TO BUILD KENT CAR IN NEWARK

New Organization to Build Four Cylinder Car in Two Models.

The newly organized Kent Motors Corporation, formed to build Kent cars to list at $985 and absorb the Kent Motors Corporation of New York, a wholesale and export organization, has purchased a sixteen acre tract of land at Newark, N. J. in the Belleville district, fronting with dockage on the Passaic River and on the Paterson branch of the Erie Railroad.

The Eastern location was selected at Newark on account of its superior labor conditions in connection with the fact that the Kent Motors Corporation of New York and its predecessors have had a large export business that has entailed an enormous loss in railroad freights now to be saved by reason of lighterage facilities direct to the great steamship lines at New York city.

The main plant to be erected at Newark is of similar type and design to the great plant of the International Arms and Fuse Company lately completed at Ampere, N. J., being of steel and concrete fireproof construction, approximating 120,000 square feet, aside from power plant, warehouse and administration building, and equipped for initial production of a thousand Kent cars a month. An ample provision has been allowed for such extension as natural growth of business may require.

The type of car to be built by the Kent Motors Corporation will be a standard chassis of 116 inch wheel base, four cylinder standard Continental motor, three and three-quarter inch bore, five inch stroke, honeycomb radiator, Bosch two unit starting and lighting system and ignition, including Bosch magneto, and Timken axles and bearings throughout. The five passenger touring car body is of the latest roll, sport design type, with cowl on the back of the front seat and closing wind shield, while the four passenger club roadster body is of similar design, with deep divided front seats.

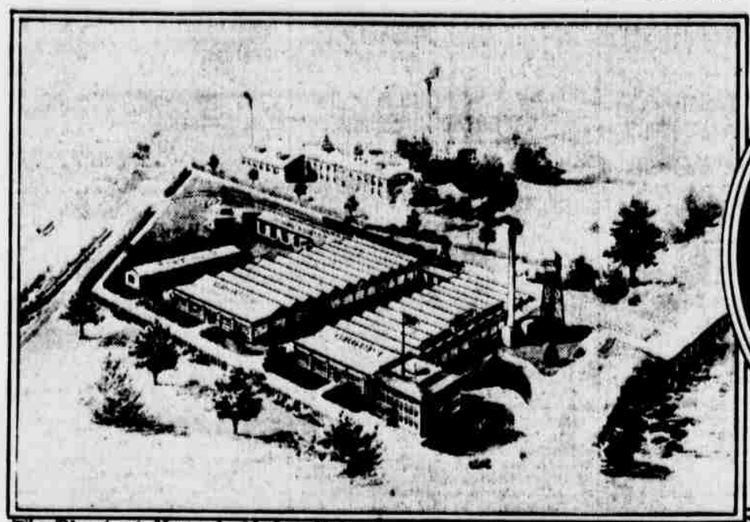
The management consists of men of national reputation in the automobile industry and includes F. H. Clarke, president, now president of the Kent Motors Corporation of New York; Wallace A. Hood of Detroit, late general sales manager of the Chalmers Motor Company; Major A. White, president of the New York Plate Glass Insurance Company, president of the City of New York Insurance Company and Vice-president of the Madison Trust Company; the Hon. Thomas L. Raymond, Mayor of Newark, N. J.; Chief Supervising Engineer P. D. Dean, member of the Society of Mechanical Engineers, the American Institute of Electrical Engineers and the Society of Automobile Engineers; L. A. Dalrymple Percival, president of the British Amalgamated Paint Company, Ltd., London, and the Amalgamated Paint Company, New York; R. J. Cosgrove, formerly of the Ford Motor Company. The name of the general sales manager is withheld at the present on account of his engagement with a well known factory. He is widely known on account of his identification with two of the largest and most successful automobile factories in America. The manager of the export department will be Lloyd H. Foster, formerly of the Hupp Motor Company and Briscoe Motor Company, and the factory superintendent will be Alexander U. Conquest, late assistant chief engineer of the Dalnide Motor Works.

