

RETURN LOAD PLAN GAINS MUCH IMPETUS

Its Operation Would Greatly Relieve the Strain on the Railroads.

There is a great need of immediate creation of return load bureaus in cities along the Atlantic seaboard to put shippers in need of transportation in touch with owners of motor trucks who are operating them in many cases with loads only one way.

The National Automobile Chamber of Commerce has received many telephone calls recently from truck operators inquiring where return load shipments could be obtained. One such call was from a company that was sending a truck from New York city to Vermont empty to bring back a load of machinery.

On the other hand, the Chamber has received a number of calls from merchants inquiring for the names and addresses of companies operating motor trucks between New York and Philadelphia.

These inquiries show the need of a bureau in New York to bring the two interests together, thereby solving some of the transportation difficulties due to railroad freight congestion and making possible a reduction in the cost of haulage by highways.

A system of return load bureaus has been established in all the larger cities in Connecticut by the State Council of Defense and is successful operation. The Motor Truck Club of New Jersey has established such a bureau in Newark, and one has been started in New Brunswick, N. J.

The Highways Transport Committee of the Council of National Defense, Munsey Building, Washington, which inaugurated the movement to relieve freight congestion, is interested in getting similar bureaus established in cities all along the seaboard from Boston to Washington and is sending men to present details regarding the plan to Chambers of Commerce or other interested organizations in the different cities.

Full details regarding how to establish such a bureau, with illustrations of card index and other forms used by the Connecticut State Council of Defense, have been published in a small pamphlet by the Highways Transport Committee. Copies will be supplied to any one interested upon receipt of request addressed as above.

BECAME CAR OWNER IN HURRY.

Just Sold Government \$60,000 Worth of Glycerine.

A man walked into the Brady-Murray Motors Corporation salesroom the other day and with the enthusiasm and high spirits that one generally associates with a boy who is getting his first velocipede bought a Chandler touring car.

To the salesman he said: "I don't mind telling you that I feel pretty good over getting this car. I feel that it was made on and this country got into it I didn't expect my bank account would stand the strain of buying an automobile for three or four years. But, you see, I was fortunate in the last eighteen months—got a \$60,000 contract from the Government for glycerine."

"Glycerine!" exclaimed the salesman. "I didn't suppose that all the glycerine in the world was worth \$60,000."

Discussing this incident, J. B. Hueltner, head of the local Chandler headquarters, said:

"It only shows what a good customer a country is for all kinds of things when it is at war. There are thousands like this man who have made money in the last eighteen months and they are going to have automobiles. I am enthusiastic over this new group of buyers."

BRONX HIGHWAY REPAIRS.

Work Already Under Way in Motorists' Interests.

Following the appropriation of \$400,000 which Borough President Henry Rueckner obtained through the Board of Estimate and Apportionment for the general improvement of the highways in the Bronx work was started a few days ago under the supervision of Arthur J. Lacey, Superintendent of Highways for the Borough of the Bronx.

One of the first thoroughfares to be benefited by the appropriation of funds for repair work was Betham Parkway from Southern Boulevard to White Plains avenue.

Records of the Highways Department at Borough Hall show that 36.1 square yards of street improvements are about to be executed. Improvements to asphalt (surface only) amount to 12,957 square yards. Block asphalt comes next in order with 2,706 square yards. Wood block (surface only) amounts to 1,364 square yards.

The Newest Saxon Roadster.



Rodney K. Haines, sales manager of the Saxon Motor Co., is shown here at the wheel. The Saxon he is driving is a very popular model because of its attractive lines and its speed.

BURRELLE OPENS USED CAR PALACE

Will Sell High Class Cars in Famous Building on Broadway.

What is claimed to be one of the largest establishments in the world devoted exclusively to the sale of used and renewed cars was opened yesterday in the



DOUGLAS C. BURRELLE.

old skating rink building at 1030 Broadway by Douglas C. Burrelle. It is the most ambitious effort ever made in New York or probably in any other city to place the used car business on the systematic basis that governs the sale of new cars, and the outcome will be watched with interest by the industry in general.

Mr. Burrelle has made a good reputation for himself in the last five years in the used car business. He has worked consistently on the idea that used cars

of the highest class, when thoroughly overhauled and renewed, offer attractions to motorists whose choice would naturally lie among the higher priced new cars. The new salesroom will be conducted on this basis. He will handle some of the moderate priced makes also, but of these there will be no model back of 1915.

