

AUTOMOBILE PAGEANT TO BE MOST ELABORATE SPECTACLE

An Important Part of This Week's Celebration of New York's 300th Business Birthday.

With several thousand motor cars in line for Wednesday evening the automobile industry will be well represented in the celebration of New York's 300th business birthday.

It is impossible to say how many cars will be in the motor pageant, as the automobile industry has not yet closed its books.

Preparations are being made for the reception to Gov. Glynn and Mayor Mitchell at the Automobile Club of America on the night of the automobile pageant.

Route of the Parade. Broadway and Fifth Avenue will be illuminated and decorated for the occasion and storekeepers and property owners along the line of march have decorated show windows and buildings fittingly.

Late Road Information for Autumn Motor Tourists

Prepared by the Bureau of Tours of the Automobile Club of America.

Long Island. The Merrick road from Jamaica is in good condition to Amityville, from which point to Babylon the surface has become quite rough.

To the Delaware Water Gap. The long route to the Delaware Water Gap is in good condition, excepting for the detour in Suffern, and between Suffern and Ramapo.

New Jersey. Tourists motoring to the South Shore have found conditions generally good, with the exception of the worst gravel road from Keyport to Red Bank.

As a matter of fact the taxicab operators feel confident that as soon as New Yorkers find that all one or two people have to pay is 25 cents maximum to ride a mile there will no longer be a dearth of taxicabs in this city.

Another interesting feature of the car is the collapsible steering gear, which can be raised or lowered while the car is running and also enables the driver easily to leave his seat in case of necessity.

President W. H. Van Dervoort of the Root & Van Dervoort Engineering Company and the Moline Automobile Company, who has been nominated for the presidency of the Society of Automobile Engineers, New York City, to succeed Henry M. Leland of the Cadillac company, who has occupied this post during the present year.

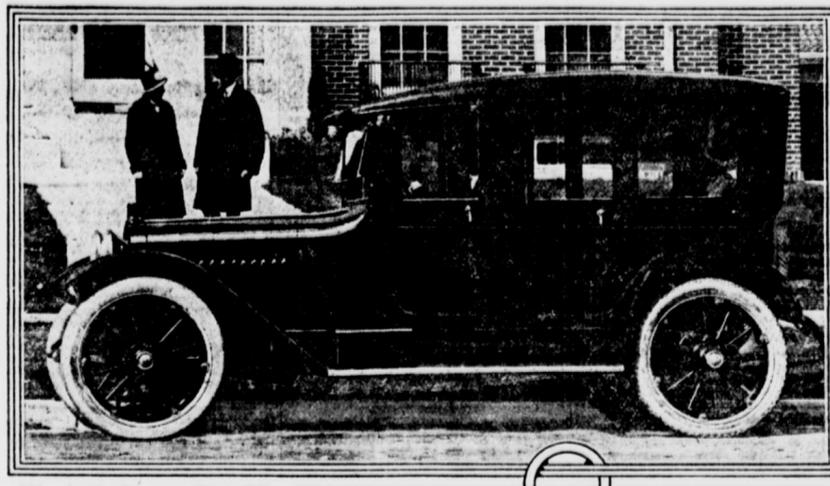
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TWO NEW MODELS OF CLOSED CAR DESIGN



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DESIGNERS PROVIDE FRONT SEAT RIDE

New Studebaker Roadster Carries Three in Front Without Crowding. Ever since the seating arrangement of the conventional motor car assumed its present form—two passenger riding beside the driver and the others in the tonneau behind—the driver's companion has always been the favored guest.

Both in comfort and in enjoyment the front seat has a wide range of advantage. It is located almost midway between the axles and is entirely free from the sideways sway apparent to the tonneau passengers in certain types of car. The middle of the car is also less affected by spring recoil, occupying as it does a position not immediately over any of the chassis supports.

In view of the road and the landscape the front seat is also far superior to the rear. From many points of view, the ideal motor car would be one in which all passengers could ride abreast—a design which for five passengers would, however, be impractical with mechanics, symmetry and traffic necessities.

One of the season's new body designs does make a notable advance along this line. This car is the three passenger Studebaker four roadster, which without presenting any noticeable departure from good form in exterior lines, affords ample room for the one seat for three adults.

