

Ocean to Ocean Project Gives Promise of Being Reality Automobile Makers and Accessory Men Pledge Support

P. S. Cole (upper left) in new Chalmers Six roadster. Regal plunger on way east from coast (upper center). Mrs. A. J. Donovan of Fresno in her new Flanders Six (upper right). Veerac valveless truck which is meeting with favor here (lower right). Stewart light delivery wagon (lower left), the newest arrival in the local commercial vehicle field.

PROMOTERS KEEP UP AN AGGRESSIVE FIGHT FOR ROAD

Associations Being Formed Across Continent in Order to Direct Routing of Highway

PACKARD COMPANY MAKES BIG DONATION

San Franciscans Should Get Into Harness and Work on Project

By LEON J. PINKSON

While the San Francisco motoring fraternity has not been particularly active regarding the proposed stone highway from New York to San Francisco, the project does not seem to be as visionary as might be thought, for the originator of the idea, Carl G. Fisher of Indianapolis, is not letting any grass grow under his feet in his effort to secure a fund that should total \$10,000,000 to accomplish the proposition.

As a result of Fisher's activity some substantial pledges of financial assistance have been received by the temporary committee of the Ocean to Ocean Highway association, and a host of smaller individual contributions also have been recorded. These total to such a goodly sum that the promoters of the project feel certain that success will crown their efforts.

One of the most recent pledges of support has been made by the board of directors of the Packard Motor Car company. These officials, after reviewing the situation with Fisher, were unanimous in their endorsement, and decided to contribute 1 per cent on a basis of \$15,000,000.

As San Franciscans are vitally interested in the highway it is certainly time that either the local automobile associations or the civic bodies of the city should take some steps in going on record as favoring one route or another, and incidentally let the promoters of the project know that we are awake to the situation.

The plan is to create a fund by subscription from motor car and accessory manufacturers and dealers, each subscription to equal 1 per cent of one year's gross earnings of the subscriber. These subscriptions will be divided into three or five annual payments, as decided by a national committee to be elected later by the subscribers. The fund thus pledged easily should exceed \$10,000,000.

