

MOTORING

General Motor Trade News Of Detroit and Other Centres

Good Roads Work in States Progresses—More Attention by Manufacturers to Fuel Consumption.

(Special to Sunday World).
DETROIT, May 23.—Fuel economy is to be emphasized in the Chicago-Boston day and night non-stop national reliability run, thru the offer of a trophy by the Standard Oil Company, of Indiana, for the car making the best showing in gasoline consumption according to the formula of the technical committee of the Chicago Automobile Club, which is promoting the national tour.

The offer of this trophy was made by F. C. Krenshaw, general manager of the Standard Oil Company of Indiana, to Joe E. Callender, chairman of the contest board of the Chicago Automobile Club. Mr. Krenshaw is very enthusiastic with regard to the outlook for the great tour, and added this trophy to enable the club to make the event an even greater success. The offer changed the plans somewhat. Chairman F. E. Edwards, of the technical committee, of the Chicago Automobile Club, which is promoting the national tour, said that this trophy would not make the contest one of fuel economy, in any sense of the word. Now, however, with the Standard Oil trophy, such of those as desire to participate in the battle for the "string" championship will have something to fight for. In all probability the formula that will be used will be the one that has applied in other economy tests this year. That is, the weight of the car and the amount of gasoline consumed will be the determining factor, placing the car on a ton mileage basis. It is thought that such a contest will appeal strongly to those makers who have been holding fuel economy tests. The Buick, Chandler, Franklin, Lozier, Premier and others have advertised the economical operation of their cars. These makers have found that the general public is more interested than ever in gasoline consumption, and the Chicago-Boston test should prove of incalculable value. The offering of this trophy will attract many car owner manufacturers. These have in mind the entrance of a car in the Golden trophy section of the tour, for the purpose of securing a rating, and possible winning of the Standard Oil trophy. The Rayfield, Schebler, together with several less known car owner makers, are possible entrants.

With funds in the County treasury to care for the construction of new roads, the Wayne County commission is going ahead in its projected im-

provements for 1914. There was a balance left of \$75,000 from last year and County Auditor Outman reported recently that about one-half of the \$500,000 of bonds to be sold to provide money for this season had been placed. The banks have helped in this, sales of \$50,000 each being made to the National Bank of Commerce, the First National Bank, the Peninsular State Bank, the Wayne County Home and Savings Bank and the Wyandotte Savings Bank. The 1914 plans comprise the second step in the improvement of Wayne County roads. The first step was the building of roads on the radial lines running out of Detroit, and now comes the work of connecting up the ends of the roads already built or in other words, building the roads around the wheel rim to connect the spokes already completed, enabling a trip completely around Detroit. All roads to be built this year are to be concrete. With one exception, 11 of the roads are to be 34 feet in width over all, with 15 feet of concrete in the center.

Duray, Jules, Goux, and Bolliot, the three great French drivers who reached New York last week, did not stay there long but headed for Indianapolis within twenty-four hours after arrival. Goux is well-known to Americans because of his win of the 500-mile race last year. Duray was prominent in America in the days of the Vanderbilt race on Long Island, and at Savannah, and Bolliot followed up his team mate's win of the Indianapolis race by capturing the Grand Prix race in France in 1913. The trio came to America very confident of victory this year.

It is persistently reported in New York that the Ford Motor Company has purchased the Sheepshead Bay race track, owned by the Coney Island Jockey Club. This is located on Long Island, and is valued at \$1,700,000. The site will be used for a great new factory. New Yorkers who wired Mr. Ford regarding the matter received advice that an important announcement would be forthcoming in a few days.

The New Jersey receipts for registrations from December 31 to May 1 showed an increase of \$1,000 over last year. The receipts this year were \$523,034.43. The registrations this year were 15,338 in excess of the first four months of last year.

