

PIONEERS SELL RAINIER TRUCK

New 1,000 Pound Capacity Vehicle Made in New York Listed at \$875.

Two pioneer automobile men are back on Broadway after an absence of two years, during which time they were developing a commercial vehicle which is bound to attract wide attention in business circles.

These two men are pioneers in the truck field, having opened the first motor truck service building in America in 1902 at Twenty-seventh street and Ninth avenue.

This new truck represents the accumulated experience of fifteen years, and in addition to its general sturdiness contains such exclusive features as worm drive, 1 1/2 inch wheelbase, Hotchkiss drive, eliminating torsion rods, 4 1/2 inch frame, 2 1/2 inch front axle, 1 1/2 inch steering wheel, double safety spring shackles, universal joints like those of a two ton truck, 10-inch clutch and a unit power plant. In addition it cannot be driven over thirty miles an hour.

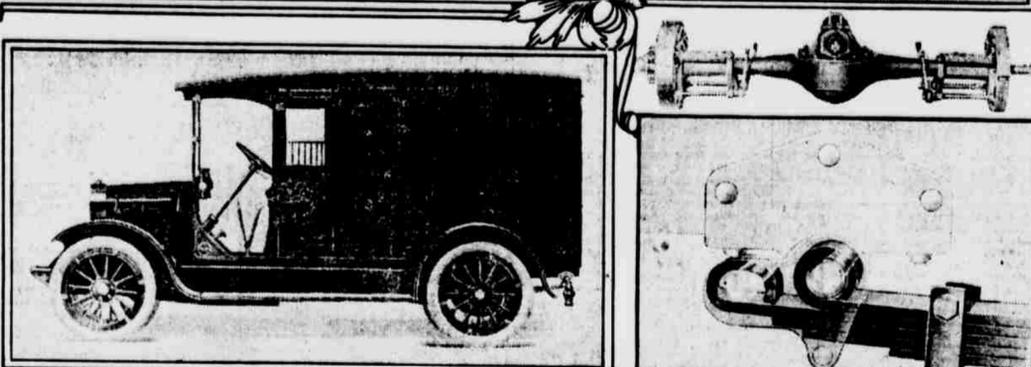
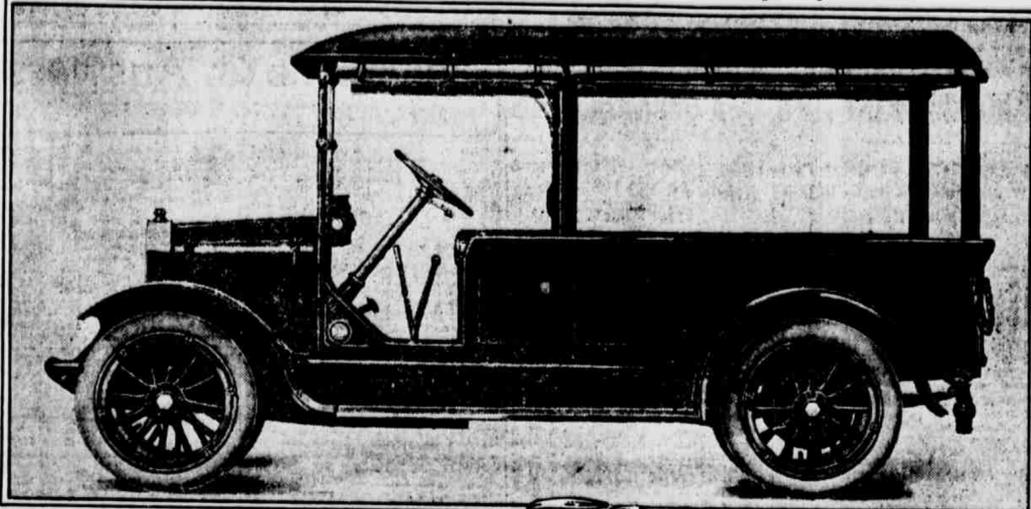
Associated with Messrs Rainier and Lineberger as chief engineer is Carl A. Nerscher, who was for many years chief engineer of the Garford and Williams-Overland companies and who is recognized as one of the foremost designers of motor vehicles in the world.

