

URGING ELECTRICS TO MILEAGE TESTS

Prizes Offered for Several Trials Indoors at Coming Motor Show.

MILBURN ENTERS FIELD

For the purpose of demonstrating the possibilities of the modern electric vehicle, both of the pleasure car and motor truck types, the New York Electric Vehicle Association has perfected plans for the running of a series of mileage tests at the electrical exposition and motor show October 7 to 17.

One of the tests will be for the greatest mileage on a single charge of the battery. It is open to all types, but will probably be contested by runabouts, with one or two possible entries of light delivery vehicles.

A second test provides for a continuous day and night run throughout the ten days of the show. This is to be accomplished by having two batteries to be used alternately or by giving one battery the required number of short "boots."

In addition the New York Electric Vehicle Association is offering two cups for road races to be held during the show, one for pleasure cars and one for motor trucks. The basis on which these awards are to be made has not yet been determined.

The most recent development in the electric vehicle field is the Milburn light electric made by the Milburn Wagon Company of Toledo. The car makes its appearance in three models—a coupe at \$1,495, a roadster at \$1,295 and a delivery wagon at \$985.

The Milburn Wagon Company has long been a producer of high class bodies for the automobile trade, so this branch of the work is by no means experimental. The development of the chassis has been in progress the past two years.

The body is low hung on cantilever springs. This low center of gravity reduces the possibility of upsetting or tipping. The coupe weighs approximately 2,500 pounds and has a wheel base of 130 inches. With its battery of twenty cells it attains a normal speed of seven-and-a-half miles an hour and a maximum of twenty. It has a mileage ranging from sixty to seventy-five on a single charge. The rated battery charge is 180 amperes hours.

A Jackson Marshall, executive secretary of the Electrical Vehicle Association of America, in receipt of further advice regarding the European situation as affecting electric vehicles. A correspondent representing one of the largest concerns in England writes in part: "Notwithstanding the war and in point of fact, the real cause of it, there is at the moment a great demand for vehicles. The Government has commandeered for its purposes about 25 per cent. to 33 per cent. of available suitable horseflesh, as well as large numbers of automobiles of the commercial and passenger types. "Practical designs of vehicles are, as you can readily understand, absolutely barred and therefore the present is the unique and psychological moment for American manufacturers to appoint agents or to fix up branches in the leading cities of this country. "As I have already mentioned, the leading field will be presented by the commercial

and municipal vehicle, and makers of commercial vehicles should concentrate upon designing suitable bodies and machines for municipal services, such as refuse collection, street watering and flushing, street sweepers and the like. It can be fully anticipated that the example of the municipalities will be very quickly followed by the leading commercial and industrial firms in the country. "The war therefore can be looked upon as accelerating and not retarding the introduction of the electric vehicle in this country and the American manufacturers will take full advantage of the situation."

MANY FRANKLINS IN "LOW."

Dealers in 116 Towns Make 100 Mile Run to Test Cooling.

To travel 100 miles on low gear was accomplished by 116 Franklin six-thirty cars on September 21 among them prominently Glenn A. Tisdale, the local agent. It was planned that all Franklin dealers would make the demonstration on this date regardless of weather or road conditions, and in every case they were to pick out the route which would furnish the most severe test to the engine.

Two official observers were required—one from the automobile club and one from the press—and the car was to travel on low gear all the time. It was a non-stop motor test, and the real test of course came on the cooling system and on the motor.

Franklin dealers responded to the request for this national demonstration in every case except where some had not been able to get their demonstrators as yet. It is not that 100 miles on low gear is a thing that an automobile owner attempts every day or even once a year, but 100 miles on low gear is a demonstration so severe that it might be called the maximum test to which a motor can be subjected. That is why the demonstration was made in this manner, and it is contended that it showed that Franklin direct cooling not only cools successfully, but it cools under the most severe work a motor can get.

In the cooling system using water, the water cools the motor and then air cools the water. Air cooling or direct cooling has been in use from the time automobiles were first made, and has developed gradually by new inventions and improvements. It is said for it that it requires less attention, for there is no radiator to fill, no pumps to look after, no fan to take care of.

