

TELLS OF BIG ORDER FOR STUDEBAKERS

Vice-President Erskine Relates Facts of English Purchase. MAKE AUTOS LIKE WAGONS

A. R. Erskine, first vice-president of the Studebaker Corporation, was in this city last week to meet the president of the corporation, Frederick S. Egan, who has returned from Great Britain with a large order from the British Government.

The Tire Industry in Its Infancy

HERE'S an interesting bit of information which offers food for thought. Think of a procession of 88,000 baby carriages, each with its precious burden requiring fresh air and sunshine every day in the year when the weather will permit.

It requires some stretch of imagination to realize what this means. Nevertheless information comes from the Federal Rubber Manufacturing Company, Milwaukee, that during the month of October their output of baby car tire rubber was 200 miles, which, figuring twelve feet of rubber for each cab, would make comfortable 88,000 babies.

STILL IMPORTING CARS.

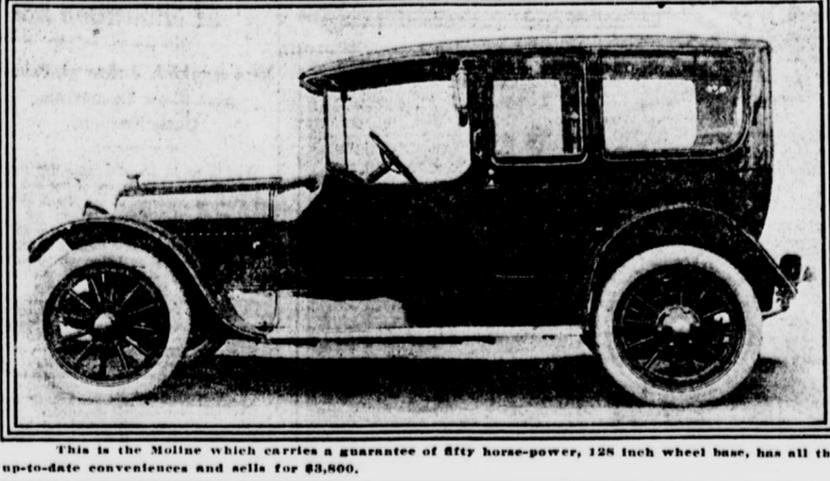
Cars of Seven Makes Received Here in Last Month.

During the past month there has been a marked revival in the importing of foreign automobiles. Cars of the leading makes of England, France and Italy have been received here, and it is expected that even German made cars will arrive in the near future.

ENLARGE HUDSON FACTORY.

Increased Output Necessitates Additional Floor Space. Evidence of satisfactory present and future business conditions is shown by the announcement of immense additions to be made to the factory of the Hudson Motor Car Company.

New Moline-Knight With Limousine Body



This is the Moline which carries a guarantee of fifty horse-power, 128 inch wheel base, has all the up-to-date conveniences and sells for \$3,800.

DETAILS OF RECORD OF THE MARMON '41'

Makes Remarkable Run at the Indianapolis Motor Speedway.

With clocklike regularity and running as sweetly as at the start, the Marmon 'Forty-one' touring car flashed past the 1,000 mile mark in the Indianapolis Motor Speedway, establishing a new and wonderful record of performance.

JEFFERY MAKES RECORD.

Chicago Auto Club Holds Operating Cost Test.

An operating cost of less than half a cent a mile for gasoline was the surprising result of an official test made by the Chicago Automobile Club with a six-cylinder Jeffery. The car with its passengers weighed no less than 4,100 pounds.

START DELIVERY OF NEW PEERLESS SIXES

Dealers in All Large Cities Receive Demonstrating Cars From Cleveland Concern.

Shipments of 'All Purpose' Sixes, the new light short wheelbase six cylinder car that was announced recently by the Peerless Motor Car Company, have begun from the factory in Cleveland.

MOTOR TO THE WAR.

Hupmobile Man Describes French Army Manoeuvres.

'Motoring for war' is the way John L. Pooder, European expert, machine dealer, Hup Mobile Car Company, who is in Paris, France, describes the manoeuvres of the French army.

War Proves Auto Necessity Not Luxury

THE past few months of general business depression, like the panic of 1907, has clearly demonstrated beyond a question of doubt that the motor car is a tool of civilization that is as necessary as any other public utility.

'While other industries have either closed their factories entirely or laid off thousands of employees, the motor car industry has continued the making of automobiles and sold them to a waiting public.'

'Naturally, for the first few weeks of the European war exports fell off, but with the destruction of thousands of automobiles orders began pouring into America for motor cars and trucks. These, too, will be destroyed and replaced by products of the American maker. It would seem that the motor car industry in this country is facing the greatest year of its career.'

WATCH YOUR BATTERIES.

Cold Weather Necessitates Extra Attention, Says Headington.

'With the coming of the cold weather the storage battery used in connection with the starting and lighting systems may require a little extra attention,' states E. W. Headington, branch manager of the Haynes Automobile Company, distributors in this territory for the Haynes America's first car.