The name of this organization of veterans is the Rainier Motor Corporation and the factory is located on five acres in Poughkeepsie, N. Y.

In discussing his return to Broadway, Mr. Rainier said:

"We have not been out of the motor truck business during the two years we have been away from Broadway, but have simply been working on the development of a truck we knew merchants wanted. Now it is here, and we are here too to sell it. This Rainier represents the best we have been able to find in trucks after fifteen years of experience. Back in the old days I guaranteed a year of free service to purchasers of the Rainier motor car. I did it because I knew the proposition was right in the first place. Now I have another proposition in which all may have the utmost faith, because I'm following the line I followed years ago, that of having my car right before I start. When you are right in the beginning and therefore know that service costs will be a mere trifle it means more money for the manufacturer, the dealer and the owner. It seems to me to be a very sensible way to begin."

Two of the Body Styles on New Rainier 1,000 Pound Capacity Truck.



This worm driven truck sold by two pioneers in the truck field has striking lines and features. In the smaller picture, are shown the worm drive and the double safety spring shackle, which is a new and valuable attachment.

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try. This organization offers the Rainier to meet the worldwide demand for a high class and genuine 1,000 pound truck with the firm conviction that quality, not price, will be the deciding factor in maintaining a permanent demand for its product.

REDDEN OPENS UP A NEW INDUSTRY

Controls All "Truck Maker" Attachments and Plans Big Governing Association.

The standing of the Cook patent as the basic patent controlling the manufacture of all devices for converting pleasure cars into trucks by means of a truck frame, axle, springs, wheels and tires, composing a unit so designed as to slide over and bolt to the pleasure car frame, thus relieving the pleasure car axle of all load, has been firmly established.

Following close upon the report of the Redden Motor Truck Company obtaining control of the Cook patent comes the news that the Smith Form-A-Truck Company of Chicago has acknowledged the dominating character and validity of the Cook patent and will hereafter manufacture under license and will pay royalties to the Redden Truck Company and Mr. Cook.

The manufacture of these "truck-maker" attachments has already grown into enormous proportions, and although the business is only about a year old there are several manufacturers engaged in it whose output runs into millions of dollars.

Some time ago the Redden Motor Truck Company obtained control of the Cook patent and Mr. Cook and the Redden Motor Company immediately entered suit against the Smith Form-A-Truck Company for the purpose of establishing the validity and scope of the patent. The Smith Form-A-Truck Company is one of the largest manufacturers of these truck maker attachments in the country. They have been successfully operating their business in Chicago for several months and have placed a large number of these attachments on the market. It was only after the most thorough and careful investigation into the merits of the Cook patent that they were willing to acknowledge its validity and consent to manufacturing under license issued by Cook.

The sudden captivation of the Smith

Company and its coming under the Cook patent, by license, is a gratifying surprise to those interested observers who were impressed with the possibilities of the business and yet felt that it could be fully developed only by close cooperative work upon the part of the leading "truck maker" manufacturers. Those observers were also pleased to learn that the ideas of the wealthy inventor, Albert E. Cook, and of C. F. Redden, president of the Redden Motor Truck Company, coincide with theirs in that respect, and that instead of monopolizing the business, as they could do, their intention to license thoroughly responsible manufacturers and to lend their powerful aid to the forming of the projected association of these manufacturing interests, something which could not be done without their aid and sanction.

The business itself has come before the public eye and grown so suddenly and the litigation affecting it has been determined so quickly and definitely that as may now look for equally speedy and definite developments of the association, which it is planned should be along the lines of the old A. L. A. M., which was largely responsible for the developing and standardizing of the present automobile interests.

