

WILL TEST SAFETY FENDERS FOR AUTOS

Inventors Will Have Chance Tuesday to Show Their Various Devices.

HOW ONE BUMPER WORKS

Because of street accidents due to careless driving, congested traffic, etc., which have resulted in killing or injuring a number of persons, especially children, the Safety First Society has of late been investigating certain safety devices for automobiles and motor trucks.

Considerable interest has been manifested in private demonstrations of new safety bumpers which may be used on automobiles that are especially adapted for motor truck use. One of these is the invention of Samuel Glasgow, a Philadelphian, which is unique in a number of respects.

This was tried out last week in New York in a series of mock collisions, showing its action. The experiment was tried four times and a man was struck by a large touring car going at a speed of eighteen miles an hour and picked up each time without the slightest injury.

The demonstrations on Tuesday will be under the direction of George H. Robertson, chairman of the committee, which also includes such motor car experts as David Beecher, Joseph Tracy and Frank G. Webb.

800 MILES "ON THE HI."

Eight Cylinder King Does Some Fine Work Over Mountains.

LOS ANGELES, Cal., Oct. 9.—For the second time within a fortnight an eight cylinder King has negotiated over 800 miles in California on the "hi." With the gear-box sealed by Mayor Sebastian of the city a King eight swept from the Mexican boundary on the south to the windows of the historic Santa Barbara mission on the north, the waves of Venice-by-the-Sea on the west to the heights of Mount Ararat on the east.

The tour was held under the auspices of the Automobile Club of Southern California, and covered 800 miles, going over such famous mountain passes as the Torrey Pines Grade, Covelto Grade, Arrowhead Mountain, Mount Rubidoux, Lookout Mountain and the Poway Grade.

The previous tour was held in northern California, a distance of 800 miles around San Francisco.

The southern California tour absolutely demonstrated the advancement in motor car design today, proving conclusively flexibility, power and reliability in the eight cylinder production of motor cars.

Not only did the car have to travel over steep, mountain grades and through sands but it also had to slough through some rough road detours due to highway improvements. It also had to pass through city traffic in Los Angeles and the fair crowds at the San Diego Exposition.

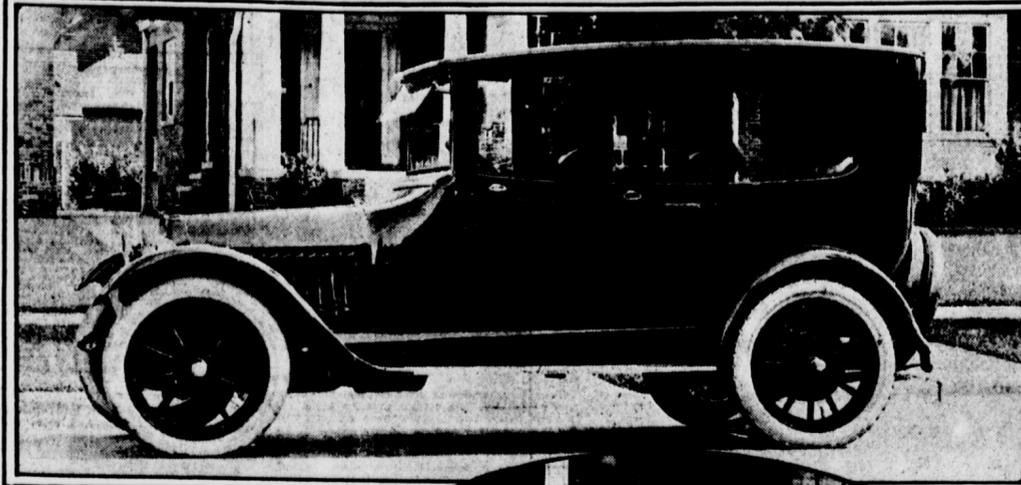
Every precaution was taken to have the tour properly conducted. The city and county sealers of weights and measures inspected the scale at the start and finish. In some cases where the car had to back up it had to be pushed backwards because the reverse gear was of no use, there being no shifting lever in the control set.