The utmost activity is apparent along the line of the Lincoln Highway, and tourists are already headed toward the Pacific coast and following the Lincoln Way route. The building activities are evident from reports sent out from the Detroit office of the highway association. A. R. Pardington, vice-president, is kept on the jump constantly addressing meetings everywhere.

The American Automobile Association has issued sanction for the great Elgin road racing classic, which are to be held Aug. 21 and 22. The race of the opening day will be for the Chicago

SIX SEATER MOTOR ON TWO WHEELS



The latest in the motoring world is the invention of the gyroscopic motor. The inventor, Dr. Pierre Schilowsky, is an eminent Russian engineer, and the object of the gyroscope is to balance the vehicle and, driven by electricity, it accomplishes its work whether the car is running in a straight line, rounding curves or ascending or descending hills. The weight of the gyroscopic wheel increases the weight of the car, which weighs 3 tons, but this is compensated for by the absence from lateral shock. Another advantage is that the Schilowsky Gyroscopic Motorized Automobile, which is the full name, only requires a narrow track and is therefore suitable for new and undeveloped countries.

The propelling power of the car is distinct from the driving of the gyroscope, being as an ordinary motor car, a rear wheel being driven by a propeller shaft. To show off the capabilities of the new invention, a demonstration was held in Portman Square, W.C., of excitement to taxi-drivers, motorbus drivers and conductors.

Automobile Club trophy, and for cars with a piston displacement of 450 cubic inches or under. The race for the second day is free for all, and both contests are at the same distance, 305 miles. The farmers along the route are this year showing greater interest in the race than ever, and vast improvements in the course are being made.

During the National touring week, June 27 to July 4, inclusive, the National Automobile Chamber of Commerce, and the American Automobile Association will father many inter-city and inter-county and inter-city touring contests. General interest in this, the first annual week of touring contests and pleasure tours, will be taken in every section of the country, and the event promises to become a most interesting annual national affair.

L. S. Wessels, formerly of the American Locomobile Company; George Hanken, formerly with the R-C-H Corporation, and Morris Johnson, who was connected with the New York branch of the Buick Motor Car Company, have been added to the sales force of the Paige-Detroit Company in New York.

Clifford B. Meyers, former general manager of the Swinehart Clincher Tire and Rubber Company, and prominent in the tire circles for many years, has become manufacturer's agent for the Coe, Stapley Manufacturing Co., Bridgeport, Conn., and will handle the company's output of hand and power pumps for tires with an office at 3049 East Grand Boulevard, Detroit.

The Aetna Motor Truck Company has secured a factory in Detroit, at Richmond Avenue and East Grand Boulevard, and will build 200 trucks of two tons capacity for the first year. J. George Wagner is president and general manager of the company; Ernest E. Kinney, vice-president; William A. Eldred, secretary; John J. Wilson, treasurer, and George Humbert, director.

P. Tennet Peacock, of Hunterville, New Zealand, has just left the Buick factory at Flint to travel home thru Europe and other countries to the east, completing a trip which will have covered 45,000 miles before he reaches home. Mr. Peacock was undertaking the trip to enable him to pay a visit to the Buick factory, which he has been representing for some time. Mr. Peacock sailed from New York Saturday on the Imperator. "Our part of the world is becoming pretty well motorized," said Mr. Peacock when in Detroit, "but, of course, there are mighty few cars as compared to America. Our roads are far from the best, but touring roads are far from the best, and every year sees more and more activity in this line. A significant fact from a Yankee point of view is that the American car is a lot more popular with us than the foreign car. I believe that the reason for this is largely because Americans have such had roads that American makers are compelled to build better cars. Our roads are even worse than those of America, and are more up and down." Enroute to Flint Mr. Peacock traveled thru Australia, Tasmania, Egypt, Colombia, and across France to London, and thence to New York.

