

The Call's AUTOMOBILE NEWS

SELF STARTER ON NEW HUDSON CARS

Detroit Factory Adopts Clever Device That Puts End to Cranking

By LEON J. PINKSON

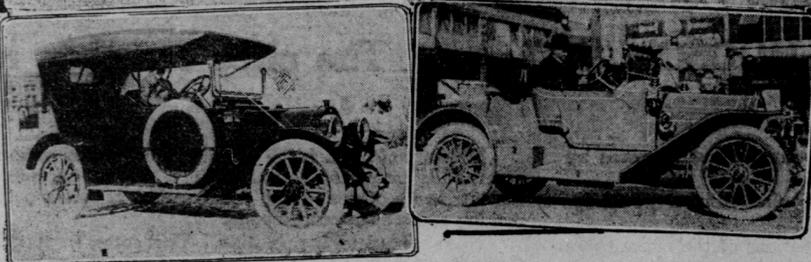
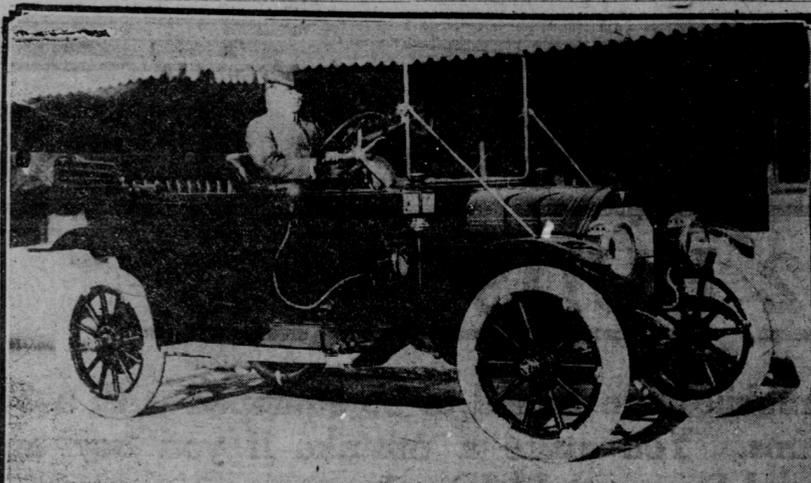
An announcement of unusual interest was made yesterday by S. G. Chapman, distributor of the Hudson and Hupp mobile cars in northern California and Nevada, to the effect that the 1912 Hudson models would have self starters as a part of the regular equipment. All cars coming from the factory in future will be equipped with the self starter, and all 1912 cars that have already been sold and delivered will have the attachment added to the cars as soon as possible without extra cost to the owners, the Hudson factory stating the total expense.

The line with its claim for simplicity, which characterizes every part of the Hudson make-up, the factory has selected the most simple self starting apparatus that has yet been brought before the motoring public. The new device is called the Disco and weighs less than four pounds. It is operated by firing the motor on the spark. A small tube leading from the Prest-O-Lite tank distributes a quantity of the gas into the pet cocks of the cylinders by the turn of a small crank which is adjusted on the dash and then by throwing the switch to the battery and pressing the button the engine starts.

The action of the Hudson company in equipping all its cars with self starters will be a matter of pleasure to hundreds of users in California during the coming season," said Chapman yesterday. "This is essentially the year of the self starter, and the device would have been on all Hudson cars from the start of the season had the Hudson company been through with their experiments and quite satisfied that they had a perfect piece of mechanism.

"With the new starter more than 3,000 starts are obtained from one tank of Prest-O-Lite gas. The factory has done this in dozens of tests. A motor never started in excess of 3,000 times a year. This means that at the cost of \$2.50, at the most, the owner of the car has practically eliminated all the necessity of cranking. The Disco self starter weighs less than four pounds, so that it adds practically no weight for the tires to carry. The Disco operated by firing the motor on the spark. It will be argued by some that this is injurious to the bearings, yet one manufacturer who is using an electric starter advises that in 50 per cent of the cases a motor can be started on the spark without the use of the electric device. It has been suggested that Prest-O-Lite gas offers a higher explosive, and this gives a more severe shock to the bearings. Such is not the truth. There is a limit to the amount of Prest-O-Lite gas that is admitted into each cylinder. Put more than that amount in the cylinder and the charge will not be fired, for Prest-O-Lite gas will not ignite except in the presence of oxygen. The factory started a motor over 3,000 times, then examined its bearings,

1912 Motor Car Models Are Equipped With Many Labor Saving Improvements



S. G. Chapman (upper) at wheel of 1912 Hudson equipped with new self-starter. W. Kennedy (lower left) in new Marmon car. H. W. Shuman (lower right) piloting 48 horsepower Stoddard-Detroit Saybrook roadster.

and found no traceable wear on the bearings as a result.

"In the coldest weather there is gas in the cylinders as ignited by the spark. In this regard we tested a Disco starter by putting the motor in cold storage, where it was left for one week. Frost had covered the motor, and there was ice on the carburetor. In the presence of a number of automobile dealers from Philadelphia, Des Moines and Pittsburg the motor started at the slightest operation of the starter."

The Hudson demonstrator in San Francisco has been equipped with one of these devices by Jean Bomb, an expert, who has just arrived from the Hudson factory at Detroit. The car will be kept on the sales room floor for several days in order that interested persons may examine the device.

EASTERN AUTOISTS TAKE TO SPEEDOS

Speedo, the automatic auxiliary air, gas mixer and decarbonizer, an attachment to be placed above the carburetor on the intake pipe, manufactured by the International Accessories corporation, met with remarkable success in the east. Willard E. Lyons, manager of the company, arrived in Chicago September 18; on the 20th the local office received a telegraph order from him

for \$3,800 for immediate shipment, all to be shipped by express.