This facility is obtained by ingenious design of the seat which, in addition to being wider than that of the usual roadster, places the driver slightly in advance of the two passengers, allowing him a complete freedom of arm and shoulder movement for steering and lever operation.

The staggered seat is also an advantage to the passengers, as it affords them much more foot room than was possible in the conventional roadster. They are, in fact, provided with fully as much convenience and freedom as they would receive in the tonneau of a touring car. Even such details as a one man top and a foot rest are embodied in this design.

The Studebaker four roadster, while thoroughly adaptable to runabout use, is also designed with special view to touring. The special rim is carried inside a large locker in the rear. The top of this locker is covered and provided with straps, permitting its use as a trunk rack. Four inch tires, safety tread. In the rear are also fitted with this touring purpose in view.

A car of this type fills a definite purpose for the owner with a small family is demonstrated by the fact that the manufacturer has already booked more orders for this model than were originally contemplated in the entire season's schedule of production.

FEATURES OF JERSEY TOUR. Nearly 600 Miles of It Through Diversified Country. Motorists from all parts after riding over the New Jersey tour are agreed that the State of New Jersey contains a variety of scenery with a choice of recreational activities that has few equals anywhere. Even when the late of New Jersey compelled the visitor to take out a separate motor license the seashore State proved a magnet to the pleasure-seeking motorist. In 1913, with its "open sesame" to the traveler from any State and the inauguration of the New Jersey tour, saw an even greater throng of automobile enthusiasts all men who appreciate good roads, delightful scenery and comfortable hotel accommodations.

The tour was copyrighted and arranged by an organization of business men familiar with every corner of New Jersey and is compiled in a manner to provide a multiplicity of convenient stopovers at points of general interest. Firstly, it covers nearly 600 miles of splendidly paved highways; secondly, the tour embraces seashore resorts and rustic villages, mountain and valley, river and lake, orchard and wood and, thirdly, the leading resort hotels of the country are directly on the line of route and offer every comfort and convenience to the visitor.

The tour is supported by a growing number of hotels, the proprietors having formed an association with A. J. Murphy of the Laurel Lodge, Lakewood, as president. The hotels included are: Asbury Park, New Jersey; Atlantic City, Clifton, Dennis, Haddon Hall, Marlborough-Blenheim, Shelburne, Traymore; Beach Haven, Englewood; Delaware Water Gap, Water Gap House, Montclair, Hot Springs, Princeton, Princeton Inn; Pocono Summit, Pa., Pocono Manor; Shawnee-on-Delaware, Duckwood Inn.

The tour starting from New York, passes through the Hudson road section of New Jersey to the Atlantic coast, catching a glimpse of the sunlit sea at Asbury Park. On through the pine woods of Lakewood and, thirdly, the leading resort hotels of the country are directly on the line of route and offer every comfort and convenience to the visitor.

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Motor Cars Sell as Necessities

By JOHN N. WILLYS. THE sale of automobiles continues to-day in spite of the war and the conditions it has created in America, because cars are bought on the same basis as any other necessary article.

Doctors, merchants and men in all walks of business life are investing their money in automobiles for the benefits that will accrue in the ownership of a car. The car that will give the best return on his investment is the one that makes a direct appeal to the business man.

Using present conditions as a criterion I fully expect that more automobiles will be sold during the next twelve months than ever before in the history of the industry.

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SAFETY FIRST A GOOD MOTOR DRIVING SLOGAN

Using Chains on Slippery Roads Is an Important Item in the Code. By F. W. MUELLER. When the president of one of the big railroad companies in his New Year greeting to the thousands of employees of the corporation reminded them that "safety first" was the most important policy of the railroad the world approved.

It is to be hoped that these two words, so easily said, but carrying such a deep meaning, will strongly impress every automobile driver in the country. "Safety first" is the slogan of the efficient automobile driver. It should imply to all motorists the observance of the proper amount of caution that they owe to themselves as well as to the consideration due to the lives, limbs and property of others.

There is absolutely no reason, for instance, for one to take chances on slippery pavements and muddy roads, inasmuch as a sure unflinching grip on the motor always be had by equipping all tires with adequate chains. It is a motorist's duty of caution both to himself and to others, for to a great extent in his own hands lies the safety of himself and others. There is nothing about the car more important than the fire chains, and the time may not be far off when their use will be made compulsory by law.