3 Carloads of Jefferys for Poertner.

Although the Poertner Motor Car Company has already received one allotment of the Jeffery Chevrolet Six William C. Poertner has kept the wires busy asking for more cars from the Jeffery factory at Kenosha. Poertner now has received three carloads of Chevrolets and these are being disposed of rapidly.

"The automobile business is good," says Poertner. "September was a banner month for us. We did more business than we even thought of doing."

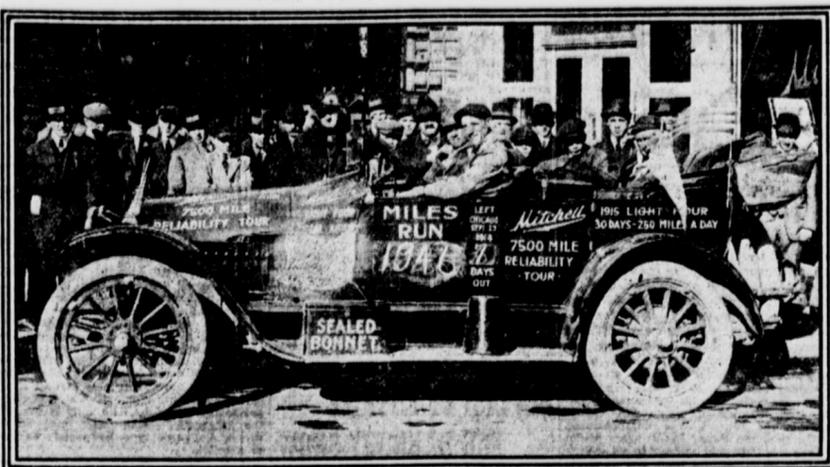
The destruction of motor trucks and other transportation mediums in the European war zone means the creation of a tremendous market abroad for American built heavy duty vehicles, according to John N. Willys, builder of the Garford and Willys-Utility trucks. "The cessation of hostilities in Europe will find

all the countries now at war entirely without adequate transportation facilities," says Mr. Willys. "The wholesale destruction of motor vehicles is rapidly increasing the number of cars and trucks on the Continent."

"Great numbers of horses are being slaughtered daily and every available animal already in its army service. There will be a shortage of horses among the many commercial enterprises of Europe and abnormally high prices will be demanded for the few left at the close of the war. In addition many continental railroads have been deliberately put out of commission to prevent their use or seizure by the enemy. Bridges have been blown up, roadbeds destroyed and much of the rolling stock crippled beyond repair."

"Motor trucks have proved themselves invaluable in transporting supplies and ammunition and in contributing toward the rapid movement of troops. But no mechanism, however strongly constructed, could withstand the terrible treatment they have been receiving in the field. War has left neither the time nor the facilities for giving the care necessary to keep the trucks at their high point of efficiency. In the continental part of the campaign drivers cannot stop to replenish the oil supply or adjust small mechanical difficulties. They keep the car going just as long as they can and then are forced to desert it for another. On roads used by the big armies deserted motor trucks are found at frequent intervals. "The army trucks in convoys, consisting of an assortment of perhaps a score of vehicles ranging from light to heavy and from road to field, are to be expected that when an exceptionally rapid pace is maintained some of the trucks would prove unequal to the task. The military authorities are completely regardless in the use of the vehicles they have in their service. It is usually impossible to find garage facilities within access of the base of operations. Consequently the trucks remain in the open, rain or shine, and they will doubtless continue to do so until the war is over. Just will rain the best piece of machinery ever built. "In spite of the elaborate precautions taken by the French and German war barons to subsidize large numbers of trucks for military use they are finding their transportation facilities rapidly becoming weaker and the need of replacement becoming urgent. Practically every available truck in Europe has been commandeered. More than 1,000 motor omnibuses of Paris have been converted into meat wagons which had large supplies of fresh meat to the allied forces. The motor car factories still in commission are working under government supervision in an endeavor to turn out trucks for the army, but their forces have been so depleted by the call to arms that the result is far from satisfactory. "The specter of it all is that immediately upon the declaration of peace there will be an exceedingly brisk demand abroad for commercial vehicles. Business will be resumed, lines of traffic will reopen and there will be a ready market for moved. Europe will demand trucks. At the same time the industries abroad will be in a state of complete demoralization, from which they will be unable to recover for many months. "The automobile factories already are so completely disrupted that if the war were stopped to-day a lengthy process of reorganization would be necessary before they could be ready to conduct business. They will not be able to resume business at the point where they shut down to allow their men to respond to the call

Mitchell Runs With Sealed Bonnet.