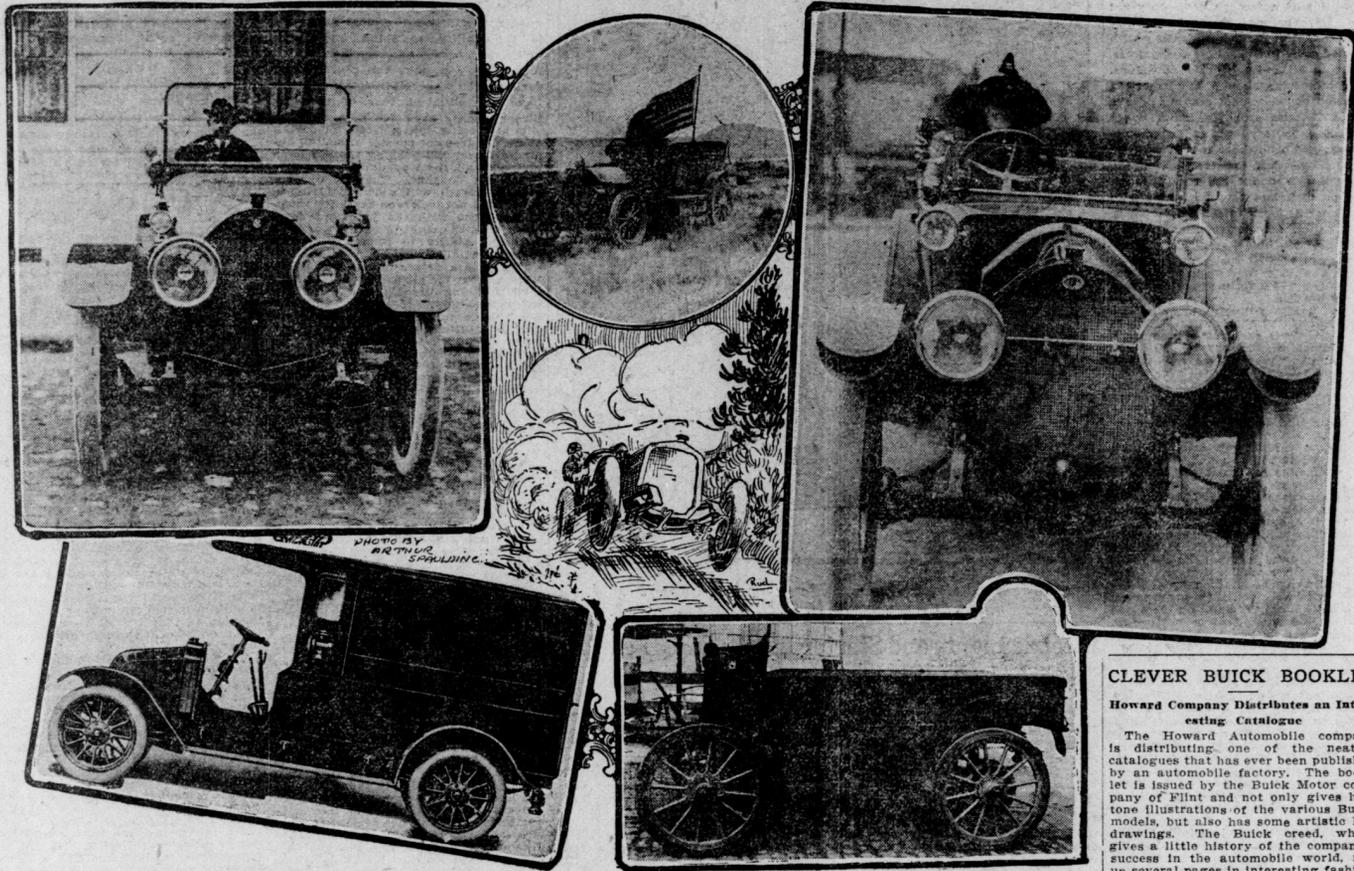
The assessments in signed agreements are to be made payable to trust companies to be hereafter selected, which shall furnish a bond to the association for all moneys so collected. Not a dollar of this money is to be spent until the entire subscription of at least \$10,000,000 is guaranteed. If for any reason the plan should fail of accomplishment the moneys to be returned to its donor with 3 per cent interest added.

MORE REVENUE ANTICIPATED

"Still further revenue is anticipated from memberships issued to individual automobile owners—a \$5 membership, a \$100 membership and a \$1,000 membership—for which an ocean highway button will be issued. With the \$1,000 membership fund it is planned to erect mile posts, guide boards, etc. It also is planned to have 12 inch window medals cast, one of which will be given to each dealer who contributes his 1 per cent to the fund.

The fund thus subscribed is to be used solely for the purchase of crushed rock and other necessary building material. The Ocean to Ocean Highway association is to do no construction work, but will make contracts with the various states and counties through which the road runs to put out material on the road as per specifications prepared and given us by the United States government engineers and inspected by United States engineers without charge to us. In a few instances state co-operation in this construction is feasible; but in most instances it is advisable to deal directly with the counties.

The fund of \$10,000,000 will give us more than \$5,000 a mile to spend on materials for this road. Some of the best rock roads in northern Indiana and northern Ohio, 2 feet wide and 12 inches thick of rock, with 2 inches of screenings, cost for material alone \$2,270 a mile. Labor to complete this road—rolling, sprinkling, oiling, etc.—brings the total cost to \$4,100 per mile. The contractor's profit usually is \$500 to \$1,000 a mile. From this it will be seen that the cost of building material, such as we propose to buy, represents only from 30 to 50 per cent of the cost of the road, so that for our \$10,000,000 cash we would receive a \$25,000,000 road, running from coast to coast."



STEWART LIGHT WAGON ATTRACTS ATTENTION

New Commercial Vehicle to Enter Local Field Is Well Received

The arrival this week of the new Stewart light delivery wagon caused quite a bit of interest in the commercial vehicle branch of the local automobile industry. The machine showed itself to be a sturdy and simple little vehicle that will appeal to the merchant who has light loads to deliver. S. G. Chapman, the local distributor, is most enthusiastic over the new wagon, which he will handle in addition to his lines of Hudson and Hupmobile pleasure cars.