BUSY DEMONSTRATING. Silver Finds Peerless Light Four Is Drawing Much Attention. Following the announcement in the New York papers that the Peerless Motor Car Company were putting on the market for the season of 1915 a new light four and a new light six cylinder machine, the showroom of the C. T. Driver Motor Company has been besieged by scores of owners of old Peerless cars and others interested in cars of this type.

Mr. Silver says that the Peerless cars are already being made a wonderful step forward in the production of these machines. They have applied the name "all purpose" to these new creations. The four sells at \$2,900 and the six at \$250 extra.

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NEW SMALL TAXICAB TO RUN AT 25 CENT RATE

With any idea of competing the present taxicab companies, but to provide better service to the public and at the same time red points to the operators—something which doesn't exist now—there is a new taxicab which has brought out a model, which is to be run at a charge of 25 cents the first mile and 5 cents a cent thereafter. The car is designed by Mr. Irving Twombly and he says his expectation is that taxicabbing will be within the reach of all with his new taxicab, which is the case in London and Paris.



Mr. Twombly, who made a careful study and analysis of the taxicab situation here and abroad and has been steadily on the matter for three years, decided that the present taxicab was too much and that it was about time to bring out a new vehicle of great simplicity to hold 200 to 300 pounds of passengers in front and the passengers have a view in front on either side of them. Briefly, the Twombly taxicab has a 100 inch wheel base and 44 inch tread, which gives ample room for two passengers seated side by side, and the cab, thanks to its underslung construction and

look composed entirely of machine parts and is practically non-kickable, even when the brakes are applied on the smoothest of wet asphalt. The new taxicab is a practical vehicle as well as a correctly designed vehicle, as indicated by the fact that W. H. Barnard, who is one of the highest taxicab operators in this city, has ordered a hundred of these vehicles to start with and will add to them as fast as the Nutley, N. J., factory of the Twombly Car Corporation, their builders, can turn them out.

The chief reasons why it will be possible to operate the Twombly taxicab on a maximum 25 cents per mile basis are given as follows: First—The low original cost of the vehicle, \$600. Second—The low cost of upkeep. Third—Its simplicity and small number of parts required. Fourth—Its light weight, balance, the use of ball bearings and the minimum of head resistance.

Outside of this Mr. Barnard and other taxicab operators think that the low rate of fare will double or triple the demand for taxicabs and will do away with the dead mileage or one way traffic which is now the bane of the taxicab operating companies and in other words that the vehicle will be almost constantly employed hauling paying passengers. That is to say, as fast as a cab drops a passenger another will hail the operator and that will largely eliminate one of the chief causes of loss necessitated by the present system.

VAN DERVOORT TO HEAD S. A. E.

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In addition to his experiences as a manufacturer of motor cars and gasoline engines Mr. Van Dervoort was, prior to his connection with the above industries, a professor in the University of Illinois. The Society of Automobile Engineers is the predominant mechanical organization allied with the motor car industry in America and to be elected to its chief office is a tribute of which any automobile engineer may well be proud.

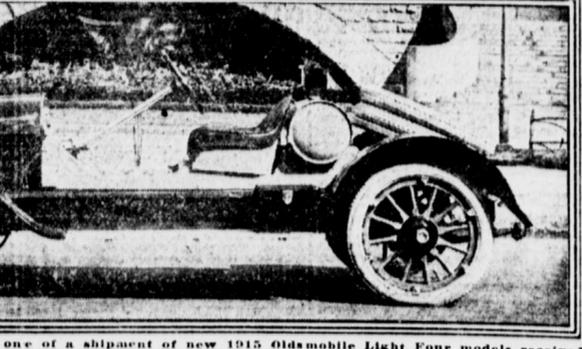
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SPECIAL SPEEDSTERS IN OLDSMOBILE CLASS



This is a special speedster, one of a shipment of new 1915 Oldsmobile Light Four models received from the Lansing factory by C. H. Larson of the Oldsmobile Company of New York. This \$1,385 speedster is equipped with the DeLoe starting, lighting and ignition system. It has springs and frame design which enables it to "hug the ground" while holding the road at a mile a minute clip and also adds to its easy riding qualities.