The official report shows that the King 75 this test did 14 1/2 miles to a gallon of gasoline. A good part of the trip was conducted at an average speed of 40 miles an hour when the going was good.



Good-by, Anita. Says Geraldine: Enjoy Yourself

CLOSED CAR MODELS COMING IN WITH COLDER DAYS



The car above is the Chalmers Panama. An oddly named car of attractive lines.

LEARNING THE "TWIN SIX"

Packard Branch Men Getting Their Tact on New Models. Department heads and salesmen of the territorial branches of the Packard Motor Car Company of New York are being instructed in the operation and control of the Packard "Twin-Six" demonstrators received last week.

For, according to reports from those being instructed, the performance of the new twelve cylinder cars is of a nature to make them doubt their own experience. The ease with which the "Twin-Six" motor meets any demand put upon it is its smooth responsiveness in any situation, and the riding qualities of the car itself, they say, contribute to an entirely new sensation in motoring.

"What we thought we knew about motor car ability seems almost an imperfection, now," one branch manager wrote the New York headquarters. "The capacity of this new car cannot be measured by any former experience. How do you suppose we felt when we tested it on a hill at two miles an hour on high, and it pulled alone without a sound or sign of effort, and with absolutely no vibration? We felt as if we were suffering a delusion—that the car was coasting up hill."

"At high speed, too, the effect was the same, the lack of vibration making fifty miles an hour seem like thirty. We were enthusiastic when the car was announced, but since driving it our enthusiasm has increased by leaps and bounds. We have seen the car and ridden in it and through all sorts of conditions of test; yet we feel like the farmer who looked at the giraffe and insisted, 'There ain't no such animal!'"

REMINGTON HAS NEW PLANT.

Vaughn Car Buildings at Kingston Bought by Concern. Of interest to the automobile world is the purchase by the Remington Motor Company of the Vaughn Car Company's plant at Kingston, N. Y.

The Remington Motor Company has now one of the most modern plants in the East, with unsurpassed facilities for the manufacture of automobiles.

The Vaughn Car Company two years ago remodelled and rebuilt the plant at a great deal of expense. The buildings are of brick construction, one story. The plant is in the heart of Kingston, along the main line of the West Shore Railroad, with special sidings.

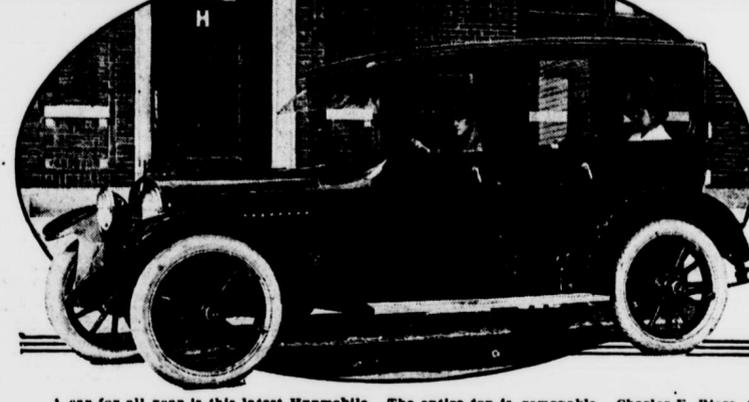
Worm Drive Garford Fire Trucks.

The R. E. Taylor Corporation, Eastern distributors of Garford motor trucks, recently put in two worm drive machines in nearby towns and others are seriously considering their adoption.

One motor truck was delivered October 2 to the Flower Hill Hose Company at Port Washington, L. I. fire department. The body is unusually long and can conveniently carry a score of men as well as hose and chemical tanks.

The "Production" company of the same name in the department has ordered a similar truck, indicating the advance being made in suburban localities in fire protection.

The cost for this type of motor truck has been kept down to the lowest minimum possible to arrange, consistent with its quality.



