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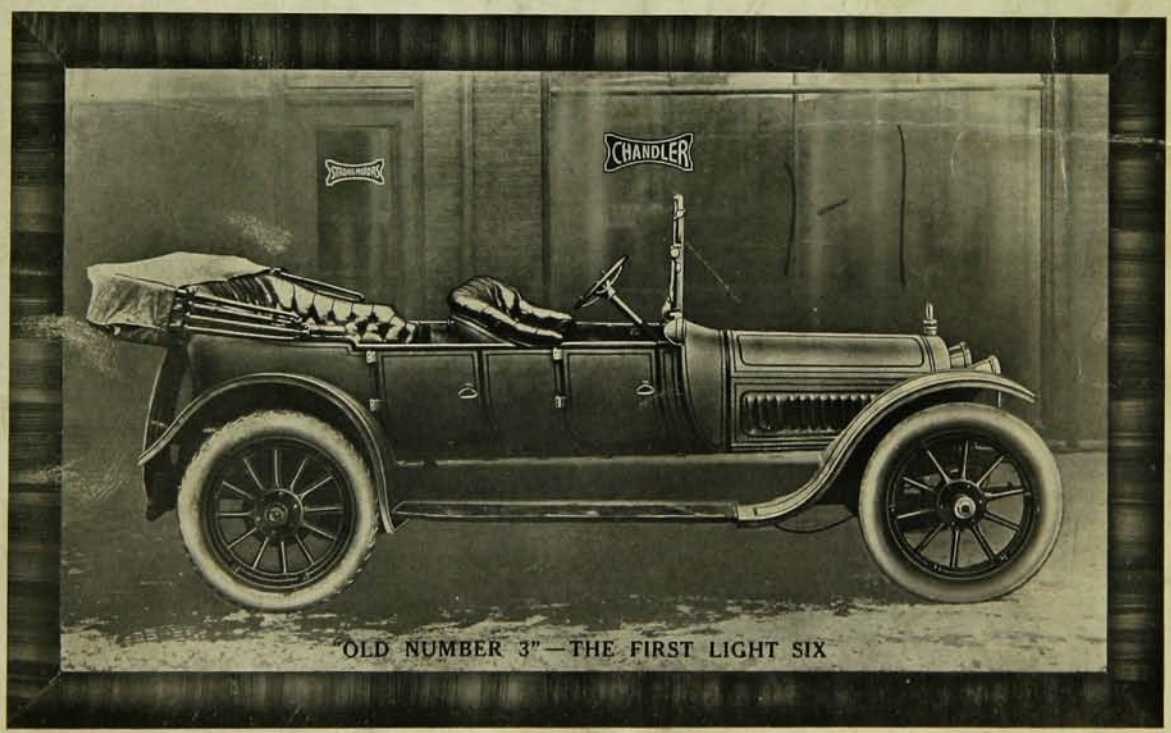
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1917 MARCH 1917

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER



"OLD NUMBER 3"—THE FIRST LIGHT SIX

And here is the "family pet" of Strong Motors—"Old No. 3"—the second Chandler to leave the factory. She has been driven 100,000 miles, and still has the original engine, working as efficiently as ever. With her Barney Cane won the Club Cup in the 1913 Gymkhana contest. Call at 10 South Union, and they'll take you for a ride.

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That's what we want our store to be.

Always room for one more on our list of customers.



If it's for your automobile, we have it. We don't know of a weak spot in our list of reliable, up-to-date accessories.

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MANUFACTURERS OF AUTO DELIVERY BODIES and TOPS

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When You Buy TIRES Buy of ROWERDINK

78-82 NORTH STREET ROCHESTER, N. Y.

Self-Praise is no Recommendation

But then it is mighty unprofitable to hide one's light behind a curtain of modesty.

If the Rooster didn't crow he would never get your attention. We have claimed and proved over and again that we are conducting the only up-to-date establishment of its kind. We have shown you that we have the inclination, the will and the means to gratify your every want in the automobile line. Whatever dealings you have or will have with us are backed up by our guarantee and service. We honestly believe that we merit your patronage. Unlike the many who have bargains to offer, we must admit that we are unable to wash your car, sell a tire or effect repairs at cost or below cost; we must attach a little profit, otherwise we could not be here to serve you. That little profit means that we are able to stand back of our wares and work. That is your insurance.

Most Completely Equipped Repair Plant in Western New York.

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Repairs to gasoline cars, pleasure and commercial electrical vehicles and trucks, battery building, starting systems, body building, machine work, painting, upholstering and welding.

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General Overhauling. *Battery Repairing.*

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THE CLEANER THAT DOES NOT MAR

SPRAY your car and wipe it off perfectly dry. Thoroughly cleaned with a brilliant polish in ten minutes with an Auto Spray Outfit. It is the economical way. One-half gallon will clean and polish your car once a week FOR A YEAR.

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Established 1821

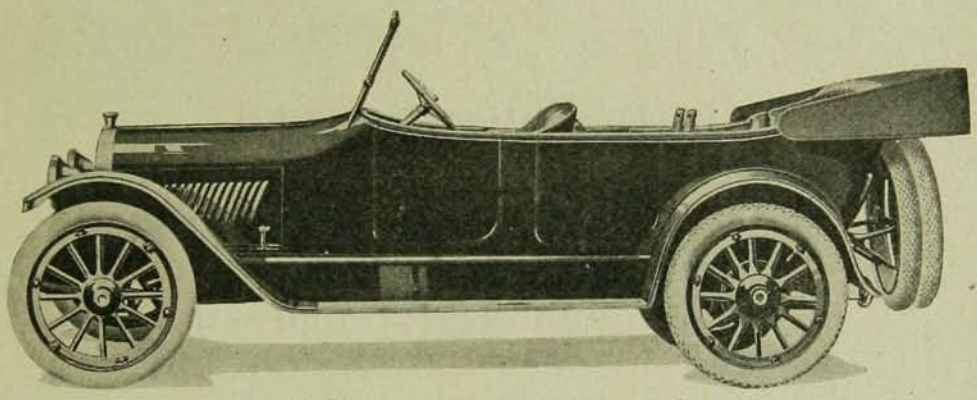
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7-Passenger, $1,367.00

The result of 20 years experience in high-class Motor Car building

G. W. HENNER, 1000 EAST MAIN

Several Houses

attractive in design and practical in plan, on large plots are now building in

Browncroft

and will be ready for spring occupancy

Ask Secretary Donahue what he thinks of Browncroft as an ideal home place

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Duffy-Powers Store

WILL Celebrate its Tenth Anniversary on Monday, March the 5th—continuing through Tuesday and Wednesday—the 6th and 7th. Stick a Pin in the date—and watch the Newspapers for Further Details. ∴ ∴ ∴ ∴

For Sale — BALL-CORRIS-BURKE CO. REAL ESTATE 140 Main St. E.

LLOYD B. BALL
W. GERARD SHEEHAN

Sold By — BALL-CORRIS-BURKE CO. REAL ESTATE 140 Main St. E.

These Signs Mean Much to the People of Rochester

PROPERTY MANAGEMENT

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Phones 766

Leased By — BALL-CORRIS-BURKE CO. REAL ESTATE 140 Main St. E.

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POWERS HOTEL

ROCHESTER, NEW YORK

COMFORT AND SERVICE
TO OUR PATRONS THE
CHIEF AIM

350 ROOMS, WITH BATHS
RATES $1.50 UP

J. MESSNER,
Pres. & Mgr.

HEADQUARTERS AUTOMOBILE CLUB OF ROCHESTER

STONE 3952 MAIN 1621

JUDD, TAILOR

WARDROBE
SERVICE

216 MERCANTILE BLDG. ROCHESTER, NEW YORK

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Thousands Now Wish

They Had Waited For a

Hudson Super-Six

The Hudson Super-Six last year outsold any other fine car.

Over 27,000 happy owners got it.

But thousands, because of the over-demand, took sixes of other makes. And now they find there is no similarity between other sixes and the Super Six. In every way the Super-Six out-performs all cars of every type.

The same situation—weeks of waiting for a Hudson Super-Six—may occur again this Spring.

We urge you to avoid it by selecting your car now.

The New York Show brought out no new sensations.

There were only types which the Super-Six had hopelessly defeated.

There were Sixes with the same old limitations.

There were Eights and Twelves, once thought to overcome them.

But nothing to endanger Super-Six supremacy. This type still holds, and will retain, all the worth-while records.

We have on exhibit this year's models, with the various new-style bodies. There are eight beautiful body types in the Hudson line this year.

They are rich and luxurious masterpieces in design.

The new gasoline saver is another Hudson creation.

Immediate delivery is possible. In a few weeks that condition is not likely to exist.

A Unique Condition

Never before has any one car held all the worth-while records. Never has one car proved supreme in speed, in hill climbing, in flexibility and in endurance.

Never before has a maior feature been controlled by a single maker.

The Super-Six, by a single invention, increased motor efficiency 80 per cent. It gave to Hudson a capacity beyond anything ever known.

That is why the quality-car demand so centers on the Hudson. Why Hudson out-sells any other rival. And why the spring demand, as last year, will far exceed supply.

The Super-Six invention minimized vibration. In that way, friction and wear in the motor are reduced almost to nil. Thus it saves most of the power which other types waste. And it probably doubles endurance.

That is why it won in a hundred tests. It utilized power which others lost. It kept going when others stopped. It kept in perfect running order when others went to pieces.

A Gasoline Saver

That saving of wear and friction means tremendous economy. It apparently means a double-lived motor. For the limits of endurance of a Hudson Super-Six motor have never yet been realized. Its superlative performances are important only in what they show for endurance.

In the new Hudsons appears another economy—a wonderful gasoline saver. It is on the cars we show. Come and see that, and the new Hudson luxury. The rest you know.

HUDSON MOTOR CAR COMPANY, DETROIT, MICHIGAN



ALLING & MILES, Inc.

82 STONE STREET



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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Vol. 1 **March, 1917** **No. 1**

A Non-Commercial Club

RESOLVED: That the Automobile Club of Rochester is an organization of motorists for Rochester and vicinity, organized to extend service to its members and that service to be rendered through encouraging construction and the maintenance of good roads; opposing unjust and vicious legislation, but upholding and advancing good laws; erecting of road signs and compiling and publishing road and touring information.

BE IT FURTHER RESOLVED: That the Automobile Club of Rochester is a non-commercial organization and should not be expected to extend its services beyond the extensive field it already covers and should not infringe upon the rights of automobile dealers, garage dealers, accessory dealers, insurance agents and other business men of Rochester.

\+ + +

AUTOMOBILE CLUB DUES

Resident members, $6.00 a year; Non-resident members, $5.00 a year. Dues Payable in advance. Club affiliated with New York State Motor Federation and American Automobile Association.

\+ + +

EDITORIAL STAFF OF MOTORIST

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Associate Editors—Edgar F. Edwards, Charles E. Sager, Bernard J. Haggarty, William J. O'Hea, Joseph P. MacSweeney, Byron N. Chamberlain.

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Esten A. Fletcher
William Bausch
C. T. Chapin
} Vice-Presidents

Charles J. Brown, Treasurer.

George C. Donahue, Secretary.

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\+ + +

SIXTEEN pages of advertising have been signed up in Rochester Motorist for one year. That's going some for a new publication.

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Meet Mr. Donahue

By A. O. Backus

You have heard of a hoodoo. But have you heard of Donahue? It is the direct antithesis. In other words, Donahue brings good luck, whereas a hoodoo brings ill luck.

The Automobile Club of Rochester has been Donahued! In the past fortnight or so, its doings have acquired a prominence only equalled by the war. Which is saying considerable when Uncle Sam himself is thinking of rolling up his sleeves and digging in.

George C. Donahue, the new secretary of the Automobile Club of Rochester, burst into Rochester like a rocket. But he didn't come down like a stick. For the simple reason that he isn't a stick. He exploded like a 42-centimeter shell and cast shrapnel of enthusiasm over the motoring public. If your helmet was enthusiasm proof, possibly you have not awakened to the advent of Donahue. But you will. The new Secretary is not a monopolist. He is willing, yea, eager, that every member help in the club work, and he'll gitcha whether you Ingersoll out or not.

A number of things happened when Donahue arrived. It is hard to pick out the first and chiefest. But among other things he sent out an S. O. S. call letting motorists know that they were close to the reef of iniquitous automobile legislation. He and Jack McInerney, counsel for the New York State Motor Federation, informed those who were interested and others who were indifferent that a number of bills were being introduced in the New York State Legislature which, if they became laws, would do motorists a great deal of harm.

The result was that the Automobile Club of Rochester was in the vanguard when a fight was made against these bills and in favor of bills beneficial to motordom. So the club accomplished one of the greatest services that could be given members.

Then Donahue began to devise other ways of giving motorists a live-wire organization. To tell the truth, he didn't have to invent many because he had used them in making an enviable record with the Automobile Club of Utica. But he sought out as many of the active club



GEORGE C. DONAHUE

workers as he could find and, with their assistance, began doing things that make news for newspapers.

A smoker was arranged, a committee began to investigate the traffic and parking conditions in the city with a view to rectifying them, the Rochester Motorist was incepted, the contract for a new route book let, a party for scribes planned and various other things commenced or completed that have made the Automobile Club of Rochester a club that wise motorists will want to join.

All of this has been done in the winter, a season when an automobile organization is generally hibernating! How was it done? Ask Donahue!

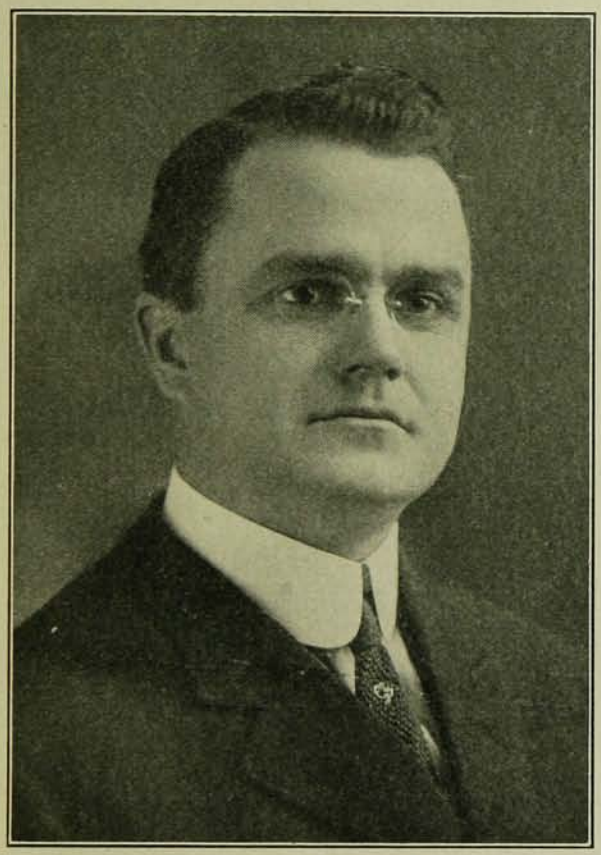
And that isn't all. Donahue promises more valuable services for the future, such as correct touring data, one of, if not the most important, features of a motoring organization. And club officials believe he'll make good his promises, because he already has a large part of the membership working with him. With Donahue at the wheel and a live crew ready to assist in whatever needs to be done, it looks as if the Automobile Club of Rochester will become the peer of any club of its kind in the country.

Ask Donahue!

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Watch Us Grow—1625 New Members—In Three Days

And this is only a starter says Elmer Fairchild, Chairman of the Membership Committee



ELMER E. FAIRCHILD

TO THE MEMBERS

I have been associated with several membership campaigns during the past few years but nowhere have I seen such co-operation as in this City. Elmer Fairchild devoted an entire week to the Campaign and every member of his Committee worked faithfully.

The team captains were a complete surprise to me; each one worked hard and was successful.

I take this opportunity to express my thanks and appreciation of the sincere work of the Club officers and members in the Membership Campaign, and trust that our work this year will be as satisfactory.

Signed—George C. Donahue.

After one week of preparation, the Membership Committee launched the big campaign which resulted so successfully. It was work, and hard work, for the members but everyone took hold and during the three days the campaign was on, more sunshine and satisfaction was manifest at headquarters than ever before. Two lunch meetings were held and the campaign closed with a smoker which was attended by nearly seven hundred people.

New members 1625 Total Members 3425

Speed Demons, E. A. Fletcher, Traffic Chief

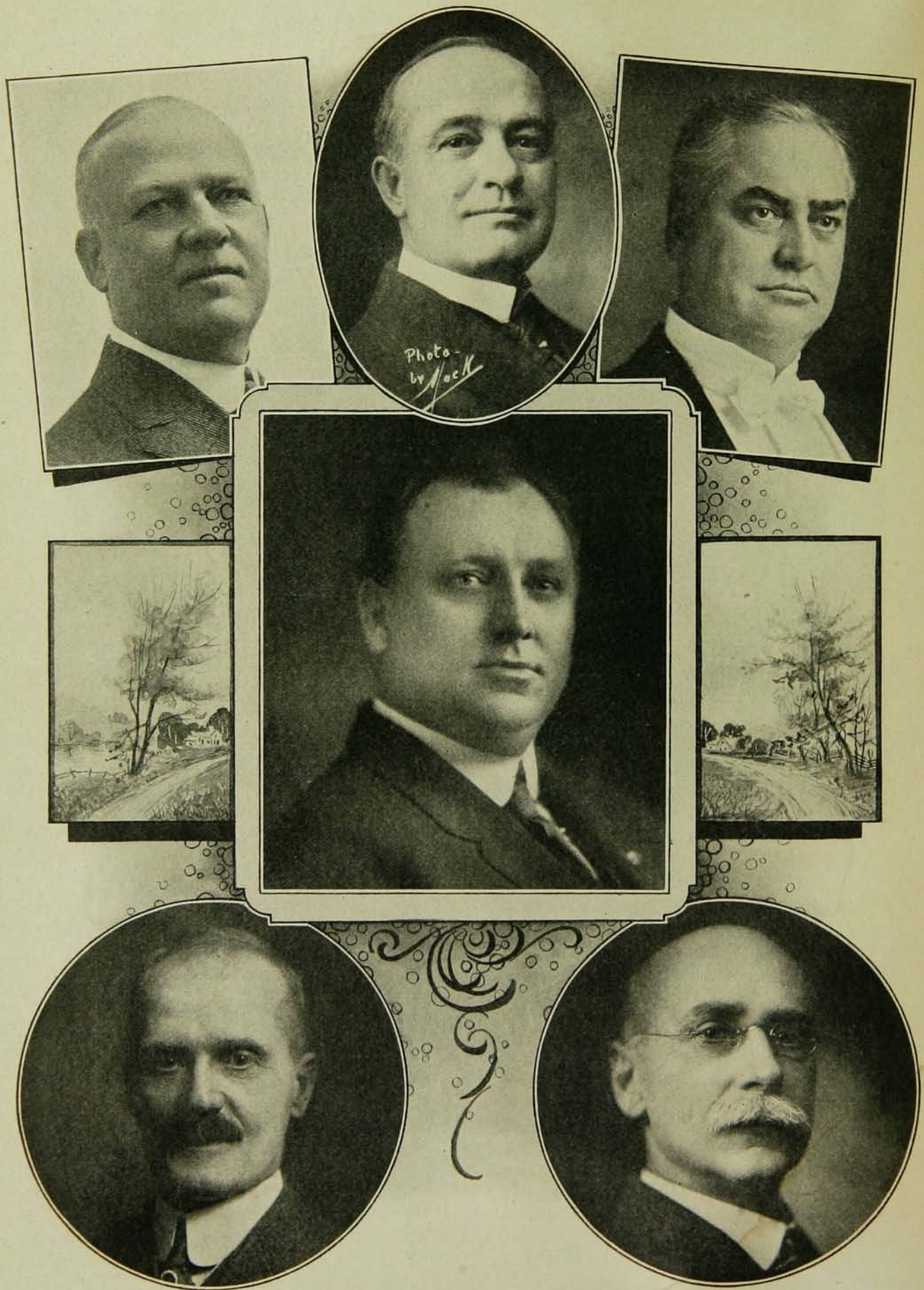
Team	Captains	1st day	2nd day	3rd day	Total
Buick	L. B. Ball	8	10	5	23
Chalmers Dodge	C. E. Hamilton	2	9	9	20
Cole	G. C. August	23	29	7	59
Ford	G. J. Wagner	10	22	31	63
Franklin	V. O. Aspenleiter	9	13	30	52
Hudson	W. D. Crittenden	20	34	10	64
Packard	G. H. Clune	12	21	9	42
Peerless	C. S. Rauber	30	10	27	67
Reo	R. P. Judd	32	10	76	118
Saxon	W. P. Knipper	2	16	2	20
Studebaker	F. H. Phelps	25	43	26	94
White	W. B. Rheinack	2	2	2	6

Safety First, R. B. Woodward, Traffic Chief

Team	Captains	1st day	2nd day	3rd day	Total
Cadillac	E. L. Hall	16	10	18	44
Chandler	R. Tait	40	61	164	265
Chevrolet	O.N. C. Pratt	4	14	11	29
Cunningham	H. W. Cutler	10	10	11	31
Haynes	A. Holley	4	10	22	36
Marmon	C. J. Brown	60	75	55	190
Oldsmobile	G. W. Henner	30	73	69	172
Premier	A. M. Zimbrich	7	10	18	35
Pierce-Arrow	J. R. Taylor	8	10	5	23
Selden	G. S. Holvey	6	14	16	36
Stearns	H. L. Marsh	20	21	15	56
Stutz	B. J. Haggarty	11	41	28	80

All members are requested to send in their dues for 1917 so that the mailing list may be checked up and a copy of the magazine sent them each month. When the route book is ready those on the mailing list will receive copies.

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Center: DR. FREDERICK R. SMITH, President. Bottom Row, left to right: CHARLES T. CHAPIN, Vice-President; C. D. VAN ZANDT, Vice-President.

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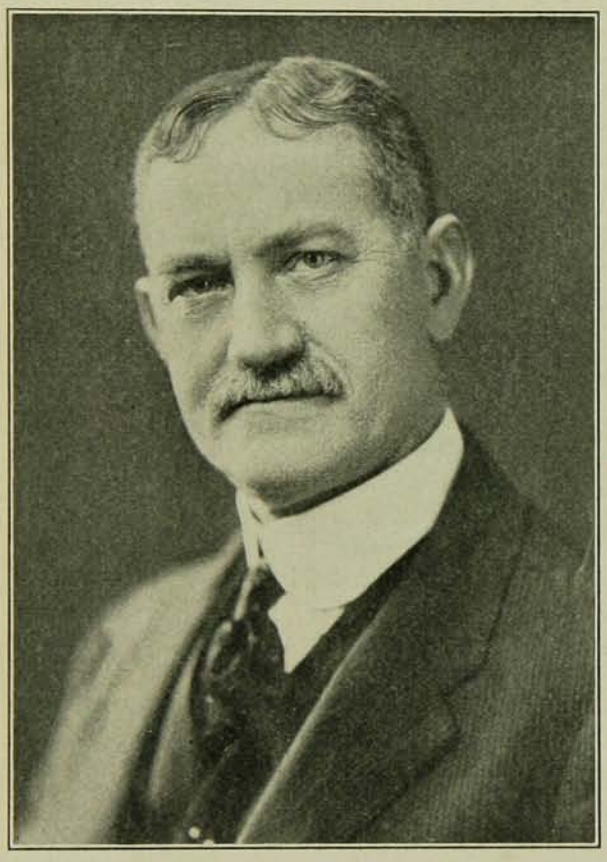
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(*Continued on page 24*)

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Parking Problems

What would Father Rochester do without assistance from Automobile Club of Rochester's busy "Traffic Squad."



WILLIAM FOLMER

Following is the complete text of the report of the Traffic and Parking Committee of the Automobile Club of Rochester, made through its chairman, Mr. William Folmer, to the Common Council:

To the Common Council of the City of Rochester, New York.

February 21, 1917.

Gentlemen:

At a joint meeting of the Law and Ordinance Committee and the Parking and Traffic Committee of the Automobile Club of the City of Rochester, New York, a special committee was appointed to locate sites and spaces which might be available for parking purposes during the coming summer. This committee has made its report and after due consideration the Automobile Club of Rochester through its proper officers and committees respectfully recommends as follows:

That the places and sites named below be adopted by the City of Rochester as places in which motor vehicles may be parked in the future until such time as permanent parking spaces are established by the city. We have placed after each one of the several parking spaces below an estimate of the number of cars which the same can accommodate:

Plymouth Ave. and Church St.	70
Plymouth Ave., Frank & Commercial Sts.	25
St. Paul & Central Ave.	30
Lumber Yard near Central Ave.	15
Mortimer St. & Athletic Field	300
Chestnut St. near East Ave.	125
Washington Square	300
Anderson Park	150
Franklin Square	125
Fitzhugh St.	75

The Rochester Railway and Light Company owns property on Mortimer Street adjoining the Athletic Field which would be able to accomodate at least one hundred additional cars.

It is possible that some of the above places, if decided upon, may have to be purchased by the city, but undoubtedly most of them could be leased upon satisfactory terms, and no great amount of work would have to be done or money expended in getting these various pieces of property into shape for the purpose intended.

Where the parks or squares are suggested, it is believed that such portion of the same be used for parking as will not interfere with the beauty or use of the square by the general public. By changing the curb slightly on each of the sides of such a park or square automobiles could back into the allotted space thereby lining the edges of the square or park.

Another serious cause of the congestion of traffic on our main streets is the running of so-called double-header cars, one following the other closely. It sometimes happens that one of these double-header cars is stopped at a regular stopping place to discharge and take

(*Continued on page 22*)

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NEW MOTOR TRUCK FEES

Rates cover Motor Trucks and all Motor Vehicles carrying Passengers for hire. Taxicabs are Omnibuses.

The Hewitt-Wells motor truck tax bill which recently passed both houses of the New York legislature was signed by Gov. Whitman on Jan. 30 and at once became a law. Owners of motor trucks and motor omnibuses must now pay a new schedule of fees varying from $15 to possibly $70 per year, approximately $600,000 additional revenue thereby accruing to the state. A condensed schedule of annual fees for motor vehicles used as passenger omnibuses, according to seating capacity, follows:

Five passengers or less	$15.00
Not less than 6 nor more than 7	24.50
Not less than 8 nor more than 10	30.50
Not less than 11 nor more than 16	43.00
Not less than 17 nor more than 20	52.00
Not less than 21 nor more than 22	55.00
Not less than 23 nor more than 26	61.50
Not less than 27 nor more than 30	67.50
More than 30 ($2 for each additional passenger)	67.50

"Provided that if any such motor vehicle used as an omnibus for the transportation of passengers, and for which a fee is herein provided, is originally registered after Aug.1 in any year, the register fee for that year shall be one-half of the fee herein provided for such motor vehicle; and provided further that upon the registration or reregistration of any omnibus mentioned herein the number plates to be issued therefor shall, upon the payment of an additional fee of $2 for each omnibus, be the same in form as is issued for passenger motor vehicles which are not omnibuses."

"The foregoing schedules shall not apply to omnibuses operated pursuant to a franchise other than a franchise express or implied in articles of incorporation over streets designated in said franchise wholly within the municipality, and for any such omnibus, without regard to the seating capacity, the annual fee shall be $10; but if any such omnibus shall be also operated outside of the municipality then the foregoing schedule of fees shall apply thereto; and provided further that if any such omnibus for which a $10 fee is herein provided is originally registered after Aug. 1 in any year the fee for that year shall be one-half the fee herein provided for such omnibus."

The annual fees for motor vehicles "commonly known as auto trucks, used for the transportation of goods, wares and merchandise," on a basis of combined weight of truck and carrying capacity are shown in the following condensed schedule:

Two tons or less	$10.00
More than 2 and not more than 3	15.00
More than 3 and not more than 4	20.00
More than 4 and not more than 5	25.00
More than 5 and not more than 6	30.00
More than 6 and not more than 7	35.00
More than 7 and not more than 8	40.00
More than 8 and not more than 9	45.00
More than 9 and not more than 10	50.00
More than 10 and not more than 11	55.00
More than 11 and not more than 12	60.00
More than 12 and not more than 13	65.00
More than 13 and not more than 14	70.00
More than 14 (and each ton in excess, $10)	70.00

The law provides, however, that if the vehicle is originally registered after Aug. 1 in any year, the register fee for that year shall be one-half the regular fee for the year.

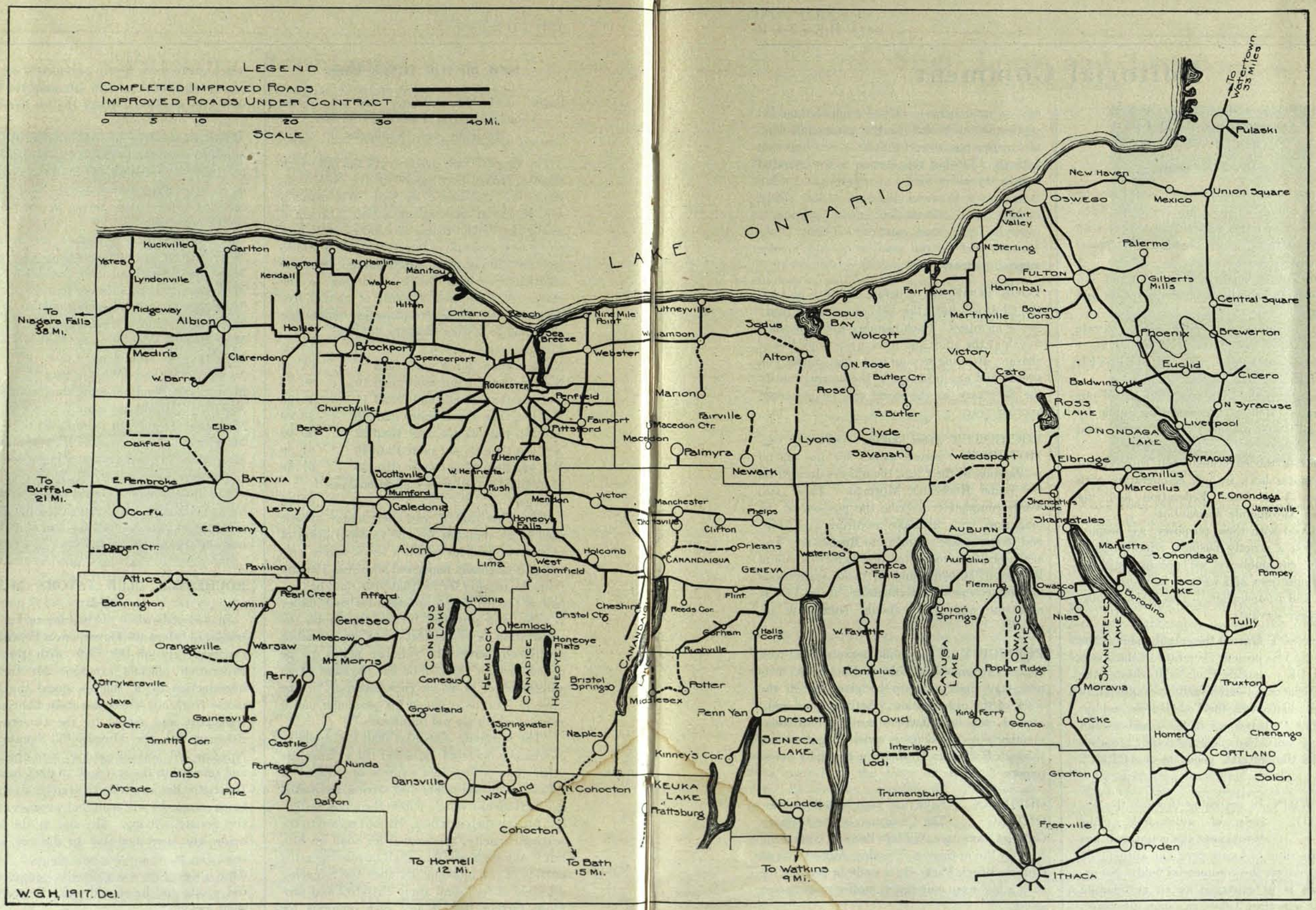
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ROCHESTER CLUB FAVORS MURPHY BILL

Immediately after the hearing on the motor truck bill before the Governor on February 6th the Secretary of the Club with the Motor Federation officials arranged for the early introduction of a bill to repeal the Hewitt motor truck law which was rushed through the legislature and signed by the Governor. On February 7th the Murphy Bill Senate Intro. Number 381 was introduced into the Senate and referred to the Internal Affairs Committee. If Senator Brown wants to keep his word to the truck owners he will send that measure through the Senate a'flying. He said at the hearing before the Governor that he did not want to treat the truck owners unfairly and if he had done a wrong he was willing to correct it. He did wrong and he should make the correction right away.

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ROAD MAP FOR MOTORISTS



This map was prepared under direction of the Division Engineer's Office of the State Highway Department and is presented to the motorists through the Automobile Club of Rochester. IT is the ONLY map published today that is completely up-to-date.

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Editorial Comment

PURPOSE AND SCOPE OF THE AUTOMOBILE CLUB OF ROCHESTER

By Dr. F. R. Smith

The improvement of motoring conditions by suggesting and co-operating with the civic authorities and those departments of our City government from which such improvements should emanate.

To promote a better understanding of our laws, both International, Federal, State and Municipal.

To diffuse motor knowledge and to elevate the standard of motor education by having a live, up-to-date journal, the "ROCHESTER MOTORIST"

To safeguard the lives and property of our members as well as the motoring public by having all roads properly posted with road signs.

To obtain the enactment and enforcement of just motor laws by our co-operation with the New York State Federation and the American Automobile Association.

Combined with these purposes, we propose to give you a strictly business administration and all of our publicity we promise will be along ethical lines and we ask in return your support and co-operation. This is your Club; we are your servants.

YOURS, NOT MINE, SAYS DONAHUE — During the employment of the present Secretary of the Automobile Club of Rochester the affairs of the organization will be conducted in strict compliance with the Constitution and by-laws. The Club belongs to the members and not to any individual. The Secretary promises to deliver the RIGHT goods in the RIGHT way.

DEFINITION OF AUTO CLUB — In searching through the by-laws of automobile clubs throughout the country, it has been impossible to locate even one automobile club that enters the commercial field. No organization is in existence as an automobile club that sells tires, tubes, gasoline, insurance, etc., to its members. There might be one exception in New York City; the Automobile Club of America has a Service Station in connection with the Club but this station is not operated free to anyone owning a membership. A Club is organized to watch legislation, post roads, furnish road information, make touring a pleasure, urge road construction and maintenance, and aid the motorist in a non-commercial manner.

TOUR BOOK — On or before the 15th of April the Club will have the 1917 Tour Book ready for its members. Each member will be notified to call at the office and receive one copy free of charge. If, while on your tour this summer you should find any mistakes in the logging, notify the Secretary so the same can be corrected another year.

ROCHESTER MOTORIST — After looking over many suggested names for the official publication of the Club, the officers decided on the name Rochester Motorist. These two words completely describe the purpose of the magazine, viz: to make motoring a pleasure and to encourage motoring to Rochester. You are respectfully requested to criticize this issue of Rochester Motorist and to make suggestions for improvements. Remember, it is YOUR magazine and YOU should contribute an article.

PUBLICITY — In a public organization, such as the Automobile Club of Rochester, it is necessary that publicity be given to all the work of the organization. Activity predominates at club headquarters but the individual member does not know it unless he gets notice through Rochester Motorist or the daily newspapers.

ORPHANS OUTING — Save up your small change. The Chairman of the Orphans Outing Committee, William Bausch, is planning to hold the outing on Tuesday August 7th at Ontario Beach Park. It is early to prepare for such a big event but timely notice does not go amiss.

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Stop, Look and Listen

By FRANCIS M. HUGO

We are all proud of the remarkable growth which the motor vehicle industry is making these days, in the United States and in our own State, yet with the increased joys that come to us through the enjoyment of a car there frequently comes many a tear and day of sorrow simply through the fact that the automobilist failed to observe the true meaning of four little words, "Stop, Look and Listen." With the increased number of cars there comes a corresponding increase in the number of accidents along our highways and in our cities.

What are we doing to prevent this toll? Co-operation in which each and everyone of us must play our part is absolutely necessary. No half-hearted measures will do. The automobile clubs are doing a splendid work in warning the motorist of an approach to a dangerous curve, of a railroad crossing or the perils of some steep decline. The rest is up to the motorist.

Over 400,000 folders are being mailed from my office these days to automobilists in the hope that many of the grade crossing accidents may be eliminated. These folders call upon the motorist to "Stop, Look and Listen," but whether they accomplish the intended results depends entirely upon the driver, whose life and the lives of others may be spared if the four words are not shaken off after a momentary consideration.

Of the many perils of the road those caused by the intoxicated driver or the man who believes that a mile-a-minute speed is necessary in the fullest enjoyment of his car, are not the least. The Secretary of State's office is doing all within its power to regulate such. I have no sympathy with the man who intoxicated, sits at the wheel, the driver who assumes a sixty-mile-an-hour gait, or the automobilist who runs away from the scene of an accident in which he has been a participant. The licenses of such should be and are being revoked.

During the year 1915, the licenses of 23 automobilists in this state were taken away for one of the three above reasons, New York City supplying 17 of the number while the remaining six, upstate, were for over-indulgence in intoxicants.



FRANCIS M. HUGO
Secretary of State

Comparing 1915 with last year in the matter of convictions and revocations, a total of 71 licenses were revoked by my office, 50 of that number representing New York City. Intoxication was the principal feature. This year will witness greater efforts in ridding the highways of this State of these human pests, men who deliberately imperil the lives and homes of hundreds and for whom little or no mercy is due.

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ELECTED TO AMERICAN AUTOMOBILE ASSOCIATION BOARD

Charles S. Rauber has been appointed a member of the Touring Board of the A. A. A., and will represent the Automobile Club of Rochester on this Board during 1917.

Rochester has been fortunate in another appointment, that of Charles W. Denniston, who will represent the Rochester organization on the Good Roads Board. Both of these appointments were made voluntarily and both these gentlemen are well fitted for the work for which they have been selected.

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The Birth of the Federation

A Scenario of Secession and the Period of Reconstruction

By JOHN M. ROSS, Chairman Executive Committee

How we seceded and the events that led up to the "Birth of the Federation" is a tale almost like the original "Ford" story—there have been so many versions of it. It has been related that someone had personal animosity toward someone else, and for that reason we couldn't "play in their yard" any longer—that because the "big clubs" couldn't run things entirely they got mad and wouldn't play at all. More recently we have it from the highest authority of the State Association that we are a failure and that we do not, and never have, furnished our member clubs with adequate representation in state-wide matters concerning the motorist.

Now it is not considered good taste to be too lavish in criticism of our fellow men, and while our friends of the State Association can't seem to grow weary of talking about us, we, on the other hand, have perhaps gone too far in the other extreme and been too lavish in our praise for the following reason:

It was only recently at the important hearing on automobile legislation at Albany, that the chairman of the legislative committee of the State Association arose to speak on the Hewitt-Wells-Klingman bill, referring to the registration fees for automobile dealers. The venerable chairman of the State Association's Legislative Committee is noted for his oratory and we all expected an unusual effort on his part. It was short—shorter than usual in fact—and only to the effect that the State Association had not had time, during the week or two since the hearing had been announced, to consider the bill. But we did not criticise—rather did we praise his effort in behalf of the 110 "clublets" he represented, and the Federation representatives were unanimous in saying, when he sat down, that it was the best thing he ever did.

The New York State Motor Federation was not formed from spite, nor personal prejudice, nor ill feeling of any sort. We selected to "play in their yard" as long as it was fit to play in, but when it got too muddy—when the policy of a few was made to dictate the policy of many—when the many were being commercially exploited for the benefit of others—and when we had tried and couldn't produce reasonable reforms—then we got out.

It is devoutly to be hoped that some day the motorists of this State may again be united in one association, conducted on a strict business basis, with proper representation, total abstinence from commercialism, and under a broad policy of the greatest amount of good that can be done for the greatest number of members.

The New York State Motor Federation is being conducted along these lines and is "delivering the goods"—statements of Secretary Baker to the contrary notwithstanding.

Numerically the two organizations are about the same, each having approximately twelve thousand members. The State Association boasts proudly of 110 clubs as against the paltry 8 of the Federation and according to the high authority above referred to are relatively important in the ratio of 110 to 8. With the exception of participation in those activities that associations of this sort are organized for—which seems to operate in inverse ratio—we will grant the allegation.

"Why all this scrapping?", says the average club member, mystified by poisonous satire from the opposing trenches. And that is just what the officers of the Federation say Mr. Club Member. We have been elected by our various clubs to represent the motorists of our respective sections of the State. We have spent two years of conscientious work and have persistently refrained from "knocking" the other fellow. He on the contrary has been the "busy bee" in this department, playing away at his "anvil chorus" which we have been asked to believe was a "swan song," but now discover to have been a "Battle Cry of Peace."

The writer's patience has failed—hence the "overt act."

For two years the New York State Motor Federation has been tending strictly to business and growing stronger day by day. We started

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out with certain well-defined ideas of what we sought to accomplish and what we sought to avoid.

Briefly stated our idea was co-operation along certain lines of work common to all automobile clubs. We start in with the assumption that the local club as a unit will take care of its local affairs, but when it comes to the big problems of legislation, good roads, touring information, etc., our work overlaps and by co-operation not only can a duplication of effort be avoided but greater efficiency be gained. Bear in mind, however, that co-operation alone will not bring about these results. The co-operation must be active and the units that co-operate must themselves be strong and active. A "dead cell" in the battery kills the current. A battery of 110 cells with more than half of them "dead" will not produce the voltage of 8 cells fully charged and connected in "multiple series."

For this reason we have not sought to swell our membership by the addition of any clubs that would not pass the physical examination for efficiency.

What have we accomplished? From the start we assumed a prominent and active participation and leadership in legislative affairs. During the first year of our organization we took an active part in protesting against hostile and discriminating legislation.

While due to the fact that each year more than 100 bills, mostly adverse to the interest of motorists, have been introduced in the legislature, which has caused our work in this line to be largely one of condemnation, we have nevertheless found time apart from the consideration of these matters to actively endorse and originate many measures of constructive legislation.

The lights on all vehicles act which became a law was introduced in the legislature at the request of the Federation (Secretary Baker's claims again notwithstanding).

For three consecutive years we have fathered the introduction of a bill to provide for a systematic elimination by the State of those death traps to the motorist—the grade crossings of steam railroads. While this measure has as yet not been successful, due to the exigencies of the State finances, we are hammering away at it.

During the present session the Federation alone supported the opposition to the exorbitant increase in registration fees of commercial vehicles, and due solely to our Counsel, a hearing to re-consider this measure was granted by the Governor.

In the field of touring information our efforts have been particularly successful. Each and every club of the Federation maintains a well-organized touring bureau. Co-operation along this line saves much duplication of effort for each club. We started in by securing the best Touring Director in the country, and during the coming season our efforts along this line will bear fruit as never before. Through publicity in all sections of the State we have lent a stimulating influence to touring by pointing out the beauties of our State in a way that not only increases the interest of our own members in touring but helps to attract tourists from other states.

Through the initiative of the Federation a series of conferences have been held during the past year of representatives of electric railroads and automobile organizations, held under the direction and with the co-operation of the Public Service Commission. These conferences have brought to light a great interest in the elimination of danger at the crossings of highways and electric railroads and the results of this work will without doubt be of material importance.

Throughout the two years of its history the affairs of the Federation have been conducted on a basis of sound business. Being entirely officered by men interested in the work as motorists and not for gain we have no high salaries. Having no sick clubs to nurse we have no doctors bills. Composed of clubs having adequate facilities of their own and a proper organization, we have no expensive offices to maintain.

Thus we have been able to do our work on a basis of per capita dues of twenty-five cents per member with a balance of $900.00 in the treasury at the end of our last fiscal year and have had as much money to carry on work of actual benefit to our members as if we had

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taken away from each local club treasury fifty cents per capita from which had to be deducted numerous salaries, office rents, excessive clerical charges, etc.

Throughout the entire period we have worked together in absolute harmony, our meetings have been free from disputes and have been a pleasure to attend. Is it to be wondered at therefore that we loath to return to the old regime of eternal wrangling at meetings and perpetual struggle over deficits and debts, instead of spending our time in the constructive work for which we are organized, which it is a pleasure to pursue with harmony and good fellowship existing among us all.

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PARKING PROBLEMS

(*Continued from page 14*)

on passengers and immediately following such a car is another double-header or possibly several closed cars. Notwithstanding the fact that there are a number of people desiring to alight from such cars and also to embark on the same the doors of such cars are kept closed until the car arrives at its regular stopping place. This we believe to be one of the most fruitful sources of congestion on Main Street. If all cars were allowed to take on and leave off passengers at any point where such a car might stop it would relieve congestion to a considerable extent as the car, when it arrived at a regular stopping place, might only have to stop for the space of a second or two before continuing on its way. In the event that cars would be allowed to take on and leave off passengers at all points on Main Street it would of course be necessary for all traffic to be on the lookout for passengers alighting from and embarking on cars between Canal street at Main Street West and East avenue or Scio street.

These parking spaces are recommended to the officers of the City of Rochester merely as intending to furnish temporary relief from a situation which is fast developing into serious proportions. We believe that at the same time it would be advisable to secure figures and estimates as to the cost of providing permanent parking space over the river between Main Street East and Andrews Street. The suggestion has been made that such a parking space could be built so strong and substantial that a large space would be available upon the roof as a recreation pier or playground and which would be utilized for band concerts and many other public occasions. It would also tend greatly to beautify a section of the city which at the present time is unsightly and does not create a favorable impression upon visitors passing through the city on the New York Central tracks and is the principal object which people are able to see in looking out of the car windows and by which the city is likely to be judged.

After a careful study of the conditions prevailing in the City of Rochester at the present time and based upon the experience of last summer, we believe that a suitable parking space should be provided for the man who brings his car down in the morning and wishes to park the same during the entire day. Also for the man and woman who wishes to park a car for several hours either while attending the theatre or for the benefit of any visitor to our city who is here for the purpose of shopping. If such parking spaces were provided and the State Railway traffic also regulated it would reduce the problem of traffic, upon our main streets to a minimum and no complaint would be had from merchants to the effect that their own customers could not find available space in the vicinity of their stores in which to stand for a few minutes while shopping therein.

All of the above is offered as a suggestion and it is hoped that it will be received in the spirit in which it is offered to do away with a growing evil and for the best interests of the City of Rochester including not only car owners but our merchants and the general public as well.

Respectfully submitted,
William Folmer,
Chairman Parking and Traffic Committee.

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GOING "DOWN" SOME

While the business of the State Automobile bureau increased 46.02 per cent last year, the operating expenses under the direction of Secretary of State Hugo dropped to 10 per cent. In 1914 the running expenses of the state bureau figured out 19.37 per cent of the total amount of receipts. Efficient management cut this down to 12.6 per cent in 1915.

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(Continued from page 13)

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TRAFFIC OFFICER AT NIGHT

In St. Louis the Police Department recently adopted a plan of illuminating the busy corners at night so that the action of the traffic director or officer may be easily and quickly discerned by the motor car driver. A large flash light plays down upon the officer from a nearby high building. This sounds good, says one Rochester motorist, but perhaps it would work just as well if the officer carried a flash light in his hand and worked it to show the direction of traffic.

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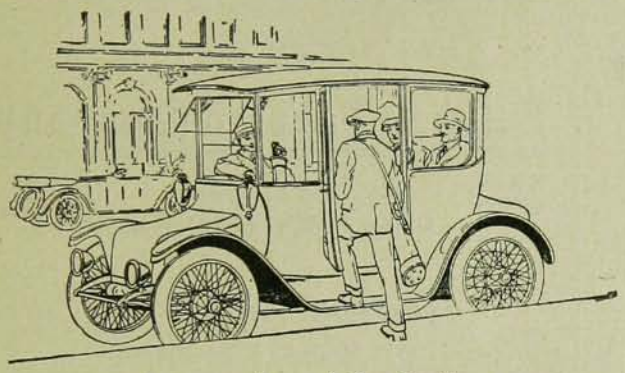
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1917 APRIL 1917

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER



This is a picture of the historical $1395 Prize Chandler Six, of Automobile Show fame, given by Strong Motors, Inc., 10 S. Union St., and of Franklin J. Philips, who won the car with ticket No. 36,602, and of Mrs. Philips and "Fluffy," taken in front of their home on the day the car was delivered. Perhaps no car was ever the cause of more comment in Rochester. Mr. Philips' ticket, the only one he deposited, was drawn from a pile of over 60,000, under direction of Dr. Smith, president of the Automobile Club of Rochester.

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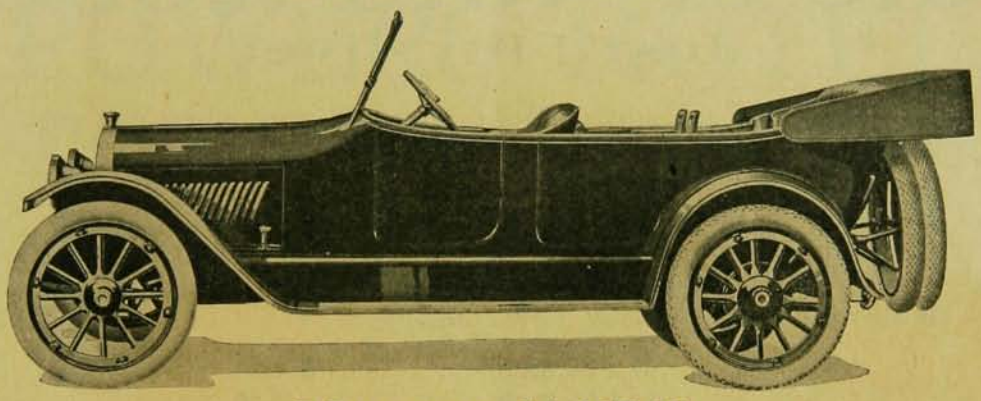
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Just Fifty-five!

These are the sort of Robes you will want when you get your car out for spring driving—the sort of Robes which, if you buy a month from now, you'll have to pay the advanced prices for; present savings are fully a quarter to a third.

Just fifty-five Robes all told—in the right weights and the best of colorings; figured and plain effects; both plush as well as all-wool finish; mostly dark colorings.

2	54 x 74 inch	$ 4.19
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Last spring many thousands of car buyers delayed their choice too long. They found our output two or three months oversold.

Don't wait as they did. It means long regret to say, "I might have had a Hudson Super-Six."

No Car Like It

The Super-Six motor is patented. No other car offers anything like it.

The difference is enormous. This one invention added 80 per cent. to motor efficiency. It almost doubled endurance.

The Super-Six holds all the worth-while records. In speed, in hill-climbing, in long distance performance, nothing has ever matched it.

But it excels above all in endurance. It broke the 24-hour record by 52 per cent. It twice broke the ocean-to-ocean record in one continuous 7000-mile round trip.

Why It Endures

The thing we fight is friction. That wastes the power, and it causes wear. It is friction that destroys machinery.

In the Super-Six motor friction is almost ended. After thousands of miles under top-speed strain, this motor has shown no evidence of wear.

Again and again it has performed feats which would break other motors to pieces. Yet not a part or bearing was affected.

That's its supreme advantage. The Hudson Super-Six will outlive, probably, any man who drives it.

New Economies

This year we add a new gasoline saver in the form of radiator shutters that control in part the heat of the motor. We add a motormeter. We put a primer at the driver's hand. We use a patent pneumatic carburetor which adjusts itself to every engine speed.

We are using bodies which, in beauty and luxury, excel anything you've seen. We use plaited upholstery made of rare-grade leather. We have a finish which is wonderfully enduring.

But the Super-Six motor means more than all. It means performance such as no other car can match. It means endurance such as other cars can't hope for. It means pride in your car.

Last year, because of this motor, Hudson outsold any car in the world with a price above $1100.

You want it for capacity, for service. Find this out, for your own sake, before we get oversold.

Phaeton, 7-passenger	**$1650**	**Town Car**	**$2925**	**Town Car Landaulet**	**$3025**
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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Vol. 1 **April, 1917** **No. 2**

Is Your Life Worth $6.00? Life Insurance for Motorists

Life Insurance to its members is what the Automobile Club of Rochester guarantees. If a man receives a policy of Life Insurance, he should be willing to pay for it, and if for years he has received life insurance and has not paid, someone is being cheated.

If a man runs his car on the highway and has had his life saved, he should be willing to pay $6.00 a year to the life-saver. If he does not pay, or is not willing to pay the question arises as to whether or not his life is worth $6.

Membership in the Automobile Club of Rochester is proof that the motorist values his life at more than the cost of membership and is willing to continue his life by continuing his membership and to provide for placing the signs.

If a dangerous railroad crossing exists and a warning sign placed by the Automobile Club of Rochester saves the automobilist from death, then the Automobile Club has earned $6, if the man's life is worth $6. If the owner's life is not worth $6, it may be that the life of his wife who may be riding with him is worth $6. Or, if he does not value his wife's life at $6, maybe the life of the child who may be riding with him is valued at $6. If all three lives are saved for the price of one membership, then that membership is cheap.

If an automobilist comes to a sharp curve and is saved from turning topsy-turvy down a steep bank by a warning sign, the Club has made good its boast of life insurance, or if a winding curve is denoted by timely sign boards placed by the Automobile Club, then life and limb are protected at the most nominal rate known to the life insurance business

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NOW AND THEN

Look over the advertisments in the Rochester Motorist and when in need patronize the men who make the publication possible.

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DESCRIPTIVE TOURS INTERESTING

When you take your annual tour this summer don't forget your kodak. The Club members are always interested in reading of tours taken by Rochesterians and looking over the pictures of scenic and historical nature. Send your story to the Rochester Motorist with a few choice pictures.

✣

ADVERTISE IN CLUB ROUTE BOOK

Advertising rates in the Club Tour Book are low considering the field it covers. F. H. Haak has been appointed advertising manager. The rates are $60 per page, $35 per half page and $25 per quarter page.

✣

SHOULD WIDEN EAST AVENUE

From Allen's Creek Bridge to the Fairport Road the highway is twelve feet wide and in as much as this road is an important one, the Automobile Club of Rochester has requested that the State widen the road for about one mile. The Club is certain that the State will do this work and it has already received the approval of the Division Engineer's office of Rochester.

✣

CLUB PRIVILEGES AT BUFFALO

Through the kindness of the Automobile Club of Buffalo, and the genial secretary who resides at the Lafayette Hotel, the motorists of Rochester who are members of the Automobile Club of Rochester are extended all the privileges that the Club House at Clarence affords. This pleasing announcement comes through Director John J. McInerney who likes Buffalo but always boosts Rochester.

✣

AUTO EXAMINERS

The amount of territory which some of the state automobile examiners are compelled to travel in conducting examinations is shown in a recent report of Bernard Schmidt who is connected with the Albany office. During the past year, Mr. Schmidt traveled 18,000 miles, held 115 examinations in 20 different cities in 30 counties comprising the Albany automobile district. A total of 4,830 persons were examined and given their chauffeur's license.

A FLIVVER FABLE

One of the "Once Upon a Time" Kind that Is also True of Today and Tomorrow.

Once upon a time there was an honest, thoughtful, industrious man who saved up his coupons and thus secured a Flivver. He was indeed happy for a while. Every Sunday he took it out into the country, piling his family and wife's relatives into it. As they clattered along over hill and dale like a runaway tin peddler's cart this man became terribly peeved because low-down mammoth touring cars used to make fun of him.

Whenever some jubilant party in a $5,000 gasoline juggernaut would whiz past him and yell, "Get on the sidewalk where you belong," our friend would get as red in the face as the sun is in the West, and mutter terrible things about the wicked unemployed, the idle rich and the moneyed plebeians.

And if anyone in a long, low, purring battleship gray car, that cost more than a mortgage on a church, chanced to lean back as the dust filled our hero's eyes and bitterness filled his soul and exclaimed, "Hey Willie, you dropped your can opener," he would have red spots before his eyes for an hour and almost wreck his Flivver while planning the most painful form of death for such people.

But one day a sad-faced lawyer called on our Flivver friend and broke the awful news to him that his Aunt Sabrina, up in New England, had passed on, leaving him a couple of millions.

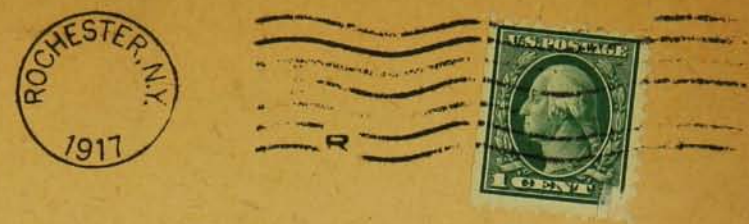
Twenty minutes later he was back to the office and telling his boss in five words, two of which were profane, what sort of an idiot he thought him to be.

Then he resigned and ran out to the nearest automobile shop, where he bought an Emerald Green seven-seater that would do ninety miles an hour all day and go up the side of Powers Hotel on high.

The next day being Sunday, he went out with his friends and passed a man in a Flivver. He leaned back, grinned idiotically and yelled:

"Where's the other one? I thought they sold two of them for a quarter?"

Moral—Can you blame him?



MR. W. F. YUST

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Automobile Club of Rochester

EVENTS

Wednesday, July 4th

Morning: Patriotic Exercises to be Held at Exposition Park.

Afternoon and Evening: Dancing at Auto Club House, Clarence, N. Y. All Members are Invited.

July 17th, 18th and 19th

Inter-city Reliability Tour. Stopping at Rochester, Powers Hotel, at noon, July 19.

Saturday, July 28th

Hill Climb. To be Held at Livonia. Open to all Members.

Tuesday, August 7th

Orphan's Outing. To be Held at Ontario Beach Park

GEO. C. Donahue, - Secretary

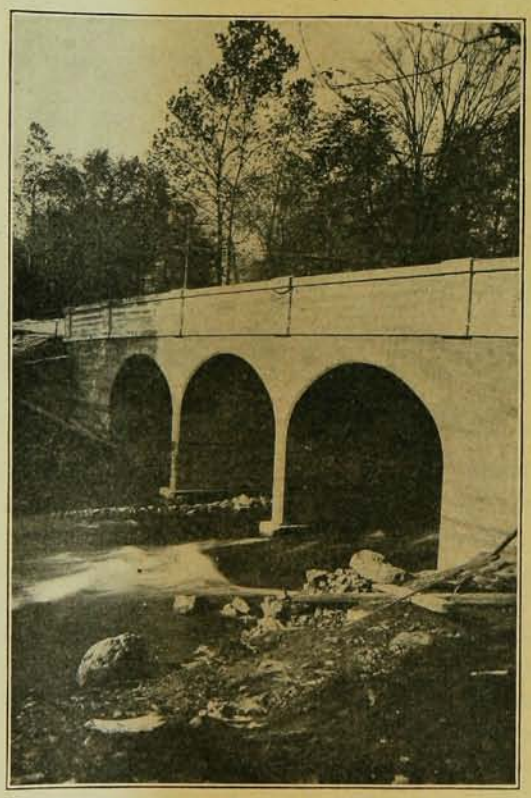
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What the Men of the Automobile Club of Rochester Have Done at Home

By Geo. C. Wright

How many of us realize as we ride over our improved roads how all this came about; why this great change from the muddy or dusty, rough and uneven roads of twenty years ago?

In this state only a few years ago the legislature was persuaded to make an appropriation



PENFIELD BRIDGE ON EAST ROCHESTER ROAD

of fifty thousand dollars for the improvement of the highways of the state of which there are about eighty thousand miles. This was a big advance and the people of Monroe County are proud that men from here were in the front rank in this movement.

Later we had the first fifty million bond issue and a state and county system laid out and approved by the State Engineer under whom the highway work was then carried on. In 1909 the first Commission of Highways was started and this marked another big advance in highway matters. There were three members of the first Commission. This was later changed and since 1913 the Commission consisted of a single commissioner with two and later three deputies. Then came the second fifty million bond issue and a differentiation between state highways and state-county highways, the state paying the whole cost of the construction of state highways; the state-county highways which were first paid for on the basis of state fifty per cent., the county thirty-five per cent. and the towns fifteen per cent. This was later changed, relieving the towns and putting that fifteen percent. on the state so that the state pays sixty-five and the county thirty-five.

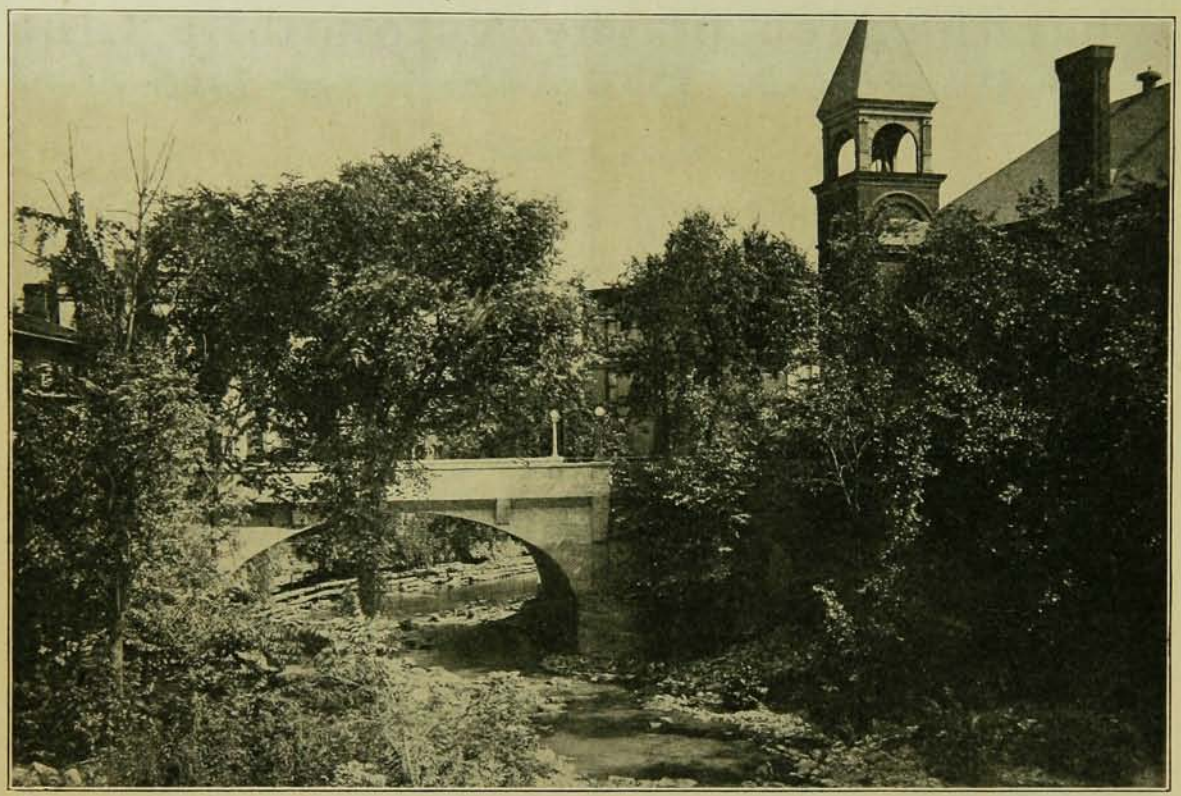
When the state commission is thought of, we usually forget the control it exercises over the town highways and sometimes forget the town highways except when we have to detour over them and find them not equal to the extra heavy traffic then put upon them.

While the state and state-county systems are very important, they form a small proportion of the total mileage of highways in the state as there are some seventy thousand miles which remain to be improved and maintained by the towns with state aid.

In this county there are about 300 miles of state and state-county roads of which about 33 miles were completed in 1916. There are now about thirty miles under contract with plans and surveys under way for about forty miles more.

The towns receive from the state for the construction and repair of town roads on a sliding scale depending on the assessed valuation in the town per mile of highways—decreasing for the wealthier towns and in no case more than 50% of the amount raised by taxation nor more than one-tenth of one percent. of the assessed valuation in the towns of this county. To get this, the town has to raise a certain amount and in most cases the towns of

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CONCRETE BRIDGE AT HONEOYE FALLS WITH 52 FEET SPAN AND 25 FEET BETWEEN CURBS

this county take full advantage of this and sometimes much more, notably the town of Parma which raises double the amount and more than required for full state aid, doubtless because the people feel a well founded satisfaction and trust in their town superintendent.

It has been the aim in this county to build a hard surfaced road to every farm in the county. In the past season there was built by towns about thirty miles of stone roads making the total about four hundred and ten miles and also constructed about eight miles of gravel making the total for gravel roads about two hundred and fifty.

For the coming season's work, the towns have on hand about two hundred and fifty thousand dollars. This will be spent by the town superintendents for the betterment of town roads. In general, the town roads of this county are in good shape and they are in the hands of a valuable lot of now experienced men exceptionally competent for this class of work.

The law requires the towns to build all bridges on state and state-county highways having span greater than five feet and all bridges, sluices and culverts on town highways. The county is now constructing in the twenty-third ward, formerly Charlotte, a link in the highways east and west of the river which, when the proposed boulevard along the lake is completed, will give us a most wonderful scenic route along Lake Ontario unexcelled anywhere in the state.

The constantly increasing loads carried on our highways render the rebuilding of bridges a considerable problem to the towns. The town of Mendon last year constructed under contract a very creditable structure in the village of Honeoye Falls a cut of which is shown. Another is the three-arch bridge on the East Rochester-Penfield Road built by the town superintendent last year, each replacing old iron bridges which quite outlived their usefulness.

There are many more which need attention, notably the bridge over Black Creek on the Scottsville Road and over Irondequoit Creek on the Webster Road.

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There has been developed in this county a pavement which is not to be found in any other part of the country, originally laid by the state department in 1909 on the Ridge Road in Greece and still in an excellent condition of repair; later, strips were laid at Ballantyne Bridge and at Charlotte Bridge, the towns taking up the idea and laying some the past year in Brighton and Irondequoit.

This cube pavement consists of two and a quarter inch vitrified shale cubes laid on a macadam base or a gravel base making a firm hard surfaced road which will not be affected by the frost which is so destructive to those on a rigid base.

Another feature no longer peculiar to Monroe County, though like the cube pavement developed here by the County Superintendent of Highways of this county, is the reinforced concrete guard rail. In the past there was little or no protection afforded and indeed there was but little call for it. The horsedrawn vehicle was not a rapidly moving one as we understand it today. The horse could be trusted to keep on the road and danger from accident was very remote compared with the dangers accompanying the fast moving traffic of today.

It is being realized in this state that some permanent protection is needed though in some states they continue to erect what is more of a warning than a protection. Under the direction of the first Commission of Highways in this state, the first permanent concrete guard rail was built and erected on the Ridge Road in Greece in 1909. The cost of replacement, repair and upkeep for wooden rails is high especially when it is considered that it is little better than a warning at best, failing in the time when it is most needed and causing thereby damage to property and loss of life. In these days when it is realized that safety first is worth while, it is worth while insisting on this reasonable method of insuring ourselves against this danger ever apparent.

Is it not well for the automobilists who use the highways to use their influence to bring about a better protection of the dangerous places on our highways?

STRICT RULES FOR CANADIAN TOURISTS THIS YEAR—RECIPROCAL ARRANGEMENT BETWEEN ONTARIO AND SOME STATES REMAINS UNCHANGED

Strict requirements for the admission of automobiles of non-resident tourists are being made by the Canadian Customs Department. The 1917 rules provide that the American tourist must present his license permit at the Canadian port of entry. This will be accepted if his trip is not to exceed 24 hours. It will be taken by the collector of customs and retained until the owner recrosses the boundary, which he must do at the point of entry.

Must Pay War Tax

A bonding certificate will be issued at the port of entry for anyone wishing to remain in the Dominion from one to thirty days; and this will be cancelled at any port through which the tourist passes in leaving the country. A guarantee company's bond will be required from any one desiring to remain in Canada up to six months over the thirty-day period. The bond will be cancelled at the point where the non-resident motorist leaves, and the cancelled copy must be returned to the port of issue.

Any tourist remaining in the country over the six months' period must pay the 35 per cent. duty and 7½ per cent. war tax on his car. No Ontario license is needed for a period of 21 days for the pleasure cars owned by residents of the eighteen states having a reciprocal agreement with the province. The free period will, it is expected, be extended to thirty days. All commercial vehicles or demonstrating models must have individual Ontario licenses.

\+ + +

"Is this the lawyer who is going to defend me?" asked the murderer as he looked at the young lawyer.

"Yes," answered the judge, "he's your lawyer."

"If he should die," asked the murderer, "could I have another?"

"Certainly," answered the judge.

"Well," said the murderer, "can I see him alone for a few moments?"

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We Co-operate as a Nation

By A. G. Batchelder

A. A. A. Executive Chairman

Not until the motorist began to multiply and gradually extended his traveling from county to county and then from state to state, did we seriously begin to consider things from a national standpoint.

It was true that we had gradually accumulated states until there were forty-eight connected in a manner which at times betrayed startling defects in national cohesiveness. While the Civil War had settled a couple of fundamentals there yet remained in issue many points in which Federal and State contact produced explosions in the country's combustion chamber. States grudgingly gave up what they had considered were their rights, yet persistently the citizenship generally came to recognize that the whole must be greater than any one of its parts if it were to survive and proceed in the form of a united nation.

Acquaintanceship does much to dispel prejudices and dislikes, and so it is that the increase of self-propelled vehicles, the building of thousands of miles of roads and the comings and goings of the people of the several states, have brought about a country-wide understanding and accelerated the true Nationalism on the high speed.

Having within a state established the proposition that there must be aid and co-operation from the more populous and wealthy counties to the poorer and less settled sections, it was only a step farther to contend that the older and richer states must give of their accumulations and strength to the less developed and potential commonwealths. While a man in New York State may pay a quite substantial income tax, it does not follow that all of his investments and all of his profits accrue within the confines of the Empire commonwealth. What he pays should be expended in the development of the whole country and not confined to the Federal co-operation which specifically attaches itself to New York State. Furthermore, it is the consumer who pays the cost of transportation, whether it be the case of a bushel of wheat in Minnesota or a bale of cotton down in Texas. We must, in the final analysis, think in national terms.



A. G. BATCHELDER

All this is preliminary to saying that after the Automobile Club of Rochester takes cognizance of the roads in Monroe County, it must extend its influence and give of its revenue to the greater question of a State road system, and ultimately to the even more important matter of a National highways development.

When the American Automobile Association, with which the Rochester Club is affiliated, started through its Good Roads Board, of which George C. Diehl is the chairman, to seek substantial Federal participation in the highways progress of the country, opinion and

(Continued on page 25)

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Rochester Motorists Visit Island of Hayti

Houston Barnard and Charles F. Denniston Have Kindly Given Rochester Motorists Some Pictures and a Short Report on Their Recent Visit to the Island of Hayti

At the present time the Island of Hayti is in a very undeveloped stage. There are a very few miles of highways that an automobile can use; as a matter of fact the roads are nothing but trails and the transportation of farm products are either carried in on the backs of burros or on the heads of the native women. On a market day one can see coming into Port AuPrince five or six thousand women, carrying on their heads baskets of coffee, cotton, oranges, bananas, etc., and they spend from two to four days to come to market and from two to four to return to their huts. They sleep along the road side wherever night overtakes them and it is not an uncommon sight to see five thousand women and children sleeping in the streets and in the public market. The husbands of these women stay at home and do nothing. Each man has from four to five wives who do all the hard work.

Hayti had continuous revolutions for a great many years until the occupation which is now under a treaty with the United States for a period of ten years. The Island will in time, if it ever gets out of debt, be a very productive one providing of course it be conducted on an economical basis. A few roads are now being built by the prisoners under the occupation. The earth is wheeled in by wheelbarrows and stamped down by tampers as shown in the illustration.

