about E. Le Roy Pelletier's future plans and movements were settled yesterday when he announced that he had acquired a substantial interest in John Spittdorf's new electrical starter. Mr. Pelletier has been elected secretary of the company and will also handle a big advertising campaign which will soon be inaugurated in connection with the marketing of this device. "Mr. Pelletier's activities will not be confined simply to the Spittdorf starter, as he intends to specialize in accessory and automobile advertising accounts. His best work has been done in handling national advertising campaigns. In taking hold of the Spittdorf starter, Mr. Pelletier selected one that he considered a notable winner. "With an experienced and practical electrical expert like John Spittdorf back of it," he says, "I would have implicit confidence in the starter even if I had not seen it, but the article itself appealed to me as the simplest, most direct, and most practical solution of the starter problem that has yet been produced. "One important advantage of this starter which appealed to me was that it can be attached to any car now in use by local garage men, while practically all the others can only be built in the car at the factory and are therefore only applicable to future models."

## Approve Mayor's Idea for Regulating Motor Traffic

### Motorists Would Prefer Or- dinance to Compel Caution on Part of Drivers.

By refusing to sign the proposed ordinance regulating motor vehicle traffic in New York, Mayor Gaynor has gained the approval of practically every one interested in automobiles, either as a business or as a private operator. The special ordinance committee's ordinance, if passed, would impose a hardship on motor car owners as well as chauffeurs. The Mayor objected particularly to the clause in the bill providing for a variation of speed for different streets and locations and the penalty attendant on the violations. In returning the bill to the Board of Aldermen the Mayor suggested the adoption of a motor law that would prevent reckless driving in place of fixing any speed limit.

"The Mayor's decision deserves the commendation of every one interested in automobiles in New York," said W. C. Poertner, agent for the National car, or even ridden in one. "It is the cause of recklessness, not speed, in the cause of nearly all automobile accidents. The safety of operating an automobile depends entirely upon the man at the wheel, and no speed law ever enacted could possibly insure the public against a reckless or incompetent operator. "After watching motor car traffic in New York City for the last five years it is my opinion that the only way to prevent accidents is to provide a law for the regulation of drivers. It has been my experience that practically all accidents can be traced directly to the carelessness of the man behind the wheel and not to the speed of his car. With a law of this character, after a driver has been charged with a stated number of violations within a stated time he would automatically lose his license. With the possibility of being thrown out of employment indefinitely it is obvious that chauffeurs and owners would be more cautious and would drive more carefully than they do now."

## OVERLAND BUSINESS JUMPS

### C. T. Silver Attributes Activity to Shows and Advertising.

"During the last week, following the close of the pleasure car show, we did the greatest business in our history," says C. T. Silver, the Overland distributor. "This once more demonstrates the value of automobile shows and the use of the daily press for the exploitation of automobiles. The Overland Company was one of the biggest users of the newspapers for show advertising, and the intense interest around its exhibit, which was crowded throughout the entire week, showed the wisdom of its course."

Mr. Silver states that the agency business is also large, showing that interest in automobiles for the coming year is widespread. Retail business in the New York, Brooklyn and Newark salesrooms has jumped 1,000 per cent over the same period of last year. In fact, it is nearly on a par with the best days of the summer selling season. The popularity of the Overland line is shown by the increase in production from 400 cars to 40,000 cars in the space of six years. The day of sensations in the automobile business is over, but it is safe to say that thousands of prospects had their motor car appetites whetted by a visit to the Overland booth at the Garden. The fact that the details of the cars were not shown properly as far back as last August did not detract one whit from the interest of the show visitors.

## TO PREACH MOTORCYCLING

### J. Leo Sauer Going on a Coast- to-Coast Tour.

A coast-to-coast and gulf-to-lakes whirlwind tour of education—the most novel and most extensive personal effort ever extended in behalf of any sport—has just been sanctioned and authorized by the board of directors of the Federation of American Motorcyclists. J. Leo Sauer, of this city, one of the leading figures in the motorcycle world, has consented to make the tour, carrying to members of the federation and the general public in a series of addresses the gospel of motorcycling. Mr. Sauer's tour is expected to do much to stiffen the backbone of the widespread movement against motorcycle abuses such as the open muffler, reckless riding and speeding. It will also give to the general public a better idea of the advantages of motorcycling both in work and play. Public meetings will be arranged in all of the cities on the schedule. Secretaries of local motorcycle clubs are being asked to correspond with Mr. Sauer at No. 51 Chambers street, New York, relative to his visit in their city. This national tour will have one other interesting feature in the form of a campaign for new members among the clubs. During the last four or five years the F. A. M. has grown in membership from a few thousands to twenty thousand. Its membership has been doubling almost every year. It is the ambition of the officers to have thirty thousand motorcyclists enrolled by the time of the next annual convention and race meet, next July. "The Federation of American Motorcyclists has grown into an enormous organization," said Mr. Sauer, "and with members scattered by the thousand all over the United States it is sometimes difficult to appreciate their real needs. I hope that during my trip I will be able to get closely in touch with local conditions, thereby giving to the board of directors a clearer idea of what may be done to further the best interests of motorcycling." Mr. Sauer has arranged his schedule tentatively, planning to leave New York by the middle of February, going South first.