SAXON IS MAKING A SIX.

New Machine Will Be Shown at New York Show.

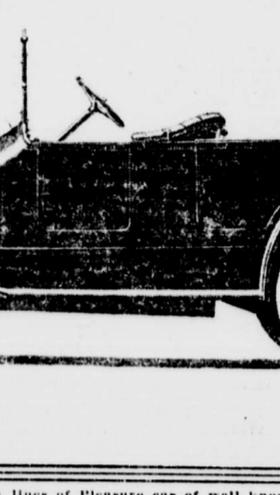
On the authority of Lawrence Moore, director of sales, the new car which the Saxon Motor Company has had on the road for the past six months and which will be exhibited at the New York show is of six cylinder construction. Mr. Moore, when the question was put to him, also admitted that the new Saxon will be a five passenger model, but further than this no details are now available.

Hard Test for Oakland.

For ten hours and eleven minutes a regular stock model '23 New Oakland touring car was driven up and down the steepest hill in San Francisco. This hill has the stupendous rise of 152 feet on Jones street, between Filbert and Green, a distance of two blocks, the average grade being 27.63 per cent.

Five Passenger Cartcar

Latest type Cartcar shows lines of pleasure car of well known Pontiac concern. This is the 1915 machine to be known as model 9.



Fleet of Federal Motor Trucks



Baking concern finds motor trucks best for delivery service to supply territory in Brooklyn, Manhattan and The Bronx.

POSTPONE GARAGE LAW. State Fire Marshal Accedes to Trade Association Request.

Through the efforts of the Automobile Trade Association of New York State the State Fire Marshal has consented to postpone the enforcement of the new garage regulations issued by his department which were to have gone into effect on December 1.

BIG BUSINESS FOR FORD.

Detroit Company Sells 59,507 Machines in Three Months. For the first three months after the announcement, August 1 last, of the long starting plan for Ford purchasers, August Ford cars at retail and delivered prices were sold at the rate of 19,833 in August, 19,833 in September, and 19,833 in October, making the total for the three months 59,507.

SAYS INDUSTRY IS IN HEALTHY CONDITION

R. C. Rueshaw Gives Facts About the Automobile Business.

R. C. Rueshaw, sales manager of the Rex Motor Car Company, is authority for the statement that never before in its history has the automobile industry generally been in so healthy a condition as at this moment.

GETS IN ON GROUND FLOOR.

National Company Secures Good Position at Auto Show.

George M. Dickson, general manager of the National Motor Vehicle Company at Indianapolis, is well pleased with the position of honor on the ground floor awarded the National at the coming automobile show in New York in January.

EMISE BACK AT FACTORY.

Chandler Manager Returns From Southern Trip With Report.

Back from a month's trip through sixteen States in the Southwestern and Pacific coast districts, C. A. Emise, sales manager of the Chandler Motor Car Company, reports a marked improvement in business conditions in those sections.

BIG RECORD FOR MERCER.

Pullen's Victory at Corona Proves Remarkable Feat.

An analysis of the world's record-breaking victory of Eddie Pullen in the annual 300.8 mile road race at Corona, Cal., Thanksgiving Day, marked this performance as one of the most remarkable in American racing history.

AVOID FOOLISH RISKS IS AUTO DRIVING RULE

Secretary May Gives Advice to the City Man Who Goes to the Country.

'Many drivers accustomed to operate a motor vehicle in the cities,' says Mitchell May, Secretary of State, 'are often compelled to run close and get used to a narrow margin. Consequently, when they drive into the country upon even the widest roads they continue the practice of running close, much to the annoyance of the country people, who are made nervous by the big machines rushing by them driving upon the roads, within a few inches of their heels.'

NEW OVERLAND SIX NOW ON EXHIBITION

C. T. Silver Receives Latest Product From Factory at Toledo.

STREAMLINE TYPE BODY

The eight six cylinder Overland has arrived at C. T. Silver's place to practically complete one of the most extensive lines of automobiles ever marketed under one roof. When the Willys-Overland Company announced their line in August the public was told to keep an eye open for the six cylinder car, which was not ready for exhibition at that time, and during the past month hundreds of six cylinder advocates have been besieging Mr. Silver's place anticipating its arrival.

The car has a remarkably clean cut external appearance. The body is of the streamline style, with long sweeping curves stretching in one unbroken line from the radiator to the neatly rounded back of the tonneau.

A generous wheelbase of 125 inches has permitted the builders to provide a stylish and roomy body with two extra seats or a capacity for seven adults. And not the least attractive part is the long grain hand buffed leather of a bright French finish.

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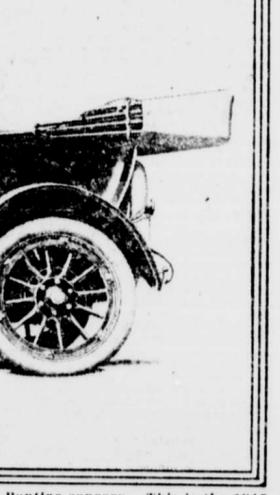
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