In Port AuPrince there are about five miles of concrete highways and it was interesting to note how these roads were built. The constructors did not remove any trees or poles but simply built the road around them regardless of their locations. These improved roads furnish a short drive for a half dozen Fords which are owned and operated by officers of the U. S. Marines.

Moneys received by the Customs from imports and export duties are about the only money that the Government has for running its administration. The prevailing rate of wages is 20c. per day. At the present time, there is not over one hundred acres of land in Hayti under cultivation, as the coffee and cotton grows wild as well as the tropical fruits. The natives have no ambition except to pick enough stuff to eat and be content. Their homes consist of huts built on the ground without floors and they live very close to nature.

The climate is very warm, during midday a temperature of 95 to 110 degrees. The evenings are very cool and comfortable for sleep. This is one country where the blacks dominate, there being very few whites in Hayti except the U. S. Marines.

There has never been any incentive for American people to go into Hayti to do business for under the laws of the Hatian government no foreigner can own real estate and get title unless he marries a native and the only way that they have been able to do any business at all is by having a native own the property and take a bill of sale from him for the purchase price.

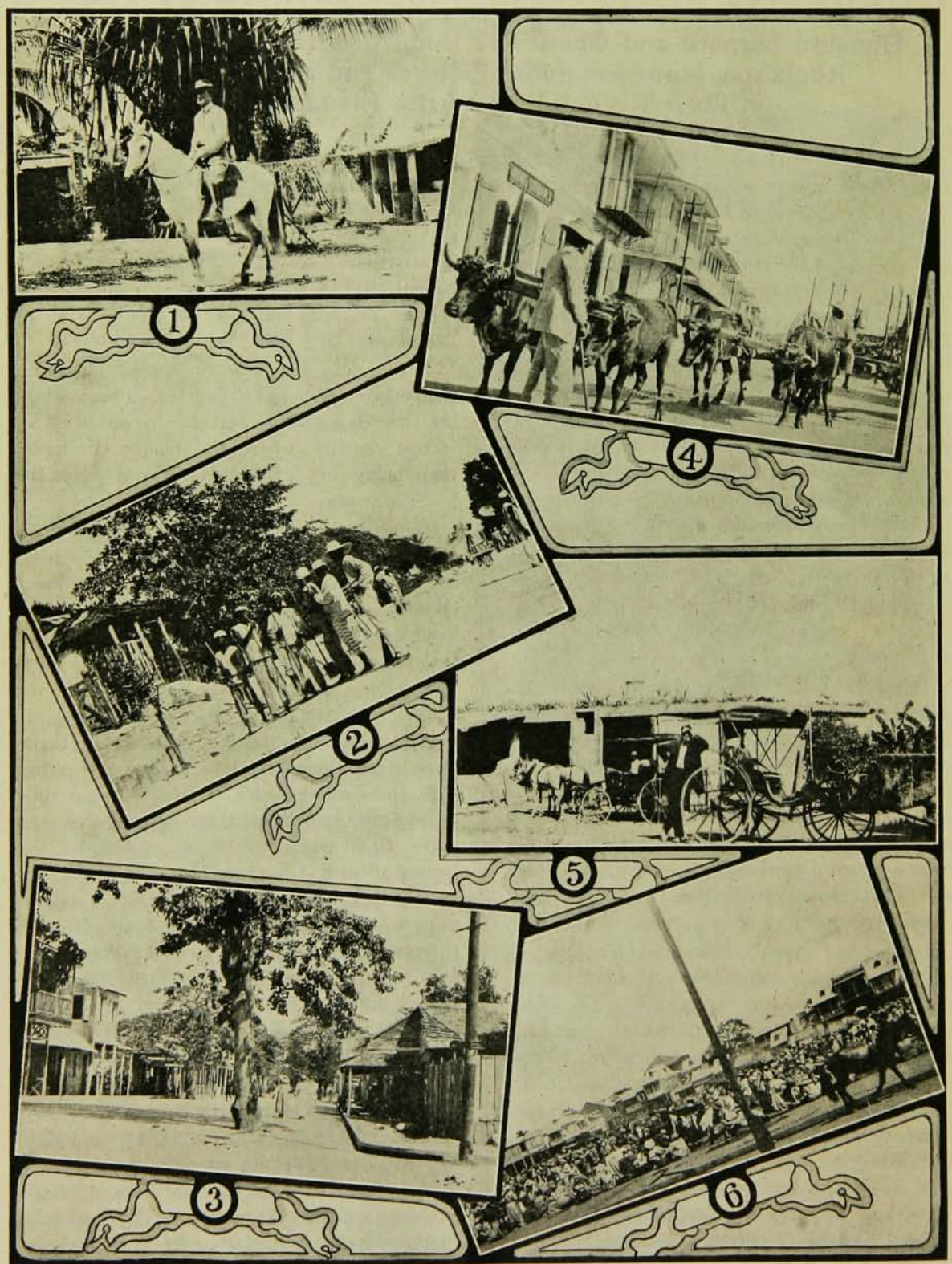
While the Rochester men were at Hayti the Legislature there voted to extend the treaty with the United States from a ten year to a twenty year period and these papers have been taken to Washington to be ratified by the United States Government, the reason for having this done was that no banking institutions would loan any money to the Haitian Government for so short a treaty as ten years. Hayti is now negotiating a loan for thirty million dollars, with which money they are in hopes of paying off France and other obligations which they owe, on which we understand they have not even paid the interest.

Our trip was very interesting says Mr. Denniston, even from the time we attempted to sail from New York, as we were three days in leaving New York harbor, on account of the seriousness of the war situation. We had drills aboard ship every day so as to be in readiness

(*Continued on page 34*)

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Scenes in Hayti



(1) C. W. DENNISTON (2) ROAD BUILDING (3) STREET, PORT AU PRINCE (4) STREET, PORT AU PRINCE
(5) MR. BARNARD AT STABLE (6) PORT AU PRINCE MARKET

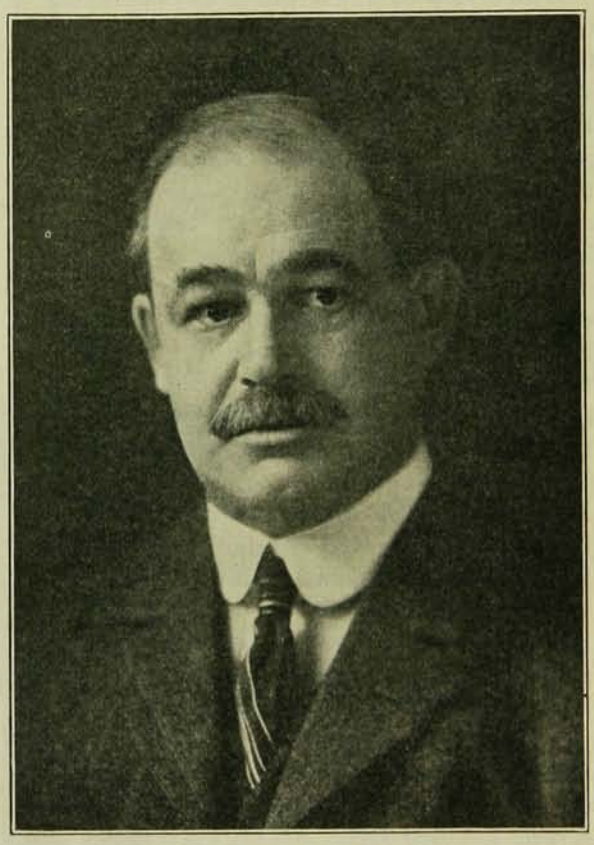
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A Critical Economic Situation and Its Relation to Road Building

Should any new public undertaking of great magnitude be started in view of the swollen labor and material costs is a problem to be solved this year not only by the New York State Commission of Highways but every municipality and corporation throughout the state. Most strikingly to bring home the seriousness of the men shortage, attention may be called to the falling off during the last year of four-fifths of the normal supply. It has been stated in the Italian armies there are 200,000 men who sailed away from America when their country called them. While that nation unquestionably contributes the largest percentage of our unskilled labor, it can readily be seen that a proportionate leaving of other resident aliens to their home countries will quickly account for the extraordinary lack of laborers.

While in 1916 the department held the usual number of lettings, because of these conditions it did not succeed in securing bidders but for a small proportion of the roads. Those roads which were let suffered because the contractors were unable to secure labor. As a consequence with the opening of work this season, there is carried over close to one thousand miles of uncompleted roads, some awarded last year and some in previous years.

These were the basic reasons which actuated the department in requesting but a five million dollar appropriation by the legislature from the bond issue money this year. Inasmuch as this second fifty million dollars was distributed among the counties on the basis of area, mileage and population, Monroe county necessarily received sums for its state and county highways comparable with its importance. There is unexpended in the former fund $320,459. Recently County Superintendent McClintock and representatives from the board of supervisors were here asking that the first state highway to be hereafter built should be state route 20. To make a direct connection into Wayne county it was their suggestion that this trunk line in Monroe county should start on the second east and west road, north of the New York Central tracks, go westerly and thence northerly on the first road to the next east and west road, and thence westerly on the highway skirting the northern section of Fairport village, and then north-westerly to meet the East Rochester-Penfield road, and south-westerly on that road for approximately one-half mile, then on the highway north of and crossing the tracks of the New York Central and Rochester, Syracuse and Eastern Electric Railroad, and thence into Rochester.



EDWIN DUFFY

In these days of motor travel county boundaries are lost sight of. Because of this fact, residents of Monroe county are equally interested in the plans for building in counties contiguous to them. For instance, in Wayne county where two great east and west state

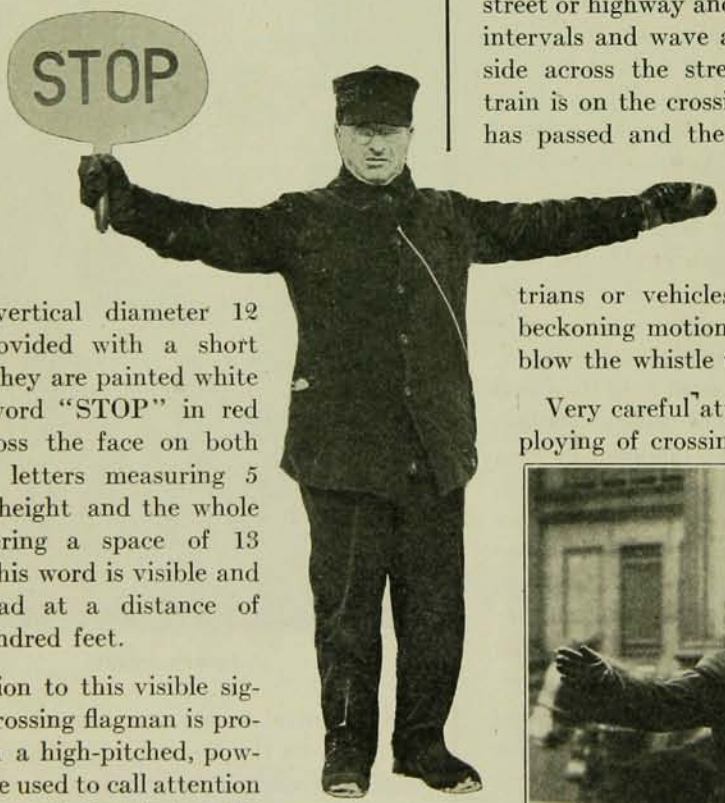
(*Continued on page 26*)

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Protection at Grade Crossings

Rochester Motorists Pleased with B., R. & P. Ry. Signals

With a view of standardizing and improving the signals given to the public by crossing flagmen stationed at various highway and street crossings along the Buffalo, Rochester & Pittsburgh Railway, each flagman has been provided with a stop disc, replacing the white flag formerly used. These discs are eliptical in shape, the horizontal diameter is 18 inches and the vertical diameter 12 inches, provided with a short handle. They are painted white with the word "STOP" in red letters across the face on both sides, the letters measuring 5 inches in height and the whole word covering a space of 13 inches. This word is visible and can be read at a distance of several hundred feet.



In addition to this visible signal, each crossing flagman is provided with a high-pitched, powerful whistle used to call attention to the sign and signal given by the flagman. During the daytime, when a train is approaching, the flagman must stand beside the track in the center of the street or highway with arms extended parallel with the track and with the stop disc held in such a manner that the word STOP can be seen by anyone approaching the crossing, blow the whistle to attract attention, and continue to blow it at short intervals until the train is on the crossing. As soon as the train has passed and the crossing is safe for use, the flagman stands beside the track at one side of the street or highway with arms extended parallel with the street or highway, with disc so displayed that the word STOP cannot be seen by anyone approaching the crossing and blows the whistle to attract attention. No other signals are given by day flagmen.

At night, when a train is approaching, flagmen stand beside the track in the center of the street or highway and blow the whistle at short intervals and wave a white light from side to side across the street or highway until the train is on the crossing. As soon as the train has passed and the crossing is safe for use, flagmen stand facing along the track at one side of the street or highway and signal pedestrians or vehicles desiring to cross, by a beckoning motion with the white light and blow the whistle to attract attention.

Very careful attention is given to the employing of crossing flagmen and only those



BUSY OFFICER ON A BUSY CORNER

GEORGE FORDHAM

Traffic Officer at Four Corners—Main, State and Exchange

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who can speak the English language and are physically and mentally eligible are selected for these positions. Before being employed they are required to pass a written examination on flagging instructions which cover their duties in addition to an examination on sight, hearing, and the book of operating rules. Once each month thereafter they are required to pass examination by their superior officers on the same subjects which is made orally.

As an additional precaution they are also required to pass an examination on the book of operating rules, sight and hearing by an officer of the Transportation Department once each year.

The use of intoxicants while on duty is absolutely prohibited, also their habitual use or frequenting of places where they are sold. All flagmen are required to devote their entire time and individual attention to their duties and must not spend any time reading papers or visiting with friends. No persons other than flagmen are allowed inside of the shanty or to loaf on or near the crossing.

When trains approach, the flagmen must be in plain view outside of the shanty. In extreme cold and stormy weather, however, they may remain in the shanty as may be necessary for protection, but must keep a sharp lookout for trains and persons using the crossing and come out promptly when either approach.

From time to time these men are checked up to insure strict observance of rules and in the case of violation of instructions necessary discipline is applied.

By standardizing the signals and duties of these men the public can better interpret them when approaching railroad crossings which is at least a step toward reducing the number of accidents at these points.

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"Dorkins is a wonder."

"Yes, he's a farsighted chap. What has he done now?"

"He gone and patented a carburetor that will burn air and has it all ready in case the supply of gasoline should give out."—Everybody's Magazine.

KENDALL IS ON THE MAP

Motorists of Northern Town Gather Together And Vote to Affiliate with Rochester Organization

In seeking a way to place the town of Kendall on the map, motorists of that town finally decided to call a meeting of all the motor car owners. This meeting was held Monday night, March 19th, and the President and Secretary of the Automobile Club of Rochester were among the speakers including George W. Henner, Frank Peck, J. Lawrence Hill, Clement Lanni, Elmer Fairchild, and other Rochester members.

Frank J. Whitehouse, with plenty of whitehouse ability, conducted the meeting. He introduced the Rochester men and was at the helm from the very start. The work of the Rochester Club was thoroughly covered and then Mr. Whitehouse put the question to a vote—"Shall we affiliate with Rochester?" and the answer was YES. Then Donahue signed up 65 new members from Kendall.

Dr. Gilbert D. Forbes was elected a director to the Auto Club of Rochester and will be a member of the Board during 1917. Other officers elected for the Kendall Branch of the A. C. of R. were President Harry Wellan, Secretary William C. Smith, Membership Committee Frank J. Whitehouse, Bert Lee, Charles Lind Jr., Louis Jordan, and Bert Odell.

The meeting was a live one from the very start, the motorists discussing various questions for the improvements of the towns in that vicinity and for the benefit of motorists.

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The pretty girl of the party was bantering the genial bachelor on his reasons for remaining single.

"No-oo, I never was exactly disappointed in love," he meditated. "I was more what you might call discouraged. You see, when I was very young I became very much enamored of a young lady of my acquaintance; I was mortally afraid to tell her of my feeling, but at last I screwed up my courage to the proposing point. I said, 'Let's get married.'

"And she said, 'Good Lord! Who'd have us!' "

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THE MAN IN THE MIDDLE OF THE STREET

An Appreciation of the Traffic Cop—Doctor of Traffic Ills

(By W. G. Broadbooks)

BEHOLD! The Traffic cop.

How often have you cursed him, singly or collectively, because he has kept your engine spinning impatiently at a busy corner a few seconds longer than you thought he should; or because he has stopped you when you were in a little bit of a hurry, perhaps, to tell you that your tail lamp was not lighted or that you were going just a little bit too fast?

Ninety-nine times out of an even hundred the traffic policeman is right—and you, Mr. Motorist, are "in wrong." He's your one best bet in the busy downtown streets. It is up to you to give him your support and your help wherever and whenever you can. Make friends with him instead of feeling that he is the fly in your ointment of pleasure. His job is a hard one—a darn hard one—at best. The intelligent motorist will not make it any harder.

No city in the country, barring none, has a finer squad of traffic policemen than has Rochester. They are the pick of Chief Quigley's flock of some 400 good men. No more efficient, intelligent or courteous body of men is to be found. Under the able leadership of Captain Alfred J. Killip Rochester's traffic squad, in a few short years, has been brought to a standard of excellency not surpassed anywhere in the United States. The recent promotion of Sergeant James McD. Ellis to be a lieutenant in the traffic squad adds another well-placed cog to an already smooth-running machine.

Did you ever stop to think of the duties that befall the traffic policeman every day in the year; the hundred and one duties aside from his nominal job of steering the city's rapidly increasing volume of downtown traffic? To be a good traffic policeman is to be a good lawyer, a good doctor, a good sympathizer and, last but not least,—a good Samaritan.



THE MOTORIST'S BEST BET—THE TRAFFIC SQUAD

Identification: Reading from left to right, front row—Chief of Police JOSEPH M. QUIGLEY, head of the Rochester Police Department and champion of the model traffic squad; Captain ALFRED J. KILLIP, commanding the squad; Lieutenant, JAMES McD. ELLIS. Second row—CHARLES LAWRENCE, BERT SINDEN, HARRY GROVE, BENJAMIN BETTS. Third row—GEORGE BOWMAN, FRANK A. LAUER, EDWARD J. DOBBERTIN. Fourth row—WILLIAM A. POHL, JOHN FRANK, FRANK COLLITON, HARRY RUPERTI. Top row—THOMAS L. GLANTSCHNIG, HERMAN KELLY, ANDREW J. DWYER, GEORGE FORDHAM.

A Plea for Co-operation between Motorists and Traffic Police

Captain Killip has figured out that, on an average, more than 1,000 men, women and children are rendered services of one kind or another every day of the year by members of the traffic squad. The traffic policeman must be always ready to give intelligent advice and discrete and painstaking assistance—to motorists, to street car motormen, to drivers of horse-drawn vehicles, and to the thousands of pedestrians who cross his path in their daily walks of life.

He is called upon constantly to assist women, children and the aged in crossing busy thoroughfares safely. He is the idol of childhood, and an ever ready harbor of safety for old age. To place a tiny hand within his big mitten and cross the street side by side with him is a realization of the happiest dream of small boys and girls. It is with a feeling of comfort and safety that an elderly man or woman will take his arm—and the young women, God bless them, how they do like to have him as their escort in time of great need.

So don't be "hard" on the traffic cop. When he is twisting and turning like a mechanical man in the center of a swirl of bewildering vehicles and bustling pedestrians, don't make his task the harder by impatiently sounding your horn or trying to make things worse by crowding in ahead of someone else who may be in just as much of a hurry as yourself.

Be human—that's all.

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Editorial Comment

ROAD SIGNS Motorists want road signs erected and the club is the only organization to do this work. These signs not only aid the members but also the tourists. If you see a place where a sign is necessary kindly notify the Secretary.

HILL CLIMB July 14 will be Hill Climb Day for the motorists of Monroe County. This event is planned to give the car owners a day of pleasure. George W. Henner will be at the helm.

TOUR BOOK While many members know the roads in New York State there are a few who do not, thus it is necessary to issue a route book. One copy will be issued to each member in good standing.

PROGRESSIVE RUN "Something Doing Every Month" is the slogan of the Contest Committee and this is a good one. It is necessary to furnish motor pleasure to the members as well as doing work to make motoring more enjoyable. The Progressive Run to take place Saturday May 26 will be a hummer with 6-H. P. McKenney in charge.

GYMKHANA To be held June 16th, the first annual gymkhana of the A. C. of R. George Kaelber with Robert Tait will stage this new attraction for the motorists. Every assistance should be given the men in preparing this celebration.

TOURING INFORMATION Hit or miss information is no good. The Club aims to give accurate road information, and will secure the same in various ways. Members give considerable, the Club car gives the personal inspection, and tourists furnish the far distant information. In addition the County Superintendents furnish the information on all roads throughout the State and the Federation hands this over to the Club.

OILING HIGHWAYS Through the courtesy of the Division Engineer's office of the State Highway Department local motorists will be given information as to roads being or about to be oiled. This data will be delivered to the Tour Bureau.

ON THE PHONE Members of the Auto Club are kindly requested to give name and address when calling the Club. Give your name and get what you want.

KENDALL TOWN George W. Henner has composed a new song and it has to do with the live town of Kendall. The Kendall and vicinity motorists are strong for the Rochester Club and the song "by George" is indicative of the pep in these Kendall people. Long live Kendall and may other towns in this section follow the lead.

PAY YOUR DUES And get your route book when it comes out and the road map. It is almost impossible to figure on the number of route books and maps unless we have all members paid up. Please do it this month.

LEGISLATIVE REPORT Two special notices have been sent out and both were important. The report of the Legislative Committee was compiled by Chairman Charles Bechtold and is very important. It shows one branch of the Club work that is not thoroughly understood by all members. The second report is on Public Safety—read it over carefully.

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Rochester, N. Y.
March 13, 1917

Rochester Automobile Club,
Mr. Donahue, Secretary,
Rochester, N. Y.

Dear Sir:—

It is with a great deal of personal regret that I am compelled to tender herewith my resignation as a member of the Rochester Automobile Club, on account of my removal from the City.

I have enjoyed very much indeed the associations and privileges afforded by the Rochester Automobile Club, and sincerely trust that if at some time in the near future I shall again be fortunate enough to make my residence in Rochester that I may at that time be numbered among your members.

Yours very truly,
James P. Barnes,

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Helpful Hints for Car Owners

"How seldom one sees a private owner start his engine with the switch off, though the professional driver very often adopts this procedure when his motor is cold," says Chester S. Ricker in The American Motorist. "The average owner floods his carburetor, or pulls the choke switches on, and presses the starter button ineffectually five or six times. Then he opens the bonnet, perhaps, floods the carburetor again, and at last gets an explosion.

"It is obvious that the idea of flooding the carburetor is to obtain a temporarily enriched mixture, but the value of the flooding is lost if it be done when the cylinders and induction pipe are full of mixture, any petrol vapor left in this over night having long since evaporated. If the engine be turned over a few times with the switch off, the air is expelled, and a thin mixture of air and petrol inhaled in its place. Flooding then gives a temporarily rich mixture in the cylinders and the engine will start at the first trial."

✣

An attachment that automatically locks the transmission lever in the neutral position when the driver kicks or presses it with his foot is a new means of safeguarding the car against theft. To unlock it again a Yale cylinder key is required. The makers claim that this lock is stronger than the lever itself and the only way a car can be moved is by pushing or towing it.

✣

The careful motorist carries a good fire extinguisher on his car in a place where he can get at it in a hurry. The small cylinder containing a chemical that will extinguish a gasoline blaze, and operated by pumping the handle is well known. There is now an extinguisher on the same order, but which, while being pumped, not only throws a forcible stream of the chemical for a distance of twenty-five feet or more, but stores up pneumatic pressure which will continue to throw the fluid after the pumping has ceased. With this instrument the stream may be directed upon fires in locations where crowded conditions make it impossible to use the pump handle.—Illustrated World.

✣

The autoist, unless he has the "Irish instinct" in such matters, is likely to long for a smoke when bowling along at a good rate of speed. He can't keep a flame going between his match and his tobacco long enough to make the necessary connections. Along comes a true friend of all car drivers with an invention that obviates this hardship. The device may be operated with one hand. It strikes a flame which, it is stated, cannot be wafted out in a gale of wind.

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Water in the gasoline is one of the banes of the motorist. Even a few drops to the gallon will put his car out of business until the intruder is removed. And yet, water, properly administerd to the gasoline mixture, is of the greatest value in preventing and removing the formation of carbon in the cylinders. On the market is a device which automatically accomplishes this action. It consists of a small water tank to be fastened in contact with the exhaust manifold and a copper pipe which carries the vapor rising from the heated water, around the exhaust manifold again to heat it still more and then to a small inlet in the intake manifold, whence it is drawn into the cylinders with the gasoline mixture. This prevents the formation of carbon crusts.

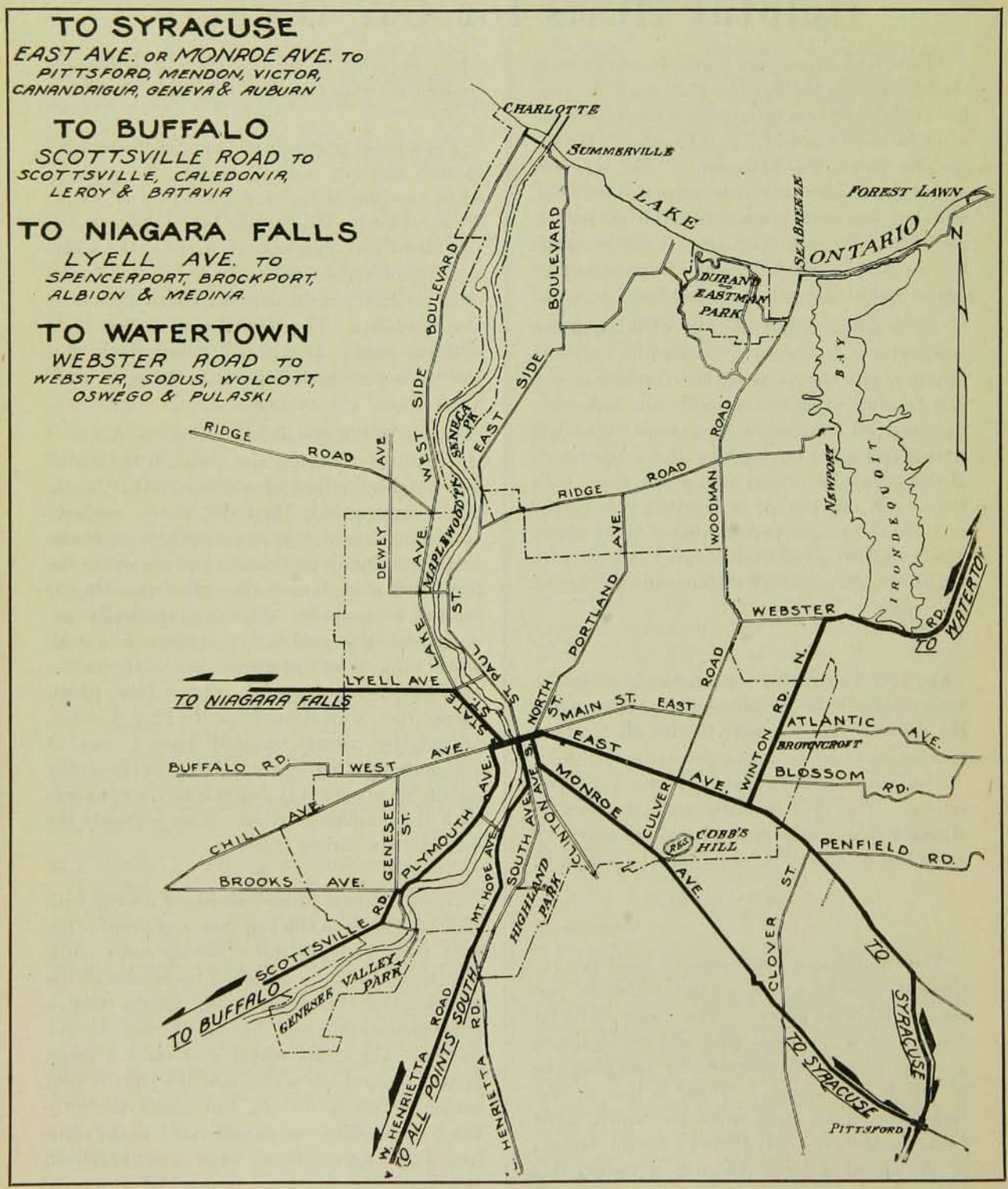
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A new holdfast which consists of a strap with slide buckles is an efficient means of keeping the robe from slipping down during auto trips. The length may be adjusted by means of the slide buckles; the strap is long enough to span three persons on a seat, but may be used by one or two. The strap, which is of black leather, fastens around the waist, and the robe is held snugly in place, leaving the hands perfectly free. The holdfast adds materially to the comfort of an automobile trip in an open car in cold weather.

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Pay your dues now and be in line for an emblem, a tour book and a map.

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ROCHESTER CITY MAP

THROUGH COURTESY STATE HIGHWAY DEPARTMENT

PERRY FILKINS, Division Engineer

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WE CO-OPERATE AS A NATION

(*Continued from page 14*)

evidence had accumulated which made it quite clear that the time had arrived for that comprehensive development.

The problem then was to fix this responsibility in a form which carried with it a maximum of economy. Of course, Federal funds should not be expended upon all roads, an impossible and illogical policy which when attempted suffered a merited disapproval. Highways which must accept the burden of freight and passenger traffic, automatically separate themselves and demand priority of attention; and when Federal money is spent upon roads of this character a measure of relief is passed along to state, county, and township, in that all three civil subdivisions receive assistance which lessens the increasing drain upon their respective road funds. It is difficult to appreciate an avoidance of first-aid to the biggest roads which accept both interstate and intrastate vehicles, along with serving county and township needs.

As one of the several organizations which worked so persistently and successfully in the creation of the Federal Aid Road Act, we are of the belief that it our duty to see to it that the good roads partnership between the National Government and the several states shall produce real results in the form of real roads, properly constructed and systematically maintained.

The motor tourist is a by-product of good roads, more sought in some states than in others, but an asset worth reckoning with in these fast-moving days. New York State appeals irresistibly to thousands of summer visitors who, however, would have gone elsewhere unless adequate provision had been made for their convenience. Other states are competing for this paying patronage; in fact, the whole New England country opens its gates to the stranger in such manner as to produce a yearly trail of gold.

New York State believes that it pays to let down the bars on all the highways which lead into the commonwealth from the adjoining states. For years this had been the case in reference to foot passengers and those fortunate enough to travel in horse-drawn vehicles. Hence when the horseman became a motorist and many pedestrians invested in popular-priced self-propelled vehicles, the wise administration of New York State saw no reason to erect taxation barriers.

If the roads within the state were not sufficiently well built and maintained to meet the demands of the new traffic, it was up to the state to bring about improved conditions. It was not necessary to accompany this business-like policy with an unfriendly intimation to visitors from adjoining states that it was up to them to help pay for the roads which New York primarily built for herself and for her own citizens.

Of course, New York expected that when her road travelers went outside the state that they would receive the same kind of National hospitality which New Yorkers extended to all other parts of the Nation, for, after all, the states do make a Nation and should act like a Nation in their social and business intercourse.

From the outset there has been on the part of the average motorist an undisguised impatience against the ungenerous and unfriendly attitude followed by many of the forty-eight states when it came to the admission of their fellow citizens who had paid visits while using an up-to-date, time-saving and distance-covering vehicle.

It is a strange commentary on our method of procedure when one has in mind that, before the recent upheaval in Europe, a motorist obtained a single number in his home country and then because of it he secured an international plate which took him almost anywhere in Europe, insofar as it related to the registration and to the driving of the car. In addition an international triptych had practically been arranged to take car of all customs annoyances. One secured with a single payment a certificate at the maximum amount charged by any one country, and this was sufficient to pass in and out of one country after another.

When the motorists, through the A. A. A., unsuccessfully appealed to the Supreme Court of the United States, they based their hopes upon the belief that, with over three million motor vehicles in use throughout the country,

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it might be considered by the court that the self-propelled vehicle had become a common means for the transportation of freight and passengers, and as such would be entitled to the same rights on the road as all other vehicles. It was also thought that since a state had to prepare its highways for the motor vehicles of its own residents, there would not be very much reason to tax the road travelers from other states, if their states favored reciprocal relations in the exchange of vehicles.

The benefits which will accrue from the Federal Aid Road Act could not be manifest immediately, and so the court could not have recognized the fact that the Federal financial help in great degree will apply to the main post roads which are the ones mostly used by road travelers from other states.

In the finding of the Supreme Court it again referred to the absence of National legislation on the subject, and this can be interpreted to call attention to the advantages that would follow in the passage of such a measure as the A. A. A. put forward in the Adamson bill, which briefly provides that a home state number will take a motorist anywhere in the rest of the country for whatever periods he may elect. This is the leveling-up process which will rid motor car travel and transportation of unnecessary and illogical hindrances and expense, for surely the forty-eight states should be considered a unit when it comes to uninterrupted flow of its social and business activities.

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A CRITICAL ECONOMIC SITUATION AND ITS RELATION TO ROAD BUILDING

(*Continued from page 17*)

routes, numbers 20 and 30, are laid out, the department was facing a serious situation because of the lack of available moneys to improve the unbuilt 40 miles on these trunk lines. Conferences were conducted last year, and as a result a comprehensive plan has been perfected whereby with the combination of state route, county highway, and Federal Aid money this great distance of highway can be built. Residents of the northern route, number 30, urged that the small balance in the state route fund should be applied towards the contract for the 11-mile gap between Sodus and Huron, contending that the application of this amount of money would not materially help the situation on the southern trunk line. Against this argument was presented the demands of the active villages of Clyde, Lyons, Palmyra, Newark and Macedon. These municipalities pointed out that they had no connection into either Syracuse or Rochester, and that the previous allotment of state route funds on the northern trunk line worked a disadvantage to them, and should not be considered as entitling the norhtern towns to preference for the remaining money. One-half of the northern unbuilt connection has been put under contract, and plans are in for the remaining distance. When these two contracts are completed, Rochester motorists can then use the Great Lake and River route through Oswego, Watertown and Gouverneur to Rouses Point. One of the arguments which the proponents of this route advanced was the urgency for its construction because it would be a military highway over which would be hauled heavy artillery in the event of hostilities.

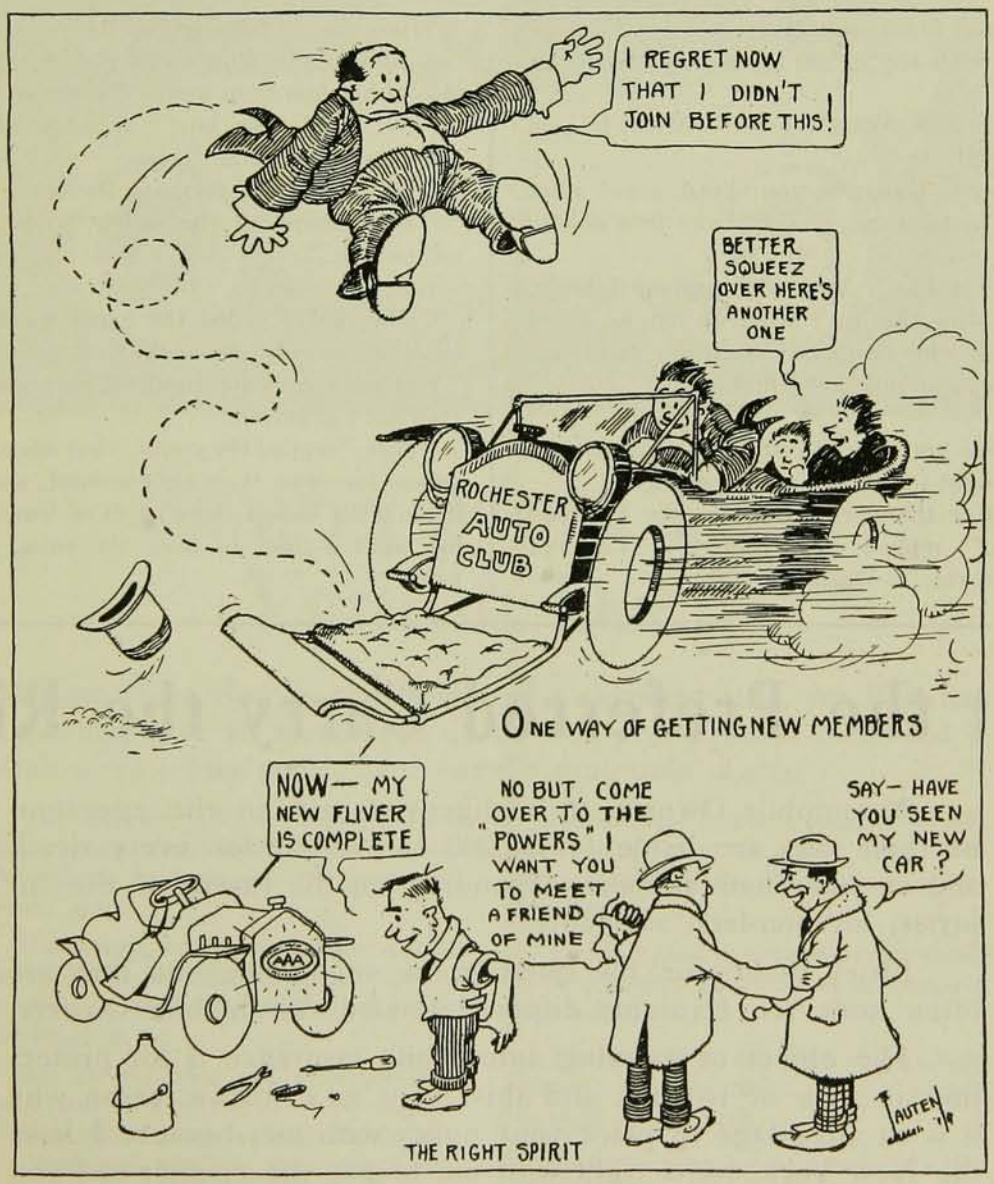
There is now a route between Rochester and Syracuse by dropping directly south out of the former city and meeting the Albany-Buffalo trunk line near Canandaigua, and thence via Geneva and Auburn into Syracuse. When the dirt portions of state route 20 are macadamized in Wayne, Seneca, Cayuga and Onondaga counties, this will be a "straight as the crow flies" connection betwen these two large urban centers.

Another interesting possibility is the metaling of the road from Wales Center in Erie county through Varysburg to Warsaw where macadam is met northerly to Leroy, thence into Rochester. Again, Wyoming county this year is planning to build from Warsaw easterly to the west Livingston county line where improved highway is met into Moscow and Geneseo. In Livingston county there is wanted a trunk line from Moscow north to meet the road now building from Caledonia to York. This would mean another route from Warsaw through Moscow, Caledonia, Scottsville to Rochester, or via Geneseo or East Avon to Rochester.

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Imagination only controls the possibilities of a week's or ten day's trip out of Rochester on solid macadam New York state highways. For instance, westerly through Spencerport, Albion, Lockport, Buffalo, returning through Akron, Batavia and Caledonia. Again, south

moneys in Monroe county. When one considers there is a fund of $350,000 for future county highway building in Monroe county (made up of unobligated bond issue moneys and county's share of 30 percent) which ought reasonably to build between 23 and 25 miles of high-class



out of Rochester, through Pittsford, Holcomb, Canandaigua, Geneva, Penn Yan, Savona in Steuben county, returning through Cohocton, Wayland, Dansville, Geneseo and East Avon.

There are great possibilities for the building of important roads out of the unused bond issue

roads, the laying of great stress by the Commissioner of Highways on the necessity for study and selection of essential highways is easily understood.

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Y. M. C. A., APRIL 26, 27, 28.

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QUIPS FOR THE MOTORIST

Micky Flanigan came home one day sniffling.

"Ye got licked!" cried his mother with conviction.

"Naw, I didn't neither, maw," Micky retorted.

"But the doctor was at our school today, tryin' to find out if there was anything the matter with any of us, an' he says I got ad-'noids."

"Ad'noids? What's them?" Mrs. Flanigan demanded.

"They're things in your head, maw, what has to be took out," said Micky in a doleful tone.

"He's a liar," Mrs. Flanigan cried hotly, "an' it's me that isn't afraid to tell 'im so. I finecomb your head iv'ry Sattaday night, an' it's niver a ad'noid kin I find!"

✣

"When you're whipped," said Mr. Dolan, "you ought to say you've had enough."

"If I've the strength left to say I've had enough," replied Mr. Rafferty. I'm not whipped yet."—Washington Star.

The old folks had come to New York to see their son, who had secured a room for them at one of the most expensive hotels. The father, particularly, was very much impressed with the manner in which everything was gilded.

"Lot of gilt they have used here, son," he said.

When the old folks retired the son suggested to his father that if he would put his shoes outside of his door they would "be shined."

"No, thank you, boy," he returned. "I'll keep 'em in my room."

"But why not?" persisted the son.

"No," answered the father; "they'll put gilt on 'em."

✣

"Hey, kid!" yelled the game warden, appearing suddenly above the young fisherman. "You are fishing for trout. Don't you know they ain't in season?"

"Sure," replied the youth, "but when it's the season for trout they ain't around, and when it ain't the season there's lots of 'em. If the fish ain't a-goin' to obey the rules, I ain't neither."

Let the Preferred Carry the Risk

Automobile Owners, if negligent or not, in the operation of their cars are liable for $5,000 or $10,000 for every death and an unlimited amount, depending on the extent of the injuries, for non-fatal accidents.

Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

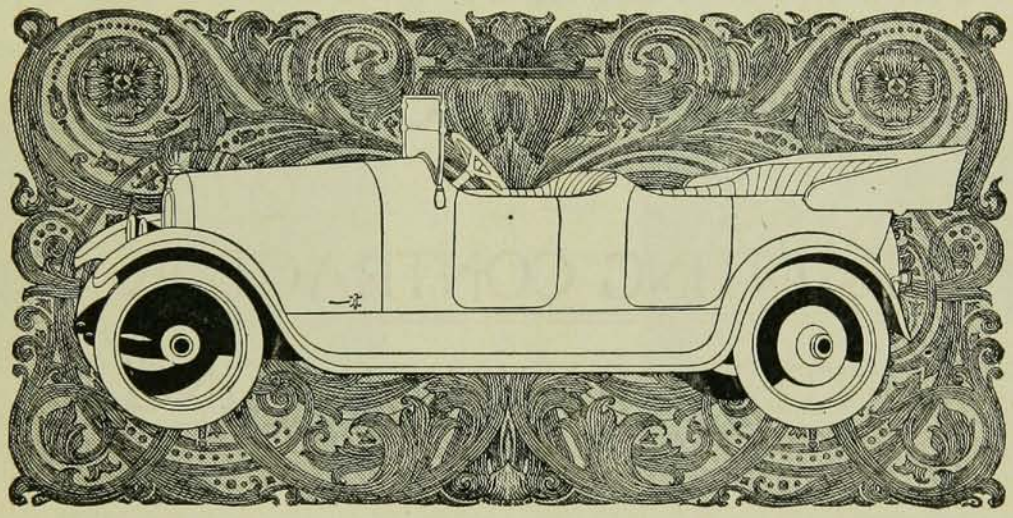
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MARMON 34



Beauty More Than Varnish Deep

Though it be clad in the beauty of a thousand stars, yet if it has not truth, it is an abomination. A well proportioned body and a sleek surface may cover, to the eye, a multitude of sins.

The Marmon 34 has the beauty of simplicity, the perfect line, the graceful curve, the delicate balance, and the poise that power gives.

Unadorned, undecorated, without frills or furbelows, the Marmon 34—exquisite in every detail of refinement—is a joy to the beholder.

But lift the hood and gaze into the heart and soul of the car—the engine. Here is where character is disclosed; here are truth and honesty, intelligence and experience.

Examine the bearings, consider the oiling system, count the grease cups, note the rear axle design, challenge the steering device.

Weigh it, test it, examine every detail—the Marmon 34 welcomes microscopic inspection.

Then ride in it, drive it—a quick turn through crowded traffic, a long stretch through open country.

Beauty is truth, truth beauty. In this belief the Marmon 34 is built.

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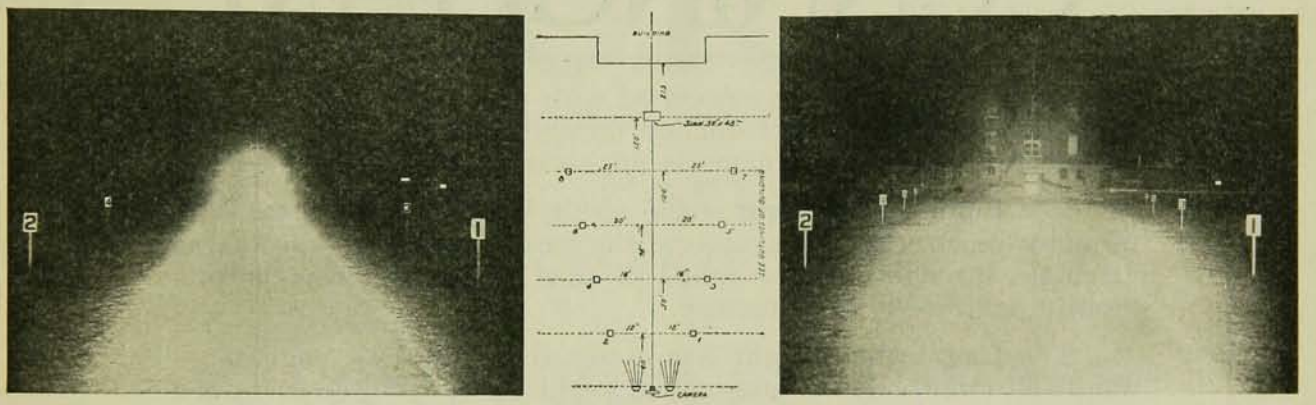
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Watching one spot taxes the eye muscles and shortly the eyes become blurred, the nerves are tired, not keen and alert as when driving with *"Saferlite"* Lenses where the eye has a chance to relax and when called upon by something unusual attracting it, acts quickly.

THE above diagram gives dimensions for the two pictures and proves conclusively the advantages of using *"Saferlite"* Lenses.

Note the volume of light ahead, the remarkable diffusion and the pleasing uniformity of light compared with the spot light. Your choice is *"Saferlite."*

NO nerve strain watching one spot in the road for something to suddenly appear compelling you to jamb on your brakes or turn aside quickly to avoid accident. THE ENTIRE ROAD IS ILLUMINATED WITH A SHADOWLESS LIGHT. *"Like pushing daylight ahead of you."* You drive in comfort. The other fellow drives in comfort, he also sees the road because he is not blinded with a light like that shown on opposite side of page.

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Up to 9 inches inclusive, -	$1.50 pair
9 to 10 inches inclusive, -	1.75 "
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Absolutely non-dazzling and non-blinding and giving best diffusion of light over roadway of any lense and at prices within the reach of all.

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is the name that has been associated with vehicle construction since 1838, and on all points of quality, durability, style of vehicle, and methods of dealing, the name is an honored one in the industry.

The **Cunningham Eight** is the result of eight years' experience in motor building and has received the most careful and painstaking attention through a longer period of time than any other car previously developed in our factory.

The **Cunningham Eight** was designed by our own engineer, a man well known in the automobile world. He has been identified with the industry from its start, and already has the development of some of America's most successful cars to his credit.

He is ably supported in the manufacturing end by men of wide experience, who have a reputation earned by ability to produce work of the highest quality and accuracy.

We have our own plant, and the car in its entirety is manufactured there with the exception of a few standard specialties. The plant is scientifically laid out for economy of production, and in the machinery equipment quality of product is the only thing considered.

The material and workmanship to satisfy hard service and a style and finish to please even the most critical eye are joined together in this machine. It is a combination of the tried and accepted features of the world's best cars, together with new and advanced engineering ideas which add to its general desirability.

The **Cunningham Eight** enters the market on its own merits, with all of the prestige of America's best cars fully in mind. Point by point it may be compared or contrasted with them, and its score will total the most.

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(*Continued from page 15*)

for submarines and torpedoes. No ships at sea would answer any wireless that was sent out to them as to their position, etc. S. O. S. at sea is absolutely disregarded during war time and it was quite thrilling at times meeting ships in the night wondering if we were going to be torpedoed. We sighted two torpedo boats on our way back to New York. Our cargo was all consigned to France, Havre and Bordeaux, and consisted mostly of cotton and coffee. However, we arrived 13 days after leaving Port AuPrince and were very glad to step foot upon the United States again.

✣ ✣ ✣

A man observed that in these days of change and trying to keep up with Lizzie he had made it a rule never to ask a man how his wife was if he hadn't kept track of the pair for a couple of months. This rule was the result of his having said to a woman: "I had a long talk with your husband yesterday," and her reply: "Had you, indeed? He's a very interesting man as I remember him."

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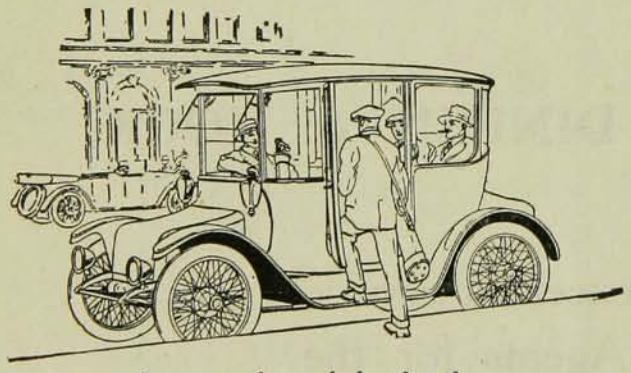
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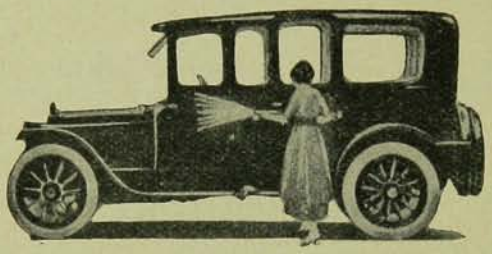
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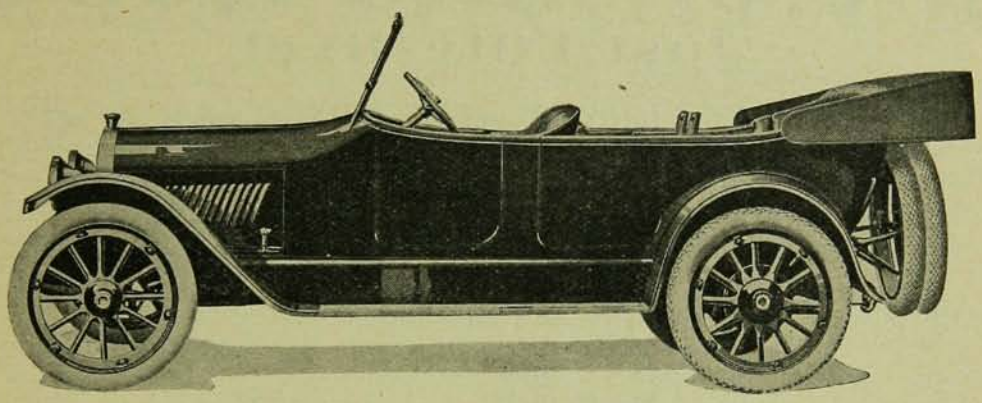
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"CUNNINGHAM"

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Would Other Types Remain?

In the present conflict of types—Fours, Sixes and V-Types—it is well to consider what would happen if the Super-Six were free. Our patents confine it to the Hudson.

As it is now, numerous fine-car makers advocate other types. And tell you reasons for it.

Some still cling to Fours. Some urge Eights and Twelves. But the weight of opinion favors the small bore Six.

What would come of this conflict—think you—were the Super-Six not patented.

These Are the Facts

The Super-Six last year won all the worth-while records. In a hundred hard-fought contests, against all types, it proved itself supreme.

As for the Light Six, in our final perfection, the Super-Six invention increased its efficiency by 80 per cent.

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And the Super-Six has made the Hudson the largest-selling front-rank car. Last year it out-sold any car with a price above $1100.

The Vital Supremacy

One may say, "I don't care for speed, or great reserve power, or a marvelous hill-climber."

Then why added cylinders, or extra valves, or anything else to that end?

You do want superlative capacity, whether you use it or not. You certainly want it when it means no added size or cost. When it means simply ended friction.

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We have done—but done better—what every engineer has been aiming at for years. And for the same result—more speed and power, without added complications. Also multiplied endurance.

Endurance was the chief aim. It is friction that causes wear. We have so reduced it that we attain what is proved the greatest motor in the world. And certainly you want it.

What One Year Did

Mark how the Super-Six, in one year, sprang to the pinnacle place. There are now 30,000 running. This year brings nothing to rival it. So it is bound to gain multiplied prestige.

This year's bodies also give to Hudson leadership in style. The ablest artists and craftsmen gave their best to these models. Each is a study in motor car luxury. Each is a pattern type.

This year we add a great gasoline saver—shutters on the radiator—which by controlling the heat of the motor in part overcomes the disadvantage of the constantly falling quality of gasoline. We add a pneumatic engine primer. We add plaited upholstery.

Our patented carburetor—on Hudsons alone—is self-adjusting to every engine speed.

So Hudson supremacy does not lie in the Super-Six motor only.

When you buy a fine car—a car to keep—you are bound to want the Hudson. You want the car which outperforms and outshines other cars. If you want such a car this spring, we urge a prompt decision. Last year many buyers waited months for delivery.

Phaeton, 7-passenger	**$1650**	**Speedster, 4-passenger**	**$1750**	**Town Car Landaulet**	**$3025**
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(All prices f. o. b. Detroit)

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82 STONE STREET

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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

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Vol. 1 **May, 1917** **No. 3**

Touring Information Our Specialty

Members of the Automobile Club of Rochester are requested to call at the office or phone when about to take a tour. If you phone be sure to give your name and address; this is necessary inasmuch as there are nearly 3,800 members to be given service and the motorists who are not members should not expect too much.

The Club has on file the latest report from every county in the State and data as to extended trips. Short tours can be outlined on a moment's notice but a drive of several days would take some time to collect the best information.

Starting about May 15th the touring department will be open from 8.30 A. M. until 8.30 P. M., thus giving the members every chance to get what they want. On Sundays the office will close at 12.30 noon.

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AUTOMOBILE CLUB DUES

Resident members, $6.00 a year; Non-resident members, $5.00 a year. Dues payable in advance. Club affiliated with New York State Motor Federation and American Automobile Association.

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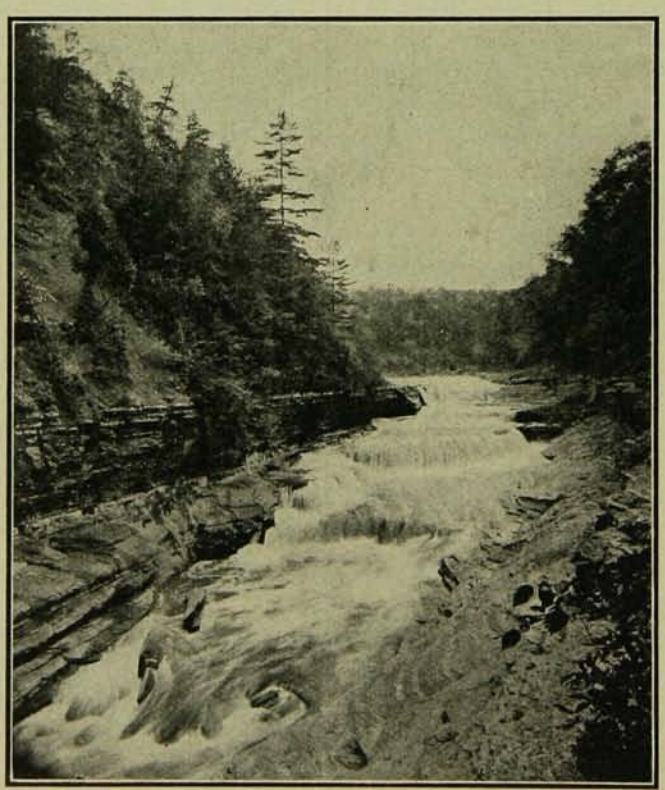
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Letchworth Park; Extensive State Reservation

One of the Natural Wonders of New York State and Second to Niagara Falls in Scenic Attractiveness. Situated in the charming Genesee Valley. Short Sketch of the Life of William Pryor Letchworth, the Donor of This Popular Park to the State

Of all the important motoring places in the East that are attractive to automobilists, and included in motor guides to direct the tourists, Niagara Falls, perhaps, meets the eye of the visitor as the most wonderful. Ausable Chasm and Watkins Glen are delightful, while the Adirondacks and the Thousand Islands serves as a pleasing diversion; but to those who desire new fields to visit and charming country to explore, western New York State furnishes plenty. Second to Niagara is the charming Genesee Valley with its beautiful Letchworth Park; of the history and attractiveness of this vast tract of land there is but little known to the average motorist.



LOWER FALLS

Location of Letchworth Park

Situated in the Genesee Valley, in the western part of New York State, and embracing the upper and middle falls of the Genesee River, is Letchworth Park, which comprises 1,000 acres of land filled with magnificent falls, cataracts, all kinds of trees and plants. The park extends along both sides of the Genesee River for about three miles and includes the lower as well as the upper and middle falls. Here settles the artist who decides a natural setting to reproduce on his canvas, the botanist to study the flowers and plants, while the motorists coming into this valley will readily recognize the restful atmosphere that pervades the glen.

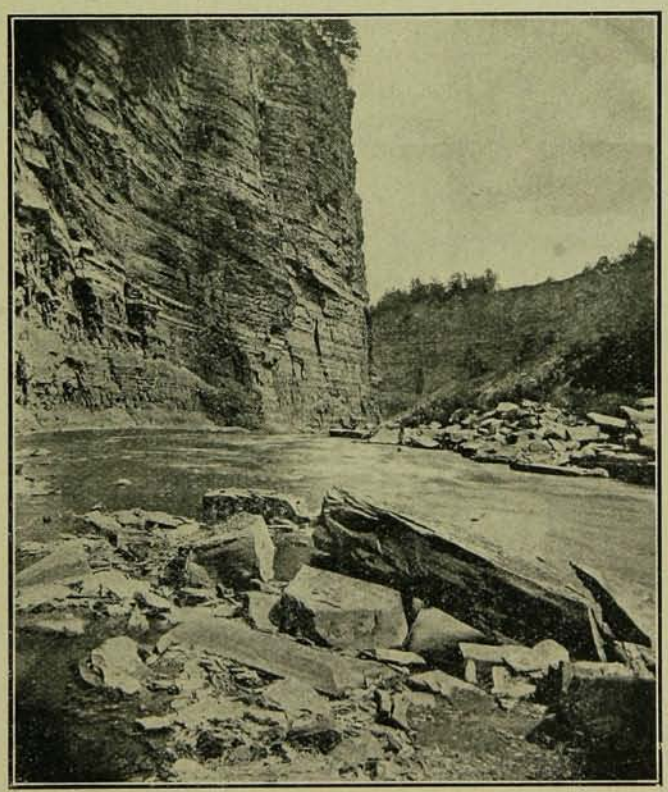
In 1857, while returning from a trip to New York City, William Pryor Letchworth of Buffalo, a lover of the beauties of nature, was a passenger in one of the coaches of the Erie Railroad Company, and although he had several times previously traveled over this road from New York City through Portage to Buffalo, it was perhaps the first time he had ever carefully noted the Genesee River at Portage, and beheld this strange valley did he find the spot that he had mentally pictured for his country home.

Restoring of Natural Beauties

After a careful personal inspection of this land, Mr. Letchworth decided to purchase and in 1859 the first of his labors was begun in the transformation of this wild and unattractive

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country into a region that was later to become one of the most famous in the State. Conservation of our natural resources was the idea that Mr. Letchworth possessed and developed in his work at Glen Iris, and he made extensive purchases with the idea in mind of restoring the natural aspect of the landscape which had previously been disfigured by the acts of the lumbermen. He labored insiduously and his home at Glen Iris received more of his personal attention than did his business at Buffalo. At one time a power company desired to secure the right to use the waters of the Genesee River which would necessitate the building of a huge reservoir above the falls and cut off the supply of water to the cascades and utterly destroy the great beauties of Glen Iris and the original splendor of the falls. All this was prevented by Mr. Letchworth for over 50 years, during which time he endeavored to perfect his plan relative to the development of this large park and to preserve for the State and its children the most beautiful section of the valley; and in 1906 Mr. Letchworth, then well along in years, decided to donate this property to the State. It is interesting to note what Governor Hughes said in his message to the State Legislature on January 2, 1907, relative to the gift of Mr. Letchworth to the State of New York— "It is my duty to lay before you the public-spirited proposal of the Hon. William Pryor Letchworth to convey to the people of the State of New York 1,000 acres of land, approximately, situated in the town of Geneseee Falls, Wyoming County, and the town of Portage, Livingston County, upon which Mr. Letchworth now resides. He desires to dedicate the land to the purpose of a public park or reservation, subject to his life use and tenancy and his right to make changes and improvements thereon. If it is your pleasure to provide for the acceptance of the gift, the State will thus obtain title to a tract of rare beauty, the preservation of which for the purposes of a public park cannot fail to contribute the advantage and enjoyment of the people." Glen Iris was the name given to the park by its owner, but after the State came into possession the name was changed to Letchworth Park to ever commemorate the noble work of this great man.



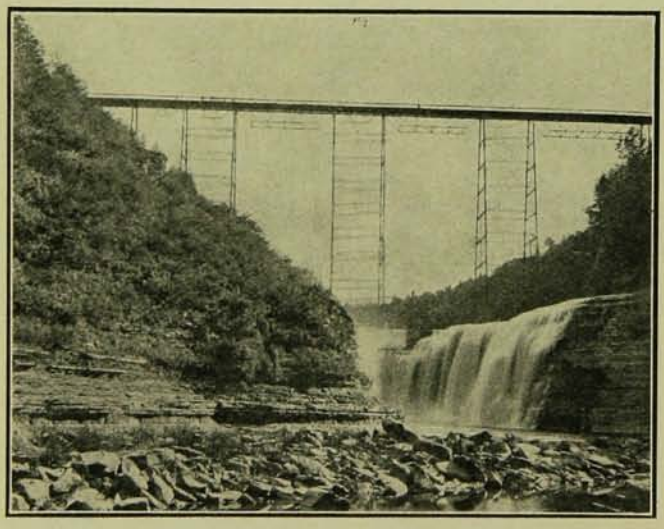
ALONG THE GENESEE

Life of William Pryor Letchworth

During all his life, William Pryor Letchworth held to the adage "never put off until tomorrow what you can do to day," which was early impressed upon his mind by his mother. Mr. Letchworth secured his ffrst position with a firmdealing in saddlery hardware in Auburn, when he was about 15 years old. His parents were from England and lived in Moravia and later at Sherwood, before moving to Auburn in 1852. At one time Mr. Letchworth worked in New York, from which city he went to Buffalo, and the firm of Pratt & Letchworth became well known throughout the country. His business venture was a great success and he saved plenty of money. He traveled con-

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siderably and was a lover of fine arts. He took up his residence in Genesee Valley in 1872 and from then on gave but little attention to his business in Buffalo which was competently handled by his brother. Mr. Letchworth was born in 1823 and died in 1910 and his entire life is a story of noble labors. He started out on no project until he fully understood the ground to be covered as well as the end to which it led and realized thoroughly the right and necessity for such a movement. Thus it was in his negotiations to purchase these thousand acres in the Genesee Valley; he desired this land not only to provide a home for himself, but at an early date, and perhaps even when he thought about purchasing the land, his plan was to make it a gift to the children of the State for he looked upon children as the most precious possessions of the world and the objects of the most sacred responsibility.



UPPER FALLS

Wonderland of New York State

For the past two or three months the press of the entire United States has been calling the attention of motorists to the opening of Yellowstone National Park, but how many of New York State's motorists have enjoyed a drive down the Genesee Valley and visited this wonderland of our Empire State? Here one can secure a supremely beautiful view which takes in the Upper and Middle Falls and the Cascades which have been reproduced by several noted artists. The Glen has been portrayed in words as "stretching like a vast portal across the upper and sole visible approach to it." More than 10,000 trees which were planted by his friends are now stalwart oaks which add greatly to the beauty of their surroundings. Within a total distance of three miles the river flows over three falls with their several beautiful cascades and thence through a gorge over 300 feet high on each side. At Portage the Indians and early settlers transported their canoes and goods from the quiet waters above to that below the falls. Indeed the scenery is both varied and picturesque and motorists will be pleased with their visit to the roaring falls, the huge cliffs, and water landscape, all of which can be found in no other part of our State. In summer the song birds are plentiful in the trees while the lawns and foliage are constantly refreshed by the sprays from the waterfalls.

The "White Woman of the Genesee"

Among the entrances to the park is Portageville, which town stands at one end of the Portage bridge that spans the Genesee at a height of 234 feet. Visitors entering the park will find much of a historical interest. There is the Big Treaty Tree of 1797 which stands as a memorial to the Indians. Under this tree Morris purchased the lands of the entire valley from the Indians but this purchase did not include 18,000 acres which were reserved by the Indians for Mary Jennison, the "White Woman of the Genesee." This noted woman's cabin can still be seen in the park just a short distance from her grave. Mary Jennison was a noted character in the Genesee Valley and a woman loved by all, both white and Indian. It is interesting to know something of the life of this woman. She was born in 1742 and when a mere child was captured by the Indians. When about 16 years of age she learned to love her captors and in return was loved by them.

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In her honor a statue was placed over her grave by Mr. Letchworth.

Old Council House.

The valley was the seat of the Seneca nation, which nation belonged to the Iroquois confederacy, and relics of this tribe will be found in the historical museum in the park. Another place of interest is the old Council House, which, in 1872, was the council house of the Senecas and the Mohawks, and here was held the last council of the confederated Iroquois. It was at this meeting that the hatchet was buried and these two tribes once more became friendly. In the War of 1812 the Mohawks fought on the side of the British while the Senecas were with the Americans; this fact estranged the two tribes and they remained so until this last council meeting.

Other Points of Interest

From Portage one can cross into the southwestern portion of the park, where is located Upper Falls; then to the northward is located Glen Iris, the old home of Mr. Letchworth, situated near Middle Falls, and somewhat back of it to the northwest are located the grounds surrounding the Indian Council House. Proceeding further along the Genesee River in a northeasterly direction is Prospect Home and further eastward but somewhat to the south, is Shongo Springs and Sugar Loaf situated near Table Rock just below Lower Falls. Visitors will have ample opportunity to study the value of trees of many kinds for ornamental planting or for landscape purposes. In the park at present there is under construction the Letchworth Arboretum which, when completed, will consist of a permanent collection of species of trees from all parts of the world planted scientifically so as to test their value and to supply the world with knowledge for practical use. Because of the geographical and atmospheric conditions this section of the State is very favorable for an arboretum.

HOW TO REACH THE PARK

From Rochester there is good macadam highway to Avon thence to Geneseo, Mt. Morris and Nunda. Upon arriving at the park motorists will find a grand old colonial mansion, where a satisfactory meal can be had and where they will find a welcome. Many motorists would spend the night at Big Tree Inn at Geneseo, and on their return home motorists are certain to say that their visit to Letchworth park was both delightful and interesting and that when the Indians called Mr. Letchworth "the man who always does the right thing," they were really quoting scripture.

The motorists in search of scenic beauty will do well to take time while passing through Mount Morris to visit the high banks near by. These banks of the Genesee River at this point are several hundred feet high and from many vantage points most remarkable views can be obtained which well repay the slight distance it is necessary to travel to view them.

ROUTE	MILEAGE
0.0	Rochester
12.4	Scottsville
18.9	Mumford
20.2	Caledonia
27.1	Avon
36.7	Geneseo
43.1	Mt. Morris
54.3	Nunda
60.0	Portageville
63.0	Letchworth Park

MAP NOW READY

Members having their dues paid are eligible for a Copy of the 1917 road map. Each member is requested to call at the office and receive a copy. No copies will be mailed.

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DO YOU WANT A BLUE BOOK?

Auto Club Touring Office Has Stock of 1917 Blue Books. Members are Requested to Call at the Office When in Need of the B. B.

In preparing for the opening of the touring office of the Automobile Club of Rochester, the Officers have decided to carry a full line of Automobile Blue Books. The 1917 edition is complete and the Club has a stock. Best routes in any state.

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Some Notes on the Inspection Trip of the Good Roads Committees of the Automobile Club and Chamber of Commerce

Despite the decidedly unfavorable weather, about sixteen men from the Automobile Club and Chamber of Commerce started on the morning of April 5th to make an inspection tour of some of the roads in the county, especially to observe the condition after the winter had passed and before the spring work began.

The party went first to Charlotte over the West Side Boulevard which is in an excellent condition of repair due to the many years under county control and careful, thoughtful maintenance, and on Stutson Street viewed the cube pavement forming an approach to the new bridge, and the efficient protection afforded by the concrete guard rail; at a distance, across the river the caissons for the east piers of the bridge were being sunk.

The route then lay over the Latta road the east end in good shape, due to the resurfacing of 1916, the rest oiled in 1915 and 1916 was in fair condition though some frost boils were noted and in one place a gang was making temporary repairs.

At the end of the road, the party turned north to Manitou Beach over the newly built West Greece-Manitou Beach road of local stone, with screenings and calcium chloride. The road apparently will need attention this coming season and probably will be oiled by the Maintenance Bureau of the State Highway Commission. Returning south over the same road to the Ridge, thence west along the Little Ridge road built of granite and screenings, waterbound in 1904 and later oiled was found in fair condition; from Parma Corners south thru Spencerport to North Chili, the road was in excellent condition, built in 1911 of dolomite and granite with bituminous binder, oiled in 1916.

The road to Churchville, mostly of Kentucky Rock asphalt, built in 1908, has had no general repairs except patching from year to year, shows up well. The roads through the village are in an excellent state of repair.

South from Churchville to Riga Center, this road, built in 1907, oiled last in 1915, is in fair shape.

The party was held up here 13 minutes by a freight train in Churchville.

Continuing south over the Riga-Mumford Road, completed in 1916, waterbound, of local stone, is in excellent shape.

The road from Mumford to Caledonia was, as it has been for some time, very uneven with numerous humps though the surface is comparatively smooth.

Here the party had an excellent dinner and in leaving, the delegation nearly lost a prominent member of the Chamber of Commerce, a very popular man with the ladies.

The road from Mumford through Avon was in a bad state of repair, being of concrete with a thin layer of bituminous material on top, this top is worn off in numerous places making the road unpleasant to ride over. The State last year resurfaced with amiesite a strip of about a half mile east of Avon and this, together with a piece similar in character laid by the Barber Asphalt Co., gives promise of standing up under the traffic, the bituminous top about two and a half inches thick instead of the skim coat previously used.

Going north from East Avon, a few bad frost boils were noted but aside from these, the road, though narrow, is in good shape.

The only town road in the trip was then gone over, a town macadam road built at less than four thousand per mile, narrow but good enough to keep vehicles out of the mud at all times of the year. Plans are under way to build a state-county highway through here connecting Rush and West Rush.

From East Rush to Honeoye Falls, the route lay over a road of limestone with bituminous binder built in 1912 oiled in 1915 and in good shape; the piece from the village line to the brick on Main Street is planned to be built of

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waterbound macadam, surveys have been made and plans are now under way.