# French Grand Prix Draws Eighteen Entries

### List Disappointingly Small After Success of Last Year's Revival.

## NO AMERICAN CARS NAMED

### Great Britain, Italy, France, Belgium and Germany Will Be Represented.

The revival last year of the French Grand Prix and the world-wide interest aroused in its running has not had the hoped-for effect of inducing a large number of European car builders to enter for this year's renewal. Apparently the field will not be as large as it was last June, although there remain two months for supplemental entries. The race will be run over a course near Amiens, in July. The list closed a few days ago with eighteen entries, five countries being represented. There are four Sunbeams, representing England; three Peugeot, three Schneiders and two Delages, representing France; three rotary valved Italias, representing Italy; an Opel and a Mathis, from Germany, and an Excelsior, from Belgium. As the entry does not finally close until March 31, there may be some additions, but as these will carry the heavy impost of \$1,000 a car, being double entry fee, it is not at all probable that there will be any, unless such as the formidable declared competitors, withdrawal in the interval. The promoters are said to be satisfied with their prospects. It will be noted that the Fiat company is not on the list, leaving Italy with a rather doubtful chance, especially as the Italias are to be rotary valved motors. Commenting on the failure of American and other cars to be represented, an English writer says: "We may regard the virtual abstention of Germany and Austria from the Grand Prix as arising as much out of the tortuousness of national sentiment among Continental peoples as from the exigencies of the trading situation; but America is really derelict without any excuse in declining to pit its best, or at least something offered to us as its best, against the approved champions of European industry. It carries through an extensive racing programme inside its own territory, safe behind tariff walls which make it uncommittal for any European concern to use American sporting tests as a lever to secure trade there. But as it aspires to capture a large slice of European and British colonial trade on statements which can only be tested by competitive results, to use their own phrase, to think that it is up to American motor car manufacturers to attempt to make good in some of our international tests."

## COMMERCE BOYS WIN IN POOL

Commerce boys won the pool at the 25-yard pool table at the Montclair High School of Commerce swimming team showed the Montclair High School boys the way in a meet this afternoon at Montclair, the visitors winning 37 points to 16. Senke, of the visiting team, did the trick. The summary follows: 25-yard—Won by Senke; Heydt, Montclair, second; Fulton, third. Time, 9 1/2 seconds. 50-yard—Won by Senke; Heydt, second; Brazier, third. Time, 22 seconds. 100-yard—Won by Senke; Heydt, second; Montgomery, third. Time, 1 minute, 15 seconds. Dive for team—Won by Paul Crane, Montclair; Galbraith, second; Burgess, third. Plunge—Won by Senke; Henryson, second; Starrett, third. Time, 52.9 seconds. Relay race—Won by the Commerce School. Time, 45 2/5 seconds.

## Automobiles

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DO YOU WANT AN AUTOMOBILE? Select from any automobile concern your pleasure car, truck or delivery car. We pay for it and you can pay at your convenience without a dollar extra.  
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## NOVEL TEST OF NEW CAR

### Stearns "Six" Was Run in All Sections of Country.

Perhaps the most novel and complete test to which a new model has ever been put was that of the geographical test of the 1913 Stearns-Knight "Six." The test involved the extremes of weather conditions, road conditions, temperatures and topographies of every section of the United States during twelve months of the year. When the new "six" was first completed, a year before it was put on the market, the car was started on a schedule planned by Frank B. Stearns, president of the company. It was taken from the factory, in Cleveland, in the fall and run first to Pennsylvania, where a series of tests were made for mountain climbing over the Alleghenies. From Pennsylvania it was taken South and run through mud roads during their worst season. During the early winter months the new car was brought up to the Northern states and was run regularly. The motor was unaffected by freezing weather. Additional freezing tests in a cold storage vault in Cleveland, equipped for the purpose, showed perfect freedom of performance under severe temperature. During the summer months the car was taken further South and tests were made over the sand roads and plains of the South-west. During the twelve months that the new

## Automobiles

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The Locomobile Electric Motor Starter operates by simply pressing a foot pedal. No strength or skill required. Only one action. So powerful that back-firing is impossible. Removable pedal feature provides valuable locking device when car is left standing.

The Locomobile Electric Lighting System gives most light. Always works. Consumes least power. Provides most light at lowest speed. Most efficient regardless of cost. Every detail worked out in the best way known. Costs far more than other systems and is the only installation of its kind.

The Locomobile Electric Motor Starter is the most powerful one in use. Simplest system. Rotates motor even if it stops on dead center. Works every time. Operates most quietly. Best installed system in use. The installation of starter is as important as the starter itself. Each model with this device lists at One Hundred Dollars more than 1913 prices as announced. That all 1913 Locomobile owners may be on the same basis, Sixes already delivered can be similarly equipped at the same price.

Send for a copy of our 15th annual Catalogue, describing the 1913 models. Free on request.

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1910 Cadillac at.....\$250  
1909 Premier at.....\$250  
1911 Hudson at.....\$300  
Buick at.....\$100

1910 Alco Limousine and Touring Car.  
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FOR SALE—Slightly used ten-horse power steam car in splendid condition, top, new body, easy terms, price, \$700. 1904 Warzinc Steam Vehicle Company, Inc., 178 West 11th Street, New York City.

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