

## CREDITABLE EXHIBITION OF MOTOR CAR AND EQUIPMENT CO.

This Company has White, Hudson and Hupmobile Machines in very Attractive Exhibit at Armory — Friendly Criticism of German Steel Manufacturer

The Motor Car and Equipment Company, Limited, occupying a large space in the southwest corner of the building have on exhibition different models of the three cars handled by this company for New Brunswick, the "White," "Hudson" and "Hupmobile," and have a very attractive exhibit.

In "Whites" they are showing a Mayfield Roadster, which is undoubtedly the finest roadster model ever shown in this city, the finish and equipment being the very finest that skill and money can produce, and they are also showing a "Combination" car, which can be used as a delivery or as a passenger car and is used largely throughout the United States as an estate wagon, two of these being used by "Andrew Carnegie" on his country estate.

### The White Company.

The White Company of Cleveland, Ohio, manufacturers of these cars, have long been recognized as leaders in the automobile industry. They built the first gasoline motor in America having a long stroke with cylinders cast en bloc with the intake, exhaust water passages and manifolds included in the cylinder casting. This type of construction has been adhered to by the White Company with minor improvements from time to time and has been recognized as being the best by practically all of the large makers, in their adopting this type of engine. White engines are very economical in gasoline and oil consumption owing to their method of construction and of the small bore, long stroke principle. The utmost care is taken that nothing but the best of materials are used, every shipment of steel going into the plant being subject to a critical analysis by their chemists before being manufactured. Piecework is unknown in the White plant, everything being done by the day's work and subject to the most rigid inspection. The White Company makes practically every part entering into the construction of their cars and are, at all times, in a position to guarantee their goods as the very best that money and skill can produce.

### A Criticism.

An eminent German steel manufacturer recently visited the White factory and after a thorough inspection of it said to Mr. White: "Only two automobile factories in the world approach you in the quality of materials used and the painstaking exactness by which they are made up and assembled into complete cars. One of these is in Germany and the other in France."

Many minor, but important, improvements have been added to White cars for 1914 and as now produced

they represent the very highest type of automobile construction. They manufacture a complete line of pleasure cars in four and six-cylinders in roadsters, touring cars, coupes and limousines, as well as trucks for commercial work, with capacities ranging from 1/2 ton to 3 tons, and they have, at different times, produced 65 different styles of truck bodies to suit the many different branches of business.

### Hudson Cars.

The "Hudson Cars" shown by this company are both of the six-cylinder type, the Hudson Company having ceased to manufacture four-cylinder cars.

The Hudson six-40, known as the "Light Six," represents the highest type of light six-cylinder car construction, this car having a capacity of from four to six passengers with a 123-inch wheel base and weighing less than 3,000 lbs., which means a maximum efficiency with the lowest upkeep cost of any car of equal power with all the advantages resulting from six-cylinder construction and almost an entire absence of vibration at any road speed with the added feature of having a speed down to four miles an hour without changing gears and a maximum speed higher than the average motorist cares to drive.

The Six-44, which follows the general lines of the Six-40, has been pronounced the handsomest car in America today. Both of these models are equipped with the famous Delco lighting and starting system having Timken axles and bearings and represent comfort and convenience that are only found on the models much higher in price. The secret of the Hudson price is simply a matter of standardization and the quantity produced. At the head of the Hudson Manufacturing Organization is "Howard E. Coffin," recognized as one of the leading automobile engineers in America, and the Hudson Company, itself, stands as one of the strongest and most progressive automobile companies in America.

The Motor Car and Equipment Company, Limited, are also showing a four passenger "Hupmobile," which follows the general design of this car for the past two seasons. Many important improvements however, have been added, including the well known "Westinghouse" starting and lighting system, which heretofore has only been found on cars of a much higher price. In its class this car is without equal and has long been recognized by the automobile world, as in its class "The Best in the World."

The Motor Car and Equipment Company, Limited, cordially invite visitors to the show to inspect their exhibit carefully and their staff of salesmen will be very glad to point out the features of interest in their different cars.

## AUTOMOBILE TIRES NEED ATTENTION

Expert Gives Good Advice to Car Owners — Are Human in one Respect.