Going north from Honeoye Falls over Clover Street, built in 1908, last repaired in 1916, was rather rough. Turning at Lord's Corners to the East, the Victor-Mendon Part II was found to be in excellent condition, this road was built by the Town of Mendon under contract with the State, of local stone and gravel, was oiled in 1915.

Going north from Mendon to Pittsford, this road built in 1908 and repaired several times since, extensive repairs of frost boils and weak spots in foundations in 1916.

Monroe Avenue to the city built in 1902, since then oiled several times, is in good condition since the extensive repairs of last year.

The rain made the irregularities in the surface more apparent than they would have been on a dry day but the weather conditions did not lead to careful study of conditions.

Machines were furnished by Messrs. Baird, Fisher, Hamilton, Henner and Hill of the Automobile Club. The leading car was equipped with a semi-unautomatic governor which regulated the speed to a very moderate rate entirely within the law much to the disgust of the driver.

Guests included County Supt. McClintock and Messrs. Birgham and Wood of the Good Roads Committee of the Board of Supervisors.

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Another great gain has been accomplished by the New York State Motor Federation says Conncil John J. McInerney in its drive to secure a state highway through the forest preserve from Old Forge to Saranac Lake, when Senator Henry Walters' bill for that purpose passed the Senate. It has now been sent to the Secretary of State where after due publication it will go before the voters of the state next year and, if favorably voted upon by them, it will become a law.

Senator Walters is a member of the Automobile Club of Syracuse, one of the pivotal clubs of the Federation, and it was owing to his interest in motoring and the zeal with which the Federation came to his assistance that this bill is well on its way to become a law.

Heretofore, in order to reach the heart of the Adirondacks, it was necessary to enter by way of Malone or to go north from Scotia, a town near Schenectady, or to go northward from Troy. It meant that motorists in the western part of the state would have to travel nearly to Schenectady before they could begin to go north toward the mountains, and then after having travelled in a northerly direction they would have to make their way in a westerly one.

By the provisions of this bill one may leave Utica, go north along the Fulton Chain to Old Forge, then strike through the most beautiful part of the Adirondack Mountains. Think of travelling along a broad, smooth highway, through virgin forests, drinking in the beauties of nature, and then prepare to give every assistance next year to secure votes for the passage of this bill when it is submitted to the people.

The apathy of the people on constitutional questions is well known. A campaign of education must be instantly begun in order to acquaint the voters of the state with the beautiful possibilities of this road. The voters of the state must be made acquainted with the great wealth that the state has reserved in the Adirondack preserve.

Heretofore the people of the state have been indifferent to the reservation of forest land because they have had little opportunity of knowing the storehouse of health there contained and little fault can be found with them for not appreciating that which they have not been permitted to know.

Since this state highway will bisect the wildest and most beautiful part of the Adirondacks, it will for the first time give to the residents of the cities an opportunity of knowing the grandeur, the worth and the farsightedness of the statesman who preserved for the people this beautiful tract.

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No Need for Speech:—"Does the baby talk yet?" asked a friend of the family.

"No," replied the baby's disgusted little brother, "the baby doesn't need to talk."

"No. All the baby has to do is to yell, and it gets everything in the house that's worth having."—**Harper's.**

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County Fathers and Auto Club Officials Join Hands

"CO-OPERATION" was the watchword at a get-together dinner of the town members of the Monroe County Board of Supervisors and representatives of the Rochester Automobile Club held at Powers Hotel recently. The County Fathers believe the Automobile Club can help them at Albany in the matter of additional roads and necessary legislation, and the Automobile Club officials want the Supervisors to assist them in making their organization the largest and most influential of its kind in the country.

The Rochester Automobile Club has already induced the State Highway Department to improve a number of roads, particularly short connecting roads, which the residents have been clamoring for for years without avail, and, with the enormous membership which the club is rapidly taking on, it will become a body of such weight and influence that it's voice must be listened to. Consequently a joining of forces with the Board of Supervisors was to be desired by both parties to the coalition. The local auto club is now the largest in America with the exception of the Cleveland Club, and by the end of the year it hopes to outstrip the Western organization.

For this reason town meetings are being arranged under the auspices of the Automobile Club with a view to discussing needed improvements in each town and also to get new members into the auto club. It is believed mutual aims and interests should add largely to the town membership of the Automobile Club so that all can work in harmony along definite lines.

The auto club officials believe the owners of machines in all nearby towns can best be served by identifying themselves with the Rochester organization, for in addition to concerted work toward more good roads where they are needed, town members receive regular road reports, the official road publication and various other benefits which are appreciated by all drivers.

At the Powers Hotel dinner recently given by Mr. Elmer E. Fairchild, Chairman of the Club Membership Committee, sixteen of the nineteen town supervisors of Monroe County were present. It was planned to have meetings in every town in the county to talk over proposed improvements, needed legislation, club membership and general co-operation, and as a result big meetings have already been held at Bergen, Brockport, and Greece. Other meetings are under way and the plan seems assured of success.

The idea of having an enormous automobile organization in Monroe County to assist the Board of Supervisors in its road work makes instant appeal to all classes and its benefits in the near future should be far reaching. Monroe County to-day has more miles of modern improved roads than any other county of its size in the United States, but there are still countless short ends and many main roads which need improvement.

That Monroe County intends to keep at the forefront in the matter of building roads is shown by the report of County Superintendent J. Y. McClintock of the work done under his supervision and that of Assistant Superintendent George C. Wright in 1916. Last year the towns raised $110,000 for highway improvement and the state aid amounted to $53,000. There was also a balance of $19,000 left from the year previous, making an aggregate of $182,000 spent entirely on town roads.

Thirty miles of stone roads were built by the towns in 1916 and seven and one-half miles of gravel roads. Besides many other roads were crowned, ditches, culverts and sluices were put in and bridges were built and repaired.

It is proposed to build forty-five miles of stone roads during 1917 and seven miles of gravel roads. Also many miles of roads formerly built will be repaired. Detours have raised havoc with many town roads, since they are not built to stand concentrated traffic, and these will have to be put in shape.

Of state-county highways, it is planned to complete twenty miles between now and November 1st and about fifteen miles will go under contract which will probably not be finished before snow flies again. Six miles of state-county roads previously built are to be re-surfaced and repaired.



IDENTIFICATION: READING FROM RIGHT TO LEFT AS THEY STAND:

GEORGE C. DONAHUE, Secretary, Rochester Automobile Club; Sup. CHARLES E. SCHUTT of Penfield; Sup. DANIEL HARRINGTON of Henrietta, Chairman Monroe County Board of Supervisors; Sup. HENRY A. BOWMAN of WEBSTER; Sup. CHARLES H. KENYON of Hamlin; Sup. HERBERT J. PAINE of Greece; Sup. F. A. DEFENDORF of Perinton; Sup. A. D. CHAPMAN of Rush; Sup. SAMUEL McAULIFFE of Gates; MAYOR HIRAM H. EDGERTON of Rochester; Sup. GEORGE A. HICKS of Brighton; Sup. F. A. ECKLER of Mendon; Sup. WARREN HENDERSON of Chili; Clerk B. N. CHAMBERLAIN of Board of Supervisors; Sup. BION H. HOWARD of Brighton; Sup. E. A. BRIGHAM of Sweden; Sup. GEORGE BURN of Clarkson; Chairman ELMER E. FAIRCHILD of Membership Committee of Rochester Automobile Club

ROAD REPORTS

Members desiring the printed road reports may secure a copy at the club office. At the last Federation meeting held at Utica, it was voted to issue the Motor Federation News each month. The news will contain the road report covering New York State and the Automoble Club of Rochester will have a large supply of these reports each month for distribution to the members. Call at the office if you want a copy or same will be mailed upon request.

G. W. HENNER ELECTED DIRECTOR

At the Directors meeting held Wednesday April 25th, George W. Henner was elected to fill a vacancy on the Board. Mr. Henner is a staunch supporter of the Automobile Club and during the membership campaign reported over one hundred fifty new members. "Let George Do It" and George is doing it every day. Every Sale made by the G. W. Henner Company results in a new member for the Club.

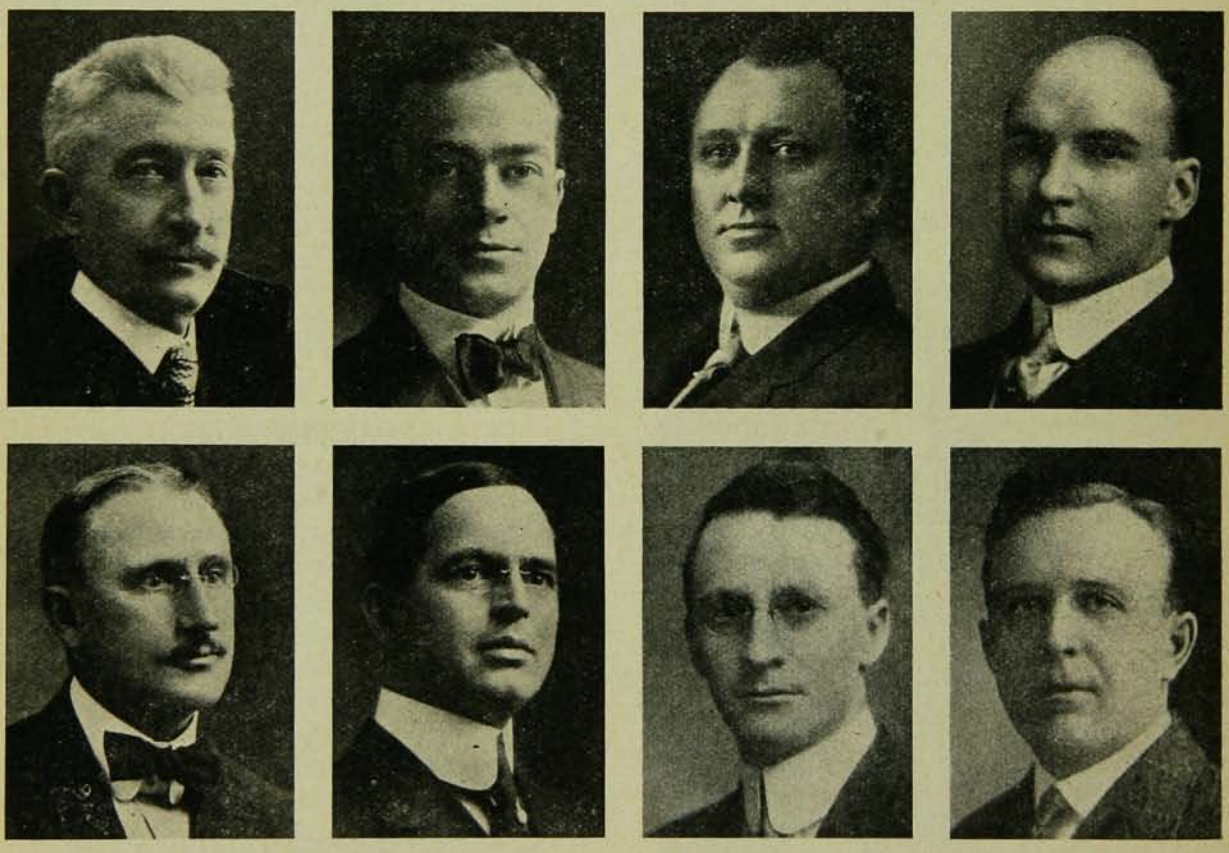
ROUTE BOOK

The new route book for the members is now on the press. Members should keep in touch with the office these days for there is something doing every minute.

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Officers of the New York State Motor Federation

Automobile Club of Rochester Has Three Representative. Local Club the Largest in State Organization.



Left to right, top: President B. E. Watson, Syracuse; 1st Vice-President R. J. Barrows, Jr., Jamestown; 2nd Vice-President Dr. Frederick R. Smith, Rochester; 3rd Vice-President Franklin A. Ethridge, Rome; Treasurer Dr. R. S. Lindsay, Old Forge; General Counsel John J. McInerney, Rochester; Secretary George C. Donahue, Rochester; Chairman of Executive Committee John M. Ross, Utica.

Watertown Withdraws From Old Organization and Affiliates with Live Wire Motor Federation.

Since the last issue of ROCHESTER MOTORIST the Watertown Automobile Club has withdrawn from the New York State Automobile Association and affiliated with the New York State Motor Federation. This step taken by the Watertown Club is significant of the attitude of several of the other Clubs throughout the State and it is expected that others will see the way of the righteous before many months. The Motor Federation is taking a very active part in motor legislation at Albany and preparing to issue accurate road reports during the touring season. Ask for a copy of the new Federation News.

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National Inter-city Reliability Tour in July to Start and Finish in Buffalo

Teams Will Represent Ten Big Cities—Contest Open to Amateur Drivers Only—Rochester to Enter

Plans for the big national inter-city reliability run scheduled for July 17th, 18th and 19th, are rapidly being perfected and much interest in the event is now manifest among the motorists. It is now assured that the teams will be forthcoming from Chicago, Detroit, Indianapolis, Rochester and New York and possibly from Boston, Pittsburgh and Cleveland. Rochester will have a team headed by W. Slayton Wilson. Members of the committee in charge of the event are hopeful of receiving the entry of a five-car or ten-car team from Denver, Colorado. Present indications are, however, that the contest will open on Tuesday morning, July 17th, with complete teams representing ten cities. No team, however, will consist of more than ten or less than five cars. Therefore, it is obvious that upwards of sixty cars carrying approximately 250 enthusiastic motorists will make up the fleet for the coming event.

The tour will start in Buffalo on Tuesday morning, July 17th. The two night-stops will be made in other cities and the contest will finish Thursday evening, July 19, at the Automobile Club of Buffalo Country Club at Clarence, where a big banquet will be held and the winning team announced. Secretary Dai H. Lewis, of the Buffalo Club, a member of the committee in charge of the contest, has been designated to map out the route, which will probably be a triangular one, and make all the arrangements necessary for the comfort and convenience of the tourists. It is assured by the committee that the contest will involve no undue hardships or difficult rules.

Each car in every team in the contest must be driven by an amateur as defined by the A. A. A. amateur rules, modified as follows: "Amateur—A man who has never driven or raced a motor car for pay either in cash or any other valuable consideration such as traveling, hotel or other expenses in connection with the contest; compete for a cash prize; who does not make his livelihood or any part of it as a result of racing or driving either as a mechanician, demonstrator, tester, or chauffeur; who has not otherwise received financial awards for engaging in competition; who has not, since January 1st, 1911, competed against a professional in a track or road race."

A handsome trophy is to be awarded to the winning team, and it is believed this prize will come from the valuable collection now in the possession of the American Automobile Association.

Rochester motorists interested should communicate with Mr. Wilson or the Secretary at Club Headquarters.

✣ ✣ ✣

WAR TAX---LISTEN

Leader Brown of the State Senate wants more money. He says it will have to come from the motorists, There is a movement scheduled to have a law passed this session of the legislature doubling the licence fees on motor vehicles. The Auto Club has a total membership of nearly 3800; why not all get in touch with our representatives.

All those who oppose any increase in license fees on pleasure vehicles please telegraph or write the two following senators who are a power for good in the Senate of the State of New York.

Hon. George F. Argetsinger, State Senate, Albany, N. Y.

Hon. John B. Mullan, State Senate, Albany, N. Y.

✣

"I'm afraid father-in-law doesn't care much about me," said the young man. "He finds fault woth most everything I do."

"Nonsense," replied his wife. "You don't know his ways. He is treating you just like one of the family."—**Washington Star.**

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Who Is Who at Fitzhugh and Main Streets

Voice Over the Telephone—"Can you tell me the name of the officer who directs traffic at the corner of Main and Fitzhugh Streets?

Donahue—"Sure; that's Officer Thomas L. Glantschnig."

This query was received at the office of the Automobile Club one day last week. It is only one of the many inquiries made daily regarding the traffic officers and their duties. Some of the questions asked are so peculiar that they arouse speculation as to the motives prompting them. They are no more curious, however, than the inquiries and requests made of the officers themselves.

The tall, wide-shouldered and shad-abdomened policeman who regulates traffic at the busy intersection of Main and Fitzhugh Streets answers more than his share of these questions and most of them are, curiously enough, asked by women.



An exceedingly handsome young girl in a big touring car stopped directly on the street car tracks the other day and sweetly addressed Officer Glantschnig:

"Officer, will you do me a favor?"

"Yes, madam, if I can."

"Well, will you go into that drug store and get me ten cents worth of glycerine, rosewater and benzoin?"

"Ten cents worth of what?"

"Glycerine, rosewater and benzoin; I want it for my complexion, which is being ruined riding in this open car."

The officer took the young woman's ten cents and sent a newsboy into the drug store after the complexion medicine. Returning to his post the officer murmured, as he stole an unobtrusive glance at the girl, "There is nothing wrong with your complexion, young lady, or your nerve either."

One wet day recently when the traffic officers were all dolled up in their white boots, rubber coats and caps, a lady stopped her coupe in front of Officer Glantschnig and asked:

"Why do you wear this white uniform, officer?"

"This is our rainy day uniform, madam."

"When I saw you as I came up the street I thought there was a fire some place; you look like the Chief of the Fire Department."

Officer Glantschnig was considerably embarrassed when a middle-aged lady in an electric asked him in a whisper:

"Officer, the back of my waist is undone; will you please hook me up?"

"Yes, madam," huskily replied the officer, his face like a tropic sunset.

He fumbled about the lady's back for a few seconds and when he came up for air she smiled sweetly and asked:

"Officer, are you a married man?"

"Yes, madam."

"I thought so; you do a good job."

These are only a few of the things that are put up to Officer Glantschnig and the other officers of the Traffic Squad. A good many of the incidents are amusing but most of them are of a sort to try the patience of the best regulated policeman. Officer Glantschnig is quiet, modest and unassuming, though, and never loses his temper under the most trying of circumstances. He keeps his busy corners open to traffic with a minimum of effort and noise and is the friend of every motorist who shows inclination to observe the traffic rules.

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THE AUTOMOBILE CLUB ORGANIZES A BRANCH OF THE HOME DEFENSE LEAGUE

Some three hundred members of the Automobile Club have indicated their desire to "Do their Bit" to serve the government and have joined one of the three companies recently formed to aid Uncle Sam in transporting troops and other necessary work that automobiles can be used for.

There are two touring car companies: Company "A," headed by Captain John Taylor, and Company "B" headed by Captain Lloyd B. Ball. Company "D" is a truck Company headed by Captain Walter Rheineck.

Already a number of these men have been used for a few hours in the mobilization of the Third Infantry and the transporting of Squads of the 74th of Buffalo.

Each Company is composed of about 48 men including the officers. Members not directly assigned to a company are placed on the Reserve List to be called on in case of emergency.

Following is a list of officers:

Company "A:"

Captain	John R. Taylor
1st Lieutenant	A. E. Vogt
2nd Lieutenant	W. D. Crittenden
First Sergeant	Frank S. Thomas

Company "B:"

Captain	Lloyd B. Ball
1st Lieutenant	Joseph F. Hitchcock
2nd Lieutenant	William D. Elliott
First Sergeant	C. C. Culver

Company "D"

Captain	Walter Rheineck
1st Lieutenant	Frank Hunte
2nd Lieutenant	Geo. Holvey
First Sergeant	J. C. Hamilton

✣

COMMUNICATIONS

Rochester Automobile Club,
Powers Hotel,

Gentlemen:

I believe it would be advisable for you to warn the members of your club relative to the motor cop in Batavia. He is extremely watchful at the present time, and is working under strict orders from the Police Department to enforce the speed limit. He rides a brown motorcycle and wears a uniform of nearly the same color. The speed limit in Batavia is 20 miles per hour, both in the business section and outer parts of the city.

We certainly believe it would be advisable for the Rochester and Buffalo Motoring Associations to get together and put up warning signs on the main roads leading into Batavia.

Yours very truly,

WATSON & COVER
Per C. D. COVER.

✣

ZEKE VISITS THE AUTO CLUB

To the city Zeke came one day last week,
New tires for his Fliver car to seek.
In his peregrinations round the town,
He came into the Auto Club and sat him down.
He watched the hustling of Gee Ceaseless Donahue,
While passed before him the Auto's Who's Who.
The girls, they jollied and kidded him along,
Until he would have sold his farm for a song.
He met all the notables who make the works go,
And he said, "By Heck! This aint so slow."
When he went back to his chickens and cows,
The envy of the rubes by his tales he aroused.
As they sat on the barrels in the village store,
Zeke filled them up with city lore:
"I met, by gosh, a guy named Smith,
One of the finest men I ever was with,
He was fat and happy and they called him Dock,
He was sure a booster who didn't know a knock;
When I saw Dock with his dignity unbent,
I never could have told he was the president.
Another nice feller, who cried like a child,
For a lot of new members was E. Fairchild.
Charlie Brown, who watches the dough,
Was there with his check book and before I could go,
Said, 'Hey there Zeke!' quick as a wink,
'Let you and me go and have a drink.'
And a great, tall guy, they called him Fletcher,
Bossed everyone around like a King, you betcher.
A lawyer dude hung around all the time,
His name I can't tell because it does'nt rhyme.
A peppery man with a limited shape,
Was cock 'o th' walk and they called him Chape.
Another big feller, Mister Robert Tait,
Had the whole darn office in a very bad state;
He had one young lady sweating 'way her looks,
Entering names and money on the books.
One Charlie Rauber, a handsome chap,
Was hanging around with a grin on his map.
He took a fancy to me and said, 'Come along Zeke,
Let's go around the town some pleasure to seek.'
I fell for his smile and went with him,
And when I came too I had no tin.
I'd spent it all, not on women and wine,
But to pay the judge a speeders' fine.
So I came home and here I'll stay,
Till I get in my oats and hay.
Then with city chaps shoulders I'll rub,
And, By Heck! I'll join the Auto Club.

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Automobile Owners, if negligent or not, in the operation of their cars are liable for $5,000 or $10,000 for every death and an unlimited amount, depending on the extent of the injuries, for non-fatal accidents.

Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

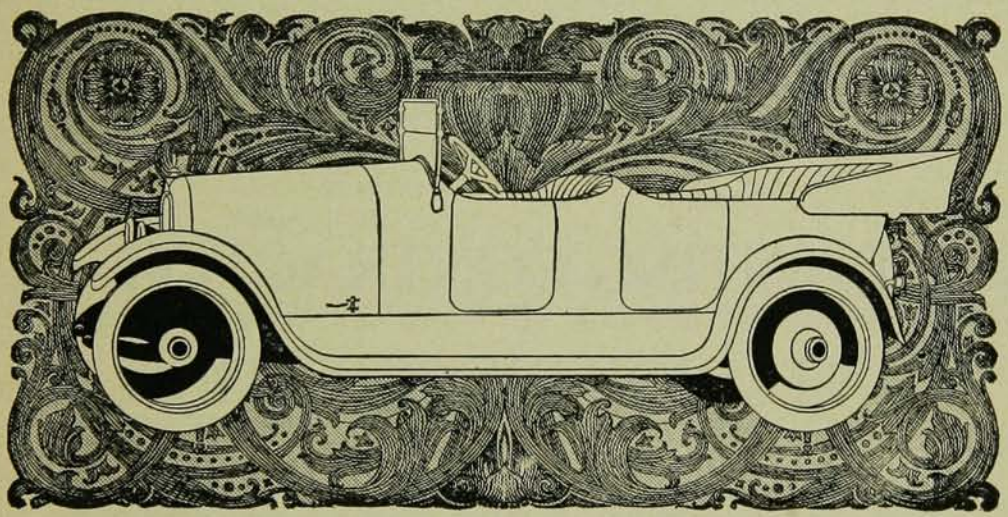
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The Marmon system of oilless bearings and automatic chassis lubrication is an object lesson in simplicity. There are, on the entire car, but four grease cups.

The Marmon's birdlike acceleration puts the owner at an advantage in city traffic, and its luxurious, riding-ease on country roads is an experience that motorists never realize until they ride in this scientifically constructed car.

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WHY RENT YOUR MONEY OUT FOR 3 OR 4%? WHY NOT JOIN YOUR MONEY WITH HUNDREDS OF OTHER PEOPLES' MONEY AND PUT IT TO WORK IN STUNGO-RUBBER AND GET ALL YOUR DOLLAR IS WORTH.

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The tire industry has made more fortunes for small investors in a short time than any other industry in the world.

We have a tire which absolutely does away with blow-outs, pinched tubes, rim cuts and displacements.

It is a new tire to the United States, and we will manufacture and introduce it under Patent No. 1,106,748. It is not a whim, a fancy nor a wild dream. We have assured pledged orders and contracts from responsible tire distributors that will keep our factory busy for a long time to come. These orders should net us better than 50% on the entire capitalization.

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We now want additional working capital to completely equip our Plant and manufacture 3000 tires and tubes per day. HENCE YOUR OPPORTUNITY TO COME IN WITH US.

This proposition is endorsed by several Rochester business men who have investigated and invested.

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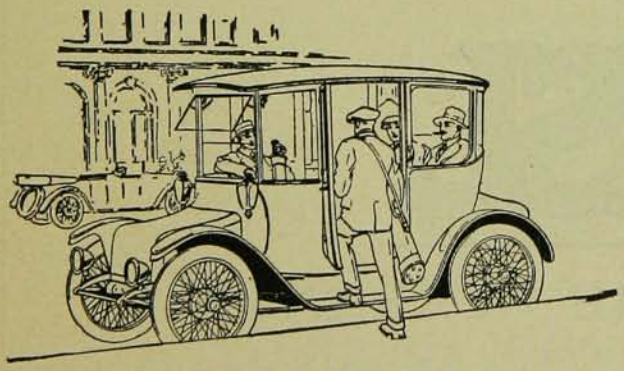
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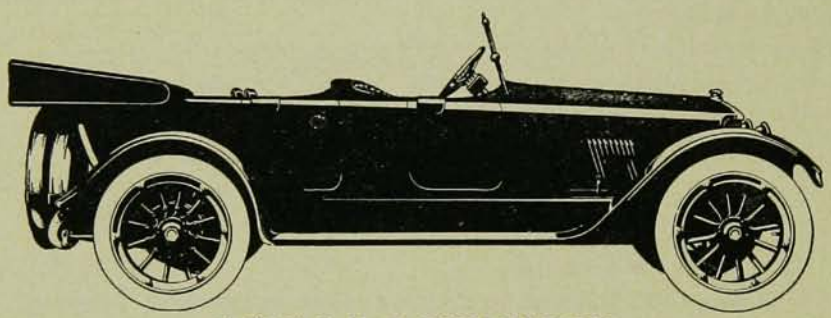
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Chances are by this time you have promised yourself a visit to the Chapin-Owen Stores, 370 to 386 Main Street East, where, as the big sign says, they have "Everything for the Autoist and Sportsman."

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1917 JUNE 1917

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER



Frederick Monsen, archaeologist, explorer, artist and lecturer, not long ago gave a remarkable illustrated talk before the Ad Club, on the Mexican Situation and the prehistoric sections of the southwestern part of this country. Mr. Monsen owns a Chandler car, in which he is going to make an extended trip collecting data and pictures for a new lecture entitled "10,000 miles by motor through California and Nevada." The picture above, taken at Midway Point, Monterey, California, will be of particular interest to his many Rochester friends.

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That's what we want our store to be.

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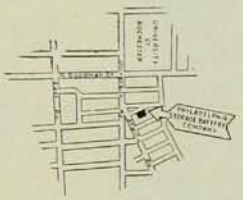
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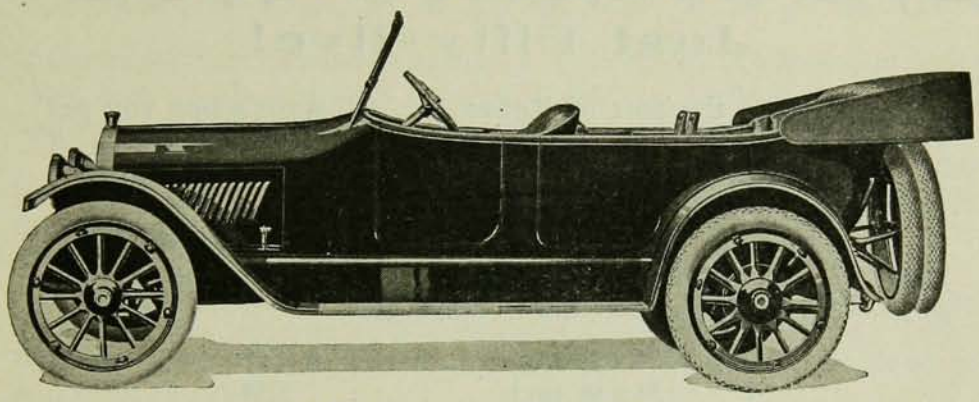
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The result of 20 years experience in high-class Motor Car building

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Sale of Auto Robes

Just Fifty-five!

These are the sort of Robes you will want when you get your car out for spring driving—the sort of Robes which, if you buy a month from now, you'll have to pay the advanced prices for; present savings are fully a quarter to a third.

Just fifty-five Robes all told—in the right weights and the best of colorings; figured and plain effects; both plush as well as all-wool finish; mostly dark colorings.

2	54 x 74 inch	$ 4.19
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These Signs Mean Much to the People of Rochester

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"CUNNINGHAM"

is the name that has been associated with vehicle construction since 1838, and on all points of quality, durability, style of vehicle, and methods of dealing, the name is an honored one in the industry.

The **Cunningham Eight** is the result of eight years' experience in motor building and has received the most careful and painstaking attention through a longer period of time than any other car previously developed in our factory.

The **Cunningham Eight** enters the market on its own merits, with all of the prestige of America's best cars fully in mind. Point by point it may be compared or contrasted with them, and its score will total the most.

The owner who chooses a **Cunningham Eight** should take into consideration that it is automobile service he is buying and that his car contains the highest amount of service that has ever been put into a car.

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Suppose All Could Use the HUDSON SUPER-SIX

Would Other Types Remain?

In the present conflict of types—Fours, Sixes and V-Types—it is well to consider what would happen if the Super-Six were free. Our patents confine it to the Hudson.

As it is now, numerous fine-car makers advocate other types. And tell you reasons for it.

Some still cling to Fours. Some urge Eights and Twelves. But the weight of opinion favors the small bore Six.

What would come of this conflict—think you—were the Super-Six not patented.

These Are the Facts

The Super-Six last year won all the worth-while records. In a hundred hard-fought contests, against all types, it proved itself supreme.

As for the Light Six, in our final perfection, the Super-Six invention increased its efficiency by 80 per cent.

As for Eights and Twelves, our experience with motors of that type which we built made them seem to us, unnecessary.

And the Super-Six has made the Hudson the largest-selling front-rank car. Last year it out-sold any car with a price above $1100.

The Vital Supremacy

One may say, "I don't care for speed, or great reserve power, or a marvelous hill-climber."

Then why added cylinders, or extra valves, or anything else to that end?

You do want superlative capacity, whether you use it or not. You certainly want it when it means no added size or cost. When it means simply ended friction.

That's the great point. The Super-Six motor is small and light and simple. We have not aimed at excessive speed or power. We have simply minimized friction.

We have done—but done better—what every engineer has been aiming at for years. And for the same result—more speed and power, without added complications. Also multiplied endurance.

Endurance was the chief aim. It is friction that causes wear. We have so reduced it that we attain what is proved the greatest motor in the world. And certainly you want it.

What One Year Did

Mark how the Super-Six, in one year, sprang to the pinnacle place. There are now 30,000 running. This year brings nothing to rival it. So it is bound to gain multiplied prestige.

This year's bodies also give to Hudson leadership in style. The ablest artists and craftsmen gave their best to these models. Each is a study in motor car luxury. Each is a pattern type.

This year we add a great gasoline saver—shutters on the radiator—which by controlling the heat of the motor in part overcomes the disadvantage of the constantly falling quality of gasoline. We add a pneumatic engine primer. We add plaited upholstery.

Our patented carburetor—on Hudsons alone—is self-adjusting to every engine speed.

So Hudson supremacy does not lie in the Super-Six motor only.

When you buy a fine car—a car to keep—you are bound to want the Hudson. You want the car which outperforms and outshines other cars. If you want such a car this spring, we urge a prompt decision. Last year many buyers waited months for delivery.

Phaeton, 7-passenger	**$1650**	**Speedster, 4-passenger**	**$1750**	**Town Car Landaulet**	**$3025**
Cabriolet, 3-passenger	**1950**	**Town Car**	**2925**	**Limousine**	**2925**
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(All prices f. o. b. Detroit)

HUDSON SUPER SIX

ALLING & MILES, Inc.

82 STONE STREET

HUDSON SUPER SIX

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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 1 **June, 1917** **No. 4**

Road Signs Appreciated

In selecting the proper road signs to erect, the Road Sign Committee was particular to obtain a durable sign and at the same time inexpensive. The new road signs are painted blue letters on a white back-ground and are very attractive as well as giving the best of service.

✣ ✣ ✣

For several weeks the Club Car has been on the road and nearly one thousand signs have been erected; these signs include sharp curve, R. R. Crossing, steep grade, and direction signs. This work alone is of great value to motorists.

✣ ✣ ✣

Motorists who read the danger signs and follow the warnings never get into trouble and, no doubt, many of the signs erected by the Auto Club have saved human lives. If a motorist sees a corner in need of a direction sign, it is his duty to report the same to the Club.

BUY A LIBERTY LOAN BOND

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Killed at the Eleventh Hour

Short Account of the Killing of a Vicious Piece of Legislation at Albany. Motor Federation and Automobile Club of Rochester Caused Its Death. Now For The Rejoicing--Let All Motorists Know "Who Is Who" in New York State

Motor legislation is very seldom of interest to the motor car owner—he leaves it up to his club to take care of him. In February of this year the Clubs were notified by the New York State Motor Federation that it would be necessary to put up a vigorous campaign against the "Double Tax Bill" in the Legislature at Albany. General Counsel John J. McInerney of the Motor Federation laid his plans out and a quick response came from all the Clubs. A special session was held May 1st in the council rooms of the Internal Affairs Committee at Albany and several of the leaders in the State Senate appeared before the meeting. Senators George F. Argetsinger and John Mullan of Monroe County were the only Senators to come out and say they were opposed to the bill and were with the motorists while Senator Elon R. Brown said that he knew where to get the money and the bill would go through. In as much as Brown had much to say during the last session it was assumed that the bill would become a law and the New York State Automobile Association switched so as to be on the winning side, and favored the measure. Not us, said Jack McInerney, the Motor Federation is against the bill and we will defeat it.

THEN THE FIREWORKS

Leading from the General Counsel's headquarters at Rochester were special wires connecting with the live wire clubs in the Motor Federation and for many days the Western Union and Postal Telegraph employees were busy with auto messages. All the club secretaries were alert and when the ELEVENTH HOUR arrived were on the job and bombarded Albany with words which meant something to the legislators. The Double Tax Bill was killed through the opposition of the Motor Federation Clubs, first because the law makers knew that the bill was unjust and secondly some of them feared to oppose the opposition of the 300,000 motorists of the State.

Rochester was the Club that led the Federation in its fight and gave every assistance to the General Counsel and it received the generous support of Monroe's Senators, Argetsinger and Mullan. In the opinion of the Secretary the tax bill was defeated by McInerney, Argetsinger, and Mullan, the Rochester men who touched a match to the fireworks and sounded the death knell of Brown's pet measure—DOUBLING THE TAX ON MOTOR VEHICLES.

INSIDE "DOPE" IS INTERESTING

President B. E. Watson of the New York Motor Federation has a collection of photographed letters which tend strongly to show "Who Is Who" in automobile legislation. There has a great deal been said by the New York State Automobile Association as to their defeating the bill to double the tax on motor vehicles but a letter from General Counsel Melven Bender of the State Association written on April 18th to E. P. Elitharp, President of the Watertown Club says that his personal opinion is that it would be unwise to oppose the bill to double the tax on motor vehicles. The Motor Federation had the support of Argetsinger and won. It might be well for Rochester motorists to call at the office and see copies of the important letters bearing on this fight.

UNIFORM TRAFFIC LAW

Governor Whitman signed the Uniform Traffic Bill thus giving to the motorists a uniform traffic law applicable throughout the entire state. It is the best piece of legislation put on the Statute books in some years and the Automobile Club of Rochester was with the Federation in urging its passage.

FAIRCHILD SLOGAN:
"Every Member Get A Member"

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ROCHESTER HONORED

American Automobile Association Elects President Frederick R. Smith to Executive Board.

Conventions as a rule are more or less dry and drawn out but when the American Automobile Association delegates assembled at the Hollenden Hotel in Cleveland, Friday, May 26th, at 10 A. M., they opened the session on high speed and the Chairman never took his foot off the accelerator until all of the business had been transacted, officers elected, and the entire programme finished—and this was at 5:59 P. M.

Numerous interesting reports were made including the Good Roads activities by George C. Diehl of Buffalo. Through the efforts of Mr. Diehl and the American Automobile Association, some day the country will have a military improved highway along the Atlantic and up the Pacific coasts. O. I. Yellott, of Baltimore, Chairman of the Law and Legislative Committee, had prepared a Uniform Traffic Law and distributed copies of his bill to the delegates. C. C. Kilbury, of Toledo, gave an interesting address on "How to stamp out car thievery" and recommended that the engine number of the automobile be cut on the windshield.

Esten A. Fletcher, Elmer Fairchild, John J. McInerney, and the Secretary, represented the Automobile Club of Rochester at the Convention and were successful in bringing to Rochester a place on the Executive Committee. Dr. Frederick R. Smith was elected to the Executive Board of the National organization, there being only twenty-five members of this Board from all the States. An effort was made to bring the next Convention to Rochester, but owing to the War it was voted to go to Washington, D. C., and to endeavor to give Rochester the mid-summer meeting.

\+ + +

ELIMINATES DANGER IN CITY

Having agitated the elimination of danger existing on the Winton Road just west of East Avenue where the New York Central crosses, the Automobile Club of Rochester was successful in obtaining a very interesting meeting of the parties interested. On Saturday, May 26th, a meeting was held at Club headquarters with Treas. Charles Brown and with J. W. Evans, G. N. Edmonston, and H. F. West representing the New York Central.

There is considerable traffic on Winton Road, especially during the summer months, and, as Mr. Brown stated, "We should not wait till someone is killed before taking action." The Club asked that two men be placed at this crossing 24 hours per day, operating the handle signals "STOP" and the R. R. officials seemed inclined to grant the request and promised a report very soon.

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MEETING OF TRAFFIC COMMITTEE

To provide adequate parking for vehicles in the downtown section of the City is the aim of the Automobile Club Traffic Committee.

William Folmer, Chairman of the Traffic Committee of the Automobile Club, met with Charles B. Bechtold, Chairman of the Law and Legislative Committee of the Club; Police Chief Joseph M. Quigley, Public Safety Commissioner R. A. Hamilton, George W. Henner, Representative of the Automobile Dealers and George C. Donahue, Secretary of the Club on May 15th to discuss vehicular traffic conditions of the city. All were agreed that the lack of darking space was the most serious problem.

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COUNCIL HAS NOT ACTED YET

Some few months ago an investigation was made as to the need of parking space in downtown Rochester by our traffic committee in conjunction with Mr. Hamilton and Chief of Police Quigley. Our findings were sent in printed form to the Common Council with the hope that that body would see fit to provide the means of relief suggested.

The Club hopes to obtain action on the question at once, and it has asked motorists from neighboring towns who come to Roch-

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ester to trade to write what the ythink of present conditions to Mayor Edgerton and other city officials and to suggest ways in which the conditions can be improved.

"Scores of farmers and residents of small villages would purchase most of their supplies here" a Pittsford member of the Club has said "if it were not for the fact that they have to leave their cars blocks away from the stores, unprotected and in places where they are likely to get sides wiped by other cars and damaged in many ways."

The traffic ordinance of 1915 was discussed minutely by the conference. A new booklet outlining the present traffic rules will be printed by the Club and given to all motorists whether they are members or not, in an effort to make motoring in Rochester safer and more enjoyable.

"No parking of cars in front of these premises" is a sign to which Mr. Folmer objects. He believes that the posting of these signs in front of private residences should not be allowed.

CO-OPERATION—GOVERNMENT LIBERTY LOAN—PATRIOTISM

Cooperation means work, aid, boost, etc., but TODAY it stands for more:

Patriotism means working for the government, aiding the country, boosting America, but NOW IT has a broader meaning:

LIBERTY LOAN—combines cooperation with patriotism and means life, liberty and happiness.

Everybody hears of the Liberty Loan because the government finds it necessary to raise SEVEN BILLIONS OF DOLLARS and wants it now. It is the duty of all to co-operate in raising this money by lending their money to the best government on earth—the Liberty Loan bond is safe, sound, and pays interest. Let all motorists own a bond.

SIGN POSTING

Town or village officials who are interested in having their highways posted are requested to cooperate with the Auto Club. It is an easy task to secure the data for the direction signs and mail or hand it to the Secretary. The signs will be painted and erected within a very short time.

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EVERYBODY WORKING



Nelson Meyers of Lyons

But one motor car owner in Lyons, N. Y. is affiliated with the Automobile Club of Rochester and that one is Nelson Meyers. He is active in placing Club Signs throughout Wayne County and especially in boosting for his home town—Lyons. Mr. Meyers is urging his fellow motorists to become members of the Rochester Club.

Let all motorists know that you are a member of the Best Club on Earth.

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Kendall Branch of Club Going Strong

Dr. G. D. Forbes of Kendall Leads an Organization of Live Wires. Good Roads Meeting Successful. Co-operating with Rochester Club in All Lines of Work.

During the month of May the Kendall Branch of the Automobile Club of Rochester held a very successful Good Roads Meeting



Good Roads Enthusiasts at Kendall Meeting

with representatives of the Automobile Club of Rochester and the Board of Supervisors of Orleans County. Dr. Forbes and his fellow townsmen are urging the construction of the highway from Morton West through, Kendall and prospects are bright.

According to the report of Charles Denniston, Chairman of the Good Roads Committee of the Rochester organization, the meeting at Kendall was successful from every point of view. First the live-wires of Kendall were out strong and they clearly demonstrated the necessity for improvements along the northern part of the County; Secondly, the Board of Supervisors were in favor of helping the Northern towns and said so. But the Good Roads Committee are going to keep things going until the dust flies between Morton and Kendall.

Going up, says Archy Holly, the road was good but rough. The illustration shows that Messrs. Denniston and Holly had some difficulty in getting to the meeting but determination and an extra tire got the boys there.

Monroe County was present in the persons of Engineer J. Y. McClintock and Assistant George C. Wright who are in the picture with Dr. Forbes. In the third illustration are the live-wires from the Board of Supervisors and in the town of Kendall. The meeting was also attended by the Secretary of the Automobile Club of Rochester.



J. Y. McClintock, County Engineer; George H. Wright, Asst. County Engineer; Dr. George G. Forbes, Director Automobile Club of Rochester

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Charles W. Denniston and Archibald Holly, of Rochester, enroute to Kendall meeting

(Photo by Donahue)

NEW AVON BRANCH

On Tuesday evening, May 22nd, an enthusiastic meeting of the automobile owners of the town and village of Avon was held at the Livingston Hotel Assembly Hall for the purpose of forming some kind of an automobile organization. A delegation of about 25 members of the Rochester Automobile Club were present to inform the Avon owners of the advantages of belonging to the Rochester Automobile Club.

Dr. Frederick Smith, the President, gave a very interesting talk on the objects of the Automobile Club and the benefits to be gained from membership. Judge Willis K. Gillette, Mr. Charles T. Chapin, Mr. Elmer Fairchild and Mr. John McInerney also spoke of the work the Automobile Club was doing, and the benefits which Avon automobilists could derive from an association with it. After the speakers had finished Mr. Cullinan, the Supervisor of the town of Avon, appointed a nominating committee which selected a ticket to be placed before the meeting. As a result of the work of the nominating committee the following officers were elected:

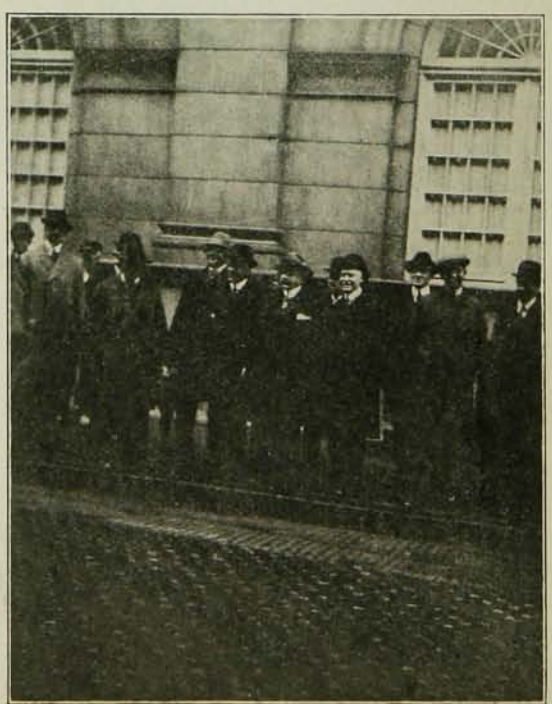
President	Frank D. Cullinan
Vice-Pres.	J. F. Kellogg
Secretary	Donald M. Lewis
Treasurer	W. J. Weed

An executive committee was then elected consisting of John Marshall, J. T. Schabel, Harry Whitmore, John G. Carpenter, L. H. Barber, F. W. Isham and H. S. Spencer.

Secretary Donahue and his assistants lost no time in circulating among the Avonians present with the result that there are now about thirty members of Avon who are members of the Avon branch of the Rochester Automobile Club. It is hoped that this membership may reach the 100 mark before the season is over. The Avon branch plans to open headquarters at one of the hotels in the village where road maps and touring information will be available not only to the members of the Avon branch but to all tourists passing through the village.

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MOTOR FEDERATION OFFICIALS



At Albany May 1st, in Opposition to Bill Doulling Tax on Automobiles

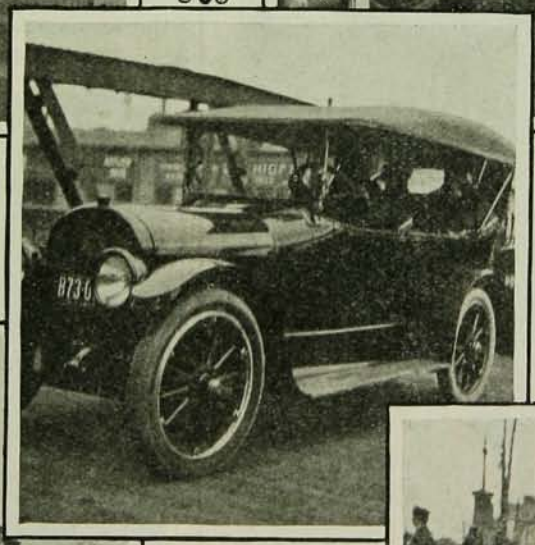
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LEAVING CITY HALL.



ESTEN FLETCHER, IN HIS NEW CAR.



GEO. W. HENNER, ON DRESS PARADE



THE COPPERS, LOOKING SPICK & SPAN.



CHARLIE CHAPIN'S HUSTLERS.

Opening of International League at Rochester. Snap-shots of the Parade.

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ANOTHER POPULAR TRAFFIC OFFICER

It is not often that a copper—a plain officer of the law—becomes the subject of song or poesy. There is a member of the Rochester Police Department who enjoys that distinction, however, and he is Officer Albert E. Sinden, who directs the traffic at the corner of Main Street west and Plymouth Avenue. At least two young souls have burst into song over Officer Sinden.

A pretty miss of 13 or 14 years, who attends school amid the ruffled and rumpled shirts



Traffic Officer A. E. Sinden

of the classic old Third Ward, passes the officer every day in her father's luxurious automobile. The little girl seems to be quite smitten with Sinden. One day she dropped a note at the officer's feet. It contained the following effusion:

O policeman, courteous and brave,
I love your strong hewn face;
The girls at school admire and rave,
About your shapely grace.

And as I pass you by each day,
In papa's big machine,
Your smile and glance make life as gay,
As an Oriental dream.

Another verse was received by Officer Sinden through the mail. There was nothing to indicate the sex of its author and while it lacks the sentiment of the first "pome," it expresses admiration, at least. Here it is:

Like a sturdy oak you stand,
Amid the traffic's roar;
By simply raising up your hand,
You are a human semaphore.

✣

Your report on road conditions will be appreciated.

✣

When in need of a license plate just call at 29 Fitzhugh Street and ask for H. P. Ruppert the manager. Mr. Ruppert is being assisted by Miss Heferon. This is a branch of the



Harry P. Ruppert and Miss Heferon

Buffalo office of the Secretary of State and giving good service to motorists in Monroe County and vicinity. It is open from 9 A. M. to 5 P. M. and to 12 Noon on Saturdays.

Club office open from 8:30 a.m. to 83:0 p.m.

✣

Patronize the Advertisers and let them know you read their ads.

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NEW SHORT CUT TO BATAVIA

For a long time the Motorists of Rochester and travelling public have wanted a short route to the west by way of Churchville, Bergen, Byron, Batavia, which is more direct and seven miles shorter to Bufffalo.

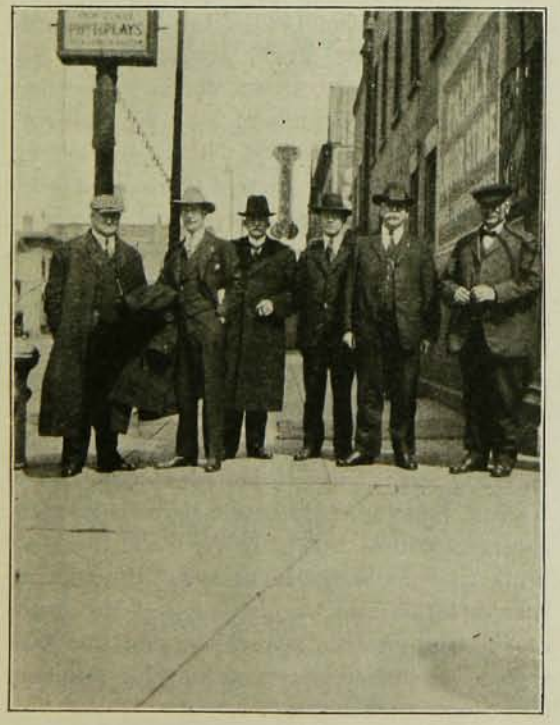


Archie Holley

By the splendid work of the Rochester Auto Club and its members in these towns, promise has been given for work in the near future. A committee from the Rochester Auto Club composed of Mr. A. Holley, M. J. Cullinan, J. McClintock, County Superintendent of Highways, E. W. Tucker of the C. of C., H. Miller and H. L. Carpenter of Bergen, made a trip to Batavia on May 1st to meet the Board of Supervisors of Genesee County and state the Club's views: also to obtain the co-operation of the Board on the new highway.

After a very successful meeting the Board passed a resolution to be sent to the State Commissioner of Highways favoring the route through Bergen and Byron instead of three miles south over the old State road as first surveyed.

WE WANT BERGEN TO BATAVIA ROAD IMPROVED!



Geo. Gillette, Herbert Carpenter, J. F. Gleason, Senator John Knight, Assemblyman Wells, James Brea.—Bergen and Byron Boosters.

COPY OF RESOLUTION

Batavia, N. Y., May 1, 1917.

Batavia—Bergen Highway

On motion of Supervisor Brew:—

WHEREAS, the Board of Supervisors of the County of Genesee at a meeting held at the city of Batavia on the third day of May, 1915, passed a resolution requesting the State Highway Department to take over the highway from the city of Batavia east along the Clinton Street Road, and thence along the usually travelled road to the village of South Byron and Byron Center, and thence east to the east line of the village of Bergen, connecting with the highway already built as a state highway, and to proceed with the improvement and construction thereof at the earliest practicable date, a certified copy of which resolution was on the date of its passage forwarded to the State Commission of Highways, and the State Commission of Highways thereafter in compliance with said request consented to take over said highway and to construct the same as a state highway; which highway, the construction of which is desired, and which was called for by said resolution of May 3, 1915, is described as follows: commencing at the easterly end thereof.

Commencing at the state highway heretofore constructed, in the east line of the village of Bergen, thence westerly through the village of Bergen to the south side of the main line of the New York Central Railroad; thence westerly along the south side of the railroad to the point where the highway as now constructed turns to the south; thence southerly to the town line road; thence westerly along

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the town line road to the village of Byron Center; thence southerly to the four corners in the village of South Byron; thence westerly to Harry C. Walker's corners; thence in a general southwesterly direction along the present main travelled road from Byron Center to Batavia, to the brick pavement at the junction of East Main Street and Clinton Streets in the city of Batavia.

WHEREAS, the above mentioned highway is one of the most important and main travelled roads in this county, and an important link in the system of state highways from east to west, and in the opinion of this board the same should be constructed with as little delay as possible, after the improvement of the Batavia-Alexander Road.

RESOLVED, that the State Highway Commission be urgently requested to take up the construction of such highway as soon as any state highways are built, and that the Commission be further requested to inform this board as to when such highway is likely to be constructed.

FURTHER RESOLVED, that the clerk of this board is hereby directed to forthwith transmit a certified copy of this resolution to the State Highway Commission.

Passed by Board of Supervisors
May 1, 1917.

The automobile owners in small towns are beginning to see what a great amount of good the Automobile Club can do for them in the way of helping to get good roads in and around their towns to build connecting links in other counties for the benefit of all car owners, and they are joining the Rochester Automobile Club to help boost a good work.

JUNE 1st

TOTAL MEMBERSHIP . .	4000
PAID 1917 DUES	2725

Membership dues are payable. Please pay promptly—and get your map, emblem and route book.

IMPORTANT COMMUNICATIONS

About every day important communications such as the following are received at Club headquarters and in every instance the Club is ready to serve the motoring public. In the removing of advertising signs from the highways, the Automobile Club of Rochester is much interested; because such work on the part of the highway department will make motoring more enjoyable and beautify the highways. Further, with all advertising signs removed it gives the motor driver a better chance to follow the road signs erected by the motor clubs.

Whenever a motorist notices a R. R. track that seems to be above the level of the roadbed, it should be reported so that the Secretary can take it up with the proper authorities. In every case the Railroad Company stands willing to make the necessary repair so that the highways may be kept safe for motorists.

Rochester, N. Y., May 16, 1917.

Dear Sir:—

Section 330 of the Highway Law, and Subdivision 2 of Section 1423 of the Penal Law of the State of New York, provides that any person who places a commercial advertisement within the bounds of a public highway, or upon adjacent property, without the written consent of the owner thereof is punishable by a fine of not less than five dollars, nor more than twenty-five dollars, or by imprisonment of not more than ten days, or by both such fine and imprisonment. Any advertisement within a public highway in violation of the provisions of this subdivision, may be taken down, removed or destroyed by anyone.

This is your authority for removing advertising signs, which include sound your Klaxon, Sparton, automobile signs, tire tubes, garages, hotels, soap, newspapers, and all firms that have goods to sell. Please note that direction and warning signs of the Automobile Clubs are not advertising signs and that these organization shave nothing for sale and these signs are beneficial.

Please acknowledge receipt of this communication and oblige,

PERRY FILKINS
Division Engineer

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Mr. Geo. C. Donahue, Secretary,
Automobile Club of Rochester,
Care Powers Hotel,Rochester, N. Y.

Dear Sir:

Referring to your communication of the 12th instant, I am sending you, under separate cover, copy of the Highway Law of the State of New York containing the amendments made by the Legislature of 1916, and would call your attention to the note following Section 330 on Page 222, Subdivision 2 of Section 1423 of the Penal Law of the State of New York, which provides that any person who places a commercial advertisement within the bounds of a public highway, or upon adjacent property, without the written consent of the owner thereof is punishable by a fine of not less than five dollars, nor more than twenty-five dollars, or by imprisonment of not more than ten days, or by both such fine and imprisonment. Any advertisement within a public highway in violation of the provisions of this subdivision, may be taken down, removed or destroyed by anyone.

You will note that this is not highway law, but is a part of the Penal Law of the state.

Very truly yours,
I. J. MORRIS
Secretary
May 14th 1917

Automobile Club of Rochester,
Rochester, N. Y.

Gentlemen:

Mr. Stark has referred to me your communication of the 7th, with reference to crossing planking on our tracks where the State Highway crosses it between West Henrietta and East Avon, and would advise that the matter has been referred to our Maintenance Department for immediate attention.

Yours truly,
P. J. FLYNN
Superintendent
Lehigh Valley Railroad Co.

EVERY MEMBER GET A MEMBER

APPLICATION FOR MEMBERSHIP

Per Year—Resident Member $6. Non-Resident Member $5

To Automobile Club of Rochester

POWERS HOTEL

ROCHESTER, NEW YORK

I hereby apply for membership in the Automobile Club of Rochester in accordance with the Constitution and By-Laws of said organization. I enclose herewith $_____ dues for one year from date.

Name _____

Home Address _____

Business Address _____

Proposed by _____ Date _____

AUTOMOBILE LEGISLATION, GOOD ROADS, TOURING INFORMATION, ROAD SIGNS
LARGEST AUTOMOBILE CLUB IN THE EASTERN STATES.

JUNE 1st TOTAL MEMBERSHIP 4000

We are now the largest Club in New York State. If every member would get a member we would be the largest in the World.

E. E. Fairchild, Chairman Membership Committee

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In the Heart of the Delectable Hills

By Hon. Allan Bloomfield

As in the gentle Spring-time the fancy of the young turns to things of sentiment, so also do the thoughts of the motorist dwell in the uplands and his eyes look up into the Delectable Hills, where Nature presents her manifold charms to the accompaniment of living streams and peace lies like a benediction over the land of delight.

To reach the most charming hill country of Central New York, let those awheel who roll



HON. ALLAN BLOOMFIELD

away from the Garden City of ROCHESTER, with the beauty of her municipal adornment and the delight of her wholesome hospitality fresh in mind, follow the way which will eventually lead him into the valley of the Mohawk, past the battlefield of Oriskany, where the staunch old Herkimer wrote his page in American history, on to Utica, no longer the "pent-up" but a striking example of commercial ascendency, whose hotels charm and satisfy. From Utica one journeys along the historic Mohawk to the village bearing the same name, passing thru the streets of her neighbor, Ilion, where at the rude forge of Remington, began the colossal business of gun-making which now engages many regiments of artisans. At Mohawk village begins the ascent of the hills, straight up Vickerman's, over a splendid state highway to Columbia Center, thru the settlements where pioneer axe carved out the homelands of old Tryon County, from whence the farmer militiamen marched with Herkimer to meet the enemy at Oriskany. This interval of travel is one of exceeding charm; the Mohawk Valley far below, marked in its windings by the river which was the great artery of Colonial life, stretches out an incomparable panorama, in the back-ground of which fade the outlines of the forest domain of the Adirondacks. At Columbia the way bears to the left and straight to the east without deviation brings the tourist out on the new state highway leading from Jordanville to Richfield Springs. At the state road the turn is to the right and leads thru a delightful country where, from a spring welling up thru solid rock begin the head-waters of the Susquehanna, along which the journey runs into Richfield Springs, where, since 1820, the summer visitor has been welcomed. Then they came in quaint old coach with horses four, the first of a vast multitude which has included the flower of the country's citizenship. As one of the oldest resorts, her enviable position among the famous recreation spots of America is well established.

In a bowl formed of hills, at the head of the Canadarago Valley, she lies snugly in the heart of old Otsego, dispensing lavishly of her hospitality, giving of her healing waters and tonic air to minister to jaded humans. Around her lies the rolling country which swells into the Adirondacks on the north and the Catskills on the south. Sparkling lakes, winding streams, wood-crowned hills and the valleys of peace mark the landscape of her environment, in the midst of which she reigns as the Mistress at the Court of Sylvan Beauty.

Summer resorts, like individuals, must possess a charm of personality to mark their consequence and aside from her beautiful skirt-

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ing, Richfield's most striking physical feature is the Spring Park, the animate heart of the village, in the back-ground of which stands her famous Bathing Establishment, and where bubbles up thru the oldest strata of the American continent, the bitter-sweet waters of the Great White Spring, whose healing influence has benefited generations of mankind. The Park is directly opposite BLOOMFIELD'S, whose stately Corinthian columns stand for hospitality within, and stretches along a street graced with majestic elms and upon which front all the summer hotels of the village, making it a thoroughfare without a peer among the resorts of America.

There is nothing bizarre about the attractions of Richfield Springs. The morning and evening concerts in the Spring Park, the informal dances and musicales at BLOOMFIELD'S, the wholesome sport of the tennis courts,the invigorating charm of the ancient game of golf on the Waiontha links, the refreshment at the quaint Country Club, the azure of her skies, the health of her waters, the zest of her hill air, the comfort of her hotels, the convenience of her shops and garages, are but the solace of nature plus the hospitality of host. "There is something different about Richfield," might be her adopted slogan. She refreshes, charms, satisfies, and forth from her shaded streets one journeys on into a country even as rich in natural charm.

The departing guest has the choice of several routes leading to the vantage points of the east. He may go by the way of Cooperstown, Richfield's distinguished and handsome sister resort, on to Oneonta, the home city of Congressman Fairchild, and thence over the mighty Catskills, swinging into the Hudson Valley at Kingston; or by the way of Cherry Valley, rich in Revolutionary War history, thru Sharon to the Capital City, Albany, all the way over the old pike over which the sturdy settler journeyed by ox cart to open up the great counties of the Empire State and to broaden out the domain beyond; or by way of Old Fort Plain, back into the Mohawk Valley, through memory-stirring Fonda, Amsterdam, Schenectady, into Albany, the gate way to the New England States, and the route to tide-water. Along the course thru the Mohawk Valley towns the true American finds a section where the struggle for independence was so sturdily maintained, where the block-houses and rude forts were the out-posts of this great nation.

The journey up into the hills of Otsego and Herkimer, tasting the hospitality of Richfield Springs along the way of romance and beauty, and swinging back again into the course to the eastward, is worth while to all Americans. Here is the cradle which held the children who became the mighty men of the West, and whose ancestors fought the good fight that later their descendents might roll along over the hallowed ground in chariots of ease.

✣

A Contortionist:—Mrs. Willis—George, what do you think! Baby can put his foot in his mouth.

Mr. Willis—Fine. With an accomplishment like that when he grows up, he won't mind sleeping in an upper berth at all.—**Life.**

✣

Too Much for the Lawyer:—At a trial in Baltimore a youthful physician was summoned as a witness, and naturally in the cross-examination a lawyer seized the occasion to be sarcastic.

"Are you," demanded the lawyer, "entirely familiar with the symptoms of concussion of the brain?"

The young physician replied, "Yes, sir, I am."

Then the smart lawyer put a hypothetical case before the doctor in this way:

"If my learned friend, Mr. Reid, and myself should bang our heads together, would we get concussion of the brain?"

The young physician calmly replied, "Mr. Reid might."—**Ex.**

✣

"What's the matter, Hawkins?" "Matter enough! You know, some time ago I assigned all my property to my wife, to—er—keep it out of the hands I am indebted to, you know." "Yes." "Well, she's taken the money and gone off—says she won't live with me because I've swindled my creditors."—**New Orleans Times-Picayune.**

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Helpful Hints for Motorists

Oil-changing time

Early spring is the time to make a thorough inspection of the lubricating system and to change oils in the gearcases. The transmission and rear axle compartments especially should receive care. These cases should be drained, flushed with kerosene and refilled with heavy oil, a special gear oil or a semi-fluid oil. The reason a heavier oil should be used in summer than in winter is because of the heat of the atmosphere tending to reduce the viscosity. At the same time these compartments are refilled the whole lubricating system of the car should be gone over. The joint in the steering linkage should be cleaned and repacked with grease or graphite grease, the wheel bearings should also be repacked as should the universals. In the summer time the universals get hotter than they do in winter, the lubricant becomes thinner and runs out more readily. It is difficult enough to keep the lubricant in the joint and therefore they should be watched carefully.

Removing road oil

If it should be your misfortune to follow a road-oil wagon and have the body spotted with the oil, it can be removed easily if the work is done as soon as possible after the oil has been deposited. The longer you wait the more difficult it will be to remove the spots as the oil hardens. Ordinary salt butter sometimes is effective. This is spread over the spot and allowed to remain for about twenty minutes after which a clean cloth is used as a wiper. If this will not remove the spot try kerosene. Use this over the spot only. The best method is to apply a little kerosene to a piece of cloth and then rub the moistened cloth over the oil spot.

Battery care

After using a storage battery for a year or so it usually is time for a dismantling and replacement of the separators—possibly a few plates also. With the life of the average battery—some fifteen months—it does not pay to allow it to "run itself to death," but to have it repaired before it is fit for the junk heap. It is cheaper for the owner.

Fifteen months is considered by battery men as the useful life of the battery and hence replacements are based on that period. On this basis a battery fifteen months old has no value. The battery concerns, however, will take in a younger battery, dismantle it, replace the separators with new ones, in short give the battery a new start in life at a comparatively low cost to the owner. Do not wait until the height of the touring season to have the battery repaired. It sometimes requires more than a week to do the work and should the service station be busier than usual it might require ten days or two weeks.

While on the subject of batteries it might be well to mention that batteries which have been lying idle for some time, even a month, will require at least a good slow charge. The enerating system on the car cannot do it properly and it will be to the owner's advantage to allow the service station to look the battery over. Some owners make a habit of taking the battery to the service station every few months for inspection and charge. A charge under certain conditions reveal inside faults. While your battery is being charged or repaired, the company provides what is called a loaner, or rental battery at slight cost, usually ten cents per day.

Stopping on a Grade

Some of the newer class of owners may not be familiar with certain driving hints which the hardened motorist has learned from experience. One of these is stopping on a grade. In order to prevent the car from rolling backwards the front wheels should be cramped so that should the car accidentally move the front wheels which have to mount the curb in order to allow the car to proceed. The curb resistance usually is too great.

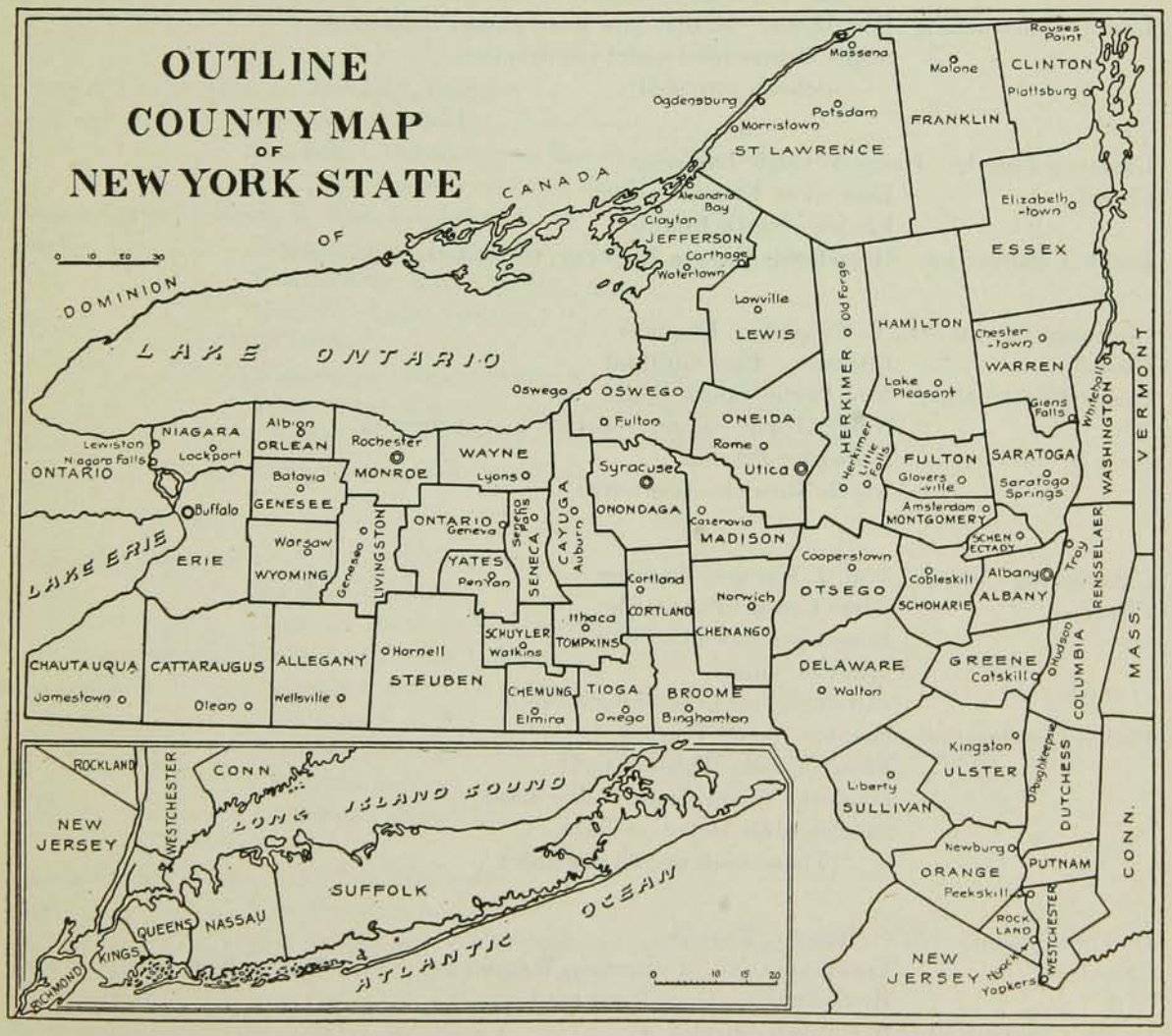
Touring Information

Having returned from your motor-trip, please give what road information you have to the Secretary. In this way you are co-operating and helping your Club.

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Road Reports by Counties

In Planning Motor Trips in New York State Trace Out the Route on the Map and then Read the County Reports. These Reports will be Printed in Rochester Motorist Each Month Through the Courtesy of the County Engineers.