A car for all year is this latest Hupmobile. The entire top is removable. Charles E. Rice, the local dealer, is having brisk trade in these.

TELLING TRUCK OWNERS HOW.

Denby Company Has Sales Plan to Make Vehicles Pay.

A step in cooperation has just been made by the Denby Motor Truck Company. The growth of 90 per cent of the smaller business concerns of the country is restricted by the fact that they are "neighborhood" establishments, serving a clientele of two or three hundred families. To grow they must first widen their delivery radius—incise area in which they can sell goods at a profit. A motor truck will accomplish this, but no truck will itself enable the merchant to build up trade in the added territory.

The Denby Business Building and Sales Efficiency Service, just put into operation by the company, is designed to accomplish just this. It is a correspondence course in retail salesmanship, consisting of thirty-six lessons and covering one year. The course has been prepared by the best experts obtainable and takes up in detail every branch of business building.

How to secure new customers; how to increase the size of orders; how to introduce new goods—a hundred different factors of salesmanship are taught. Every truck owner is allowed to nominate one man to take the course free of charge. The Denby company believes that the student should be the driver—the only man continually out in the field. But the owner's choice is not restricted.

New Chandler Winter Top.

Tip to this year a closed car has involved a very important price consideration, generally speaking, and during the months of severe winter weather most touring car owners have had to "street up" their cars and fall back on the "beat cars." Not so now. Nearly everybody in position to buy an automobile at all can have a touring car and an enclosed winter car all in one for only a trifling extra cost than a touring car alone.

That this development in motor car building is popular is shown by the great interest aroused locally by the new winter top which the Chandler company is supplying. This new top, which is built specially to fit snugly and securely on the seven passenger touring body of the Chandler light six, gives the Chandler owner a winter car having much of the style and appearance of a costly closed car, and all the comfort and protection of one.

When the pleasant days of spring come the owner can quickly remove this top and put the regular folding top on his car.

OVERLAND PRODUCTION REACHES HIGH RECORD

In a Single Day 627 Cars Leave the Plant at Toledo, Beating All Standards.

A new shipping record was established by the Willis-Overland Company on September 28 when 627 cars left the factory. Never before in the history of the big Toledo concern has it been able to reach this highwater mark in daily production. In the past four months the production of the Overland factory has grown tremendously. In June the shipments averaged 300 cars a day. Before the end of August this was increased to 500 a day.

In September the shipments of Overlands again showed a marked increase, each week in the month being larger than any of those preceding. In the four days from September 27 to 30 inclusive 2,233 cars left the big Toledo plant. On the last Wednesday of the month 627 cars were shipped, a new day's record for the Overland Company. From April 21, when the shipments of new models first began to leave the factory, up to September 30, the Overland had shipped 49,977 cars. During the same production period on last year's models shipments amounted to 21,426 cars. This was considered a phenomenal record at the time, yet 1915 shows an increase of over 130 per cent of the total.

By shipping 627 cars on September 28 the factory not only broke all former records but it fulfilled the prediction of a very prominent Toledo business man, made last January, that Mr. Willis made public the fact that he believed the Overland Company would break the record of getting back to the New England States, where he formerly lived, and availed himself of the attractive opportunity presented by the Overland to make his headquarters at Portland, Me.

S. A. Merinbaum, who has been with the Hayes Automobile Company of Kokomo, Ind., for a number of years, and who, by the capacity of advertising manager and later as sales promotion manager, has joined the Sun Motor Car Company of Hartford. The Sun light six is equipped with a 12-horsepower motor, and with the new R. C. Hoffman. The Sun company has already made contracts with dealers in every section of the country embracing more than 10,000 cars.

In the Sun's trade notes last Sunday it was stated that Edward E. Mooney, who is with the Gibney and Hubby Company, was manager of the Firestone Tire and Rubber Company's New York department. By request of the Firestone local branch it is now recorded that E. W. Sherwood is manager of the truck tire department, not Mr. Mooney, who was a salesman.

