

HAVE A HEART IN TOOTING YOUR TOOTS

The Horn Is Much Misused and Often Made a Nuisance

By H. LIFFORD BROKAW,
Principal West Side Y. M. C. A. Auto-
mobile School.

Of course since it is your own horn you have a right to do anything you want to do with it—except make a nuisance of yourself to other people and to the ears of your fellow citizens when off in some wilderness, but if you desire to live in peace and harmony with your neighbors and with your fellow travelers in this vale of tears you will have a care when and where you toot your horn.

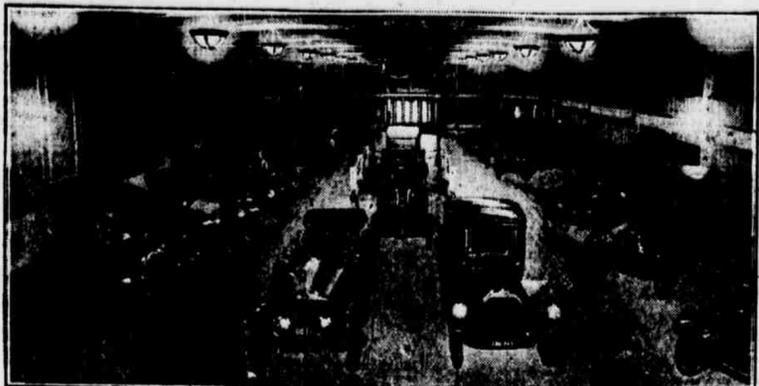
In older days it was compulsory to have bells on the horse when drawing a sleigh, which was supposed to be noisier. The bells were to give warning of the sleigh's approach around a curve or over a hill. This was the only vehicle to have a warning tone, except a fisherman or the junk cart, and their noise was inviting—ostensibly—rather than warning, though often it ought to have been.

Soon after the coming of the bicycle it became apparent that some means of signaling its approach must be found. It was regularly enough in the light of recent days understanding the bicycle bell or horn was not to warn people to get out of the way. It was to warn people that you were coming, and that unless they stepped suddenly in your path they might feel assured that you would not run into them. Everybody understood that the pedestrian had first right to the road. Bicycle riders practised strenuously the ways to avoid the man afoot—most of them.

With the coming of the automobile the use of horns was continued, early electric and some others using a bell. They were the continuance of the bicycle warning, and when the automobile was popularizing itself it was understood that the bell or horn was merely to prevent others from walking into danger. The autoist saw to it, so far as he could, that the man, woman or child went safe.

Came another generation and the universal use of the automobile for pleasure, business and transportation purposes and all of a sudden people began to talk about the rights of the autoist, and the horn began to perpetrate offenses to get out of the way or get run over. There is not the slightest doubt in the mind of the writer that the present attitude of autoists in general is due to the mistaken notion that they have rights in the roadway part of the street and sidewalk and crossing walks; that that notion was bred by the police regulation of traffic which sought to protect the pedestrian by hearing him off the road to the sidewalk and permitting him at intervals to cross the

Burrelle's Used Car Palace Like Regular Show.



When Douglas Burrelle took over the big skating rink known as Iceland on Broadway near Fifty-third street for the sale of high class used cars he assumed control of the biggest used car project ever attempted on the Row. In its surroundings and its methods the Burrelle organization has put the sale of used cars on a very high plane.

not see you or is keeping to the crown of the road, expecting you to do all the turning out. Well, even then, sometimes it is better to do it that.

As a rule it is easier one's temper and safer in the long run to let the fellow who wants all the road have it; therefore when you hear a speed head coming, his presence announced by a vociferous tooting of the horn and perhaps punctuated by shouting or oaths, draw to one side and slow up. It costs little either in time or effort and if it happens to be a load of drunken, irresponsible loafers you will be safe. At the same time if you have influence with the police and other officials call their attention to persons who thus disregard others and see that they are fined and their licenses taken. The meekness advised by letting them have their own way is but that you may survive to do a piece of good work for the country at large by bringing before the law those who violate all principles of courtesy and rules of the road.