ROAD REPORTS BY COUNTIES

Alleghany County—Harry Craig, Engineer.
Closed— Arkport—Van Scoters Cors.
Under Construction—Van Scoters Cors.—Canaseraga—Garwoods
Detours provided

Broome County—Chas. Van Amberg, Engineer
Closed— Chenango Bridge to Kettenville, detours provided

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Cattaraugus County—Alex. Bird, Engineer
Closed— Machias south to R. R. crossing—Good detour

Cayuga County—J. C. Dayton, Engineer
Closed— Auburn—Weedsport—detour via: Sennett
Port Byron—Weedsport north side of Canal—detour south side of Canal leaving via: Main St.
Under Construction—Port Byron—Montezuma Road almost impassable.
Scipio Center road under construction
(detours provided)

Chemung County—Harry T. Gage, Engineer
Closed— Erin—Van Etten
Elmira—North Elmira
Under Construction—Horseheads Cayuta Highway, Good detours provided

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Chenango County—E. B. Pendleton, Engineer
Closed— Rockvale—East Guilford
Under Construction—New Berlin, South Berlin
North Otselic—Bonny—detour bad at present
Norwich—Preston
North Norwich—Sherburne

Chautauqua County—Wm. J. Kanuer, Engineer
Closed— Silver Creek—Forestville
Jamestown—Bemus Point
Mayville village
(All dirt roads in good condition)
Under Construction—Hamlet—South Dayton
French Creek—Findlay Lake
Dunkirk—Silver Creek (Lake Road)
Smith's Mills Depot—village
(These roads are all passable)

Dutchess County—A. C. Rapelje, Engineer
Closed— Trunk line No. 2 through Wappingers Falls—Detour New Hamburg and Hughsonville—Good town road
Under Construction—Barrytown—Rock City
Pine Plains—Rock City
Stormville—West Pawling
(Excellent detours)

Erie County—G. C. Diehl, Engineer
Closed— Hamburg—Gowanda
Tonawanda Creek Road
Under Construction—Ransom Road
East River Road on Grand Island
(Detours provided and posted)

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Franklin County—Henry A. Gray, Engineer
Closed— Malone to Chateaugay—Detour Malone—Burke—Chateaugay
(This is county road)

Fulton County—John A. Karg, Engineer
Closed— Gloversville—West Perth
Under Construction—St. Johnsville—Oppenheim—Good detours provided

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Genesee County—Wm. A. Torrance, Engineer
Closed— Batavia—Oakfield
Oakfield—Alabama town line to So. Alabama
(Detours provided and signed)
Jefferson County—Henry S. Ball, Engineer
Closed— Redwood—St. Lawrence Co.—Line
Evans Mills—Philadelphia
Clayton—Cape Vincent
DETOURS:
Watertown—Ogdensburg—via: Theresa Antwerp—Canton
Watertown—Philadelphia via: Theresa—all state road—
Clayton—Cape Vincent—via: Depauville—Chaumont—
Cape Vincent—all state road

Livingston County—Geo. E. Schaefer, Engineer
Closed— Nunda to Dalton
Dansville south to Wayland town line
Under Construction Websters Crossing through Springwater to Wayland county line
but passable— Groveland Sta. west across Canaseraga Flats to Mt. Morris—Dansville state road
Shakers Crossing between Mt. Morris and Geneseo (repair work)
Caledonia to York
(Detours all posted)

Madison County—Geo. S. Tibbits, Engineer
Closed— New Woodstock to Sheds
Pine Woods via: White's corners to Pratts Hollow
Oneida via: Oneida Valley and South Bay to west line of town of Lenox
Earlville to Hamilton
Under Construction—DeRuyter to Sheds
Pratts to Munnsville

Monroe County—Geo. C. Wright, Engineer
Closed— Brockport—Spencerport
From 9 Mile Point to county line in town of Webster
(Lake Road)
Ridge Road from brick pavement to Greece Center
Webster Road from West Webster
Hudson Ave. from Norton St. to Ridge Road

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Monroe County—Continued.
Under Construction—Sweden—Walker Road
Churchville—Adams Basin
Chili—Coldwater, Crittenden Road, Scottsville,
Henrietta
Scottsville—Rush will be under construction this season
(detours provided and posted)

Montgomery County—Irving Lathers, Engineer
Closed— Fort Johnson—Johnstown
Amsterdam—Morris Cor.
Saulwater—Young Cor.
Under Construction—Berryville—Sammonsville

Nassau County—W. Fred Starks, Engineer
Closed— Roslyn—Mineola Road and Guinea Woods Road
Plandom Road, from Plandom to Reid Ave. Port Wash.
Middle Neck Road, running from Glen Cove—Oyster Bay Road, northerly past Mill Neck Sta. to Cleft Road
Under Construction—Main road across Mill Dam at Roslyn, short detour
Willlis Ave. from Flushing and North Hempstead Turnpike finished and in good condition.

Niagara County—Thos. M. Brennan, Engineer
Closed— Road south from village of Wilson in bad shape
North Ridge to Ransomville—keep on Ridge (road from Wrights to Lewiston)
Youngstown—Ransomville closed for 2 miles out of Youngstown
Warren's Corners—East Wilson
Beach Ridge south to Canal
Newfane hamlet east, one mile, detour 1 mile south
Under Construction—Filmore—Ransomville closed for 2 miles south from Filmore, detour 1 mile East
Hess Road from Ridge, route 30, closed 2 miles north detour 1 mile East or West.

Onondaga County—Frank E. Bogardus, Engineer
Closed— Syracuse—Jamesville Road, via former toll road closed for 1 mile near Jamesville. Leave Syracuse via: West Brighton Ave. and follow county road.
Syracuse—Fayetteville road closed from east end of Orville Flats west 2 miles. Leave Syracuse via: James St. thru EAST SYRACUSE and MANLIUS CENTER
South Bay Bridgeport road closed from Bridgeport 2 miles west. Detour dirt roads, signed
Syracuse—Bridgeport road under construction, but passable. Traffic should go over this road to Bridgeport instead of via. Cicero.
Baldwinsville—Cicero road closed from Baldwinsville 1 mile east. Detour signed
Delphi Falls—Fabius Road closed from Gooseville 1¾ miles west. Detour signed

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Orange County—C. H. Smith, Engineer
Closed— Section of road between Central Valley and West Point will be closed about July 1st.

Rensselaer County—Chas. A. Roemer, Engineer
Closed— Portion of the Rensselaer—Castleton Highway
" " " Wyantskill—Poestenkill Highway
" " " Center Berlin—Petersburg Highway

Saratoga County—J. E. Hodgman, Engineer
Closed— Grooms Cors. west to Mohawk River
Bridge crossing Hudson River at Schuylerville under construction. Cross at Dix Bridge about 2 miles north of village of Schuylerville

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Seneca County—Fred A. Potter, Engineer
Closed— Lodi—Interlaken road closed for construction for 2 miles detours properly posted
Romulus—Waterloo, closed for construction for 2 miles, detours properly posted
Seneca Falls—Clyde (Black Brook Road) closed for 2 miles
(Good detours provided for all these roads)

Schenectady County—Harry W. Cregier, Engineer
Closed— Schenectady—Amsterdam under construction from Scotia Village to Rotterdam Bridge
Detour cross Mohawk via: Rotterdam Bridge to Rotterdam Junction.
Schenectady—Duanesburg and Quaker St. under construction.
(Detour posted. Dirt road)

Schuyler County—James P. Frost, Engineer
Closed— Watkins—Yates County Line, closed from Watkins to Reading Center Sta.—Good detour posted
Under Construction—Townsend—Watkins road will probably be closed all season.
Montour Falls—Ithaca road will be oiled early in season

Steuben County—Chas. E. Bower, Engineer,
Under Construction—Cohocton to Naples, Wayland village reinforcing two sections, Avoca to Hornell.
Detour Curtis to Campbell, good dirt road

Suffolk County—Peter E. Nostrant, Engineer
Closed—Jerhico Turnpike
Commack to Smithtown repairs

Tioga County—Wm. O. Lay, Engineer
Closed— Waverly—Lockwood—Detour marked
Richford—Harford—Detour marked
Owego—Binghamton macadam undergoing repairs: Open to traffic but quite rough in places

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Ulster County—James E. Loughran, Engineer

Closed— Kingston—Saugerties—Detour main highway north from Kingston
Part of main highway on north side of Ashoken Reservoir detour west of Ashokan village
Saugerties main street in village (Passable)
Wallkill—Newburgh (West end)
Rosedale village

Washington County—O. C. Richards, Engineer

Closed— Bridge closed at Schuylerville
Following roads under construction but passable
Whitehall—Comstock
Comstock—North Granville
Greenwich—Village
Greenwich—Middle Falls—Schuylerville
Greenwich—Cambridge

Wayne County—W. G. Sisson, Engineer

Closed— Sodus—Alton under construction
Main street in village of Sodus closed
Lyons—Alton county highway under construction—2 miles closed
Marion—Williamson highway (county) under construction 2 miles closed
Newark—Sodus county highway under construction 2 miles closed

Under Construction but passable— Savannah—Wolcott county highway under construction in town of Butler but passable

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Westchester County—Chas. MacDonald, Jr., Engineer

Closed— Albany Post Road thru village of Irvington. Detour via Elmsford and Ardsley

Under construction but passable— White Plains—Eastview Highway
County Highways under construction
Hawthorne—Pleasantville
Ossining—Kitchawan
Ossining—Millwood
Peekskill—Putnam Valley
Bedford Village—Poundridge
(When roads are actually closed, detours will be posted)

Wyoming County—Robert Holmes, Engineer

Closed— Highway closed at 4 cors. at George Hermans to Erie County Line—Detour provided and posted
Warsaw—Orangeville Center County Highway will be closed about June 1st

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Yates County—Mathew McEvoy, Engineer

Closed— Rushville—Potters—Middlesex roads under construction from Rushville—detour to East or West of main road Rushville to Potters

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HOW MUCH DOES YOUR DOLLAR EARN?

HAVE YOU truly and seriously given consideration to the vital question of making money and the real value of a Dollar? A Dollar to some people is worth only 3c a year, others 5c a year, others 10c a year, others 50c a year, and some $1.00 and more a year. What do you consider a Dollar of your money to be worth? Luck should have nothing to do with your decisionin this matter. The earning value of your Dollar will be determined by your own INTUITION and ABILITY to decide where and how you shall make your Dollar work.

WHY RENT YOUR MONEY OUT FOR 3 OR 4%? WHY NOT JOIN YOUR MONEY WITH HUNDREDS OF OTHER PEOPLES' MONEY AND PUT IT TO WORK IN STUNGO-RUBBER AND GET ALL YOUR DOLLAR IS WORTH.

There are hundreds of people reading our advertisements and intending to put their money to work in this company and a great many of these people are going to wake up some morning and find that the opportunity is closed to them forever.

We claim that this is not only the cleanest, safest and best investment proposition before the public, but that there is a reasonable opportunity for the investor of even a few dollars to secure for himself a competency.

The tire industry has made more fortunes for small investors in a short time than any other industry in the world.

We have a tire which absolutely does away with blow-outs, pinched tubes, rim cuts and displacements.

It is a new tire to the United States, and we will manufacture and introduce it under Patent No. 1,106,748. It is not a whim, a fancy nor a wild dream. We have assured pledged orders and contracts from responsible tire distributors that will keep our factory busy for a long time to come. These orders should net us better than 50% on the entire capitalization.

The inventor is not a crazy mechanic but a man with an International reputation, the name of Stungo being synonymous with good tires both in England and in Germany.

We have over 3000 stockholders, who have invested over $550,000.00 which has made it possible for us to purchase a modern Plant and install our first unit, which will manufacture 500 tires per day. This equipment is only one-sixth of the capacity of our Plant.

We now want additional working capital to completely equip our Plant and manufacture 3000 tires and tubes per day. HENCE YOUR OPPORTUNITY TO COME IN WITH US.

This proposition is endorsed by several Rochester business men who have investigated and invested.

Send in your subscription now, and your money will be returned if a ten-day investigation will not satisfy you.

Isn't it worth inquiring into? Call at our office.

By joining this Company now, in addition to making a very profitable investment, you will be able to save 25% or more on your tire cost.

Office Open until 9 P. M.

ROCHESTER OFFICE, 515 Arlington Building

Bell Phone Main 3675 Roch. Phone Stone 317-A

Registrar
Fidelity Title & Trust Co.
Pittsburgh, Pa.

Transfer Agents
The Colonial Trust Co.,
Pittsburgh, Pa.

STUNGO-RADIUM RUBBER COMPANY

5026-29 Jenkins Arcade Building, Pittsburgh, Pa. **Bell Phone Grant 3130** **$3,000,000 Common Stock, Fully Paid and Non-Assessable**

Date.....

I Want..... .....shares of the Treasury Stock of the Stungo-Radium Rubber Company at $15.00 a share for which I hereby remit .....Dollars in Part / Full Payment for same. This contract not in effect until 10 days from date.

Name ..... Address.....

City..... State.....

USE ABOVE COUPON FOR INFORMATION.

N. B.—The price of this stock will be advanced to $20.00 per share on June 4th next.

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HENRY CONOLLY CO.

Quality *Service*

PRINTERS

BLANK BOOKS AND LOOSE LEAF SYSTEMS

HENRY CONOLLY COMPANY ROCHESTER N Y

39-43 ELIZABETH STREET ROCHESTER, NEW YORK

Let the Preferred Carry the Risk

Automobile Owners, if negligent or not, in the operation of their cars are liable for $5,000 or $10,000 for every death and an unlimited amount, depending on the extent of the injuries, for non-fatal accidents.

Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

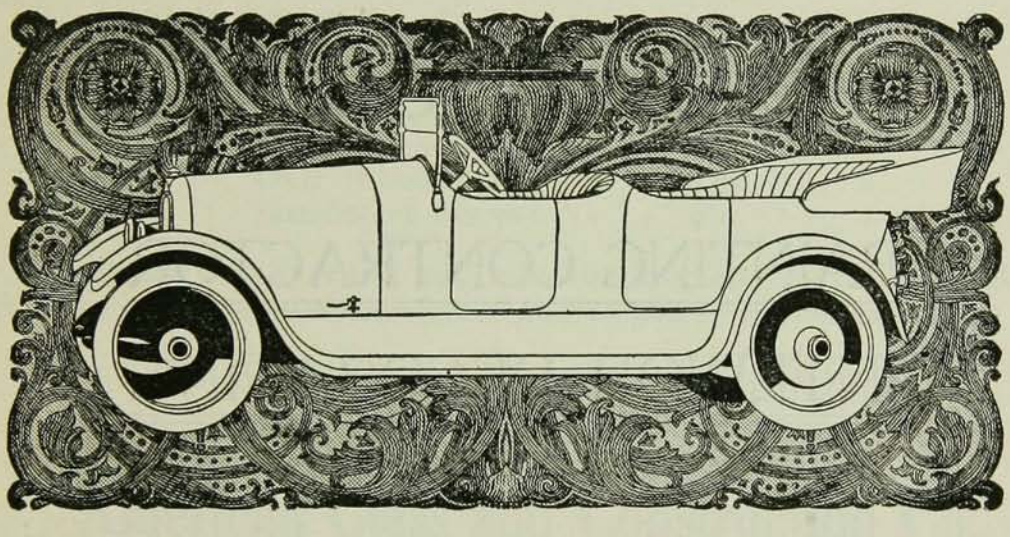
EZRA J. BOLLER

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MARMON 34



Only Four Grease Cups

NOT only is the Marmon 34 a half-ton lighter, and far more economical in fuel and tires than any car of equal size and power, but its refinement in detail eliminates incessant attention.

If you take the trouble to count the grease cups on comparable cars you will find there are as many as forty to sixty. And if the owner or chauffeur neglects them, power goes to waste, wear sets in and trouble lies just around the corner.

The Marmon system of oilless bearings and automatic chassis lubrication is an object lesson in simplicity. There are, on the entire car, but four grease cups.

The Marmon's birdlike acceleration puts the owner at an advantage in city traffic, and its luxurious, riding-ease on country roads is an experience that motorists never realize until they ride in this scientifically constructed car.

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GASOLINE, OILS, GREASES, ETC.

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NON-GLARING ROAD ILLUMINATING

"Like Pushing Daylight Ahead of You"

"SAFERLITE" PRICES

Up to 9 inches inclusive, - $1.50 pair
9 to 10 inches inclusive, - 1.75 "
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Installation, any size, - - 50c. "

Absolutely non-dazzling and non-blinding and giving best diffusion of light over roadway of any lense and at prices within the reach of all.

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American Glass and Construction Co.

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Expert on Any and All Cars

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Stevens-Duryea Cars

Gasoline, Oils, Greases and Tires

No. 7½ ROME STREET
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Pullman Taxicab Company

MAIN 972 *for* PULLMAN SERVICE STONE 2179

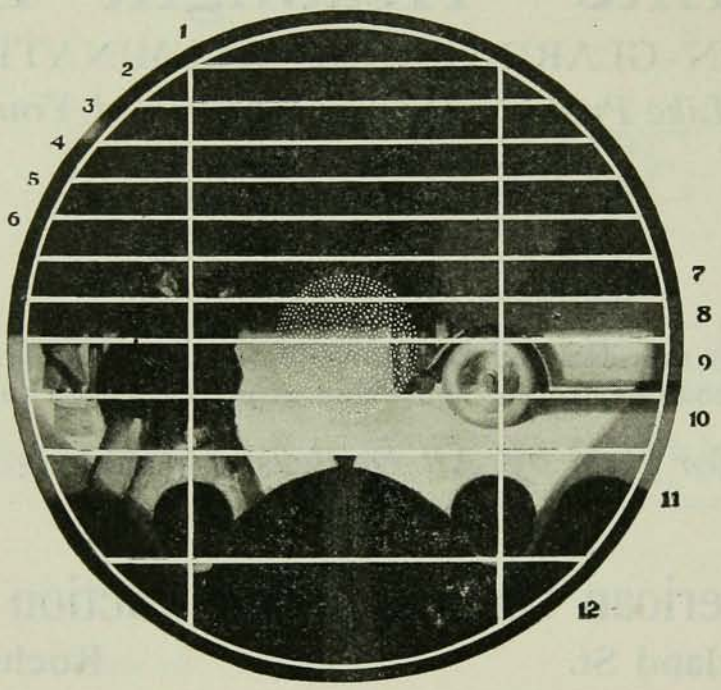
Hudson Super Six
1917 Models, 7 Passengers

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Special Rates for Shopping and Calling

OFFICE AND GARAGE
21 HYDE PARK
Near N. Y. C. Depot

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Throws a Waist-High Beam ⅓ Mile

Twelve Shafts of Light that Stream as One
Complies With all Headlight Laws
No Glare—No Need for Dimming
74% More Light on the Road

Road **Rays—Not "Sky" Rays** ***Direct*** **Rays—Not "Diffused" Rays**

Today's finality in headlight efficiency. Designed by James R. Cravath, one of America's foremost authorities on illumination. Takes rays which other lenses throw into the air and carpets the road with them. Ray never more than waist high—⅓ of a mile long—no glare. No need for dimming.

SIZES AND RETAIL PRICES

The New Osgood Lens is made in all sizes for all cars of whatever make. Sizes and prices:

7 to 7¾ inches	$2.50 a pair
8 to 8½ inches	3 00 a pair
8¾ to 8½ inches	3 75 a pair
8¾ to 11 inches	4.50 a pair

In ordering: Give diameter of old lens; diameter of opening in door frame; model and make of car.

Prices quoted on special sizes
25 cents a pair higher west of Rockies
20% higher in Canada.

Osgood Lens and Supply Company

2007 Michigan Avenue, Chicago

THE NEW
OSGOOD LENS
CRAVATH LONG DISTANCE TYPE

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24-Hour Service *Never Closed*

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"It Speaks for Itself"

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"All That the Name Implies"

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LOEWENGUTH, DINEEN & HOCK,

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Offer their excellent service
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THE ÆTNA CASUALTY AND SURETY CO.

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JANUARY 1, 1817

Combined Assets, ...	$141,802,711.12
Combined Liabilities, except Capital .	116,810,829.06
Combined Surplus to Policyholders .	24,991,882.06
Combined Capital	7,000,000.00

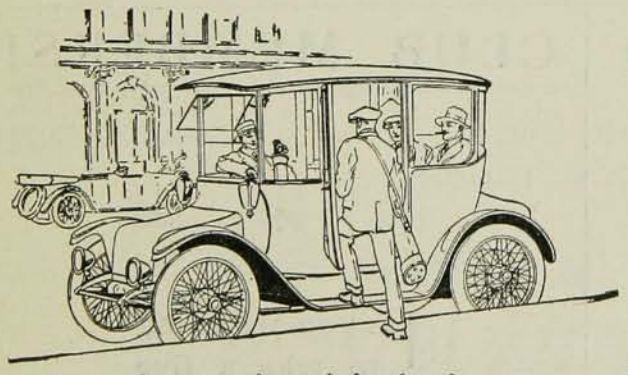
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Dake Building — **Rochester, N. Y.**

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Any member of the family, young or old, can drive the Detroit Electric with perfect safety. This, coupled with the Detroit's smart appearance and luxurious appointments, makes it a car for the whole family, and suitable for every occasion.

Mother and the girls whirl away in it on their afternoon calls. Father uses it (his is the smart Cabriolet model) for his business travel about town during the day. They all ride in it to the theatre or ball in the evening.

Let us present the evidence by means of an actual demonstration whenever convenient.

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SAGER'S ELECTRIC STATION

CULVER and BLOSSOM ROADS

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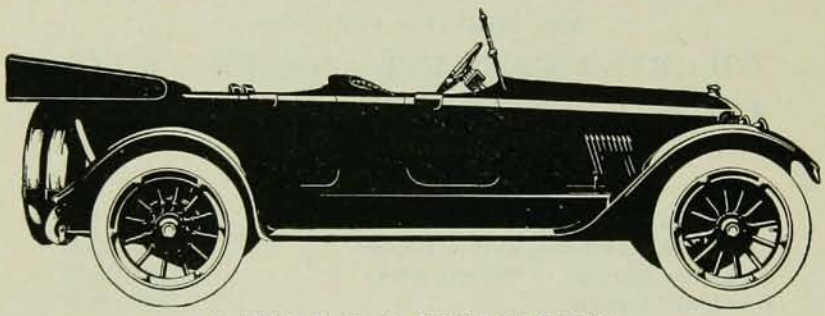
Plenty of Power—65 to 90 miles an hour

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The Aluminum Six with Magnetic Gear Shift

YOU can have no conception of the tremendous advantages of shifting gears with push-buttons until you have actually operated Premier's C-H magnetic gear shift. It is the greatest relief measure since the electric starter put the hand starting crank in the discard. Ask the lady who drives one.



$1,985.00 F. O. B. INDIANAPOLIS

A. M. ZIMBRICH MOTOR CO. Inc.

346 East Avenue Both 'Phones

American Taxicab Company

287 CENTRAL AVENUE

Near New York Central Station

Limousines, Sedans and Touring Cars, either five or seven Passenger Cars

PROMPT SERVICE REASONABLE RATES

Try us! We know we can please you.

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CLUB MEMBERS!

IF you are going to take a five hundred-mile-tour you should have a BLUE BOOK

All Volumes For Sale at the Club Office

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The Chapin-Owen Big Electric Sign Makes It Easy to Find the "Latch String"

When a fellow says "Come, the latch string is always out for you," you promptly make up your mind you'll be welcome and you just as promptly make a date for yourself. Isn't that so? Well, that's what the Chapin-Owen Company is saying to the buying public through the medium of their big Electric Sign.

Chances are by this time you have promised yourself a visit to the Chapin-Owen Stores, 370 to 386 Main Street East, where, as the big sign says, they have "Everything for the Autoist and Sportsman."

If you have, the Electric Sign will keep the promise fresh in your mind.

If you haven't, the Electric Sign will keep on telling you "The latch string is out for you," and sooner or later you'll yield to its agreeable persuasion.

When you yield, the Chapin-Owen Company will make your visit both pleasureable and profitable.

LOOK FOR THE CHAPIN-OWEN ELECTRIC SIGN

Rochester Railway and Light Company

FIRE
AUTOMOBILE
PLATE GLASS

LEADING COMPANIES
PROMPT SETTLEMENT

LIABILITY
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BOSTON INSURANCE CO.
OLD COLONY OF BOSTON

CAPITAL, - $1,000,000
SURPLUS OVER 3,000,000

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All men driving our cars are trained to be careful, considerate, courteous and respectful. We are very careful in the selection of men. The result is that you may send any member of your family anywhere at any time in one of our cars and feel assured that the trip will be made in perfect safety and in the quickest possible time consistent with careful driving.

ALWAYS CALL FOR A ROCHESTER TAXICAB

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ROCHESTER TAXICAB COMPANY

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E.H. CLARK COAL Co

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All models are Touring Cars

Some of the most wonderful scenery in all the world is to be found within easy driving distance of home. Folks come half way across the continent to see the lakes and hills—and the glorious sunsets—that are to be reached over our well made state roads. You have but to take a few days and the trip of your life awaits you.

Cadillac owners really enjoy their cars. No matter where you go, into the hills, off the beaten track, or on the city streets, you will find more Cadillacs than all other high-grade makes combined.

The Cadillac owner knows that he doesn't have to worry about his car; it's always ready to go whenever and wherever he will. That's one reason—and the extreme ease of operation is another—why so many women are using Cadillac "Eights," both for town work and for long trips. There are so many doing it that the sight of mother or one of the girls driving their own Cadillac no longer occasions any comment.

And the owner of a Cadillac always finds a warm welcome at the home of Cadillac, no matter where located, that leaves a feeling akin to getting back home.

Mabbett-Bettys Motor Car Company

252-262 Court Street :: :: "Just East of Clinton"

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ESTABLISHED 1852

The Relation of a Motor Car to a Safe Deposit Box

Will be apparent if upon your Home-coming from a Tour or a Trip, your Important Documents, Heirlooms, Jewels or other valuables be missing.

There is a *Sense of Security* in the knowledge that they are in a

Traders Safe Deposit Box

EDWARD D. CHAPIN, Supt. of Vaults

$2.50 per Year Upwards

This Bank Pays Interest on Special Deposits

You are invited to discuss with us the subject of

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1917 JULY 1917

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER



ONE OF STRONG MOTORS NEW SIGNS ON EAST AVENUE

"Watch the Chandlers coming and going," is their slogan and the distinctive radiator or the window in the back makes it easy to obey the injunction. "Why should I watch for the Chandlers?" someone said the other day; "You don't have to watch; you can't miss 'em!" "That's no selling argument," another said. Neither was "Who gets the Chandler?" "Sometime," Secretary Donahue says, "I am going to ask Mr. Strong to write an article for the Motorist on the psychology of signs and slogans."

Copyright 1917, by the Automobile Club of Rochester

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YOUR SUPPLY HOUSE

That's what we want our store to be.

Always room for one more on our list of customers.



If it's for your automobile, we have it. We don't know of a weak spot in our list of reliable, up-to-date accessories.

U. S. RUBBER CO.

ROCHESTER BRANCH **24 EXCHANGE STREET**

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W. H. ROWERDINK & SON

WHOLESALE DISTRIBUTORS OF AUTO TIRES and ACCES-SORIES



MANUFACTURERS OF AUTO DELIVERY BODIES and TOPS

BLACKSMITH REPAIRING TRIMMING AND PAINTING

When You Buy TIRES Buy of ROWERDINK

78-82 NORTH STREET ROCHESTER, N. Y.

Self-Praise is no Recommendation

But then it is mighty unprofitable to hide one's light behind a curtain of modesty.

If the Rooster didn't crow he would never get your attention. We have claimed and proved over and again that we are conducting the only up-to-date establishment of its kind. We have shown you that we have the inclination, the will and the means to gratify your every want in the automobile line. Whatever dealings you have or will have with us are backed up by our guarantee and service. We honestly believe that we merit your patronage. Unlike the many who have bargains to offer, we must admit that we are unable to wash your car, sell a tire or effect repairs at cost or below cost; we must attach a little profit, otherwise we could not be here to serve you. That little profit means that we are able to stand back of our wares and work. That is your insurance.

Most Completely Equipped Repair Plant in Western New York.

Our Motto
"SERVICE"
Serve Well and Keep Serving.

PHONES
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Repairs to gasoline cars, pleasure and commercial electrical vehicles and trucks, battery building, starting systems, body building, machine work, painting, upholstering and welding.

Get the story of the wonderful MILLER Carburetor. Guaranteed to save from 20% to 40% of fuel over any other make. Attached on 30-day approval.

SHAFER-DECKER CO.

Gasoline and Electric Garage

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Handy Location:

30-40 Carlton St., Just Off Atlantic Ave.

Convenient to your office and your home—near to the center of things, yet away from the bothersome bustle and traffic of the heart of the city—that is the new home of the

PHILADELPHIA DIAMOND GRID BATTERY





It is the most convenient place for you to go for battery service.

Drive right in—there's plenty of room.

And remember that, ever mindful of your convenience, we remain open evenings.

Come here to Battery Headquarters for free inspection and expert impartial battery service—no matter what make of battery you are using.

Philadelphia Storage Battery Co.

30-40 CARLTON ST. Just Off Atlantic Ave.

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RAYFIELD CARBURE-TORS



MAIN 557

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"TAKE IT TO HILL'S"

General Overhauling. Battery Repairing.

Tow Car always at your Call

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BATTERIES ARE GUARANTEED

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We repair and recharge all makes and sizes of batteries. Rental batteries and free inspection service.

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OPEN NOW

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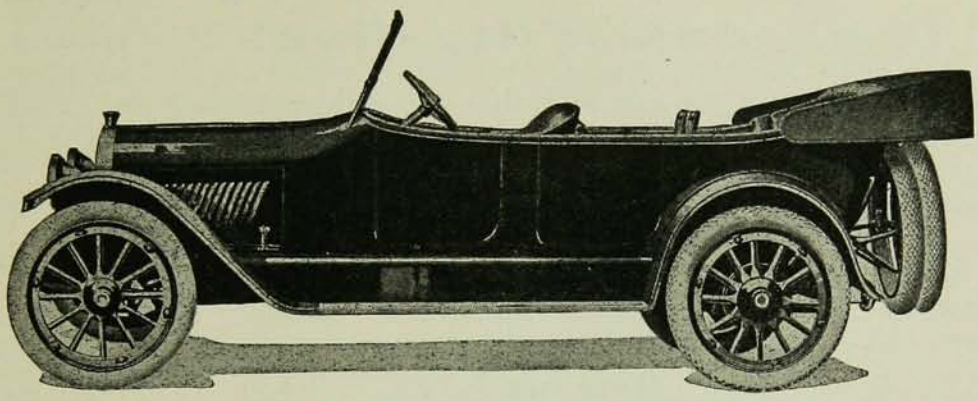
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The result of 20 years experience in high-class Motor Car building

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The Garden Spot of Rochester

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Sale of Auto Robes

Just Fifty-five!

These are the sort of Robes you will want when you get your car out for spring driving—the sort of Robes which, if you buy a month from now, you'll have to pay the advanced prices for; present savings are fully a quarter to a third.

Just fifty-five Robes all told—in the right weights and the best of colorings; figured and plain effects; both plush as well as all-wool finish; mostly dark colorings.

2	54 x 74 inch	$ 4.19
7	54 x 66 inch	5.50
12	54 x 74 inch	5.98
14	54 x 74 inch	6.50
6	54 x 66 inch	6.75
10	54 x 74 inch	9.98
2	54 x 74 inch	12.00
2	54 x 74 inch	12.98

DUFFY-POWERS CO.

For Sale — BALL-CORRIS-BURKE CO. REAL ESTATE 40 Main St. E.

LLOYD B. BALL
W. GERARD SHEEHAN

Sold By — BALL-CORRIS-BURKE CO. REAL ESTATE 40 Main St. E.

These Signs Mean Much to the People of Rochester

PROPERTY MANAGEMENT

For Rent — BALL-CORRIS-BURKE CO. REAL ESTATE 40 Main St. E.

Phones 766

Leased By — BALL-CORRIS-BURKE CO. REAL ESTATE 40 Main St. E.

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"CUNNINGHAM"

is the name that has been associated with vehicle construction since 1838, and on all points of quality, durability, style of vehicle, and methods of dealing, the name is an honored one in the industry.

The **Cunningham Eight** is the result of eight years' experience in motor building and has received the most careful and painstaking attention through a longer period of time than any other car previously developed in our factory.

The **Cunningham Eight** enters the market on its own merits, with all of the prestige of America's best cars fully in mind. Point by point it may be compared or contrasted with them, and its score will total the most.

The owner who chooses a **Cunningham Eight** should take into consideration that it is automobile service he is buying and that his car contains the highest amount of service that has ever been put into a car.

GEO. W. STAFFORD

21 SCIO STREET

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JUDD, TAILOR

WARDROBE SERVICE

216 MERCANTILE BLDG. ROCHESTER, NEW YORK

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7000 Abusive Miles

Twice across America, breaking the best previous automobile records both ways. Such a proof is offered by the Hudson Super-Six that it will endure a punishment no other car has ever equalled.

Even if you never intend driving twice across America in 10 days and 21 hours, still to know your car is equal to such a task will add much to your motor enjoyment. What other car gives you such assurance of long endurance as proved by such abuse?

HUDSON
Super-Six

HUDSON SUPER SIX
TRADE NAME REG.

Phaeton, 7-passenger	$1650
Cabriolet, 3-passenger	1950
Touring Sedan	2175
Speedster, 4-passenger	1750
Town Car	2925
Town Car Landaulet	3025
Limousine	2925
Limousine Landaulet	3025

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HUDSON SUPER SIX

ALLING & MILES, Inc.
82 STONE STREET

HUDSON SUPER SIX

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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 1 **July, 1917** **No. 5**

Automobile Sports

By Henry Rowerdink

Our Club Run to Clarence was in honor of the News Scribes of Rochester and about one hundred and fifty members were present. All agreed that it was a Real Time.

✣ ✣ ✣

It is quite possible that another Club Run will be held during July or August. Let me have your opinion.

✣ ✣ ✣

I am always glad to be advised by my fellow members. Any Auto sport you may recommend will be gratefully received.

✣ ✣ ✣

July is the month for our Gymkhana. It is high time we got busy.

✣ ✣ ✣

It is said that Messrs. Bausch and Rauber are going to pull something great on Aug. 7th. when they hold their annual "Orphans Outing."

✣ ✣ ✣

Geo. Henner is working on the Hill Climb plans. Something may happen any minute.

✣ ✣ ✣

Any one desiring to get up a parade should call at the Club. Our "Fletch" is filled with efficiency and makes a "Grand Marshall."

Concluded Next Month.

EDITORIAL STAFF OF MOTORIST

Editor.....George C. Donahue

Associate Editors—Edgar F. Edwards, Chairman; William H. Campbell, Byron N. Chamberlain, Bernard J. Haggarty, Joseph P. MacSweeney, W. J. O'Hea, Charles E. Sager, Bert E. Wilson.

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About 5,000 Miles of Highways Posted by Club



Motorists are appreciating the sign posting work of the Club. The Signs Committee is to be congratulated on its results this year. Nothing is more beneficial than signs, and the Committee has eclipsed all former records.

Central Library of Rochester and Monroe County · Historic Serials Collection

Rochester Team

In the A. A. A. Reliability Tour July 17-18-19. Noon Control on July 19th will be Powers Hotel.

Auto Club Officials and Directors will receive the visitors on July 19th, at 12 oclock noon, at Headquarters, Powers Hotel.

Eighteen counties covering approximately 12,000 square miles and containing a population of upward of 2,000,000, is the area in New York state in which a 600-mile course has been laid out for the National Inter-city Team Reliability Contest, a match which will be run on July 17, 18 and 19, and which will start and finish in Buffalo.

As we go to press eleven cities have been invited to enter teams in the contest, which will be conducted under the auspices of the contest board of the American Automobile Association as a class "E", non-stock invitation contest with special supplementary conditions. Richard Kennerdell, chairman of the A. A. A. contest board, will serve as referee of the match.

Entries in the contest will be confined to amateur drivers, as defined by the A. A. A. rules for amateurs; "A man who has never driven or raced a motor car for pay, either in cash or any other valuable consideration, such as traveling, hotel or other expenses in connection with a contest; competed for a cash prize; who does not make his livelihood or any part of it, as a result of racing or driving, either as a mechanician, demonstrator, tester or chauffeur; who has not otherwise received financial reward for engaging in competition; who has not since January 1, 1911, competed against a professional in a track or road race; who has never been declared a professional by any sport-governing body in connection with that sport over which it has jurisdiction, or who, having been so declared, has been reinstated, either by such body or in connection with automobile contests by the American Automobile Association."

Each of the following named cities have been invited to enter teams of not less than five or more than ten cars: Chicago, New York, Detroit, Buffalo, Indianapolis, Rochester, Cleveland, Syracuse, Boston, Elmira and Toledo. Each car in the various teams will be assigned an official identification number, painted in black upon a white cloth, which shall be prominently displayed on both sides of the hood and on the rear of the car. Cars may also display the name of the city and the team they represent in letters not exceeding eight inches in height. No advertising matter of any character may be shown.

Mid-forenoon, noon, mid-afternoon and night controls have been established for each day's run, the first of which will be from Buffalo to Elmira on Tuesday, July 17. On Wednesday, July 18, the drive will be from Elmira to Syracuse. The last leg of the course will be covered on Thursday, July 19, from Syracuse to the Automobile Club of Buffalo country club, at Clarence, N. Y., where the winning team will be announced during the course of a big banquet. The A. A. A. national touring trophy will be awarded the winning team, each member of which will receive a suitable prize.

The contest organization committee is composed of the following well-known motorists: S. E. Hibben, Chicago, Chairman; C. G. Sinsabaugh, secretary, New York; Dai H. Lewis, Buffalo; Robert Lee Morrell, New York; W. S. Gilbreath, Detroit; H. H. Rice, Indianapolis; Fred H. Caley, Cleveland; A. D. Falck, Elmira; George C. Donahue, Rochester; and C. C. Kilbury, Toledo.

In the course which has been laid out by Pathfinder Dai H. Lewis the contestants will have an opportunity to view more than one hundred cities, towns and villages in a section of New York State reputed for its natural and

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embellished attractions. Picturesque hills, lakes, valleys and streams combine with other features to provide an endless panorama of natural and man-made attractiveness, many stretches of which have been readily accessible only since the advent of the motor car and good roads.

Starting at Buffalo, beautifully situated on Lake Erie, at the mouth of the majestic Niagara River, the first day's run will be eastward over the main Buffalo-New York trunk line, carrying the contestants through Eggertsville, Snyder, Williamsville, past the beautiful country quarters of the Automobile Club of Buffalo as the cars drop down into the Village of Clarence, and then on through the Pembrokes to Batavia, Stafford and LeRoy, where the mid-forenoon control is established. Motoring eastward through Caledonia to the pretty Village of Avon, the contestants will take up a southeasterly course into the beautiful Genesee Valley, passing the extensive Wadsworth estates at Geneseo and the big canning and salt industries at Mount Morris. Thence onto Sonyea, West Sparta, Cumminsville and to Dansville, the noon control, snugly esconsed in a most charming valley surrounded by heavily-wooded hills.

From the noon control, the course is still southeast toward the Pennsylvania State line, taking the motorists through Arkport and Kanona to Bath, where a change of direction will be made for the motorists to Hammondsport, on Keuka Lake, where the mid-afternoon control is established and where the motorists will enjoy one of the most beautiful vistas on the course. At this point the contestants are in the heart of thousands of acres of vineyards, the foundation of the Empire State's wine-making industry. Here, too, is located the original airplane plants of the Glenn H. Curtis Company. On the shore of Keuka Lake, as the motorists pass out of Hammondsport, will be seen the Curtiss aviation field, where airplanes and hydro-airplanes are frequently observed in trial flights.

Skirting the shore of Keuka Lake for a short distance, and then taking the course over the hills in an easterly direction the motorists will pass through North Urbana, Weston and Tyrone to Watkins, which contains beautiful Watkins Glen, situated on the shore of Seneca Lake, the largest and deepest body of water in the group known as the "finger lakes." From this point the route leads through another beautiful valley, the grandeur of which is enhanced by the wild, rugged character of its scenery. Enroute to the night control, the motorists will pass through Montour Falls, Millport, Pine Valley and Horseheads, and entering Elmira will motor through Eldridge Park, one of several recreation spots in that city. The night control will be at the Rathbun House, in Water Street, in the business center of the city.

Regarded by many as one of the most charming motor trips in New York state, is the drive through the Chemung Valley from Elmira to Binghamton, a treat for the contestants on the second day of their match. Leading directly east from Elmira along the shore of the Chemung river, the course is through Lowman, Chemung, Waverly, Barton and Smithboro to Owego; after which the motorists follow the course of the Susquehanna river and pass through Apalachin, Vestal, Endicott and Johnson City to Binghamton, the mid-forenoon control.

At Court and Chenango streets in the "Parlor City," as Binghamton is known, the course leads directly north through Chenango street and along the shore of the Chenango river to Port Crane, North Fenton and Chenango Forks, where the waters of the Tioughntoga river meet those of the Chenango. The run from this point is through Greene, Brisben, South Oxford and Oxford to Norwich, where the noon control is established at the Eagle Hotel.

Continuing the northerly course, the motorists will pass through Sherburne, Earlville, Poolville, Hubbardsville, North Brookfield, Sangerfield, Waterville, Deansboro, Clinton, and New Hartford to Utica, the mid-afternoon control and one of the larger cities on the main New York-Buffalo trunk line highway. Taking a westerly course from this point, the procession of cars will pass through Kirkland, Chittenango and East Syracuse to Syracuse, where the second night-control is established at the Onondaga Hotel.

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On Thursday morning, July 19, the drive will be westward from Syracuse to Camillus, a point recalled by seasoned motorists as "Camillus Hill," which, before the advent of the splendid highways in New York state, was approached with more or less uncertainty. Modern motor cars and good roads, however, have combined to remove the terrors of Camillus Hill and to make it an interesting incident in the motorists' journey. Passing through Elbridge, Sennett, Auburn, Waterloo and Seneca Falls, the contestants will arrive in due time at Geneva, beautifully situated at the head of Seneca Lake. From this point, the course is north and west through Phelps, Clifton Springs, Manchester, Victor, Mendon and Pittsford to Rochester, the noon control, which is established at the Powers Hotel, the headquarters of the Automobile Club of Rochester.

The afternoon run from Rochester will be through beautiful farm and dairy lands in close proximity to Lake Ontario and through one of the most productive fruit belts in the Empire State. Practically paralleling the shore line of Lake Ontario, the drive is through Spencerport, Parma, Clarkson, Brockport and Albion to Medina, the mid-afternoon control. The home-stretch is westward to Middleport, then directly south through Akron, thence westward to Clarence and into the many acres of beautiful grounds surrounding the Automobile Club of Buffalo Country Club, where the match ends and where the participants in the contest will grace the festive boards of the Buffalo motorists in a celebration befitting the occasion.

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COMPLAINTS

Rochester, N. Y., June 22, 1917.

Secretary,
Automobile Club of Rochester,
Powers Hotel, Rochester, N. Y.

Dear Sir:

I wish to report to you for investigation an accident which occurred to me last evening at the Lyell Ave. canal bridge.

I was traveling on Lyell Ave. at about 11:30. As I approached the street entering Lyell Ave. from the south just before reaching the bridge an automobile came out and turned east on Lyell Ave. It suddenly stopped, backed up half a car length, and then made a left hand turn facing west on the north side of Lyell Ave. Almost at the bridge on the south side of Lyell Ave. stood a car. The car going out of the above mentioned street necessitated my slowing up and when the road was clear again the road ahead of me over the bridge was perfectly clear and no sign of danger. When I was within approximately 2 to 3 feet of the bridge I noticed a man on my left standing on the west bound car track. At the same instant I noticed that he carried a red lantern. This was carried in his left hand in such a manner that his body hid the light from me. At the same moment that I observed the man and lantern several people shouted. I then noticed that the bridge was raised approximately one to two feet. I immediately applied the brakes but was unable to stop the car with the consequent result that I hit the raised edge of the bridge which caused my left front tire to burst.

I cannot remember exactly what the bridge man said but he was apparently very much put out and called me down because I did not see him waving his lantern, as he stated, but which none of my party saw him do. He refused to give his name but he wore a hat bearing the number 141. He admitted to me that he had been on the other side of the bridge putting up a chain and that he had not had time to get around.

The number of the car standing by the bridge was B-35853. Before passing the machine which came out of the side street my view of the bridge, of course, was obscured, but, as I previously pointed out there was no danger sign on the south half of the bridge and the man had not arrived as far as that when I hit the bridge.

It would seem to me that before one of these bridges is raised that the man with the red lantern should be in position on the side of the road that the traffic is supposed to come on.

Trusting you will take this matter up with the proper authorities and thanking you in advance, I am

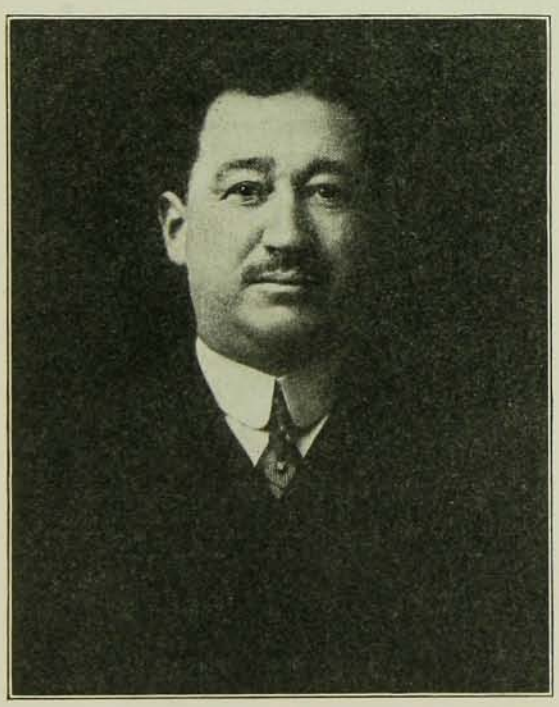
Very truly yours,
Harry LeB. Grog

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New Head of the New York State Railways

Introducing James F. Hamilton Who Is Not Only a Railroad Manager But Also a Booster of the Automobile Club of Rochester

To Rochester motorists it is of interest to know that among the prominent members of the "4000" Club is the head of the New York State Railways Company, James F. Hamilton. He was tagged the day he landed in Rochester



JAMES F. HAMILTON
General Manager New York State Railways

and is now a general booster for the organization. He invites the co-operation of motor car drivers in eliminating accidents upon the highways; he is an expert railroad official and already has brought his Company to a high degree of efficiency.

BEGINS AS CONDUCTOR

James Hamilton began his trolley career in Buffalo in 1897 as a conductor for the International Railway Company. He was promoted from time to time, and in 1902 he was sent to Schenectady as assistant superintendent of the Schenectady Railways. It was during his five years in that position that his ability in supervising the intricate matters in connection with the operation of a trolley system attracted attention and received a merited reward, when, upon the resignation of George L. Radcliff, who returned to Cleveland, Hamilton was made general superintendent. In October, 1911, he was named superintendent of the United Traction Company at Albany; but he did not entirely sever his Schenectady connections, continuing to act as special adviser to his successor, W. S. Hamilton.

RAPID RISE

In May, 1912, upon the resignation of E. F. Peck, Mr. Hamilton was named general manager of the Schenectady Railways. On August 1, 1912, three months later, he was appointed general manager also of the United Traction Company in Albany, succeeding Edgar S. Fassett. Mr. Hamilton then became the head of more railway capital than any trolley manager outside of New York City. On Feb. 12, 1917, he was appointed general manager of the New York State Railways of this city.

Mr. Hamilton is the past president of the New York Electric Railway Association and prominent in the affairs of the American Electric Railway Association and has also been prominently identified with many civic enterprises in the cities of Albany, Troy, Cohoes and Schenectady. He is a member of Oriental Shrine of Troy, St. George's Commandery, St. George's Chapter No. 157, St. George's Lodge No. 6 as well as B. P. O. E. Lodge No. 458.

It is a well known fact, in cities where Mr. Hamilton has been located in charge of railway properties, he has tried in every way possible to deal fairly with the public, his employes and whenever called upon to improve operating

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conditions that would prove of benefit to the public at large, he has always responded and is more than pleased at all times to personally meet with those who may have grievances against the company; in fact, his aim seems to be to deal fairly with the public as well as with the employes and provide the city of Rochester with the best trolley service that can be given.

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MOTOR TRUCKS FOR NEW ARMY

The War Department authorizes the following:

The new American Army will be supplied with motor trucks as rapidly as they are needed through the development of the Government's present plans. Bids have already been asked on orders of from 1 to 35,000 trucks of light and heavy types known officially as class A and class B, and present estimates indicate that they can be secured from the existing manufacturing plants as fast as they are required. The War Department has no present expectation that it will have to resort to commandeering private machines in commercial service. The new Army trucks will be of a construction which would handle, in commercial service, loads of approximately 3 to 5 tons, respectively. All the bids were opened in Chicago on June 10. Arrangements are also being made to secure the necessary drivers. The specifications for these new trucks were formulated by the War Department Motor Transport Board, of which Col. Chauncey B. Baker, is the head, in conjunction with several divisions of the standards committee of the Society of Automotive Engineers, after an exhaustive study of European and American field experience.

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AN AD-ITORIAL

Sometimes as we leaf through the pages of our own publication, we cannot help giving ourselves a mental slap on the back, when we recognize the standing and prestige of our advertisers. We are proud of them. Here are concerns of standing to whom a good name is great riches.

Personally, we are all of us fond of distinguished callers. We are glad when Mr. Leading Citizen and his family drive up, stop in front of our house and visit us. We hope the neighbors will appreciate the calls of persons who come to our house. That is the way we feel about our advertisers. We are happy to have them with us and we are proud to introduce them to you, our friends.

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NEW ROUTE BOOK

Owing to inclement weather the touring season is about a month late this year; in fact it has about just started.

The New Route Book of the Automobile Club covers all the important automobile Routes in the Eastern States.

If you have no copy of the Route Book you should phone the Club office. This book is the best ever published and every motor driver should have a copy.

Please call for it or send 20 cents to cover postage. No copy will be mailed at Club expense.

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Did you see that new Route Book? Bigger and Better than ever before.

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All members in good standing (as to dues) should call at Club Headquarters and receive a Route Book, Emblem, and Map.

FIRST ANNUAL

HILL CLIMB

to be held at

LIVONIA

Saturday July 28th

Inquire at Club Office for particulars

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Committee Examining Chauffeurs

Quartermaster's Enlisted Reserve Corps call upon Rochester for Sergeant Chauffeurs for the Army

The War Department, recognizing the fact that Regular Army officers can hardly be expected to be able to pass upon the technical qualifications of several thousand drivers for



Barney M. Cane

army motors, has therefore established headquarters in several cities, including Rochester, in charge of a local committee of experts organized in respect to their executive and technical ability for the work in hand.

Charles F. Buelte, Sales Manager for Strong Motors, Inc., was requested by the Department to take charge of the local recruiting for the Quartermasters Enlisted Reserve corps as General Chairman of the committee, with the suggestion that Barney M. Cane act as chairman of the technical committee in charge of the examination of candidates for the position of Sergeant Chauffeur. Early last month a complete organization of the work was effected, as follows:

GENERAL CHAIRMAN—Charles F. Buelte, Salesmanager, Strong Motors, Inc.

SECRETARY—Sergt. Donald H. Hershey, Auto Club, Powers Hotel.

PUBLICITY COMMITTEE

John S. Briggs, Advtg. Counsel.

H. W. Bramley, Advtg. Mgr. Sibley Lindsay & Curr Co.

Edgar F. Edwards, Gen'l Mgr. Rochester Industrial Exposition.

ENLISTING

D. E. Sullivan, Sullivan Motor Truck Corporation.

Wm. C. Barry, Gen'l Mgr. Selden Motor Vehicle Co.

H. G. Strong, Pres. Strong Motors, Inc.

E. M. Alling, Pres. Alling & Miles.

Paul LeHardy, Marmon Automobiles.

TECHNICAL COMMITTEE AND EXAMINING BOARD:

Barney M. Cane, Chairman, Sup't. Strong Motors, Inc.

Serg't. Donald H. Hershey.

Wm. P. Knipper, Saxon Distributor.

Joe Swope, Cadillac Agency.

W. B. Rheinick, District Mgr. White Trucks

F. P. Hunt, Distributor G. M. C. Trucks.

H. J. Sturdevant, Distributor Pierce-Arrow Trucks

N. O. Tassell, Distributor White Truck.

W. Norton, Jr., Chief Eng. Selden Motor Vehicle Co.

Wm. Goff, Sullivan Motor Truck Co.

G. E. Hazard, Eng. Kellogg Mfg. Co.

C. E. Barrett, Sup't of Service, Pierce-Arrow Trucks

Geo. Selden, Selden Motor Vehicle Co.

FINANCE

F. W. Peck, Rep. Studebaker Corp.

Geo. C. Donahue, Sec'y Auto Club of Rochester

OUT-OF-TOWN

W. J. O'Hea, District Mgr. Bell Telephone Co.

Chas. S. Thayer, Gen'l Mgr. Standard Oil Co.

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Rochester was one of the last cities asked to take up this work, with the result that the number of men required at once for "overseas work" had already been recruited in other localities. Therefore, though about 150 men have been examined by the technical committee, and about 65 been recommended to the War Department for physical examination and enlistment, none as yet have been called out. There is no doubt, however, that having been accepted before long they will be used, with as many more trained men as Rochester will furnish. As a matter of fact, it has just developed that many hundred trucks are required at once in construction work of the various mobolizing camps, which must be ready for occupancy in less than two months. Government orders are already in for these trucks, and orders are daily expected for available drivers to report.

The specializing of the truck transportation problem in the army service is a development of last year's experience on the Mexican border. At that time, recruits for whatever drivers were needed were largely taken from the ranks. Inexperience and incompetence were the rule, while the Quartermasters department officers in charge were not qualified technically to tell a chauffeur "where he got off," and he could easily put anything across he wished, if he did not feel like going out with his truck on any assigned work.

Sergeant Chauffeurs now must be well recommended and vouched for, both personally and by a technical committee, who put him through a strict examination on the theory and practice of engine construction and operation. He must be able not only to drive but to take care of his truck. The Sergeant Chauffeur is the unit of the organization, and has directly over him officers of special technical and executive ability, to the rank and pay of captain. A high grade of ability is necessary to enter the service, and owing to its being a new branch, promotion is quick and sure to all who show they deserve it. The pay on the start is $44 a month, the same as that of sergeant in the army. The duties are, of course, transportation in all its branches, under the control of the Quartermasters department, of supplies of food, lumber, baggage, camp equipment, and on the fields presumably ammunition.

The committee asks the co-operation of the members of the Automobile Club in sending capable chauffeurs to talk the matter over with Serg't-Chauffeur Hershey, whose headquarters are at the Automobile clubs rooms, or with Mr. Buelte, or Barney Cane, at Strong Motors, 12 S. Union St. Technical examinations are being held frequently at the latter place. Previous written application must have been made by anyone wishing to take these examinations, together with a certificate of character which must be endorsed by two responsible business or professional men.

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George Donahue, Esq., Secretary,
Automobile Club of Rochester,
Rochester, N. Y.

Dear Sir:—

I want to express to you and the members of the Automobile Club of Rochester the thorough appreciation of the Liberty Loan Committee for the assistance which you have rendered us in the Liberty Loan campaign.

Yours very truly,
Geo. J. Keyes,
Chairman.

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BEST ROUTE BOOK EVER

Members of the Auto Club are complimenting themselves on the 1917 edition of the Route Book. It is entirely new and up-to-date, containing all of the important drives in New York State and also the trunk line routes into the favorite regions of New England, New Jersey, and Penna.

It is well to remember that this book is published through the co-operation of the business men of Rochester and vicinity who have taken advertising space therein.

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Dazzling Headlight Law Effective August 1st.

Motorist Should Arrange to Select a Non-glare Headlight Lens as soon as Possible. No Cars May Carry the Plain Lens after August 1st. Interesting Information on the New Law.

By JOHN R. POWERS,
Member Legislative Investigating Committee.

Club members may be interested in the investigation which brought about the new law governing and restricting the use of headlights on automobiles in New York State.

LEGISLATIVE COMMITTEE

A joint resolution was adopted by the 1916 Legislature, to investigate generally, the use of lights on automobiles, the various devices for eliminating the glare of headlights and the use of the public highways by auto trucks and omnibuses. Pursuant to this resolution, a committee of five, two members from the Upper House and three from the Lower House were appointed to membership. This Committee associated with itself, Hon. John J. McInerney of the New York State Motor Federation and Hon. Albert W. Seaman of the New York State Automobile Association. The results and findings of this investigation, it will be understood, were to be reported back to the 1917 Legislature with the recommendation of the introduction and passage of the act which is now Chapter No. 785 of the Highway Law.

HEARINGS

During the investigation, hearings were held on different occasions in Albany, in Alexandria Bay at the convention of the New York State Automobile Association, in Syracuse and at New York City.

At these meetings, there appeared before the committee, representatives of the Safety First Federation, Police Commissioners, representatives of the Society of Automobile Engineers, Commissioners of Public Safety of numerous cities and many advocates of anti-glare devices. In addition to these public hearings, many actual tests of different devices were made; demonstrations and road tests were made of different theories that had been advanced before the committee. Many examinations were made of existing laws in other states.

DEFINITION OF "GLARE"

The committee found that no exact definition of glare had yet been formulated, but that it was universally accepted that any light source has glare if it appreciably reduces the distinctness of vision of any observer looking toward it. To be practical, the blinding or dazzling effect of a light is not due to the brilliancy of the light itself, but to the lack of illumination of the immediate vicinity through which the rays are projected.

DIFFICULTY OF FRAMING LAW

The Committee realized the importance of framing a law in terms that can be readily understood, definitely interpreted and readily enforced. Any law limiting the projected rays to a given level, which then goes on to state that light may be projected above that level provided it is "not capable of producing a dazzling light or glare" or if it is so shaded that it will not blind or interfere with other users of the highway" or words along the same import, would leave the whole question open and the interpretation a matter of personal opinion. It would provide no definite rule by which could be determined what would be permissible and what would not.

THE LAW IS PRACTICABLE

The average driver of a motor car knows that any law which prescribes requirements that do not permit of adequate illumination cannot be enforced, but will be evaded and violated. Under this new law, the driver is permitted to obtain sufficient illumination, there is no reason for him to be tempted to violate the statute, and a violation will be without excuse and deserves a heavy penalty.

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RESTRICTED ILLUMINATION NECESSARY

Wherever the problem of headlight regulation has been considered it seems to have been assumed that most of the light projected at a level more than 3½ feet above the road is dangerous to other users of the highway. This idea fails to take into consideration two very important points. Assuming that the entire field of illumination covered by the headlights is in cross section a plane, and that the axis of the car is perpendicular to such a plane, we may assume that the entire field of vision is divided into four quadrants. The upper quadrants, right and left, are located approximately above the 42-inch level, and the lower quadrant below that level, a line drawn through the axis of the car passing through the meeting points of the four quadrants. Since, according to the rules of traffic in the United States, all vehicles are required to travel on the right-hand side of the road, no light projected to the right of the axis of the car, either above or below the 42-inch level, can produce glare in the eyes of a driver or pedestrian coming in the opposite direction. Secondly, it is desirable that the driver of the vehicle shall have ample illumination of the upper right hand side of the road to discover limbs and overhead obstructions and to enable the operator to read danger and direction highway signs.

PRIMARY OBJECT OF HEADLIGHT ILLUMINATION

The primary object of headlights is to provide the driver with sufficient illumination to reveal objects and road conditions ahead of him. A car traveling at the rate of 20 miles per hour covers 29 feet per second. A minimum range of vision of 250 feet allows the driver only eight seconds' time to travel that distance. It is obvious that, in the effort to secure adequate range, the illumination must not interfere with the vision of other users of the highway. In order to cover both points effectively, it is necessary for the law to stipulate that each vehicle must be provided with headlight illumination adequate to afford a certain minimum range of vision to the driver, and that in so doing no reflected light shall be projected to the "left of the axis of the car" more than 42 inches above the level surface on which the car stands, measured 75 feet or more ahead of the lamps.

AVOIDANCE OF HIGH ILLUMINATION

A small amount of illumination of the foreground immediately in front of the car and towards both sides is, of course, essential. On the other hand, if any considerable amount of illumination of the foreground is produced, the vision of the driver of the car for distance objects is seriously impaired. With relatively high illumination of the foreground, the pupil of the eye contracts in adaption to its surroundings, and a relatively faint illumination proceeding from distant objects is correspondingly less effective. This principle is universally recognized wherever acute vision of distant objects at night is important. For example, on board of ship no light is permitted in the pilot house, on the bridge, or in front of the bridge, unless entirely shaded from the direct vision of the observer behind. In other words, the immediate vicinity of the observer must be kept in relative darkness in order to permit distant vision. The same principle, of course, applies in an engine cab, or in case of a motorman of a trolley car. It is a well-known principle in the use of military and marine searchlights, that the range of a searchlight is cut down by at least 50 percent if the standpoint of the observer is in close proximity to the light of the projector. In case of a motor vehicle, the driver must necessarily be located in close proximity to the light projectors and this makes it all the more important that illumination of the foreground be kept down to a minimum in order to avoid unnecessary interference with his vision of distant objects. This principle makes it obvious, that the devices which diffuse or otherwise deflect any considerable portion of the beam in the immediate foreground are radically wrong. They are liable to give a false sense of security to the driver, they produce relatively high illumination of the foreground, but make adequate range of vision impossible unless intensely powerful illuminants are used.

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ENFORCEMENT OF LAW

The act reads "to take effect August 1st, 1917." This date is but a short time distant and all drivers and owners should take immediate steps to comply with the statute. The plain lens which you now have will not meet with these requirements and this is a timely warning to everyone. Inquiry will show you that there will be a rigid enforcement of the law itself and violators will have reasons for regret. Any dealer can, no doubt, furnish you with special lenses—some are good—others subject to scrutiny. However, in the interests of safety—for yourself and the other driver—get some sort of "no-glare" device.

JOHN R. POWERS
Member
Legislative Investigating Committee.

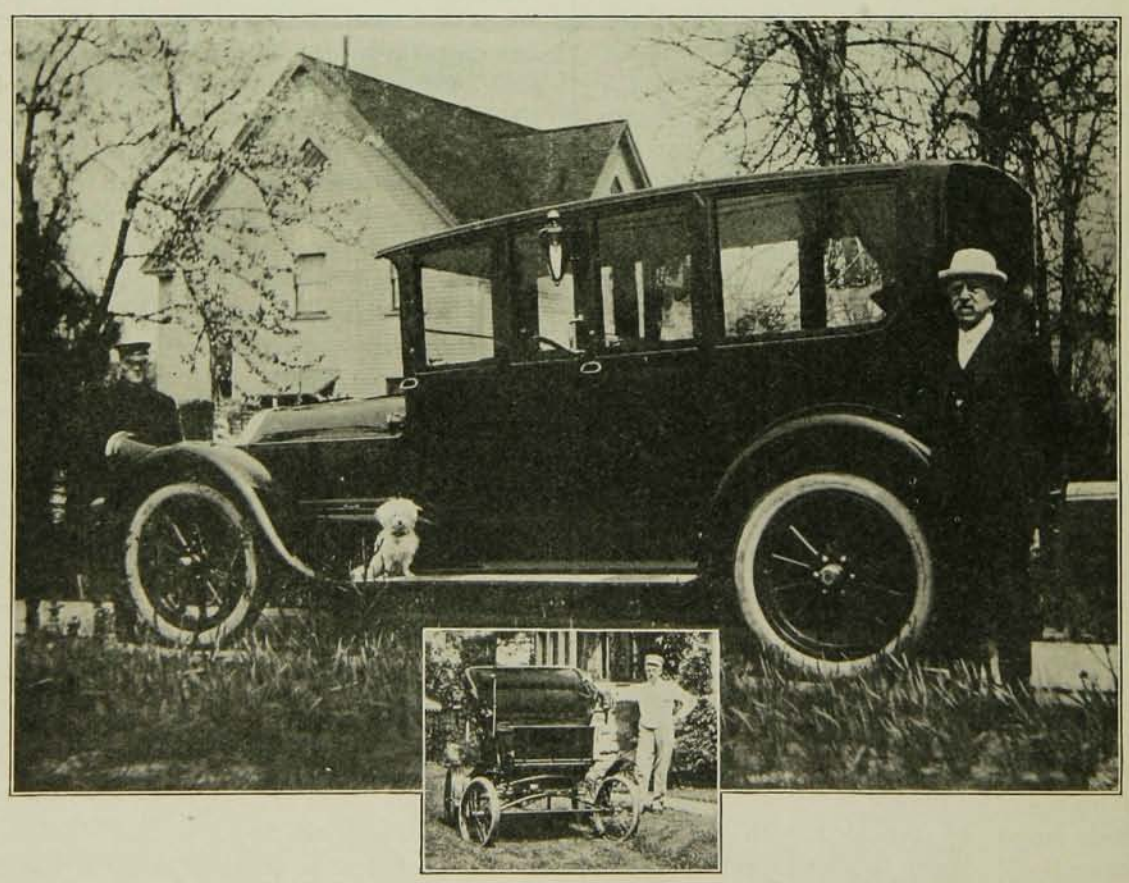
ROCHESTER TO SACKETT'S HARBOR

Via Syracuse—174 Miles

Leave Club Headquarters, Powers Hotel, go **east** on Main Street, bear **right** on East Avenue, continue straight out through **Pittsford, Mendon, Victor,** at Victor keep straight ahead through **Manchester, Clifton Springs, Phelps,** four miles beyond Phelps turn **right** into **Geneva.** Leave Geneva via Lake Street through **Waterloo, Seneca Falls, Auburn, Elbridge** and **Camillus** into **Syracuse.** (Auto Club of Syracuse, Onondaga Hotel.)

Leave Syracuse on North Salina Street, to Wolf Street, go through **North Syracuse, Emmons, Maple View, Pulaski, Pierpont Manor, Adams,** turn **left** in Adams to **Henderson** into **Sackett's Harbor.** 174 miles.

Conditions: All Macadam.



Henry Hanson, of 1085 St. Paul Street, Rochester, N. Y. Prominent motorist who owned the first car in the City and now operates a Pierce-Arrow. He is an enthusiastic motorist and takes delight in touring.

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DRIVE CAREFULLY

"The greatest difficulty I have on my dusty beat is to keep my eyes on the traffic and off some of the impromptu veal exhibits which



Traffic Officer Frank Colliton

are constantly 'breezing' along," remarked Officer Frank Colliton, who rules the traffic at the windy post at Main and St. Paul Streets and South Avenue.

"No cattle king in the land has anything on me as to knowledge of calves since I assumed this post," continued Officer Colliton. "On windy days I see them of all shapes and sizes, the slender Chippendales and heavy Missions predominating. It is only by the exercise of stern and unrelenting fortitude that I am able to keep my eyes on the automobiles, street cars and other vehicles.

"There is another diversion, too, on the St. Paul and South Avenue post, and that is the chasing of hats for ladies in distress. Some days the breeze through the St. Paul Street canyon has small regard for womanly headgear and hatpins are unreliable anchors.

"One day I chased a hat about 100 yards down South Avenue for a lady and when I returned with the bonnet the fair owner naively asked:

"'Officer, can you please loan me a comb; my hair is all blown down and I can't do a thing with it?'

"A short time ago the wind blew a woman's hat on the track just as a car was passing and when I handed back the remains she said:

"'I think you might have caught it before the car ran over it, officer, do you think the city will pay me for it?'

"'One of the funniest sights I ever saw was the lady from the country who stood on the corner recently when the wind was blowing a gale and her skirts any place but where they ought to be. The woman was as sockless as the late Jérry Simpson, of Congressional fame and a prominent citizen who had a good view went into a department store, returning with a pair of handsome silk stockings which he presented to the woman.

"'Please accept these from an ardent devotee of art, my dear madam,' he said. 'Such beauty should not remain unadorned in public.'

"The woman took the stockings."

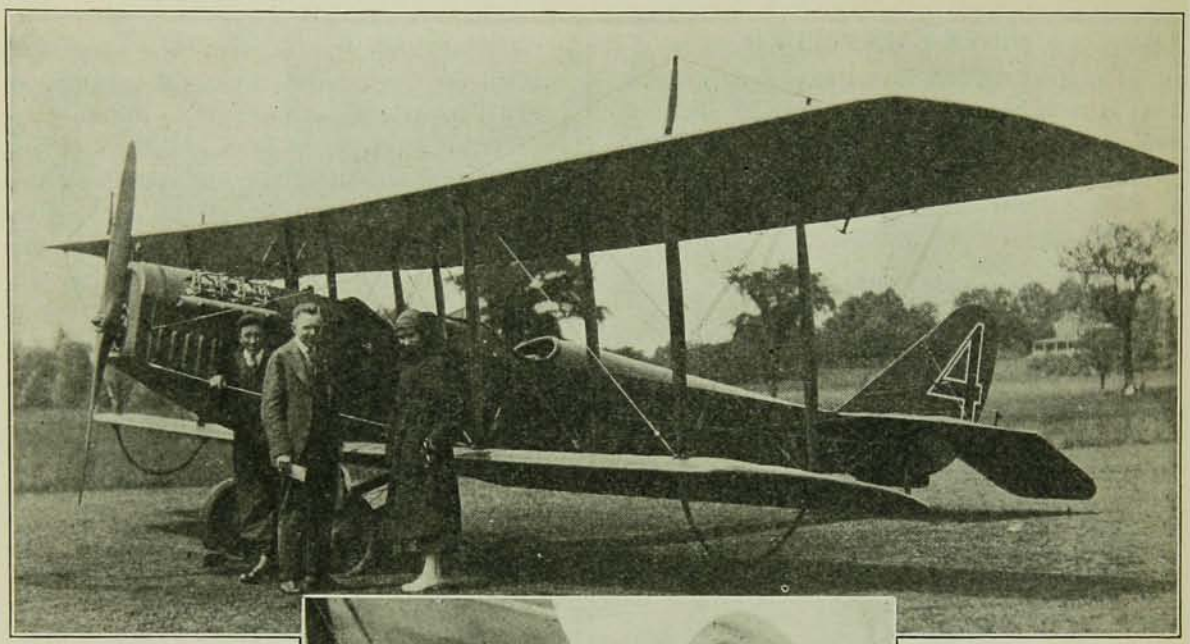
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NEW 1917 EMBLEM



All motorists who are members of the Automobile Club of Rochester display an Emblem. It is attached in the centre of the radiator of the car as shown in this picture.

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Top—Miss Katherine Stinson, landing at Baker Farm, Genesee Valley Park, Sunday, June 24.

Center—Edmund Howard, Assistant Secretary, bidding farewell to daring young Aviatrix.



Bottom—Auto Club Committee, who received Miss Stinson at the Park, Sunday, June 24th: Messrs. Riley, Hamilton, Rowerdink, Taylor and Donahue.



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Road Report by Counties

In Planning Motor Trips in New York State Trace Out the Route on the Map and then Read the County Reports. These Reports will be Printed in Rochester Motorist Each Month Through the Courtesy of the County Engineers.



ROAD REPORT BY COUNTIES

Alleghany County—Harry Craig, Engineer. Roads closed—Belfast–Canadea, detour provided.

Broome County—Chas. Van Amberg, Engineer. Roads closed—5 miles west side Chenango River north at this point 2 miles closed.

Cattaraugus County—Alex. Bird, Engineer. Roads closed—Machias south to R. R. crossing. Good detour.

Cayuga County—J. C. Dayton, Engineer. Roads closed—Auburn–Weedsport–detour via: Sennett. Port Byron–Weedsport north side of Canal. Port Byron–Montezuma. Scipio center. Auburn–Skaneateles via: Genesee St. closed–detour via: Franklin St. Port Byron–Auburn–detour provided.

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Chautauqua County—Wm. J. Kanuer, Engineer. Roads closed—Silver Creek–Forestville, Jamestown–Bemus Pt. Under construction but Passable: Hamlet–South Dayton. French Creek–Findlay Lake, Dunkirk–Silver Creek (Lake Rd.), Smiths Mills Depot–village, Frewsburg Village –Detours provided.

Chenango Co.—Chas. M. Stone, Engineer.

Sherburne–Earlville: Entirely completed and open to travel.

Chenango Forks–Greene: Macadam completed and road open to travel.

Sherburne–North Norwich and Norwich–Preston; repair work but open to travel.

Norwich–South New Berlin, repair and construction work; will be closed in the near future. Would advise detour to New Berlin by the King Settlement road, part earth and part macadam road.

Detour to South New Berlin by Whites Store or Lathams Corners roads. Earth roads.

South New Berlin–Davis Crossing; under construction, open to travel at present; cross river to east side at South New Berlin, and travel river road to cross-road to macadam on west side of river at Burdicks Mills. Detour is earth road.

Rockdale–East Guilford, under construction; cross river at Rockdale to river road on east side, returning to west side of river at East Guilford.

Afton–Betsburg and Afton–Coventry; under construction but open.

Oxford–Soldiers Home; under construction but open to travel.

Oxford village; under construction and detours posted by side streets.

South Otselic–Bonny, under construction; would advise automobiles to avoid this road. Detour signs are being posted as fast as detours are necessary.

Clinton County.

All County and State roads south of Plattsburgh open and in good order. Work on the Saranac road from Moffittsville to Franklin Co. line will soon begin. Advise tourists to keep off this road all summer.

Columbia County—L. J. Bashford, Engineer.