The specifications of the new car are as follows: Five passenger touring model and four passenger club roadster model; motor, Continental, four cylinder, 40 horse-power, 3¾ by 5 inches; ignition, Bosch high tension magneto; carburetor, Zenith, latest type; electrical equipment, two unit, Bosch; starting, electric, Bosch; battery, Willard, storage, twelve volts; radiator, Kent cellular honeycomb, with motor meter; cooling, thermosiphon; clutch, multiple disk; transmission, selective, three speeds forward, one reverse; drive, Hotchkiss; universal joints, two (Spicer type); rear axle, Timken, with Timken bearings throughout; front axle, Timken, with Timken bearings throughout; brakes, external contracting, internal expanding, 14 inches; steering gear, Gemmer type, worm and sector; wheels, front, artillery type, rear, charlot type, twelve spokes in each; gasoline supply, Stewart vacuum system, fifteen gallon tank in rear; springs, three-quarter elliptic, rear, semi-elliptic, front; wheel base, 116 inches; tires, 32 by 4, non-skid in rear, demountable rims; steering wheel, 18 inches in diameter; top, one man type, with adjustable curtains, wind shield, plate glass, adjustable; speedometer, sixty miles (transmission); horn, electric driven; clock, commutating (eight day); tools, complete set, pump, jack, &c., and wire wheel extra.

In discussing the new proposition Mr. Clarke said:

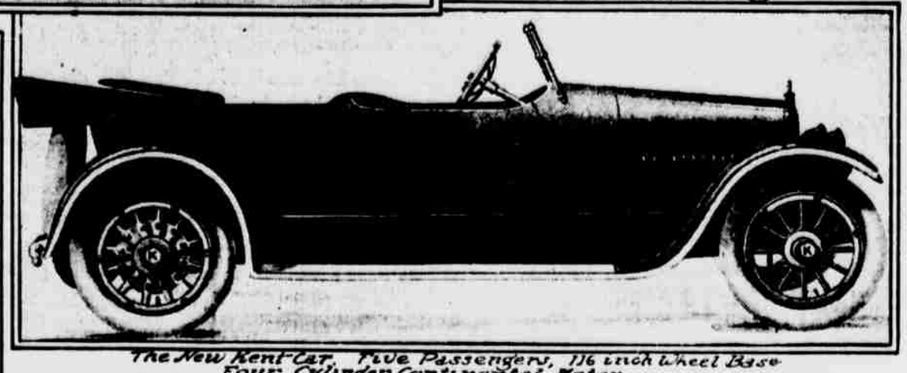
"Newark's recent activity in calling to the attention of manufacturers its advantages as a labor centre activated us strongly. Its diversified supply of raw materials and its natural facilities as a railroad centre and its location on the Passaic, with a deep channel for the receipt of raw material from the West entirely by water for nine months of the year, certainly seem inducements worth while. It seemed like a logical place for a plant of this size which must in time grow to large proportions. We are delighted with the outlook."

HOME AND PRINCIPALS OF NEW KENT MOTORS CORPORATION.



The Plant at Newark N. J.

F. H. Clarke.



The New Kent Car, Five Passengers, 116 inch Wheel Base Four Cylinder Continental Motor

Thos. L. Raymond

Myer H. White

L. A. Dalrymple Percival

Wallace C. Hood.

WINTON HAD FIRST PNEUMATIC TIRES

Interesting History of the Initial Order to the B. F. Goodrich Co.

The first American made pneumatic tires for motor cars were manufactured in the summer of 1896—twenty years ago—at the expense of the Winton Company. For the front wheels 34x1½ were used, and for the back wheels 36x1½. Needless to say these tires were of the single tube type.

When Alexander Winton was completing his first experimental car he concluded that neither steel tires nor solid rubber tires would do. Bicycles were equipped with pneumatics, and he knew the merit of riding on air. However, it was not so easy for the pioneer inventor to get what he wanted, because the biggest thing in pneumatics then available was the 1½ inch tube made for bicycles.

The need of a bigger tire was presented by Mr. Winton to Arthur J. Wills of the B. F. Goodrich Company of Akron. Mr. Wills listened to the recital, and took the subject up with B. F. Work, then superintendent of the Goodrich Company, and now its president.