President C. F. Redden, who was the first to recognize the enormous possibilities of the business of converting pleasure cars into trucks, now believes that all that is necessary to develop the truck maker business into an enormous industry is an association of the responsible manufacturers working along constructive lines with a view of standardizing the business. He claims that such an association will be a protection to the ultimate user, because it will result in a more careful selection of materials and standardizing of design and construction and improved methods of manufacturing.

All of these features combined result in giving the buyer a better truck for less money, in addition to which would be the responsibility and satisfaction of doing business with concerns of known integrity. Redden claims that when the public once awakens to the fact that their pleasure cars can be converted into reliable ton trucks for less than the cost of a team of horses, the demand for these attachments will run into hundreds of thousands, because farmers, fruit growers, dairy men, merchants and small manufacturers all over the country will have placed within their reach a reliable truck of ample carrying capacity at a minimum price, and which will reduce their hauling cost at least 50 per cent.

FIND BIG VALUE IN SAXON CARS

That Is Why George Morrow and His Associates Took the Line.

When the Saxon Motor Car Corporation of Detroit closed a deal with the Saxon Motor Corporation of New York to handle Saxon cars in this city and surrounding territory it completed a transaction which has proved to be a big thing in the New York automobile field. The New York Saxon interests in this territory have invested thousands of dollars in Saxon cars because of their absolute belief in the line. They are confident that the Saxon car is one of the biggest motor car values in the market to-day, and this belief is born of a thorough investigation.

George S. Morrow, president and general manager of the new company, commenting on this situation said: "Perhaps we were overcautious in our investigations of Saxon cars before signing a contract to distribute them in New York, but we believe the results experienced warranted our time and trouble in going to the very bottom of this matter. First we investigated in a manner in which Saxon cars were given service to their owners. We wanted to know that Saxon stood up as well in Keokuk, Iowa, as in Chicago. We wanted to know that the car were offered for sale to the residents of New York gave many miles of satisfactory service for little money. We got owners of Saxon cars to tell us what they thought of their Saxon cars. We wanted to know that the dealers' opinions coincided with what the owners told us."

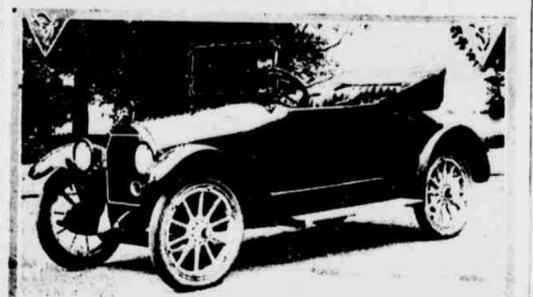
"After investigating Saxon owners we interviewed Saxon dealers, men who have sold thousands of cars. We asked them what their verdict was in the light of their experience. They we got together and compared the reports of our investigations. No matter where we sought the evidence we found it favored Saxon. The dealers' opinions coincided with what the owners told us. "We came to the conclusion that no company could expect to succeed in the Motor Corporation of New York, and its product was absolutely right. We have invested our money in the Saxon Motor Corporation of New York, and taken rank with New York's largest merchants on the one belief that the Saxon product is right and that we will be able to sell the people of New York on our belief."

HURLBURTS GO ABROAD.

Big Order Received for Immediate Foreign Shipment.

