



ALCO MOTOR TRUCK MAKES RECORD RUN

Non-stop Trip Shows Reliability
and Power of Well-known
Motor Truck.

NEW YORK, Feb. 3.—A world's non-stop motor truck record was established recently when the three and one-half ton Alco truck ended 386 hours of day and night service without the stopping of its motor.

This run, which is considered the most extraordinary over undertaken, came to a close at 5 a.m., fourteen days after the truck entered non-stop duty for the United States Express Company.

It was a performance filled with many thrills—almost a continuous battle with snow, ice, rain or frigid weather. The truck encountered and successfully overcame conditions that horses were unable to cope with. It consistently ascended the steepest grades in the vicinity under its own power when the hills presented a surface of glassy smoothness.

Ploving thru snow drifts hub deep or making its way in the face of blinding rain and arctic winds, the truck adhered to its schedule. It replaced five two-horse teams and four men accomplished the duties assigned under the old method to ten employees of the express company.

During the day the truck was called upon to deliver in the residential sections of a number of New Jersey cities. In the evenings the duty shifted to transfer of heavy loads between the express company headquarters in Hoboken and the Central Railroad of New Jersey in Communipaw.

A Heavy Load.
Performing such varied duties as these, the vehicle transported on an average of 31,510 pounds of merchandise a day, averaging 68 miles, 14 trips, and 22 stops for collecting and distributing its cargo.

The record for miles in a single day was 88, and the largest number of trips was 22. The high mark in stops 104 was made on the first day of the run and on Jan. 17, the truck hauled its heaviest day's loads totaling 43,978 pounds.

An average of one gallon of gasoline to an hour of service was maintained. The total number of miles covered during the two weeks of duty was 922. All told, 198 trips and 1294 stops were made. The entire number of pounds hauled throughout was 411,126.

When the run terminated an examination was made for the first time of the mechanism and it was said that the truck showed no effects of the strenuous test it had been thru. It was not found necessary to stop the motor at any point of the run, despite the abnormal conditions to which the truck was subjected.

A significant event was the purchase of 10 Alco trucks by the Long Island Express Company several days before the end of the run. This company bought its first ten Alcos one year ago immediately following the setting of the first non-stop record.

The record which this truck surpassed was made by an Alco year ago when a three and one-half ton truck ran on the streets of New York for six days and nights and following this performance with a trip overland to Philadelphia—a total of 188 hours. A month ago another Alco was required to serve the Adams Express Company for 144 hours without interruption.

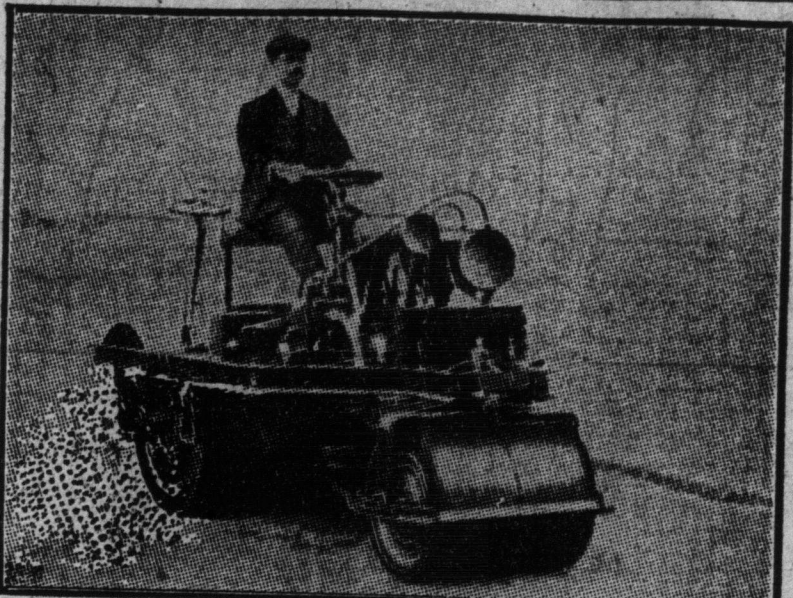
A MACMANUS RECRUIT.

Louis Ling, for eleven years a member of The Detroit Journal staff and for the greater part of that time dramatic critic of the paper, has associated himself with the MacManus Co., the national advertising agency, with headquarters in the Ford Building, Detroit. Mr. Ling will be a writer of advertising copy and his long and varied experience as a newspaper worker, ranging from the assignments of cub reporter to the responsibilities of assistant managing editor, gives him an ideal equipment for such work.

