

Military Day at the Automobile Show To-morrow Follows Society Day--Particular About Numbers

SOCIETY DAY AT THE AUTOMOBILE SHOW

Admission Charge Will Not Be Raised To-day, as in Former Years.

MILITARY DAY PLANNED

To-day will be Society Day at the automobile show following the custom of former years in having one day of the week so designated.

Plans are being made for Thursday, which is to be Military Day. Gen. Leonard Wood and his staff will be in attendance and the Palace will be especially decorated for the occasion.

Many of these after visiting the show will attend an evening meeting at Hotel Biltmore, which has been arranged by the automobile show management.

Many prominent people attended the show yesterday. Those present included Dr. Ernest Fahnestock, Jay Coogan, J. Campbell Thompson, Otto H. Kaim, Mr. and Mrs. Warner M. Leeds, Mrs. James Byrnes, William M. V. Hoffman, J. Dymally, Prince, Miss Eugenie Rand, Mrs. Charles B. Alexander, C. Leidyard Blair, Mrs. Alexander Stewart Walker, Mrs. Grace Henry, Leonard M. Thomas, Mr. and Mrs. F. Gray Griswold, Commodore and Mrs. Arthur Curless James, Albert Z. Gray, James Speyer, Charles Greenough, Mrs. James Brown, Miss Angelica Brown, J. Insley Blair, Robert L. Gerry, Mr. and Mrs. H. W. Hayden, Mr. and Mrs. A. R. Cosgrove and Mr. and Mrs. E. B. Van Hook of Philadelphia.

TO SHOW POWER OF JEFFERY.

Demonstrations of Truck to Be Held During Week.

A novel series of truck demonstrations was announced yesterday by W. C. Poertner, New York representative for Jeffery motor cars and trucks and National automobiles.

The demonstration will be held each day during the show with the purpose of illustrating the amazing traction power of the Jeffery quad, the truck that drives, brakes and steers on all four wheels.

The demonstrations each day have been arranged for the benefit of particular lines of business. Lumber and coal dealers are invited to attend to-day. Special features illustrating the value of the truck to contractors will be demonstrated to-morrow, and so on through the week--each day being devoted to a special branch of business.

SIXTEEN HIS LUCKY NUMBER.

Dickson Remarks on Great Development of Auto Industry.

"If I gambled I would put all on number sixteen," remarked George M. Dickson, general manager of the National Motor Vehicle Company, at the automobile show yesterday.

"It seems like much longer than sixteen years when one looks back and realizes the magnitude of the changes and improvements that have come during this short span. Many an industry would be proud of its development at the end of fifty or even a hundred years if it had progressed as much in that time as the automobile industry has in its short existence."

SEEKS STRICTER AUTO LAW.

Assemblyman Goldberg Draws Stringent Measure.

Assemblyman Mark Goldberg of the eighteenth district plans to introduce to the Legislature shortly a bill to amend the motor vehicle law. The bill proposes these changes: The owner as well as a chauffeur must take out a license.

The Secretary of State shall be empowered to suspend a license for the third violation of the speed provisions within a year; upon conviction of a felony; because of physical disability, intoxication or the use of drugs; because of gross negligence; for running away after an accident.

The Secretary of State shall notify the chief of police or prosecuting officer of the locality in which the person whose license is revoked.

AUTOS MEAN BROADER LIFE TO THE FARMER

Has Brought Him in Touch With World and Enlarged His Social Circle.

By JOHN N. WILLYS, President of the Willys-Overland Co.

The advent of the automobile gave to farmers many things they had never really enjoyed before. Before its appearance life on the farm was more or less of a humdrum existence, even under the most favorable conditions. But the motor car has changed the entire mode of living for the average farmer. It has put him and his family into touch with the rest of the world.

When the farmer had to depend upon the horse as a means of transportation his social acquaintance was limited to the few people who lived within a short distance of his home. A trip to town usually meant many tedious hours behind a tired horse, which consumed the greater part of a day. The loss of time and the inconveniences of traveling took away all thought of pleasure.