The year's production at the Ford Motor Company plant will require 1,250,000 tires. Four leading American tire manufacturers will supply this immense quantity, and the tires will arrive daily in quantity sufficient to fulfill the needs of production, in each carload arriving there are 400 sets, and during January, February, March and April, when the production was around 110 Ford cars per day, three carloads were required for each day's production. To bring in the season's supply of tires will require 750 freight cars, or trains of approximately five one-half miles in length. The tires are all shipped less fittings, and upon their arrival at the big plant they are assembled on wheels, inflated and the fittings attached, after which they are sent down to the assembling plant, where they are fitted in a most interesting one to all visitors. Here the really big muscled workmen of the plant keep the tires in trim. The record of the plant was made by a big Poie, who weighed over 225 pounds, and who fitted 200 wires on wheels in a day. One visitor at the plant figured that if every tire in the plant traveled over 500 miles of road in a year, the year's total of tires will have traveled a distance of 6,250,000 miles, or 250,000 times around the world before the last tire is scrapped.

TO MEASURE QUALITY OF AUTO PARTS

Organization Formed to Test Everything That Goes Into Cars.

Recently the records of the State of Illinois showed the incorporation of a company under the title "American Efficiency Survey of Motor Car Units," then followed weeks in which the new company was forgotten, even by those who had wondered and guessed at the significance of the corporate title when it was announced. That the officers and others in the company have not been idle is startlingly evidenced now by the disclosure of the fact that some of the richest, strongest and largest manufacturers of "automobile units" have accepted the new company at its full face value, and have taken out memberships in the new undertaking.

We will give only a hint of its plans and purposes, as we understand that the whole thing will soon be fully put before the public in a tremendous campaign of national advertising. The idea is to make the most comprehensive and exhaustive examination and analysis of every individual unit which enters into the building of an automobile, such as axles, radiators, oils, magnets, carburetors, wheels, motors, tires, brakes, spark plugs, speedometers, etc., in fact everything that can affect the quality and service of the car, and to make complete reports on the result of these examinations.

None of the company is even remotely connected with the automobile industry; the members of their board of expert engineers are absolutely free and disinterested critics, and are recognized as the foremost in their line in this country, if not in the whole world.

This marks an important epoch in automobile making and selling, and gives to the individual buyer a sense of security in the knowledge he now can have concerning quality in automobile parts which he has long desired.

The offices of the new company are at 30 North Michigan Boulevard, Chicago, where there is a cordial welcome extended to visitors, and where one can get more prompt and lucid replies to his questions than is usually the case with new enterprises of a similar character.

The Greenville (S. C.) branch of Armour & Co. has provided its traveling salesman with motorcycles.

Cyclecar News-

W. R. Stout, secretary of the Cyclecar Manufacturers' National Association has forwarded to all members of that body, and to all prospective members, copies of the constitution and by-laws, and a vigorous campaign for membership is now being waged.

A. R. Thomas, of the former Detroit Cyclecar Company of Detroit, and now located at Saginaw, Michigan, has removed to the latter city to take up the work of immediate preparations for large production. The company is nicely located in a large factory in Saginaw, and with ample capital for all of its purposes, which include the manufacturing of a large number of cars for 1914 delivery.

G. E. Watson, who has been at the Scripps-Booth Cyclecar Co.'s factory for some time, has taken the agency for the Scripps-Booth cyclecar for Cleveland and northeastern Ohio, and has formed the firm of Elchorn and Watson, and secured a handsome salesroom at 6916 Euclid Avenue, Cleveland. The company sold six cars within a short time after opening the agency.

CARTERCAR FOR TOURING.

"The season is at hand when motoring is more than just a means of travel," says H. R. Radford, vice-president and general manager of the Cartercar Company, Pontiac, Mich. "Yesterday, when the winter snows were on the ground, motoring was a necessity—today, with the scent of fruit blossoms, the growing grass and the opening leaves in our nostrils, motoring has become a sport and pastime, and the most health-giving and delightful one to be found."

