

HOWARD AND WHITE PLAN A NEW CAR

Former Cadillac Officials Hint at Advanced Design in the Chassis.

D. McCall White and E. C. Howard, who recently resigned from high positions in a leading Detroit automobile factory, are preparing to enter the market with a new car. A rumor to this effect, which has been prevalent for some time in trade circles, has just been substantiated.



Mr. White, a native of Glasgow, Scotland, and a student of the Royal Technical College there, entered the motor car field in 1902. He rose rapidly to important positions, becoming chief engineer of the Daimler Motor Car Company, Ltd., of Coventry, England, and general manager of the company's branch in Naples, Italy. While in Naples Mr. White was the companion of King Edward VII. and Queen Alexandra of England on various automobile trips.



Upon his return from Italy Mr. White became chief engineer and works manager for Napier & Son, Ltd. The Napier car of Mr. White's design held the world's speed record in 1914. He came to the United States in 1914 and associated himself with the Cadillac Motor Car Company. He was personally responsible for the design of the Cadillac eight cylinder car which created such a sensation in 1914. He became chief engineer and later vice-president of the Cadillac company.

During the war Mr. White became involved heart and soul in the design and production of the Liberty Motor. He was a member of the supervisory committee of three, and gained a reputation of being a man who actually got things done in a great emergency. E. C. Howard, after leaving the National Cash Register organization, entered the sales department of the Cadillac Motor Car Company, rising to the position of general sales manager. He was an important member of the Cadillac organization for twelve years, and his name is familiar among motor car distributors the country over.

The type of car, its name and the location of the factory have not been made known. An inkling may be gained, however, from a statement by Mr. Howard. "The war," he says, "with all of its intense engineering experiences, is behind us. We learned many valuable lessons in the design and construction of automotive machinery. In England and France some of these lessons have already influenced the design of certain motor cars. In America we expect to be among the first, if not the first, to give the public the benefit of these marvelous advances in design."

Clydesdale makes good. Corporal F. Carmody, Motor Supply Train 412, Motor Truck Company 424, now with the Army of Occupation, has had many thrilling experiences, which he describes in a letter to one of his chums. "I used to think that the best roads in the States, but to tell the truth, we did not know what bad roads meant. It takes a good truck to stand the rough usage which we were forced to give them. I drove a Clydesdale 1 1/2 ton truck made by the Clyde Cars Company, Clark, Ohio, and in spite of all the close calls we had a bit of trouble with it in over 4,000 miles."



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LABORATORY TESTS TIRE RESISTANCE

Automobile Company Carries Question of Rolling Resistance Into College Laboratories.

Into the laboratories of an eastern university a prominent automobile company has taken the mooted question of rolling resistance of tires and emerged with an answer that will be of the greatest interest to hundreds of thousands of automobile owners everywhere.

One of the chief problems which continually confront automobile manufacturers is the reduction of the rolling resistance of their cars and the resultant ease of riding and economy of maintenance. Tire equipment is the important factor in this consideration. Rolling friction is the resistance to motion which a body offers when rolling on a surface. This friction, measured in terms of force expressed in pounds, means a minimum pull upon the engine and a comparative reduction in the gasoline consumption. Rolling resistance is regarded as the supreme quality test of automobile tires.

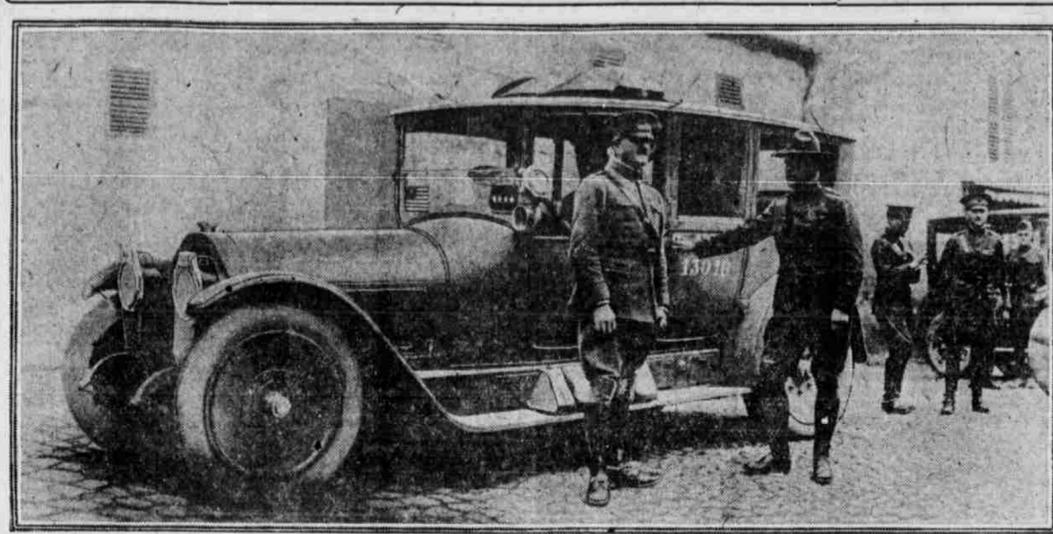
Accordingly the prominent automobile manufacturer in question requested the technical engineers in the research division of the university to conduct a scientific experiment to determine the comparative rolling resistance as offered by different makes of tires. Two leading makes of tires were chosen by a process of elimination for the final test. The apparatus consisted of a rolling drum which furnished the surface of contact for the tires, and a dynamometer was used. The dynamometer measures the resistance to motion in terms of pounds.