(By R. J. Cox, chief adjutor, Good-year Tire and Rubber Co., Bowmansville, Ontario.)

An automobile tire is pretty nearly human in one respect—it requires care to make life long—and care that it may perform its functions up to the standard of its creation.

That is often entirely overlooked by the owner of the car, and this negligence is certain to hasten the tire's break-down.

Underinflation is one of the most common causes of tire abuse, leading to disruption. Carefully compiled statistics prove that out of every three tires made the life of one of the three is shortened through not being kept properly inflated to the pound pressure specified for it.

When the motor is not properly oiled and there is no gasoline in the tank there is a "kick" that gets attention. Tires have no such way of announcing their needs. When a motorist gives to his tires the same consideration his engine demands, then the maximum of mileage is insured.

When a tire is inflated with only part of the air pressure it should have it means that every revolution of the wheel is like taking a twist in your hands and bending it sharply back and forward in one place. It gradually becomes weaker in that spot until it finally snaps in two.

The same flexing or bending back and forward lead to tread separation, a bad case of which is shown in the illustration.

On the outside of every casing there is stamped the proper pounds of inflation at which the tire should be kept at all seasons of the year. Do not depend on outward appearance—nor on feeling or kicking the tire. Be sure. Use a pressure gauge and you will save probably one-third of what your tire expense has been in the past.

## BIG DEMAND FOR LOZIER

Sales Received Tremendous Impetus from National Shows at New York and Chicago.

"Lozier sales received a tremendous impetus from the two national shows at New York and Chicago," said Mr. Smith, in commenting upon the demand for the newest Lozier. "I don't believe the automobile manufacturer fully realizes the value of shows until he is able to use them in bringing out a brand new model. Interest in the new Lozier far exceeded that in any model we had ever before brought out. Hitherto we have always looked upon automobile shows as a means of less expensive luxuries. Actual sales at New York and Chicago amounted to a greater volume of business than our combined show sales of the past three years. This certainly looks as though the annual shows can be made a paying proposition, providing always, of course, that your product strikes the popular fancy. Car orders on our books already assure us of the great year in our history and we expect an increased demand when demonstrating cars are in the hands of dealers."

Production Manager Pollard, in charge of the Lozier plants at Detroit and Plattsburg, is arranging his plans to allow for a production of up to forty cars per day. Coupled with this output the plants will probably be operated on double shifts if this is found necessary to meet deliveries. E. Leroy Pelletier, advertising counsel of the Lozier Company, is mapping out an extensive campaign for the coming year which will be conducted largely to newspapers. Mr. Pelletier's wonderful success in the marketing of great quantities of automobiles has been achieved largely through concentration in newspapers and he is naturally planning the Lozier campaign along these lines.

Electric engine starters are being fitted to the two new Mercedes cars which are being added to the German Emperor's fleet of motor cars.

## HORNS SHOW IMPROVEMENT THIS SEASON

Change for Better in Appearance — Projectors Smaller and Neater—The Exhaust Horn.

Warning signals, electric and other types of horns, like other necessary automobile accessories, have already

undergone sufficient development that the improvements from one year to another are now slight. This year's appearance has come in for much more consideration, but minor changes in the way of reliability and ease of operation of the sound-producing mechanism are noticeable. There has been an influx of hand-operated horns, many made by the electric horn manufacturers, as a supplement to their previous lines.

Excepting the exhaust horn the other classes exist largely because of the difference in the cost of manufacture, for the sound note provided by them is not dissimilar. The electric horn has the advantage that the horn itself and the means of operating it can be widely separated, the popularity of the under-hood position of the horn arising out of this advantage. But the smaller and neater appearance of the projectors this year renders external application of hand-operated horns possible without detracting from the appearance of the car. The torpedo or straight type of horn projector is shown by patently

all makers this year. This has all the desired effect in the way of sound production and is yet inconspicuous. Improvement of the tone in the electric horn has been aimed at by using a casing over the mechanism of sufficient weight to prevent the unpleasant "tinny" note. The push button has received more consideration to render it immediately responsive to the touch, an important feature in dangerous traffic.