"Well," declared Mr. Work, "it's an experiment. There is no demand for this sort of tire, and we don't know whether the horseless carriage will ever become a commercial success. Tell Winton that if he will pay for the moulds we'll see what we can do."

So Mr. Wills returned to Cleveland with the news that the Goodrich Company would undertake the experiment if the Winton Company would pay $75 or $100 or whatever amount in that neighborhood the moulds might cost.

Mr. Winton at once placed the order, and the Goodrich Company made good on its promise. By October, 1896, Mr. Winton's pneumatic clad "juggernaut" was running on the streets of Cleveland, and the crowds that everywhere gathered about the strange machine never failed to take elastic note of the enormous tires.

And that was the beginning of the tremendous automobile tire industry on the western continent.

Incidentally, the man who put those first pneumatics on the first Winton is still with the Winton Company, foreman of the tire department. His name is John Harriott.

RICE BROUGHT IN THE ORDER.

A Long Drive, but a Short Wait.

"I had to set an example for my salesmen by coming back with the order the other day," says Clarence B. Rice, sales manager of the King Car Corporation, distributors of King eight, at Broadway and Fifty-second street.

"A well to do woman living 168 miles up State wrote to us recently that she thought she would be interested in a King eight and wanted some literature. I drove a car up there, had a very nice time explaining everything to her and then waited expectantly. Finally she said:

"'You don't expect us to decide right away, do you?'

"I told her that I had rather expected it, but that if she needed a little time it would be all right; that I would drive over to the Oneonta Fair and come back the next day. But she would not think of having me waste a whole day that way, and wanted to know why I couldn't go back to the city and let her send the order.

"Instantly there flashed through my mind the spectacle of myself walking into the store and being greeted by the query: 'Did you get the order?' and having to reply, 'No, but she's going to nail it down.' It was too humiliating to consider very long, so I politely said:

"'No, Mrs. ——, now that I am up in this country I think I had better await your pleasure.'

"Then she said: 'You just drive down to the hotel and back, and we'll be able to give you an answer in half an hour.' I missed the Oneonta Fair but I got the order, and the ride back to the city was very pleasant, indeed, thank you. The moral to this little tale is: If you haven't a county fair handy always have something equally as good."

Picard to Have Building.

Plans were filed and contracts let this week for the erection of a five story building at Sixty-first street, 25 feet east of Broadway, to be named the Picard Building.

In it A. J. Picard and Company will house their salesroom and service station for their various lines. The building is promised for January 1.

STUDEBAKER HAS FINE SALES RECORD

Investigation Shows General Demand for Car All Over the Country.

Straw votes and polls are all the fashion during these exciting political days and the automobile industry likewise seems to be no exception to the rule.

Perhaps the most interesting poll to be made this year showing increases in sales is that recently conducted by the Studebaker Corporation. The results, announced through R. T. Hodgkins, general sales manager, show that in fifty-four cities of eleven representative States the sales of Studebaker cars during the first eight months of this year produced an increase of 185 per cent. over the first eight months of last year.

The eleven States were selected in a novel manner. The names of all the States in the country were placed in a hat and the first eleven drawn were used for purposes of the poll. After the States were chosen the cities in each were decided upon by a similar process of drawing.

Of the States selected four were located in the East, four in the middle West and three in the West. They were further divided into Northern and Southern States.

In addition to the figures for the fifty-four cities a grand average was taken for both States and cities, sixty-five in number, and showed a gain of 168.6 per cent. during the eight months period, as compared with 185 per cent. for the cities alone.

"The gains in sales, as disclosed by the poll, do not tell the whole story of our year's record," says Mr. Hodgkins. "By that I mean these increases would have been even larger if we had been able to produce more cars. We have sold 75,000 this year, as compared with 42,000 last year, and we plan a production of 120,000 during 1917.

"Factory extensions to make this 1917 output possible have been authorized and the construction work has begun.

"There is only one reason for these larger facilities, and that is the demand for the cars. If the present wonderful prosperity continues—and there is every reason to believe it will—the old story of not having enough cars to go around in 1917 should be repeated."

NEW MOTOR PLANT COMPLETED.