The radiator of the new Maxwell is a direct development of the radiators on the Maxwell race cars, in which not even a fan is used to cool the motor, even when the car is at a standstill.

James Joyce has resigned his position with the Kelly-Springfield Motor Truck Company to go with the Hook Manufacturing Company of Buffalo, manufacturers of the Hook who will be at the New York office, Broadway and Fifty-third street, of the New York and Eastern territory.

He was with the Kelly-Springfield Motor Truck Company from March, 1914, when he assumed charge of its Philadelphia office. About the time that the European

OAKLAND DOES A CLIMB.

Light Six Goes Past Up Mount Diablo for Don Lee.

Don Lee, who has one of the largest motor car distributing organizations west of the Rocky Mountains, has called the attention of the Oakland Motor Car Company to a feat done by the Oakland 4795 six cylinder car. In one of the Oakland Model 32 six cylinder cars, officially timed, a party left the Key Tower in near San Francisco and travelled to the top of Mount Diablo in eighty minutes. This was three minutes faster than the run was ever made before by a motor car.

The distance is 37 miles, and the road, which starts at the sea level, ascends 3,847 feet. The rise in the land by no means gradual, and the last time there is a full 5,000 foot rise.

In carrying through this trip Mr. Lee points out that two very valuable qualities in a motor car were tested to the limit. That is, that the car was compelled on level ground to travel at a very high rate of speed and on the steep ascent to develop maximum power.

FIVE NEW BRANCHES.

Studebaker Building Houses in Important Selling Centers.

Five new Studebaker branch houses are now either being built or are about to be. Under construction at present are three new Studebaker branches—at Brooklyn, Long Island City and Kansas City. Building operations on two other cars are being begun at Dallas, Texas, and Portland, Ore.

It is the purpose of Studebaker to provide patrons in all the larger cities with the same excellent service that they now enjoy, and to do this it will be necessary to equip the various service stations with a line of parts adequate to meet any emergency, hence the building of these branch houses.

In Brooklyn the Studebaker retail house is located at Bedford and Atlantic avenues. The Long Island City store completes a triangle formed by the three New York houses, thus the needs of all the metropolitan territory can be readily met.

During this year the Studebaker output will be 60,000 cars and distribution will be effected through the branch houses.

MICHELIN BRINGS OUT A "UNIVERSAL TREAD"

Developed After Three Years of Road Testing on Highways Near the Factory.

Announcement is made by the Michelin Tire Company that they have perfected an entirely new type of tire known as the Michelin Universal Tread. This new casing has been developed so quietly that nothing has been known about it even in the trade, yet the company states that it is the result of experiments and tests covering a period of over three years.

These tests were conducted on the public roads in the vicinity of the factory, and were most thorough and interesting. For example, during the testing period all the buses owned by the Brunswick Motor Company were equipped with the new casings. These vehicles cover 122 miles daily, not only over the fine macadam roads between New Brunswick, Metuchen and Plainfield, N. J., but also over the rough and sandy roads on the South River, Old Bridge, Spotswood, Englishtown and Freehold route. These severe tests were continued daily both summer and winter. Then, again, private cars belonging to executives of the company were fitted with universal treads, one of these, a seven passenger Lozier used as a touring car, having been driven over 100 miles daily, excepting Sundays and holidays for over two years.

In describing the new Michelin casing, J. A. Atwell, New York branch manager of the Michelin company, states that the universal tread is really a combination of the Michelin racing type flat tread, having the same characteristic heavy added tread, and the Michelin plain tread, and the Michelin plain tread, a full round tire of the so-called "oversize" type. The non-skid feature, Mr. Atwell says, is a combination of the raised or studied tread non-skid, with the flat or suction tread type. Mr. Atwell says that the Michelin company is very conservative in offering this new casing to the public only after three years of road testing, and that the tire is a hardy kind, and for that reason he is ready to endorse this new tire without any qualification. Word from the factory indicates that a very large demand for this new casing is already assured.

