

KING MADE 10,850 MILES IN 2 WEEKS

During That Time Eight Averaged 34 Miles Per Hour Excluding Stops.

In two weeks, beginning on June 15 last, a King eight travelled 10,850 miles, the distance which the average car is driven in two years. During that time the King eight cylinder motor was kept turning over continuously, even when the car itself stopped for gasoline or water.

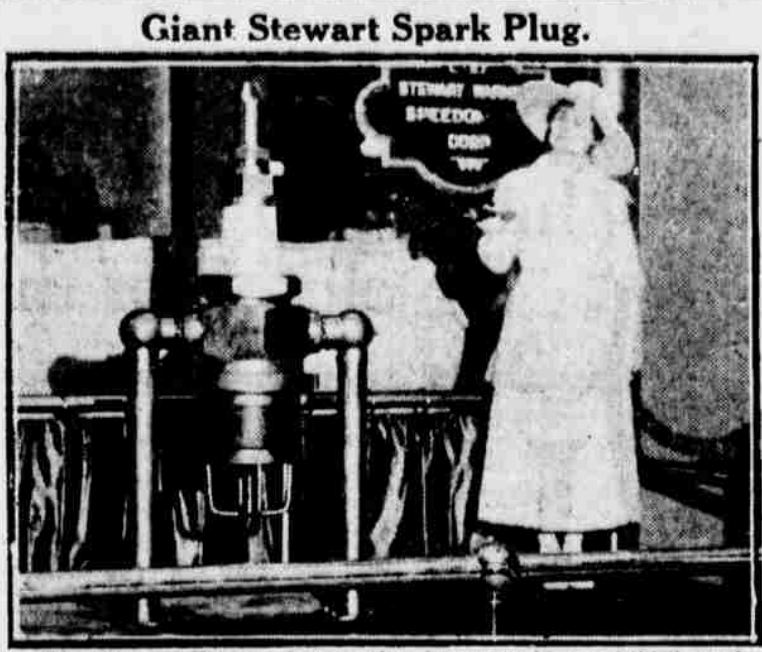
The test was made without any special equipment of any sort. The car was a registered stock machine and the tires, wheels, &c., were those of the ordinary King touring car. The King shot past the starting line at 12:14 P. M. on June 15, according to the A. A. records. The route which it travelled was on the Long Island road, and over the Long Island road. During all the time the car was running officials of the A. A. were on watch, as well as numerous newspaper and automobile magazine men, parts manufacturers and automobile enthusiasts.

All sorts of weather were encountered during the fortnight in which the car kept running, but neither burning sun nor cold rain during the chilly nights compelled adjustments or replacements of any sort. The auto stopped 15 hours 25 minutes and 41 seconds during the entire 324 hours of the test.

These data, according to the company, indicate that the King eight requires only nine minutes a week of the owner's time for all service, gasoline, water and oil fillings, tire changes, battery care, &c. The labor expense during an entire week was less than \$10.

The car was not nursed along carefully during the test at low speeds along perfect road surfaces in order to save the engine, springs and transmission. On the contrary it was pushed so hard that the average speed for the entire fortnight, day and night driving, not counting the stops, was 34 miles an hour, a speed much in excess of the rate usually attained by tourists during even short runs. A weight equal to five passengers of average size was carried during the test in order that touring conditions might be approximated. When the car was flagged on June 29, exactly two weeks after the start of the long endurance test, it appeared to be in as good running trim as before the start.

An exhaustive examination of the engine, transmission and other parts was made to determine the extent of wear and tear on the car. Experts pronounced it ready to undergo another trial of the same length without any replacement of parts.



The Stewart-Warner Corporation has a "golden exhibit" at the show. The models of the various accessories made by this concern are displayed most attractively in gold trim in a long row of cases. In addition to those shown on demonstration boards are two in which charming girls play a part. These demonstrations are attracting a lot of attention. The spark plug, which actually "sparks," is a giant 14 inches in diameter. Victor Peterson, advertising manager of the Stewart-Warner Corporation, figures that if a motor were built in proportion it would be only 50 feet long—some motor.

EDWARD M. NOLEN AT SHOW. Howe Shows 3 Searchlights, Well Known Advertising Man Now Director of Advertising Firm.

One of the recent arrivals at the auto show is Edward M. Nolen, vice-president and director of merchandising of Vandervoort, Condit & Comrie, general advertising agents of Chicago.

Mr. Nolen is a well known writer of motor car and accessory advertising, having planned and written advertising campaigns for such cars as the Cole, Stutz, Pathfinder, Briscoe, National, Lozier and Hollier. He has also written copy for such accessories as Velvet Shock Absorber, Smith Form-a-Truck, Maxter Truck, Houk Wire Wheels and Perry Auto Lock.

Mr. Nolen announced that his company has just opened an office in Indianapolis, which is in charge of Harlow Hyde, who was formerly advertising manager of the Empire motor car.