The progressive farmer who has given automobiles a fair trial have found them economical, convenient and capable of doing many things quicker and better than could possibly be done with horses and wagons or buggies. They also find them a source of comfort and pleasure.

A big five passenger touring car, such as the Overland, costs the farmer no more than the cost of a good team of horses plus the expense of harness and carriage. When not in use the automobile requires no attention and there is no expense attached to it, while the horse must be looked after at all times and its upkeep expense is the same day after day, working or idle.

With a motor car a farmer can take his family to town, to church, to social gatherings, or in fact anywhere they may care to go, in about one-fifth the time formerly required with a horse and carriage. Rain or shine the automobile is always at his disposal, and no matter how hot the weather the car can be kept going at a steady pace without fear of tiring it out or overheating it.

WILL ENLARGE LOZIER PLANT.

Popularity of New Six Makes This Development Necessary.

The Lozier Motor Company expects to enlarge its plant before many months. The new six has created an unusual amount of interest and it now appears that the company will need more room to build these cars.

Theodore Friedberg, president of the Lozier Motor Company, and S. Frank, one of the principal stockholders, both of whom are now in New York, look forward to a prosperous year for Lozier cars. They report that desirable distributing concessions are being made in all parts of the country. The company has inaugurated a liberal policy of cooperation with dealers, and this, together with the fact that cars range in price from \$1,585 to \$2,775, has caused a response from the public that is even beyond the company's expectations.

MANY WANT TO GET LOW AUTO NUMBERS

Gov. Whitman Receives First Two for 1916--Samuel Koenig Has No. 3.

DE BRAGGA GETS NO. 13

ALBANY, Jan. 4.—To Gov. Charles S. Whitman has been allotted numbers 1 and 2 for his automobiles this year by Secretary of State Francis M. Hugo.

Hundreds of requests for low automobile numbers have been filed during the last few weeks, particularly from New York city and its environs, although some of the up-State cities have not been slow in catching on to the novelty of having their cars bear plates distinctive because of the fact that the numerals are in the hundreds or even lower.

While many of the State have sought a low number, the majority of the automobilists in the State have sought a special desire for these figures. Joseph De Bragga, former Sheriff of Queens county, is not numbered among the superstitious. Two months ago Mr. De Bragga asked the Secretary of State for license number 13. His request has been granted and the De Bragga car will carry a number this year that nine-tenths owners out of every hundred would not take as a gift.

Mr. De Bragga's request, came a communication from a well known Gothamite who refused license 562 because the numerals added up to thirteen.

Some owners have fought shy this year in accepting 23 for their plates. George B. Agnew, author of the anti-race track bills in the Hughes Administration, carried number 24 on his automobile last year. He now has accepted 23 without apparent fear of dire results.

The automobile of Samuel Koenig, chairman of the New York Republican county committee, will be recognized easily this year, the license plate following those of Gov. Whitman, bearing the numeral 3. Robert F. Wagner, minority leader of the State Senate, received 11; Chester S. Lord, at his request, numbers 18 and 999. Some idea of the extent of C. K. G. Billings' garage can be gained from the fact that the famous horseman takes all the numbers between 792 and 804 for his cars.

A little group of owners with numbers 222, 184, 149 and 96 is made up of Charles M. Schwab, George W. Perkins, Elbert H. Gary and Darwin P. Kingsley. Col. H. H. Treadwell of Tiffany's has received number 45 for his car. Nicholas Murray Butler, president of Columbia University, gets 58, while Alexander Hemphill, president of the A. A., will have plate 79, the numerals being the same as are on his New Jersey plate.

The greatest demand this year came for plates bearing the numbers 111.

NEW HUDSON MOTOR HAS GREAT EFFICIENCY

Extra Cylinders Unnecessary With New Principle, Says Behn.

NEW WHITE MOTOR DIRECTORS

Prominent New York Business Men Elected to Board.