HUDSON COMPANY ANNOUNCES IT WILL BUILD SIXES ONLY

By HARRY S. HOUP, HUDSON DEALER.

In a communication received a day or so ago from the Hudson Motor Car Company there is a certain portion of it I wish to quote which I believe to be of great news value to the automobile public. It reads as follows:

"The Hudson car will use a six cylinder motor exclusively in all future models planned by this company. Our refinement and development of the six cylinder type of motor lead us to believe it to surpass in simplicity, low cost of upkeep, performance and general adaptability any other type so far developed for use in pleasure vehicles. "We have built every type of motor—from one to twelve cylinders. The recognized ability of our engineering department insured that these motors would be the best of their kind in the present state of motor development. The result of this research convinced us more firmly than ever before of the absolute supremacy of the Hudson six cylinder motors. It is therefore more than pleasing to us to announce the continuation of the consistent policy which has marked our progress and advise Hudson buyers, both past and future, that they are securing the best engineering development that the industry offers."

TIRES FOR MANY CARS.

Country Will Absorb 1,000,000 Autos a Year, Says Seiberling.

"This country will likely absorb 1,000,000 new cars annually for the next three years," predicts F. A. Seiberling, president of the Goodyear Tire and Rubber Company, who has just returned from his vacation. "This great volume of business will be American business, apart from American sales abroad."

"The tire and automobile industries felt less effect from the European war than many other lines of business. For the first few months of the war we were in an uncertain stage. There was the crude rubber embargo declared by England and general speculation as to the effect of the war upon American business as a whole. But the crude rubber situation with England was adjusted and since then we have had no difficulty obtaining liberal supplies and in increasing our business."

"Goodyear is now erecting six new buildings, factory additions, which we hope to have ready for the fiscal year, January 1. These will give us ten acres more factory floor space and increase our tire making capacity to 20,000 a day. Indications now are that we will need the additional capacity before it is ready."

POINTS OF THE KNIGHT MOTOR

This Type Develops Real Power, Says Conover T. Silver.

"There are two reasons why the Knight motor is not the universal motor of today," says C. T. Silver, distributor

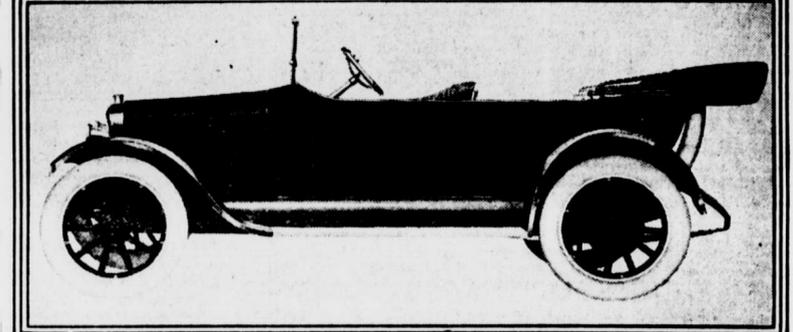
for the Willis-Knight, Overland and Peerless cars. "First, they have heretofore only been offered in the highest price class, and secondly the mechanical perfection has not been understood by the buying public. Another reason is that the production is limited to four organizations in this country according to the contracts with the foreign manufacturers who first took up the Knight motor."

"The Knight motor has more power for its rating than any other motor. Take for instance the poppet valve motor rated at 40 horse-power. It will give a certain rate of speed on level road and a certain speed when climbing a grade. A Knight motor of 40 horse-power can develop more speed for the reason that loss of power required to operate the sleeve in the Knight motor is many times less than that which is required to lift a valve against the stiff valve spring. It is merely the weight of the sleeve that has to be lifted and not a power exerted against itself."