Mr. Ling is a Detroit native and was educated in the public schools of that city, after which he was privately prepared for Harvard. He graduated from Harvard in 1898, securing the degree of bachelor of arts. He is also a graduate of the Detroit College of Law, receiving from that institution his LL.B. After fourteen months with the Dime Savings Bank, Mr. Ling joined The Journal staff, Jan. 7, 1901. He succeeded in all the departments of work to which he was assigned. In the early years he covered the various "beats"—Windsor, hotels, police, general assignments. He served as sporting editor and reported the baseball games for three consecutive seasons. During his service, also, he has held desk positions as assistant city editor, city editor, assistant managing editor, dramatic editor, book review editor and literary editor, and editor of the Woman's Magazine page.

Mr. Ling's chief and best known service to The Journal, however, has been as dramatic editor. From almost the beginning of his newspaper experience, his qualifications as a reviewer were recognized and he came naturally to have charge of the entire department. His reviews and his dramatic news column have attracted far more than mere attention. They are characterized by cool judgment, dramatic appreciation and a free and limpid style. During his service on The Journal, Mr. Ling has also become known in the entertainments of the Detroit University Club, the Fine Arts Society of Detroit and the Players' Club. In all of these he has been active as an author and joint author of plays and entertainments, as a manager and producer and as an amateur actor. Mr. Ling is also a member of the Harvard Club in Michigan and of the Sigma Alpha Epsilon fraternity.

The MacManus Company judged that Mr. Ling's long training as a newspaper man, his experience as a writer, his capacity for critical judgment, would materially strengthen their force, and undertook negotiations for his service.



A WATER-BALLAST MOTOR ROLLER, BUILT BY GREENS OF LEEDS, ENGLAND.

Auto Fire Engines

A big fire in Richmond, Virginia, recently was the means of demonstrating conclusively the superiority of the modern motor-driven fire apparatus over the old type. For thirteen hours a big Knox pumping engine kept two streams going on the fire practically without intermission and within a few minutes after it returned to headquarters it was ready for another call.

During the entire time the engine was working, from just before 6 p.m. until it was ordered back to quarters by Chief Jones at 7 a.m. The chauffeur, who was also engineer and mechanic, occasionally poured a bucket of gasoline into the tank and went over his machine with an oil can.

The steam fire engines at work during the same period each required two men in attendance, an engineer and a fireman. Their total consumption of fuel was more than 25 tons of steam coal. The bill for running the gas engine pump at full speed for thirteen hours came to \$4.50.

A few minutes after seven o'clock the engine backed into its house, had its tanks filled, its parts oiled, and the driver reported it ready for duty.

This big Knox engine is really an entire fire department in itself. It is propelled by the same motor that powers the pumps, a six-cylinder, 60 h. p. It also carries a 25-gallon chemical tank with hose and 1000 feet of water hose. When not in action it has no hoses to feed and its cost of maintenance between fires is practically nothing.

The wonderful work done at this fire removed the last doubt from the mind of the fire commissioners at Richmond and already the matter of motorizing the entire fire department is being agitated.

MOTOR CAR MAGNATE CONDEMNS SPEED SHOWS

Claims That High Speed Contests Hurt the Automobile Business.

NEW YORK, Feb. 3.—Believing that high-speed motor-car racing no longer serves a useful purpose, besides bringing discredit upon motoring and the motor-car trade, Benjamin Briscoe, president of the United States Motor Company, has prepared a letter to the American Automobile Association advising that it abandon the control of speed contests and devote its time to the promotion and encouragement of touring and reliability contests and particularly furthering its work for good roads, a work which the national organization has done with excellent results during the past five years.

"More than a year ago, we decided that our company would not support speed contests with the perils that are always present at such affairs, both from the standpoint of the public as well as the drivers and mechanics," said Mr. Briscoe yesterday. "There has been a great deal of talk of the United States Motor Company's withdrawal from the racing business, for since that time there has been a further decrease in racing interest, a lessening of public support, and a general sentiment that much as we owe to racing for what it taught us six or eight years ago, it is no longer needed by the industry or the public."

"It therefore seems to me illogical that the American Automobile Association, that has done so much for the motor-car industry and motor-car owners, should spend any of its time, its money or prestige, in an endeavor to regulate or govern high-speed contests, when there are so few meetings and such meager support, to say nothing of the little that motor-car makers can learn from such affairs at this advanced stage of the industry."

Reliability Counts.
"In the case of motor-car makers or makers testing untried products, there may be something to learn from speed contests, but it is a matter of record that with comparatively few exceptions, none of the old-time manufacturers are indulging in contests of speed. Many of them, appreciating the fact that the public likes to have proved the reliability and endurance of motor-cars are competing in reliability and endurance tests, which supply ample evidence of the leadership of American motor-cars."