Roads closed—Spencertown–Austerlitz.

Cortland County—D. B. Coleman, Engineer.

Roads closed—Cortland–Marathon–Binghamton. Detour–Cortland to Virgil to Marathon via: Messengerville, or Cortland to Ithaca to Binghamton via: Spencer and Owego.

Delaware County—A. L. Van Tassle, Engineer.

Roads closed—Walton to Beerston north side of River. Under construction but passable: Colchester Sta. to Hawleys on north side of River.

Dutchess County—A. C. Rapel Jr., Engineer.

State and County highways in fine condition; a large amount of repair, resurfacing and oiling has been done. Detours: On trunk line Poughkeepsie to Fishkill, road closed through village of Wappingers Falls, on account of new work; detour via New Hamburgh and Hughsonville over fine town road. On County system between Green Haven and Poughquag, road under construction; detour to north from Green Haven via Beekmanville and East. Rock City–Barrytown road under construction, but not closed; road surface is on sub-base, covered, making it fair under slow speed. Town roads generally are good. Primary work largely completed and much honing and resurfacing going on.

Essex County—Clinton M. Simonds, Engineer.

Road closed—Keene to Lake Placid–Detour Jay to Wilmington.

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Erie County—Geo. C. Diehl, Engineer.

Roads closed–Hamburg–Gowanda, Tonawanda Creek Sec. 2, E. River Rd. on Grand Island, Collins Center–Springville, North Collins–Sanford, North Collins–Brant. Under construction but passable: Brant–North Collins, Tonawanda Ck., Transit Road, Holland–Protection, Hunts Cors.–Akron, Marilla–Marilla Sta., E. Eden–Hamburg. Detours provided and posted.

Franklin County—H. A. Gray, Engineer.

Roads closed—Malone village–Traffic between Malone and Saranac Lake, detour one block. Malone–Chateaugay.

Genesee County—Wm. A. Torrance, Engineer.

Roads closed—Batavia–Oakfield, Oakfield to Alabama.

Jefferson County—Henry S. Ball, Engineer.

Closed—Redwood–St. Lawrence Co.–Line Evans Mills–Philadelphia, Clayton–Cape Vincent.

Detours: Watertown–Ogdensburg via: Theresa Antwerp–Canton, Watertown–Philadelphia via: Theresa–all state road, Clayton–Cape Vincent via: Depauville–Chaumont–Cape Vincent–all state road.

Madison County—Geo. S. Tibbits, Engineer.

Oneida to South Bay (direct route Oneida to Oneida Lake); under contract.

Munnsville to Pine Woods; under contract.

South side Oneida Lake, west of South Bay; under contract.

Earlville–Hamilton (part of Utica–Binghamton trunk line); under contract.

DeRuyter–New Woodstock (Cazenovia–Cortland route); under contract.

Onondaga County—Frank E. Bogardus, Engineer.

Closed—Syracuse–Jamesville Road, via former toll road closed for 1 mile near Jamesville. Leave Syracuse via: West Brighton Ave. and follow county road. Syracuse–Fayetteville road closed from east end of Orville Flats west 2 miles. Leave Syracuse via: James St. through EAST SYRACUSE and MANLIUS CENTER.

South Bay Bridgeport road closed from Bridgeport 2 miles west. Detour dirt roads, signed.

Syracuse—Bridgeport road under construction, but passable. Traffic should go over this road to Bridgeport instead of via Cicero.

Baldwinsville—Cicero road closed from Baldwinsville 1 mile east. Detour signed.

Delphi Falls—Fabius Road closed from Gooseville 1¾ miles west. Detour signed.

Orleans County—Harry D. Waldo, Engineer.

Roads closed—Main St. in Albion closed for construction.

Orange County—C. M. Smith, Engineer.

Roads closed—Central Valley–West Point.

Putman County—Richard Mitchell, Engineer.

Roads under construction but passable: Brewster–Conn. State Line.

Oswego County—E. A. Howard, Engineer.

Roads closed—Parrish–Camden from Parrish East 3 miles. Sandy Creek–Smartsville from Sandy Creek village East 2 miles. Detours provided.

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Rensselaer County—Chas. A. Roemer, Engineer.

Roads closed—Central Berlin–Petersburg.

Roads under construction–passable–Rensselaer–Castleton to be opened June 16.

St. Lawrence County—Jos. M. Howard, Engineer

Beside the town work there will be some repair work on the State roads. The Canton-Pierrepont road will be oiled and probably some others. The Massena-Waddington road will be under construction, as well as the Gouverneur-Edwards, part 2. The Brasie Corners-Edwardsville and the Ogdensburg-Depeyster roads will also be under construction. There are a few other contracts in prospect, but the matter is uncertain at present.

The road from Gouverneur to Pope Mills through Natural Dam, Elmdale and Brasie Corner is open to traffic and in good condition. From Pope Mills to Black Lake the road is under construction with many bad rock cuts. At the end of the road and over Black Lake to Edwardsville, the bridge is out. Automobile traffic for Ogdensburg and river points should detour at Pope Mills through Heuvelton.

Saratoga County—John E. Hodgman, Engineer

Report of Road Conditions in Saratoga County, June 1st, 1917.

Road from Grooms Corners westerly to the Mohawk river closed. Under construction.

Road from the "V" Corners, about one mile south from the Village of Ballston Spa. on the Schenectady road leading westerly to a connection with the Saratoga-Mechanicville road at Dunning street closed. Under construction.

Road leading from South Glens Falls southerly to Gansevoort closed. Under construction.

Road through the village of South Glens Falls closed. A brick pavement is being laid.

Detours all properly posted.

Ballston Spa-Saratoga road under repair but not closed. Will be finished by June 5th.

Bridge crossing the Hudson river at Schuylerville closed under construction. Tourists should cross at the Dix bridge about two (2) miles north from the Village of Schuylerville.

Town roads all in fair condition.

Schenectady County—Harry W. Cregier, Engineer

All improved roads in fair condition, except Schenectady-Amsterdam which is under contract for reconstruction and still incomplete. Traffic permitted but a mile of road is in rough condition.

Schenectady-Quaker St. State road under contract, but open except for portion between Duanesburg Corners and Duane Station, which is now closed; detour posted over earth roads.

Earth roads coming into proper condition generally, and tourists will suffer little inconvenience.

Schoharie County—Van E. Lawyer, Engineer

Roads closed—Central Bridge—Quaker Street State Highway Gilboa—Conesville.

Schuyler County—James P. Frost, Engineer.

Roads closed—Watkins–Yates County Line from Watkins to Reading Center Sta. Good detour. Roads under construction but passable: Watkins–Townsend. Montour Falls–Ithaca. Dirt roads in fair condition.

Seneca County—Fred A. Potter, Engineer

Roads closed—Waterloo-Romulus. Seneca Falls-Clyde. Waterloo Village, Virginia St. Good detours provided.

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Steuben County—Chas. E. Bower, Engineer.

Roads closed—Coopers to Campbell; Wayland Village from Avoca, also from Springwater. Detours posted. Roads under construction but passable: From Canisteo. Cohocton to Naples.

Sullivan County—M. H. Wright, Engineer.

Tioga County—W. O. Lay, Engineer

Roads closed—Waverly-Lockwood and Richford-Harford Detour provided and signed.

Wayne County—W. G. Sisson, Engineer

Nearly all highways in Wayne Co. have been smoothed out, stones picked out of the beaten track, and the roads put in fair condition.

Highways closed: Sodus-Alton; state highway under construction on route 30. Main St. in Sodus village closed.

At Wallington, highway closed to the west to Cummings Corners.

Lyons-Alton; County highway under construction, closed from South Sodus, south for two miles

Marion-Williamson County highway under construction.

Newark-Sodus County highway under construction.

All detours are over good roads, either town macadam or gravel; and detours plainly posted.

Washington County—O. C. Richards, Engineer

Roads closed—Schuylerville Bridge. Roads under construction but passable: Schuylerville—Greenwich, Greenwich Village, Greenwich—Cambridge, Comstock—Granville, Comstock—Whitehall.

Wyoming County—Robt. Holmes, Engineer.

Roads closed—Java Village–Wales road, from Geo. Herman's Cors. to Erie County Line. The dirt roads in this County are in good condition at the present time.

Yates County—M. McEvoy, Engineer.

Roads closed—Rushville–Potter, Potter–Middlesex. Detours posted.

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ROCHESTER TO LETCHWORTH PARK

via Avon, Geneseo, Mt. Morris, Nunda, and Portageville

62.1 Miles—57.7 macadam, balance earth

Total Mileage	
.0	Leave Club Headquarters, POWERS HOTEL. Go West on Main St.
.1	Turn LEFT on Plymouth Ave.
.2	Cross bridge over canal.
1.2	Turn LEFT on Clarissa St., cross river bridge.
1.5	Turn RIGHT on Mt. Hope Ave., pass Mt. Hope cemetery on right and pick up trolley at Steward St.
3.4	Cross trolley, take RIGHT fork on macadam.
5.5	Cross R. R.
6.5	Cross R. R. Keep straight on to
9.5	**WEST HENRIETTA.** Straight through on macadam.
10.1	Avoid RIGHT fork which leads to Industry.

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12.7 Straight through 4-corners (Right to Scottsville, LEFT to Rush).
13.4 Cross R. R.
13.9 Sharp double curve over bridge.
14.3 Cross R. R.
14.6 Straight through 4-corners.
17.4 Straight through 4-corners (LEFT to Honeoye Falls).
16.6 Straight through crossroads.
20.4 EAST AVON.
4-corners, turn RIGHT (Straight ahead to Lakeville and Dansville, LEFT to Line).
22.5 Left around park.
22.7 AVON.
Turn LEFT.
23.2 Turn RIGHT on Spring St.
23.3 Under R. R.
23.5 Cross trolley.
23.6 4-corners, turn LEFT with macadam.
24.4 Under R. R. and continue straight on macadam into Main St
32.7 GENESEO.
Monument on Left.
Straight through irregular 4-corners.
33.1 Fountain on left. Straight ahead.
33.3 End of street, turn RIGHT.
33.4 3-corners, turn LEFT.
34.4 At fork bear LEFT (Right to Perry Center).
35.6 Straight through crossroads.
37.8 Turn RIGHT (Left to Dansville).
38. Cross bridge over Genesee River.
38.4 Cross trolley.
39.6 Cross R. R.
40.1 Cross R. R.
40.2 4-corners, turn LEFT (Right to Moscow).
Take next right (Scoville House on left), straight on following macadam.
43.1 Fork, keep left with macadam
44.9 Straight through 4-corners (left to Craig Colony).
48.0 Straight through crossroads.
50.0 (Pleasing view of Genesee Valley).
51.2 Cros R. R., straight ahead.
52.1 Cross R. R. straight ahead on macadam.
52.5 NUNDA.
4-corners, turn right (straight ahead to Dalton).
52.6 Cross R. R.
54.1 3-corners, bear right up hill with macadam.
54.7 Bad curve.
55.6 At fork, bear RIGHT.
57.7 At fork bear LEFT leaving macadam (Right on macadam also goes to Letchworth Park but

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greater part is earth road and is very hilly and dangerous).

57.8 Cross R. R.

58.8 Cross concrete bridge to

59. PORTAGEVILLE.

4-corners, turn RIGHT.

59.2 Cross R. R.

59.3 Keep to right, up hill.

59.6 Straight ahead (left to Pike).

60.0 Straight ahead.

60.4 Turn RIGHT.

61.1 Turn RIGHT.

61.4 Under R. R.

61.5 Straight ahead down very steep hill with sharp turns.

62.0 Entrance to Letchworth Park.

62.1 Glen Iris Hotel.

LETCHWORTH PARK.

✣ ✣ ✣

LETCHWORTH PARK TO ROCHESTER

.0 **LETCHWORTH PARK.**

Glen Iris Hotel.

.1 Take LEFT hand earth road (right over bridge optional route to Rochester via Castile).

.6 Turn LEFT (Right to Warsaw).

.8 Through narrow culvert.

1.0 Bear LEFT.

1.7 3-corners, turn LEFT.

2.1 Sharp steep hill.

2.8 Straight ahead.

2.9 Cross R. R.

3.1 PORTAGEVILLE.

4-corners, turn LEFT over bridge.

3.3 End of bridge (Avoid LEFT hand road to Portage. Steep and dangerous) take middle road up hill.

4.3 Cross R. R.

4.4 Pick up macadam.

4.7 Bear RIGHT with macadam.

8.0 3-corners, straight ahead.

9.5 Cross R. R.

9.6 NUNDA.

4-corners, turn LEFT straight through village.

10.0 Cross R. R.

10.9 Cross R. R.

14.1 Straight through crossroads.

17.1 Straight through crossroads.

21.9 MT. MORRIS.

Left on Main St., next right.

22.0 Cross R. R.

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22.4	Cross R. R.
23.7	Cross R. R.
24.0	Cross bridge.
24.3	At fork, turn LEFT.
27.7	3-corners, straight ahead (reverse macadam to left goes to Letchworth Park via Perry Center and Castile).
28.7	Curve RIGHT with macadam.
28.8	3-corners turn LEFT.
29.0	**GENESEO.**
	Pass fountain on LEFT.
29.1	Big Tree Inn on LEFT.
29.3	At fork turn RIGHT (pass monument on right).
34.4	Straight ahead on macadam.
37.6	At fork follow macadam.
37.7	Bad curve under culvert.
38.4	4-corners, straight ahead.
39.1	End of street, turn RIGHT on West Main St.
39.2	Cross R. R. up hill to
39.4	**AVON** (Livingston Hotel on left).
	Curve RIGHT around park.
39.5	Turn RIGHT, leaving Avon via E. Main St.
41.7	**EAST AVON.**
	At 4-corners, turn LEFT (straight ahead to Lima).
43.4	Straight through crossroads.
44.7	Straight through crossroads.
47.7	Cross R. R.
48.1	Cross bridge (Caution. Bad Curve).
48.6	Cross R. R.
49.3	Straight through crossroads.
51.1	Straight through crossroads.
52.3	**WEST HENRIETTA.**
	4-corners, straight through
53.8	Straight through crossroads.
55.7	Cross R. R.
55.9	Cross bridge.
56.5	Cross R. R.
56.7	Straight through crossroads.
58.2	Cross bridge over barge canal.
58.3	Cross R. R.
59.0	Cross and join trolley on Mt. Hope Ave.
59.5	Leave trolley, straight ahead.
60.0	Pick up trolley.
60.5	Bear LEFT with trolley on Clarissa St., over bridge.
60.7	5-corners, leave trolley, straight ahead.
60.9	Turn RIGHT on Plymouth Ave.
61.1	Right around park, then straight ahead.
61.7	Cross bridge.
61.8	Right on Main St.
62.1	Left to Powers Hotel (Club Headquarters).

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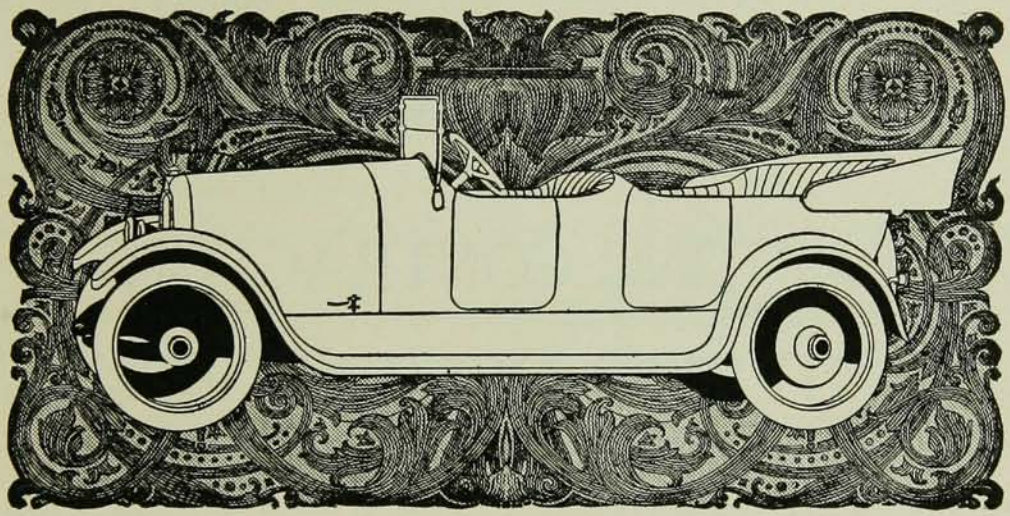
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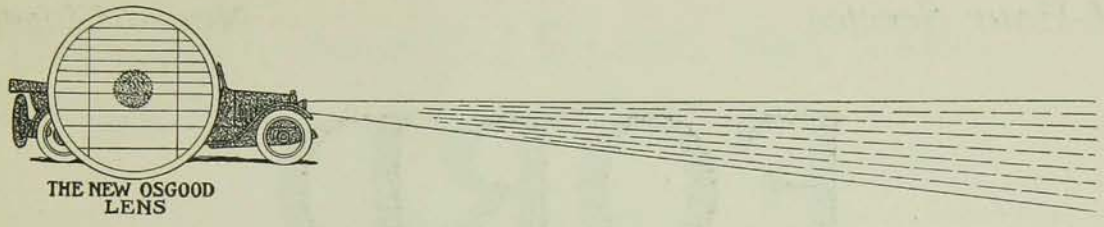
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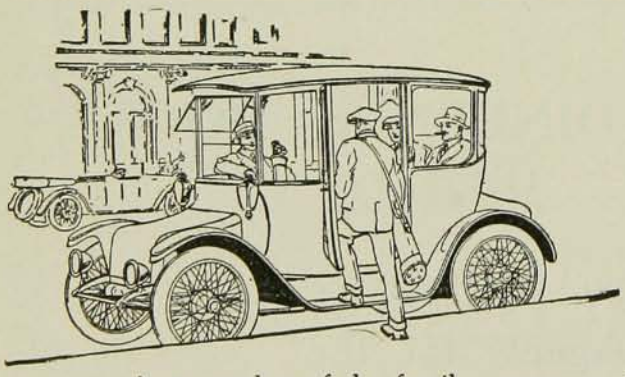
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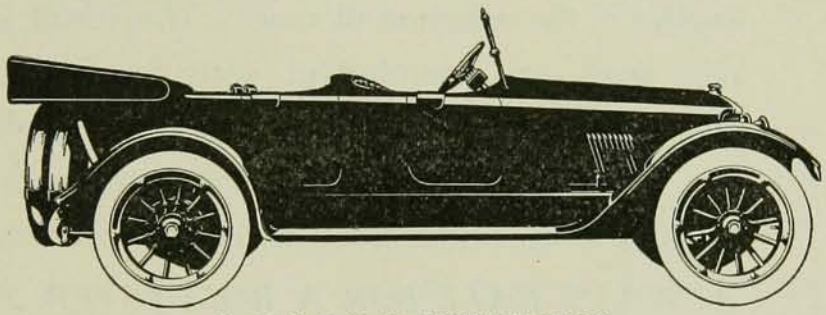
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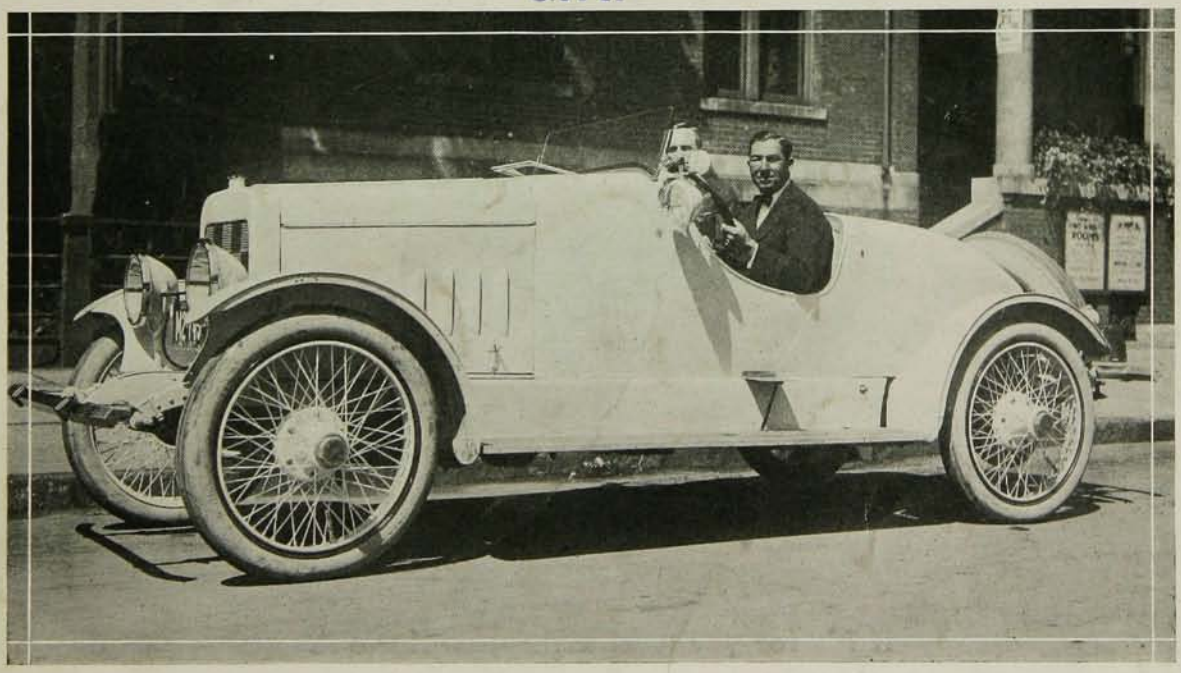
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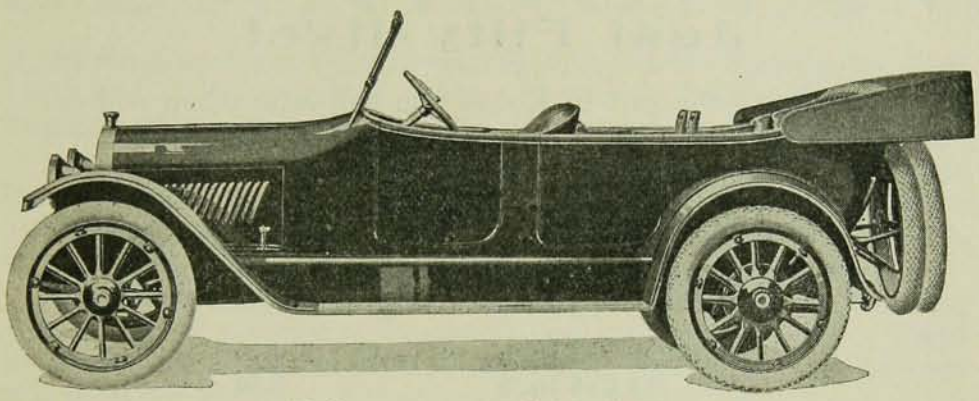
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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 1 **August 1917** **No. 6**

Auto Headlights

By Donald H. Craigie,
Automobile Editor, Rochester Herald

Thanks to a public demonstration held on Ridge Road on Tuesday night, July 24th, Rochester Motorists now know just what automobile headlights comply with the new law which is in effect on and after August 1.

"Saferlite," a diffusing light lens, passed all the tests and complies with the law.

The Warner Auto Lens, another diffuser, passed all the tests.

The Bausch & Lomb, a new lens, just being marketed, is a prismatic lens, made in Rochester, with vertical prisms. It throws the rays of light far beyond the 250 feet required by the law, and throughout the length of the rays, the beam does not rise more than 42 inches from the ground.

The "Legalite," another prism light, throws a good light, and holds it all down on the road.

The "Osgood," still another prismatic lens, also passed all tests. In observing several "Osgoods," it was noticed that some were much brighter than others on the approach, giving the effect of a slight glare, although this is not sufficient to conflict with the law.

The "Lee-Knight," another prism light, also passed every test.

The "No-Glare-On" bulb provided the sensation of the evening. This is a specially crystaline coated bulb, which can be screwed into any headlight and does not require a special lens. It passes every test, makes a soft mellow light diffused to the widest range, with no beams or rays to cause a glare, and also provides ideal conditions for the passing of cars.

The "Conofor" lens, a prismatic lens of an orange color, passed every test.

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Picturesque—Watkins Glen—*Interesting*

Physical Description of the Glen, Including the Numerous Falls and Gorges That awaits the Motorist in the Finger Lake Region. One Day's Drive from Rochester

Watkins Glen is but one of a great number—certainly many score and probably hundreds—of picturesque gorges in Southern Central New York, many of them unnamed and the great majority known only to a few. They lie in the southern half of the Finger Lake Valleys which extend nearly north and south and are long and narrow like so many fingers, the two longest, Cayuga and Seneca, being about forty miles in length and at lake surface from one to three miles wide. Their bottoms are below sea level.

The lake shores are smooth and regular, and this condition extends for several hundred feet above the lake level, and the valley walls enclosing the lakes are gullied by many gorges. No such an abundance of gorges and associated water-falls can be found in equal area in any other part of the eastern United States. In some places fifteen or twenty to the mile can be counted along the steeper border of the lakes, and Watkins Glen is the best known of all the canons. It is the most extensive of the many remarkable series of cascades by which the water has worn its way through solid rock.

A feature prominently illustrated in the gorges is the pot hole, formed where the cascading waters bore into the stream bed and, grinding pebbles about in the swirling waters, form large deep pools, adding interesting variety to the scenery of the gorges, which at every turn have some new feature of interest or beauty.



MONTOUR FALLS NEAR WATKINS

Of all the glens in the Finger Lakes, no single one is so easily accessible nor presents such a variety of phenomena as Watkins Glen. Waterfalls and gorges in Europe which cannot be compared in beauty or interest with a score of glens in the Finger Lakes region are far better known to the traveling American than Watkins Glen.

Physical Description

From end to end in air line this most wonderful work of Nature measures a little more than two miles, but owing to its many picturesque and interesting windings, a walk from one end to the other is much longer. It varies in width from 150 feet in its contracted portions to 900 feet across the Punch Bowl west of the New York Central, its average width being about 400 feet. It consists of a number of sections in arcades, grottoes, galleries and amphitheatres rising one above another for 800 feet, and extends nearly east and west, covering about 500 acres. About midway, at what is known as

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Central Cascade, it is crossed north and south by the New York Central tracks. It forms the channel for Glen Creek, the erosive action of which has caused the Glen, which has its source deep within the smiling slopes of Seneca Lake and bubbling out from mountain springs threads its way through dell and gorge, now tumbling madly from lofty heights into the depths of a foaming whirlpool; now winding like a silver thread through a narrow vale and then flashing in the sun-light and winding its way across the level valley as though, tired from its angry passage through the Glen, it was now resting, idly reflecting the sunbeams before taking its final submergence into the cool depths of Seneca Lake, half a mile beyond. In their descent from the valley to the lake, the water play at rapids or leap at falls, loitering in the quiet of the reaches and for a time quiescent in the placid pools of the cascades.

The Glen has two dissimilar parts. The western half presents a shallow valley in which the stream makes a gradual descent. At the central part the stream enters a deep gorge with precipitous sides which rise in places to a height of about 180 feet above the water. In the eastern part of the reservation the stream, leaping from ledge to ledge, descends 400 feet, or four times as much as the whole descent of the stream for four miles west of the railroad. The eastern half from the railroad to the village is more picturesque and the principal object of popular interest, although to scientists the western half is equally interesting.

Watkins Glen as a Mill Stream

In the stream of Watkins Glen, pioneers found a water power of value. At that time the sources of its flow were amid unbroken woods and its springs were copious and permanent from one year's end to the other. The snows of winter were long in melting in the tree-shrouded vales, and the rains of spring were absorbed and retained by the spongelike mass of forest debris. However, with the progress of settlement from lakeside to uplands all of this was changed, freshets and falling water followed every snowfall and rainstorm, and one by one the mills were abandoned. The first grist-mill of the Glen stream was erected by the Watkins Brothers, from whom the Glen takes its name, before the year 1800, at the head of the lower basin; and the most noted of all the grist-mills of the stream was the one that occupied the site of the Entrance Amphitheatre. The brick mill-house is located just east of the foundation stones of the old grist-mill. This landmark is still standing in a good state of preservation and is worthy of consideration of all interested in the doings of the olden days.

The pathways of the Glen were first outlined at the erection of the grist-mill at the Entrance glade. Two dams were then built upon the stream, a flume dam at the top of the first fall, which was swept away in 1889, and a storage-dam beneath the present Suspension Bridge, which went out in a great flood. To enable the mill workmen to reach and repair these structures the stairways and rock-hewn paths were constructed along the course followed to this day.

Watkins Glen's Rock Record

The protal of Watkins' Glen is the centre-piece of majestic amphitheatre. The cliffs rise magnificently to tree-crowned heights and so delicately chiseled are the adamantine crags that graceful lines of contour blend harmoniously. Man's scar of enterprise are on their face, but the gray-rock walls retain their pristine grandeur. Within the walls of Watkins Glen is a wonder-world of formation. Entrance Cascade is the portal's silvery fall; Cavern Cascade heads Stillwater Gorge and Central Cascade signs at Glen Cathedral. The view of Rainbow Falls requires the sunlight to portray its charms, but in their deep seclusion lies the spell of Shadow Gorge and Artist's Dream. The beauty of the successive scenes cannot be portrayed by pen. Nature alone can paint with changing lights and shades and enliven with purling waters.

The winding way of Watkins Glen presents a record of rocks rarely equalled in the researches of geology. The drift deposits of its banks are monuments of the heights of waters that prevailed when a glacial lake occupied the Seneca Valley, and the terraces which crown its entrance walls were the deltas of the torrents ensuing when the ice-cap retreated from the land. It is not a mere place of interest but a resort of great natural characteristics, worthy

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of the public distinction that has been accorded it as a state reservation.

Watkins Glen as a Resort

The portion of Watkins Glen traversed by the grist-mill path was opened to the puvlic under private auspices in 1863, and 1864 the pathways were extended to the shallow basin knon was the Small Punch Bowl and the Large Punch Bowl west of the railroad viaduct. Its owner at that time was George G. Greer, but the main owner in the enterprise was Morvalden Ells, a journalist, who did as much to enhance the fame of the resort as any other man ever connected with its fortunes. In season and out of season he praised it through the press until the railroad and steamboat companies took up the work, and later it was sought for by speculators. He had the foresight to realize the greatness of the Glen as an attraction for tourists and lived to see his prediction fully verified.

It was purchased by the State of New York in 1906 for close to $46,000. Work was immediately started to make the paths and bridges safe for public use.

The rock paths were widened and scaled off so as to afford a more secure footing, loose rocks overhead were removed and iron and concrete guard rails and bridges took the place of the fragile railings of irregular sticks of wood and saplings lightly supported by slender posts and the rude constructions called bridges which were thrown across at different levels and connected by unsightly wooden stairs, greatly marring the beauty of the scenery. The exterior finish of all of this work is rough so as to harmonize with the surrounding rugged aspect of the rock cliffs.

Poetic Names of the Glen Marvels

In years gone by a large number of poetic names have been attached to local features of Watkins Glen. These may be grouped under the following sub-divisions beginning at the eastern end and proceeding westward.

Amphitheatre, this is about 1,000 feet long and 400 feet wide and is bordered on the north and south by cliffs about 150 feet high and threaded by Glen Creek.

Glen Alpha is about 3-8 of a mile long and contains Sentry Bridge, Entrance Cascade, Stillwater Gorge, the Labyrinth, Cavern Cascade and the Vista. On the upper level of the northern bank are Indian Trail, Lookout Point, Cliff Avenue and Lover's Cave. In the days of



PENN YANN VILLAGE PARK

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the pioneer, entrance to the Glen was by way of two dilapidated wooden stairways and a very crude bridge. To-day, however, the State has made it possible to enter this wonder-world at the west end through a tunnel 7 feet wide, 9 feet high and 90 feet long, with a concrete floor and a short flight of cement stairs at each end, connecting it with Sentry Bridge, so called because it stood guard as it were, at the very entrance to the treasures of natural beauty. This bridge is at a point about 1/3 of a vertical height of the Gorge where the Gorge is 200 feet deep.

Glen Obscura is composed of Sylvan Gorge, Sylvan Rapids, Glen Cathedral, Central Cascade and Baptismal Font. Midway in the Glen Cathedral is a rock called Pulpit Rock, and on passing through the railroad tunnel the visitor comes to a landing which gives a view of the falls properly named Central Cascade, as it is halfway through the Glen.

Glen of Pools is so called because of the number of little rock basins it contains. In this Glen are Poet's Dream, Matchless Scene, Triple Cascade, Rainbow Falls, Shadow Gorge, Emerald Pool, Frowning Cliff and Pillar of Beauty.

Glen Arcadia is composed of Artist's Dream, Narrow Pass, Pluto Falls, Pool of Nymphs, Elfin Gorge and Whirlpool Gorge.

Glen Facility, that section from Glen Arcadia to the New York Central viaduct. This viaduct is nearly a mile and a half from the entrance to the reservation and is 165 feet above the center in the Glen, 78 feet above the path in the Glen, and a total of 530 feet above the level at which the reservation was entered. Glen Horicon is the basin called the Small Punch Bowl, Glen Elysium is the basin called the Large Punch Bowl.

There are 566 steps in the lower path in the Glen, 632 in the upper path; the pool at the entrance is 12 feet deep, at Cavern Cascade it is 18 feet deep and at Central Cascade it is 26 feet deep. The longest flight of stairs in the Glen contains 47 steps.

✦

OF GREAT INTEREST TO ALL AUTOMOBILE OWNERS

W. B. Williams, of No. 295 Monroe Avenue, Rochester, N. Y., who conducts an Automobile Sheet Metal Working Plant, has just installed a complete set of Power Fender Machinery, including a Crown Fender machine which Mr. Williams says is the only machine of this type east of Detroit, Mich.

The installation of this machinery has been necessary, due to the shortage of expert men in this line of work, and it also enables this concern to turn out smoother and more uniform work in much shorter time than by the hand method.

Mr. Williams states that he has had to turn away as much business as he has been able to do, due to the labor shortage, which has caused the disappointment of a great many customers at a time when they have wanted the use of their cars very much. With this new equipment he feels sure that he is going to turn out better work, and furnish better service to the Automobile public.

Mr. Williams' line of work consists of the manufacture of new, and repairing of old, bent and dented fenders, radiators, hoods, lamps, bodies, cowls, etc.

The cut will give some idea of the different types of crown fenders Mr. Williams is able to produce with this new machine.

✦

1917 SPEED TRAPS

Rochester to Buffalo: Numerous arrests being made in Batavia for going over 20 miles per hour.

Rochester to Syracuse: Caution for speed traps at Camillus, Elbridge, Solvay and Skaneatles.

Syracuse to Utica: Justice Eagan is again operating in the village of Eastwood and making arrests for over 20 miles per hour.

Utica to Albany: Expert Speed Trap with well trained motorcycle officer at St. Johnsville.

Vicinity of Rochester: Motorists should drive under the 20 mile limit wherever the traffic is heavy, and especially in the town of Irondequoit, SEA BREEZE, CHARLOTTE, WEBSTER and WEST WEBSTER.

✦

ROUTE BOOKS

There is a large supply of Route Books on hand. If you have not received a copy please notify the Secretary.

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Hill Climb at Livonia

Automobile Club of Rochester Hill Climb a Big Success. Over Fifty Automobiles in Several Events. Ladies' Event Popular. Motorcycles Fast on Hill.

In selecting a place for the first annual hill climb of the Club, the Contest Board was fortunatee in locating the Livonia Hill. Several thousand motorists viewed the automobiles and motorcycles in their hill climbing contest on the Livonia Hill on Saturday July 28th. Livonia people were pleased with the attraction and will bid for it again next year.

HILL CLIMB OFFICIALS

Clerk of Course—Geo W. Henner.

Starter—Geo J. Wagner.

Asst. Starters—Fred Decker, Geo. J. Kaelber, J. W. MacWilliams, Dr. Walter Buck, Dr. H. P. Reed.

Referee—Henry J. Rowerdink.

Judges—Dr. Frederick R. Smith, Charles J. Brown, Esten A. Fletcher, Henry G. Strong. Charles E. Sager, Dr. E. A. Clapp.

Tech. Com.—William P. Knipper, James D. Henry, F. S. Couchman, C. E. Hamilton, E. H. Schmidt, John W. Fulreader.

Timers—Elmer E. Fairchild, F. W. Peck, Dr. C. E. Camp, Thomas Alvord, C. H. Carey.

Scorers—Paul LeHardy, C. E. Hartson, Andrew Huff, R. A. Lean.

Entries—Charles Buelte, J. Lawrence Hill, Geo. J. Bauer, Harry P. Ruppert, Thos. J. Northway, Dollis Kemp, Earl Ganing.

Phone Ops.—Wm. J. O'Nea, Al. McKenney, Ben Gerks, Almond Annis, Lloyd Wemett.

Programme—Edmund S. Howard, Geo. A. Johns.

Announcers—John J. McInerney, W. Dewey Crittenden.

Prizes—Henry J. Rowerdink, Harry E. Wetmore, John R. Taylor, Archie Holley.

Police Chief Deputy—Archibald Holley, C. H. Holley.

Sig. Corps.—Oscar N. E. Pratt, Jack Murphy, Charles B. Bechtold, Bernard J. Haggarty, A. M. Zimbrich, Frank H. Phelps. H. W. Cutler, Fred W. Zorn.

Aides—Charles W. Denniston, Frank H. Dennis, Ted Yates, Val. O. Aspenleiter, R. P. Judd.

Course Dir.—W. W. Hibbard, Wm. F. Folmer, Robert Tait, L. B. Ball, J. Foster Warner.

Parking—Geo. W. Wright, Herbert W. Pierce, Simon Stein.

Official A. A. A. Representative Secretary Geo. C. Donahue.

Event No. 1 Open to gasoline cars with a piston displacement of 161 to 230 cubic inches. Prize: Silver Cup.

Name of Car	Owner	Driver	Cylinder
Franklin	Franklin Motor Co.	H. G. Thomas	6
Ford	A. G. Nagel	A. G. Nagel	4
Maxwell	T. J. Northway	Geo. Guest	4
Buick	A. B. Hubb	A. B. Hubb	4
Glide	T. G. Thompson	T. G. Thompson	6
Ford	E. S. Heath	Harry H. Ward	4

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Name of Car	Owner	Driver	Cylinder
Dort	Fred J. Herbst	Fred J. Herbst	4
Scripps-B	A. M. Zimbrich	A. M. Zimbrich	4
Dort	Harry Roberts	Harry Roberts	4
Dort	A. M. Munson	A. M. Munson	4
Dort	Archie Collins	Ed. Boling	4
Buick	C. L. Whiting	A. Greenfield	4

Event No. 2. Open to gasoline cars with a piston displacement of 231 to 300 cubic inches. Prize: Silver Cup.

Buick	C. L. Whiting	A. Greenfield	6
Saxon	R. J. Davin	R. J. Davin	6
Haynes	Rochester-Haynes, Inc.	Char-Bauers	6
Oldsmobile	G. W. Henner Co.	Char. Caughman	8
Saxon	Harry Ruppert	Harry Ruppert	6
Oldsmobile	A. R. Pierrepont	A. R. Pierrepont	8
Scripps-B.	A. M. Zimbrich	A. M. Zimbrich	8
Saxon	W. P. Knipper	W. P. Knipper	6
Henderson	W. W. Kipp	John Weiser	4
Hudson	Fred J. Lennox	Fred J. Lennox	6
Chandler	J. R. Taylor	J. R. Taylor	6
Marmon	Ted Yates	Ted Yates	4
Mitchell	A. M. Zimbrich	A. M. Zimbrich	6
Chandler	E. C. Pierrepont	E. C. Pierrepont	6
Hudson	Dewey Crittenden	Dewey Crittenden	6
Chandler	Char. Buelte	Barney Cane	6
Chandler	J. Lawrence Hill	J. Lawrence Hill	6
Oldsmobile	Dwight Porter	Dwight Porter	8
Buick	W. E. Buck	W. E. Buck	6

Event No. 3. Open to gasoline cars with a piston displacement of 301 to 450 cubic inches. Prize: Silver Cup

National	C. E. Hartsen	C. E. Hartsen	12
Buick	H. J. Paine	H. J. Paine	6
Marmon	M. F. Pratt	M. F. Pratt	6
Oldsmobile	Edward Spall	Edward Spall	6
Marmon	Paul LeHardy	Paul LeHardy	6
Cadillac	Louis Gibaud	Louis Gibaud	8
Studebaker	Oscar Pratt	Oscar Pratt	6
National	Farnham Brown	Farnham Brown	6
Cadillac	Henry Conolly	Henry Conolly	8

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Event No. 4. Open to gasoline cars with a piston displacement of 451 to 600 cubic inches. Prize: Silver Cup.

Name of car	Owner	Driver	Cylinder
McFarlan	Char. L. Pierce	Char. L. Pierce	6
Packard	Chas. B. Judson	Fred Turner	6
Packard	J. J. McInerney	Packard	12

Event No. 5. Open to any gasoline motor car. Prize: Silver Cup.

Corbin	George J. Bauer	Harry Veltz	4
Scripps-B	A. M. Zimbrich	A. M. Zimbrich	8
National	C. E. Hartsen	C. E. Hartsen	12
Hudson	Dewey Crittenden	Dewey Crittenden	6
Chandler	H. G. Strong	Barney Cane	6
Marmon	Paul LeHardy	Paul LeHardy	6
Glide	T. G. Thompson	T. G. Thompson	6
Oldsmobile	Edw. Spall	Edw. Spall	6
Henderson	W. W. Kipp	John Weiser	4
McFarlan	Char. L. Pierce	Char. L. Pierce	6
Chandler	Charles Buelte	Barney Cane	6
Oldsmobile	Dwight Porter	Dwight Porter	8
Buick	W. E. Buck	W. E. Buck	6

SPECIAL EVENT FOR LADIES ONLY

Open to any gasoline motor car. Prize: Silver Cup.

Name of car	Owner	Driver	Cylinder
Hudson	Ruth E. Calkins	Ruth E. Calkins	6
Oldsmobile	Mrs. N. E. Andrews	Mrs. N. E. Andrews	8
Dort	Mrs. Fred Decker	Mrs. Fred Decker	4

MOTORCYCLE EVENTS

No. 1 Open to all Twin-cylinder motorcycles. Prize: Silver Cup.

Harley Davidson	Ralph Gravell	Ralph Gravell	Twin
Harley Davidson	W. L. Dolph	W. L. Dolph	Twin
Harley Davidson	Arthur Rochon	Arthur Rochon	Twin
Harley Davidson	C. Kily	Arthur Bartol	Twin

No. 2. Open to all motorcycles. Free for all Events.

Harley Davidson	Ralph Gravell	Ralph Gravell	Twin
Harley Davidson	W. L. Dolph	W. L. Dolph	Twin
Harley Davidson	Arthur Rochon	Arthur Rochon	Twin
Harley Davidson	C. Kily	Arthur Bartol	Twin

SPECIAL EVENT FOR MOTOR TRACTORS

Cleveland	T. J. Northway	Robert Lewis	4

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RESULTS OF EVENTS

The following are the results with official time:

Event No. 1.

	Seconds.
Maxwell, C. L. Darling	48 1–5
Maxwell, George Guest	49
Glide, T. G. Thompson	49 1–2
Buick, A. B. Huff	51 4–5
Buick, A. Greenfield	53
Saxon, Arthur Tallinger	54 1–5
Scripps-Booth, A. M. Zimbrich	55
Dort, Harry Roberts	57
Dort, A. M. Munson	58
Saxon, R. J. Davin	59
Ford, A. G. Nagel	59

Prize, silver cup, donated by J. Lawrence Hill.

Event No. 2.

	Seconds.
Hudson, Fred J. Lennox	45 1–5
Chandler, Barney Cane	45 1–5
Chandler, Barney Cane	45 2–5
Buick, W. E. Buck	46 2–5
Buick, A. Greenfield	47
Oldsmobile, A. R. Pierrepont	49
Hudson, Dewey Crittenden	52 1–5
Chandler, John R. Taylor	53
Oldsmobile, Charles Caughman	54 1–5
Haynes, Charles Bauer	58
Chandler, E. C. Pierrepont	59 3–5
Oldsmobile, Dwight Porter	59 4–5
Chandler, J. Lawrence Hill	59 4–5

Run off of Tie

Hudson, Fred J. Lennox	44
Chandler, Barney Cane	44 4–5

Prize, silver cup, donated by Ball-Corris-Burke Company.

Event No. 3.

	Seconds.
Cadillac, Henry Conolly	43 3–5
Marmon, Paul Le Hardy	44 1–5
Marmon, M. F. Pratt	45 2–5
Cadillac, Louis Gibaud	48 1–5
Oldsmobile, Edward Spall	53 2–5
National, Farnham Brown	56

Prize, silver cup, donated by Hill Climb Committee.

Event No. 4.

	Seconds.
Packard, Fred Turner	43 2–5
H. A. L., Billie Knipper	47 4–5
McFarlan, Charles L. Pierce	48

Prize, silver cup, donated by Henry Conolly Company.

Free-for-all.

	Seconds.
*Packard, Fred Turner	43
Chandler, Barney Cane	44 4–5
Chandler, Barney Cane	45
Marmon, Paul Le Hardy	45 1–5
Maxwell, P. W. Gibbs	45 2–5
*H. A. L., Billie Knipper	46
*Marmon, M. F. Pratt	47
*Ford, Harry Ward	47 2–5
Hudson, Dewey Crittenden	47 4–5
McFarlan, Charles L. Pierce	48
Buick, W. J. Buck	48
Glide, T. G. Thompson	51 2–5
Henderson, John Weiser	52 3–5
Oldsmobile, Edward Spall	53 2–5
*Marmon, Ted Yates	56 1–5
Oldsmobile, Dwight Porter	56 3–5

*Extra starter, time not figured in results. Exhibition only.

Barney Cane Adjudged Winner

Prize, silver cup, donated by Rochester Auto Trades Association.

Event for Women Drivers.

	Seconds.
Hudson, Ruth E. Calkins	47
Buick, Josephine Becher	47 1–5
Chandler, Mrs. Fred Decker	48
Chandler, Mildred E. Garrison	53
Maxwell, Mrs. George A. Hicks	57
Oldsmobile, Mrs. M. E. Andrews	58 1–5

Prize, silver cup, donated by A. B. Huff.

Tractor Event

Cleveland, Robert Lewis (no time announced.)

Prize, silver loving cup, donated by Fred Townsend.

Motorcycle and Side Car.

	Seconds.
Harley-Davidson, A. Bartol	49
Harley-Davidson, A. Rochon	49 1–5
Harley-Davidson, Ralph Cravel	57

Prize, special tire.

Twin-cylinder Motor-cycle.

	Seconds.
Harley-Davidson, A. Rochon	37 1–5
Harley-Davidson, A. Bartol	38
Harley-Davidson, W. L. Dolph	40 1–5
Harley-Davidson, Ralph Cravell	41 4–5

Prize, Tire, donated by Wagner-Dolph Company.

Free-for-all Motorcycles.

	Seconds.
Harley-Davidson, A. Bartol	37 3–5
Harley-Davidson, A. Rochon	38
Harley-Davidson, Ralph Cravell	41 3–5
Harley-Davidson, W. L. Dolph	46 3–5

Prize, silver cup, donated by Wagner-Dolph Company.

Motorcycle Race Against Time.

	Seconds.
Harley-Davidson, A. Rochon	37

Prize, tire, donated by Wagner-Dolph Company.

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Sign of Co-operation

Motorist Display the Club Emblem to Show that They are Coperating in Work that Benefits All Motor Car Drivers. It is Best to Carry an Emblem on Your Car in Case of Trouble on the Road

All members of the Automobile Club of Rochester are entitled to one of the new Club emblems free of charge. It is a neat arrangement in metal show in the letters A. A. A. which stand for American Automobile Association, and has the name New York State Motor Federation and Rochester Club embossed along the edge. Members are requested to display this emblem on the radiator of the car and to note the few cars that do not carry them.

In case of your in ability to call for an emblem kindly send a request to the Secretary and one will be mailed you. Get your emblem and display it—it is an outward sign of your affiliation with the largest club in the State.



This is the 1917 Emblem of the Automobile Club of Rochester. All Members Should Display Them on Their Cars When you see an Automobile Minus this Emblem ask the Owner to Join the Club

No-Glar-On Co., Inc.,
Watertown, N. Y.

Gentlemen:

The No-Glar-On bulb demonstrated at Syracuse, Friday evening, July 27, 1917, before the Technical Committee of the New York State Motor Federation, was approved as complying with the provisions of the Hewitt Senate Bill No. 1268 which provides for the regulation of headlights on motor cars in New York State.

Dai H. Lewis, Chairman.

EDITORIAL STAFF OF MOTORIST

Editor.....George C. Donahue

Associate Editors—Edgar F. Edwards, Chairman; William H. Campbell, Byron N. Chamberlain, Bernard J. Haggarty, Joseph P. MacSweeney, W. J. O'Hea, Charles E. Sager, Bert E. Wilson.

AUTO CLUB GYMKHANA, CLAMBAKE AND OUTING
BERGEN PARK, SATURDAY, AUG. 25th

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Automobile Club of Rochester, Powers Hotel.
Gentlemen:

I find that the provisions of law empowering cities, towns and villages to regulate the speed of automobiles has been retained in Chapter 769 of the Laws of 1917, which was approved by the Governor June 6, 1917, eleven days later than the Uniform Traffic Law which was Chapter 655 of the Laws of 1917, and was approved May 25, 1917.

This Act (Chap. 769 L. 1917) amends several sections of the Calinan Act, among others sec. 288 as follows:

"Local ordinances prohibited. Except as herein otherwise provided, local authorities shall have no power to pass, enforce or maintain any ordinance, rule or regulation, requiring from any owner, operator orchauffeur to whom this article is applicable any tax, fee, license or permit for the use of the public highways, or excluding any such owner, operator or chauffeur from the free use of such public highways, excepting such driveway, speedway or road as has been or may be expressly set apart by law for the exclusive use of horses and light carriages or in any other way respecting motor vehicles or their speed upon or use of the public highways; and no ordinance, rule or regulation contrary to or in anywise inconsistent with the provisions of this article, now in force or hereafter enacted, shall have any effect; provided, however, that the power given to local authorities to regulate vehicles offered to the public for hire, and processions, assemblages or parades in the streets or public places, and all ordinances, rules and regulations which may have been or which may be enacted in pursuance of such powers shall remain in full force and effect; and provided, further, that local authorities may set aside for a given time a specified public highway for speed contests or races, to be conducted under proper restrictions for the safety of the public; and provided, further, that local authorities may exclude motor vehicles from any cemetery or grounds used for the burial of the dead, and may by general rule, ordinance or regulation exclude motor vehicles used solely for commercial purposes from any park or part of a park system where such general rule, ordinances or regulation is applicable equally and generally to all other vehicles used for the same purpose, and provided further that nothing in this article contained shall impair the validit yor effect of any ordinances, regulating the speed of motor vehicles, or of any traffic regulations with regard to the operation of motor vehicles, heretofore or hereafter made, adopted or prescribed pursuant to law in any city of the first class or in any city of the second class in a country adjoining a city of the first class; provided, further, that the local authorities of other cities and incorporated villages may limit by ordinance, rule or regulation the speed of motor vehicles on the public highways, such speed limitation not to be in any case less than one mile in four minutes, and the maintenance of a greater rate of speed for one-eighth of a mile shall be presumptive evidence of driving at a rate of speed which is not careful and prudent, and on further condition that each city or village shall have placed conspicuously on each main public highway where the city or village line crosses the same and on every main highway where the rate of speed changes, signs of sufficient size to be easily readable by a person using the highway, bearing the words 'City of ' or 'Incorporated village of ' 'Slow down to miles' (the rate being inserted), and also an arrow pointing in the direction where the speed is to be reduced or changed, and also on further condition that such ordinance, rule or regulation, shall fix the punishment for violation thereof, which punishment shall, during the existence of the ordinance, rule or regulation, supersede shall not exceed the same. Official copies of all local ordinances passed under the provisions of this subdivision shall be filed with the Secretary of State at least thirty days before they shall respectively take effect and all such local ordinances shall be printed in pamphlet form and issued at regular intervals by the Secretary of State."

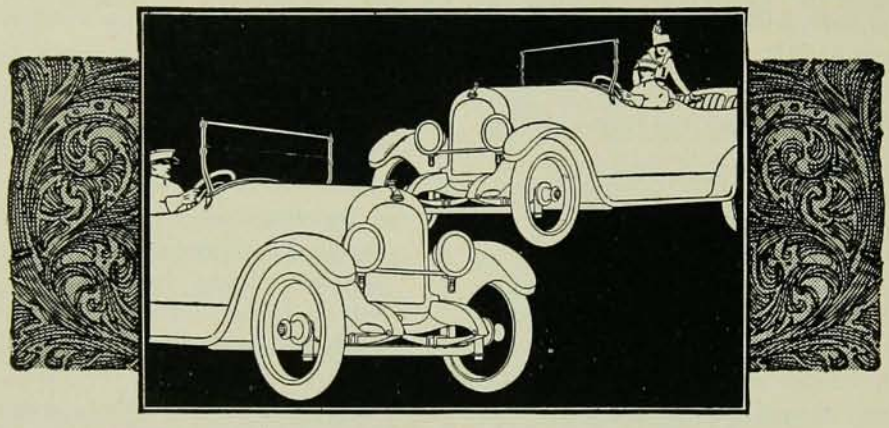
It is now apparent, I think, that the Legislature intended to preserve the power in local authorities to regulate the speed of motor vehicles and accomplishes it in the manner above indicated.

Yours very truly,

Wm. W. Armstrong.

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MARMON 34



RATTLES and Their Causes
Avoided by Marmon Construction

Squeaks and rattles are "the mental hazards of motoring." Perhaps there is nothing more distracting to the driver of a car, or more embarrassing to the owner.

The Marmon's freedom from most disquieting noises is an outstanding feature. But more important still are the reasons for it:

Marmon scientific construction eliminates many parts. The body, for example, is bolted directly to the frame. Intervening sills are done away with. The steel running boards are riveted to the frame, and that abolishes hangers, side-shields and extra fastenings.

In ordinary cars all such parts are dead weight. In the Marmon their work is done by structural parts—by live, working parts.

There are no heavy fender irons. Fenders are aluminum, bolted directly to the frame and running boards.

In many ways Marmon construction eliminates useless supports and joints — the greatest causes of squeaks and rattles.

At the same time needless weight is also abolished. Fully equipped for the road this long, low car is a half-ton lighter than others of its size and power.

To appreciate its simplicity, its ease in handling, and its comfort on any road, please accept our invitation and drive it yourself.

PAUL LeHARDY
308 EAST AVENUE

Either Phone

ROCHESTER, N. Y.

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New York State Legislative Committee

Final Report on

Automobile Headlights

Transmitted to the Legislature April 10, 1917—Bill based on this Report passed by the N. Y. Legislature May 12, 1917

The Committee appointed by the New York State Legislature to investigate the use of automobile headlights, went into the matter thoroughly. Representatives of the New York State Automobile Association, the New York State Motor Federation, and other automobile associations, illuminating engineers, and other technical experts were examined by the committee. They assisted the Committee in preparing a report, a summary of which follows:

(1) Definition of Glare

It is universally accepted that any light source has glare if it appreciably reduces the distinctness of vision of any observer looking toward it.

(2) Practicability

Any law, which, according to the experience of the average driver of a motor vehicle prescribes requirements that do not permit of adequate illumination, will eventually not be enforced, or will be violated. Any proper legislation should cover not merely headlights, but all other light projectors used on vehicles, and, at the same time, observance by the driver of the requirements of such legislation should permit him to obtain sufficient illumination, so that he will not be tempted to violate the law.

(3) Necessary Restriction of Illumination

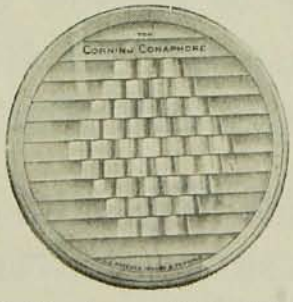
Wherever the problem of headlight regulation has been considered it seems to have been assumed that most of the light projected at a level more than 3½ feet above the road is dangerous to other users of the highway.

Since, according to the rules of traffic in the United States, all vehicles are required to travel on the right side of the road, no light projected to the right of the axis of the car, either above or below the 42-inch level, can produce glare in the eyes of a driver or pedestrian coming in the opposite direction. Secondly, it is desirable that the driver of the vehicle shall have ample illumination of the upper right hand side of the road to discover overhead obstructions and to enable the operator to read highway signs

(4) Primary Object of Headlight Illumination

The primary object of headlights is to provide the driver with sufficient illumination to reveal objects and road conditions ahead of him. A car traveling at the rate of 20 miles per hour covers 29 feet per second. A minimum range of vision of 250 feet allows the driver only 8 second's time to travel that distance. It is obvious that, in the effort to secure adequate range, the illumination must not interfere with the vision of other users of the highway.

It is necessary for the law to stipulate that each vehicle must be provided with headlight illumination adequate to afford a certain minimum range of vision to the driver, and that in so doing no reflected light shall be projected to the left of the axis of the car more than 42 inches above the level surface on which the car stands, measured 75 feet or more ahead of lamps.



NOTE—The only automobile headlight glass which complies with all the requirements of an ideal automobile headlight law, as stated in this report, is the Conaphore.

This is a new scientific headlight glass made of either clear or yellowish-tint Noviol Glass (patented.) It gives the driver 500 feet or more of road illumination, with strong sidelight. The yellowish-tint of the Noviol Conaphore enables the rays to pierce fog and dust. It absolutely prevents glare.

Conaphores are easily installed on any car; more than 100,000 pairs already in use. Prices range from $1.30 to $6.00 per pair, depending on size of headlight.

For full information, write Conaphore Sales Division, Edward A. Cassidy Co., Inc., Madison Ave. and 40th St., New York: or Corning Glass Works, Corning, N. Y.

(5) Importance of Avoiding High Illumination of the Foreground

A small amount of illumination of the foreground immediately in front of the car and towards both sides is essential. On the other hand, if any considerable amount of illumination of the foreground is produced, the vision of the driver of the car for distant objects is seriously impaired. The immediate vicinity of the observer must be kept in relative darkness in order to permit distant vision.

This principle makes it obvious, that the devices which diffuse or otherwise deflect any considerable portion of the beam in the immediate foreground are radically wrong. They are liable to give a false sense of security to the driver, they produce relatively high illumination of the foreground, but make adequate range of vision impossible unless intensely powerful illuminants are used.

(6) Advantage of Light of Yellowish Tint in Headlight Service

When driving in fog, dust or smoke with an ordinary headlight, the diffusion of light, which is often spoken of as "back glare," acts to cut down the range of vision to the point where, in extreme cases, it is impossible to see even a few feet beyond the car.

By using some device which eliminates the blue and violet rays, and thus projects a beam predominant in yellow tint, back glare is reduced to a minimum, and the range of vision of the driver is greatly increased. In order to secure the best possible illumination in headlight service the blue and violet rays should be absorbed and, the beam, would be of a predominant yellowish tint.

From the standpoint of public safety, it would be highly desirable to have a special, distinctive tint adopted for use in the headlights of motor vehicles, so that the tint of the beam would convey instant information to the observer as to the character of the vehicle approaching. It would seem accordingly, on this account, desirable that a light of yellowish tint be adopted as standard for all motor vehicles.

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OF

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They do not project a "beam" as defined by law, at ANY elevation. They DO project a FLOOD of beautiful, diffused, eye pleasing light from 500 to 700 feet ahead of the car. They illuminate objects ten feet on each side of the car at a position ten feet ahead of the car, as the law particularly specified.

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are used and recommended by State, County and municipal officials.

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Fully guaranteed. Your money back if not exactly as represented.

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Automobile Owners, if negligent or not, in the operation of their cars are liable for $5,000 or $10,000 for every death and an unlimited amount, depending on the extent of the injuries, for non-fatal accidents.

Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

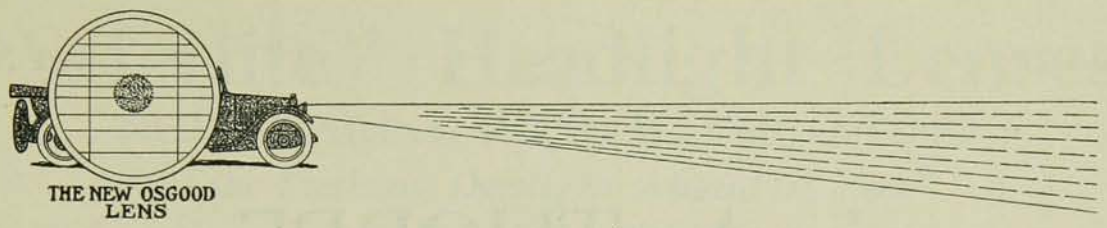
The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

EZRA J. BOLLER

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Main 5305 **Stone 2122**

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READ THE "NO GLARE" LAW!

Then, if you wish to "take a chance" buy some make of headlight lens other than the

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As the law now reads any town constable can pick you up---it's left with him whether or not you are equipped with the right lens.

Secretary of State Francis M. Hugo says: "Motorists will be responsible for the selection of lights that will meet the requirements of the law. The state will not make any attempt to approve any particular device. The law confers no such authority upon any state department or state official. ENFORCEMENT OF THE LAW IS IN THE HANDS OF THE POLICE AUTHORITIES.

FIGURE IT OUT FOR YOURSELF

Results you get from the Osgood Lens will make you think that the law was written around it. It gives a beautiful light 250 feet ahead---and at 75 feet in front of the car the beam of light is but 42 inches in height. The sides of the road are properly lighted. If you equip your car with Osgoods complying with the printed instructions that accompany the purchase

YOU CAN'T GO WRONG

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The Secretary

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Monroe Everlasting Motor Gasoline

Monroe County Oil Co.

Gen. 537 22-46 WRIGHT ST. Stone 1668

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"Like Pushing Daylight Ahead of You"

"SAFERLITE" PRICES

Up to 9 inches inclusive, - $1.50 pair
9 to 10 inches inclusive, - 1.75 "
Over 10 inches - - - - 2.00 "
Installation, any size, - - 50c. "

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When a fellow says "Come, the latch string is always out for you," you promptly make up your mind you'll be welcome and you just as promptly make a date for yourself. Isn't that so? Well, that's what the Chapin-Owen Company is saying to the buying public through the medium of their big Electric Sign.

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Combined Assets, ...	$141,802,711.12
Combined Liabilities, except Capital .	116,810,829.06
Combined Surplus to Policyholders .	24,991,882.06
Combined Capital	7,000,000.00

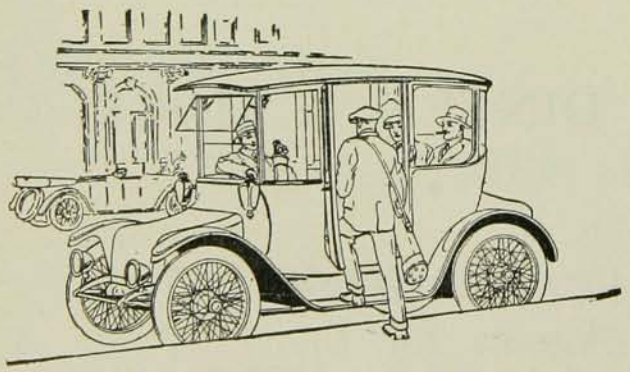
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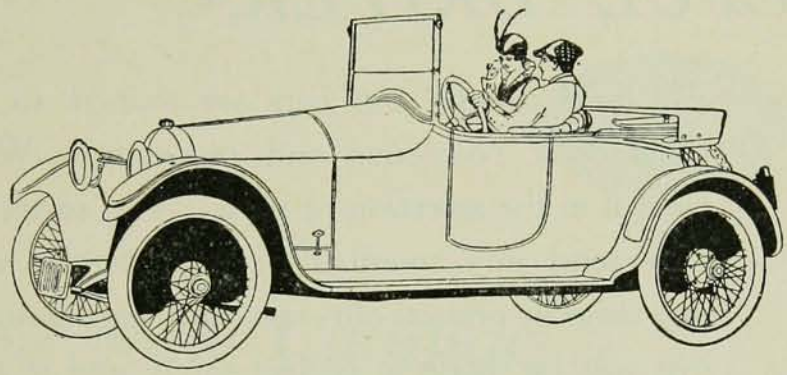
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SCRIPPS-BOOTH cars combine, in a way that is absolutely unique among motor cars, the luxury of the heavy car with the operating economy of the light car.

The SCRIPPS-BOOTH four-cylinder Roadster is the only car of light weight that has, as yet, really satisfied the popular demand for the appearance of luxury and the comfort and ease of smooth riding that, until SCRIPPS-BOOTH arrived, has been obtainable only in more costly cars.

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American Taxicab Company

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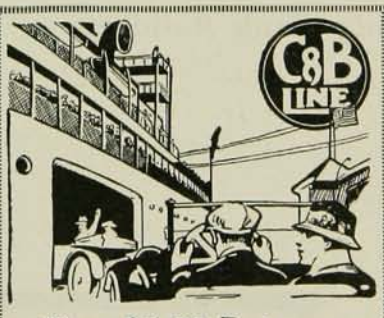
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Take Your Car by Steamer from Buffalo to Cleveland and Back for a Two Days' Tour in the State of Ohio

This low rate is offered on cars not exceeding 127 inches wheelbase. (Cars over 127 inches wheelbase $9.00 Round Trip.)

Leave Buffalo any evening at 9. Arrive Cleveland 7:30 next morning.

Spend two days touring to Cedar Point, Toledo, Dayton, Akron, Columbus or other attractive points. Leave Cleveland 9 P. M. (All Eastern time). Home next morning at 7:30. The cost for your car is $5.00 round trip. Send for New Automobile Map of territory West and South of Cleveland and East of Buffalo—FREE.

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All men driving our cars are trained to be careful, considerate, courteous and respectful. We are very careful in the selection of men. The result is that you may send any member of your family anywhere at any time in one of our cars and feel assured that the trip will be made in perfect safety and in the quickest possible time consistent with careful driving.

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Type 57

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1917 OCTOBER 1917

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Barney M. Cane, their popular Superintendent of Service, is Strong Motors' latest contribution to Uncle Sam in the effort to "make the world safe for democracy." Barney has been an important factor in the local development of the Chandler car from the first, and now, having laid the foundation for the efficient Service Department at Strong Motors, answering his country's call, he has been commissioned 1st Lieutenant in the U. S. Army Aviation Corps, and on Sept. 8 left for Fort Sam Houston, near San Antonio, Texas. Other members of the Strong Motors' force now hold commissions, or are in active service in the Navy, Signal and Hospital Corps, with Lieutenant Gordon Jardine, Royal Aviation Corps, reported missing following a raid July 20.

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That's what we want our store to be.

Always room for one more on our list of customers.



If it's for your automobile, we have it. We don't know of a weak spot in our list of reliable, up-to-date accessories.

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When You Buy TIRES Buy of ROWERDINK

78-82 NORTH STREET ROCHESTER, N. Y.

Self-Praise is no Recommendation

But then it is mighty unprofitable to hide one's light behind a curtain of modesty.

If the Rooster didn't crow he would never get your attention. We have claimed and proved over and again that we are conducting the only up-to-date establishment of its kind. We have shown you that we have the inclination, the will and the means to gratify your every want in the automobile line. Whatever dealings you have or will have with us are backed up by our guarantee and service. We honestly believe that we merit your patronage. Unlike the many who have bargains to offer, we must admit that we are unable to wash your car, sell a tire or effect repairs at cost or below cost; we must attach a little profit, otherwise we could not be here to serve you. That little profit means that we are able to stand back of our wares and work. That is your insurance.

Most Completely Equipped Repair Plant in Western New York.

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Repairs to gasoline cars, pleasure and commercial electrical vehicles and trucks, battery building, starting systems, body building, machine work, painting, upholstering and welding.

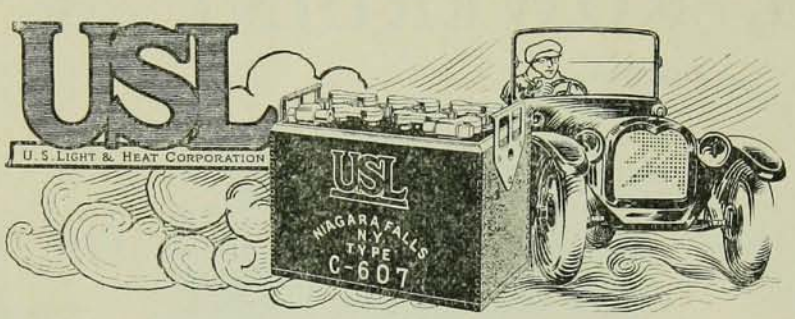
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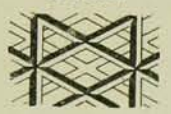
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"SAFERLITE" PRICES

Up to 9 inches inclusive, -	$1.50 pair
9 to 10 inches inclusive, -	1.75 "
Over 10 inches - - - -	2.00 "
Installation, any size, - -	50c. "

Absolutely non-dazzling and non-blinding and giving best diffusion of light over roadway of any lense and at prices within the reach of all.

For Sale by All Dealers and Garages

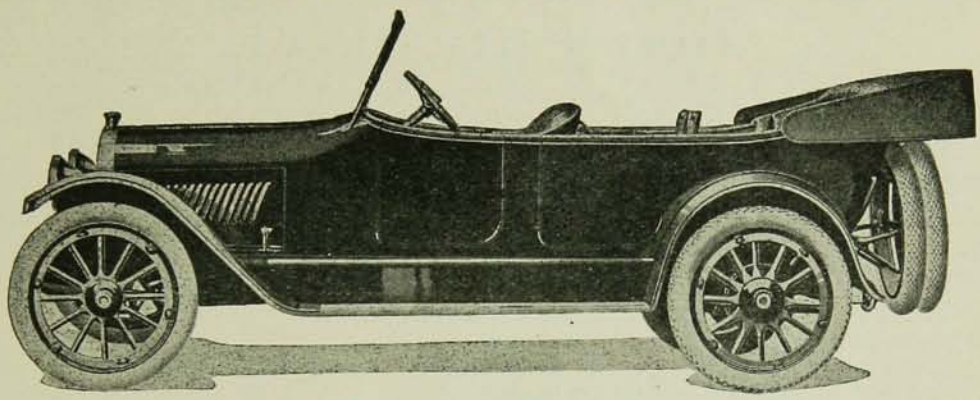
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7-Passenger; $1,467.00

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The Garden Spot of Rochester

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Sale of Auto Robes

Just Fifty-five!

These are the sort of Robes you will want when you get your car out for spring driving—the sort of Robes which, if you buy a month from now, you'll have to pay the advanced prices for; present savings are fully a quarter to a third.

Just fifty-five Robes all told—in the right weights and the best of colorings; figured and plain effects; both plush as well as all-wool finish; mostly dark colorings.

2	54 x 74 inch	$ 4.19
7	54 x 66 inch	5.50
12	54 x 74 inch	5.98
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6	54 x 66 inch	6.75
10	54 x 74 inch	9.98
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That Cunningham Quality has not diminished since 1838, is proven by the decided manner in which the motoring public are buying the latest Cunningham Products.

Talk with any of the following owners. Then let us have your specification for Fall or Spring deliveries.

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62 CLINTON AVENUE SOUTH

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We not only make good clothes for men but we clean and repair everything from the home

ROBERT P. JUDD H. D. BROWN

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Get Your Hudson Super-Six Now While You Can

Present Prices Can Not Last Long
51 Cars Have Already Advanced

From the standpoint of real value, the Hudson Super-Six is the lowest-priced car on the market.