Blow your own horn if you want to, but blow it discreetly; let others blow too, and heed the warning lest you come to grief with them.

IMPORTANT TIRE TEST.

Goodrich Company Determines How Power Is Lost.

Where is the greatest loss of power in automobile operation? A scientific investigation just concluded enables the F. P. Goodrich Rubber Company to disclose a sequence of interesting data.

A test conducted with 2,700 pound automobile showed the power loss distributed as follows: Front wheels, 31 per cent; rear wheels, 30 per cent; front bearings, 5 per cent; rear bearings (in-

cluding transmission mechanism up to neutral gear), 30 per cent. Thus nearly two-thirds of the power is absorbed through the tires. These figures show the prime importance of proper inflation since so much of the power is expended through the tires.

To prove greater power is needed to pull under inflated tires the test was continued. The apparatus used consisted of rollers on which a car was mounted. The car was anchored and the rollers driven by an electric motor. The amount of power required to turn the rollers with the tires inflated to 40 pounds was determined; then the tires were deflated to 30 pounds, and the amount of power needed was again recorded. It was found through the test that fully 25 per cent. more power was needed on the under inflated tires.

This test also proved that the absorption of power by the tires caused a tremendous rise in the temperature of the tire. Tire experts agree that internal heat and friction is the greatest destroyer of tires and that this heat is greatly augmented by under inflation.

Another test proved conclusively the folly of under inflation. It was made in this manner. A car with low inflated tires was run one-half hour at the rate of forty miles an hour. Analysis then showed the temperature of the tires to

Lest You Forget.

- Watch your car if you wish to get real service out of it. Don't neglect the little inspections and adjustments.
1. Storage battery inspected every two weeks.
 2. Grease cups turned in every 100 miles.
 3. Springs oiled every week.
 4. Oil and gasoline connections inspected every week.
 5. Crank case drained and washed out with kerosene every 500 miles.
 6. Universal joints packed with grease every 1,000 miles.
 7. Differential and transmission packed with grease or oil every 1,000 miles.
 8. Spark plugs cleaned every 1,000 miles.
 9. Carbon removed from cylinders twice a year.
 10. Valves ground each 5,000 miles.
 11. New piston rings every eighteen months.
 12. See that the wheels are in line once a month.
 13. See that the water is circulating every time the car is started.
 14. Inspect bearings in wheels once a month.
 15. Gasolene pipe and carburetor

NEW MOTOR CAR LAW TO HELP MOTORISTS

Present Method of Arresting Speeders Is Not Efficient and Often Unfair.

"I see that Mayor Hylan is much exercised over street accidents in New York and criticizes automobile owners for having faulty brakes," says J. E. Hulett, president of the Brady-Murray Motors Corporation, distributor of Chandler cars. "I am glad he does not attribute all accidents to reckless driving. The brake matter is something that can be regulated by a city ordinance requiring regular brake inspections.

"Of course no owner wants brakes that will not operate efficiently when they are needed. He probably would subscribe very willingly to an ordinance requiring regular brake examinations. It would be to his own personal advantage as well as to the public's interest.

"While he is on the subject of the regulation of the movement of vehicles in our streets the Mayor should seek to obtain more equitable speed laws. A blanket speed limit set for driving everywhere in the city does not work out satisfactorily because the methods of timing the speed of a car are not accurate and because eighteen miles an hour is excessive speed for some thoroughfares and only a small pace for other sections where twenty or twenty-five miles an hour is now the regular practice. For instance, when a motorist is 'picked up' by some ambitious motorcycle policeman for driving more than eighteen miles an hour on Riverside Drive, when a rate of speed considerably higher than that is the general rule.

"It seems to me that the law as it stands now is very unfair to a man who happens to irritate some policeman, who later pounces upon him and gives him a summons for doing something everybody's doing. One is too much a victim of the policeman's whim.