Lyons also closed contracts with two of the largest distributors of automobile supplies in the United States for freight shipments, installments to be shipped at regular intervals.

The initial sale of the device started in Los Angeles in July, extended to San Francisco in August and to the northwest in September. Up to date there have been over 6,000 of these sold and are in use on the coast.

Insurance Man Buys Winton "6"—H. L. Owsney, manager of the local Winton branch, reports that William T. Smith, secretary of the United States Annuity Life Insurance company, has placed his order for a 1912 Winton "6."

1912 THOMAS CAR ON DISPLAY HERE

Local Representatives Receive First of New Touring Car Models

The 1912 Thomas is the latest of the new models of motor cars to reach this city. The first of the new cars was placed on display at the show-rooms of the Thomas Flyer company in upper Van Ness avenue yesterday and attracted scores of interested motorists. The new model shows many mechanical improvements and in point of finish is one of the most striking of any of the new models that have yet reached the city.

The model on display is a seven passenger touring car, finished in green, and the upholstery is of Spanish leather. All the latest refinements that assure the comfort of the riders have been included in the finish.

The wheel base has been increased to 134 inches, and the compression of the engine has been lowered. By a new system of cam shafts and ignition the motor is made unusually silent.

NEW STODDARDS HOLD ATTENTION

Standard Motor Car Company Puts in Busy Week With 1912 Cars

The first carload of Stoddard-Dayton models, which were received recently by the Standard Motor Car company, Pacific coast distributors for division B of the United States Motor company, have created keen interest among local motorists, and Manager Thompson has put in a busy week arranging demonstrations. The 1912 Stoddard line is made up of five distinct sizes of power plants, mounted on seven special chassis and equipped with 25 different styles of bodies. The five models are the 28 horsepower Savoy, 38 horsepower Stratford, both equipped with "L" head motors; the 48 horsepower Saybrook, the 58 horsepower special and a 73 horsepower Stoddard-Knight.

The "satisfied owners" policy established by President Hughson of the Standard company has won many friends for the firm, for by this policy the Stoddard-Dayton owner anywhere on the coast can obtain every convenience from any Stoddard-Dayton agent.

MITCHELL CARS IN FAVOR IN EUROPE

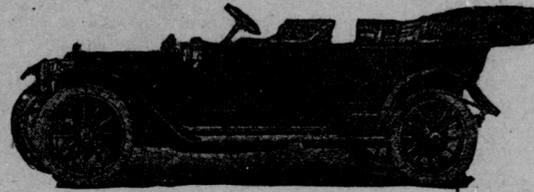
French and Russian Motorists Show Liking for American Models

Captain William Mitchell Lewis, president of the Mitchell-Lewis Motor company of Racine, Wis., and J. W. Bate, designer of the Mitchell car, have just returned from a flying trip to Europe.

"So great has been the European demand for our product," says Captain Lewis, "that we were recently obliged to open extensive quarters in London, which are being managed by Henry Piow, who, on account of his familiarity with our factory organization, is particularly well adapted for the position."

"Our Paris branch is managed by Rene M. Petard and we have dozens of subagents scattered all over the European countries. Because of the road conditions in Russia, being similar to our country highways we have created quite a business in the Kingdom of the czar, whose government awarded us a medal recently; indeed the Mitchell car is becoming a very familiar sight on continental roads."

The Locomobile



1912 SIX "48" TOURING CAR

WHAT TEN-INCH UPHOLSTERY MEANS TO YOUR PERSONAL COMFORT
It eliminates fatigue from the longest tour—makes every mile a comfortable one.

The Locomobile Company of America

San Francisco

Oakland

Hayes St. and Van Ness Ave.

Twelfth and Harrison Streets

The Best Automobile Service Organization in the Far West



1912

Velie

1912

ANNOUNCEMENT

New Models On the Road

- 2-passenger Roadster
- 5-passenger Touring Car
- 6-passenger Touring Car

Note
Change
of
Agency

Equipment will include
Perfect Automatic
Self-Starting
Device and
Electric Lights
Throughout

All Models Equipped With Thirty-Six-Inch Wheels. Prices Range From \$2000 to \$2800 F. O. B. San Francisco

Without radical mechanical changes, the Velie Forty for 1912 is a refinement of previous models. The 1912 Velie is mechanically a duplicate of its predecessors, except for body design and luxurious finish and appointment. The rear springs are lengthened and the wheel base extended to insure easy riding qualities, for which the Velie Forty has always been famous. A double drop frame brings the center of gravity lower than heretofore, admitting of the use of larger wheels and tires. The bodies of the latest accepted fore-door design, made of aluminum and finished with twenty-two coats of paint. This insures a finish equal to the highest priced cars on the market. The Velie Forty must be seen to be appreciated, it possessing a degree of refinement and finish found only in the most expensive cars on the market. A written guarantee goes with each car.

Note the New Location

Auto Sales Company

Distributors for Northern California and Nevada

311 Golden Gate Avenue

MAX L. ROSENFELD, President
San Francisco

Telephone Market 834

WE WILL CARRY A COMPLETE LINE OF SPARE PARTS AND ARE PREPARED TO TAKE AS GOOD CARE OF ALL VELIE OWNERS AS THOUGH THE FACTORY WAS LOCATED IN SAN FRANCISCO. WE INVITE ALL PRESENT OWNERS OF VELIE CARS TO CALL AND GET ACQUAINTED.

DESIRABLE TERRITORY OPEN FOR LIVE AGENTS.