The new Burrelle salesroom was most recently conducted as a skating rink under the name of Iceland, and as such was beautifully decorated, with hardwood floors, elaborate chandeliers, potted plants and other features. These will be retained, affording a most attractive background for the display of used cars. The floor space is so big that 150 cars can be displayed at once.

In keeping with the class of cars that he will handle, Mr. Burrelle has had a sales force of wide experience. He has made arrangements with some of the most exclusive dealers in the city for the choice of cars traded in, and anticipates no trouble in filling an order for virtually any make and type of car that a customer may desire.

DRIVEWAYS ARE HELPFUL.

Assure the Engine Being Properly Broken In.

That the necessity for factory driveways, due principally to the railroads needing the rolling stock for transporting foodstuffs and other necessary supplies, will in addition prove a blessing in disguise to the motorist is the opinion of C. T. Silver, metropolitan distributor of the Kissel Motor Car Company.

"We all know that when a new car has been driven one to three hundred miles by a factory tester, a service man or an experienced owner it is bound to be in better condition for immediate use than a car shipped to the salesroom."

"Inexperienced owners are apt to race their engine or drive at too high a rate of speed at a time when it is new and stiff and when the cylinder walls and bearings have not been properly smoothed out. Such practice generally results in scoring the cylinders, necessitating re-boring them and fitting the pistons with new rings."

"Many of our dealers are going to conduct courses in the use of the factory under the guidance and supervision of the dealer's service men so that by the time the owner arrives home he will have learned how to properly shift his gears and how to gently engage his clutch instead of jamming or jerking it, which strains the whole power transmission, including everything from engine back to rear wheels, a practice common with beginners who are not being broken in under the watchful eyes of an instructor."

THE HOME MADE TIRE TOOL.

Goodrich Drivers Give Valuable Tip to Car Owners.

Have you ever stopped on a country road several miles from the nearest garage to change a tire and find you had either lost or left your tire tool at home? Then you realized what an indispensable item of equipment the lowly tire tool is in fitting a clincher tire on a rim. Drivers of the B. F. Goodrich Rubber Company tire testing cars have solved the problem of supply by transforming broken springs into tire tools.

It is a simple process. Here's how a home made tire tool is made: Touch up with emery cloth the thin end of a very old spring. The old springs are easily converted into tools because of the thin end usually wearing into a very sharp point, thus necessitating but a slight application of the emery cloth.

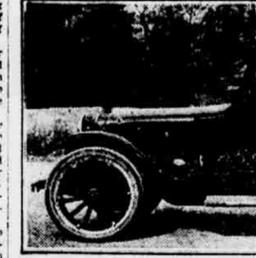
A broken spring makes an excellent tire tool for a clincher tire. It is said one of the Goodrich drivers, "and can be quickly made by any one at no expense. We have found in operating our fleets of test cars that tire tools are misplaced or lost more than any other tool box item. Since our mechanics discovered the spring tool we always have an ample supply on hand."

MOTOR CAR OWNER MORE EFFICIENT

Reo Manager Says That the Real Patriot is a Buyer.

"It is the truest form of patriotism to keep the wheels of commerce revolving, to keep the fires burning under the factory furnaces, to buy and sell and loan and borrow, and in every other legitimate way keep money in circulation more than ever before," says James J. Hunt, vice-president and general manager of the Reo Motor Car Company of New York, Inc.

Special Hupmobile Victoria Sedan.



This very interesting looking body was designed by Charles E. Riess, the Hupmobile dealer at 1741 Broadway. It is a most serviceable all-weather proposition.

wistfully over the different models said: "I really need a new car, but I dread the criticism of my friends, who tell me it is unpractical to buy a car now, or anything else one can get along without. They say, too, that it is wrong to use gasoline—the Government may need it all."

"There is not and will not be a shortage of gasoline, nor will we see 'dollar gasoline' in America. To-day there is above ground a full two years' supply of gasoline, and it is reliably stated that there is an overproduction of 1,000,000 gallons of gasoline a day. So it can easily be seen that there is little possibility of a shortage."

"It has been said that a steel used for making automobiles may be needed for other work—ship building, armament, munitions, etc. Leave that to your Uncle Sam; he knows. And he finds that the amount of steel used in motor car manufacture is only a small portion of the total production."