"Except in the case where cars of abnormal horsepower are built, our American makers have proved that they can build just as fast motor cars as any manufacturer in the world. It is a fact, however, that many people dislike to buy cars that are famous in racing because of the thought that they may not be proper for use in touring and general utility, which after all, is the real work of the modern vehicle of transportation."

"I will, therefore, advise that our national body abandon the government of speed contests, turning it over to any organization that will care for it, leaving the A. A. A. to continue its good work in connection with roads, legislation, foreign and American touring maps, guide books and touring contests."

Mr. Briscoe, besides being president of the United States Motor Company, which sells the Stoddard-Dayton, Columbia, Maxwell, Courier and Brush cars, and Sampson trucks, is vice-president of the National Association of Automobile Manufacturers and was the first president of the Manufacturers' Contest Association, which co-operates with the A. A. A. in its control of contests.

STEVENS LITERATURE.
In the great mass of automobile show literature the show book and catalog of the Stevens-Duryea Company which gives a general excellent of their appearance and the charm with which they tell their story.

The treat of this year's Stevens-Duryea motor cars as the result of years of progressive development.

The method employed is a running story which gives a general excellent of the new models and of the peculiarities of Stevens-Duryea cars, being condensed at the end for the benefit of those who want to study the car in that way. The illustrations, particularly those of mechanical parts, are strikingly clear and instructive.



FACTS FOR MOTORISTS



No other tire in the world is constructed just like Dunlop Traction Tread. It imitates none; followed no other models; just blazed a trail of its own. It was but fitting that the name Dunlop should be stamped on this tire, which is as far ahead of its competitors as the other basic Dunlop ideas were ahead of the competitors of their time.

ADVANTAGE No. 1

In the first place, the carcass of the Dunlop Traction Tread is moulded in one piece; in other words, the Anti-Skid effect is not stuck on the tire, but built into it. Not only does this mean a fire ensuring maximum safety, but it also means a tire capable of showing maximum resistance to wear and tear.

ADVANTAGE No. 2

In the second place, the Anti-Skid surface of Traction Tread is made twice as deep as the common run of so-called Anti-Skids. When the pavement is greasy or the roads are muddy, the value of this greater depth is readily apparent. The car responds to the most delicate touch of steering gear or brakes. The grip on the road is always secure, always certain.

DUNLOP TRACTION TREAD

(REGISTERED TRADE MARK)

ADVANTAGE No. 3

In the third place, users of Dunlop Traction Treads never experience the consciousness of tire contact with road as is so common with the so-called Anti-Skid — the tire that is merely decorated with corrugations after the carcass proper is built.

ADVANTAGE No. 4

In the fourth place, with Dunlop Traction Tread—as with no other tire in the world—the Anti-Skidding surface is the biggest part of the tire. That means the Anti-Skidding surface will give indefinitely long service. Yet when that extra big corrugated tread is worn down the motorist has as good a plain cover to ride on as is to be found anywhere. Dunlop Traction Tread simply means more for the money—and the better kind of rubber, too.

WRITE
FOR

BOOST
BOOK

ADVANTAGE No. 5

In the fifth place, while we do not ourselves say "throw away your chains," Dunlop Traction Tread goes ahead and says it for us. We have received many letters in which motorists claim chains are no longer necessary since the advent of Dunlop Traction Tread. Take the ordinary so-called Anti-Skids and on rainy days they are either not in service or in chains.

DUNLOP TIRE & RUBBER GOODS CO., LIMITED

HEAD OFFICE AND WORKS—TORONTO

BRANCHES:—Toronto, Montreal, Winnipeg, Vancouver, St. John, N.B., Calgary, Victoria, London, Ont., Regina, Ottawa, Hamilton, and Nelson.

TORONTO CITY BRANCH AND TIRE REPAIR STATION,
88 ADELAIDE STREET WEST . . . PHONE MAIN 5140.

INDIAN MOTORIST.

Just two short years ago there occurred the first sale of an automobile to an American Indian. The hundreds of Indians own cars now there is no more enthusiastic driver among the red men than the one to whom falls the honor of being the first.

This unique distinction rests with Chief White Eagle of the Standing Rock Reservation in North Dakota. Early in 1910 White Eagle purchased a touring car in a most novel way. As the head of his tribe he was the proud possessor of a rare collection of treaty medals which had come down to him from his great-grandfather. They were the consideration for an exchange of land entered into between the old chieftain and General Jackson.