At a meeting of the White Motor Company held in Cleveland yesterday the following were elected directors: Warren B. Smith, E. W. Moore, Otto Miller and J. B. Nutt of Cleveland; J. Horace Harding of Charles D. Barney & Co., Theodore Roosevelt, Jr., of Monticome, Clothier & Taylor, E. H. Fisher, vice-president of the Chase National Bank, and A. M. Hall, vice-president of the Liberty National Bank, New York.

It is expected that at an early date Windsor T. White will be added to the board and made president of the company. Walter C. White and B. Johnson of Cleveland will also be added to the board.

The White Motor Company, which was incorporated under the laws of Ohio, has taken over all the assets of the White company of Cleveland. The capitalization of the new company is \$15,000,000 common stock, par value of the new shares being \$50. The net earnings of the White company for the year 1915 were about \$5,000,000, or an amount equal to about 50 per cent. on the capitalization of the company. There will be no bonds or preferred stock in the new company and the preferred stock of the old White company will be retired immediately.

VALUE OF ALUMINUM PARTS.

Weight Saved and Efficiency Gained by Its Use.

The fact that engineers in the automobile industry are specifying Lyman aluminum, despite the fact that it costs more than iron products, is regarded by experts in the motor trade as a distinct proof of its value in modern motor building.

The Marmon 34, the surprise car of 1916 in motor circles, is the first to be built with aluminum parts to such an appreciable extent that they have had a direct effect upon the efficiency of the car. Several hundred pounds have been deducted from the weight of the motor alone by the installation of aluminum instead of iron products.

In the body of the car more of the metal has been used, with the result that the net reduction in weight has been 25 per cent., with vastly increased power, speed and luxury of appointment.

CARBURETER IS IMPROVED.

Cadillac Company Engineers Correct a Common Fault.

QUICK RISE OF C. A. PFEFFER.

Youngest General Manager in Auto Business Is With Chalmers.

C. A. Pfeffer, vice-president and assistant general manager of the Chalmers Motor Company, who has just celebrated his twenty-ninth birthday, is generally considered the youngest man in the industry holding the position of vice-president in a motor company.

He joined the Chalmers company eight years ago as an accountant and rose rapidly through the grades of auditor and treasurer to his present position. In eight years Mr. Pfeffer has witnessed the growth of the Chalmers company from a concern employing a few hundred men to a factory with 5,000 employees and representing a value of more than \$8,000,000 in buildings and equipment.

Record for Cadillac Factory. The twelve months just closed mark the largest in volume of business in the history of the Cadillac Company, according to K. P. Drysdale, advertising manager. He says that from January 1 a year ago to December 31 the factory shipped 29,693 eight cylinder cars.

STUDEBAKER STATION READY.

Growing Business Causes Enlargement of Service Plant.

COMPLETION OF NEW FOUR STORY STUDEBAKER SERVICE STATION IN LONG ISLAND.

Completion of the new four story Studebaker service station in Long Island is just announced by F. R. Burn, New York branch manager, and the building is now occupied. The structure is of the most modern construction with a total floor space of 31,200 square feet. There is an abundance of light.

Addition of this new building is made necessary by the rapidly growing business in Studebaker cars in the New York territory. It gives to the New York branch at Broadway and Fifty-sixth street greatly augmented facilities for handling the Studebaker cars.

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BUICK QUALITY, BUICK SERVICE AND BUICK DEMONSTRATIONS ARE OUR ADVERTISEMENTS.

We Do Less Advertising in Print Than Any Successful Automobile Company.

WE EXHIBIT AT THE AUTOMOBILE SHOW, A COMPLETE LINE OF RUNABOUTS AND TOURING CARS, RANGING IN PRICE FROM \$850 F. O. B. FACTORY TO \$1485 F. O. B. FACTORY; ALSO A COMPLETE LINE OF BUICK OPEN AND CLOSED PLEASURE CARS AND BUICK TRUCKS AT OUR SALESROOM, BROADWAY AND 55TH STREET.