American Motors Corporation Now Established in Plainfield.

The American Motors Corporation, of which Louis Chevrolet is vice-president and chief engineer, announces the completion of its factory at Plainfield, N. J. The new plant occupies four and one-half acres and includes an assembly building of the most improved mill construction, 100x600 feet long, an administration building and power house. It has been laid out according to the plans and specifications of the company's own engineers and has a capacity of 10,000 cars yearly.

During the past three months the company has been quietly completing its organization and laying its plans for production on a large scale. As finally announced by Mr. Chevrolet it will put upon the market a five passenger six cylinder car priced at about $1,100, distinctive lines, a long wheel base of 122 inches and a motor for which exceptional efficiency is claimed are features of the model. The company plans to produce 250 cars before the first of the year, when deliveries will begin in quantities. The total output for the first year will be in excess of 3,000 cars.

Maxwell L. Bugh, who was prominent in the Association of Licensed Automobile Manufacturers and widely known as sales manager of the Autocar Company and the H. H. Thomas Company, has been appointed director of sales. John C. Speirs, formerly general manager of the Autocar Company and factory manager of the Locomobile Company, Mercer, S. G. V. and Standard Roller Bearing companies, is general manager in charge of production.

CHANDLER FACTORY GROWS.

Addition Made Necessary by Production Demands.

Coincident with the announcement by the Chandler Motor Car Company that they will continue the present modest Chandler car throughout the coming year comes the announcement that they have let contracts for the erection of another four story addition to their plant at Cleveland.

The new buildings, four stories high, will be 300 feet long and 120 feet wide. The new buildings will house the final assembly and the trim and paint departments. The new addition will materially increase the Chandler production for next year, which will in all probability reach 20,000 cars during the twelve months period.

In connecting up the decision to erect this addition to the already tremendous Chandler plant, Mr. Chandler stated that it was only after mature considerations on the part of the board of directors, who have analyzed very carefully the sales possibilities for the next twelve months. In short, Mr. Chandler believes that 1917 will be the largest year the automobile industry has ever seen.

Incidentally, it might be mentioned that the metropolitan Chandler distributors the Brady-Murray Motors Corporation, now have on exhibition at their showroom, Sixty-second street and Broadway, a full line of fall cars, including limousines, sedans and touring cars with convertible sedan tops.

CROSS CONTINENT HARD TEST.

No Boulevard by Any Means, Say Drivers.

"People do not realize the road conditions that are to be encountered in a trip from New York to San Francisco," said S. B. Stevens, chairman of the motor reserve division of the American Defence Society. Mr. Stevens is a millionaire auto enthusiast of Rome, N. Y., and has just recently played a very prominent part in demonstrating the reliability of motor travel across the continent by his participation in the cross-continent run, in which a Marmon 34 travelled from New York to San Francisco in 5 days 18 hours and 50 minutes.

"The term 'Lincoln Highway' conveys to the minds of the majority of people a broad, smooth, finished road over which an automobile may be driven at high speed. As a matter of fact, the Lincoln Highway is more of a route than a road. The Lincoln Highway movement is comparatively young, and as it takes years to build a good road, it is no wonder that the ocean to ocean route across the middle of the United States is still in the embryonic stage of development.

"The recent record making trip was over the Lincoln Highway, with a few detours from South Bend, Ind., to San Francisco. Of course, we found many good stretches of road, but on the other hand, we found a great many more that were bad. I was surprised at the way the Marmon 34 stood up under the strain. I never thought that any automobile could be driven at such a rapid rate for such a long distance with the unfavorable conditions that we had to encounter.

"Remarkable time was made from New York to Evanston, Wyo. The average for 2,526 miles was 30.1 miles per hour, and at this we were delayed at middle towns outside of Evanston. From New York to Cheyenne, 2,112 miles, the average was 32.2 miles per hour. This is certainly very rapid going over ordinary highways with only part of them in good shape for touring speed."

NEW ANGLE ON BIG HIGHWAY PROBLEM

Why Not Have Tracks of Specially Prepared Material for Automobiles?

By FRANCIS M. HUGO, Secretary of State.