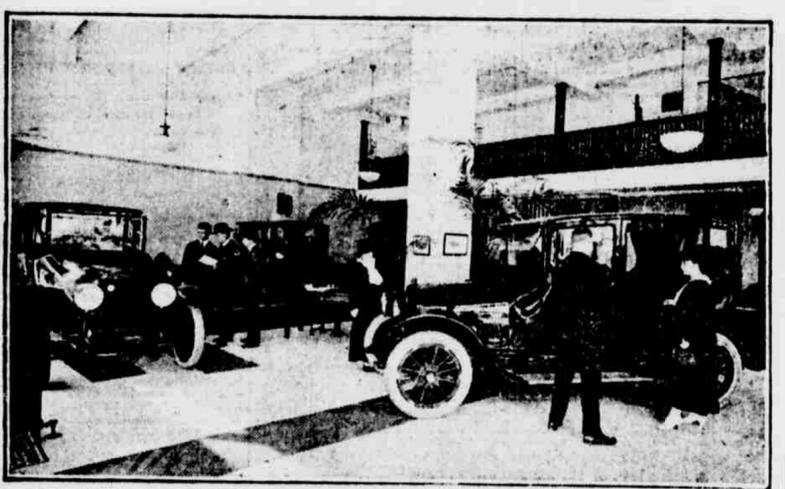
An interesting announcement from the Hurlburt Motor Truck Company is to the effect that it is just in receipt of an order for some hundreds of thousands of dollars worth of trucks for export. This announcement especially interested us because it is a large order for the heavy seven-ton Hurlburt motor truck. This seven-ton Hurlburt is the latest heavy-duty vehicle used in the country into which it is being shipped. The sales of the Hurlburt Motor Truck Company during the year 1915 exceeded those of 1914 by over 50 per cent. In 1914 the sales of 1915 were 1914 is showing even a higher percentage of increase.

Stearns-Knight 4-Cyl. Clover Leaf.



This attractive car may be seen in the local salesroom of the F. B. Stearns Co. of New York at Broadway and Fifty-seventh street. The motor is 3 1/2 x 5 1/2, wheel base 110 inches and it has a turning radius of 32 feet.

A Private "Show Week" Introduced New Kissels.



Clois & Engs are enthusiastic over the reception the 1917 All-Year Kissel Cars received when they were placed on display in the local show rooms at Central Park West and Sixty-first street. The photograph shows how effectively the cars were exhibited.

SUPER SIX WILL COST \$175 MORE DEC. 1

Increased Cost of Material Forces Advance in Price of Record Breaker.

Harry S. Houpt, president of the Hudson Motor Car Company of New York, announces that he has just received word from the Hudson factory in Detroit that on December 1 the price of the famous Hudson super six car will be advanced \$175 a car. "The new price," said Mr. Houpt, "has been made necessary by the increased cost of raw materials, and as the new production starting on December 1 will be built from materials contracted this year at enormous advance in cost, the Hudson factory, in order to maintain its present high standards, was compelled to raise the price of its product. "There will be no change in model," continued Mr. Houpt, "the only changes, if any, will be minor refinements. We have some cars yet due us at the present price, some closed and some open, which will be sold at 1916 prices while our allotment lasts. After that every car shipped to us will cost the higher price. "The purchaser can save \$175 by buying now and will get the same model as buyers get who buy after December 1. "It is interesting to note," added Mr. Houpt, "that there are 25,000 super sixes running, and that on track or road the Hudson super six holds almost every record, including all stock car records up to 100 miles. A twenty-four hour record of 1,819 miles, the San Francisco record of 1,819 miles, the San Francisco record of 1,819 miles, the double transcontinental record of a little over ten days and the Pike's Peak hill climb."

ELECTRICAL EXPOSITION.

Electrical Exposition Will Open on Wednesday in Palace. With a larger and more comprehensive exhibit than ever before of electrical vehicles, both pleasure cars and commercial trucks, batteries, charging equipment and other accessories, the electrical exposition and motor show of 1916 opens in Grand Central Palace, New York, on Wednesday for a run of ten days.

HARKNESS TROPHY RACE.

Bonuses for Lap Leadership Incentive Great Speed.

The interest displayed by the sport loving public in automobile racing, as evidenced last Saturday at the Sheepshead Bay Speedway, when Aitken drove his Peugeot for 250 miles around the two mile oval in the world's record time of 2:23:04.02, has justified the management in staging the Harkness Gold Trophy race of 100 miles and a fifty mile special on Saturday, October 28, at the speedway.