Recent price advances on 51 cars have entirely upset the usual standards by which motor car values have been determined. In each price group cars naturally found their own place. But now, because some makers must supply their material wants in the present high market and because Hudson has a limited supply bought last year, the selling prices of cars do not indicate their values.

Those companies which faced the necessity of buying materials in the high market had to advance their prices in proportion. It added as much as $100 to $700 to the retail price of cars. It forced former $1,200 and $1,400 cars up to approximately the price of a Hudson Super-Six.

Hudson prices for the time being remain unchanged. Judged by to-day's material market the Super-Six would have to sell at approximately $2,000. Today you can get a seven-passenger phaeton at $1,650. Such prices can not be continued when the supply of materials now on hand is exhausted. You save money by buying your Hudson Super-Six now.

People never compare the Super-Six with cars sold at or near its price. It has always been likened to cars selling at hundreds of dollars above its price.



ALLING & MILES, Inc.

82 STONE STREET



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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 1 **October 1917** **No. 8**

Posting Highways

Pleasing Letter from Albion

Sign Posting is one of the most important duties of an Automobile Club. It looks easy but motorists should be mindful of two very important facts connected with placing signs upon the highways. First—signs cost much money–Second–signs must be erected with care.

This season the Automobile Club of Rochester selected a uniform sign and purchased them in thousand lots. Three thousand direction signs with fifteen hundred warning signs were erected during May and June. About three thousand dollars have been expended this year in this work.

People, and especially motorists, believe in signs but not all believe in supporting the work. It is pleasing to note the following letter from an Albion motorist:

Automobile Club of Rochester,
Rochester, N. Y. Albion, N. Y.
Aug. 31, 1917.

Gentlemen: In riding around the country I have very much admired your guides and warnings. I have wished many times that I were a member of a live auto club like yours. Will you please advise me relative to membership and send necessary blanks. I would like to join if I can.

Yours very truly.

Rochester has all of its roads posted and many of the highways outside of its territory. Numerous complimentary letters have been received from visiting motorists thanking the Club for its work and the care exercised in placing the signs where needed.

Rochester Automobile Club Officers

Dr. Frederick R. Smith, President.
C. D. VanZandt, Esten A. Fletcher, William Bausch, C. T. Chapin } Vice-Presidents
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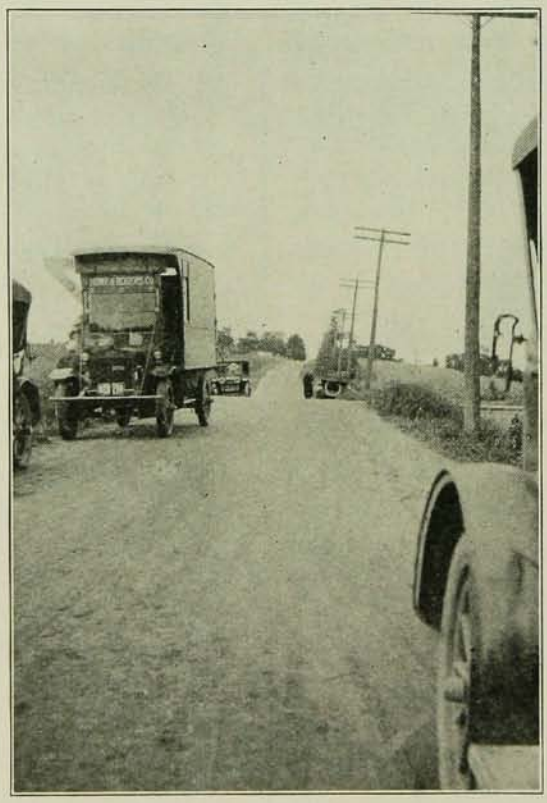
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Grade Crossing Accidents

About three years ago the New York State Motor Federation recommended to the Legislature in the form of a Bill, that the State appropriate $25,000,000 for the elimination of dangerous grade crossings in New York State. This Bill was introduced by Senator Charles Wicks of Utica and rested in Committee regardless of the efforts of the Motor Federation officials to bring it out. Owing to the heavy expense the State was under during the past two years, no effort has been made to have a large appropriation made for the elimination of dangerous grade crossings. At the present time the State of New York is resting on its oars and doing nothing to eliminate danger at grade crossings, while the automobile factories have been doubling their output each year, and the possibility of accidents at these various grade crossings is more than doubled the past two years. Therefore, it behooves the State of New York to do something during the 1918 Legislature in the way of raising money to eliminate some of the very dangerous grade crossings.

Where Six People Were Killed



Grade Crossing of Lehigh on Henrietta Road

For several months the Automobile Club of Rochester has been working along another line, which, if carried out by the Railroad Companies and the State, would tend greatly to eliminate some of this danger.

During the latter part of August, the Club recommended to the State Highway Commissioner, Edwin Duffey, that the State, County and Town officials be requested or instructed to investigate the various highways traveled by automobiles, especially at grade crossings and remove therefrom for a distance of 250 feet all tall grass, bushes and young trees, and further trim up the trees where the branches come down toward the highway, thus obstructing the view of passing motorists.

Sunday, Sept. 9th, when a very sad accident occurred at the Lehigh crossing on the West Henrietta Road, the Club investigated and found that there were numerous trees along this road just south of this track for a distance of 150 feet which tends to obstruct the view of an approaching train from the east. The Club took the matter into its own hands and hired the necessary help to remove the grass and bushes on private property, which skirts the highway just south of the railroad track.

As a further measure of precaution at this crossing, the Club recommends and requests that the Lehigh Railroad Company place a signal at this crossing, especially a red light, which would be a danger signal at night to motorists who would be traveling this road. This highway from East Avon to Rochester is a very important one at the present time. The road is in fine condition and it is a popular connection for routes south, as well as offering city motorists a pleasant drive for an afternoon and evening.

The grade crossing elimination and reduction of the accidents at these crossings throughout the State, especially along the popular routes, is a subject which is very important to the motorist.

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Geo. M. Gillette

Automobile Club Gymkhana and Bake at Bergen



Geo. M. Neil

For years, and years, and years, it has been customary for the good people in the rural districts lying in and around Bergen to hitch up the farm horse and drive into Rochester, but those good old days have passed into oblivion. 'Tis no more. Packards, Fords and Cunninghams are now transports for Bergenites. Bergen and Rochester are joined together. Again, Rochesterians are visiting Bergen and 500 went over Aug. 25th to attend the Auto Club Gymkhana and Bake. Some say that George Gillette of Bergen is a Great-Grandson of the Safety Razor family but it is a fact that this popular motorist is a leader of the Boosters Class, while the second George in the person of Geo. M. Neil, needs no handicap when it comes to working up an outing for his friends.

No one knew what the word "Gymkhana" stood for prior to the big event and George Kaelber, Chairman of the Outing Committee, spent many days and nights working up the various stunts over in Browncroft. Good, green apples were picked from the Bergen trees and the Rochester boys enjoyed the "Spearing of the Apple." In the illustration Charles Buelte, our "popular idol," is shown eating some of Mother Neil's famous pies. It looks as though Charlie had a portion of his hand in his mouth but the spectators claim that he was merely giving the pie a good start. In the foreground are two of the handsome Rochester traffic officers, Messrs. Fordham and Frank.



Spearing the Apple

As we pass on we see Geo. Henner lighting up a fresh Pittsburgh stogie. In this event the entrants were to drive fifty yards, jump out of the car, eat a piece of pie, then continue a distance of 20 yards, light a stogie and proceed to the third stand, where a representative of the Club handed the contestant a large needle with a small eye and a spool of darning cotton and directed him to quickly thread the needle; the illustration shows Joe Swope threading



Charlie Buelte, eating Pumpkin Pie



Geo. Henner lighting a Stogie

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the needle successfully, but his success is due to mostly home experience.

Among the events that were staged was the one submitted to Chairman Kaelber by Vice-President Fletcher. The V. P. asserted (and truthfully so) that it was original so Chairman Kaelber accepted the stunt and staged it as No. 2 on the programe. The stunt: Contestants were to drive their cars fifty yards, dismount, run 25 yards to a designated lady (there being a dozen or more beauties along the designated line) and when confronting the lady whistle a popular tune. In the illustration Henner is whistling his favorite tune to Mrs. Clarence Walzer; according to the slip of paper on which Mrs. Walzer wrote the name of the tune, contestant evidently endeavored to whistle "Down on Webster Bay."

While the day was raw and cold it somewhat marred the attendance, but over 1500 attended. The Clambake was good, and so good that all eatables (the Committee prepared for two thousand) disappeared soon after five hundred had been served. There was a professional ball game staged between Bergen and Kendall with Kendall carrying off the laurels. During the afternoon President Frederick R. Smith of the Automobile Club expressed his appreciation to the people, thanked the Committee for their labors and urged the continued co-operation of the motorists. In the illustration Honorable Gustave Miller, Deputy Secretary of State, of Buffalo, is shown as he delivered his address before the large gathering. It is true that the crowd is composed, mostly of



Hon. Gustave Miller, delivering an "Address"



Geo. Henner, Whistling favorite Tune

women, but this is easily explained for "Gus" possesses the enchanting smile that never fades.

Bergen is on the map. All motorists who attended the Bake enjoyed themselves and the annual 1918 outing is certain to be a hummer.



Joe Swope, threading the Needle

✣

Get your Auto Race Tickets at Club headquarters.

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MOTORISTS PLAY BASE BALL.



CATCHER · JUDGE WILLIS K. GILLETTE.



AUTOMOBILE CLUB OF ROCHESTER, BASE BALL TEAM.



PINCH HITTER COM. OF PUBLIC WORKS HERBERT W. PIERCE.

By Leslie E. Hunt

Casual visitors at Charlie Chapin's baseball lot in Webster Avenue on Thursday, September 13, were treated to the sight of a large number of young fellows, more or less prominent in activities of the Automobile Club of Rochester and local politics, cavorting all over the park in vain attempts to beat a baseball from Kendall. When the smoke of battle had cleared, and Referee George C. Donahue could be pulled away from the hot dog stand, it was found that Kendall had won, the score being announced as 5 to 4.

Had one Barney Haggarty, a red-thatched pitcher that started for the Auto Club, been allowed to stay in the box, Rochester might have been more famous than it is to-day. But Barney was benched after he had allowed six hits, and one of the Doolans, Sterling Stryker, was called upon to do mound duty.

With the retirement of Barney, came the retreat of Special County Judge Willis K. Gillette from behind the plate. Will was a good catcher while Barney was working, but a hard ball was put in the game with the appearance of Stryker, and the Judge felt that in justice to the county he should pass the mitt and chest protector to a more experienced player. One of the Buffalo team was captured to catch Stryker's slants.

Then the game started the wrong way. For some reason or other the Kendall boys took favorably to Sterling's offerings, and they insisted in hammering the old pill skyward and far away. All of which made things bad for the Auto Club.

To make it worse than it might have been Matt Lawless, the world's most famous technical wonder, coached the outfielders of the Auto Club team, and they labored under a delusion; it was better to catch fly balls on the first bound than in the air because the fielder was in a better position to throw by playing that way, naturally, that made it hard for Stryker.

Senators John B. Mullan and George F. Argetsinger watched the labors of Stryker from the outfield and they did their best, but the life was too great, and they weakened. Right there Deputy Park Commissioner William S. Riley and County Treasurer Charles J. Brown stepped to the outfield and requested the senatorial delegation to vamoose for the bench.

The Senators came up from the trenches gasping for breath and staggered to the bench, informing Captain Harry P. Ruppert when they arrived that a couple of amateurs had sent them in. Harry looked over the outfield and ordered Bill and Charlie to come in and play first and second base respectively.

It was a good thing for the club that the order was enforced; for the Kendall boys had started to hit them on the ground through the infield, and Elmer E. Fairchild and Charlie Buelte were not showing big league stuff around the initial sack and the mid-station.

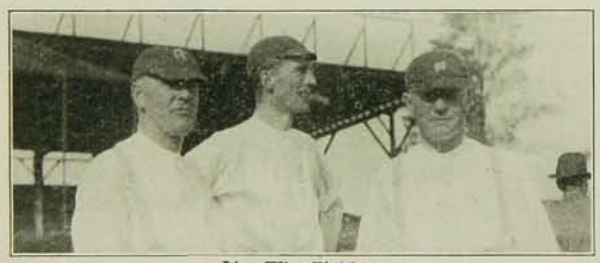
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Manager Pierrepont

Rochester tried in their half of the last inning, pulling most of the Buffalo club in as pinch hitters; but the Kendall battery was too clever for a bunch of International Leaguers and the works were all gummed up, with Kendall looking like a Class A nine. The local club went out in order, or almost in order.

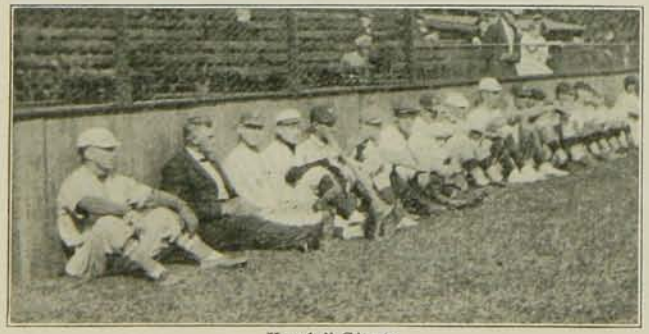
Followed a bombardment of George W.



Live Wire Fielders

Henner at third base by the Kendall team and Umpire Joseph M. Quigley, assisted by Esten A. Fletcher, Coroner Frederick R. Smith and Clarence VanZandt, was forced to admit that he thought Kendall was winning. Line drives to Henner put another Kendall batter around for the winning game.

When the victorious players came from the showers, they were met by Val Aspenleiter, who presented each man with a Ford—a toy Ford.



Kendall Giants

SPEED TRAP AT LE ROY



Rochester Hustlers

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Now "Lieut. Barney M. Cane"

On the afternoon of September 8, a little group of 37 people connected with Strong Motors, gathered on the second floor of the Chandler headquarters for a formal expression of their good will towards a fellow-worker, who had been with the concern from its beginning and who was leaving that night for a new field of usefulness.

Barney M. Cane, the Superintendent of Service, with no political or military backing, had presented himself for examination at the U. S. Ground School for Aviators, at Ithaca, and had passed with "flying" colors, so to speak; he had been called to Washington, had taken and passed further examinations there and been given a commission as 1st Lieutenant in the Army Aviation corps, August 13, and this morning had been summoned to proceed at once to Fort Sam Houston, near San Antonio, Texas, for final practical instructions in flying.



Barney M. Cane

As Buelte said: "Father Strong started to make a speech and got all balled up; then Barney tried to answer and he couldn't get very far, and two or three others tried to save the situation and they had to give it up; and finally the whole bunch of rough-necks were wiping their eyes and blowing their noses, until we had to sing 'America' to get straightened out."

The occasion was typical of hundreds that are happening every week all over the country, but illustrates the real affection which Barney Cane inspires in everyone with whom he has come in contact. In connection with almost uncanny ability to diagnose motor trouble, Barney's personal contact with 600 or more car owners in Rochester has resulted in 600 close personal friends in the motor fraternity, whose good wishes will always follow him. From the day he won the Auto Club Gymkhana in 1913, with the then new "Old No. 3," he has not only been a large factor in whatever popularity the Chandler has achieved in this community, but as a trusted advisor of the factory with respect to later refinements, in its national reputation.

He is a graduate from a western college and a member of the Corinthian Temple Lodge, F. & A. M. No. 804. His Rochester friends will follow him in his new career with interest, and the attitude of all may be summed up in the last words he heard as he boarded the train for the West; "Barney, you're going out there to be a credit to yourself and to us, and we're proud of you; God bless you, old boy!"

✣

IMPORTANT SECTION OF HIGHWAY LAW.

SECTION 54 HIGHWAY LAW.

"It shall be the duty of the owner or occupant of lands situated along the highway to cut and remove the noxious weeds growing within the bounds of the highway, fronting such lands, at least twice in each year, once in the month of June and once in the month of August. It shall be the duty of such owner or occupant to cut and remove all briers and brush, growing within the bounds of the highway, fronting such lands, once in the month of August in each year. It shall also be the duty of such owner or occupant to remove brush, shrubbery and other obstructions within the bounds of the highway, causing the drifting of snow upon said highway, before the first day of November in each year".

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We Went to Webster and Helped Put on the Races

By Donald H. Craigie
Automobile Editor Rochester Herald

When Georgie (Jiggs) Donahue asked us if he could have a couple of days off so he could go to Cleveland with Jake Messner, we told him he could go, as he would not be missed at the horse races on the Webster Track, September 15.

Jiggs had worked hard to get the club enthused over the races, but we knew that he would not be able to stand through the whole programme without having a chance to mention automobiles—and automobiles were taboo at Webster on that date. It was all horse, and the crowd thoroughly enjoyed the events. George Henner was back amongst the friends of childhood, and he acted like a two-year-old throughout the afternoon.

The Club was the prime mover in putting on the races, having planned to hold some auto and motorcycle events the same afternoon, but there were so many horses entered, we cancelled the machine part of the programme. And then we told Jiggs to get out, and he got.

So, just to show him, we made a great big success of the day. There were over 4,000 paid admissions, and every cent the Webster Association made was given to the local surgical dressing unit. Guess they made quite a bit of money, too.

In fact, so successful were the races that Webster is now all het up urging the formation of a Fair Association to hold annual fairs and races.

Parked inside the rail of the track were some 450 automobiles, and the crowd watched the trotters around the track, almost everyone present having a favorite in each race which they were willing to back up with coin of the realm.

That man Al. Stone, who takes the pictures for The Herald, and who once in a while takes some for The Club, was there with his "shooting iron," and he got some good ones. Some of them we print in this issue.

In speaking of the races, the Webster committee must be most highly commended for their efforts to make the event a success. George Mason and William Kittleberger worked night and day, as did the other members of the committee and the officials, viz: Isaac Porrey, F. F. Jones, Edward Van Wormer, W. W. Wood, J. R. Holley, Dayton Lawrence, E. L. Sommers, Henry Bowman, George W. Dunn and Felix Drake.

Charley Buelte, Harry Crowley, George Henner, J. Lawrence Hill, Harry Ruppert and several other members of the Club made their presence prominent so that Webster would see that we were back of them. Ice cream cones, Coca Cola, hot dogs and everything offered for sale on the ground were eagerly bought up by the hungry Rochester crowd, who dig big holes in refreshment booths wherever they go.

Webster told us they were glad to see us. Webster showed us a good time and we're going back to Webster again to have some more fun and enjoy some more of their liberality.

The following is the result of the various events in the races:

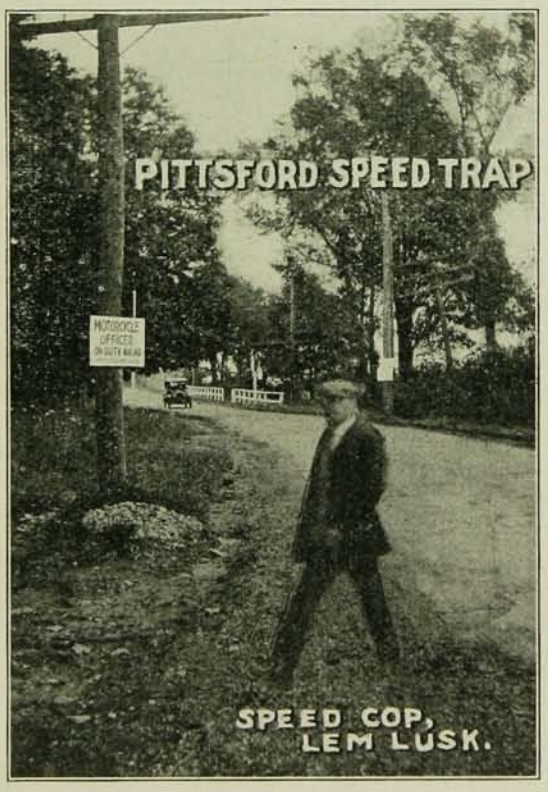
Mistress Geraldine, Kolanaka Farms			1	1
Guilfoyle, Jr., Shorthall			2	2
Polka Dot, Mason			3	dr.
Time, 3.02 1-2, 3.06 1-4.				
2:40 trot (unfinished):				
Othello D., Hall	1	1	2	2
Caviston, Kolanaka Farms	2	2	1	1
Mezzo Soprano, Kolanaka Farms	3	3	3	3
Time, 2.38 1-2, 2.35 1-2, 2.37, 2.36 1-4.				
2.30 trot and pace:				
Casey W., Dr. Mahoney			1	1
Joe M., Huston			2	2
Brooklyn, Hal, Collins			3	4
M. J. T., Travis			4	3
Time, 2.36 1-4, 2:32 1-2.				
2.23 trot and pace:				
Curita Dewey, Mahoney			1	1
Carlet Chimes, Kolanaka Farms			2	2
Kitty B., Westcott			3	3
Time, 2.25 1-2, 2.25 1-2.				

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"Hoist With Their Own Petard"

By Jesse C. Humelbaugh

Sometime early in August it became apparent to the Automobile Club of Rochester that the village of Pittsford had allied itself with other villages and cities in the state that interpreted the new General Highway Traffic Law to mean they could enrich their coffers with "fines" extracted from motorists on the ground that they were guilty of "reckless driving."



These so-called fines were not exacted in all cases, but were taken as "bail," under plea that the motorist would come back to the village on a date set (at the convenience of said village) for trial. It isn't necessary to say that the village of Pittsford was entirely cognizant of the fact that a man from Chicago, or Springfield, Mass., might find it inconvenient to return for his $10 or $25.

In the great majority of cases, automobilists who were arrested by Constable Lemuel H. Lusk, astride his trusty new motorcycle, realized that there was little use of wasting time and energy in going back for trial, when the charge in the first place was ridiculous. Most of those who were brought before Justice of the Peace Burton N. Wiltsie on charges of "reckless driving" had meandered through the village at a rate of speed of between fifteen and twenty miles an hour. Many of them, Lem admitted, had been going but a fraction over the fifteen mark.

On Sunday, August 26th, matters were brought to a head when thirty-nine motorists, some from this city and some from far away, were arrested in Pittsford and commanded to give "bail" in amounts varying from $5 to $25. Complaints many and lurid reached the headquarters of the Automobile Club and the Rochester Automobile License Bureau. Harry P. Ruppert, manager of the bureau, and Secretary George C. Donahue of the Club, decided that too much was enough.

On Thursday, August 30th, the two men were conferring on ways and means to defeat the evil, when a delegation of Pittsford citizens rang the front door bell. One solution of the whole difficulty was immediately apparent when the Pittsford men informed Mr. Ruppert and Mr. Donahue that Constable Lusk was taking money for driving passengers, that he possessed no chauffeur's license, that one of his automobiles bore only dealer's plates, and that another car was unlicensed.

The Rochester men got in touch with Sheriff Charles S. Owen, told him the circumstances, and the Sheriff was sufficiently impressed to assign Deputy Sheriff William C. Stallknecht on the case. Charles Buelte, of the Automobile Club, was added to the party, which set off for Pittsford early in the afternoon.

Constable Lusk's garage was visited first. The door was locked, but when a peek was taken through a window, a large touring car was seen, lacking license plates. Outside the garage was a truck, bearing only dealer's plates. The investigators went to the center of the village to look for the constable. There they were told that he was out with passengers

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in his roadster, and would return shortly. Meanwhile, several Pittsford citizens told Mr. Donahue that the worthy limb of the law had been running the large car in the garage without a license.

On Lusk's return he was hailed by Deputy Stallknecht, who told him that four men wanted him to drive them to Mendon. The constable agreed, and a few moments later he returned with the large car first seen in the garage. This time it bore the dealer's plates that had been on the motor truck, numbered M-3501.

The four men no sooner had entered the car than the inflated Lem began to tell wonderful tales of his great captures of the preceding Sunday. Secretary Donahue interrupted him to ask the fare for the trip to Mendon. Lusk said that $2 would be acceptable, whereupon $5 was tendered to him. Strange to say, he didn't have the change, so it was agreed that payment should be made at their destination. Whereupon the constable again launched into an account of his Sabbath adventures.

"Yessir!" he exclaimed, showing a fine set of teeth, "I got thirty-nine of them! Mostly Rochester folks. Teach 'em to defy the rules and regulations of the incorporated village of Pittsford! Got 'em with my motorcycle, and, belie-e-e-ve me————!" And just about that time Deputy Sheriff Stallknecht reached over from the rear seat, tapped the honorable Lem discreetly on the shoulder, and said politely:

"You're pinched!"

After the thunderstruck constable had recovered his wind sufficiently to demand "What fur?" it was explained to him that a wise Legislature had happened to incorporate in the laws of the state a provision that was designed to prevent any person, be he constable or vice-president of the United States, from driving an automobile with intent to receive compensation therefor, when he did not possess a chauffeur's license.

Lem would sort of liked to have been arraigned before Justice Wiltsie, who "sat" on all motorists and motorists' cases, but the party of four couldn't quite see it. So poor Lem was taken before another justice of the peace, Peter W. Zollman, who hadn't had a finger in the "reckless driving" pie. There Lem pleaded not guilty to a charge of violating Section 289 of the Motor Vehicle Law. The local branch of the Secretary of State's office has yet to deal with the offending constable on the questions arising out of his non-possession of license plates.

Lusk was released on his own recognizance for appearance a week later. On that occasion he demanded, through Justice Wiltsie, as his attorney, a jury trial, which was set down for September 20th. Lem was right irate about the whole affair, claiming that he was "framed" for political reasons, but that he was just as certain of re-election as he was that he was alive and kickin', especially kickin'.

Later, when the Automobile Club learned that Frederick M. Whitney, a Rochester attorney, and George F. Crosman, treasurer of the Crosman Brothers Company, seedsmen, were scheduled for trial before Justice Wiltsie on September 8th, it was decided not to await the outcome of Lem's trial, but to test the validity of the village ordinance itself.

Mr. Whitney and Mr. Crosman were arrested in the batch of Sunday, August 26th. Both were deeply indignant at the injustice of the charge placed against them, and both resolved not to let the case die with the handing over of bail. They demanded a trial. Mr. Crosman retained Mr. Whitney as his attorney, and the lawyer called in George B. Draper, of this city, as his counsel. With the ever-present Lem, Mr. Ruppert and Secretary Donahue, the defendants and their attorneys, went before Justice Wiltsie on September 8th. Attorney Draper is authority for the statement that subsequent events were absurd, farcical and ridiculous.

Justice Wiltsie commanded Mr. Crosman to appear, whereupon the esteemed J. of the P. stepped from the bench and assumed the role of prosecuting attorney. Mr. Crosman pleaded not guilty, and Mr. Whitney moved the dismissal of the charge on the ground that the ordinance was void, and questioned the jurisdiction of the court. The motion was overruled, the justice stepping back to the bench for a

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moment, and then Wiltsie gravely announced that he would open the case for the people.

He called Lem, who testified that he had followed Mr. Crosman on his nice, red motorcycle, and that his (Lusk's) speedometer registered twenty-five miles an hour. No testimony was offered to show that Lem's speedometer was accurate, or that he had been going at the same rate of speed as the defendant. Justice Wiltsie announced that the people's case was closed, and hopped back on the bench. Mr. Whitney renewed his motion for dismissal, and it was again overruled. The attorney briefly announced that he would offer no evidence, save that his client testified he was going but fifteen miles an hour.

Justice Wiltsie, on Lusk's testimony, found Mr. Crosman guilty and fined him $25, refunding his $10 bail. A similar procedure was adopted when Mr. Whitney was called, and Lusk gave substantially the same testimony. Then Mr. Draper started something.

"I do not wish to appear unfair," he told the justice, "nor to re-open my case, but I would like permission to show you that the court has no jurisdiction in this case."

The argument seemed to interest the Justice, and he said he would be glad to hear any substantiation of the attorney's statements. Mr. Draper then showed that the ordinance passed by the Pittsford Board of Trustees declared that exceeding the village speed limit of fifteen miles an hour constituted a misdemeanor. Mr. Draper convinced the justice that no other body than the Legislature was empowered to define a crime or an offense. Therefore, since the ordinance was not drawn up in accordance with law, Mr. Draper said, its provisions were null and void, and the court without jurisdiction to act on cases resulting from so-called infringements of the ordinace.

Mr. Draper submitted to the justice the opinion of Justice Nathaniel Foote, of the Appellate Division, Supreme Court, given in 1914 in the case of Chapman versus Terwiger. The village of Tully, N. Y., had a similar ordinance, and a similar case resulted. The defendant was found guilty of violating the village ordinance, appealed, and Justice Foote's opinion stated that the ordinance was void because it was wrongly constructed.

Justice Wiltsie, waving his arms to ward off the cloud of indisputable facts that confronted him, gulped and admitted defeat in a sportsmanlike way. He announced that, in his belief, the village ordinance was void, declared Mr. Whitney not quilty, and refunded his bail.

"What are you going to do with Mr. Crosman?" asked Mr. Draper. After a little excusable hemming and hawing, Justice Wiltsie decided that the best way out of a bad matter was to reverse himself and declare Mr. Crosman, too, not guilty, thereby creating a precedent in judicial circles.

The Lusk-Wiltsie system of justice was so full of holes by this time that it was decided they were all cut, and to let 'em up. The moral of the whole affair is not, by any means, that the Automobile Club and the local branch of the Secretary of State's office are fighting the enforcement of speed limits—quite the opposite.

None knows better than the Automobile Club that the future of motordom depends upon the enactment of wise speed-controlling laws and their enforcement; but none knows better than the club that mal-interpretation of such laws, and their appliance like a porous plaster to the sore needs of a village treasury, constitute an evil that needs to be fought, fought hard, and fought—if necessary—with its own weapons.

It is reasonable to suppose that the activity of Mr. Ruppert and the Club have opened the way for motorists to drive through the pleasant village of Pittsford without fear of being held up in a trumped-up charge. The village is now legally without a speed ordinance, but the citizens of the village will find that Rochester motorists will not take advantage of their sudden bereavement. The majority of Rochester motorists have proved themselves to be exponents of fair play.

Here's hoping that Pittsford's plight may prove a lesson to other villages and cities in the state whose motto has been "The Clutching Hand."

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Big Automobile Races at Webster, October 6th.

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AUTOMOBILE RACING

At Webster Race Track

On Saturday, October 6th, the Automobile Club of Rochester will hold Automobile Races at the Webster Driving Park Association track, at Webster. The races will open at 1:30 o'clock, and the public is invited to attend.

The Auto Club is supporting the Auto Trades Association in maintaining the License Bureau at 29 Fitzhugh Street, and the entire proceeds of the Races will be given over for this purpose. Therefore—ALL MOTOR CAR OWNERS IN MONROE COUNTY SHOULD BUY TICKETS.

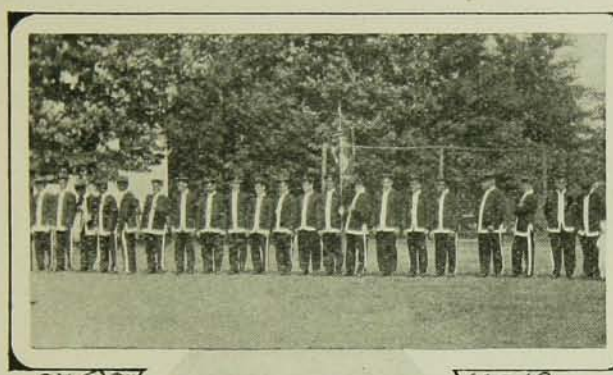
BIG RACERS WILL BE IN THE SEVERAL BIG EVENTS

Under the Sanction of the
A. A. A. Contest Board

The Track is being used through the courtesy of the Webster Driving Park Association

WHY GO TO SHEEPSHEAD'S WHEN YOU CAN GET THE THRILL AT HOME?

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COUNTRY FAIR

Automobile Club Members had A-1 Time at Kendall, Sat. Sept. 1

By BRIGGS

Did you go to the Kendall fair?

"All the world and his wife" were there, boosting the Red Cross and the Kendall branch of the Automobile Club.

Dr. Geo. D. Forbes, of Kendall, and Brother Whitehouse certainly put it across in fine shape, and are so justly proud of their achievement that they threaten to make it an "annual feast."

Twenty-four-hour-service Donahue was on the job early (how much earlier than the reporter doth not yet appear.) Any man has to get up early, however, to get ahead of George, and we met him coming towards us when we drove down the street towards the Fair Ground.

There was about everything on the day's program that anyone could ask for, from the Fireman's Drill to the demonstration of Tractors, by which an enterprising farmer secured a good section of his fall plowing done free, and some tractors were incidentally sold. There was an Auto Show where twenty or more dealers were represented by new cars, to say nothing of the 250 or more of their customer's cars, lined up around the spacious field.

The Brockport Band showed its patriotism by donating its services for the day, furnishing a mighty good brand of music at any time music was desired, which was practically all day.

Charles T. Chapin and Joe Courneen umpired the Ball Game between the Bergen and Kendall Nines. The umpires came up to Kendall guarded by Traffic Officers Fordham and Frank, whose services, however, were not needed for this purpose, as their decisions were not questioned. The anxious expression on Mr. Chapin's face in the picture, as he weighs his responsibilities and considers what might happen was not at all justified by the happy outcome, which from his reassuring smile was foreseen by Esten Fletcher.

Just before the sports began, Assemblyman Harry B. Crowley was called upon for a speech, which he delivered from Buelte's car, in which he had ridden from the city shortly before. With the memory of the last two miles fresh in his mind, Harry was eloquent in his characterization of the roads entering Kendall from the east or south (we don't know which way he came, but it applied to either), and aroused wild enthusiasm by an earnest pledge to do

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Top: Ladies at the Red Cross Lunch
Bottom: Frank Whitehouse and the Kendall Boosters



Dr. G. D. Forbes of Kendall



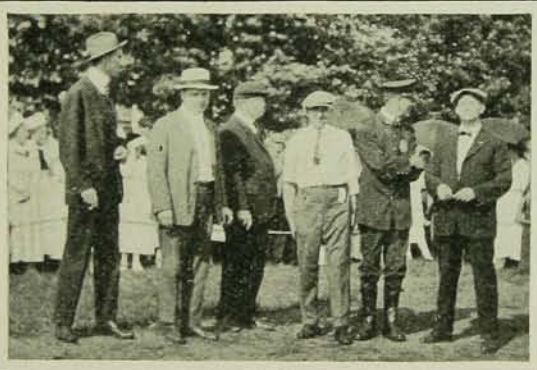
Geo. M. Gillette, Left: Hon. Harry B. Crowley, Right

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HON. HARRY CROWLEY SPEAKING TO PORTION OF 3000 MOTORISTS.



100 YDS. DASH FOR LADIES.

BUELTE
HENNER
DONAHUE
HOLLEY
FORDHAM
CRAIGIE

HALF DOZEN ROCHESTER BOOSTERS.



C. T. CHAPIN UMPIRING BERGEN KENDALL BALL GAME.

anything in his power in the Legislature or with state officials to mitigate the evil. This was really quite nice of him because he could not be accused of playing politics, Kendall being in Orleans county, and quite outside his "zone." Following this introduction in a patriotic address, the theme of which was suggested by the object for which the fair was held, Mr. Crowley held the close attention of an audience of close to 300 people for twenty minutes with an inspiring appeal for unselfish service to the country, which was well worthy of the occasion.

The description of the day's doings would be incomplete unless full credit were given to the ladies of the Kendall Red Cross Auxiliary for the good lunch they furnished. Home prepared food, an adequate and satisfying amount at astonishing low prices, provided the very necessary "eats" for the out-of-town visitors, making everyone more ready to be satisfied with the rest of the program.

A Band concert followed the athletic program, with singing led by Stanley Hawkins, and the day wound up with moving pictures, starting at 7:30, and a dance in Odd Fellow's Hall from nine o'clock on.

How much did they make for the Red Cross? One paper said $40, and another paper said $3000. Whatever they made for the Red Cross, the Kendall branch of the Automobile Club of Rochester made a reputation with their Rochester friends, for putting something across in a big way, that will assure them a crowd of "city folks" next year.

Elizabeth: Say Henry, let's go to the Avon Inn for dinner Sunday.

Henry: You bet, great place, good meal; be ready at 12:30.

SPEEP TRAP AT CLIFTON SPRINGS

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Joe Courneen officiated behind the Bat



Climbing the Greased Pole

We want 8000 motorists at Webster on October 9th.

SPEED TRAP AT LE ROY

VILLAGE OF CLIFTON SPRINGS

Ordinance XI
Passed June 16, 1913

It is hereby declared to be, and shall be unlawful for any person or persons to ride or drive any animal, vehicle, bicycle, motorcycle or automobile in, or upon any of the streets of the Village at a greater rate of speed than fifteen miles per hour.

A violation of this ordinance shall be punishable by a f i n e of not less than fifteen dollars,

Dated June 16, 1913.

✦

A. L. Herkert is the new general manager of the Automobile Service Association of New York State, Inc., because, preserving the jewel of consistency, Frederick L. Yates, former general manager of that company and accustomed to the word "service," has become a United States soldier.

The above mentioned "Herk" says: "Complete co-operation between the Automobile Club of Rochester and the Automobile Service Association of New York State, Inc. entitles a member of both organizations to S. O. S. service between Buffalo and Syracuse and later in other cities where the Service Corporation intends to operate establishments."

"If you are a member of the Automobile Club, by paying six dollars additional you may become a member of the Automobile Service Association of New York State, Inc., so you see you save, Mr. Motorist, four dollars because the ordinary cost for such service is ten dollars.

The Automobile Club is not a commerical organization but it has the support of the Service Association while the Automobile Club continues its field of protecting you in legislative matters, providing you with good roads and other activities well known to you. The Service Association looks after your emergency needs twenty-four hours a day and three hundred sixty-five days in the year."

"Herk" further says:– "S. O. S. service is emergency, comfort and happiness; insurance for the motorist," and he can prove it.

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Sight-Seeing Buffalo

By "Hi Perkins"

Well, well, well, so it's a story you be after, hey, and for that rattling good magazine, the MOTORIST. Well, let me tell you, young feller, Hiram Perkins is the man that kin do it, but I wisht you'd hev tole me before I left th' old farm on that trip so as I could hev jotted daown a few of the most important things, but my memry's never fooled me yet so here goes, and if you can't use it why just give it to me old friend Barney Haggarty for his new book, or else throw it in the waste basket, 'cause you won't hurt my feelins' none. I've never had no edjication to speak of, I ain't, but you've got to go some to beat me when it comes to seein' the country. Yes, sir, you've got to go some!

Did I tell you I started out from Rochester with the man who owns that big hotel where your automobile club lives—seems to me they calls it the Powers or somethin' like that—and that red-headed feller who gets the six dollars from th' fellers who have automobil's and Fords? Yelp, by heck, he came aout to th' farm this Summer just after I had filled my barns with hay and wus feelin' richer then I had in some time and it want long before he had coaxed six whole dollars aout of me and had told me to come in and see him if I ever needed any informashun or help. Well, I didn't go in to see him, not until that durned fool feller in Pittsford charged me ten dollars fer what he called exceedin' the speed limit, and gol ding it, do you know, I want goin' any fuster than six miles an hour, if I wus goin' that. But that man Donoghue, and Rupert, the automobil license feller, fixed him right, let me tell you, and I got back my ten dollars, so I figger my membership in the automobil' club didn't cost me nothing this year.

As I wus sayin,' I started out with those fellers expectin' to go to Chicago with 'em. I never thought that hotel feller such a gosh ding sport, I didn't, he don't look it any, but he steered right for the swellest hotels, and after I came to, after th' feller who takes the money at the Statler told me haow much I owed him for sleepin' in his hotel just one night—just one night, mind you— I kin tell you it didn't take me long fer to fake up a bad case of indigestion and bid th' fellers goodbye. I want goin' to spend all my money eatin' and sleepin',—not on your life! It want best to stick in Cleveland so I took the boat back to Buffalo, and say, feller, that's th' way to travel, I want to tell you.

Buffalo was deader than this old burg when we landed there and I didn't think anyone could fool this old gent again, but they did, and I landed up at the Lafayette for breakfast. I wus durn near starved after bein' on the water all night so told the feller who finds out what you want to eat to bring me some ham and eggs, and by golly, boy, I just wish you could hev seen that ham. It reminded me of a page from a Presbyterian song book, it did, it was so thin. Ha! Ha! Ha! I didn't want to make no confusion about it cus there wus several ladies in there so I ate it and asked fer my bill, and kin you believe it he charged me ten cents fer bringing it to me. That wus too much and I just went and asked him what that ten cents wus fer and he said it covered the cost fer rolls and butter. Now kin you beat that, hey? Fust thing you know they'll be chargin' fer usin' their tables but Uncle Hi'll stand up and eat his breakfast when that time comes and don't you fergit it.

Well, as soon as I got out of that place, and I didn't waste no time believe me, I asked a feller at the door the best way that I could see the city and he said "right this way, I'll give you an hour's ride and show you all the interestin' parts and won't charge you no more'n four dollars." Now did you ever hear the like of that? Well, I may look like a hay-seed all right, all right, but I just sort of knows when a feller's goin' too fer with me. I'd bin fooled once too many times already, I had, since I left the farm, so I jest walked myself over to a little paper boy on the corner, a little feller with his toes aout of his shoes, and he told me to go down two blocks and over one and right there there'd be one of them sight seein' cars and they'd give me a twenty-eight mile ride and wouldn't ask only one dollar.

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And sure enough I found it jest as he told me I would and ken you believe it there wus seventeen other folks that felt jest the same as I did that mornin' so we had a might happy crowd.

Fust they tuk us around some of the streets with all the big stores on and then down to the Y. M. C. A. Two old women got on and told him to wait for two more and I guess they wus jest gettin' aout of bed by the looks of things fer I believe we waited there a half hour or more, but then they didn't charge us fer waitin' so we didn't say nothin' about it at all. Then we went back where we started from and filled up with more people and finally started.

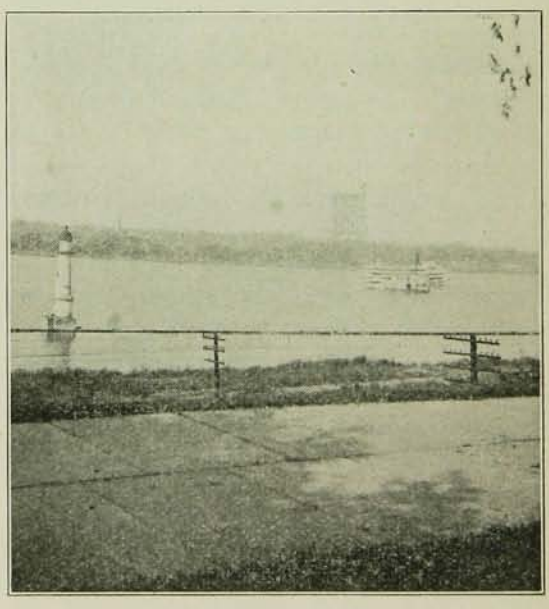
First he called out Ellicott Square and he sed, sed he, that that buildin' wus the largest office buildin' in Buffalo and covered over nine acres of floor space and 1,000 offices and 40 stores. Well, he might fool some of them city guys but he couldn't fool me and I told him so, and he sed, sed he, that he oughta know what he wus talkin' about as he had bin in that sight seein' business fer over eight years. I'm thinkin' though that he got mixed in his figgers some.

On our trip we passed lots of churches and hotels and banks and other buildins' but I didn't care nothin' about them. I wanted to see somethin' else fer my dollar. He did larn me one thing about one of them 'ere churches though. I'm thinkin' it was the Temple Beth Zion, where the Hebrews goes. I've never heard tell of it before but he sed, sed he, that 'ere church on the left is lit by the Isrel lights. Next time I'm in taown if I hev time I'm goin' to stop in at the Rochester Railway and Light office and hev them show me what kind of lights them is. I'd kinda like to know.

And then when we passed one of them banks, he sed, sed he, that bank wus built with unclaimed deposits. Now did you ever hear the like of that? Well I allus knew my money was safer right in the old chimney place even though some folks sed I'd be sorry some day. But that goes to show you can't trust them bank fellers either.

A little further on we passed Lafayette Square where that hotel is and I wus jest wishin' that feller that wanted to take me fer four dollars could see me. I'll bet he wud a bin sore.

Next he tuk us down North Street and showed us a lot of nice homes and told us who lived in 'em, but I want interested enough to remember th' names. Never thought I'd be asked to write a story on it. I do remember though that on Porter Avenue he told us to look at a house on th' right and he sed it wus the Thompson house. He sez it was built in 1805 and wus the oldest house in Buffalo. What gets me is haow that house could of stood the war of 1812 but it sure did. It want even marred. We also saw the new Buffalo Water Works on that same street and gosh ding it, boy, that's some works.



OLDEST LANDMARK
At the left may be seen the place where the first Buffalo couple did lighthouse-keeping

Right along there he stopped to let us see Canada across th' river and to tell us as to how we could see first the Erie Canal, then the St. Lawrence River, and finally Lake Erie all at onct. We sposed he stopped fer that cus it wus quite a bit to see all at onct but by golly he stopped to sell postcards. Can you beat that? He wanted to sell us picture cards after we'd paid a dollar to see th' real thing. No sir, he didn't get no fifteen cents out of me.

Then we went down Richmond Avenue. There want nothin' much there only it wus a wide street and had a double row of shade

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trees on both sides of th' street. By golly, feller, that wus a pretty sight, a double row on both sides. But I tell you Lincoln Parkway wus jest as nice. Would you believe it, that street had four different roads and that feller he sed, sed he, that there wus one fer calvary hosses, one fer heavy wagons, one fer automobils', and one fer Fords. I didn't notice any signs but they must hev all bin marked or else haow wud they know which to take.

On that street Mr. Larkin, the soap man, lives and the guide feller sed, sed he, that 'ere estate covers one whole city block and on it is also a house fer his son and also one fer his daughter. I tell you I jest wished Mandy, that's my old woman, hed bin along so as she could hev seen that house and lot cus she's allus takin' soap orders and I jest felt like tellin' that guide feller that a good many of my hard earned dollars hed gone toward buildin' that new house.

Across th' street from there Mr. Curtiss, the flying feller, lives and th' guide feller sed he wus a feller with high ideers. But he didn't tell us nothin' more about his ideers. Spose he knows what he's talking about though for he's been at that business fer nigh onto eight years.

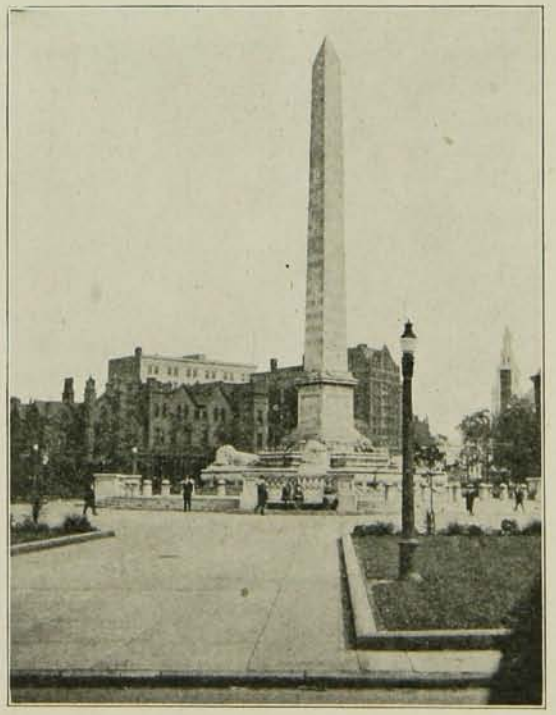
I hed begun to think he want goin' to show us anythin' but houses but jest as I was gettin' a little uneasy like he turned into Delaware Park and he sed, sed he, this is where the Pan American Exposition wus held in 1901. I thought he wus joking fer Mandy and me went to that fair and all I could see now wus trees, and green grass, and tennis courts. But he told us as haow they tuk all those buildins' down right after the fair wus over excepting one. That wus the New York State buildin' and is now a free Museum. The only thing that seemed natcheral like at all wus the park lake and I want to tell you I'll never fergit the fireworks that they set off there during the fair. I want to tell you they wus great, they wus. Did you see 'em?

And right there near the lake wus the Fountain of Youth, but we jest passed by. The guide feller sed it wus no stopping off place and I spose he sed that cus there wus too many old folks in the car cus it would take too long. But, by heck, some day soon me and Mandy's goin' to sneak off and go to Buffalo and see what it kin do fer us. Golly, but won't th' Smith's (them's our neighbors) stare when they see us coming up our front walk as chipper as if we wus only in our twenties?

In one part of th' park are a lot of animals in cages. I saw an elephant, some deer, and a giraffe. He told us to look at somethin' he called prairie dorgs, but golly I couldn't see no dorgs, all I could see wus somethin' that looked like muskrats. Spose I didn't look in th' right place. And, by golly, yes, he showed us sech a funny lookin' cow and he sed, sed he, that's the sacred cow of Egypt. It didn't look much like our cows and I was wishin' Mandy wus with us so she could laugh too.

Jest before we left th' park he drove us by some gardens. He sed, sed he, the ones on th' right wus Grandma's gardens and th' ones on th' left wus Grandpa's gardens. Mandy scolded me cus I didn't find aout more about them but I spose his grandma and grandpa planted 'em and I didn't like to embarras him by asking before all those folks.

Next we passed by th' Forest Lawn Cemetery and, my! that wus a big place. That guide



McKINLEY MONUMENT
Tribute to Last Martyred President

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feller sed it covered 490 acres and nobody knew haow many feet. An old woman next to me sed she should think some one could figger that aout seein' as haow they knew haow many acres it covered. I spose she'll be tryin' it when she gets home. Ha! Ha!

Right across from it we saw the place where they burn the dead folks. He sed it wus the second oldest in the United States, and right near that wus Providence Retreat, where they take folks who fall off the water wagon, he sed. Everybody laughed when he sed that but I couldn't see anythin' funny about that. Some folks don't mind seein' other folks hurt but I do.

After we left the cemetery he turned onto Delaware Avenue and believe me, feller, that's where the swell guys lives. One of them houses has an all glass roof and that feller told us the man wus a millinaire bachelor and wanted a little sun. Get that, do you get that joke? Pretty cute, eh?

There wus one house along that 'ere street, young feller, that made you feel kind a sad and that wus th' house where President McKinley died. You remember he wus shot at in the Temple of Music and the guide feller showed us the mound where that building stood and he sed, sed he, that there is going to be a monument there some day. The house I wus tellin' you about wus th' home of J. G. Milburn, th' president of the Pan American, and would you believe it th' shutters on th' winders of th' room where he died hev never been opened since they tuk his body aout. I saw that with my own eyes, I did. Just a few blocks beyond we saw the Wilcox house where President Roosevelt tuk th' oath of office when McKinley died. That guide feller sed, sed he, that that wus th' fust time th' Senate ever sat out of the Capitol, or somethin' like that.

And on that 'ere same street is th' house where Mark Twain began housekeeping. It want no different'n any of the rest as I could see and a doctor now lives in it. That want haf so interestin' as the place where th' fust couple did light housekeeping. Guess I fergot to tell you about that, didn't I? That wus back there where we stopped to see Canada. It want much to look at, jest a small round buildin' with a light on the top but what gets me is why they built it aout there in the middle of the river. I've heered my gal at school tell about light housekeeping but she never telled anythin' about who fust discovered it.

And say feller, do you know what B. P. O. E means? Well, I don't know whether that guide feller meant to tell us or not but he sed, sed he, that 'ere house on the right is the Elks home and that 'ere sign on the lamp post means biggest pokerplayer on earth. By golly, I wus glad to know that. I've ben wonderin' about it for many a year but when



FIND HI PERKINS !
He's here somewhere in the no-horse shay he took the trip in

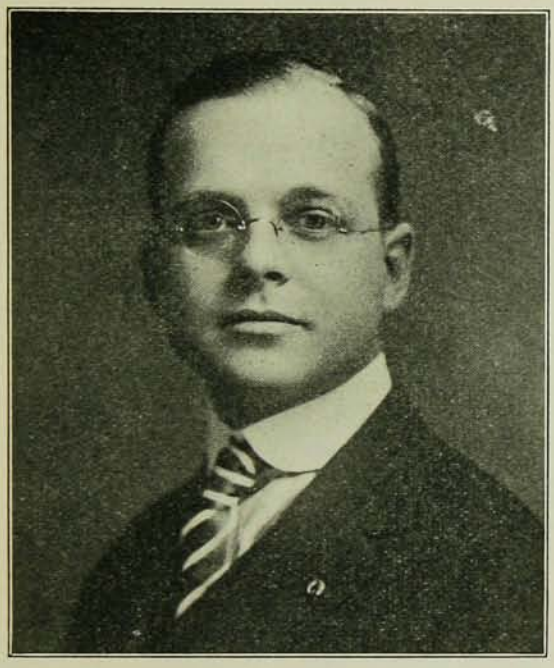
I've asked any of them Elk fellers about it they'd only laugh. Spose they was ashamed to tell me.

Well, that wus some trip, feller, and if you ever goes to Buffalo if Dai Lewis is still on his six weeks tour and the office is closed same as it wus when I wus there, jest go down two blocks and over one and tell that guide feller you want to see what he showed me that morning I came from Cleveland.

Oh don't mention it, it's pleased I am to tell you this seein' it's for that automobil' book.

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CONSISTENT BOOSTER



Henry J. Rowerdink

Automobile Day at Exposition

Friday Sept. 7th was Automobile Day at the Rochester Exposition and judging from the motor cars at the grounds it was a most successful day. The Club urged all motorists in Monroe County to attend on Club Day and a majority answered the call.

But why auto day, said B. J. Haggerty. Everybody connected with the Exposition are members of the Club and all members attend about every day. 'Tis true.

AUTOMOBILE LAW

Every driver of a vehicle approaching the intersection of a street or public road shall grant the right of way at such intersection to any vehicle approaching from his right; provided, that wherever traffic officers are stationed they shall have full power to regulate traffic.

SPEED TRAPS

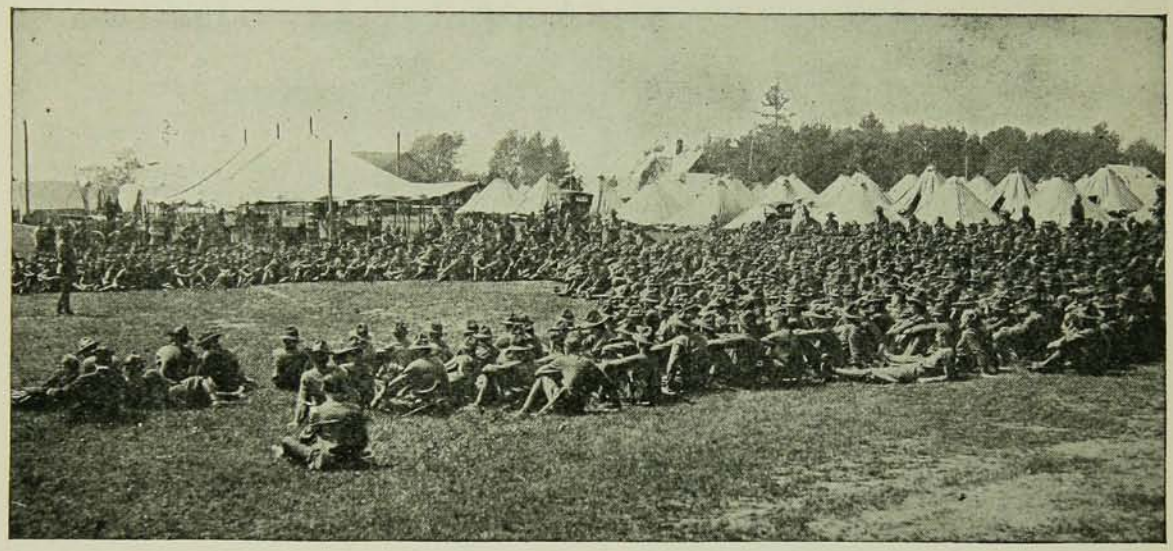
LeRoy - -	$25 Fine
Clifton Springs	15 "
Batavia - - -	25 "
Eastwood - -	15 "



Harry Roff and Jesse Humelbaugh,
Rochester D. & C. Scribes

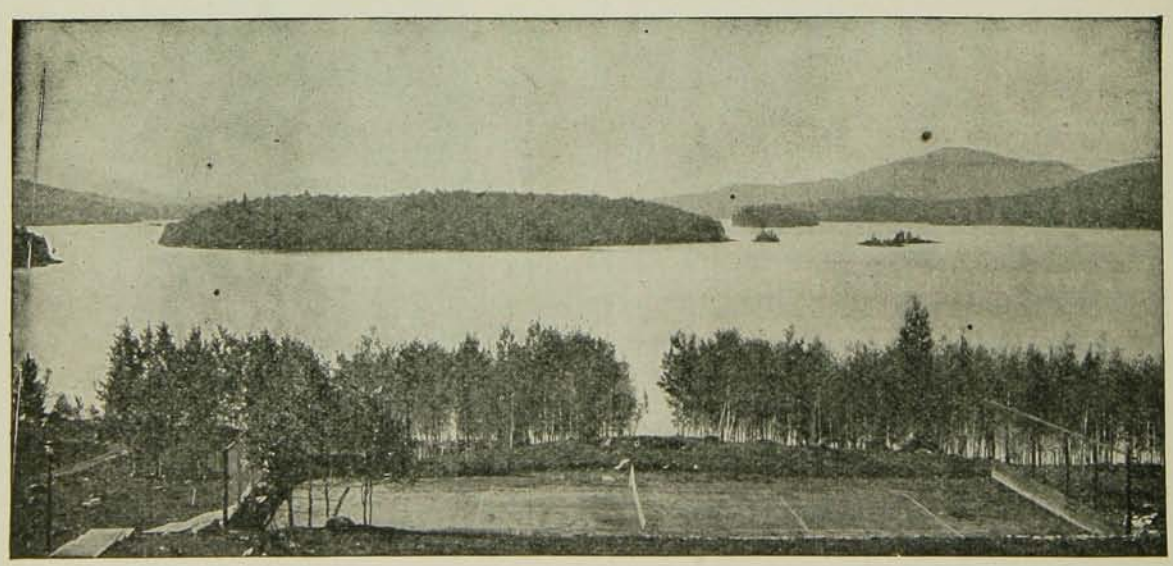
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Motoring in the Adirondacks



Scene at Military Training Camp, Plattsburgh

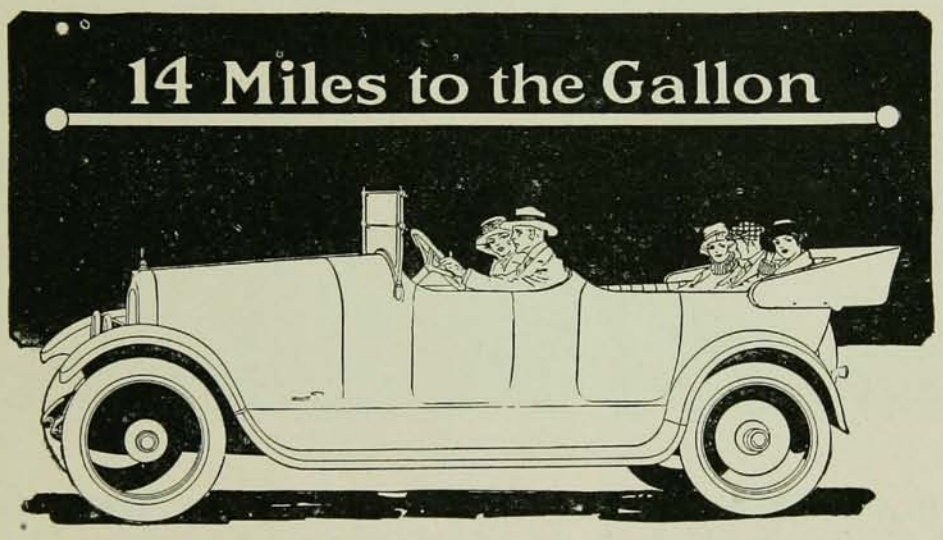
America's play-ground for Motorist is the Adirondacks. With a large mileage of improved highways not only skirting the entire region but also projecting into the very heart of the forest from all angles. Rochester tourists should enter via Scotia visiting Ausable Chasm, Saranac Lake, Cascade Lake, Bluff Point, Lake Placid and Plattsburgh.



Lower Saranac Lake

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Not only does the Marmon get all the driving force out of every drop of gasoline, but it wastes no power in pulling excess weight.

This car is a half-ton lighter than others of its size and power. So it travels long stretches without refilling, and saves from 50 to 75 per cent in the cost of fuel. It saves in tires from 40 to 50 per cent.

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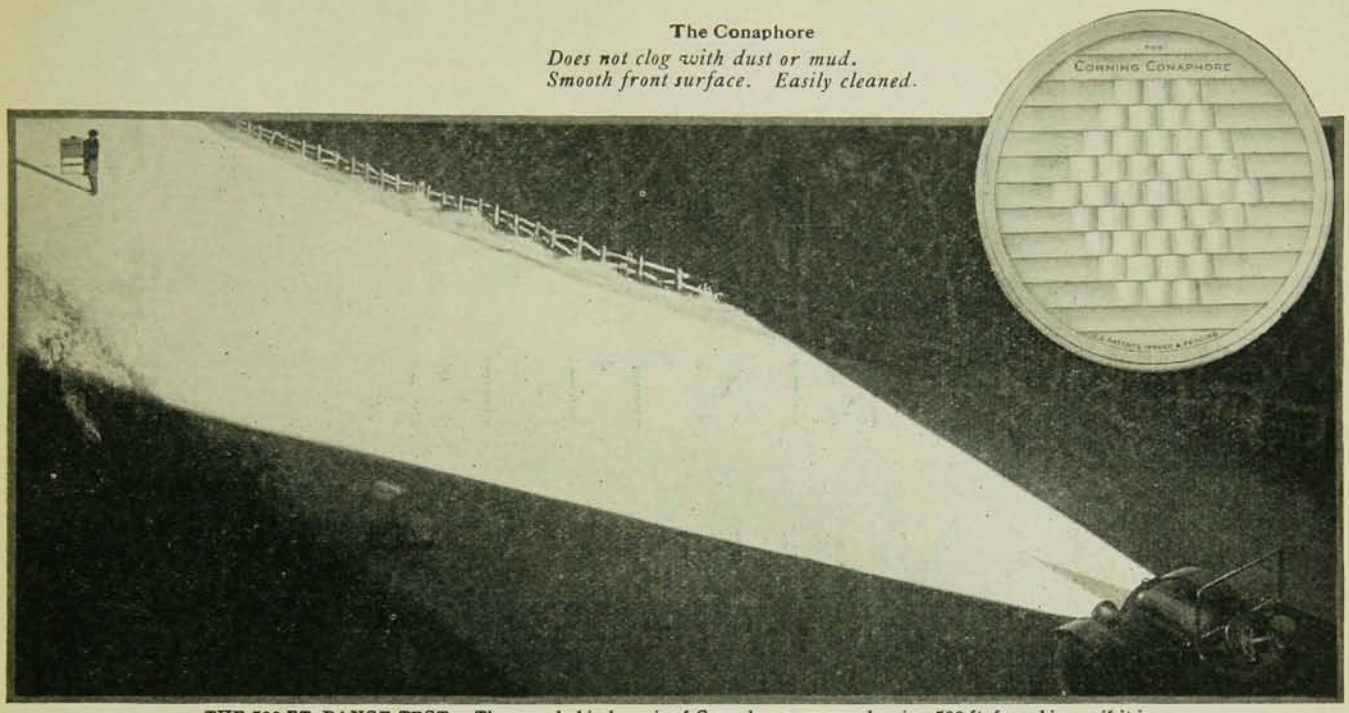
WEBSTER
RACE TRACK

ANOTHER RACE
TO BE HELD

WATCH FOR ANNOUNCEMENT OF DATE AND PROGRAMME

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THE 500 FT. RANGE TEST. The man behind a pair of Conaphores can read a sign 500 ft. from his car if it is held in the beam of light. Notice ample side-light. A 500 ft. range means safety no matter how fast you drive.

RANGE 500 FEET
Without Glare

Every automobile owner wants a headlight glass that gives long range.

Long range means safe night driving. If your headlights shoot a beam 500 feet down the road, there isn't much chance you'll crash into an unlighted wagon, run off the road at a sharp turn, or hit a pedestrian. You can see ahead—and so you can stop or turn out in time to avoid accidents.

But while you want long range, you do not want glare. Glaring headlights blind other motorists and pedestrians. Accidents result.

The only headlight glass that gives range without glare

The trouble with most devices for cutting out glare is that they reduce the range and so are absolutely unsatisfactory.

Dimmers, "lenses," caps, tilting the headlights downward, smearing soap or paint on the glass—all these schemes have been tried and have failed because they do not give the range motorists want.

The photograph shown here proves that the Conaphore gives your headlights a range of at least 500 feet. *All the light is utilized.*

The Conaphore is the only headlight glass that gives long range, and yet has no glare.

It is easy to install on any car.

Scientific design

The Conaphore is made by the Corning Glass Works, Corning, N. Y., largest manufacturers of technical glass in the world. This company makes practically all the signal glass used on American railroads.

In design, the Conaphore is scientific yet simple. The patented horizontal corrugations and cylinders bend down the light rays, spread them out, and shoot them along the road. The Noviol Glass (*Patented*), of which the Conaphores are made, causes the light to pierce fog and dust. No other headlight can use this patented, golden-tint glass.

Made in two kinds of glass

Conaphores are made of clear glass as well as Noviol Glass. Clear glass Conaphores are equally efficient in giving long range and eliminating glare, but lack the added advantages possessed by the Noviol Glass of eliminating back-glare and penetrating fog or dust. We strongly recommend the Noviol.

Easy to install

You will find the Conaphore easy to install. Simply take out the glass now in your headlight and put the Conaphore in its place. Sizes are made to fit all cars. In ordering give name, model and year of your car, and diameter of your present headlight glass. All progressive dealers now sell Conaphores. Put a pair on your car today.

Price List

Noviol Glass	Per Pair	Clear Glass	Per Pair
3 to 4⅞ ins. inclusive	$1.30	3 to 4⅞ ins. inclusive	$0.80
5 to 6⅞ ins. inclusive	2.40	5 to 6⅞ ins. inclusive	1.60
7 to 8½ ins inclusive	3.50	7 to 8½ ins. inclusive	2.50
8⅝ to 10 ins. inclusive	4.50	8⅝ to 10 ins. inclusive	3.00
10⅛ to 11¼ ins. inclusive.	6.00	10⅛ to 11½ ins. inclusive.	4.00

Prices: 25 cents more west of Rocky Mountains.
Sizes vary by steps of ⅛ inch above 6½ inch size.

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No Glare
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Pierces Fog and Dust

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Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

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When a fellow says "Come, the latch string is always out for you," you promptly make up your mind you'll be welcome and you just as promptly make a date for yourself. Isn't that so? Well, that's what the Chapin-Owen Company is saying to the buying public through the medium of their big Electric Sign.

Chances are by this time you have promised yourself a visit to the Chapin-Owen Stores, 370 to 386 Main Street East, where, as the big sign says, they have "Everything for the Autoist and Sportsman."

If you have, the Electric Sign will keep the promise fresh in your mind.

If you haven't, the Electric Sign will keep on telling you "The latch string is out for you," and sooner or later you'll yield to its agreeable persuasion.

When you yield, the Chapin-Owen Company will make your visit both pleasureable and profitable.

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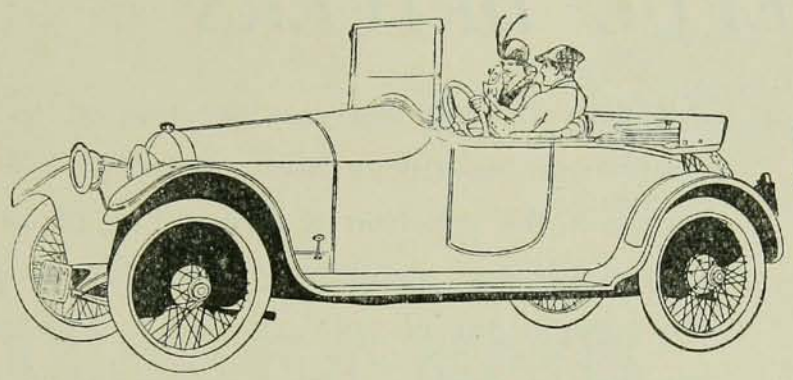
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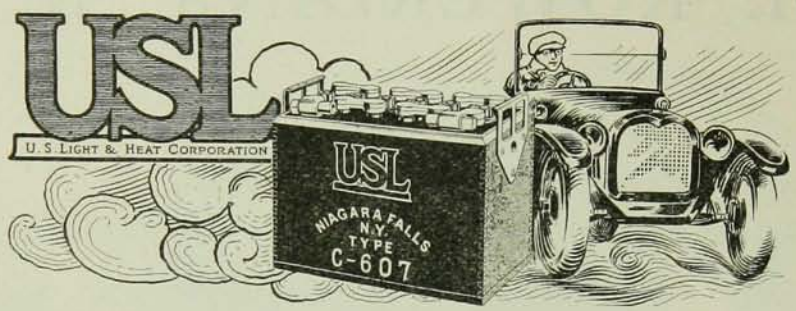
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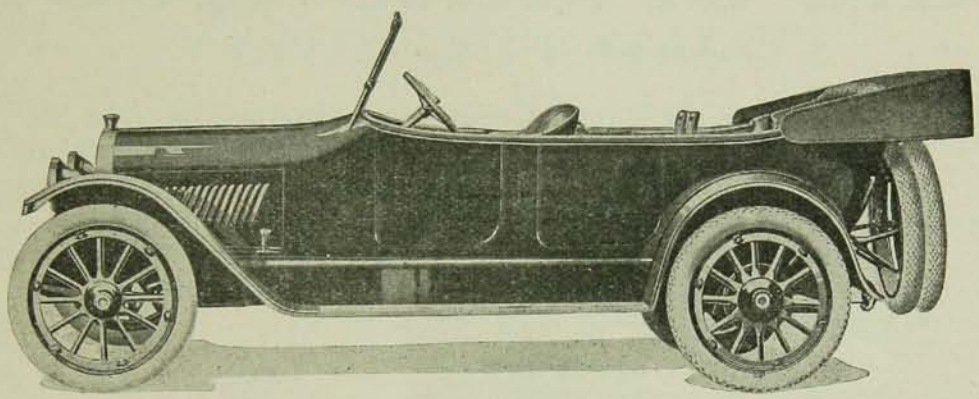
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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 1 **November 1917** **No. 9**

Report on Automobile License Bureau

When the Automobile License Bureau opened at 29 Fitzhugh Street on May 1st, all motorists were pleased and since that time they have appreciated the work of this branch office of the Department of Secretary of State. And they assumed that the State was operating this bureau and naturally standing the expense.

Owing to the law reading that the Secretary of State shall maintain bureaus at New York, Buffalo, and Albany, it was out of the question to use state money for the Rochester bureau; however, the Rochester Auto Trade Association and the Automobile Club of Rochester voted that the License Bureau should come to Rochester and that these two organizations would take care of the expense. This has been done and will continue to February 1st, 1918, at which time it is expected that the State Legislature will amend the law so that the State will operate and maintain the Rochester License Bureau.

AUTO TAX 3%

From trade journal reports it is evident that the manufacturers of automobiles will pay the National tax of 3% on the sale price of their automobiles and then pass this tax on to the Automobile dealer. It is not expected that the dealer will stand a 3% cut on his profit but will in turn pass this tax along to the purchaser. Thus a car sold by a manufacturer to a dealer for $800 will be taxed $24 which the manufacturer will pay; the dealer will pay $800 plus the $24 to the manufacturer while the man who purchases this car will probably pay $1,000 plus the $24. However, the automobile owner of today does not pay a tax on his car other than for his state license plate.