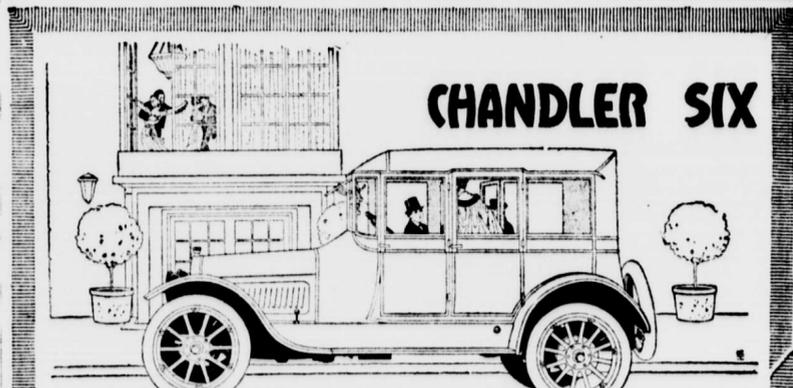
"When a motor is running at a high rate of speed, at times the valves practically never close for the reason that the springs cannot work fast enough to close them. This means a loss of power through the loss of gas. In the Knight motor, when the main shaft is turned over, the valves must positively open and close. They are connected directly with a shaft that is operated by the turning over of the engine."

"It has been said that there is greater friction in the Knight motor on account of the close and fast working of the sleeves. This is not so, for the sleeves only work half as fast as the piston and the inner sleeve is also always working in the same direction as the piston."

ALLEN CAR HAS MANY FEATURES



FOR 1916 THE ALLEN LINE CARRIES THE HONORARY LIGHTING CAR, WHICH AT \$735, HAS AMONG OTHER FEATURES Westinghouse starting and lighting system, 55 inch underslung rear springs, 112 inch wheel base and a very large power motor. The car is sold by the Stewart Automobile Company.



Brewster type Sedan mounted on Chandler chassis—New York's smartest closed car . . . \$2750

NEW YORKERS who appreciate the best, have been quick to realize the smartness of this body type. Perhaps the most practical car for the gentleman who prefers to do his own driving, with all the comforts of the limousine owner. All windows drop flush with lower window line, making this car ideal for extensive touring.

To enjoy the very best there is in automobiling this fall and winter, you should by all means drive this exclusive model.

Brady-Murray Motors Corporation, 1890 Broadway, Tel. 9175 Col. Metropolitan Distributors

W. C. D. MOTOR CAR CO. 299 Central Avenue, Newark. CHANDLER MOTOR CAR CO. I. M. ALLEN COMPANY 340 Flatbush Ave., Brooklyn.

Notes of Live Interest to the Motor Trade, Local and Foreign

W. H. Girdlestone, sales manager of the Splittford Electrical Company, assisted by Mr. Lion of that concern, gave a demonstration lecture on the new National Dialé magneto at the Tuesday sales force meeting of the R. E. Taylor Corporation, Eastern distributors of Garford motor trucks. The magneto was explained by the factory man of the Splittford concern. These "feature men" talks by different practical men are a feature of these meetings of the Garford firm.

E. R. Benson has resigned as vice-president and a director of the Studebaker Corporation to become distributor of Studebaker cars for the States of Maine and a part of New Hampshire. Mr. Benson has been desirous of getting back to the New England States, where he formerly lived, and availed himself of the attractive opportunity presented by the Studebaker to make his headquarters at Portland, Me.

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He was with the Kelly-Springfield Motor Truck Company from March, 1914, when he assumed charge of its Philadelphia office. About the time that the European

was started he was transferred to New York to look after the export trade, and left this year, when the branch was opened in New York.

"The naming of a new National is always an occasion very similar in importance to the christening of a new baby. With the naming of a new National distributor of National cars. "At the National factory a triangle formed by the three New York houses, thus the needs of all the metropolitan territory can be readily met."

During this year the Studebaker output will be 60,000 cars and distribution will be effected through the branch houses.

"A peculiarity of the design of the V type, I head motor, set at the usual angle of 90 degrees, is that the crank and its divided vertically and is cast integral with the cylinder, thus permitting the motor to be cast in two sections and not in one as in the majority of eight cylinder motors. This facilitates the assembling of the motor and the making of adjustments when needed."