COLE CONTRACTS FOR 10,000 MOTORS

Has Also Arranged for All Parts Necessary to Double 1916 Output.

No one thing has contributed more to the success of the Cole Motor Car Company's attainment of a 5,000 car production during the year just passed than the ability of A. F. Knobloch and his production organization to obtain an ample supply of parts with which to produce the cars.

Eight months ago the Cole company contracted for all the motors it would need to build 10,000 Cole Eights in 1917. Since then not a moment has been lost or an opportunity sacrificed to secure all of the other parts necessary.

Likewise the Cole company has made it a point to contract for parts only with companies which at the time the contracts were signed had more than enough material on hand to build all and more than the Cole and all other companies dependent on them would require this year.

"The reasons we approach this enor-

Hupmobile Here After 19,000 Mile Trip.



mostly enlarged production with such assurance," said A. F. Knobloch, general manager of the Cole organization, yesterday. "It is because we know that our sources of supply will be able to come through. We could make all the plans we pleased, but if the people who supply us with materials could not produce we would be helpless.

"For that reason we have not de-

do a great deal of work in our own plant this year we were formerly forced to rely on others to do for us. Many dangerous delays are caused because after parts are moulded their finishing is held up. We will do practically all of our machining now and thus save a vast amount of time and money. And this saving will go into the car to make it a better job than ever before.

"So we are approaching the 10,000 car production for 1917 with added assurance. We are sure of our ability to accomplish our purpose, and building only the Cole Eight this year, we will devote all of our time and attention to the one chassis. This we feel will be a big item in contributing to its success."

"MOTOR" NOW INCORRECT.

"Engine" is Proper Term for Power Plant of Auto.

William Guy Wall, chief engineer of the builders of National twelve and six cylinder cars, says it will be a hard job to get the public to say "engine" instead of "motor".

But the Society of Automobile Engineers has issued an edict declaring that the term motor has been erroneously applied to the power plant of an automobile and that it should be called "engine".

"Literally a motor is merely a means of transforming a certain type of energy into power, and thus a steam engine might as aptly be termed a motor as a machine operated by electricity," said Mr. Wall.

The New Hupmobile

The Beauty-Car a Year Ahead

An Ideal Made Real In Our Four-Million-Dollar Factories

Bright fash, long grain, French seam upholstery. Luxuriously improved seat cushions and backs. Moulding finish conceals all upholstery fastenings. Neverlook fast-color top, black outside, tan inside. Tonneau quarter curtains, cut integral with the top. Front and rear edges of top finished with moulding. Bow spreaders to carry top when folded. New "Lift-the-Dot" fasteners for side curtains. Door-curtain carriers fold with curtains, and drop into place instantly. Tonneau carpet fastened with snap fasteners. Tonneau sills carpeted. Entire tonneau finish improved.

Satin-finish instrument plate. Ammeter supplied to show rate of battery charge and discharge. Hand grip-pads on doors. Improved door handles. Larger door pockets, with weighted flaps. Bodies, Hupmobile blue; hood and fenders black. More paint and varnish, handsover finish. New type demountable rims. New type rim carrier. Adjustable foot pedals. Clutch action very light. New carburetor air control. One switch for ignition and lighting. New dimming device graduates brilliance of head lights. Tail lamp operates independently of other lamps.

Planned for a year, this Year-Ahead Beauty-Car. Issued from new factories whose added facilities cost over \$750,000 in 1916. A year ahead in beauty. In all that makes for value, too. The world's best Four in the setting its brilliant performance merits. The most beautiful Hupmobile you have ever seen. The most luxurious in its appointments. The most appealing in appearance, in convenience.

Many of its features are ahead of the times. That is why you, too, will call it the Year-Ahead Beauty-Car. The Hupmobile has always been a quality car. It stands, also, at the pinnacle of performance. It is, in very fact, the world's best Four. That needs no further proof than the testimony of 17,000 owners. In our four-million-dollar factories, with nearly \$1,000,000 of recent improvements, it now receives the outer dress befitting its famous inner virtues. Many tell us we build the car too good. That we pay too much for things people never see.

We prepared for them by building new factories. In The New Hupmobile, see how we have met them. How we have gone a year ahead. Note the new upholstery. The gloss, the softness of the leather. The depth of the cushions. The stylish French seam. Note the finish and fittings of the tonneau—and the front compartment, too.

25 Improvements That Captivate

Twenty-five worth-while improvements to make Hupmobile captivation complete. Sixteen that set style for a year from now. Nine to make the world's best Four still better. In the net, the Year-Ahead Beauty-Car. Nocar supplies all individual wants. None ever can meet them all. But the New Hupmobile comes closest to doing so.

If We Build Too Good: Why—We Build Too Good

We could not be content to give Hupmobile owners less. Quality and performance—these long have been our ideal. Surely we have reached our goal in a car fit to stand as the world's best Four. So we studied people's style-wants.