Stopping the ties of sentiment which made these medals of value to him, White Eagle converted them into cash. As soon as he had sold a sufficient quantity of the relics to net him the price of the automobile he wanted to "hit the trail" for the salesroom and not long after came back the proud owner of a Regal touring car.

To-day Chief White Eagle is a most enthusiastic driver. Tho, by nature inclined to be reckless he handles his car remarkably well. When safe in

the land of his birth, where "scorching cops" are an unknown quantity, and the sign "Slow moving vehicles keep close to the curb" are unheard of, he scoots across sage brush and alkali apparently as much at home in his Regal as when on his tucking broncho.

It is White Eagle's belief now that the Indian pony is going with the city horse as the worth of the automobile becomes more generally known. He is a confirmed motor car enthusiast and, as an owner is a decided favorite with the "cow punchers" in the surrounding sections.

Casablanca's Consolation.

"The boy was standing upon the burning deck whence all but him had fled. 'I guess I'm done for,' he said, as he glanced around him, 'but there's one comfort; they'll never be able to say I had cold feet!'"

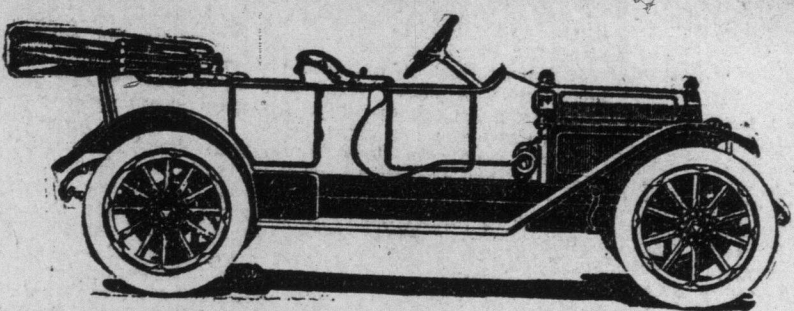
Whereupon he went below gaily whistling that popular ballad, "You needn't set up for me, For I ain't a-comin' back."

**AVOID ROAD DELAYS
AND INCONVENIENCES. USE
STEPNEY SPARE WHEEL
AND STEPNEY TIRES (English make)
VULCANIZING A SPECIALTY**

THE STEPNEY MOTOR WHEEL
130-132 KING ST. EAST, TORONTO.

OF CANADA,
LIMITED
MAIN 3827

Why Wait Two Years?



The price for either of three models—Touring, Five-Passenger Torpedo, Four-Passenger, or Roadster, Two-Passenger—is \$2150, duty paid. Not a cent more is needed to equip either car before it is ready for use. For top, Disc Self-Starters, 816 tires, windshield, large gas tank, magneto and dual ignition system—while all things usually listed as extras are included. Write for illustrations showing how the New Self-Starting HUDSON "33" is simpler than any other car.

Features Similar to Those of the New Self-Starting HUDSON "33" Will Be Obtainable on Other Cars Two Years Hence. But Until Then—In Other Cars—You Must Submit to Almost 1,000 MORE Parts, the Destruction Caused by Dust, Dirt and Grit Getting Into the Exposed Mechanism—You Will Have to Wait for Self-Starters on Many Cars.

Automobile engineers work several years ahead of their models. This makes it impossible for the features that will be copied from the New Self-Starting HUDSON "33" to appear generally earlier than next year or the year after.

But you get now all the advantages that come with simplicity, quietness, dust-proof throughout, Self-Starters, Demountable rims, Big tires and the handiwork car built, if you choose the

New Self-Starting HUDSON "33"

It is the latest and greatest of the six famous cars designed and built by Howard E. Coffin, acknowledged America's leading automobile engineer. Several of his famous automobiles have been years in advance of their time. Every one a success. Several still sell as leaders in their class. In his latest car is embodied a new degree of engineering progress. Mr. Coffin has always led as a designer of progressive ideas.

The HUDSON starts from the seat—at the mere pressure of a button. The self-starter, appropriately as simple as the car itself. It weighs but 4½ pounds, has only 12 parts.

The motor and all moving parts are dust-proof. There are no exposed rods, wires, etc. Approximately 1,000 fewer parts are used than on other cars. The finish and furnishings are of the highest quality. Let us show you other reasons why you should choose a New Self-Starting HUDSON "33."

Over half this year's output of this car is already sold. They will be hard to get, no doubt impossible later on. We can obtain no more than were arranged for last fall. Come see the New Self-Starting HUDSON "33" to-day.

See the Triangle on the Radiator

The Dominion Automobile Co., Limited
DISTRIBUTORS

Bay and Temperance Streets, Toronto