"Now there is no doubt about what constitutes reckless driving. Why not make reckless driving a cause for severe punishment? The average motorist would be very anxious to report the reckless driver and would seek to help the Police Department in every way to have him driven from the city streets and kept off. By going after the reckless driver pure and simple the city administration would be getting directly at the dangerous element and would eliminate a lot of petty prosecution. The latter only irritates the motorist who is trying to do what is right, but is often caught on a technicality when he was not in any way endangering pedestrians or other vehicles in the streets.

"The Police Department should be made to consider 30 per cent. of the automobiles of this city allies and not natural enemies. Then it would be an easy matter to weed out the 10 per cent. that need their licenses revoked."

AUTOMOBILE MEN IN BIG BOND DRIVE

Committee Formed and Plan Is to Use One Hundred Salesmen.

Members of the automobile industry and allied trades of Greater New York at a recent meeting in the rooms of the Automobile Dealers Association in the Hotel Woodward took definite steps toward the perfecting of plans for the sale of the third issue of Liberty bonds. The meeting, at which a majority of the members of the committee were present, was presided over by the chairman, Charles M. Brown of the Winton Company.

Among the plans discussed and acted upon was the use of 100 salesmen to make a direct appeal to every member of the trades embraced by the committee, which include, in addition to automobiles and accessories, bicycles, carriage and body builders and saddlery.

The total sales recorded by this division during the last campaign were \$5,445,150. The members of the committee are confident that the allotment of \$12,000,000 for this campaign will not only be reached but exceeded. In speaking on this Chairman Brown said:

"Some of the members of the trade were a little afraid that the present issue they neglected their business now they might not be able to help Uncle Sam as much as they would like to in the future. Well, there is a lot of help there in abundance and it looks like rain, and we don't all get busy that day is going to get mighty wet. Better that a little of our hay over here be gathered than the great batch over there be spoiled.

"I am in favor of having 100 salesmen sent out by the members of the industry and those of the allied trades. A single man can't sell Liberty bonds. Liberty bonds are made by only one company and therefore it has no competition. It has a guarantee behind it which no other make of goods carries, and it is backed by a firm known the world over. The trade mark is a standard, the goods are perfect and there isn't a single Liberty bond that will make of it the best buy any customer has ever been offered."

At the close of the meeting the chairman appointed Archibald H. Miller of the Detroit-Cadillac Company chairman of the Brooklyn division. Mr. Randall will immediately organize his sub-committee and report back in a few days. Other sub-committees will be appointed by Mr. Brown in the near future.

The members of the general committee are: Chairman, Charles M. Brown, the Winton Company; vice-chairman, Charles E. Miller, secretary, Charles A. Stewart, R. M. Johnston, the White Company; E. S. Hare, Packard Company; P. G. Carrie, New York Motor Company; C. E. Hies, Charles E. Hies & Co.; A. G. Southworth, Buick Motor Company; Walter E. Woods, Van Cortlandt Vehicle Corporation; W. C. Poertner, Poertner Motor Car Company; Harry Houpt, Hudson Motor Car Company of New York; H. J. De Bear, Maxson Company; M. J. Updegraff, Cadillac Motor Company of New York; C. H. Larson, Oldsmobile Company of New York; E. Lescaric, 114 West Fifty-fourth street; John F. Plummer, Liberty Motor Car Company; William Haradon, Royal Garage; John B. Elsey, Bronx Auto Dealers Association.

Representing Automobile Accessories: Arthur E. Randall, Brooklyn Motor Dealers Association; A. D. Corwin, Buick Motor Company; C. J. Maxson, Hudson Motor Car Company; C. M. Bishop, Bishop, McCormick & Bishop; William H. Kouwenhoven, 2 Remson place.

Representing New York Accessories section: J. C. Nichols, 161 Broadway; Louis Mansbach, care of Times Square Auto Company; William A. Allen, 16 West Fifty-fourth street; E. W. White, Stewart-Warner Company.

Representing Brooklyn Accessories section: D. D. Martin, 1374 Bedford avenue; Frederick W. Brecht, 1580 Flatbush avenue; Robert P. Lumley, 1405 New-Idex avenue; Charles F. Batt, 395 Bergen street.