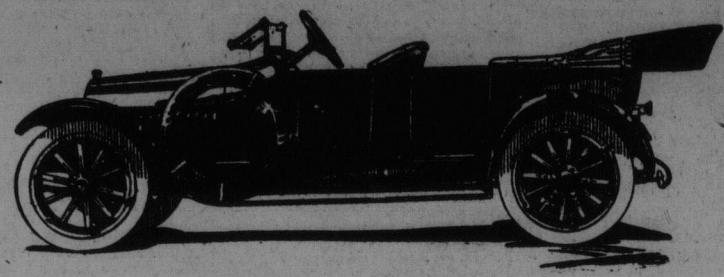
Regarding the surface finish, practically all makers are supplying black, black and nickel or brass, and all-brass or nickel, the demand seemingly being distributed among all these finishes.

No developments of importance have taken place in the exhaust horn, but a wide range of single and multi-tone instruments are available and all are easy of application.

The Automobile Club of St. Petersburg proposes to organize a Grand Prix race over a distance of about 150 miles during the 1914 season.

Hudson Six-54, \$2950  
(Wire Wheels, \$100 extra)  
(f. o. b. Detroit, Mich. Duty paid.)

Hudson 6-40, \$2300  
(f. o. b. Detroit, Mich. Duty paid.)



## Costs Less to Run Than a Four

The properly-designed, modern six-cylinder car uses less gasoline and is easier on tires than a four-cylinder car of the same size and power.

Some people don't realize this. But when they do, they buy six-cylinder cars. Dealers in four-cylinder cars try to keep alive the old idea that because Six is a larger number than Four, therefore a Six must cost more to run than a Four. It's the same kind of argument that used to be made by makers of one-cylinder cars against cars of two-cylinders. It was a thought that since one cylinder gave so much trouble, why double it by having two cylinders? When a 60 H. P. Six was made by adding two cylinders to a 40 H. P. Four, the advantage was not as great as was anticipated. The motor power of such a Six was 50 p. c. greater than the Four, and of course it cost more to run and did not develop 50 p. c. more power. But a 60 H. P. Four cost just as much as did a 60 H. P. Six. The extra cost was because of greater power, not because of more cylinders. Four-cylinder folks neglect to tell you that.

Six times four is exactly the same as four times six. Six times 50 inches cylinder space is exactly the same as four times 75 inches cylinder space. And 300 cubic inches cylinder space in a Six cannot possibly burn more gasoline than 300 cubic inches in a Four.

The Six a Better Power Producer. A six-cylinder motor, with overlapping power impulses, and no gaps or dead centres, produces more power from a gallon of gasoline than does a Four.

The Four works in jerks, the Six by a steady pull. The Four has gaps and dead centres where a heavy fly-wheel must carry the moving parts by its momentum. The Hudson Six has a light fly-wheel and the engine pull never stops.

Thus the Hudson Six produces more power per gallon of gasoline than a Four. The steady application of the power carries the car proportionately further. So the mileage from the Hudson Six per gallon is greater than the mileage from a Four. In an economy race at Harrisburg, Pa., a Hudson Six won against the best Fours made. Its record was 15 miles to the gallon. This in a car with a heavier load of passengers and baggage than was carried by any of its competitors.

Hudson Six is Easy on Tires. Your tire cost comes down when you drive a Hudson Six.

Come and see us and we will prove every point. And in addition will show you the Hudson Six-54, the equal of any motor car made, at the remarkably low price of \$2,950 in the sedan model, and \$4,050 in the Sedan style. The Hudson Six-40, 123-inch wheel base, 47 H. P. in phaeton and roadster models at \$2,300 and in the new cabriolet model at \$2,575, ready for delivery in a few weeks. All prices f. o. b. Detroit, Michigan.

We are especially anxious to meet the man who is considering a car costing \$2,000 to \$6,000. We have an interesting message for him.