BUICK MOTOR COMPANY

BROOKLYN NEW YORK NEWARK

358 Livingston Street BROADWAY AT 55th STREET 45 William Street

Factories: Flint Michigan

Advertisement for Ajax Tires. DEMAND Which Will Not Be Denied. ALWAYS demand for Ajax Tires is greater than supply, despite important factory additions and increases of product. For five years Ajax factories in Trenton, N.J., have operated continuously, in three working shifts, twenty-four hours daily (Sundays alone excepted) without curtailment, shut down or lay off. This insistent, growing demand will not be denied, and now occasions further doubling of factory capacity. Ajax appreciation has come as users tell their Ajax satisfaction to their friends. AJAX RUBBER COMPANY, Inc. 1796-1798 Broadway New York Factory, Trenton, N. J. GUARANTEED with 5000 MILES

Advertisement for the Pathfinder car. Pathfinder the GREAT King of Twelves. The Car of the Year. EVERY year some one car is dominant at the Show--some car which surpasses all others in its obvious attainment from a standpoint of design, engineering and sumptuousness. This year Pathfinder the Great is the one car that is supreme in revealing surpassing excellences. Twelve cylinders, and valve-in-head construction, lift it out of competition. Your visit to the New York Show will have been a failure if you miss seeing and studying Pathfinder the Great. Price, \$2,475 f. o. b. factory. See It at the "Show"--Space B-30. 2d Floor DEMONSTRATION AND DELIVERIES NOW The Pathfinder Company Indianapolis, U. S. A. Senior Bros EASTERN DISTRIBUTOR 1875 BROADWAY NEW YORK PHONE COLUMBUS 9882

Advertisement for Buick Motor Company. Hupmobile Service. Hear him tell what we mean by Service. A man at the Hupmobile space talks about Hupmobile Service. He has a big subject. He tells of a feature the like of which you'll hear nowhere else in the show. Service that is free to every Hupmobile buyer--50 hours of labor paid for with coupons you receive with the car. Service so definite, so complete, that many who enjoy it have told me it is the best of all the good Hupmobile points. I know by experience that it keeps the car continually in first-class running order and prevents the ordinary motor car troubles. Chas. E. Riess & Co. 1690 Broadway at 53rd St. Retail Distributors Hupmobile Company of New York, Inc. 174 Broadway, Wholesale Distributors Diuguid Brothers 1285 Bedford Avenue, Brooklyn De Cozen & Riess, Newark Immediate at top of stairs, Lexington Avenue Entrance, Grand Central Palace, turn right to last aisle, then left to Hupmobile Exhibit, the second on the left of that aisle. Courtesy First--Safety for Others in Motoring. The mark of superior motor car service. BIG Buick BUSINESS REAL Buick ACTION. IF YOU are one of the many thousands who wished to purchase a Buick Motor Car this Fall, and could not get a delivery, order now. The demand is unprecedented. It will be absolutely impossible for us to make Buick automobiles enough to take care of you in March, April, May, June and July. Buick Model D-Six-45 Touring Car. Wheelbase 115 inches; 45 horsepower. Supreme in the Moderate Price Field. The Most Popular Six Cylinder Motor Car Ever Built. We are the largest builders of six cylinder automobiles in the world, and the most successful. We begin our fifteenth year, acknowledged leaders, with a great reputation for work well done--the greatest of any company manufacturing automobiles. Buick Quality, Buick Service and Buick Demonstrations Are Our Advertisements. We Do Less Advertising in Print Than Any Successful Automobile Company. We exhibit at the Automobile Show, a complete line of runabouts and touring cars, ranging in price from \$850 F. O. B. Factory to \$1485 F. O. B. Factory; also a complete line of Buick open and closed Pleasure Cars and Buick Trucks at our salesroom, Broadway and 55th Street. BUICK MOTOR COMPANY BROOKLYN NEW YORK NEWARK 358 Livingston Street BROADWAY AT 55th STREET 45 William Street Factories: Flint Michigan