"It is special steel, too, uncast to Government purposes. In most cases, to-day there is above ground a full two years' supply of steel, and it is reliably stated that there is an overproduction of 1,000,000 gallons of gasoline a day. So it can easily be seen that there is little possibility of a shortage."

"The powers that be know and appreciate that, and so, while for a time there were well founded rumors about restricting the use of motor cars as 'non-essentials,' there was really no foundation in fact for such talk."

LEARN TO AVOID TROUBLE.

Knowledge of Way to Overcome Skid Important.

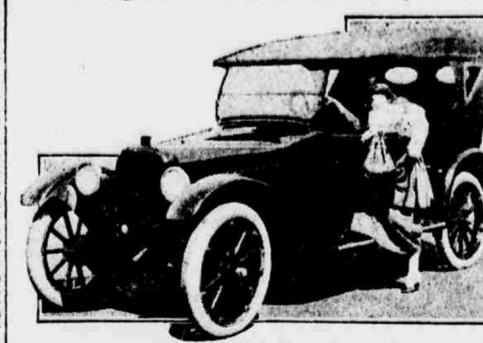
"With winter over and the rainy spring season almost here every driver should know how to drive a car on a slippery road. Being able to handle a car on wet pavements has prevented many an accident," says Henry S. Houpt, president of the Hudson Motor Car Company of New York.

"It may readily be seen that if a new driver is experienced in the necessary maneuvering of a machine during bad weather the repair bill will be maintained at a normal figure. But, on the other hand, a lack of education in manipulating the steering wheel on a slippery road surface may result not only in damage to the car, but in injury to the driver."

"The way of explaining what the skid really is, it is also necessary to make known that there is another form, which is known as the side slip. To be able to pull a car out of a serious skid it is essential that the driver know the difference between these two."

"A side slip is a lateral or sideways movement of the car. A skid is the continuous forward movement of the car

Doing Her Bit With Her Chalmers.



Indications are that the new Chalmers seven passenger, 35 Model, will be much used by stage stars during the coming summer, judging from the number of sales among professional people during the past few days. Miss Finita De Soria, the Spanish prima donna soprano now appearing in "Flo-Flo" at the Cort Theatre, is one of the latest boosters for the new Chalmers model. This popular player has been appearing at a number of the training camps in and near New York, and has used her new Chalmers car for all those trips, usually accompanied by a number of professional friends.

In the accompanying photograph, taken near Miss De Soria's residence at 250 Riverside Drive, the Spanish prima donna is seen with her new Chalmers.

S. Morrow, president of the Saxon Motor Company of New York, and this year there are other good and sufficient reasons that should lead every prospective purchaser to make his selection at once. "The earlier you purchase a motor car in the spring, the longer you weather season you can enjoy," says Mr. Morrow. "While the motor car is in gain sales, so that waiting will not save now an all season proposition and motorists drive in winter as well as summer, there is no argument over the statement that the warm weather offers more pleasure and satisfaction to the automobile owner. It is, therefore, the part of good judgment to buy early in the spring instead of waiting until summer. In motor cars there are no harvest rains, so that waiting will not save any cost to the purchaser."

REO

A Seven-Passenger Six That You Can Afford

WE ARE NOT THINKING of the price—that isn't the primary consideration in the selection of a car.

WHEN WE SAY, "Here is a seven-passenger Six that you can afford," we are thinking of the same item that you, an experienced motorist, are considering—

NAMELY—UPKEEP. That is the first thing to consider in the selection of an automobile.

ASK ANY REO SIX OWNER to tell you of the upkeep cost of his Six—and the longer he has owned and the farther he has driven his Reo, the better will his answer sound.

HE WILL TELL YOU that, having compared notes with friends who own and drive other makes of cars—fours as well as sixes—of the same passenger capacity, he has never found one that compared with his Reo Six in low cost of upkeep.

AND HE'LL TELL YOU, too, that he has yet to find even a five-passenger car—four or six—the operation, repairs, replacements and general upkeep cost of which proved as low as his Reo Six—except one—the five-passenger Reo.

NATURALLY a five-passenger car ought to be cheaper to maintain than one of seven passenger capacity—but most are not, when you look up the figures.

REO DEALERS TELL US that their records for the past three years show that Reo Six owners on the average have paid less than eight dollars per car per year for replacement parts.