See the Triangle on the Radiator  
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Exhibiting at Motor Show

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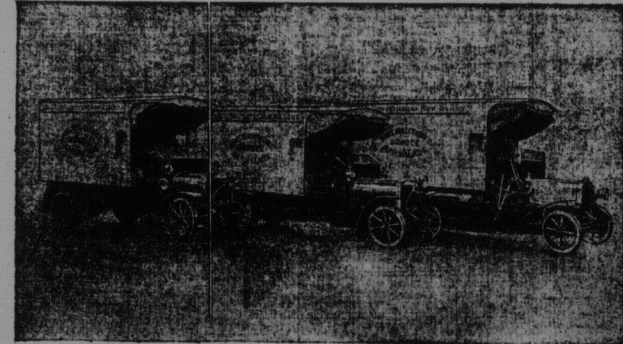
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## SEE THE THORNYCROFT COMMERCIAL VEHICLES AT THE MOTOR SHOW

The Success of Motor Delivery depends very largely upon Choice of Machine: if you would keep up to date and have the most Reliable and Economical Motor Truck on the market, you cannot do better than follow the example of the World's Greatest Manufacturers, Traders and Carriers; they are using Thornycroft Vehicles.

Messrs Carter, Patterson & Co. Ltd., The Well-Known Carriers Have just Ordered 40 Chassis.

The London & North Western Railway Co., 13 Chassis to add to their fleet of Thornycroft Vehicles.

## The Maritime Motor Car Co. Limited., St. John, N. B.

Maritime-Thornycroft-Agencies in the following Canadian Cities, Halifax, St. John, Montreal, Ottawa, Toronto, Hamilton, Sault St. Marie, Winnipeg, Calgary, Vancouver

## TAKING A THE L

J. Neil Patterson  
tober 25th, in  
ers—Found R

Having driven over since October 25th, J. Neil the young Detroit record on a motion picture record on Highway route, left Thursday morning for New Accompanying Patterson a lady, of Los Angeles, and a moving picture photograph of whom made the long continent in the Lozier Patterson is driving.

Patterson captured a wagers by arriving in Detroit on Thanksgiving Day, but he only by the most strenuous driving. Over the roads from Chicago, a speedometer of 1,152 miles, Patterson alternated at the wheel and trip in the remarkable run of 63 hours. Many excursions were secured showing the getting through the meager desert country of Salt Lake. These, it is believed, will be in raising funds for the Highway cause.

"For the greater part of the journey which we took the Lincoln Highway is a straight line," said Patterson at Detroit. "There seems to be loads of signs and the way those red, white and blue signs are going up and down the road, it is certainly showing the people die west to be pulling for conditions in the district of Salt Lake City are so bad at this time of year, it is believed it possible for through. What would thirty washouts in a space miles? That's what we have through in a place called

## WELL KNOWN AUTO MOBILE OWNER HIS EXP

(Continued from page 13) years it was much easier life, only to finally end in the hands of a well known by being driven unceremoniously to a post, with fatal results. The next car of my was purchased by a well known of the village and was the red devil, due to its color and wicked appearance. That was the terror of the road and the owner was threatened dire calamity if he frightened the farmers' horses. One particular being overheard to say if he frightened his mare he would end the run. He was careful and considerate ever, and the threat was never into execution.

Today the country people the automobile, realizing it to bring good roads and no longer any difficulty with him. Shortly afterwards I had a car, and well I remember arrived, and my first luck hind a wheel, though luck me and after spending some in digesting the contents of instruction books which were "The A B C of running a car" and with much physical exertion the engine run, in fear and I seated myself behind the wheel and managed to get the first position with a roar like a navigate the care to the M where I spent the entire day back to town in the evening the knowledge that I could steer the car and stop it in any emergency. We had great service car and drove it many thousands of miles.

In those days St. John his garage, run by a Mr. Chestnut in the evening the half dozen would gather and swap stories of pleasant little trips were over. It was in this garage that Brunswick Automobile Co. was formed, an association accomplished a great deal of curing good roads in this province it would be hard to find a representative body than the N. today.

At the Motor Show which ing held in the Armory with the utmost confidence the knowledge that it will his every whim, and carry it fort and luxury. But for me the good old days when would drive to Fredericton for a sociable picnic by the way where I spent the entire day back to town in the evening the knowledge that I could steer the car and stop it in any emergency. We had great service car and drove it many thousands of miles.

Autolust—I haven't paid a repairs on my machine in months I've had it. Friend—So the man who repairs told me.

A Cube to Oxo Cubes constantly re-lated by the ston—you get the of been more ent f

CUB