A set each of Firestone non-skid and similar triple tread cord tires and similar tires made by another manufacturer were attached to the rear wheels of a touring car in separate tests. The tires were subjected to loads of 250, 325 and 400 pounds each and to pressure of 30, 45, 65 and 90 pounds and run at speed of twenty, thirty and forty miles per hour. In terms of percentage, according to the results afforded by this experiment, the cord tires of the competitor offered a rolling resistance which was 16 per cent. greater than that offered by the Firestone non-skid and 25 per cent. higher than the Firestone triple tread cords. "Of course, it is highly gratifying to me to learn that Firestone tires made the best showing in this test," says E. P. Jones, manager of the Firestone Tire and Rubber Company, New York branch. "But it only confirms my personal experience of many years. I have often remarked upon the easy riding qualities of Firestone tires and I am pleased, however, to know my personal observation has been verified by exact scientific experiment."

"A surprisingly large percentage of owners never give the question of rolling resistance a moment's thought, but one does not need to be widely versed in science to know that the higher the rolling resistance the stronger the pull upon the engine, that the stronger the pull on the engine the more gasoline is consumed and the greater the gasoline consumption—but why continue? Your pocketbook answers the rest of the question. "Incidentally I have learned that the result of this test was an important factor in the decision of the automobile company to adopt Firestone tires as part of its original equipment this year. This experiment was conducted at their request."

"This test merely confirmed many others which we have conducted at various times in the research department of our factory at Akron, Ohio, but we are pleased, of course, to know that the experiment was made and reported at the university by unbiased investigators of the highest standing."

General John J. Pershing and His Great War Car—a Locomobile.



Modern Generals use motor cars for the "real business" at the front. Horses are for dress parade. Gen. Pershing used a Locomobile for a part of his great work in France. He had four chauffeurs. Each received an engraved cigarette case from his chief the other day as a token of appreciation. In addition Senior Sergeant Santini, who piloted the General in France, received the following letter: "It gives me great pleasure to express my great appreciation of the efficiency which you have shown as my senior chauffeur. It has meant much to me to feel that I could at all times rely upon your skill as driver and as mechanic, and upon your faithfulness as a soldier."

MORE CARLISLE TIRES.

Addition to the Factory Is Made Necessary.

Ed Demar, manager of the Carlisle Sales Company, local distributors of Carlisle cord tires, reports the building of a large addition to the Andover, Mass. plant to keep pace with the demand for the Carlisle product. The company is building a large new plant at Stamford, Conn., but the Carlisle business has grown so rapidly in the past few months that production had to be increased before the new place could be opened.

In commenting on the popularity of Carlisle cords, Mr. Demar said that he has any number of letters from owners who are getting remarkable mileage performances from their Carlisles. One ran 14,000 miles on an Oldsmobile, another bet went 10,840 miles on a National and a third act is still going strong on a Hudson sedan although they have already covered 11,896 miles.

MURRAY GOES TO EUROPE.

Well Known Automobile Man Takes a Vacation.

Arthur T. Murray, the youthful genius of the automotive world, after organizing and directing two of the largest and most successful manufacturing corporations in the country, sails to-morrow for Europe for a long deserved rest.

Mr. Murray has the distinction of being president and directing head of the famous Bethlehem Motors Corporation at Allentown and the great American Bosch Magneto Corporation at Springfield, Mass.

He will go to England, France, Belgium and Switzerland before his return about the first of the year.

Interested Drivers.

Have you ever stopped to figure how much more efficient and how much more economical truck drivers would be if they were really interested in your business, as much interested as you yourself are? It is possible to have drivers with the real interest of the business at heart, by installing a bonus system of the sort that gives the men something to be gained by honest effort, rather than the sort that penalizes shortcomings.

MOTOR TRUCK TIPS.

Look Here First.

Motor truck drivers should be taught that when the truck stops suddenly in the road, from no apparent cause, the first place to look for the cause of trouble is in the fuel tank. On a recent occasion of a sudden apparently causeless stoppage of a truck a conference of five passing drivers got nowhere, and finally a passing motorist made the discovery that the fuel tank was empty. Impress this on your drivers: Look first into the gas tank.

Removing Studs.

It frequently happens in making repairs and adjustments to the motor truck that a stud is found that has become frozen in place. Such a stud may be removed by screwing on two nuts and turning the lower one with a wrench. The upper nut acts as a lock and permits the lower one to pull the stud around.