"So firmly has the motoring bug inoculated the American people that we continually desire 'new roads to conquer.' This is especially true of the owners of Cartercars, for let it be known that there is a particularly difficult route or a grade that is extra steep, and the gearless transmission drivers immediately make it to test the strength of their car."

Jack Towar of the former Studebaker racing team, has been selected by Bob Burman to act as mechanic on the second Burman car in the Indianapolis race, the driver for which is not known. Burman's own mechanic, "Baron" Klein, will, as usual, sit beside him. Towar turned turtle last year in the 500-mile race when driving a Mason car and his mechanic died as the result of his injuries.



This is the Goodyear All-Weather Tread

"All-Weather" because it runs like a smooth tread. The projections are flat and regular. Yet on wet roads the countless sharp edges afford a resistless grip.

This tread is double-thick. It is made of very tough rubber. The sharp edges last for thousands of miles.

Instead of rounded grips, here are grips with sharp edges. Instead of a rugged, irregular tread, here is one smooth riding and regular.

Instead of separate projections—centering all strains at small points in the fabric—here are projections which meet at the base, and spread the strains just like a plain tread.

Not a tire user can know this tread without wearing these tires on his car.

No Other Tire

No other tire has this All-Weather tread. No other tire has our No-Rim-Cut feature—the

only feasible way to make rim-cutting impossible. No other tire is final-cured on air bags, to save the countless blow-outs due to wrinkled fabric. This extra process adds to our cost immensely.

No other tire combats tread separation by creating at the danger point hundreds of large rubber rivets.

Much Lower Prices

In 1913 No-Rim-Cut tire prices dropped 23 per cent. Now there are 18 Canadian and American makes which sell at higher prices—some higher by almost 50 per cent.

Yet No-Rim-Cut tires have four costly features found in no other tires.

And no man knows of any way to give you greater mileage.

Bear this in mind. No-Rim-Cut tires have won top place in Tire-dom. And they cost you only what the best should cost. Our dealers are everywhere.



GOODYEAR
No-Rim-Cut Tires
With All-Weather Treads or Smooth

THE GOODYEAR TIRE & RUBBER COMPANY OF CANADA, LIMITED
Head Office, TORONTO

Toronto Branch—Cor. Simcoe and Richmond Streets. Adel. 2104

Studebaker FOUR

\$1375

THE FULL-FLOATING REAR AXLE

Equipped Throughout with Timken Bearings

Completely Equipped Electrically Started and Lighted

The Axle Carries The Car—The Shaft Only Turns the Wheels

The Studebaker FOUR is the only car in the world at \$1375 with a full floating rear axle—equipped even to the hubs with Timken bearings.

This is of vital importance because ordinary axles push downward on the shaft or journal, absolutely frictionless bearings cannot change that condition.

In our Full Floating Rear Axle the shaft turns freely in a steel housing, carrying the last ounce of power directly to the wheels.

The wheels, in turn, revolve just as freely at the ends of the housing, because they run on Timken bearings.

Be clear upon this vital fact: Upon the efficiency of your axle depends the efficiency of your motor.

It isn't so much a question of power creation as it is of power transmission.

That is why, by scientific engineering, we have strengthened and cleared the way for the flow of power from motor to wheels.

That is why we have given the question of alignment—of perfect balance—and of lubrication the care their tremendous importance warrants.

That is why we carry out laboratory tests and our accuracy of measurements to a degree heretofore unknown in any but the best shop practice.

Our sole aim is to transmit—with maximum dependability—the maximum of power to and through the rear axle.

The Studebaker FOUR attains this result as it has never been attained in the past.

You appreciate this result to the full when you learn that it is the only "Four" at \$1375 with full Timken equipment—even to the hubs.

Send for the Studebaker Proof Book.

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Sold by YORK MOTORS, LIMITED, 545 Yonge Street, Toronto

Buy It Because It's a Studebaker

F. J. McDonnell, Ottawa, A. J. Frost, Oshawa, E. J. Brown, Brantford.

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