There is an interesting parallel in regard to road construction in this country in the history of railways. When at first locomotives and coaches were small light iron rails lasted for quite a time, being considered sufficiently strong. But when the demands of traffic necessitated the use of heavier rolling stock and locomotives steel rails began to be used, until they have now entirely superseded the old iron rails of some fifty years ago. Gradually also steel rails have become heavier and heavier in sections, until at present on some of the best railway systems sections weighing over 100 pounds to the yard are used, and it is admitted that these are none too heavy for the traffic which they have to bear.

Pursuing this parallel, it may be asked whether, in consequence of the changed character of road traffic, more and more mechanical and greater in volume, there should not be a radical revision of the system so that at least on main roads the most permanent form of surface be adopted. Certainly something stronger and more durable than ordinary road metal is needed to bear the extra strain. Many people are familiar with the limited use of plateways, which are still to be found over certain bridges and in other places where heavy material is to be moved on tracks and where rails with flanged wheels are not convenient. But the public is not so well aware of the fact that on an eighteen foot road—the average width of the main roads—only a small part of this width is actually used by most of the vehicles which pass over it. In the case of horse drawn vehicles with narrow iron tires perhaps as little as two feet have to bear the strain of the road, although in the case of motor cars the wear of the pneumatic tire is wider.

The surprising fact is therefore developed that a very small per cent. of the width of a road is used at one time by a vehicle. Yet when the road has to be repaired or renewed the whole width has to be dealth with, for mere patching in most cases cannot be regarded as the most practical method of maintenance. Consequently one is driven to the conclusion that prepared tracks would save an immense amount of repair and wear. These tracks could be made of special material, continuously smooth in character and sufficiently wide. They would bear nearly all of the traffic and would lengthen the life of the road ten times its present period. Looking to the future when the roads will have to bear heavier and more continuous traffic, the substitution of some kind of plate for trackway is bound to come, because the present expensive method of preparing great widths of road, of which a small portion only is used, will soon become too costly a burden to be borne.

MEETING ALL TIRE NEEDS.

U. S. Tire Company Makes Five Different Styles.

"No one type of tire will suit all types of cars," says O. S. Tweedy, assistant general sales manager of the United States Tire Company. "For that very reason we make four anti-skid tires and a plain tread. In this way we are enabled to give car owners 100 per cent. service. Remember an automobile is only as satisfactory as its tires—that is, in the mind of the average owner.

"Given long mileage and no tire trouble the average man regards his car as eminently satisfactory. With this idea in mind we manufacture five different tires—one for every motoring need of price and use.

Ryall Joins Poertner Company.

James B. Ryall, who was one of the foremost racing drivers a few years ago, has been appointed manager of the Poertner Motor Car Company's truck department. Ryall is now devoting his energies to the sale of Jeffery motor trucks. Prior to 1906 Ryall was the amateur champion race driver. In 1906 he won fifty-seven out of sixty-two starts. That same year he went to the Pacific coast to race Oldfield, and then remained in San Francisco until just recently. At present the Jeffery truck business is booming and Ryall is keeping busy.

SAXON NOW SOLD BY LIVE AGENCY

With George S. Morrow as President, Saxon Motor Corp. Takes Popular Car.

Beginning to-morrow the interests of the Saxon Motor Car Corporation will be handled in this city and surrounding territory by the Saxon Motor Company of New York, a new concern which has been organized to handle this popular line exclusively. The factory branch which was formerly maintained here will be closed and all interests pertaining to Saxon business will be handled through the new corporation.

The new corporation is backed and promoted by sufficient capital and automobile experience to give the Saxon line the representation which it deserves. Men prominently identified with the automobile business in New York are connected with the company, but their names cannot be divulged at present due to other affiliations.

GEORGE S. MORROW.

George S. Morrow, president and general manager of the New York company, has been actively connected with the automobile business since 1903, when he associated himself with the Michigan Storage Battery and Auto Supply Company. In 1905 he left this company to open a garage and service station in this city, which proved a good investment for him until 1910, when he went with the Olds Motor Works as special representative. It was with this concern that Mr. Morrow gained that experience which will prove invaluable to him in his new connection.