A Camouflaged Cole 8.



The deceptive coloration of the implements of war has become one of the most vital elements of the present great conflict. All manner of illusions have been practiced to deceive the eyes of the enemy.

Motor trucks, tanks, machine guns, bridges, roads—even the soldiers themselves have been camouflaged, as they call it, to say nothing of the battleships and airplanes that without exception are so decorated as to render detection next to impossible.

Wondering how far this new art might be carried, several of the men in the paint shop of the Cole Motor Car Company at Indianapolis secured the permission of J. J. Cole, president of the company, to camouflage one of the new Cole Aero-Eights.

The result is shown herewith. In the small panel at the bottom is a photograph of the car before being camouflaged. The larger picture shows the car after receiving its coat of protective coloring.

The task was rendered extremely difficult because of the fact that the Aero-Eight had to be camouflaged against a landscape of snow. However, the result appears to have been very successful.

FORECASTS RECORD DEMAND FOR CARS

Reo Sales Manager Also Predicts Automobile Prices Will Soar.

"That the demand for automobiles and especially for motor trucks will be greater in the coming months than ever before is beyond question," says F. H. Akers, sales manager of the Reo Motor Car Company.

"My reasons? Why, there are so many reasons why this must be so it would require a volume to print them. But here are a few—just a few.

"The first reason for a big demand for all commodities is plenty of money in circulation.

"When money is in circulation everybody is buying. In the next ninety days or sooner—just as soon as the factories get busy on the war orders for which they are now 'tooting up'—there will be more money in circulation than ever was known before, either in this or any other country.

"All the billions that have just been subscribed for Liberty bonds will be paid out for materials and labor. Ultimately for labor—for all materials are the result of labor in the first instance.

"And practically every dollar of that money will be paid out in the good old U. S. A.

"For that is the condition on which we are loaning money to our allies—Britain, France, Italy, Russia and the rest. It is paid out for foodstuffs, clothing and munitions made right here.

"All the millions—yes, the billions—of dollars that hitherto have been sequestered in savings bank accounts, yielding to depositors on the average an actual interest of less than 2 1/2 per cent will now be in circulation—paid out for labor—while the subscribers to the Liberty Loan also will be collecting their 4 per cent. interest with the best security in the world to guarantee the safe return of the full principal.

"The reason this prosperity is not already upon us is that hundreds of factories are now busy 'tooting up' and changing over their equipment preparatory to starting in on big war orders, and while this work is going on, of course factory hands had to be laid off. Only the tool and pattern makers are working now in plants that in a few

FORECASTS RECORD DEMAND FOR CARS

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weeks will be running full blast again and employing thousands at high wages.

"Why, women as well as men will be earning fabulous wages—just as they are in England, where the correspondents tell us they dress more luxuriously than ever before. Women who formerly had just enough to live on now spend money freely—yes, riotously.

"As for the farmers—bless your heart, we long since ceased to worry on their account. If there's a 'hogged class' in America, surely it is the farmer.

"Not only does the soil and climate of this wonderful country ensure him big crops as in former years, but now he is also guaranteed a big price for all his produce.

Sees Cars' Prices Rising.

"I expect to see the demand for motor cars and trucks in rural sections, and especially in the middle West, increase in the coming months than ever before. It is beyond question," says F. H. Akers, sales manager of the Reo Motor Car Company.

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Lexington Stars in Movie Act.



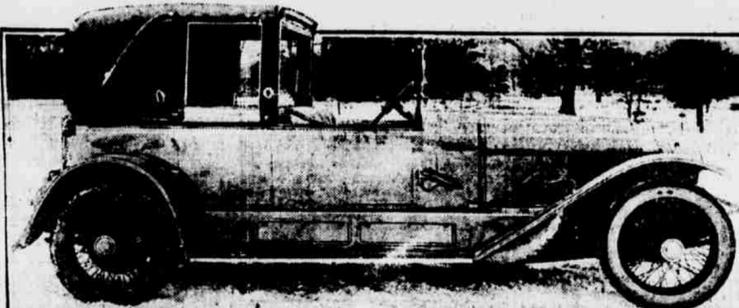
The Lexington clubber is paying a stellar role in the new Triangle play, "The Vortex," now being produced in Los Angeles. In it Eugene Burr and Mary Warren make a daring dash for safety from the machinations of the villain.