The Stewart is a 1,500 pound wagon, and from the reputation it brings to the coast from Buffalo, where it is built, the horse will have but a short time to labor in this district of the country. Speaking of the new vehicle, Chapman says:

"Stewart motor cars are designed and built by men who have had the widest experience in the manufacture of motor driven vehicles. F. R. Lippard, president and manager of the Stewart Motor corporation, and R. G. Stewart, designer of the Stewart delivery car and vice president of the corporation, were pioneers in the light delivery car field. They were the first to put on the market a thoroughly high grade, scientifically designed car at a medium price. Lippard was formerly vice president and manager of the Lippard-Stewart Motor Car company. Previous to that he was general manager of the Franklin Automobile company. Stewart is an engineer of widely recognized ability. He was the designer of the Lippard-Stewart car. Prior to this he was connected for years with such concerns as the Olds Motor works, the Franklin Automobile company and others.

"The Stewart Motor corporation is manned in every department by well trained men—men who know the automobile business thoroughly, men who have made a careful study of merchants' delivery problems. The Stewart car is backed by a strong company, with ample financial resources. The car is built in a large, well equipped factory, with every facility for turning out a large output.

LEW HUMISTON SETS MOTORCYCLE RECORDS

Denver Speed King Lowers All Marks From One to Twelve Miles

Before an immense crowd at the Los Angeles motordrome last Sunday Lew Humiston, the Denver speed marvel, riding an Excelsior machine, equipped with Goodyear blue streak racing tires, lowered all world's records from 1 to 12 miles, inclusive, negotiating the mile in 35 seconds, the five mile in 2 minutes 4-5 seconds and the 10 mile in 6 minutes 18 seconds. This is the fastest time ever made by a motorcyclist. The former record being held by Ray Seymour on an Indian, made on May 17, 1912, on the same motordrome. Humiston has been in the racing game but a short time and deserves a great deal of credit for his remarkable showing. These records will probably stand for some time to come.

LOS ANGELES WILL GET KELLY TRUCK BRANCH

Frank G. Miner, California Factory Man, in South Planning for Opening

The bright outlook of the southern California field for motor truck business has caused Frank G. Miner to decide upon the establishment of a factory branch of the Kelly-Springfield Motor Truck company in Los Angeles. He left last week for the southern city to start the new branch on its way. Southern California business will be cared for through that office in future. Miner will have charge of both California branches, but will make his headquarters in this city. Miner has two demonstrators now at his service, the three ton truck having arrived last week. It is a huge affair which looks to have the power of a locomotive and the branch officials are planning a number of stunts for it which will rival the performance of the one ton carrier in its Oakland to Sacramento dead weight test.

NEW COMMERCIAL WAGON HERE

A new model delivery wagon has entered the market. It is the International Harvester company's 1913 commercial car. The Oesen-McFarland Auto company are to be the agents.

KLINE COMPANY NOW INSTALLED IN RICHMOND

Attractive Automobile Plant Is Completed in Southern Town

The new factory of the Kline Motor Car corporation at Richmond, Va., recently completed and occupied, is built on a 15 acre tract of land in the heart of the manufacturing district of that city. It was erected at a cost of more than \$100,000 and is equipped with all the latest and most modern manufacturing facilities. At present about 750 men are employed, but more will be added shortly. The new factory has a capacity for 2,000 cars per annum.

Frank O. Renstrom, head of the Frank O. Renstrom company, local Kline Car distributors, in describing the factory, says: "It is built in two parallel wings connected at one end by a shorter wing, in front of which and joined to them is the administration building. Each main wing is 60 feet long and 60 feet wide. The roof is cone shaped and fitted with adjustable windows that afford excellent light and ventilation. Within the court formed by the wings enter the tracks of the Seacoast Air line.

Advertisement for Stewart Delivery Trucks. It features an illustration of a Stewart light delivery truck and text describing its benefits: 'It's Here! The Stewart Light Delivery Truck. Come to our showrooms and see the most up-to-date and practical light delivery truck on the market—the new Stewart. A truck simple, substantial, economical, and handsome—one that will save you money and time, and bring you trade.'

type of architecture. Each floor is 30x 60 feet. Extending from the eaves of the roof and supported by four white stone columns is a port cochere covering a driveway to the main entrance of the general offices. The offices of the corporation, the general manager and the purchasing agent are located on the ground floor, while those of the sales manager, advertising manager and other departments are located on the second floor.