In his capacity as special representative for the Olds Motor Works he was sent from one branch house to another, building up those territories which were weak. He was given an opportunity to wrestle with all the elements which combine to make a success or failure of an automobile distributer. In 1912 he was put in charge of the Pittsburg branch, which needed some new blood and life at the time. Mr. Morrow managed this branch for one year, when he was impressed with the possibilities presented by the Pittsburg territory for the Olds Motor Works. He financed a company which purchased this branch from the factory and stayed in Pittsburg until recently, when he sold his interests in the Pittsburg Oldsmobile Company to grasp what he considers the bigger opportunity as Saxon distributer in New York.

"Possibilities for Saxon business in New York seem unlimited to me," said Mr. Morrow, in commenting on the situation. "Success in the automobile business in New York demands three things, extensive financial resources, strong sales force in the shape of dealer organization and an established popular car to sell.

"The Saxon Motor Company of New York is strongly financed by prominent men in the automobile business. We will be in a position at all times to maintain a vigorous sales and advertising campaign throughout our territory and to have sufficient quantity of cars to insure prompt deliveries. Operating expenses in New York are high, but a company with sufficient capital back of it to weather the hill will enjoy a volume of trade capable of making a good profit for shareholders.

"A factory or distributing branch reflects the strength of its sales organization. We expect to build up a sales organization which will make money with us. My experience has demonstrated to me that there's a wonderful opportunity for a real merchandising of automobiles. The same principles of merchandising which apply to other lines of business should be applied to the automobile business. Very few dealers maintain any system of accounts, hence, are always uncertain as to whether or not they are actually making money. We will have for dealers those who are willing to make the most of the Saxon car the great thing we know, and who will make money doing.

"The Saxon car, by its three record remarkable performance to the satisfaction of owners, has gained the confidence and respect of the motor public. We see nothing ahead but a big Saxon year."

HUPMOBILE AT 21ST CAPITAL

Reach Des Moines on Tuesday in Fine Condition.

The Hupmobile United Answer, which J. Walter Drake of Denver is sending to the capital of every state in the Union traversed over 1,500 miles and had visited its twenty-first capital at Des Moines, Tuesday afternoon.

An early start was made from St. Paul when one of those sleet and fall storms landed on the party just after leaving Ames, right in the heart of the famous Iowa corn belt. From there on the story is the same as it was one year ago, and again two years ago, and again ten years ago, to the personal knowledge of Mr. Peterson, who is one of the diehards of the party, it was the same thing ten years ago when he participated in the first Chicago to St. Paul run in January. It was simply a question of putting the chains and rope protectors on the wheels for traction and proceed at a snail's pace. The Hupmobile with Charles Salisbury and Mr. Drake driving, took this method of getting into Story City, Iowa, where it is now waiting for better weather before they might go further.

Before last night's rain had been unusually lucky as to weather and had traversed the week from Madison, Wis., to Springfield, Ill., and over to Kansas City, Mo., by way of Springfield over to Topeka, Kan., and Lincoln, Neb. After Lincoln the party went to Des Moines and is now on its way to St. Paul.

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1916 STUTZ TOURING ...
TRUCK ...
CADILLAC ...
1915 MERCER RUNSTER ...
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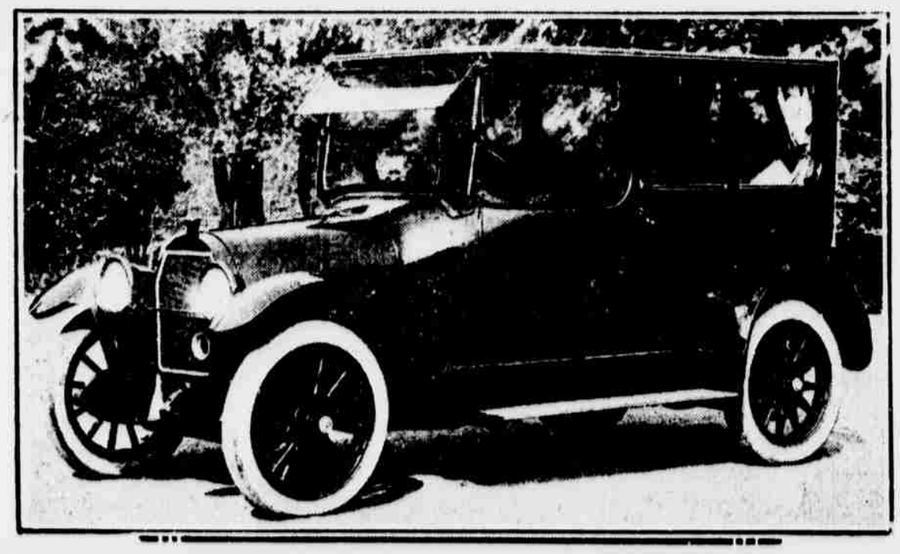
This Stearns-Knight Is an Ideal Town Car.