This 35 horse-power Light Four Mitchell arriving at Harry S. Houp's saleroom at Broadway and Fifty-sixth street on Wednesday afternoon left Chicago on September 23. It is being driven 250 miles a day for thirty days with its bonnet sealed. It will cover 7,500 miles, or as much as an ordinary owner would drive a car in a year in thirty days, and as the bonnet is sealed the car's crew cannot make any adjustments. It will show too, says Houp, that for \$1,250, the price of this car, any one will get a machine that is up to date and perfect mechanically.

WAR MEANS FUTURE MARKET FOR TRUCKS

Willys Deplets Situation as It Will Be When Hostilities Cease. CALL WILL BE TO AMERICA

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1,000 CARS A DAY FOR 306 DAYS, FORD PLAN

Official of Company Gives Reasons for Demand for Product. DETROIT, Oct. 3.—A thousand cars a day for 306 days. Excluding Sundays and holidays, this constitutes the "working year" and is the production schedule of the Ford Motor Company. That is a production of 300,000 Ford cars for the year. That promises the minimum production of 200,000 cars upon which the Ford Motor Company insures each purchaser of a Ford car, between August 1, 1914, and August 1, 1915, a share in the company's profits to the extent of \$40 to \$60 a car. "The Ford is not subject to the condition and laws of the rest of the automobile industry," said an officer of the company. "Unlike all other cars, the Ford car is not considered as just a luxury. It is considered an economic necessity.

HERFF-BROOKS AGENTS HERE.

The Diamond-Warren Motor Company, at 2062 Broadway, will handle the Herff-Brooks cars for 1915 in New York city, Brooklyn, Long Island, Westchester and Rockland counties in New York State, and New Jersey north from Middlesex county. The Herff-Brooks Corporation built 2,500 cars from January 1 to July 25, 1914, and had to stop taking orders, as they were not prepared to build more than that number. But for 1915 they expect to build 5,000 cars and now have contracts with seventy-five dealers through the United States for about 3,500 cars, it is said. "The Herff-Brooks line is a four cylinder car at \$1,100, with a 4 1/2 motor and a 118 inch wheel base, electric starting and lighting system and demountable rims; the six cylinder car at \$1,375 with a 4x4 1/2 motor and 124 inch wheel base, with full equipment. Jandorf in New Quarters The Jandorf Automobile Company is now established in its new address as follows: Auto department and offices at 1763 Broadway, tire department at 1764 Broadway, directly opposite body department at 308 West Fifty-ninth street near Broadway, and factory and shops at 351 West Fifty-second street. Marked reductions in such branch are in force for the fall trade.

Studebaker Officials on Tour.



At the wheel, A. R. Erskine, first vice-president of the Studebaker Corporation. Alongside him, M. T. Hodgkins, assistant sales manager, in the seven passenger 1915 Studebaker Six, in which Mr. Erskine recently drove across country from Detroit.

Lincoln Highway Run for Electrics

PLANS are being made by the Electric Vehicle Association of America for a transcontinental run over the Lincoln Highway next summer, in which both passenger and commercial electric vehicles will participate. The series of mileage tests to be held on the indoor track at Grand Central Palace, New York, during the Electrical Exposition and Motor Show, which opens next Wednesday, have been arranged largely to furnish the mileage data needed for preparing a schedule.

COLT-STRATTON CO. IN FINE NEW QUARTERS

Location at Broadway and 57th Street for Cole and Dodge Bros., Dealers.