Two thousand dollars has been hung up by the donor of the trophy, Harry S. Harkness, for this world's speed classic as prize money and \$2,500 as bonuses. To add to the interest, Mr. Harkness has provided these bonuses for the winner of each lap. After the tenth mile the car leading at the finish of each lap will receive a bonus—10 per cent. between the driver and mechanic, 70 per cent. and 30 per cent. respectively. When this plan was suggested to the drivers, of whom thirty of those entered in the Astor Cup Race have signified their intention of driving on the 28th, it met with the heartiest approval.

The bonuses for the leading cars at each of the miles beginning with the tenth will be as follows:

Table with columns: Miles, Bonus, Miles, Bonus. Rows 10-20.

The prize money in the Harkness Trophy Race will be divided as follows: First, \$4,000; second, \$2,500; third, \$1,500; fourth, \$1,000; fifth, \$500; sixth, \$100.

Immediately after the main event the fifty mile special for non-prize winners in the Harkness Trophy Race will be run. Mr. Harkness has provided additional prizes, amounting to \$2,500, for this race. Only non-winners among the entrants in the Harkness Trophy Race will be allowed to start.

Haynes Is For Lucky Man.

The award of the "Light Twelve" automobile offered by the Haynes Automobile Company to the owner of the oldest car in Tennessee, Ind. Mr. Haynes has an old car that dates back to 1897. Since that time the car has been in his possession. A free, a national period of service in the hills of the Ohio Valley, the car is in running condition to-day.

DODGE IS ARMY FAVORITE.

Splendid Work on Border Responsible for Testimonial.

A request from the Government for bids on touring cars for army use at the border was received by the local automobile dealers last week. An interesting feature of the document lies in the clause which specifies that the cars must be "Dodge Brothers or equal."

The extremely satisfactory service rendered by Dodge cars in army use in the mud lands of Texas is the sole reason for the adoption of this car as the present standard for army use. In commenting on this enviable record Colt-Stratton Company, New York dealers in Dodge Brothers cars, exhibit a letter received last week from E. W. Geigar, Jr., of the Sixth division, U. S. A., stationed at McAllen, Tex., in which he says: "Dodge Brothers cars at McAllen are making a fine showing. I drove No. 78,173 2,000 miles through the roughest country I have ever seen, through mud and water to the running board, and the Dodge went through when cars that cost three times as much had to be pulled out by mules or oxen. The Dodge has made a better showing than any other car down here."

Mr. Geigar adds that he has written entirely at his own discretion this letter, which the Colt-Stratton Company are very pleased to add to their large collection of Dodge testimonials.

HUPMOBILE IN NORTH DAKOTA.

Has Visited Just One-half the State.

The Hupmobile capital to capital tour reached Bismarck, N. D., early Wednesday afternoon from Herrell, S. D., where the party which J. Walter Drake of Detroit is sending around the United States in the interest of good roads stopped on Tuesday.

Herrell, the capital of North Dakota, makes the twenty-fourth State capital visited, or just one-half of the States of the Union. The mileage covered so far is 3,918 miles of the 20,000 mile journey contemplated. The States visited in the last week have been Iowa, Minnesota, South Dakota and North Dakota.

10,000 Studebakers a Month.

An output of 10,000 Studebaker cars a month, or 120,000 for the year 1917, will be made possible as a result of action recently taken by the Studebaker directors authorizing the construction of the new buildings and addition of equipment, the total estimated expenditure of which will be \$1,500,000.

One of the new plant extensions at both Detroit and South Bend is under way. The South Bend additions will include a large modern foundry, 1,100 feet long by 150 feet wide, with four cupolas and 250 tons daily melting capacity. Among the Detroit additions will be a 35 per cent. increase in the forge shop capacity through the purchase of a battery of steam hammers, together with all necessary trimming presses, forging and heat treating furnaces, involving an investment of more than \$150,000.

They Open High Class Garage.