JUST READ THAT AGAIN—with thousands of Reo Sixes running in all parts of the country, over all kinds of roads and handled by all kinds of skilled and unskilled drivers; most of them owner driven and owner cared for (or neglected)—

THE AVERAGE COST per car, per year, for replacement parts was less than eight dollars! FRANKLY WE DON'T believe that record can be equalled by any other seven-passenger car on earth.

AND WE MAY ADD that the records on the five-passenger Reo show less than seven dollars per car.

THE SAME QUALITY—the same sound engineering; the same ripe experience; the same attention to little details, and the same construction, inspection and testing of every car enter into the making of all Reo models.

COST OF UPKEEP is always uppermost in the minds of Reo engineers, when designing and when specifying materials—and since the same desire is uppermost in the minds of the most experienced buyers—we meet on a common ground.

REO EFFICIENCY sets the price lower—Reo quality guarantees low upkeep.

Reo Motor Car Co. of New York, Inc.

Broadway, at 54th Street

Brooklyn: 1380 Bedford Av. Newark: 37-39 William St. New Rochelle: Main St. Reo Six Touring 7-Passenger \$1550



THE GOLD STANDARD OF VALUES

Nash Trucks—Your Private Transportation System. In these days of unavoidable traffic delays, the advantages to any business operating its own private transportation system of Nash trucks are obvious. Hauling loads between cities, and in greatly extended fields of operation within the city itself, Nash trucks can make you independent of railroad delays. Nash trucks are exceptionally suited to this new truck service. Powerful, dependable and economical, they prove themselves not only practicable but profitable for both long and short haul work. A feature of Nash trucks which owners are quick to appreciate is the automatic locking differential. On the straightaway, if one driving wheel momentarily loses traction, its mate gets practically all the power and pulls the truck ahead. So Nash trucks are enabled to get through where other trucks without this important feature cannot go. A Nash transportation expert will explain how Nash trucks can best serve you. One Ton Chassis, \$1680; Two Ton Chassis, \$1875; Nash Quad Chassis, \$2395. Prices 1 a. b. Kansas. THE NASH MOTORS COMPANY, KENOSHA, WISCONSIN. Manufacturers of Passenger Cars and Trucks, Including the Famous Nash Quad. KAUFMANN-MORRIS CO., Inc., Broadway at 57th St. COLUMBUS 4800. Warren-Nash Motor Corporation (Wholesale Only) 123 West 64th St. Phone Columbus 3088. Distributors for New York City and surrounding territory, including Northern New Jersey and Western Connecticut. L. A. D. Motor Corporation 141 Washington St., Bklyn. Newton-Humphreysville Co., 124 Washington St., Newark, N. J. B. Gilardoni, Schaul's Garage, 234-236 11th St., W. New York, N. J. Middletown, N. Y. Victor A. Wiss & Bro., Morristown, N. J. A. J. Higgins, 1425 Grand Concourse, Bronx, N. Y. Monmouth Motors Co., Ashbury Park, N. J. Thompson-Goodman Co., Plainfield, N. J. John Van Benschoten, Poughkeepsie, N. Y.

CHANDLER SIX Famous For Its Marvelous Motor. There's New Style and Beauty In this New Chandler Model. NO other model of any make of car has ever prompted greater enthusiasm and more widespread admiration than has the new four-passenger Chandler Dispatch Car. Many makers are offering models of this general type and style but you may search the whole market and not find in any other car such grace of sweeping line, such complete harmony, such striking beauty of design and color as characterize this new Chandler. And in no other, of course, will you find the marvelous Chandler Six motor; powerful, quiet, fast. The demand for this new model is greater even than anticipated by the Chandler Company—a company accustomed to success. You will do well to place your order with us now. SIX SPLENDID BODY TYPES. Seven-Passenger Touring Car, \$1595. Four-Passenger Roadster, \$1695. Four-Pass. Dispatch Car, \$1675; Five White Wire Wheels, \$110 Extra. Convertible Sedan, \$2295. Convertible Coupe, \$2195. Limousine, \$2695. (All prices 1. a. b. Cleveland). Come Choose Your Chandler Now. BRADY-MURRAY MOTORS CORPORATION, New York's Most Complete Motor Car Institution. 1884 BROADWAY, at 62nd Street. Telephone 9175. Columbia 4800. FAREHILL AUTO CO., 1254 Bedford Ave., Brooklyn. BRUNSON BOUTLEARD GARAGE, 200 Grand Concourse, Bronx. CHANDLER MOTOR CAR COMPANY, Cleveland, Ohio.

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