CLEVER BUICK BOOKLET

Howard Company Distributes an Interesting Catalogue. The Howard Automobile company is distributing one of the neatest catalogues that has ever been published by an automobile factory. The booklet is issued by the Buick Motor company of Flint and not only gives half tone illustrations of the various Buick models, but also has some artistic line drawings. The Buick creed, which gives a little history of the company's success in the automobile world, fills up several pages in interesting fashion.

NEW TRUCK CLIMBS HILL

Arthur Green of the San Francisco Compressed Air Machinery company, distributors of the Veerac valveless truck, reports that the 1,500 pound wagon climbed to the summit of the California street hills with a capacity load last week without the slightest trouble. The little wagon began the ascent at Kearny street and reached the summit at the Fairmont without a mishap.

FIVE PASSENGER 1913 VELIE CAR ARRIVES IN CITY

Latest Model Is Equipped With Electric Starter and Complete Lighting System

MOTOR IS POWERFUL BUT IS VERY QUIET

Max L. Rosenfeld, Local Distributor, Points Out Features of Machine

The 1913 Velie "40" five passenger touring car has just been received by the Auto Sales company, northern California distributors. This is the first of the 1913 models to come west from the Velie factory. Max L. Rosenfeld, head of the sales company, in speaking of the new 1913 model, says:

"From the beginning Velie cars have represented the most advanced ideas in construction. In the fall of 1909 Velie engineers originated and perfected the design and construction, which have been so universally adopted by other manufacturers for 1912 and 1913, as to become the standard construction of the present day. This means that the Velie company has spent five seasons in perfecting the mechanical details of the Velie "40" as compared to one, or two seasons at the best, of our largest competitors.

"The most noticeable advancement for 1913 season is the adoption of the Gray & Davis electric self-starting mechanism. It differs in two important respects from other electric starters in that the generator and the motor are separate units, each designed for its particular requirements. No combined motor-generator unit can operate as satisfactorily or as efficiently as two separate units, where the work to be performed is of such opposite character as starting and lighting. Secondly, the separate generator charges the storage battery cells in series instead of in multiple, which is a known advantage.

"The 1913 Velie "40" is the first car of moderate price in which the silent chain construction in the motor replaces the usual complicated gear train. This advanced design eliminates all noise and difficulties experienced with gears. The chains are automatically lubricated, which relieves the owner of the necessity of any attention."

ABBOTT OWNER LOYAL TO CAR

The Thomas Flyer company reports the sale of another Abbott-Detroit 44-50 seven passenger touring car to H. B. Chase of Pacific Grove. Chase has been an Abbott owner for several years and has great faith in the performance of the car.

MERCER ANNOUNCEMENT. Type 35, Series G, Four-Passenger. Type 35, Series H, Five-Passenger. Type 35, Series J, Raceabout. Type 35, Series K, Runabout. ELECTRIC SELF-STARTER. ELECTRIC LIGHTS. A NEW series of Mercer Cars that appeal directly to the motorist who wants a motor car of the highest type. The Mercer is the "happy medium" car—neither too heavy nor too light. Power, strength, durability, consistency of performance, comfortable riding qualities, graceful appearance, up-to-the-minute appointments and real, legitimate, dollars-and-cents value are what influence wise buyers in their choice of a car. Measured by this standard, the Mercer is recognized as leader of the medium-weight class. Pronounced features are high efficiency motor, perfect lubricating system, reliable steering gear, large and perfectly balanced crank shaft, four-speed transmission, foot brake operating on transmission, springs that give real riding comfort, two-spark Bosch magneto of enclosed type, Rushmore electric lighting and starting systems, both separate units and operating independently of ignition, distinctive, and exclusive body designs. Simplex & Mercer Pacific Coast Agency. RENE J. MARX, General Manager. 1319-23 Van Ness Avenue San Francisco. 1057 South Olive Street Los Angeles.