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Driving the Automobile in Winter

By Maurice D. Lee

Milady rested back comfortably in a large parlor chair. She sat reading a story of love and adventure, eating soft white marshmallows which lay on a small cut glass dish directly to her right. It was the middle of a winter afternoon in January. Snow lay thick on the ground outside and from general appearances the whole world looked bleak and barren.

In answer to the summons of Milady, who pressed her finger on a small button, a maid gowned in black satin with a white cap covering her head, bashfully stepped into the room. She glanced at Milady in a manner half expecting to hear a reprimand for failing to carry out some order, but Milady had no such intention.

"Mary, I want you to tell James to bring the car around at two o'clock sharp. I shall be waiting at the door." She gave her order precisely. "Further you may tell James to place two robes in the car. I shall be going to the meeting of the Thimble Club and may not return home until late. That is all."

The maid understood. Milady was going for an automobile ride. The snow lay thick on the ground; the weather was bitter and cold, but in spite of that there was nothing to hinder a smooth running motor car from making the trip.

How much different these days were from the old ones. Milady in winters gone by, always had to take the street car to her destination. Few seldom thought of taking their machines out during the cold months. They were usually stored in the garage with the coming of the first snow and there they stayed until the following Spring even until the roads dried up from the spring rains.

Such has been one of the forward steps of the automobile within the last three years. Up to that time few would venture outside in an automobile, in the winter. There are still some who place their car in storage when winter begins but they are few and far between. Some may argue that the winters of recent years are not as cold as those of years passed, but the atmosphere is virtually the same even yet.

By way of explanation for so many cars being driven in the winter weather now, is the interchangeable body. Almost in less time than it takes to tell about it, the largest touring car of the summer can be changed into a limousine or landaulet. Scores of them can be seen on any public street of any city between New York and Seattle, any day in the winter.

Chains to keep the car from skidding as it plows through a snow bank a little bigger than the normal size or as it rounds the corner of a street, have also played an important part in winter driving. They have sold to motorists and dealers more readily within the last four years, than they ever did before. Hardly a car can be found now, that does not carry a set of chains along in case of an emergency. A little heat radiator may be placed in the interior of a closed car; left for fifteen minutes and everything will be as cozy as it might be aside an open grate or fireplace.

For those who can afford them, there is the electric heater, but it is not entirely necessary that a car should contain one of those. The small windows at the rear of the car will provide proper air ventilation, while the larger windows furnish light. There are, of course, certain engine regulations which should be heeded by all people driving cars in the winter. One of them applies to the water in the radiator, while the other deals with lubricating oils. Gasolene will not freeze at any temperature. Dealers in motor cars will only too gladly explain any questions which might be asked by the man who is just learning to drive his car in the winter.

Looking at winter driving from another angle, which perhaps might appear out of place in this article, but which should be mentioned for the simple reason that it is worthy of mention, is how much easier it is on the poor horses which are continually slipping and falling on pavements covered with ice and snow. The automobile without losing an inch of ground, goes up hills, through the slippery streets and around corners, with little more effort in winter than it does in summer.

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1918 Automobile Plates

By Francis M. Hugo, Secretary of State

New York State will require more than 450,000 sets of plates for handling next year's automobile registration. This order is to be apportioned to the bureaus in New York City, Albany and Buffalo and so divided as to quickly serve the requirements of owners, dealers and others. Secretary of State Francis M. Hugo has arranged that the first delivery of plates will be made on or about November 1, after which automobilists can apply for their 1918 licenses. Early application for automobile licenses is to be encouraged, particularly in New York City, as this will relieve part of the congestion which always comes on or about February 1, when the new plates are required.



HON. FRANCIS M. HUGO, SECRETARY OF STATE

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The color of New York State's 1918 automobile plates will be a dark wine with white numerals. The choice of color combination for next year's plates was made only after considerable deliberation in the hopes of getting one that would be clearly discernable both by day and by night, and yet one which would not detract from the general outward appearance of cars that cost up into the thousands, and still one that would serve everyday purposes. With that idea in mind a dozen or more plates of as many different colors were submitted and then given a try-out under actual working conditions. The dark wine background and white numerals was found to be one which met with few objections.

Oversea conditions have also played an important part in determining the color of the 1918 plates. Combinations of color which were easily obtainable a couple of years ago, are now entirely out of the question, or if they can be given any consideration at all the probability of a brown or a blue remaining steadfast in the scorching sun of midsummer must be taken into account.

Plates that correspond in color to those of some neighboring state are not desirable for obvious reasons. Neither should a color be chosen which when covered with dust, so closely resembles plates of a previous year as to offer a means of deception on the part of some unscrupulous owner. With the idea of patriotism predominant some of the states have already selected a battleship gray or a military blue as a background for the plates which they will use a year hence.

The hyphenated feature which originated in this State will be retained, having been found a valuable aid to traffic policemen and authorities in deciphering and remembering numbers. New York State's lead in this instance is now being followed by Maryland and others. In many respects the 1918 automobile plates will be very similar to those now doing duty on over 300,000 cars in this State.

New type numerals, however, are to be used in New York State. This will effectually check any re-occurrence of an incident which took place a short time ago in New York City, when the owner of a car sought to save himself the price of a set of 1917 plates by hammering flat the numeral "6" in 1916, soldering a "7" on the flattened space, repainting the plate to this year's olive green, and incidentally doing a job that would have escaped the attention of ninety-nine out of every hundred persons, yet which was easily distinguished as a fraud by one of the state inspectors, as the style of the registration numerals failed to correspond with the ones which are now being used on the 1917 plates. The affair found its way into the courts.

Secretary of State Hugo placed the order for plates some months ago when it became apparent that steel would soon be at a premium and that delays might be expected through the labor situation. This action assured an early delivery and incidentally saved the State a considerable sum of money, for since that time steel and other materials entering into the manufacture of the plates, have mounted skyward.—

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NATIONAL SHOWS APPROACH.

That the magnitude of the two great national automobile shows of 1918 to be held in New York and Chicago next winter will be in keeping with the remarkable strides of the industry is evidenced by the large number of car exhibitors who were allotted space for the exhibitions. The drawing was held on October 4, at a general meeting of the National Automobile Chamber of Commerce, in New York, with more than 100 companies represented. The number of exhibitors for both cars and accessories is greater than for any previous show and all the space on the four floors of Grand Central Palace and the Chicago exhibition buildings will be filled to overflowing. The New York show will be held the week of January 5 to 12, and the Chicago show, from January 26 to February 2. The exhibitions will be devoted exclusively to passenger-carrying cars designed for private use, while the accessory division will offer the hundreds of parts and accessories that go to make up the modern motor car and the conveniences and comforts of those who drive and ride in them.

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What Kind of a Driver are You— Careful or a Chance-Taker?

A certain time-worn expression tells us that "self-preservation is the first law of nature." If the workings of this law were constant, it would seem unnecessary to warn people to "stop, look and listen" when approaching railroad crossings. Therefore, let us qualify this statement by saying that self-preservation becomes the first law of nature when the presence of danger is realized.

Under existing conditions, "the path of least resistance" in avoiding grade crossing accidents is to bring home to the individual the realization of the constant presence of danger.

To quote another platitude, "familiarity breeds contempt." Constant crossing and re-crossing of railroad tracks in safety, has made the average individual careless and he takes them at full speed.

Following some appalling accident, such as the two which occurred recently in the vicinity of Rochester, automobile drivers approach grade crossings with care. Then, as the memory of the tragedy grows indistinct, they slip back into the old careless way, which is maintained until some new accident brings home to them the serious need for caution.

This is an individual proposition for each member of the Rochester Automobile Club to consider. The very fact that you are reading this is evidence that you are either a careful driver or lucky. There are drivers who are seldom involved in an accident. There are others who are constantly meeting with mishaps until they run into the one that puts them "under the daisies."

Convincing evidence of this carelessness is found in the results shown by observation of 17,000 motor vehicles at railroad crossings recently: 69½% looked neither way; 2.7% looked only in one direction; and but 27.8% looked both ways; 19.3%, or 3,300 drivers ran over the crossings at reckless rates of speed. The law of self-preservation was not working.

For the protection of the public at grade crossings, the railroads of the country have placed signs, large and easily read, and also require that both whistle and bell of each train be sounded no matter how unimportant the highway may be. At the crossings more frequently used, are installed electric bells which are operated by approaching trains. In cities and large villages are stationed flagmen with the "stop" signal and whistles with which you are all familiar, and, in some cases, crossing gates which are closed at the approach of each train. In addition to these precautions, automobile clubs in this country are doing a good work in placing additional warning signs at proper distances at railroad crossings. The Rochester Automobile Club has done some commendable work in this regard.

A high railroad official recently suggested a plan which, if followed, might be of considerable help. While road maps which are put out by automobile clubs show carefully-worked out routes, and the railroads are indicated by fine dotted lines, a large amount of good could be accomplished by emphasizing the points where the main state roads cross railroads at grade, by showing these crossings with a heavy **red** mark.

The radius of the old horse-drawn vehicle was about 25 miles; the radius of the modern automobile is about 100 miles, while the territory covered by touring automobiles is almost unlimited. In the case of the horse-drawn vehicle, and its limited radius, fewer crossings were encountered and the driver soon became familiar with those in his territory. The wide area covered by the automobile precludes the possibility of the driver doing this. These maps are used by people going into territory with which they are unfamiliar. The more unfamiliar the territory, the more frequently the map is consulted.

A heavy red mark at each grade crossing shown on the map would serve as an automatic reminder to "Stop, Look and Listen."

For some years, the American Railway Association of this country, has had a special committee on the prevention of accidents at

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grade crossings, to study this matter thoroughly, and make recommendations covering a standard set of practices to be observed in preventing accidents.

The elimination of grade crossings is a subject in which you are all interested. Perhaps some are asking why more such work is not being done. The railroads of this country are willing to do, and are doing, their share.

All such crossings can not be eliminated at once, but railroads are willing to appropriate funds each year, under normal conditions, to be used in this way. The financing of such grade crossing elimination is handled as follows: in the case of a state highway, 50% of the expense is paid by the railroad and 50% by the state; in the case of a county road, 50% is paid by the railroad, 25% by the state, and 25% by the county and town.

The Public Service Commission of New York State is anxious to have this work done; the railroads stand willing to do their share but the difficulty has been to get the legislature to appropriate the necessary funds. The key note of the situation, then, seems to be to get the legislature to make the necessary appropriations, and this is a matter in which the automobile clubs of the state can take an active part.

Under the present conditions, with the great increase in the cost of materials, and the scarcity and high price of labor, it seems doubtful that much of this work can be undertaken. The logical thing remaining, then, is awaken the individual to a realization of the danger, to an extent that will insure greater care at grade crossings.

A recent court decision in a western state found the driver of a car in which 6 people were killed, guilty of manslaughter. Although this may be just, it is regrettable that such steps have become necessary.

"Co-operation" while, perhaps, in a class with "efficiency" as a hackneyed expression, is, to-day, the biggest word in our language. Co-operation is going to win this world struggle we are tied up in. Co-operation is responsible for the remarkable showing our railroads are making in the face of the most adverse conditions. The railroads of this country need your co-operation in this matter of railroad accidents. Take the question home to yourself, drive carefully, and get the other fellow to do so.

✣

TAX LAW IS GIVEN AN INTERPRETATION

Consideration of the automobile section of the tax bill has brought forth some preliminary rulings by the Internal Revenue Office of the Treasury Department, which serve to indicate specifically the manner in which the tax is applied and to clear up some debatable questions that have arisen.

There is little doubt as to the main featuers by which manufacturers are taxed 3 per cent on their selling price of all cars sold on and after October 4 and wholesalers 1½ per cent on all cars held for sale on that date.

The tax is levied on the amount the seller actually gets for his car, not the list price at which the ultimate consumer acquires it. When merchandise such as a used car or other consideration enters into the transaction it makes no difference; it is the price that is taxed and not the actual money secured.

All taxes are to be paid to the local Collector of Internal Revenue, who will give information as to time and manner of payment. It is probable that monthly reports of sales will be required, 30 days being allowed to file the report and from 15 to 30 days to pay the amount due thereon.



"REBECCA AT THE WELL"
Scene staged at Bristol Springs, with Stony in the leading role

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WAR TAX ON AUTOMOBILES

October 10, 1917.

Secretary Geo. C. Donahue,
Automobile Club of Rochester,
Rochester, N. Y.

Dear Mr. Secretary:

The war tax on passenger automobiles and motor trucks is placed entirely upon new cars, three per cent on the price at which the manufacturer sells to the dealer; not the buyer's price.

Furthermore, it is up to the manufacturer and dealer to decide as to whether they will pay the three per cent or pass it along to the purchaser.

It is my understanding that the decision of the National Automobile Chamber of Commerce is that the tax will be added to the price of the car and be paid by the purchaser.

If a used car is sold by a manufacturer to a dealer, I assume that the three per cent would still hold good on the price paid by the dealer to the manufacturer. Of course the owner is not mixed up in the matter at all, except as the tax on the new car is passed on to him.

Very truly yours,
(Signed) A. G. Batchelder.
American Automobile Association.

✣

MAXWELL-CHALMERS DEAL PHYSICALLY COMPLETED.

Staff of Maxwell Motor Co., Moves Into Chalmers Plant.

What amounts to the final act of merging control of the Maxwell and Chalmers properties has been taken, the entire executive staff of the Maxwell Motor Co., having been moved into the Chalmers Plant, on Jefferson Avenue, Detroit. This leaves the Maxwell headquarters at the factory vacant save for a sales department in the Oakland Avenue side, maintained to take care of visiting dealers. By this physical move of men and equipment into the Chalmers plant the final chapter in the completion of the remarkable Maxwell-Chalmers deal has been written, and there now remains only the carrying out of the five-year contract entered into by the two companies.

August 21, 1917.

Secretary
Rochester Automobile Club,
Rochester, N. Y.

Dear Sir:

As I was formerly a member of your club, and knowing that you are always interested in automobile clubs, I am taking the liberty of sending you under separate cover a copy of the Sportblad.

This is the official paper for the Java Motor Club, whose members include automobilists from all over Java.

I trust your organization is as prosperous as ever as it bears a world wide reputation for aggressiveness. Yours cordially,

F. W. Nason.

✣

DODGE GIVES ANOTHER YACHT.

H. E. Dodge, one of the two Dodge Brothers, has given his steam yacht "Nokomis" to the Government, and it is now on the Atlantic Coast in service. This is not the original vessel of that name, which Dodge turned over to the Navy shortly after the war was declared, but a successor completed since. The new one was in use but a month for a cruise on the Great Lakes and a fishing and hunting trip, when Dodge learned that the Navy still wanted ships of her type. She is a 582-ton steam yacht, 243 feet over all, 35-foot beam and cost about $250,000.

✣

CADILLAC PUTS WHITE IN VICE-PRESIDENCY.

Designer of Cadillac Eight Is Given Official Position.

D. McCall White, chief engineer of the Cadillac Motor Car Co. has been elected vice-president of the company, to whose affairs he returns after a short absence, part of which was spent in the offices of the General Motors Corp., of which the Cadillac Company is subsidary. The election marks recognition on the part of the company of White's large engineering talents, best expressed to the American automobile industry through the Cadillac eight. Development of the latter once more is in his hands.

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Automobile Races at Avon

By Donald H. Craigie

As a result of the automobile races conducted at Avon the funds for the maintenance of the Auto License Bureau have been enriched by $565, this would have been three times as much if the races scheduled for Webster October 6th had been conducted. Weather conditions were so bad October 6th that it was impossible to get the track in shape while Saturday, October 13th, was nearly as bad but the men in charge worked hard and were successful in drying up the Avon course.

But to get down to Avon. It was a forbidding day when we started out that Saturday morning. And when we reached Avon, that village was just emerging from the rain which had held off all morning, but which arrived with a vengeance just before noon.

The looks on the faces of all expressed their feelings, but a "never-say-die" spirit predominated. The last work, on leaving Rochester, had been that the races would be held, so we set out to hold them.

Lone and dismal was the scene. At the entrance was a miniature lake, and the mud was slippery and sticky, as clay always is when good and wet. Pop off the bat, two automobiles were started running round and round the course. The turns were difficult and skidding was the order of the day, but the running continued, and results were soon evident. Then arrived a man with a team of horses. The floater was hooked on, and the autos followed this around the track. Gradually the water was driven in (or out). Gradually the turns became less slippery. Then a floater was tied on the rear end of each car. Ten minutes of running assured the staging of the races.

By this time the advance guard of the spectators had arrived. The cars were parked inside the rail and the passengers sat in the grand stand. Next came a troop of the state constabulary, and their work in handling the crowd was very efficient.

Finally, at 3 o'clock, with about 1,500 persons on hand, and a long line of cars parked in the enclosure, the first race was called. The racing cars had all reached the scene, and their turning up had been beneficial to the track. The drivers had demonstrated their ability to make the curves without danger to themselves. All was ready.

Four automobile events and two bicycle events were run off, and those who were present went away at the close entirely satisfied with the showing made by the drivers and riders.

The best time of the afternoon was made by Harry Veltz, in a Corbin Special, who was started at scratch in a five-mile handicap. He made the ten laps in 6.32 2-5.

Five-Mile Race, Non-Stock Cars.

Corbin Special, Harry Veltz, first, time 7.21 2-5; Oldsmobile Special, Claude R. Newhouse, second, time 7.32 3-5; Chalmers Special, John E. Ryan, third, time 8.13; Hudson Special, Donald S. Hill, fourth, time, 8.35.

One-Mile Bicycle, Open.

Fred C. Roy, first, time 3.27; Harry DiTomasso, second, time, 3.27 2-5; Joseph J. Klehr, third; Edward Vogt, fourth; Jerome Saleaus, fifth; Cameil De Smith, sixth.

Five-Mile Race, Non-Stock Cars.

Thomas Special, John Hagen, first, time 7.11 3-5; Lane's Mercer and Kauffman's Oldsmobile forced to leave track by engine trouble.

Ten-Mile Race, Free For All.

Oldsmobile Special, Claude R. Newhouse, first, time 15.30 3-5; Chalmers Special, Frank Bell, second, time 15.47 2-5; Thomas Special, John Hagen, third, time 15.48 2-5.

Ten-Mile Bicycle, Open.

Fred C. Roy, first; Harry DiTomasso, second; Edward Vogt, third; Joseph J. Klehr, fourth; time, 7 minutes.

Five-Mile Handicap.

Corbin Special, Harry Veltz, scratch, first, time 6.32 3-5; Oldsmobile Special, Claude R. Newhouse, 5 second, second; time, 6.59 3-5; Oldsmobile Special, Chester Kaufman, 20 second, third, time, 7.11 3-5.

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REPUBLICANS!

These are the nominees of your party for State, City, County and Legislative offices and for whom it is your duty to vote at the election of November 6th:

State Ticket:

MERTON E. LEWIS,
For Attorney General.

County and Legislative Ticket:

WILLIS K. GILLETTE,
For Special County Judge.

ANDREW WIEDENMANN,
For Sheriff.

CHARLES J. BROWN,
For County Treasurer.

JAMES A. HARRIS,
For Assembly, First District

SIMON L. ADLER,
For Assembly, Second District.

HARRY B. CROWLEY,
For Assembly, Third District.

FRANK DOBSON,
For Assembly, Fourth District.

FRANKLIN W. JUDSON,
For Assembly, Fifth District.

City Ticket:

HIRAM H. EDGERTON,
For Mayor.

WILLIAM W. HIBBARD,
For Pres. of the Common Council.

HENRY D. QUINBY,
For Comptroller.

JOSEPH C. WILSON,
For City Treasurer.

CHARLES E. OGDEN,
JOHN McPARLIN,
For Assessors.

JAMES P. B. DUFFY,
FREDERICK W. ZIMMER,
HELEN E. GREGORY,
For School Commissioners.

JOSEPH M. FEELY,
For Judge of Municipal Court.

WILLIAM C. KOHLMETZ,
For Police Justice.

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Safety First—New Invention

By Charles W. Groot, Inventor

Early last spring, as I was driving home from Buffalo at night during a downpour of rain, I was very much impressed with the need of some method of keeping the windshield clear of rain drops and snow, so that one might drive during inclement weather, with the same degree of comfort, confidence and safety as in fine weather.

I had a windshield cleaner on my car that is made to be operated by hand, but as it rained all the time I was on the road and as the rain was driving down head on, it kept one hand busy most of the time and as I only drove about 15 or 18 miles an hour, my arm was very tired when I landed in Rochester.

Any driver knows how hard it is to judge distances or see anything on the road when there are rain drops on the windshield and there is a light ahead. It seems that one light shining in the road reflects on the rain drops and increases the volume of light and makes it appear like a thousand lights and this effect is what intensifies the surrounding blackness of the night and makes night driving a hit or miss proposition. But the worst of all is when wet snow sticks to the glass and it becomes necessary to remove the accumulation or open the windshield, thus exposing the occupants to the elements as well as getting a soaking.

Just imagine how many accidents could be avoided if the windshield was kept as clean in bad weather as on a clear night. Every reader of this will remember last winter when that small boy was killed by a truck in State St. because the windshield was covered with snow, and how the Coroner stated at the inquest that there should be some effective means of keeping the windshield clean.

The more I thought of the need of an automatic windshield-cleaner, the more I was impressed with its possibilities as a business proposition. I figured that if a motorist would pay from $12.00 to $65.00 for a speedometer just to tell how **fast** he was going, that he surely would be willing to pay $12.00 or $15.00 for such a contrivance that would make it possible for him to see **where** he was going.

One thing in this connection that impressed me most favorably as a financial venture was that an automatic windshield-cleaner that would do the trick would be a pioneer on the market. There would be no competition to start with as there is nothing like it.

There are five well-known speedometers on the market and in spite of this competition each one is nearly or about a million dollar concern.

The more I thought of this end of it the more I was determined to set my creative ability to work with the result that after much experimenting I have finally invented an automatic windshield cleaner that can be operated by simply pressing a little button. After repeated experiments I have it simplified to such an extent that it is absolutely foolproof, and does not interfere with the operation of the windshield as it can be operated at an angle or horizontal position as well as in the vertical position.

It can be easily attached to any windshield and does not mar its beauty or interfere with the vision, either while being operated or when at rest.

If you are driving fast or slow it keeps the glass clean at all times as it is absolutely automatic in operation.

If your car is stopped at a crossing during a storm waiting for the traffic signal, your engine is idling slow and the cleaner is also operating slowly, but when you accelerate to start and run, it keeps pace with the speed you are traveling and operates automatically regardless of the speed you are going or the quantity of rain or snow that is falling.

This windshield cleaner has the approval of all who have seen the full size working model which has been driven at a cable speed of 2200 revolutions a minute and works perfectly.

There is soon to be placed on the market a device that will make motoring much more safe and removes the anxiety and fear from a driver's mind, and which complies with the law and is really SAFETY FIRST.

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MOTORISTS VIOLATE HIGHWAY LAW.

After careful investigation of night-driving by motorists, the Club deems it advisable to warn all motor vehicle drivers that Chapter 785 of the Laws of 1917 governs the use of head-lights and spot-lights and that this law was placed upon the statute books to be obeyed. Anyone interested in having the highways safe for motoring will find that only 60% of the motor driven cars are equipped with adequate lenses. Here is an abstract of the law and all machines not complying thereto should not be allowed on the highways at night.

Every motor vehicle, operated or driven upon the public highways of the state, shall be provided with adequate brakes in good working order and sufficient to control such vehicle at all times when the same is in use, and a suitable and adequate horn or other device for signaling, and shall, during the period from one-half hour after sunset to one-half hour before sunrise, display at least two lighted lamps on the front and one on the rear of such vehicle, which shall also display a red light visible from the rear. The rays of such rear lamp shall shine upon the number plate carried on the rear of such vehicle in such manner as to render the numerals thereon visible for at least fifty feet in the direction from which the motor vehicle is proceeding.

The light of the front lamps shall be visible at least two hundred feet in the direction in which the motor vehicle is proceeding and shall give sufficient light to reveal any person, vehicle or substantial object on the road straight ahead of such motor vehicle for a distance of at least two hundred and fifty feet.

The front lights shall be so arranged that no portion of the beam of the reflected light projected to the left of the axis of the vehicle when measured seventy-five feet or more ahead of the lamps shall rise above forty-two inches on the level surface on which the vehicle stands.

They shall also give sufficient side illumination to reveal any person, vehicle or substantial object ten feet to both sides of said vehicle, at a point ten feet ahead of the lamps.

The term "beam of light" as used in the above provision shall be construed as meaning the approximately parallel, focalized rays gathered and projected by a reflector, lens or other device. If, in addition to headlights, any motor vehicle is equipped with any auxiliary light, projecting device or devices, other than the rear lamp, such auxiliary lights shall be subject to all the restrictions of this section regarding direction of the beam.

✣

JUST ONE MINUTE—PLEASE.

When a motorist is approaching a railroad crossing it is his duty to look-out for an approaching train, that is if he values his life. While the train is supposed to give the proper signal and the Railroad Company is supposed to have the necessary warning signals, still drivers of motor vehicles could "spend a minute to save a life." All should approach grade crossings carefully and slowly and not cross until certain that there is no danger. Here is an item worth reading:

JUMPS TO SAFETY WHEN TRAIN HITS AUTOMOBILE.

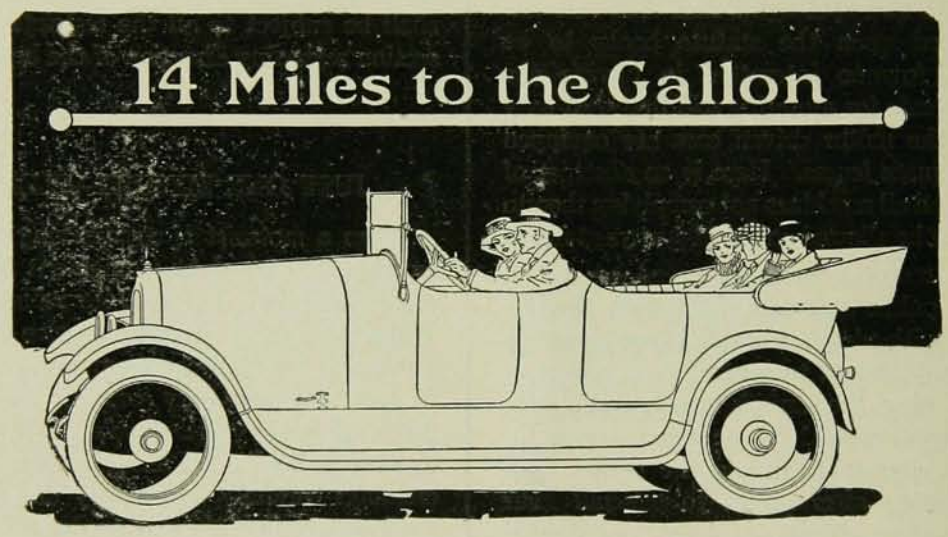
Unheedful of the flagman standing at the side of the Winton Road crossing of the New York Central railroad, a Rochester motorist drove his small automobile in front of a fast mail train late Friday afternoon, October 19th. He jumped from the car a moment before the engine struck it, and escaped uninjured.

The train was east bound and the car approached the crossing from the north. Although the flagman stood near the center of the road, the driver apparently did not see him. The front wheels of the automobile were nearly to the first rail of the tracks on which the mail train was running, when the driver leaped from the car.

The engine struck the radiator of the automobile and turned the machine completely around. Apparently the engineer did not believe that the machine was struck for the train did not stop. When the driver recovered from his fright, he assisted in pushing his disabled machine over to the side of the road.

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MARMON 34



The PRIVILEGES of Marmon Economy

Not only does the Marmon get all the driving force out of every drop of gasoline, but it wastes no power in pulling excess weight.

This car is a half-ton lighter than others of its size and power. So it travels long stretches without refilling, and saves from 50 to 75 per cent in the cost of fuel. It saves in tires from 40 to 50 per cent.

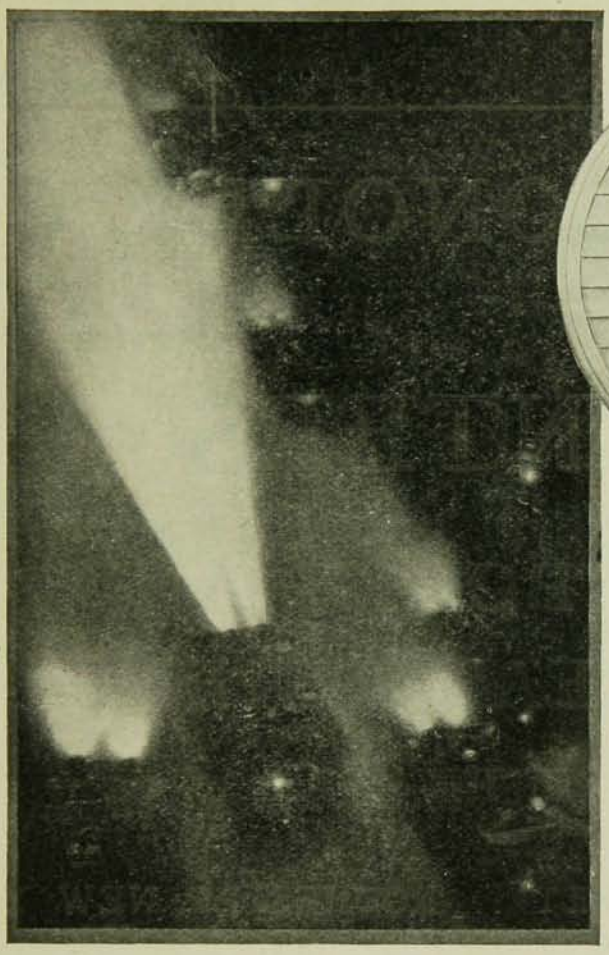
PAUL LeHARDY

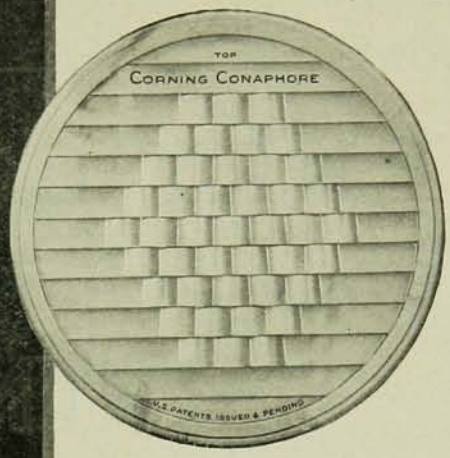
308 EAST AVENUE

Elther Phone

ROCHESTER, N. Y.

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The Conaphore
Smooth front surface. Easily cleaned. Does not clog with dust or mud.

Right Through the Fog

See the car with Conaphores speeding along through the fog at 25 to 30 miles an hour. Cars with ordinary headlights creep along behind a blinding blur.

Pierces Fog and Dust

The Only Automobile Headlight Glass that Does

One foggy night ten cars left the Exmoor Country Club, Chicago. Nine of them—equipped with ordinary headlights—crept nervously along at 10 miles an hour behind a blinding blur.

Only one car could make any speed in the fog. It sped along at 25 miles per hour. Its headlights shot a low, strong, yellowish-tint beam through the fog for several hnndred feet. This car sped along this bright path safely. It was equipped with Conaphores

How Noviol Glass Causes Light to Pierce Fog

The Conaphore is a new scientific headlight glass which pierces fog and dust. It is the *only* headlight glass that can do this. The reason the Conaphore has this exclusive fog-piercing feature is that it is made of Noviol Glass.

Noviol Glass is a patented yellowish-tint glass. It was invented and perfected by scientists in the laboratories of the Corning Glass Works. This company is the largest manufacturers of technical glass in the world. It makes practically all of the signal glass used on all American railroads.

Noviol Glass absorbs the blue and violet rays that are the chief cause of back-glare. This does not decrease the efficiency of the light, but increases it. Only motorists who have ridden behind Conaphores in a heavy fog can realize what this wonderful feature means.

Wonderful Range in Clear Weather

On foggy nights the Conaphore is the only headlight glass that gives range without back-glare. On clear nights it has a range of 500 feet or more and has absolutely no glare. The light is on the road—where you want it. There is ample side light. Because of the yellowish-tint of the Noviol beam, the bushes, ditches, etc., along the roadside stand out clearly.

In design the Conaphore is scientific, yet simple. It has a smooth outer surface which never gets clogged with dust or mud, and a series of horizontal corrugations on the inner face. These corrugations bend down the light and shoot it out in a long beam. All state and city no-glare laws are complied with.

Also Made in Clear Glass

Conaphores are made of clear glass as well as Noviol Glass. Clear glass Conaphores are equally efficient in giving long range but preventing glare, bnt lack the added advantages possessed by the Noviol Glass of eliminating back-glare and penetrating fog or dust. We strongly recommend the Noviol.

Easy to Install

You will find the Conaphore easy to install. Simply take out the glass now in your headlight and put the Conaphore in its place. Be sure the lamp bulbs are in focus. Sizes are made to fit all cars. In ordering give name, model and year of your car, and diameter of your present headlight glass. All progressive dealers now sell Conaphores. Put a pair on your car today—get real joy out of night motoring.

Price List

Noviol Glass	Per Pair	Clear Glass	Per Pair
3 to 4⅞ ins. inclusive	$1.30	3 to 4⅞ ins. inclusive	$0.80
5 to 6⅞ ins. inclusive	2.40	5 to 6⅞ ins. inclusive	1.60
7 to 8½ ins inclusive	3.50	7 to 8½ ins. inclusive	2.50
8⅝ to 10 ins. inclusive	4.50	8⅝ to 10 ins. inclusive	3.00
10⅛ to 11½ ins. inclusive.	6.00	10⅛ to 11½ ins. inclusive.	4.00

Prices: 25 cents more west of Rocky Mountains.
Sizes vary by steps of ⅛ inch above 6½ inch size.

CONAPHORE SALES DIVISION
EDWARD A. CASSIDY CO., Inc., Managers
Madison Ave. at 40th St., New York
CORNING GLASS WORKS

No Glare
Range 500 Ft.

CONAPHORE

Pierces Fog and Dust

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HENRY CONOLLY CO.

Quality *Service*

PRINTERS

BLANK BOOKS AND LOOSE LEAF SYSTEMS

HENRY CONOLLY COMPANY ROCHESTER N Y

39-43 ELIZABETH STREET ROCHESTER, NEW YORK

Let the Preferred Carry the Risk

Automobile Owners, if negligent or not, in the operation of their cars are liable for $5,000 or $10,000 for every death and an unlimited amount, depending on the extent of the injuries, for non-fatal accidents.

Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

EZRA J. BOLLER

903-5 Granite Bldg.

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ARE YOU SATISFIED?

If you are not getting your mileage, why not try the gasoline used by the Franklin Automobile Co. on their National Efficiency test. You can buy it for the same price you are paying for ordinary gasoline. The next time you need gasoline call for

Monroe Everlasting Motor Gasoline

Monroe County Oil Co.

Gen. 537 **22-46 WRIGHT ST.** **Stone 1668**

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Cars, Parts and ...Accessories...

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Take out your

AUTOMOBILE INSURANCE

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LIABILITY - PROPERTY DAMAGE - COLLISION

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The Chapin-Owen Big Electric Sign Makes It Easy to Find the "Latch String"

When a fellow says "Come, the latch string is always out for you," you promptly make up your mind you'll be welcome and you just as promptly make a date for yourself. Isn't that so? Well, that's what the Chapin-Owen Company is saying to the buying public through the medium of their big Electric Sign.

Chances are by this time you have promised yourself a visit to the Chapin-Owen Stores, 370 to 386 Main Street East, where, as the big sign says, they have "Everything for the Autoist and Sportsman."

If you have, the Electric Sign will keep the promise fresh in your mind.

If you haven't, the Electric Sign will keep on telling you "The latch string is out for you," and sooner or later you'll yield to its agreeable persuasion.

When you yield, the Chapin-Owen Company will make your visit both pleasureable and profitable.

LOOK FOR THE CHAPIN-OWEN ELECTRIC SIGN

Rochester Railway and Light Company

LOEWENGUTH, DINEEN & HOCK,
Incorporated

Offer their excellent service
as General Agents for the

United States Fidelity & Guaranty Co.

in

EVERY BRANCH OF AUTOMOBILE INSURANCE

401 POWERS BUILDING ROCHESTER, N. Y.

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SERVICE

AUTOMOBILE INSURANCE

ÆTNA LIFE INSURANCE COMPANY

AND AFFILIATED COMPANIES

THE ÆTNA CASUALTY AND SURETY CO.

THE AUTOMOBILE INSURANCE COMPANY OF HARTFORD, CONN.

JANUARY 1, 1817

Combined Assets, ...	$141,802,711.12
Combined Liabilities, except Capital .	116,810,829.06
Combined Surplus to Policyholders .	24,991,882.06
Combined Capital	7,000,000.00

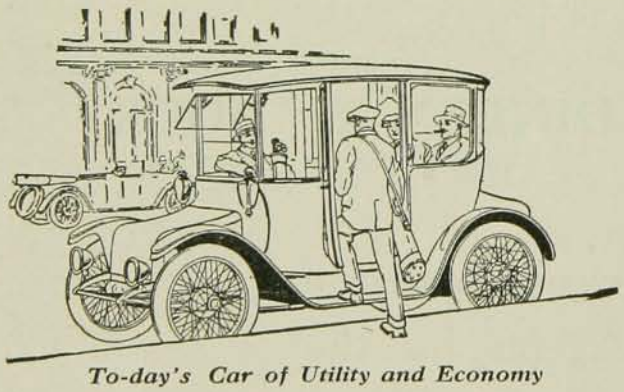
LUCAS & DAKE CO.

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SERVICE



To-day's Car of Utility and Economy

THE Detroit Electric

Economy and Utility

blended with

Smooth, Reliable Performance

Naturally the **upkeep expense of a Detroit Electric is surprisingly low** when compared to that of a gas car.

Because of its simplicity of construction and few moving parts, there is practically **never** any need for repairs or service attention.

Furthermore, **electricity** is the **cheapest** motor car fuel known. And **gasoline is high** and getting higher.

To this economy of the Detroit electric is added its wonderful utility.

Each member of the family can drive it expertly and safely.

May we arrange a demonstration?

A 365 DAY CAR

SAGER'S ELECTRIC STATION

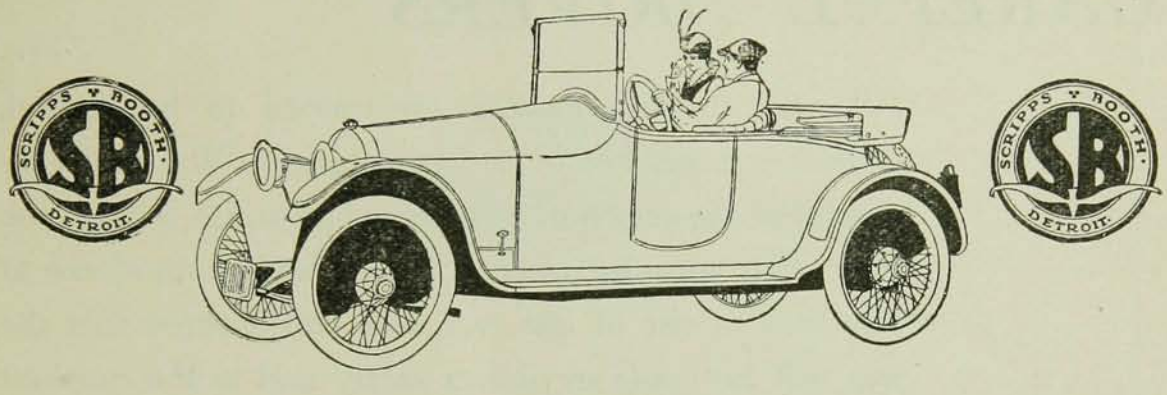
CULVER and BLOSSOM ROADS

Roch. Phone, Stone 2518 — **Bell Phone, Chase 1287**

Plenty of Power—65 to 90 miles on one charge

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SCRIPPS-BOOTH UTILITY



A NEW IDEA IN LOW-COST LUXURY

SCRIPPS-BOOTH cars combine, in a way that is absolutely unique among motor cars, the luxury of the heavy car with the operating economy of the light car.

The SCRIPPS-BOOTH four-cylinder Roadster is the only car of light weight that has, as yet, really satisfied the popular demand for the appearance of luxury and the comfort and ease of smooth riding that, until SCRIPPS-BOOTH arrived, has been obtainable only in more costly cars.

A. M. ZIMBRICH MOTOR CO. Inc.

346 East Avenue Rochester, N. Y.

American Taxicab Company

287 CENTRAL AVENUE

Near New York Central Station

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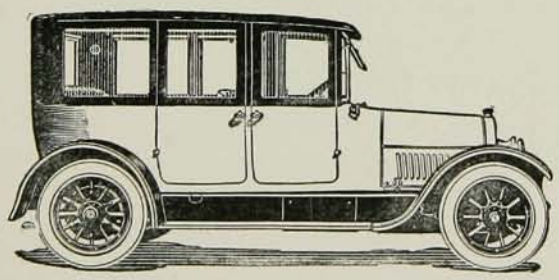
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1917 DECEMBER 1917

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER

Vol. 1 — 10



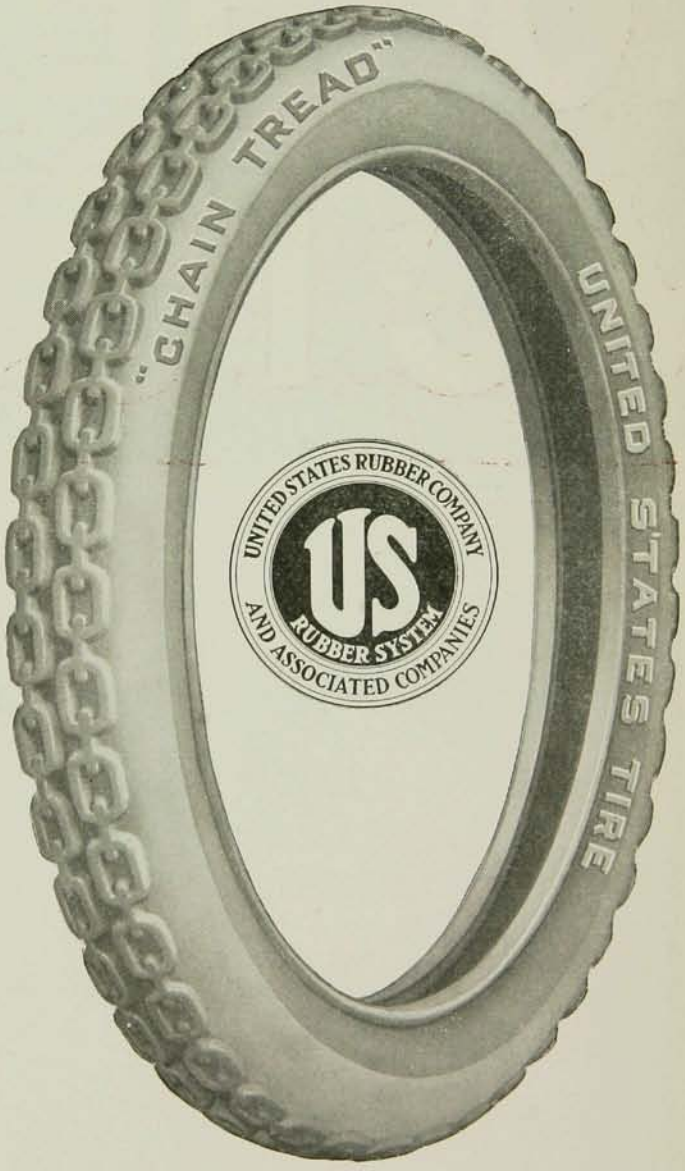
If you really want to know what your car is good for on hills, see if it'll do what this Chandler did, Wednesday Nov. 22, Jack Starkweather driving and Mr. Donahue, Secretary of the Rochester Automobile Club holding the watch. From a standing start at the foot of River Street, on high gear, it climbed to White Street, taking 1 min. 34 sec. on a "slow test"; then trying for speed under the same conditions it climbed the hill in 27 seconds. It is this year's regular stock Chandler, equipped like all this year's cars and has been driven 13,274 miles—incidentally over 12,000 miles on the original four tires. If with any regular standard stock equipped touring car, you will show Donahue you can do better, we'll run its picture and tell the story here next month.

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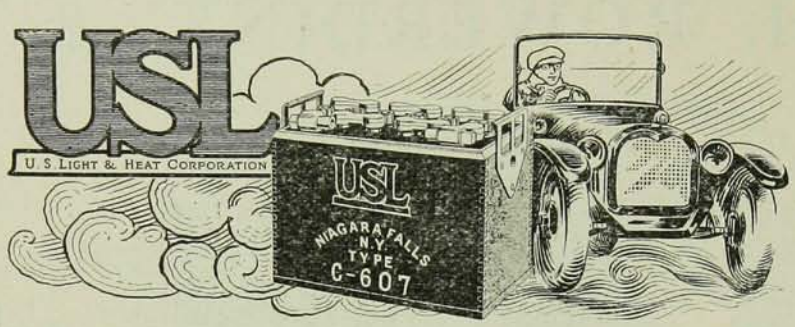
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Installation, any size, - - 50c. "

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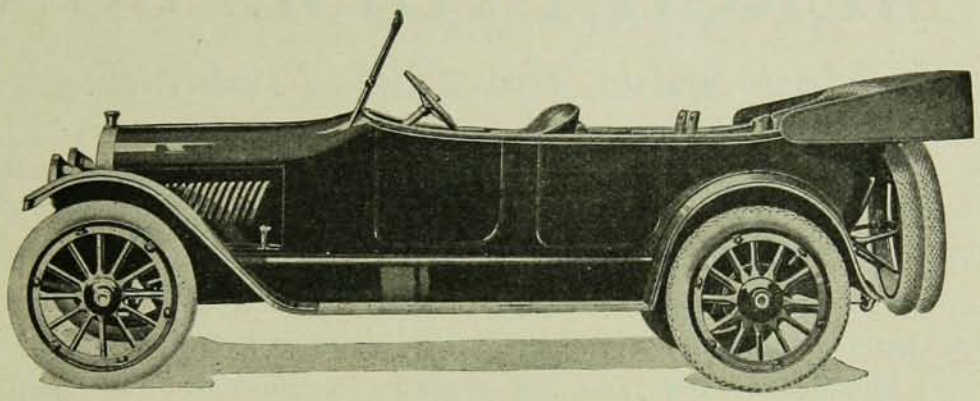
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May Solve the Gift Problem

The vexing question of what shall I give for Christmas may be happily answered by the purchase of a MERCHANDISE BOND. A splendid way for an employer to remember an employee—you simply buy a MERCHANDISE BOND which we issue in amounts from twenty-five cents to five dollars.

Attached to the bond are coupons in amounts of five, ten and twenty-five cents, equal to the total amount of your remembrance, which are tradeable for merchandise in any part of the DUFFY-POWERS COMPANY store.

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The Touring Limousine

A New Super-Six Type

We have just received the newest type Hudson Super-Six. It combines all the advantages of the Limousine and the Sedan. By raising the glass partition the driver is separated from the passenger compartment. With the partition lowered the car is a luxurious Sedan which can be driven by the owner with the same comfort that he would drive a car built especially for the gentleman driver.

With this car the chauffeur can be used with the same seclusion for the passenger as in the finest Limousine. A dictaphone establishes communication between the passenger and the driver when the car is used as a Limousine. The rear compartment is heated through the medium of a radiator in the floor. Every detail that practical experience has shown adds to comfort in the closed car is embodied in this new Super-Six.

The windows can all be lowered and the car becomes an airy, delightful, open model. With the windows closed and the radiator in use, it becomes as comfortable as a drawing room.

Provision is made for carrying the luggage on the roof when the car is used for touring. It is a light, lively car, equaling in sturdiness and sprightliness the performance of a powerful open car. We know of no model that so fittingly meets the wants of those who require a car suitable for all-year service and which at will gives the seclusion of the Limousine or the intimacy of the Sedan.

Being a new model in every particular the production will necessarily be limited for some time. We urge an early inspection and decision to assure early delivery.

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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 1 **December 1917** **No. 10**

Annual Meeting of Club

When the Directors held the regular monthly meeting in November, they voted to hold the annual meeting on Monday, January 28th at 6.30 P.M., and to follow the meeting with the annual dinner. Numerous important matters will come up for discussion at the Annual Meeting as well as reports of officers and the election of officers and directors for 1918. A notice of the meeting will be sent to each member through the mail at least ten days before the 28th of January.

✣

TO HOLD BIG DINNER

Esten A. Fletcher, Chairman of the Entertainment Committee of the Club announces that in accordance with the recommendation of the Directors, his Committee is now preparing for the Annual Dinner which will take place on Monday evening, January 28th. This will not be a banquet but a real dinner which everyone will enjoy. When the tickets are out, get not one, but two, and then boost, there should be at least five hundred present. Among the speakers will probably be some military officer from Washington.

✣

1918 MAP ORDERED

Within twenty-four hours after the Annual Meeting members in good standing will receive a copy of the new Club Map for 1918. This map will be 100% Efficiency containing the running directions to and from the cities and large villages in the State, a sectional map of Central-Western New York showing grade crossings, and a New York Section showing all the improved roads in red. Chairman Lloyd Ball of the Map Committee reports that the maps will be ready prior to February 1st.

Rochester Automobile Club Officers

Dr. Frederick R. Smith, President.

C. D. VanZandt
Esten A. Fletcher
William Bausch
C. T. Chapin
} Vice-Presidents

Charles J. Brown, Treasurer.

George C. Donahue, Secretary.

✣ ✣ ✣

DIRECTORS

For One Year	For Two Years
A. B. Headly	L. B. Ball
E. C. Pierrepont	Robert P. Judd
Wm. H. Craig	Robert M. Searle
Florus R. Baxter	Marcus Kochenthal
W. W. Hibbard	John M. Cooper
Whiting B. Morse	Chas. S. Rauber
Paul LeHardy	W. S. Riley
E. M. Alling	Elmer E. Fairchild
G. W. Henner	Henry G. Strong

For Three Years

John J. McInerney	W. F. Folmer
Henry L. Marsh	John R. Taylor
H. J. Rowerdink	Chas. W. Denniston
Frank H. Phelps	Chas. E. Sager

A. R. McKenney

✣ ✣ ✣

NON-RESIDENT DIRECTORS FOR ONE YEAR:

Kendall: Dr. G. D. Forbes
Webster: W. F. Kittleberger
Bergen: H. C. Miller
Brockport: E. A. Brigham
Churchville: Geo. A. Johnson
Byron: M. M. Miller
Avon: F. D. Cullinan

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We Have Not Gone Out

of the

Automobile Business

Although we recently sold out our Sulky manufacturing department.

We did this in order to gain additional floor space needed for our constantly increasing Automobile Business.

We are therefore in better shape than ever before to give best possible attention to our customers' requirements.

We make to order *special bodies.*

We make *alterations* in *present construction.*

We *re-paint.* We *re-upholster.* We make *special equipment.*

We are sole agents for the celebrated "*K. & T.*" *door opening curtain.*

Have your touring cars repaired and re-painted at once.

Don't wait until the busy rush season is upon us.

Don't place orders for work in this line without first calling at our factory to *get acquainted* with the many advantages we can offer you.

A. FABER COMPANY

951-969 MAIN ST. E. :: :: ROCHESTER, N. Y.

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Mr. Faber has had a life-long, practical experience in the manufacture of carriages, having chosen this branch upon his first entrance into business. Long before the advent of the automobile he conducted the manufacture of high-grade carriages, and many of the automobile owners of today can recall with pleasure the satisfactory qualities of THE FABER DRIVING WAGON, which was for years his specialty. But the automobile came and one by one the lovers of driving horses gave up this pleasure and substituted for it the Automobile. The logical result was that Mr. Faber took up the automobile business.



J. P. FABER
Secretary and Manager A. Faber Company

His previous practical experience in all branches of carriage making eminently qualified him for the "Carriage End" of automobile work, for the automobile as now constructed is nothing more or less than a luxurious carriage which is propelled by power instead of being drawn by horses.

One can easily note that the most popular and satisfactory cars are those which have been designed and built by former carriage builders.

Shortly after their entrance into the automobile business the A. Faber Company found it necessary to provide larger quarters for the housing of their business. They purchased a large lot situated on the corner of Main St. E. and Circle St. and built thereon an up-to-date one-story ground floor factory equipped with automatic sprinklers and provided with steady steam heat. A combination of conditions insuring ample floor space, minimum fire risk, no elevator risk and low fire insurance rates. These features should have considerable weight and should be given proper consideration in choosing the place to have automobile work done.

The Faber Company have, by the high quality of their work during the past years, established an enviable reputation for doing high-class work. It would be to the interest of every automobile owner to visit their factory and investigate their facilities for giving the best service possible.

A wrong impression has lately been created that A. Faber Company had gone out of business. This is explained by the fact that the sulky manufacturing department, which was a separate and distinct part of their business, was recently sold out to a Western firm of sulky makers, and does not affect in the least the automobile department. On the other hand the removal of this branch provides more floor space and places the A. Faber Company in position to give better service to their constantly increasing automobile trade.

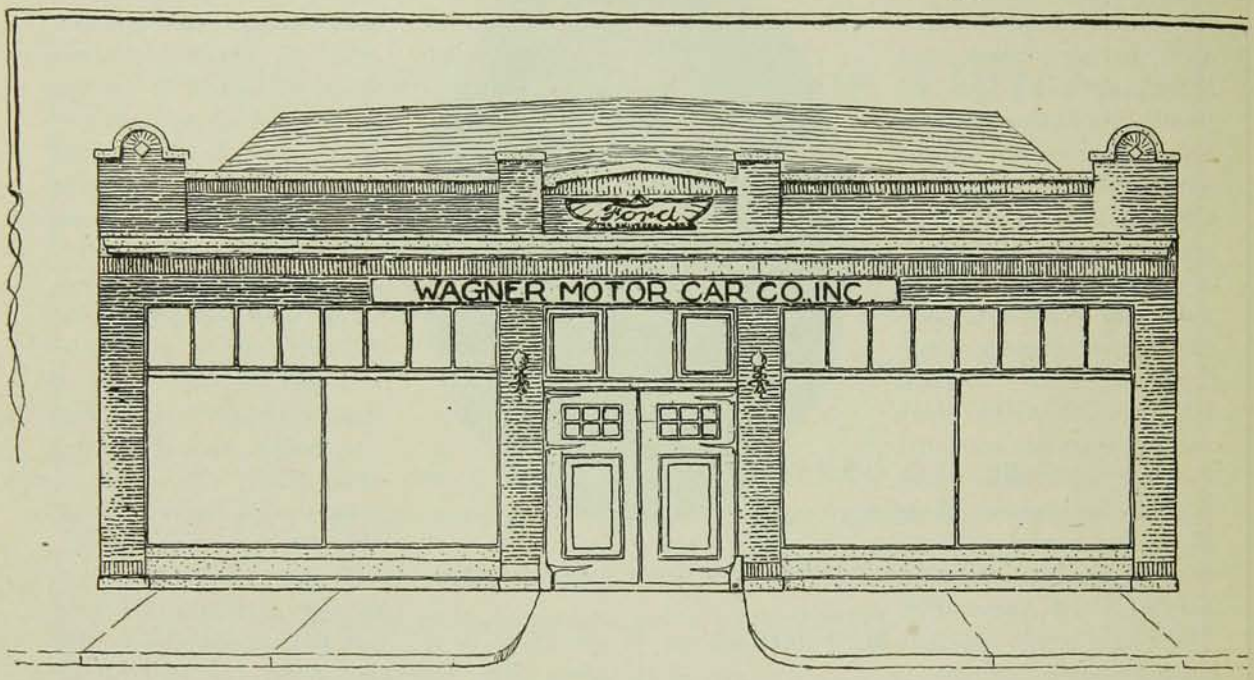
✣

TRY NEW PLAN IN IOWA

Acting upon the advice of the State highway engineer action has been taken by the Association of County Supervisors, of Iowa, looking toward the co-operative buying of road materials. Each county will prepare careful estimates of the amount of road materials it needs and will forward the estimates to an executive committee of the county supervisors' association. When the executive committee ascertains the needs of the State it will find the sources from which the materials may be obtained, ascertain the best prices, the most suitable points of delivery, date of delivery, and storage facilities, and by ordering in large quantities and taking advantage of competition and of all facilities as to shipments, storage, etc., will probably effect a great saving in money and time to the respective counties. Tennessee goes still further than the Iowa plan, as the highway commission purchases materials and sells them to the counties.

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New Automobile Building



WAGNER MOTOR CAR COMPANY

The Wagner Motor Car Co., which was recently incorporated has taken over the Ford end of the Wagner-Dolph Co., business but the Wagner-Dolph Co., will still retain the motorcycle and bicycle business and remain in their same location.

The Wagner Motor Car Co., will be under the competent management of George J. Wagner. It will occupy its spacious new home about Jan. 1st 1918.

Above is a picture of their garage which will be located at 9-11 N. Washington St. This building will be 50 ft. wide by 100 ft. deep, strictly fireproof and furnished with up to date equipment, where all service work will be taken care of promptly.

The Garage will be adjacent to the Main office building which is located at 162-166 Main St. W. and has a frontage of 35 ft., by 125 ft. deep. It includes the Show room, general offices and repair department.

The repair department will have the latest Ford equipment for doing Ford work, which will enable them to do your work in the same manner as if you had taken your car directly to the Ford Factory for repairs.

The large parts department is connected with the Repair Shop and situated in such a manner as to eliminate all unnecessary time and trouble in securing parts, thus, making good the new frm's slogan, "Never closed an hour Service."

✦

WORD FROM GEORGE

In a letter to the Club recently George C. Culp says that he is still boosting for Rochester but on the long distance plan. George is a member of the Automobile Club but now resides at the Bank of Italy, Montgomery and Clay Sts., San Francisco, California. "You might be interested in knowing" says George, "that the streets of San Francisco are automobile speedways. The motorists here simply toot their horns and leave their feet on the juice—if you get out of the way well and good, otherwise the other thing happens. Never saw anything like it in my life." In connection with his duties Mr. Culp edits the "Bankitaly Life" which is an interesting banking publication and Rochesterians may receive this upon request.

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KENDALL ON THE WAR PATH

As the result of the citizens' meeting with the Town Board of the Town of Kendall prospects are very bright for early action on the improvement on the two miles of highway from Morton to Kendall. Dr. G. D. Forbes acted as spokesman for the citizens and presented their request at the Town Board meeting. After lengthy discussion of the highway situation a resolution was presented to the Board asking that the County and State allow the town of Kendall one third of the automobile money appropriated this year. The County Board of Supervisors had previously apportioned the money one tenth to each town in the County and this would give Kendall about $800, which amount would be insufficient to construct the highway.

While the Automobile Club of Rochester is not interested in politics it nevertheless has been working on this road situation for Kendall for many months, and John J. McInerney, and the Secretary represented the Club at the town meeting Wednesday, November 21st, 1917. The Supervisor of the Town, who is also Chairman of the Town Board, appeared to resent the action of the citizens, but before the meeting was over a resolution was passed asking for one third of the money for Kendall.

There is an improved highway extending from Rochester along the Ridge Road and at a point about two miles west of Clarkson the macadam extends northward to Morton, followed by a connecting link of two miles of very poor road to Kendall. This is the road that Dr. Forbes and the Kendall motorists are working to have improved; and they are being ably supported by the Good Roads Committee of the Automobile Club of Rochester and since the special meeting of the Town Board it is expected that the Supervisor of the town of Kendall will put a little more "pep" into his personal work on the County Board, especially regarding this much-desired highway.

✣

CONGESTED STREETS

Augustine B. Hone, a member of the Automobile Club, has recommended that some action be taken by the organization relative to the congested condition of Clinton Ave. South and Johnson Street during theatre hours, both afternoon and evenings. Mr. Hone says he believes this is a menace to public safety particularly in event of fire and that because of this continued congestion it would be impossible for fire apparatus to have a free way and valuable time would be lost, as well as lives and property endangered.

Mr. Hone's suggestion was taken up by the Secretary with Chief of Police Joseph M. Quigley. Chief Quigley stated that his department was working on the problem of congestion caused by the parking of automobiles, but at that time, Nov. 1st, had not reached any definite conclusion, although he had recommended that Johnson Park be named a one-way street. The Police Department is using every effort to make the use of the motor car convenient and motorists driving and parking in the congested district should reciprocate by taking more time in complying fully with all City Ordinances as to driving and parking.

✣

SODUS–WOLCOTT ROAD

Throughout the en ire summer it has been impossible to motor to Watertown or the North over a favorable route owing to the construction work at Sodus and the resurfacing at North Rose. This is a very important trip to Rochester motorists and numerous inquiries have been made as to the possibilities for the early construction of the highway between Sodus and Wolcott; with the improvement of this connecting link there would then be a continuous macadam highway from Rochester to Oswego, Watertown and the St. Lawrence.

In a communication received from State Highway Commissioner Duffey dated October 30th, the Club was informed that the Highway Department had been in conference with federal officials regarding the improvement of this mileage out of Federal Aid moneys. Three miles have been completed east of Sodus, thus leaving a ten mile stretch. "We are getting in shape," writes Mr. Duffey "a number of projects in the hope that economic conditions will improve next year to such an extent as to

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allow their advertising. The difficulty of the Club suggestion of using convict labor is that the department is not in possession of the necessary material to use this labor on other than a less durable type of road than that required on this trunk line." Mr. Duffey stated that he would be very pleased to talk the matter over at a later date.

✣

MOTOR FEDERATION CONVENTION

Annual Gathering of Clubs to be Held at Syracuse December 13th. President of Rochester Club, Second Vice-President. Big Delegation Going From Rochester.

When President B. E. Watson of the New York State Motor Federation swings the gavel for the opening of the Third Annual Convention of the Federation, he will see before him a dozen or more delegates from the Automobile Club of Rochester. The meeting will open at 2 P. M. on the 13th and Rochester motorists who desire to attend can take the 9:03 N. Y. C. and arrive in Syracuse in time for the Convention.

Numerous motor matters will come up for discussion and Rochester will take an active part. Dr. F. R. Smith, President of the Auto Club, is now Vice-President of the Federation and Secretary George C. Donahue is also Secretary of the Motor Federation. The Federation is the largest motor organization in the east when one compares the number of paid members and the strongest when it comes to actual work accomplished for motorists.

TIME: 2 hrs. 30 minutes. Distance—East Brighton 4 cor. to Yates Hotel in Syracuse. Record of Dewey Crittenden. Question—How did he get through Clifton Springs without being arrested?

✣

AUTO CLUB SUPPORTS BERGEN ROAD

With most of the money of the last $50,000,000 bond issue expended the Highway Department is now working out the Federal Aid plan with the end in view that connecting links throughout the State will be constructed. From Bergen to Batavia is one of these important connecting links and State Highway Commissioner Edwin Duffey is giving his personal attention to the proper selection of the route—from Bergen to Batavia. It is very difficult to decide on which of two ways this improved road should go, owing to the opposition of some citizens of Batavia.

Several months ago the officers of the Automobile Club together with the Good Roads Committee voted to co-operate with the towns of Bergen, Byron and South Byron in urging that the Federal Aid money be expended on the highway route which would connect these towns with Batavia. On Monday, November 18th, a special meeting was held at the Club headquarters with a committee from Bergen and it was the unanimous opinion that everything should be done to convince the Highway Commissioner that this northern route was the proper one to construct. The Auto Club is receiving the hearty co-operation of the Rochester Chamber of Commerce in having this route favored.

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MEXICO MOTOR CLUB

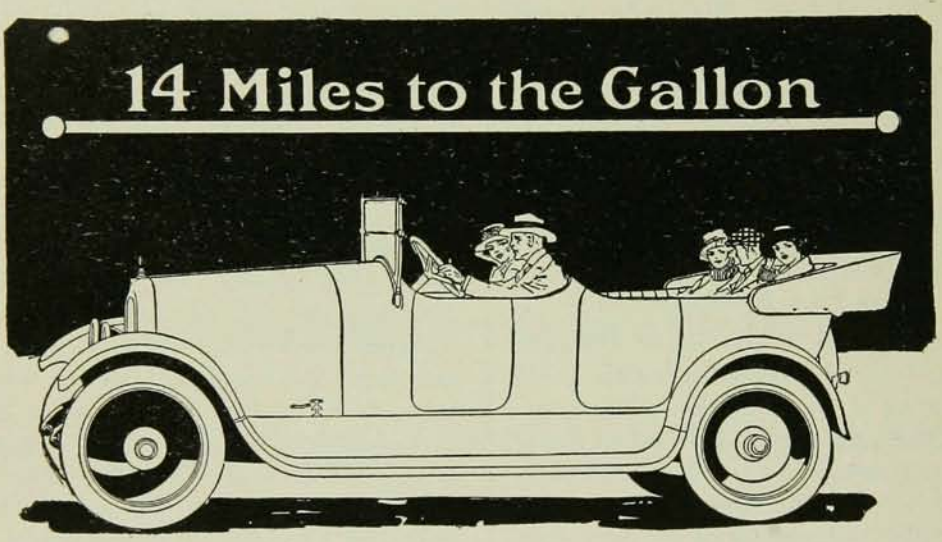
In far away southern Mexico, in the State of Jalisco, bordering on the lower Pacific, a small army of peaceful and pleasure-loving Mexican motorists have taken up arms. But the arms they bear are not the rifle and bayonet of Mars that take away life and bring forth rivers of blood, but the pick and shovel of Civilization, arms that banish depressing isolation and bring into being the most useful instrument of modern times—the good road.

Over the land where for years strife and turmoil held full sway is spreading the mantle of better days. Under the uplifting influence of King Motor, men are rallying to the support of Gen. Road Builder, whose slogan is "Out of the Mud!" and whose goal is a nation welded together by a golden chain of hard, smooth highways.

The motorists and roads enthusiasts of the land beyond the Rio Grande have organized as the Club Automovilista Jalisciense, with headquarters at Guadalajara. And to gain assistance and counsel in its highway-building efforts the organization has enlisted under the

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MARMON 34



The PRIVILEGES of Marmon Economy

Not only does the Marmon get all the driving force out of every drop of gasoline, but it wastes no power in pulling excess weight.

This car is a half-ton lighter than others of its size and power. So it travels long stretches without refilling, and saves from 50 to 75 per cent in the cost of fuel. It saves in tires from 40 to 50 per cent.

PAUL LeHARDY

308 EAST AVENUE

Either Phone

ROCHESTER, N. Y.

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banner of the American Automobile Association, whose roads achievements in the United States are today one of the outstanding features of organized effort.

In its application the Mexican organization stated that all of its members would be pleased to be associated with the A. A. A. and asserted that "it would surely be of mutual benefit to the two great nations on the American Continent who are such close neighbors, when the day comes that will see a road from Washington to Mexico City, such as now exists from Washington to San Francisco." Its principal activity will be, a letter explains, to bring about the early building of highways so that there will be a more complete exchange of "commercial sociality between the two countries and the better knowing of each other."

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CLUB AIDS ORPHANS

ORPHANS MADE HAPPY AT AVON THEATRE

On Tuesday afternoon, November the 20th, Manager W. B. McCallum of the Avon Theatre had as his guests about 300 Orphans from several of the Orphanage institutions of Rochester. The Automobile Club was requested to co-operate and plenty of automobiles were furnished to transport the children from the institutions to the theatre. It was a happy afternoon for the Club's little friends and they have expressed their thanks to those who so generously gave their time and the use of their automobiles.

The following letter from Mr. McCallum shows his appreciation:

Rochester, N. Y., Nov. 21st, 1917

Mr. George C. Donahue,
Secretary, Automobile Club,
Rochester, N. Y.

Dear Sir:

Please accept my thanks for yourself and for the members of the club who assisted us Orphans day, November 20th. We feel that your part in making the affair a success was a very large one and you may be sure we appreciate it. I am,

Yours truly,
W. B. McCallum,
Mgr. Avon Theatre.

SHOWS

		1918
Ft. Dodge, Ia.	Ft. Dodge Auto Dealers' Assn.	January
New York, N. Y.	Salon, Automobile Salon, Inc., Astor Ballroom	Jan. 2-9
New York, N. Y.		Jan. 5-12
Kansas City, Mo.		Jan. 11-16
Washington, D. C.		Jan. 11-18
Providence, R. I.		Jan. 11-19
Philadelphia, Pa.		Jan. 11-19
Rochester, N. Y.		Jan. 14-20
Milwaukee, Wis.		Jan. 18-24
New York, N. Y.		Jan. 19-26
Montreal, Can.		Jan. 19-26
Cleveland, O.		Jan. 19-27
Scranton, Pa.		Jan. 21-26
York, Pa.		Jan. 21-26
Portland, Ore.		Jan. 21-26
Mifflintown, Pa.		Jan. 22-26
Allentown, Pa.		Jan. 23-28
Chicago, Ill.		Jan. 26-Feb. 2
Harrisburg, Pa.		Jan. 26-Feb. 2
Chicago, Ill.		Jan. 26-Feb. 2
Manchester, N. H.		Jan. 28-Feb. 2
Buffalo, N. Y.		Jan. 25-Feb. 5
Peoria, Ill.		February
Minneapolis, Minn.		Feb. 2-9
Kansas City, Mo.		Feb. 9-16
St. Louis, Mo.		Feb. 11-16
Newark, N. J.		Feb. 16-23
San Francisco, Cal.		Feb. 16-24
Waterbury, Conn.		Feb. 18-23
Des Moines, Ia.		Feb. 18-23
Syracuse, N. Y.		Feb. 18-23
Grand Rapids, Mich.		Feb. 18-23
Springfield, O.		Feb. 18-23
Pittsfield, Mass.		Feb. 18-23
So. Bethlehem, Pa.		Feb. 18-27
Brooklyn, N. Y.		Feb. 22-Mar. 9
Cedar Rapids, Ia.		March
Kalamazoo, Mich.		March
Omaha, Neb.		Feb. 23-Mar. 2
Boston		Mar. 2-9
San Francisco, Cal.		Mar. 19-24
Trenton, N. J.		Mar. 20-23
Stockton, Cal.		Apr. 9-13

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HAWAIIAN AUTOS AND ROADS

So rapid has been the development of the automobile service in the Hawaiian Islands, with the addition of many new machines upon each island, that two large reinforced concrete garages and display rooms are being built in Honolulu. One is to cost $52,000. This building will be 290 feet long, and will form practically the keystone of automobile row.

There are now registered in Honolulu (which includes the Island of Oahu) 3,540 automobiles and 500 motorcycles. In Hilo, and including the Island of Hawaii, there are 1,500 registered automobiles and 22 motorcycles. At Wailuku and throughout the Island of Maui there are 700 registered automobiles and 20 motorcycles.

[Continued on Page 18, second Column]

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Rochester Auto Show

At Exposition Park, January 14th. Committees Active. Next Issue of Rochester Motorist to be "Show Number."

Preparations are under way for the Annual Auto Show to be held January 14th to 19th under the direction of the Rochester Auto Trades Association, the officers of which are—President, Charles E. Sager; Vice-President, A. R. McKenney; Secretary, Paul LeHardy; Treasurer, E. M. Alling.

It has been found necessary to entirely rearrange the spaces for this year's show and during the past week a building committee, appointed for the purpose, has been re-drawing the former plans and making preparations for providing more spaces for exhibits. The new arrangement will be much more convenient, both for exhibitors and the public.

President Sager has named Frank W. Peck chairman of the committee on Decorations and this committee has already received several bids for the work. They will probably let the contract within a week. The Music Committee, under E. M. Alling, will arrange for the musical program to be rendered in the concerts given during the show.