Be Guided By Your Own Style-Sense

You see the rear quarter curtains on few other cars—unless costlier. A top fashioned in our own factories, on Hupmobile design. Dim the headlights. See how the light is graduated—down to a dull pin-point glow. Drop the side curtains into place. See the ease of placing the supports in the doors. They convince instantly that here, at last, is an open car which quickly avails the perfect bad-weather comfort of a closed car. Let your own style-sense guide you as you go over the car. Do this, and you can have no doubt that The New Hupmobile is indeed the Year-Ahead Beauty-Car. Hupp Motor Car Corporation, Detroit, Mich.

New York Wholesale Branch

Dealers interested in Hupmobile territory adjacent to New York; including New Jersey, Connecticut and Northeastern Pennsylvania, should see our representative at the show, at room 635 Biltmore Hotel, or at the wholesale branch—Hupmobile Company of New York, 1764 Broadway, Corner 57th Street, Telephone Circle 1063.

Hupmobile Exhibit—Entering the Palace from Lexington Avenue turn right to last aisle, then left to second exhibit on right

Five-Pass. Touring Car, \$1185	Reader, . . .	\$1185
Year Round Touring Car, \$1385	Year Round Coupe, . . .	\$1370
Seven-Pass. Touring Car, \$1340	Sedan, . . .	\$1735

f. o. b. Detroit

Capital-to-Capital Car Here

The Capital-to-Capital Hupmobile has finished at the Show its 20,000 mile tour to all the State capitols. See it now at the Hupmobile Exhibit. It has crowded three years of ordinary service into four grinding months. Get the story of this greatest motor car endurance test, at our exhibit—pictures of all State Capitols; absorbing adventure; human interest.

CHARLES E. RIESS & COMPANY, Inc., Telephone Circle 1616 1741 Broadway, at 56th Street
New Location—Thousands of feet of floor space, modern and efficient

Brooklyn—DIUGUID BROTHERS
1285 Bedford Ave., Telephone Decatur 1200

Newark—DeCOZEN & RIESS
20 Branford Place, Telephone Market 9909

That New Reo Six Is Certainly Popular

EVEN REO THE FIFTH feels the competition of the big, beautiful new Reo Six, in the Popularity Contest at the show.

OF COURSE THE REOS are the center of attraction—the Reo exhibit is always the center of a crowd.

THAT HAS ALWAYS BEEN the case since the very first show. Why, without Reo it wouldn't be an automobile show—only part of one!

THIS NEWEST REO has certainly taken buyers by storm.

WHY IF WE WERE CERTAIN we could maintain the present price, we could take enough orders for spring delivery right here in New York to absorb the entire factory output.

BUT CONDITIONS ARE SUCH—are so uncertain—that while, up to now, we have steadily maintained the last season's price of \$1250 f. o. b. Lansing on this improved model, yet we cannot be sure how long we can continue to do so.

WE MAY HAVE TO INCREASE the sale price at any time—for cost is constantly going up.

SO WE RESERVE THE RIGHT to increase the price of this or any Reo model at any time without other notice than this we are giving now.

AND WE CANNOT ACCEPT orders for far future delivery at present list prices. Only orders for immediate delivery.

WE HAVE INSTRUCTED ALL dealers that on orders for future delivery, "the sale price shall be the list price at time delivery is specified or made."

HAVE YOU SEEN THIS SIX—the refined, improved edition of that Reo model that was so popular last season we were unable to supply the demand by several thousands?

IF YOU HAVEN'T then you cannot appreciate the wonderful smoothness of the motor; the sturdiness of the chassis; the beauty of the new straight line body—in a word, the wonderful value this car represents.

AND, IT ISN'T "a good car for the money," merely. We Reo folk do not want you to consider it in that way.

IT IS A GOOD CAR, without a single reservation—a good car. It wasn't designed or made to meet a pre-determined price. It was built just as well as Reo experience and Reo engineering knew how—and the upholstering and finish are in keeping with its mechanical excellence.

SO FORGET THE PRICE while you study the quality of this Reo—thousands of buyers have paid four times as much in past years (and been satisfied) for cars that couldn't compare in quality with this Six.

IT REPRESENTS all that is better and surer in the advance of the science of automobile building and of body craft. It is the very epitome of Reo experience—and that the oldest, the ripest, in this industry.

Reo Motor Car Company
Lansing, Michigan

Reo Motor Car Co. of N. Y. Inc.
Broadway at 54th St.
New York City, N. Y.

Brooklyn Branch, 1360 Bedford Ave., Brooklyn, N. Y.
New Rochelle Branch, 290 Main Street, New Rochelle, N. Y.

*Six Cylinder Reo
John F. Johnson
\$1250*

"THE GOLD STANDARD OF VALUES"