Many followers of the silent drama have often wondered how the pictures were taken looking into the front of a machine showing the heroine clinging to the arm of the hero at the wheel with the road and landscape vanishing rapidly behind.

It is really very simple to the initiated for a platform is built on the front of the Lexington for this purpose and upon it the camera man stands and turns his clocking machine while the principals register terror or pleasure as the occasion demands.

The picture shows the Lexington clubber ready for the dash with the director giving his final instructions to Mr. Burr and Miss Warren. On the platform the camera man and his assistant stand ready to begin filming the ride.

Specially Designed Locomobile Convertible Cabriolet.



This fine piece of motor car designing and construction was turned out by the custom department of the Locomobile Company for John A. Hongland of Larchmont, N. Y. The color is light blue. The color scheme is followed in the upholstery of the front seat and in the interior fittings. Even the door handles and window raisers are finished in blue enamel.

road. It is noticeable, however, that not one of the drivers has been arrested for refusing to keep off the highway has been made—or at least sustained by courts. The policeman may have been at the man who tries to go contrary to traffic rule, but that it all.

Out of this misunderstanding there has come such a constant use of horns as to make it a continual nuisance on thickly travelled streets and even on the much travelled highway in the country. And the nuisance is not from the necessary signalling to other cars or vehicles, but the unnecessary tooting the driver does because he wants everybody to know that he is coming and to understand that they must get out of the way for him.

Now a certain amount of signalling is needed in driving, but it is possible to drive through the traffic from the Battery to Harlem without tooting the horn half a dozen times; that is, if the driver is a careful and well instructed driver.

Watch other drivers and pedestrians and do not blow the horn after they have seen you, or if their direction and speed of travel is such that they will be out of your way before you reach them. If not seen sound the horn once and be ready to stop. As a matter of fact the foot should go to the brake pedal each time the hand goes to the horn. But if you are seen by the other person you may blow the horn at all?

One is driving along a country road and desires to pass and the car is going in the same direction it is customary to sound the horn once that is in front of you and that will cause it to may turn to the right to let you pass on the left. He is the judge as to when and where he will turn, since he can see ahead better and knows what obstacles are to be avoided. With few exceptions he will when signalled immediately give way. If he does not and it is fair to presume that he heard the signal, it is polite to wait a moment before again signalling your desire.

One also should signal just before reaching the top of a hill, particularly if the road is a narrow one, that any one coming up on the other side may know of your presence and be guided accordingly. Likewise the signal should be given before coming to a crossing unless there is a plain view of both roads for a sufficient distance to make sure that a collision is not likely or there is a traffic man at the intersection.

Occasionally one will catch up to a farrow load of hay and the signal will be heard, and it becomes necessary to wait a number of times, but this is rare. In meeting a wagon or auto it is not necessary to sound the horn unless it appears that the other driver does

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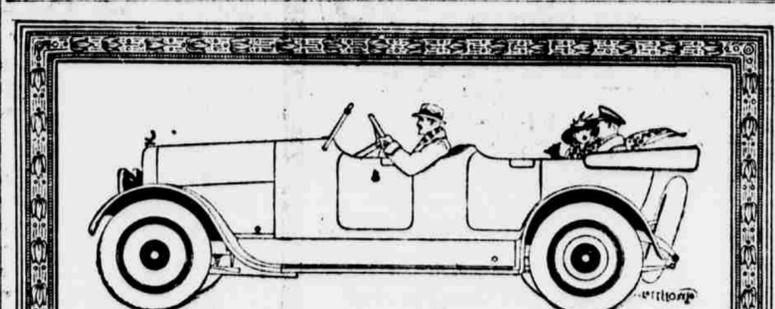
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Six-66—7 Pass. Touring, 1985

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