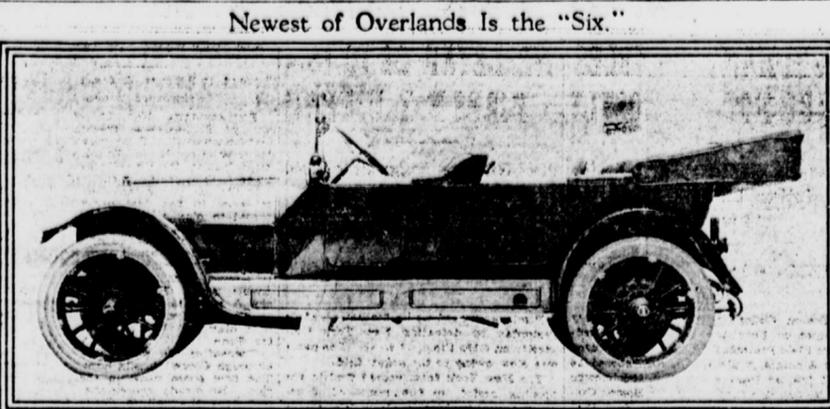


BRITISH GIVE \$15,000,000 CONTRACTS TO STUDEBAKER

Frederick S. Fish, Head of Corporation, Gets Big Orders for Wagon and Harness Supplies.

Frederick S. Fish, president of the Studebaker Corporation of Detroit, Mich., and South Bend, Ind., arrived in this city on Friday evening after a successful business trip to England.

The Studebaker Corporation has supplied wagons for seven wars and will now set to work supplying wagons for the eighth war.



At the C. T. Silver Motor Company, 1700 Broadway, is the first of the Overland six cylinder cars, as shown above. A lot for the money is this 45 horse-power machine with 125 inch wheel base, 35 by 4 1/2 inch tires, holding seven passengers. It sells at \$1,475.

PELLETIER IS WITH REO

Going to Work With Militant Conservatism. Says Rueschaw.

It's Good and Maybe It's True

YEARS ago Barney Oldfield drove the Ford 999, and it is said the notice Henry Ford attracted to that car helped Henry Ford to get his start.

SEVERE TEST FOR BOTH

Goodrich Tires and Overland Roadster Are Being Tried Vigorously. In the operation of a road testing plan adopted by the E. M. Goodrich Company at Akron, an Overland roadster is proving its quality.

MORE THAN 2,000 DAILY SEE DODGES' NEW CAR

Exhibition of This Model Will Be Continued Another Week.

"An absolute and unqualified success, I would call it," said William L. Colt of the Colt-Stratton Company, speaking of the week long exhibition of the new Dodge Brothers car, which has been in the sales-rooms of the metropolitan representative here at Broadway and Fifty-seventh street since last Monday morning.

REO HAS NEW LIGHT TRUCK

A light delivery truck at a popular price will be added to the Reo commercial line by December 15, R. E. Ingessoll, manager of the Eastern branches of the Reo Motor Car Company, says that the Reo motor car, says that the Reo motor car has led it to bring out this additional model.

WAR WILL MEAN MORE REPLACING OF HORSES

War Demand Makes Supply of Animals Fall Short of Demand.

By MARTIN L. PULCHER, General Manager Federal Motor Truck Company.

OVERLAND PLANT GROWING

Two Additional Buildings Are to Be Erected.

The big plant of the Willys-Overland Company at Toledo, Ohio, is being further enlarged, John N. Willys, president, has just announced that the company will immediately erect two large additional buildings.

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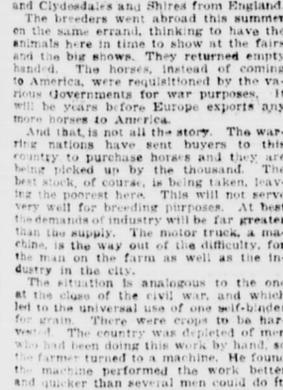
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Velie Coupe on a "Biltwel" Chassis



This is the Velie coupe on what is called the "Biltwel" six chassis. It is a car with a body that may be taken down so as to afford good fair weather driving.

WHEN YOU TOUR, DON'T RACE.

The things that happen to automobile tourists in the mountains are not confined to all users of that speed is expensive.

GASOLINE TEST IN TRAFFIC.

Lewis VI. Demonstration Shows 15.2 Miles to a Gallon.

To convince a skeptical prospect that the Lewis VI is economical as to gasoline consumption the Stewart Automobile Company, metropolitan distributors for this car, ran a test last week in heavy traffic to prove the actual mileage obtained per gallon.

SHOW PLANS MATURING.

Preparations Progress for Exhibition Here and in Chicago. Preparations for the fifteenth annual national automobile show, to be held in Grand Central Palace, New York city, the week of January 29, under the auspices of the National Automobile Chamber of Commerce, are progressing rapidly.

GAULOIS TIRES STILL COMING.

According to advices just received from France by the vice-president of the Gaulois Tire Corporation, Jean Gronier, the French Government, which has been in control of the Gaulois factory in Clermont-Ferrand since the outbreak of the war, has decided to permit the exportation of all Gaulois products with the exception of solid tires.