Tire Cuts.

It is vitally important to trim cuts as fast as they appear in the solid tire. If this is not done, the torn rubber or "flag" as it is called, catches as the wheel revolves and the cut is rapidly enlarged. To stop a cut enlarging on the edge of a tire it should be beveled off with a sharp knife. Neglected cuts sometimes enlarge so rapidly that the loose end catches in the frog of a trolley track and the entire tread is ripped off. It should be made a practice to go over the tires once a day and trim all cuts to prevent their developing into bigger ones.

Magneto Failure.

Irregular magneto action often comes because of end play in the armature bearings. The end motion of the armature may be enough to upset the action of the contact breaker and render the time of firing uncertain and irregular. Inserting a fiber washer to take up the slack is the proper remedy.

Jack Base.

Every motor truck should carry as part of its road equipment a couple of hard wooden blocks about the size of bricks. These blocks make an admirable base on which to rest the jack when it is necessary to jack up the vehicle in a soft place.

Motoring Conditions in China.

By EDWARD H. WAKEFIELD

In Motor Travel. As a field for automobile touring China leaves much to be desired; in fact, with the exception of the interest invariably surrounding the life and habits of dwellers in other lands and of the peculiar architecture and scenery of the country, China possesses few of the qualifications usually regarded as essential to a successful automobile tour. The use of the automobile as a means of travel does not extend at present much beyond the limits of some of the principal cities and their suburbs, owing to the fact that outside these localities no roads suitable for motor traffic exist.

Through the courtesy of Mr. Thomas Sammons, American Consul-General at Shanghai, and the Automobile Club of America it is possible to furnish Scout readers with some interesting and authentic data concerning motoring conditions in the grand republic of the Far East.

Motoring in China is sufficiently established to require the motoring care of an automobile club, which, under the title of the Automobile Club of China, is located in Shanghai, with M. G. Beck as its secretary, and while it cannot be said that automobilism has yet assumed large proportions in Shanghai, the number of cars and motor trucks in use is slowly, but surely forging ahead.

As indicating the growth of motoring, Mr. Sammons mentions one interesting phase of the work undertaken by Chinese motoring organizations with the object of fostering the movement and of meet-

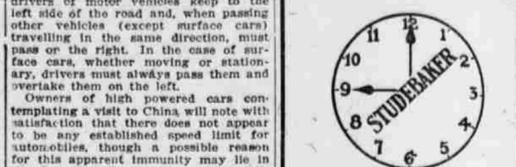
ing the desire of men wishing to take up professional driving. A school for the training of Chinese chauffeurs under the control of the Chinese Y. M. C. A. in cooperation with the Automobile Club of China, has been started, which, it is hoped, will furnish a constant supply of chauffeurs legitimately trained. Occasionally one hears of accidents occurring to servants of motor car owners who surreptitiously take their employers' cars out to learn how to drive in the late hours of the night or in the early morning. The purpose of the school is partly to endeavor to put a stop to such practices by providing the would-be Chinese chauffeur with an orthodox training in his profession.

Customs duty is charged on automobiles imported into China, whether for private use or commercial purposes, at an ad valorem rate of 5 1/2 per cent. No definite regulations appear to exist to cover the case of a privately owned car being temporarily imported for touring use, but it is understood that arrangements can be made with the customs authorities for the temporary importation into the country without payment of duty. A bond for double the amount of duty payable must be executed guaranteeing the exportation of the vehicle "within a reasonable time."

There are no State or national Government automobile licenses provided for in China, each city or municipality having its own separate license regulations and fees. In Shanghai all motor vehicles in use, whether temporarily or permanently, must be registered and

Hydrometer Holder. The hydrometer, which every careful car owner uses constantly on his battery, is easily broken and it is somewhat of a problem to know where to keep it. The best way is to keep it in the wooden case in which it comes and to attach metal straps to the wall, into which the case and instrument may be thrust after the car owner has finished his battery test.

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When Douglas C. Burrelle took his first lease on "Iceland" and established there a high grade rebuilt car salon he became a leader in the used car field. His success has been phenomenal, and hundreds of persons who are in the market for rebuilt cars of the better kind from time to time buy from him because they have such an exceptional line from which to make their selections.

The present summer time lease of Iceland expires this month, and to save the trouble of moving a large stock of cars to his permanent headquarters at 1700 Broadway Burrelle is conducting a "clearaway sale" that looks so good that mention is made of it here. The list of fine cars he is offering includes Cadillacs, Pierce Arrows, Packards, Rolls Royces, Renaults, Lancias, Locomobiles and scores of other well known makes.

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Advertisement for King Car Corporation of New York. Features two models: "SEDETTE" and "LIMOUKAN". Text: "KING '8' Two Custom-made Body Models... THE SEDTETTE, a comfortable four-passenger car built on the standard King chassis... THE LIMOUKAN is a distinctive seven-passenger closed car, combining the luxury and comfort of a Limousine with the owner-driver's flexibility and fair-weather convertible features of a Sedan."