The Colt-Stratton Company, local representatives of the Cole car and the new Dodge Bros. car, have taken a prominently placed new store for the display of its machines of both makes. Contracts have just been signed whereby the location at the southeast corner of Broadway and Fifty-seventh street becomes the new home of the Colt-Stratton Company, distributors of the Cole car for the Eastern States and dealers in the Dodge Bros.' car for the metropolitan district. Not only is the store one of the most prominently located on automobile row, affording exceptional opportunities for the display of the new lines, but the Colt-Stratton Company will be able for the first time in its history to combine under one roof its sales, office and service departments. Because, besides this fine new store, with fronts on both Broadway and Fifty-seventh street, the Colt-Stratton Company has rented the second and third floors. On these the office, service and used car departments will be placed. Greater efficiency and economy of operation are thus obtained, which will work out to the benefit of the many customers of this firm, which has been foremost on automobile row ever since 1909.

The move to the new quarters will be accomplished very soon and it will not be long thereafter that the much expected Dodge Bros.' car will be on exhibition. In the interval the Colt-Stratton Company will have one new model to display to the general public. This will be the first of the new series of Cole little sixes, which will be displayed as soon as the change is made. This car has a longer wheelbase than the former little six, having been increased to 126 inches. The motor is 8 1/2 inches bore by 5 inches stroke, and has a seven passenger body. Very complete equipment is a feature.

Election Day Meet at Brighton.

Among the few remaining motor contests scheduled for the season by the American Automobile Association, is one for November 3 at Brighton Beach, promoted by O. V. Matthews. That is election day. The date has merely been assigned and the meet is not yet officially sanctioned.

ALLOT PRIZES FOR TRICENTENARY FETE

\$5,000 Worth of Trophies for Cars in Automobile Parade October 8.

ALL CLASSES INCLUDED

To apportion upward of \$5,000 worth of prizes and trophies which the New York Commercial Tricentenary Commission is guaranteeing for the automobile pageant on the evening of October 28 was a more intricate task than the automobile committee imagined. All told there are to be seven main divisions with a dozen subdivisions, and the apportionment has been so arranged as to give all who contemplate entering an equal opportunity to win prizes in the divisions into which they fit.

The following is the makeup of the divisions and prizes:

Division C—Pleasure cars, prizes to valuation of at least \$1,875. This division to include decorated touring cars, runabouts, club cars and makes of cars entered by owners or dealers and formed into groups, both gasoline and electric. Division D—Commercial cars, prizes to valuation of not less than \$1,525, including trucks entered by owners and formed into groups for owner, makes entered by owner or dealer and formed into groups of make; also miscellaneous trucks entered by owner not affiliated with clubs or dealers. In all of these there will be subdivisions for decorated and undecorated cars. Division B—Grotesque and burlesque cars, prizes to valuation of at least \$375. Division E—Advertising section, both pleasure and commercial cars, prizes to valuation of not less than \$325. Division G—Motor cycles, prizes of valuation of at least \$500. Division H—Special division for Harlem Board of Commerce. Division A—Early models showing evolution of the industry prior to 1905, prizes to valuation of at least \$175. In Division C, for pleasure cars, and Division D, for commercial cars, the first prizes are trophies valued at \$500 for each, and the other prizes on a graduated scale. In the grotesque division first prize is \$200. There is also to be a prize for the best decorated window display done in tricerentenary colors, which are Nassau blue and orange, anywhere along the line of march on Broadway or Seventh avenue north of Forty-second street and south of Ninety-sixth street. It is believed this will result in a beautiful setting for the pageant, aside from the fact that Broadway and Fifth avenue are to be specially illuminated for the occasion.

The above allotment of prizes of course will be much augmented by private donations and trophies offered by large business houses. Many accessory makers will offer beautiful trophies. Arthur Williams has announced that the New York Edison Company will give a trophy for the most attractively decorated electric pleasure car. Entries are coming in rapidly for the pageant and automobile dealers along Broadway have been supplied with entry blanks to be had for the asking, or blanks may be obtained direct from headquarters of the automobile auxiliary committee, 247 West Fifty-fourth street, New York.

Advertisement for Firestone tires. Features a large illustration of a tire with text: 'Extra Volume of Toughest Rubber Mileage 5 Points Which Make Firestone Non-Skid the Star of Tires'. The points listed are: Safety (Giant Grip Against Skid), Buoyant Rubber (Lots of it), Economy (Most Miles per Dollar), and Saving (Extra Service—Ordinary Price). The ad also includes the Firestone logo and contact information for Firestone Tire and Rubber Company, Inc., 1187 Bedford Ave., Brooklyn, N.Y.