The F. B. Stearns Company call it their own car because it is so admirably suited to city use. In addition to its elaborate finish and trim are motor and steering qualities that give it high rank. From a snail's pace it will accelerate swiftly and smoothly in traffic and you can do all manner of turning in it with remarkable ease. And it will also keep your gas and tire bills down. It is because of such qualities that the Stearns people at Broadway and Fifty-seventh street are anxious to have discriminating persons come in and look over the car and see it in action.

H. & N. Issues CHALLENGE
For the Benefit of All Motor Owners

Every Carburetor Manufacturer makes the same claims in his advertisements. Namely:—That his instrument is the most "powerful, flexible and economical" on the market. How is the purchaser of an automobile to decide which one to use?

In order to settle this question, the H. & N. Carburetor Co., Inc., of 1675 Broadway, invites all manufacturers, whose Carburetors are now used as Standard Equipment on any make of automobile, to send a stock Carburetor with their own demonstrator to any recognized official Automobile Association, for the purpose of submitting to an exhaustive test to determine which is the most efficient instrument under all conditions of speed and load.

The prospective purchaser of a car or engine of any make, should demand of the manufacturer that he supply him with the Carburetor which wins in this supreme competition.

A few examples of the performance of the H. & N. Carburetor:

GREATER POWER AND MORE SPEED.

Page-Detroit, climbs Fort George Hill with four passengers weighing 710 lbs. on third speed at 30 miles per hour. Competitor just able to make summit at 9 miles per hour.

Saxon Six, with four passengers, climbs Viaduct Hill, Fort George Hill and Fort Lee Hill on third speed at 20 miles per hour. Competitor on same car could not take any of them except on second speed and on Fort Lee Hill dropped to first speed. Average mileage increased from 19 to 21 7-10 miles per gallon. Speed 55 miles per hour.

INCREASE YOUR MILEAGE 30% to 100%.

Locomobile Limousine weighing 4800 lbs. previous road average 9½ miles per gallon. With H. & N. showed 10 miles per gallon on shopping trip in New York City traffic.

Simplex-50, belonging to Miss Eleanor Sears of Boston. Previous road average 8 miles per gallon. Showed 9½ miles per gallon with H. & N.

Pierce-Arrow, belonging to Mr. Solomon Guggenheim. Road average increased from 4½ to 10 miles per gallon.

Peerless-6-cylinder increased from ... to 11 miles per gallon. 4-cylinder, increased from 6 to 10 miles per gallon.

Fiat, 4 h. p. increased from 8 to 10 miles per gallon.

Renault 14-20 h. p. increased from 17 miles to 25 miles per gallon. 35-40 h. p. increased from 6 to 11 miles per gallon.

Packard Twin Six mileage increased from 4½ to 10 miles per gallon.

Marmon Six 1915, former average 7 miles per gallon, present average with the H. & N. 17 miles.

SATISFACTION GUARANTEED.

There is not a car made on which we cannot guarantee an increase of from two to ten miles per gallon of Gasoline, with more power for hill climbing, more speed when desired, quicker get away, and greater flexibility.

Any customer who is not entirely satisfied (we leave it to you) may return the Carburetor to us C. O. D. at any time within fifteen days from the date of its purchase.

The H. & N. is the most efficient carburetor under all conditions, and we propose to let the public know it.

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