Emden's Sinking a Boon to Tire Makers

THE German cruiser Emden, which was recently sunk, probably cost the rubber industry in America \$1,000,000, directly or otherwise, and had she been allowed to continue to roam the Indian Ocean indefinitely she would have cost American industry still more," says an official of the Goodyear Tire and Rubber Company.

ZOLINE TEST PROVES WORTH OF NEW FUEL

Substitute for Gasolene Tried Out in Marmon Car—After Effects Satisfactory.

Frederick E. Moskovicz, commercial manager of the Nordyke & Marmon Co., received a telegram yesterday from Howard C. Marmon, chief engineer of the Marmon concern and former president of the Society of Automobile Engineers, saying that the zoline test had been satisfactory in every way.

MOTORS DOWN, SPEED UP, FOR '1500 MILES'

New Requirements Made for Next Year's Speedway Race.

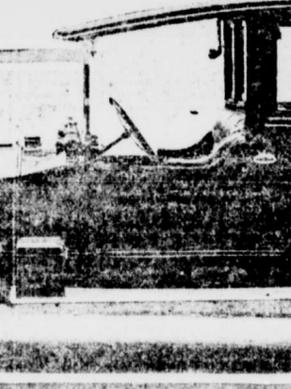
WILL LET 83 CARS START

The 1915 racing campaign of the Indianapolis motor speedway is open, entry blanks for the next 500 mile race, May 29, having been distributed among manufacturers and private owners here and abroad this week to the number of 600.

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Hupmobile Dealer Designs Closed Car Body.



An attractive landaulet body has been designed by Charles E. Riess, the local Hupmobile distributor, and is on exhibition at his showroom, 1630 Broadway, mounted on the Model H chassis. This body, fully upholstered, promises to be extremely popular.

PRaise FOR NEW OVERLAND.

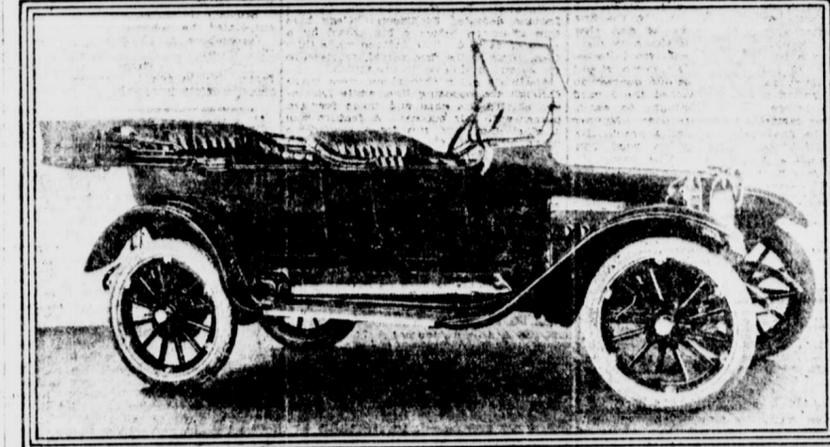
Reports from private owners on the behavior of the model so far, the 1915 car for the season of 1915, are beginning to come in to C. T. Silver, the Eastern distributor, one in particular covers the car from a spring standpoint.

PORTER LAUNCHES CAR.

Emley R. Porter, formerly chief engineer of the Motor Automobile Company of Trenton, N. J., has organized the Pleasanton Automobile Company and has taken over the plant of the Metropolitan Motor Car Company at Port Jefferson, L. I., where he will produce a 100 horse-power, 10 inch wheel, base chassis of the type for \$2,000 with full electrical equipment.

BAKER IS LIGHT ELECTRIC.

Features of the New Model Justify Wait for Its Appearance. Although delayed for several weeks the new light Baker electric coupe has at last arrived on Broadway and was placed on exhibition last week in the Huber Vehicle Company's showrooms, 1798 Broadway. The new model is one of the most modern cars ever turned out by the factory. It has a half ton less weight than many other electric pleasure cars, and this saving in weight has been accomplished without interfering with weight capacity or sacrificing strength of working parts.



This is the Dodge Bros. car which has had its first week in New York at the Colt-Stratton sales-rooms. It has been looked at by nearly 15,000 persons in that week.

Many Prizes for Larson.

Having scored five times in the recent automobile parade, C. H. Larson, the Oldsmobile distributor, at a formal presentation at the Automobile Club of America, carried off a large array of silverware and other awards. For winning the first prize, for prospectively decorated car with an Oldsmobile locomotive, Larson received a six piece solid silver combination coffee and tea set for the second prize, for the best decorated car with a mammoth "Santa Claus ship," a solid silver water service of tray, pitcher and goblets, the second prize, for cars of early models operating under their own power with an Oldsmobile vintage, a bronze statue; a special award in the prestige class with a "Santa Claus" ship. Some fifty car, an Oldsmobile vintage, was awarded by the Hawaiian Board of Commerce, together with a letter congratulatory of the spirit shown by exhibiting such a display.

State Racing Feet Nettle.

Barney Oldfield's feat in winning the most grueling of American automobile races—the Los Angeles-Phoenix desert race—is notable. Eastern automobilists have to look on with envy at the feat. This race means, to drive 871 miles through mountains, deserts, rocky trails and to ford streams more than forty times while traversing the hard road of competition. The race means, to get the endurance of the Stutz as well as Oldfield's skillful driving.