In order to meet the growing demand for first class garaging facilities in the heart of Manhattan two well known automobile men, Albert H. Atkinson and Peter J. McDonald, on October 15 will open the Peoples Garage at 235 and 237 West Fifty-fifth street, just a step from Broadway. Having had practical experience in both the selling and service ends of the automobile business these men are particularly well equipped to anticipate and meet the needs of motorists. In appointments and quality of service the new establishment promises to be among the best in the city.

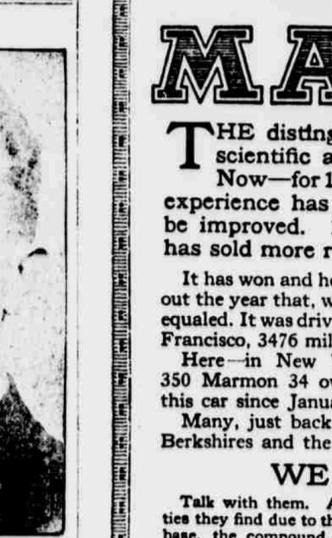
Albert H. Atkinson.



ALBERT H. ATKINSON.

Peter J. McDonald.

Donald has successfully sold automobiles on Broadway for several years and has a host of friends among automobile owners.



PETER J. McDONALD.

The Peoples Garage Company will occupy the entire building in Fifty-fifth street. In addition to floor space for the storage of 100 cars there will be a supply department and a machine shop equipped to meet any and all requirements. According to the incorporation papers Albert H. Atkinson is president, Jean W. Amey vice-president and treasurer, and Peter J. McDonald secretary. Automobile Row experts great things of the Peoples Garage Company because it knows the men at the head of it are high class automobile men and "regular fellows."

Advertisement for Marmon 34 cars, featuring text: 'OUR allotment of Marmon 34 cars, inadequate to meet the demand in the past, has been increased for the time being through enlarged factory production. We can now make a few early deliveries and suggest that those who have been waiting to purchase communicate with us promptly. MARMON NEW YORK COMPANY. BEFORE YOU BUY A CAR Get the Vital Facts From 350 New York Owners of the MARMON 34 THE distinguished appearance of this long, low car, and its many scientific advances made it the leading attraction of the 1916 season. Now—for 1917—the Marmon 34 remains unchanged because the year's experience has revealed no important points where this Luxury Car could be improved. 1100 pounds lighter than cars of equal size and power, it has sold more rapidly than its makers could produce it. It has won and held a popularity throughout the year that, we believe, has never been equaled. It was driven from New York to San Francisco, 3476 miles, in 5 days 18 1/2 hours. Here—in New York and vicinity—are 350 Marmon 34 owners who have bought this car since January last. Many, just back from tours through the Berkshires and the Rockies—as far east as Maine and as far west as California—these owners know the comforts of riding in the Marmon 34, and how easily this car is handled. They know how it holds the road when touring at high speeds over country pikes. They know how easily it runs up mountain roads—how smoothly, how securely, for miles and miles. WE REFER YOU TO THESE OWNERS Talk with them. Ask them what riding qualities they find due to the Marmon's 136-inch wheelbase, the compound cantilever springs, and the perfect balance of sprung weight (above the springs) and unsprung weight (below the springs). Ask them about the saving in tires, gasoline and upkeep as the direct result of the Marmon Scientific Construction and the extensive use of aluminum in the body, motor and other parts. You will find many, we believe, who have not had to pay the least attention to lubrication all summer. For the Marmon's oilless bearings and automatic system of motor lubrication require only four grease cups on the entire car. Some cars have as many as fifty grease cups. This Luxury Car rests its ease with the men and women who own it. The fact that most Marmons are sold to their friends is significant. Before you buy a car, at least see the Marmon and scan the list of New York owners. Then ask those of your own acquaintance for the reasons why the Marmon 34 is unsurpassed. MARMON NEW YORK COMPANY, Inc., 42-44 W. 62nd St., Near Broadway Telephone 1028 Columbus