The Committee will get out a program arranged to provide for the convenience of those attending the show. It will contain not only a complete list of exhibitors, but a full list of exhibits cross-indexed, so that a person having a certain make of car or a certain dealer in mind can readily find the position which the dealer occupies or the location where the car is shown.

This will be the tenth annual show given by the Rochester automobile and accessory dealers. The first show was held in the main auditorium of Convention Hall, and the following year it was held in the same place, the stage being used, and provision made for the showing of accessories in the balcony. The next year the show took place in its former room and the annex which at that time had just been constructed. In 1912 the increasing number of exhibitors forced a move and the show went to the big State Armory on Main Street East, where not only the main drill floor but likewise the basement was used.

In 1913 the show went down to Exposition Park, where it has since been held, generally in the month of January. The dealers are glad to have an opportunity of using this place as it is deemed the most advantageous show exhibit quarters that can be obtained.

The dates which have been selected for the 1918 exhibition, January 14th to 19th, follow immediately after the dates of the New York Show. Several of the cars which are exhibited for the first time at the Metropolitan Exhibit will be shipped direct here for the benefit of this city and vicinity.

The Rochester Show has more square feet of floor space on the main floor than almost any show in the country.

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HAWAIIAN AUTOS AND ROADS

[Continued from Page 17]

On the Island of Kauai are 600 registered automobiles and 30 registered motorcycles.

In Honolulu a corps of traffic policemen is maintained. There is also a motorcycle squad, whose duties are to regulate traffic in the outer sections and which has been instrumental in running down auto thieves.

The Territory of Hawaii has 850 miles of main public roads suitable for auto travel. The mileage was recently ascertained during a tour throughout the islands by a pilot-car party, which studied the roads and places of interest to visit on a ten-week's tour. Scarcely an island hamlet or a fishing village in Hawaii is so small or remote that it is not accessible to autos.

Service stations are found throughout the Territory, and there is not a small steamship landing or a village where an auto for hire cannot be found or obtained in a short time by a telephone call. The price also is so low as to astonish strangers. The Territory has been inoculated with the "good roads" virus, and there are now in course of construction or to be constructed on the islands roads for which sums aggregating $2,500,000 have been appropriated during this year.

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The Automobile Situation

Interview with Henry G. Strong

"Well, what do the manufacturers say about the situation in regard to pleasure cars?" asked the R. M. reporter of Henry G. Strong, of Strong Motors, who has just returned from Cleveland where he has been arranging his annual contract for Chandler cars. His territory includes all of New York State west of the Hudson and the border counties in Pennsylvania. This month all the Chandler distributors for the United States and Canada are meeting with the Chandler Motor Car Co. of Cleveland and are making plans for their 1918 business. Mr. Strong helped organize the Chandler Co. and has always been the New York State distributor, and is still largely interested in the company as a stockholder.



HENRY G. STRONG

Mr. Strong hesitated a moment, and then said: "If I were asked to put the thing in a sentence, I would say that everyone seems to think that the so-called pleasure cars will be easier to sell and harder to get this year than at any time in the history of the business. I met, among others, distributors from California, Georgia, Florida and Boston, and the high spots between, men from all over this country and Canada. In many localities the rush has already begun. The South has just begun to sell its cotton, and at prices more than twice the normal. One distributor that was satisfied with 100 cars last year, has already sold 47 since October 1, and demanded a minimum 500 car contract this year, and so all along the line."

"The question, however, now being asked by the Chandler Company of its dealers is not 'how many cars will you take?' but 'what is the least number you can get along with?' And I have no doubt that the same question is being asked by every manufacturer in the country. Chandler productions each year has increased by leaps and bounds. They have heretofore been able to keep within speaking distance of the demands of the distributors, but this coming year, for safety, they are asking their dealers to cut down positive orders to the minimum so that every section will be more certain to get its proportion. If production can be kept up at the present rate, and the cars can be shipped, the Chandler Company will approximate just that much nearer meeting the 1918 demand; and, as I said, the same thing is doubtless true of other manufacturers."

"What is the real reason that cars will be hard to get?" Mr. Strong was asked.

"There will be many reasons," said he. "One of them will be the scarcity of skilled labor. Enlistments and the draft have taken many of their skilled workmen. The Chandler Company is flying a service flag with over 200 stars. Right here in Rochester five of our best mechanics have enlisted in the Aviation Corps. Munition plants have taken, and will continue more and more to take mechanics from the factories. Many of the factories also are already working on profitable Government contracts and have gone, or are planning to go into the manufacture of aeroplane engine parts, or assembling engines, and even finished aeroplanes, while even more are specializing on trucks. That will of course cut down production of pleasure cars very materially. But probably the worst trouble manufacturers and dealers will be up against will be the increasing inability of all factories to secure freight cars to ship automobiles to dealers at a distance. Of course this class of freight will be one of the last to receive consideration at the hands of the railroad and very properly, for munitions and

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food product must always be given the preference. Even now there is a constant stream of automobiles being driven from Detroit and the other large manufacturing points in that vicinity to places as far east as Boston and New York, because the railroads can't get cars to ship them in. The situation is growing worse and worse now that lake transportation has closed down, and is certain to be acute as soon as winter really sets in. We think we have our troubles but getting cars from Cleveland to Rochester is a comparatively simple matter, and even driving the cars here is not so very much trouble, but think of what the southern states and the Pacific coast will be up against in a few weeks! We already have a good supply of new Chandlers on hand, and have a flock of them on the way, but unless the public is wise enough to buy in the winter before the rush sets in, the dealer cannot be expected to tie up their money and hold an adequate supply until spring, for cars must be paid for before they can be taken out of the freight house."

"What about the supply of steel for the manufacturers? Is the Government going to shut down on materials for pleasure cars?"

"Mr. Chandler told me that action was proposed," was the answer, "but it was proven that it was entirely uncalled for at the present time. The manufacturer of pleasure cars absorbed only about 5% of the grade of steel required, although it is the third largest industry in the United States. Mr. Chandler said that if the Government ever does shut down on the supply of materials it will probably not be for some months to come."

"Have the manufacturers provided for securing a supply to carry them in case there should be a shortage?"

With a reminiscent smile Mr. Strong recalled an interesting item of Chandler history; "Of course I am not sure as to what other companies are doing but the policy of the Chandler Company is such that even if such a thing should occur next month, I am quite positive that it would have no immediate effect upon the output of Chandler cars. What is this policy? I will give you a suggestion of its effect by telling you what occurred at the Chandler factory when war first broke out. Perhaps you know that one of the distinctive features of the Chandler car has been that all the bearings are annular ball bearings. From the first, these bearings were manufactured in Germany. It seems that for the heavy service required of automobile bearings it has been impossible to get balls made in America that were absolutely uniform in quality, just hard enough to stand the wear, and not so brittle that they would crack and grind up the bearings. This is one reason why many other cars substitute roller bearings. They are also much cheaper. The moment war was declared it became obvious that there would be no more annular ball-bearings available from Germany, so the very same day Mr. Chandler took the train for New York City with a certified check for some hundreds of thousands of dollars, and negotiated for the visible supply of imported ball-bearings with such success that the Chandler Company was given nearly a year to search out and discover some other reliable source, which finally developed in Sweden. Money talks, of course, and you can readily see that with a cash surplus of nearly $3,000,000 ready for any emergency, they need not be caught unprepared. In fact, they will not be, and they are prepared for many months to manufacture as many Chandler cars as the organization which they can keep at work will be able to turn out, and the railroads deliver to dealers."

"What does the local situation look like to you? Do you think there will be a good market for pleasure cars in Rochester this year?" asked the reporter.

Mr. Strong looked at him quizically, and didn't answer at first. Then he asked: "After what I have already told you are you really in earnest, or are you just kidding me?"

Being assured by the reporter that what he wanted was merely the local application of the general statements that he had just made, Mr. Strong continued: "Do you know, adding up only the biggest of the Government contracts, the ones we read of in the papers, and which everybody knows about, how many millions of dollars will be paid into Rochester during the coming year, over and above the normal amount paid for manufactured products? No, I

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was surprised myself; but just figure it up, and see what it means. Assuming 25 per cent of this will cover what is paid for raw materials outside the city, and will not stay here; the balance represents profit and wages, which will be made and spent in Rochester. For every dollar Rochester has paid on Liberty Bond investments we will get back two dollars or more."

"Now how does that apply to the automobile business? It seems that everyone who is willing and able to work will be getting good wages; that every mechanic getting $25 to $40 per week, and who has always wanted an automobile, will buy one. That's one of the first things he'll think of. But there won't be anywhere near enough of the cheaper cars to go around. There is the limitless new field that will be open to them. Now, if we read Ford has cut his production half, and offered his plant, or as much of it as may be needed, to the Government, when even in normal years with their enormous production they have never been able to keep up with the demand, what is the answer? If these people who would be satisfied with cars in the Ford class can't get new cars, they are going after the visible second-hand supply like grasshoppers to a Kansas wheatfield. I believe that by April 1st you'll hardly be able to find a good second-hand car for sale in Rochester. They'll all be sold. In the same way the visible supply of new cars will disappear and people will be standing in line waiting for the next one to be taken out of the freight house. Millions of money to buy cars, and the supply cut in two!

"Now, what's the answer? Here it is, as far as we are concerned, and I believe I speak for nearly every dealer in Rochester. The Chandlers we now have ready for delivery are next year's cars, with all the latest features, and just the same in their type as will be turned out all through 1918. We have accumulated a small supply and are getting more as fast as we can, for, as sure as you're a foot high, we won't be able to get them fast enough in the spring. This come-early-and-avoid-the-rush stuff has always been worked hard around about this time, but it's a real honest-to-goodness sure tip now as many will learn to their sorrow. If any man has decided he's going to have a new car next year he had better get his car now and be sure of it, because the car he can get today is exactly the car he will want in April and may have to wait until July or August to get."

"Won't there be any radical changes in the Chandler, or any new models?"

"The Chandler engine has never been radically changed from the start, and what change would you make in the roadster, touring, or closed car bodies? There will however be a new type of Chandler introduced at the New York Auto Show, and we will show it at the Rochester Show. It will be a two-seated, four-door, four-passenger car, built low, with smaller wheels, what is generally known as a 'sport model.' The engine will be exactly the same as the regular Chandler. It will not, however, be a 'speedster,' for it will not be intended to travel faster than a maximum of not much over 60 miles an hour. If anyone wants to travel faster he does not want a Chandler. But he'd better be sure the car that claims more speed really has it."

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MIGHT BE ADVISABLE IN NEW YORK STATE

The new highway of Indiana provides a penalty of $5 to $25 for blocking the drainage of roads at the entrance to farms. The American Highway Association in commenting on this legislation, predicts that if the law is enforced, it will gradually do away with one of the greatest troubles experienced in maintaining country roads, as it is impossible to keep a road bed drained unless the ditches are kept open, and if farmers block the road drainage in order to provide entrance to the farms, the result is ruinous to the road.

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MOTOR TRANSPORTATION TEST

Tests of transportation of men and supplies by motor truck are being conducted between Fort Oglethorpe and Atlanta, Ga., by the War Department to determine the time and cost of making the runs, the time and cost of loading and unloading the supplies, the effect of weather and road conditions, and the general effect of this means of transportation over country roads.

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HENRY CONOLLY CO.

Quality *Service*

PRINTERS

BLANK BOOKS AND LOOSE LEAF SYSTEMS

HENRY CONOLLY COMPANY ROCHESTER N Y

39-43 ELIZABETH STREET ROCHESTER, NEW YORK

Let the Preferred Carry the Risk

Automobile Owners, if negligent or not, in the operation of their cars are liable for $5,000 or $10,000 for every death and an unlimited amount, depending on the extent of the injuries, for non-fatal accidents.

Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

EZRA J. BOLLER

903-5 Granite Bldg.

Main 5305 **Stone 2122**

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Eliminate Irresponsible Drivers

In considering the responsibility of motor car drivers a prominent citizen-motorist says that he believes that every driver of an automobile should carry liability insurance or a bond, and if he be not a responsible party that he should not be allowed to drive an automobile. For many years there has been in the legislature a bill that compelled all automobile owners to take out a bond and this bill has been continuously opposed by organized motorists for good and sufficient reasons.

In preparation for the legislative activities of the Auto Club of Rochester during 1918 it is well to prepare at this time and to learn the sentiment of the majority of the members of the organization. Today there are about 400,000 automobiles in New York State with perhaps about 18,000 in Monroe County, and there is not a doubt but what several hundred of these owners are not responsible when it comes to settling for damage done through accident.

"I believe," says a Club member, "that an incident in which I am interested through the injured party being an employee of ours will be very interesting to you and serve to illustrate the point at issue. One of our chauffeurs met with an accident last summer and I engaged an attorney to look after his interest. The attorney's reply is outlined below and you will note therefrom that an innocent party was seriously injured by an automobile which the State had licensed to be operated by an absolutely irresponsible individual and now the party has absolutely no recourse in the matter, excepting through placing a criminal charge against the party and this would not help to pay his hospital bill nor help support his wife and baby."

Motorists are requested to make recommendations to the Club as to what steps would be taken to eliminate the irresponsible party from operating a motor vehicle.

EXCERPTS FROM ATTORNEY'S LETTER

"The automobile which ran into——— was being operated by a young man by the name of ———; he is perhaps twenty-four or twenty-five years old; he had with him another young man, a friend of about the same age. ——— told me that he and this friend were driving out to ——— to call on the friend's parents—they had with them two girls.

The machine was a sort of a one-seated roadster, intended to carry two people or possibly three at the most. ——— said that he had just bought the machine and that the machine was not yet paid for. I am inclined to think he told the truth. He also said that he and this friend were working at the ———.

They apparently have nothing except their wages, and ——— said he couldn't even pay his own hospital bill. It, therefore, seems hopeless to try to get anything out of either of these fellows because to sue them and get a judgment would simply mean they would go through bankruptcy.

This is apparently one of those cases where an irresponsible individual has bought an old second-hand automobile and, having nothing to lose, has, of course, taken out no insurance. There is absolutely no question that ——— was negligent, in fact, I believe he was criminally reckless. I think a criminal charge could be placed against him. As a result of his careless driving and his total disregard of the safety of others on the road, ——— has been injured. Because of the fact that ——— is worthless financially and the law furnishes no protection for injuries caused by one who is not responsible, ——— who is the only person connected with the transaction who was absolutely without fault, has been compelled to incur a burdensome hospital bill, lose two or three months time, suffer all the tortures of a compound fracture, and he has absolutely no recourse, except possibly to prefer criminal charges which wouldn't benefit him in the slightest or relieve him from his difficulties.

I don't know how much you are interested in this matter; I don't know how far you would like to have us go in prosecuting it. It is apparent that, whatever we do, will be more or less of a charitable nature. We should be glad to have you indicate your desires, and will be pleased to co-operate with you in the matter.

Very truly yours,

———

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The Chapin-Owen Big Electric Sign Makes It Easy to Find the "Latch String"

When a fellow says "Come, the latch string is always out for you," you promptly make up your mind you'll be welcome and you just as promptly make a date for yourself. Isn't that so? Well, that's what the Chapin-Owen Company is saying to the buying public through the medium of their big Electric Sign.

Chances are by this time you have promised yourself a visit to the Chapin-Owen Stores, 370 to 386 Main Street East, where, as the big sign says, they have "Everything for the Autoist and Sportsman."

If you have, the Electric Sign will keep the promise fresh in your mind.

If you haven't, the Electric Sign will keep on telling you "The latch string is out for you," and sooner or later you'll yield to its agreeable persuasion.

When you yield, the Chapin-Owen Company will make your visit both pleasureable and profitable.

LOOK FOR THE CHAPIN-OWEN ELECTRIC SIGN

Rochester Railway and Light Company

LOEWENGUTH, DINEEN & HOCK,
Incorporated

Offer their excellent service
as General Agents for the

United States Fidelity & Guaranty Co.

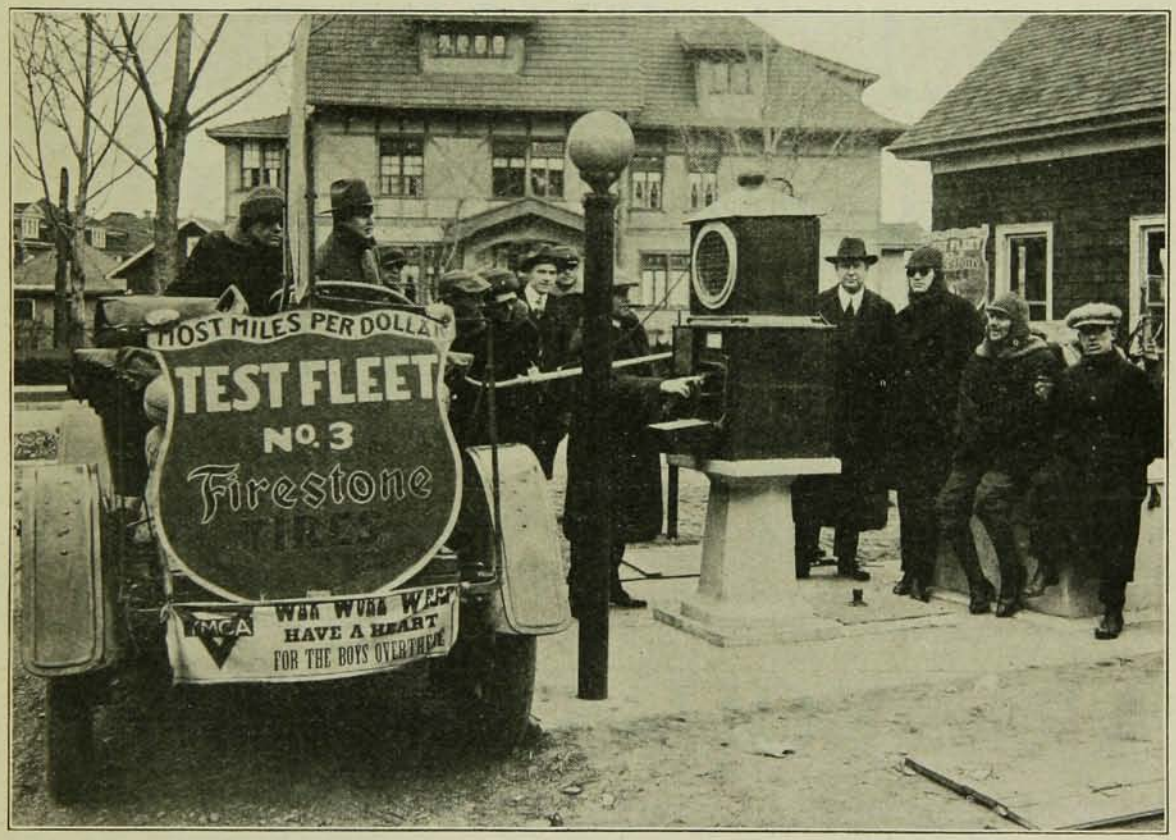
in

EVERY BRANCH OF AUTOMOBILE INSURANCE

401 POWERS BUILDING ROCHESTER, N. Y.

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Rochester to the Fore with an Invention of Inestimable Value to Motorist and Dealer Alike



One of the White Cars of the FIRESTONE TEST FLEET No. 3 being gassed by Rochester Branch Manager, F. T. Bailey, better known as "Firestone Bill" at the new Automatic Gasoline Pump. In the picture reading from left to right, standing, A. F. Peebles, George Fritz, Ernest C. Cox, "Bill Bailey" at the Pump, S. H. Pooley, Master Firestone Test No. 3, F. F. Fulcher, Firestone Company.

The Automatic Gasoline Pump, a Rochester invention, promises to revolutionize the present method of obtaining gasoline at supply stations in city and country. This new pump will undoubtedly prove to be a great convenience to all motorists—commercial as well as pleasure cars—and, in addition, will mean a really worthwhile saving to both the buyer and seller of gasoline.

This pump is fireproof, is its own bookkeeper, and gives service day and night without the aid of an attendant, thus eliminating a great expense to the dealer in gas. It is installed in much the same manner as other supply station pumps, and is thoroughly fool-proof; in fact, its practicability is one thing which insures its big success.

The method of vending the gasoline is very simple. Small locks, which are very light and easily carried (being less than the size of a silver dollar), are purchased by the customer at the prevailing price of gasoline. These locks are made in two sizes: one for a five-gallon purchase and one for a one gallon purchase. The customer may purchase as many locks as he desires, and the gasoline is available for him at all automatic supply stations—through the country, and in distant cities as well as at home.

A nickel is first inserted to unlock the pump.

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Chase 2959 Park 202

J. A. THORPE

PAINTING CONTRACTOR

INTERIOR DECORATING

314 Laburnum Crescent Rochester, N. Y.

ARE YOU SATISFIED?

If you are not getting your mileage, why not try the gasoline used by the Franklin Automobile Co. on their National Efficiency test. You can buy it for the same price you are paying for ordinary gasoline. The next time you need gasoline call for

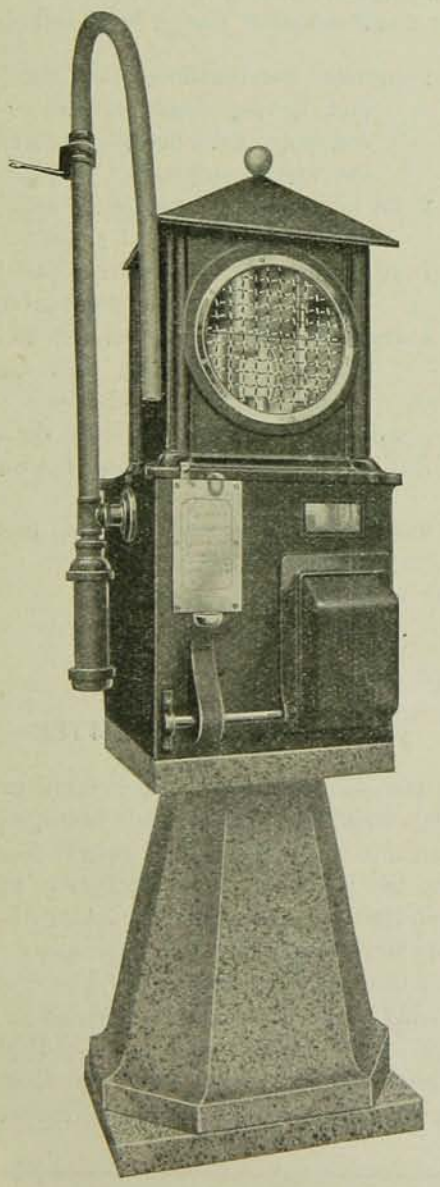
Monroe Everlasting Motor Gasoline

Monroe County Oil Co.

Gen. 537 22-46 WRIGHT ST. Stone 1668

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This releases the delivery pipe and also the hood which covers the lock slide. Placing the hose in your tank, you insert a lock for the desired number of gallons required, and by turning a handle the lock is forced on to a secret key, thereby unlocking the filling



AUTOMATIC GASOLINE STATION

mechanism. The flow of gasoline may be regulated at will to suit the convenience of the purchaser.

The gasoline hydrometer is clearly visible to the customer through the glass opening in the measuring tank. The accuracy of the measures have been certified to be correct by the city sealer. By replacing the delivery pipe, your nickel will be automatically returned to you.

One of these automatic pumps may be seen in operation on Canterbury Road, near Monroe Avenue. It will be to the interest of all motorists and dealers to inspect this machine.

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WAR ON GRADE CROSSINGS

Judging from the number of accidents at railroad crossings, it is indeed time for State officials to take the necessary steps to eliminate some of the dangerous death traps throughout the state and a few of them are located in Monroe County. Last month Rochester Motorist printed an account of the killing of motorists at the Lehigh Valley main road crossing on the Henrietta road; this month another serious accident occurred on the Henrietta road but on the Rochester Division.

TWO WOMEN KILLED, FOUR OTHERS INJURED, ONE PERHAPS FATALLY, WHEN TRAIN HITS AUTOMOBILE

Passenger Train on Lehigh Valley Railroad Strikes Touring Car at Crossing in West Henrietta Road, between City and Mortimer —Driver attempts To Turn Abruptly, Running Parallel with Locomotive, but Machine is Caught and Turned Turtle—Injured Persons Brought to Hahnemann Hospital.

Two women were injured so badly that they died within a short time, and four other persons were cut and bruised, when an automobile in which they were riding was struck by a passenger train on the Rochester Division of the Lehigh Valley Railroad, where it crosses the West Henrietta Road between this city and the village of Mortimer, shortly before 5 o'clock Sunday Nov. 27. The automobile party consisted of six persons, two men, three women, and a 2-year-old child.

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MOTOR TRUCK COMPANY

State Superintendent of Public Works, W. W. Wotherspoon, is the Chief of the Division of Transportation of the State Defense Council and has issued a pamphlet containing the suggestion that Motor Truck Companies be organized throughout the State to co-operate with the State and National Governments. Acting upon this suggestion Hon. James G. Cutler, Chairman of the Monroe County Home Defense, recently appointed a committee to bring about the organization of such a truck company; this consists of Frank G. Thomas, Charles F. Buelte and A. E. Vogt. The personnel of a motor truck company consists of the following:

1 captain.
1 1st lieutenant.
1 2d lieutenant.
1 truckmaster, with rank of 2d lieutenant.
3 assistant truckmasters, with rank as sergeants, first class.
9 corporals.
32 chauffeurs.
1 mechanic.
2 mechanic helpers.
2 cooks.
Such additional corporals, assistant chauffeurs and privates as may be necessary.

The vehicles of a motor truck company should consist of the following:

27 cargo trucks, preferably of the 1½ and 3-ton sizes, though larger and stronger trucks may be included.
2 oil and gasoline trucks.
1 light repair truck.
1 motor car.

The motor truck company should be divided into three platoons and nine sections, as follows:

1st platoon—9 motor trucks.
2d platoon—9 motor trucks.
3d platoon—9 motor trucks.
3 sections of 3 motor trucks to each platoon.

COMPANY DETACHMENT

1 motor car.
1 repair and kitchen truck.
2 oil and gasoline supply trucks.
1 light repair truck.

The organization of the personnel of the motor truck company should be as follows:

1 captain, commanding the company and having direct control of the company detachment, as well as the whole company.
1 1st lieutenant, commanding and having charge of the fist platoon.
1 2d lieutenant, commanding and having charge of the second platoon.
1 truckmaster, with the rank of 2d lieutenant, commanding and having charge of the third platoon.
3 assistant truckmasters, with the rank of sergeant, first class, 1 assigned to each platoon.
9 corporals, 3 to each platoon, each in command of a section.
32 chauffeurs.

✣

GOOD ROADS COMMITTEE

On Dec. 5th the Good Roads Committee held an important meeting at Club headquarters. Chairman George W. Henner reports that his committee is giving every attention to the Bergen-Batavia Road and also taking the necessary steps to keep some of the country roads open during the winter months. There will be a hearing on the Bergen Highway and as soon as the date is announced by the Highway Commissioner, the Auto Club Committee will make arrangements for the proper representation.

AUTO 1918
ROCHESTER
Jan. 14-20 SHOW

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REGARDLESS

of all other engagements, all members of the Automobile Club of Rochester are requested to set aside the entire week of January 14-20 as "Show Week." Be at the Show each night and make your headquarters at Auto Club of Rochester, space No. 45.

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SERVICE

AUTOMOBILE INSURANCE

ÆTNA LIFE INSURANCE COMPANY

AND AFFILIATED COMPANIES

THE ÆTNA CASUALTY AND SURETY CO.

THE AUTOMOBILE INSURANCE COMPANY OF HARTFORD, CONN.

JANUARY 1, 1817

Combined Assets, ...	$141,802,711.12
Combined Liabilities, except Capital .	116,810,829.06
Combined Surplus to Policyholders .	24,991,882.06
Combined Capital	7,000,000.00

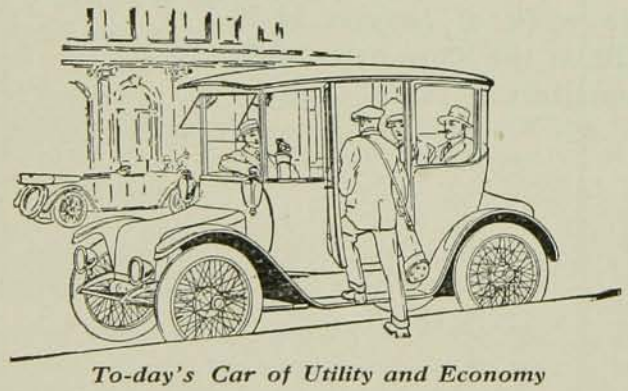
LUCAS & DAKE CO.

Inc.

STONE, 938 and 2796 — *MAIN 2131*

Dake Building — **Rochester, N. Y.**

SERVICE



To-day's Car of Utility and Economy

THE *Detroit Electric*

Economy and Utility

blended with

Smooth, Reliable Performance

Naturally the **upkeep expense of a Detroit Electric is surprisingly low** when compared to that of a gas car.

Because of its simplicity of construction and few moving parts, there is practically **never** any need for repairs or service attention.

Furthermore, **electricity** is the **cheapest** motor car fuel known. And **gasoline is high** and getting higher.

To this economy of the Detroit electric is added its wonderful utility.

Each member of the family can drive it expertly and safely.

May we arrange a demonstration?

A 365 DAY CAR

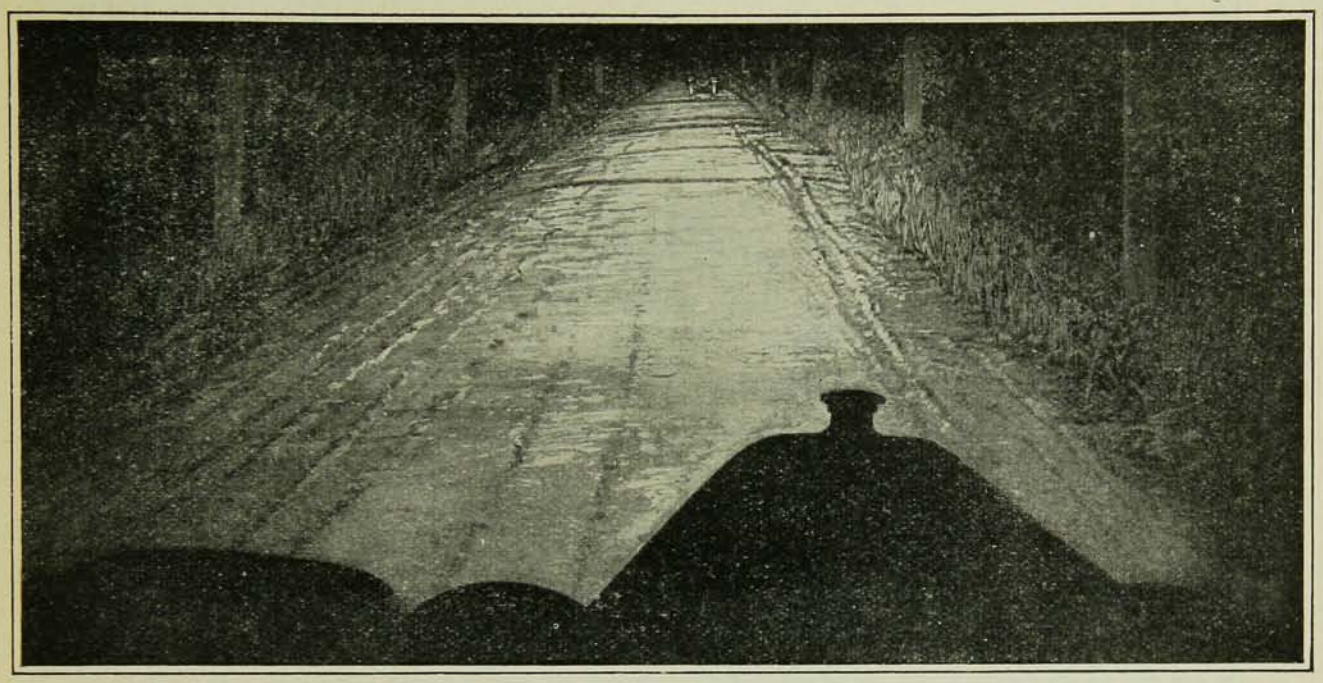
SAGER'S ELECTRIC STATION

CULVER and BLOSSOM ROADS

Roch. Phone, Stone 2518 — **Bell Phone, Chase 1287**

Plenty of Power—65 to 90 miles on one charge

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Photograph showing the wonderful range of the Conaphore. Notice that the driver can see the rear of the automobile 500 ft. ahead. Notice also how brilliantly the road and roadside are lighted.

The Real Joy of Night Driving

What 500-ft. range without glare means to you

Night motoring may be a fascinating sport—or it may be dangerous and nerve-racking. *It all depends on your automobile headlight glass.*

To enjoy night driving your headlights should have long range. The whole road for at least 500 feet should be brilliantly illuminated. At the same time your headlights *must not glare*, or approaching motorists and pedestrians will be dazzled.

The range of your headlight is particularly important. When your car is going 25 miles an hour it is eating up the road at the rate of 37 feet a second, so the headlight that dumps the light in front of the car is inefficient. You must have long *range* to be safe and to feel secure.

The automobile headlight glass that makes night riding safe

With the scientific automobile headlight glass—the Conaphore—night driving is a *new* and *wonderful* experience.

The rays from the yellowish-tint Noviol Glass of which the Conaphore is made, light up the road for 500 feet or more. Along this bright path your car speeds swiftly and safely. There is ample side light. The Noviol light makes the bushes, trees, etc., along the roadside stand out.

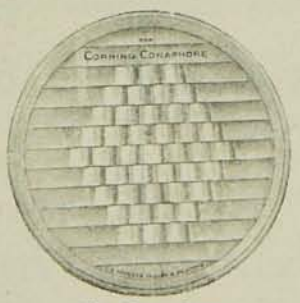
And there isn't any glare. The light is kept on the road by the patented corrugations on the inner face of the Conaphore.

Pierces fog—an exclusive feature

A unique feature of the Conaphore is that its rays pierce fog and dust. This is due to the Noviol glass (*patented*) which was developed in the technical laboratories of the Corning Glass Works, makers of the Conaphore.

Also made in clear glass

Conaphores are made of clear glass as well as Noviol Glass. Clear glass Conaphores are equally efficient in giving long range and preventing glare, but lack the added advantages possessed by the Noviol Glass of eliminating back-glare and penetrating fog and dust. We strongly recommend the Noviol.



The Conaphore

Smooth front surface. Easily cleaned. Does not clog with dust or mud.

Easy to install

You will find the Conaphore easy to install on your car. Sizes are made to fit all cars. Simply take out the glass now in your headlight and put the Conaphore in its place. Be sure the lamp bulbs are in focus. In ordering give name, model and year of your car, and diameter of your present headlight glass.

For sale by jobbers and dealers throughout the United States and Canada. Put a pair on your car to-day.

Price List

Noviol Glass	Per Pair
3 to 4⅞ ins. inclusive	$1.30
5 to 6⅞ ins. inclusive	2.40
7 to 8½ ins inclusive	3.50
8⅝ to 10 ins. inclusive	4.50
10⅛ to 11½ ins. inclusive	6.00

Clear Glass	Per Pair
3 to 4⅞ ins. inclusive	$0.80
5 to 6⅞ ins. inclusive	1.60
7 to 8½ ins. inclusive	2.50
8⅝ to 10 ins. inclusive	3.00
10⅛ to 11½ ins. inclusive	4.00

Sizes vary by steps of ⅛ inch above 6½ inch size.
Prices: 25 cents more per pair west of Rocky Mountains.

CONAPHORE SALES DIVISION

EDWARD A. CASSIDY, Inc., Managers

MADISON AVENUE AT 40th ST., NEW YORK CITY

CORNING GLASS WORKS

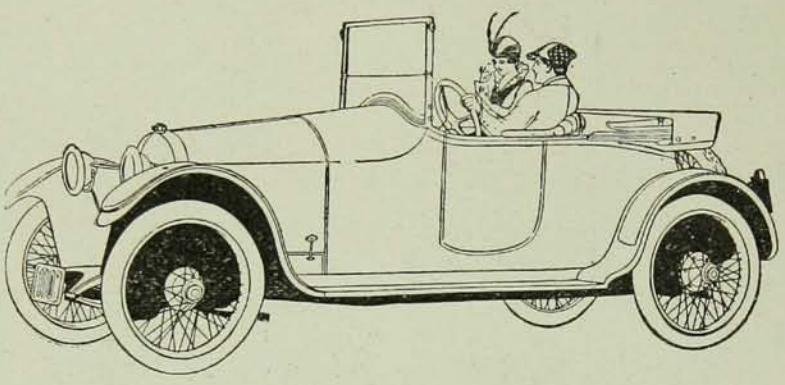
NO GLARE
RANGE 500 FT.

CONAPHORE

PIERCES FOG
AND DUST

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SCRIPPS-BOOTH UTILITY



A NEW IDEA IN LOW-COST LUXURY

SCRIPPS-BOOTH cars combine, in a way that is absolutely unique among motor cars, the luxury of the heavy car with the operating economy of the light car.

The SCRIPPS-BOOTH four-cylinder Roadster is the only car of light weight that has, as yet, really satisfied the popular demand for the appearance of luxury and the comfort and ease of smooth riding that, until SCRIPPS-BOOTH arrived, has been obtainable only in more costly cars.

A. M. ZIMBRICH MOTOR CO. Inc.

346 East Avenue Rochester, N. Y.

American Taxicab Company

287 CENTRAL AVENUE

Near New York Central Station

Limousines, Sedans and Touring Cars, either five or seven Passenger Cars

PROMPT SERVICE REASONABLE RATES

Try us! We know we can please you.

Main 2429 **Stone 4118**

Chris. Pawlik

Expert on Any and All Cars

REPAIRING *and* BUILDING

AUTOMOBILES

Official Service Station

Stevens-Duryea Cars

Gasoline, Oils, Greases and Tires

No. 7½ ROME STREET

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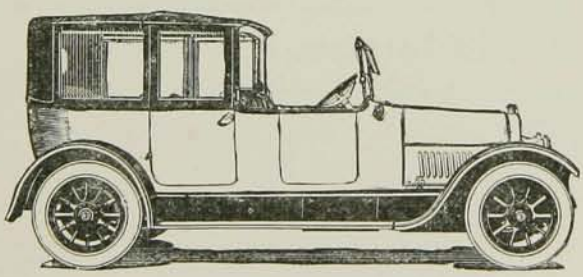
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Cadillac
Standard of the World

Year 'Round Cars

Among the prominent families of New York, Boston, Philadelphia and other large centers the Cadillac enjoys a large and rapidly growing ownership.

Have you noticed those in Rochester who drive Cadillacs?



THE TOWN LIMOUSINE
is one of the season's
smartest chauffered cars.

Mabbett-Bettys Motor Car Company

252-262 Court Street **"Just East of Clinton"**

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ESTABLISHED 1852

The Relation of a Motor Car

to a

Safe Deposit Box

Will be apparent if upon your Home-coming from a Tour or a Trip, your Important Documents, Heirlooms, Jewels or other valuables be missing.

There is a *Sense of Security* in the knowledge that they are in a

Traders Safe Deposit Box

EDWARD D. CHAPIN, Supt. of Vaults

$2.50 per Year Upwards

This Bank Pays Interest on Special Deposits

You are invited to discuss with us the subject of

"The New Account"

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HENRY F. MARKS	President
CHARLES J. BROWN	Vice-President
WILLIAM J. TRIMBLE	Cashier
CHESTER J. SMITH	Asst. Cashier
GEORGE C. EICHELMAN	Asst. Cashier

THE TRADERS NATIONAL BANK OF ROCHESTER N Y 43 - 45 STATE ST

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918 JANUARY 1918

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER



This Chandler "Sport Model" is sure to be a center of attraction at the Rochester Auto Show. This car will be regularly finished with a Copenhagen blue body and the show car will be fitted with white wire wheels, 32 inches in size, a 3¾ to 1 gear ratio, and of course the standard Chandler motor. The Sport Model will not be featured as a "speed car." It's only good for 60 to 65 miles an hour. The price of the standard Chandler Sport Model, with wood wheels, is $1675; with wire wheels, $110 extra.

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YOUR SUPPLY HOUSE

That's what we want our store to be.

Always room for one more on our list of customers.



If it's for your automobile, we have it. We don't know of a weak spot in our list of reliable, up-to-date accessories.

U. S. RUBBER CO.

ROCHESTER BRANCH **24 EXCHANGE STREET**

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W. H. ROWERDINK & SON

WHOLESALE DISTRIBUTORS OF AUTO TIRES and ACCES-SORIES



MANUFACTURERS OF AUTO DELIVERY BODIES and TOPS

BLACKSMITH REPAIRING TRIMMING AND PAINTING

When You Buy TIRES Buy of ROWERDINK

78-82 NORTH STREET ROCHESTER, N. Y.

Self-Praise is no Recommendation

But then it is mighty unprofitable to hide one's light behind a curtain of modesty.

If the Rooster didn't crow he would never get your attention. We have claimed and proved over and again that we are conducting the only up-to-date establishment of its kind. We have shown you that we have the inclination, the will and the means to gratify your every want in the automobile line. Whatever dealings you have or will have with us are backed up by our guarantee and service. We honestly believe that we merit your patronage. Unlike the many who have bargains to offer, we must admit that we are unable to wash your car, sell a tire or effect repairs at cost or below cost; we must attach a little profit, otherwise we could not be here to serve you. That little profit means that we are able to stand back of our wares and work. That is your insurance.

Most Completely Equipped Repair Plant in Western New York.

Our Motto
"SERVICE"
Serve Well and Keep Serving.

PHONES
Bell 890 Chase
Home 5265 Stone

Repairs to gasoline cars, pleasure and commercial electrical vehicles and trucks, battery building, starting systems, body building, machine work, painting, upholstering and welding.

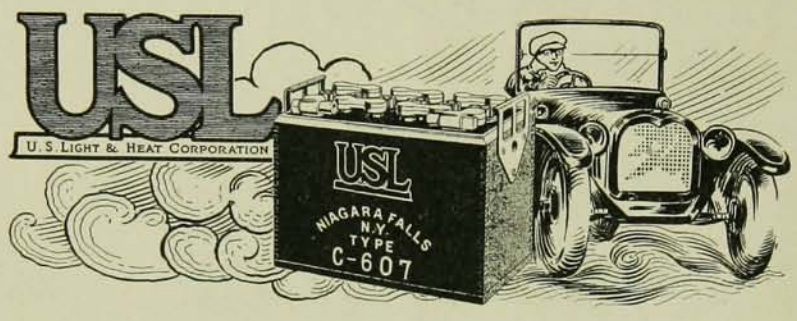
Get the story of the wonderful MILLER Carburetor. Guaranteed to save from 20% to 40% of fuel over any other make. Attached on 30-day approval.

SHAFER-DECKER CO.

Gasoline and Electric Garage

15 CIRCLE STREET ROCHESTER, N. Y.

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You can't lose out with a U-S-L Battery. They're sold with a definite service guarantee. We'll make you a liberal allowance for your old battery.

OFFICIAL SERVICE STATION

AUTO BATTERY SERVICE CO.

260 EAST AVENUE **PHONE CHASE 4309**

STONE 557

RAYFIELD CARBURETORS



MAIN 557

BOSCH MAGNETOS

"TAKE IT TO HILL'S"

General Overhauling. Battery Repairing.

Tow Car always at your Call

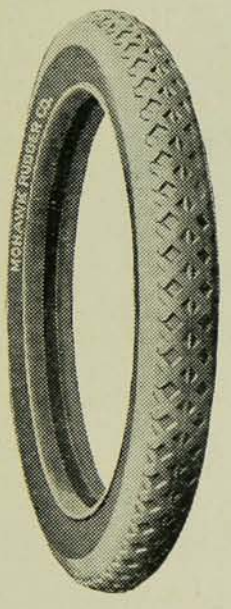
J. LAWRENCE HILL CO., Inc.

21-23-25-27-29 PLYMOUTH AVENUE SOUTH

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JOSEPH M. SCANLON, Pres. ELMER E. FAIRCHILD, Vice-Pres. OSCAR W. STANLEY, Sec. & Treas.

SCANLON AUTO SUPPLIES, INC.

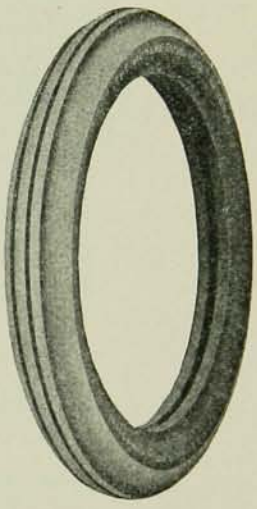


SERVICE THAT SATISFIES

SOLE DISTRIBUTORS FOR

"Mohawk" Tires

Auto Supplies and Accessories
All Standard Makes of Tires



264 East Ave., Cor. Pitkin Street
ROCHESTER, - N. Y.

CHAPIN - OWEN CO., Inc.

370-386 MAIN STREET EAST

C. T. CHAPIN, President
C. S. OWEN, V-President
C. H. CHAPIN, Treasurer
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AUTOMOBILE TIRES AND ACCESSORIES
SPORTING AND ATHLETIC GOODS

"The Autoist's and Sportsman's Shop"

EVERYTHING FOR THE AUTOIST AND SPORTSMAN

WHOLESALE AND RETAIL

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Alliance Bank Building 187 Main Street East

E.H. CLARK COAL CO

This Sign Means Quality

ROCHESTER, N. Y. Both Phones 18

"Saferlite" Headlight Lenses

NON-GLARING ROAD ILLUMINATING

"Like Pushing Daylight Ahead of You"

"SAFERLITE" PRICES

Up to 9 inches inclusive, -	$1.50 pair
9 to 10 inches inclusive, -	1.75 "
Over 10 inches - - - -	2.00 "
Installation, any size, - -	50c. "

Absolutely non-dazzling and non-blinding and giving best diffusion of light over roadway of any lens and at prices within the reach of all.

For Sale by All Dealers and Garages

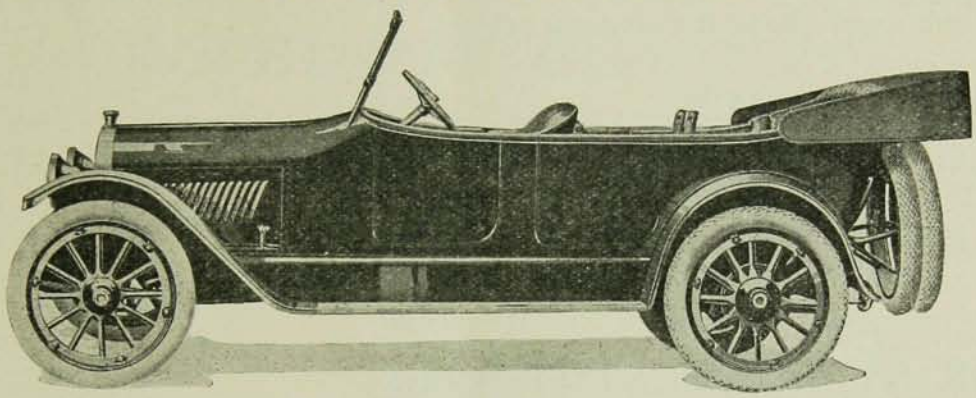
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American Glass and Construction Co.

46-48 Cortland St. Rochester, N. Y.

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OLDSMOBILE 8



7-Passenger, $1,467.00

The result of 20 years experience in high-class Motor Car building

G. W. HENNER, 1000 EAST MAIN

Visit

Browncroft

The Garden Spot of Rochester

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Start this war saving game in your home, in your office, in your factory. Try it yourself. It costs you 25c to come in. After that your progress will be quick and easy. Read the program below.

THRIFT STAMPS:

Go to any Post Office, Bank, Trust Company or authorized store or business house and buy your stamps, 25c each.

WAR SAVING STAMP:

Take sixteen Thrift Stamps with twelve cents to the Post Office and get a war savings Stamp, cost $4.12, worth $5.00 in 1923.

WAR SAVING CERTIFICATE:

Take twenty of the War Savings Stamps to the Post Office and exchange for a hundred dollar War Savings Certificate.

$4.12 pays you $5.00 in 1923—$412.00 pays $500.00 in 1923. You can get back your money with interest any time.

Harper Sibley, former President of the Chamber of Commerce is Chairman, and Charles J. Brown, a Director of the Automobile Club and County Treasurer, is Vice-Chairman of the Committee in charge. Help them to make Rochester the "Banner City" in this as in other public projects.

DUFFY-POWERS

Change of Management Sale

ALL THROUGH JANUARY

We expect this sale to be from every viewpoint one of the greatest ever held in Rochester. All departments of the store will contribute liberally to this sale. Weeks of preparation culminate in a sale event wonderful in every way. . . . . .

READ EVERY AD EVERY DAY

Central Library of Rochester and Monroe County · Historic Serials Collection

A Few Rochesterians Who Appreciate ROCHESTER QUALITY

That Cunningham Quality has not diminished since 1838, is proven by the decided manner in which the motoring public are buying the latest Cunningham Products.

J. G. Menihan
Eugene J. Dwyer
Arthur B. Headley
James H. Haste
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Huston Barnard
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21 SCIO STREET ROCHESTER, N. Y.

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JUDD-BROWN, Inc.

62 CLINTON AVENUE SOUTH

TAILORS, CLEANSERS, DYERS
WARDROBE SERVICE

We not only make good clothes for men but we clean and repair everything from the home

ROBERT P. JUDD H. D. BROWN

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The New Models of

HUDSON Super-Six

Will be Displayed at the

AUTOMOBILE SHOW

ALLING & MILES, Inc.

Central Library of Rochester and Monroe County · Historic Serials Collection

Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 1 **January 1918** **No. 11**

Happy New Year

To All Members of the Automobile Club of Rochester:

As President of the Automobile Club of Rochester, I desire at this time to extend my sincere thanks to all members for their co-operation during the past year. It is a pleasure to be at the head of such a strong and successful organization and it is an honor to be President of the largest motor organization in the state.

Therefore, I thank all the members and hope they will "do their bit" in 1918 not only by retaining their membership but also by urging others to affiliate.

With best wishes for a Happy New Year, I remain,

Your President,
DR. FREDERICK R. SMITH.

✣

1918 MAP ORDERED

Within twenty-four hours after the Annual Meeting members in good standing will receive a copy of the new Club Map for 1918. This map will be 100% Efficiency containing the running directions to and from the cities and large villages in the State, a sectional map of Central-Western New York showing grade crossings, and a New York Section showing all the improved roads in red. Chairman Lloyd Ball of the Map Committee reports that the maps will be ready prior to February 1st.

Rochester Automobile Club Officers

Dr. Frederick R. Smith, President.
C. D. VanZandt, Esten A. Fletcher, William Bausch, C. T. Chapin } Vice-Presidents
Charles J. Brown, Treasurer.
George C. Donahue, Secretary.

✣ ✣ ✣

DIRECTORS

For One Year	For Two Years
A. B. Headly	L. B. Ball
E. C. Pierrepont	Robert P. Judd
Wm. H. Craig	Robert M. Searle
Florus R. Baxter	Marcus Kochenthal
W. W. Hibbard	John M. Cooper
Whiting B. Morse	Chas. S. Rauber
Paul LeHardy	W. S. Riley
E. M. Alling	Elmer E. Fairchild
G. W. Henner	Henry G. Strong

For Three Years

John J. McInerney	W. F. Folmer
Henry L. Marsh	John R. Taylor
H. J. Rowerdink	Chas. W. Denniston
Frank H. Phelps	Chas. E. Sager
A. R. McKenney	

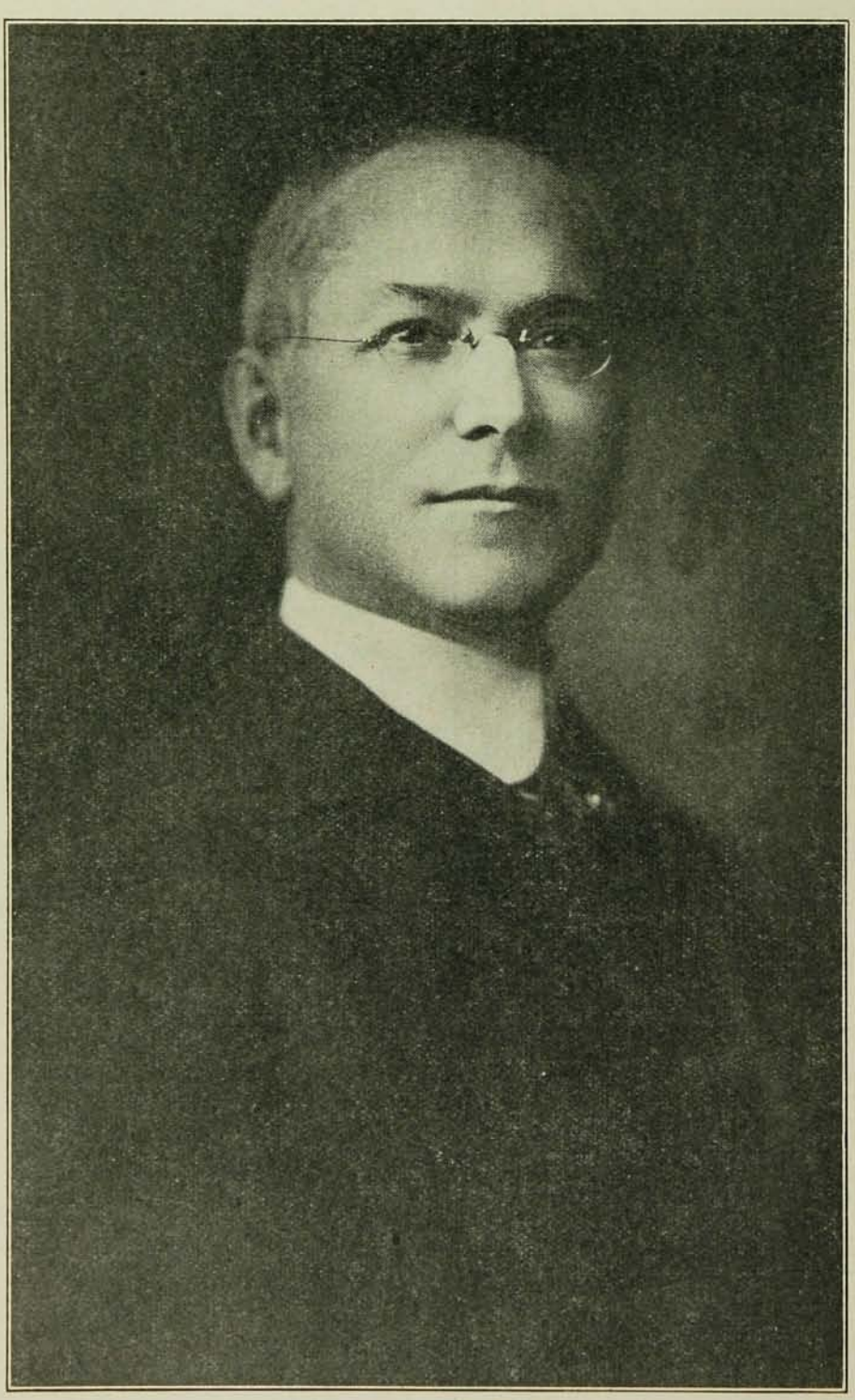
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NON-RESIDENT DIRECTORS FOR ONE YEAR:

Kendall: Dr. G. D. Forbes
Webster: W. F. Kittleberger
Bergen: H. C. Miller
Brockport: E. A. Brigham
Churchville: Geo. A. Johnson
Byron: M. M. Miller
Avon: F. D. Cullinan

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The Right Man in the Right Place



HERBERT W. PIERCE
Commissioner of Public Works

Central Library of Rochester and Monroe County · Historic Serials Collection

New York State Motor Federation Stands Behind Government

At the annual meeting of the New York State Motor Federation in Syracuse on December 13, the most noteworthy was the adoption of the following resolution, prepared by the resolution committee:

"WE CONDEMN THE CALAMITY HOWLER. 'BOOST BUSINESS' IS OUR SLOGAN. WE ARE OUT TO WIN THE WAR, AND WE DEDICATE OUR WEALTH AND OUR LIVES IF NEED BE, TO ACCOMPLISH THIS PURPOSE."

And every man in the room meant every word of it from the bottom of his heart, when he voted "yes" on the resolution. The demonstration of applause and cheering which greeted its presentation, was most eloquent.



ROCHESTER'S DELEGATES TO MOTOR FEDERATION CONVENTION

What the Federation Meeting Did

Adopted a uniform emblem to correspond in colors with the license plates.

Voted approval and assistance to Major George Chandler and the State Troopers, pledging assistance to the obtaining of a new motorcycle troop.

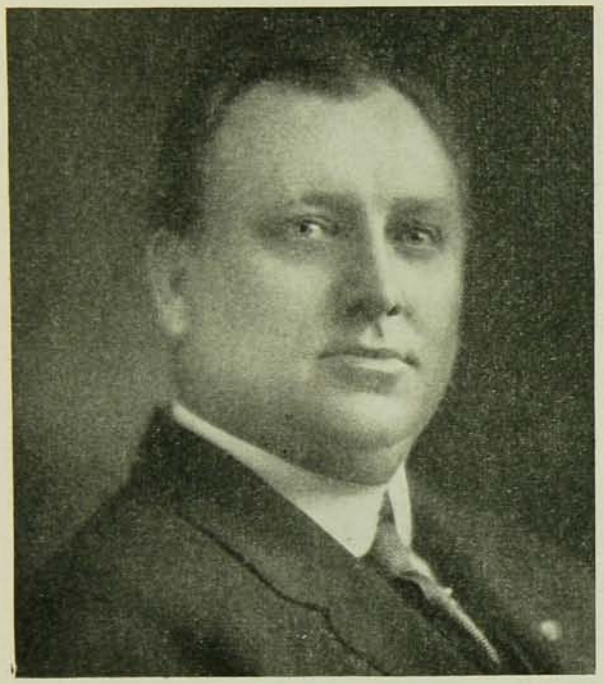
Condemned the policy of the maintaining of bridges over the Erie canal and in other places which will not support the ordinary motor car, much less the loaded truck with the farmer's produce.

Favored the removal of snow from the main highways of the state.

Passed a resolution favoring the rebuilding of the underpass of the New York Central on the Camillus-Marcellus route so that it will comply with the law and allow two cars to pass in the underpass at a time.

Favored the appointment of a state traffic engineer, to be responsible for all detours, which shall be passable in all kinds of weather, the oiling of roads, which shall be done by the Massachusetts system, so that they will be passable a few minutes after oiling.

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Dr. F. R. SMITH
Elected 1st Vice-President N. Y. S. Motor Federation

Favored the Bergen-Byron route for the new Buffalo-Rochester highway.

Favored the completion within one year of the Wolcott-Sodus road.

Favoring the preparation of a highway map of the state showing all roads improved by state, county and town funds, or by Federal Aid, and roads proposed to be improved.

Favored the abolition of all grade crossings in the state.

Favored the widening of all state highways.

Favored the building of all connecting links on the main highways of the state.

Federation Officers Elected

President, R. J. Barrows, of Jamestown.

First vice-president, Dr. Frederick R. Smith.

Second vice-president, E. P. Elitharpe, of Watertown.

Third vice-president, Dr. R. S. Lindsay, of Old Forge.

Secretary, Charles H. Wiborg, of Jamestown.

Treasurer, R. J. Kent, of Richfield Springs.

Chairman Executive Committee, C. W. Hitchcock, of Utica.

Counsel, John J. McInerney.

Director of Publicity, Donald H. Craigie.

Prominent Men who Addressed Federation Meeting

Major George Chandler, of State Troopers.

Secretary of State Francis S. Hugo.

Commissioner of Highways Edwin Duffy.

Speaker of the Assembly Thaddeus B. Sweet.

New Nickname Wished on Rochester Delegation:

"You bunch of Rochester Hop Pickers."

Biggest Delegation at Federation Meeting—
From Rochester!

Where the Federation Meets in 1918—
At Rochester!

MOTOR FEDERATION PRESIDENT



R. J. BARROWS OF JAMESTOWN

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Would You Call Your Two Feet "A Pleasure Vehicle"?

Certainly Not. Then Don't Speak of an Automobile as a "Pleasure Vehicle." It Is Simply a BETTER Pair of Feet and Also a Pair of Wings

We have read a letter addressed to automobile dealers, written by an intelligent citizen, W. C. Sills. He says to them briefly:

"Stop speaking of your passenger car as 'a pleasure vehicle.' It is no more a pleasure vehicle than the farmer's plow."

True wisdom. And all automobile men should remember it.

The automobile that carries passengers, of course, does give pleasure. So does the carpenter's saw and the woodman's axe if they cut well. But "pleasure" is the least part of the modern vehicle for carrying passengers.

The automobile gives wings to the man that owns it. It doesn't merely give him pleasure, it adds twenty-four hours to his day, if he must travel as the doctor does, and incidentally it adds many figures to his annual income.

The passenger vehicle which takes out the father and mother, grandmother and children, as it leaves the house with its load, is more like A FAMILY DOCTOR than a mere "pleasure vehicle."

It is taking the whole family at once into the fresh air, filling all the lungs of the family with oxygen that goes into the blood, burns up waste tissue and makes a healthy group.

You might just as well call the doctor who comes and attends to you a "pleasure doctor," as to call the automobile that takes you out to health, sunshine and fresh air "a pleasure vehicle."

The automobile has done for man's body what the telephone has done for the human voice. The instrument that rings and calls you to speak with your friend or attend to your business is not a "pleasure telephone." It is a necessary, time-saving, labor-saving, life-lengthening device—and so, exactly, is the passenger automobile.

Your baby's carriage is not a "pleasure baby carriage." It is what the baby needs, but not nearly as useful as the comfortable, big automobile that rolls along on a cushion of air, with the father and the mother and the nurse AND THE BABY all gaining health and happiness together.

If you said to a big American eagle, sitting on the edge of his rock: "Are those your pleasure wings?" he would laugh at you and reply: "No, those are just MY WINGS. Without them I would be nothing, a poor kind of a bird."

And if you asked him what price he would take for those wings he would laugh once more, give one or two flaps and sail across the valley away from such a silly questioner.

So it is with the man who has his automobile, for himself, for his business, for his family, for their health, for the lengthening of his day and of his life, for the increasing of business capacity.

That car, he would say to you, " is not my pleasure vehicle, it is just MY WINGS."

And if you advised him to do without it, he would be as much surprised as though you asked the eagle to sell his left wing and take cash in exchange.

The man who CAN buy and own a car owes it to himself and to his family to do so.

Wise economy consists in making your family healthier and more valuable to the nation. Wise economy consists in making your day longer and your day's work more efficient, more constructive.

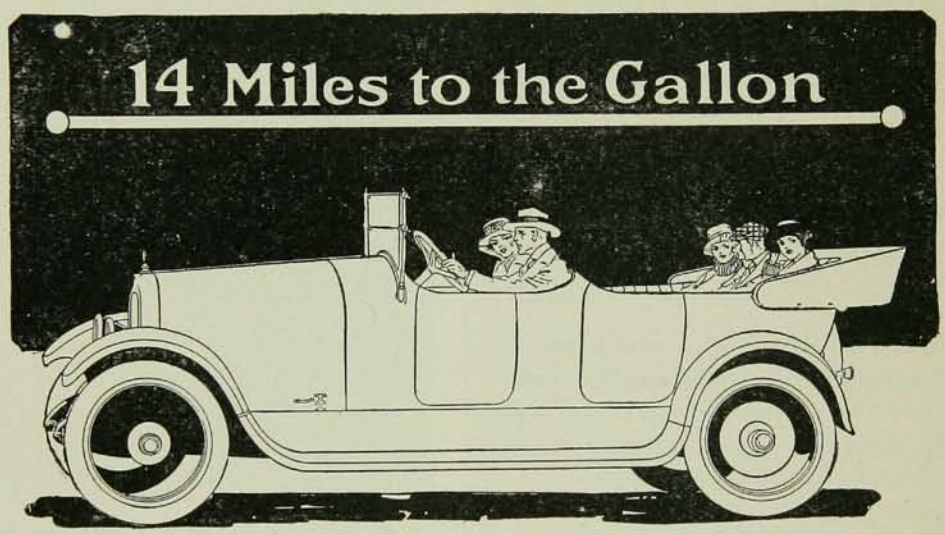
In the case of at least ninety-nine men out of a hundred who have business to do, and who have the money to buy an automobile, the buying of an automobile is common sense economy; simply the buying of a pair of wings, the adding of hours to the day, the giving of health to the family.

Therefore, you that ride in passenger vehicles, and you that sell them, drop the expression "pleasure vehicle."

An automobile is a necessity, an education, a family doctor, a business partner.

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MARMON 34



The PRIVILEGES of Marmon Economy

Not only does the MARMON get all the driving force out of every drop of gasoline, but it wastes no power in pulling excess weight.

SEE THE MARMON AT THE AUTO SHOW

In Building No. 4, spaces 43-44 (a new location for the MARMON this year, right next to the Auto Club space.)

You are cordially invited to examine the MARMON CARS and note the many refinements, the scientific lubrication and construction and the fine quality of the workmanship and materials used.

PAUL LeHARDY

308 EAST AVENUE

Either Phone ROCHESTER, N. Y.

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If you haven't got one, get it if you can.

And if you MEAN to get it, do not delay. The factories are being taken over for manufacturing flying machines, flying machine engines, armored cars, tanks, war trucks, tractors, ambulances, etc., in addition to munitions, and you may not long have the choice of the good cars at reasonable prices.

Already the prices are going up.—(Copyright 1917; New York Journal.)

✦

SAGER'S NEW ELECTRIC STATION

Mr. Charles E. Sager launched in the Automobile business in 1907, locating on Caledonia Ave., near Spring St., being the first Agent in the United States, appointed by the Anderson Electric Car Co., to sell the Detroit Electric Car, and has continued this agency without interruption ever since.

In 1910 with the increased appreciation of the Detroit Electric in this Territory, Mr. Sager found it necessary to look for larger quarters, and after a careful survey, the property at 30 Carleton St., was purchased; after operating at this location a few years, the demand for still larger quarters to house the ever growing business became necessary, and Mr. Sager had his architect prepare plans and specifications for a new Electric Station on a recently acquired site on Culver Road, between East and University Ave.

The Spring of 1917 found a new and modern Salesroom and Service Station erected, equipped to provide service to the passenger car owners in Rochester.

A business concern is often judged by the quality of service rendered, and it has been truthfully said, "that service is of value only when it reaches beyond the expectations of the customer;" this principle is carefully guarded, and consistently applied in the service of the Sager's Electric Station.

Special attention is given to oiling and adjusting, in the repair department the work being in charge of experienced mechanics.

Battery charging is done by the latest improved constant potential charging system, which is so constructed that any size battery is fully charged without gassing or over-heating, and requires no attention after starting the charge, as the flow of current automatically stops when the battery has received its full charge; this system cost $5000 to install, and is highly recommended by all leading battery companies.

The painting department is turning out a quality of work that is attracting very wide attention, and in visiting this department, one is impressed with the thoroughness with which the work is performed. Mr. Sager believes the coming season in the automobile trade promises to be the equal of any of past years. The optimism felt by the members of the Auto Trades Association, was effectively demonstrated when they purchased 28,500 tickets for the 10th annual Auto Show, at their last meeting.

Mr. Sager has been President of the Auto Trades Association since 1914, and has been re-elected each succeeding year.

In speaking for the Association in reference to the coming Show, Mr. Sager said, "We are looking forward to our 10th annual Auto Show exceeding all previous Show records."

In view of the uniform co-operation of the members, the earnest efforts of the different committees, and management, causes him to feel that he has not over estimated the results.

✦

GENESEE MOTOR VEHICLE CO.

George J. Bauer the owner of the Genesee Motor Vehicle Co., is one of the early dealers, starting the Automobile business under the Genesee name in 1905 and continuing this name as the business grew into its present volumes of Ford sales and service. In order to give the most efficient service to the Ford owner only, Ford cars are handled in both sales and service, at the same time a complete line of Ford supplies are carried in stock, also a complete stock of Michelin tires and Michelin red tubes. The Genesee Motor Vehicle Co. has been in their present location since 1907 and their down town location is well known to Ford owners. Mr. Bauer has always taken an active interest in the local Automobile shows and served on the first show committee at the Convention Hall Show.

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Passenger Car Exhibition

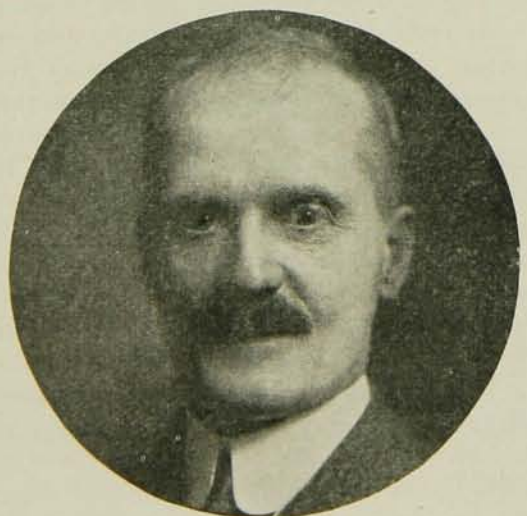
When Mayor Hiram H. Edgerton formally declares Rochester's tenth annual automobile exhibition open on Monday night, January 14th, the motoring public in this city and surrounding territory, and a very large proportion of those who do not yet own cars, but who hope to, will have the opportunity of witnessing a finished exhibition which is the result of years of experience on the part of the officers of the Rochester Auto Trades Association.

The coming show is expected to be the best which has been given locally. Months of preparation have been spent in getting the details whipped into line, and all the local dealers are looking forward with confidence to the best show which will be seen in this portion of the United States.

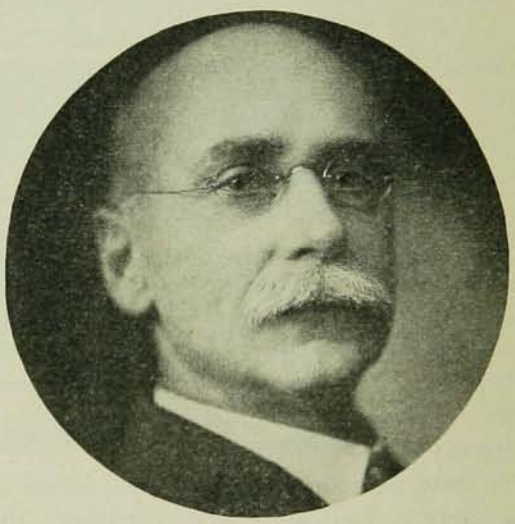
The dates finally settled upon were January 14th to 19th, opening on Monday night and closing on Saturday night, thus giving a full week for the dealers to show up their exhibits to the best advantage, bringing out the fine points of the new models which are to be shown for the 1918 season.

Full Week for Show

In some of the cities of the country shows are held for only three or four days, but it has been the experience of the Rochester dealers that for one reason or another there are hundreds of persons who would not be able to attend the exhibition if it were to be restricted to only a portion of a week, and were unanimous in their decision that the show last a week. Holding it for six days is a good deal of a strain upon the dealers, and in many cases makes it hard for the sales force which is maintained by the dealers, but this is taken as a matter of course, and it was early determined that the comfort and satisfaction of the public was first to be considered. In many cases it happens that prospective purchasers desire to return to the show on several days, in order that at their leisure they may look over the cars which are shown.



CHAS. T. CHAPIN
Member Show Committee



C. D. VAN ZANDT
1st Vice President—Auto Club

Sometimes the visitors narrow their choice of a purchase down to two or three cars, and then return to the show to study those models, ask additional questions and make up their minds as to which car they are to drive.

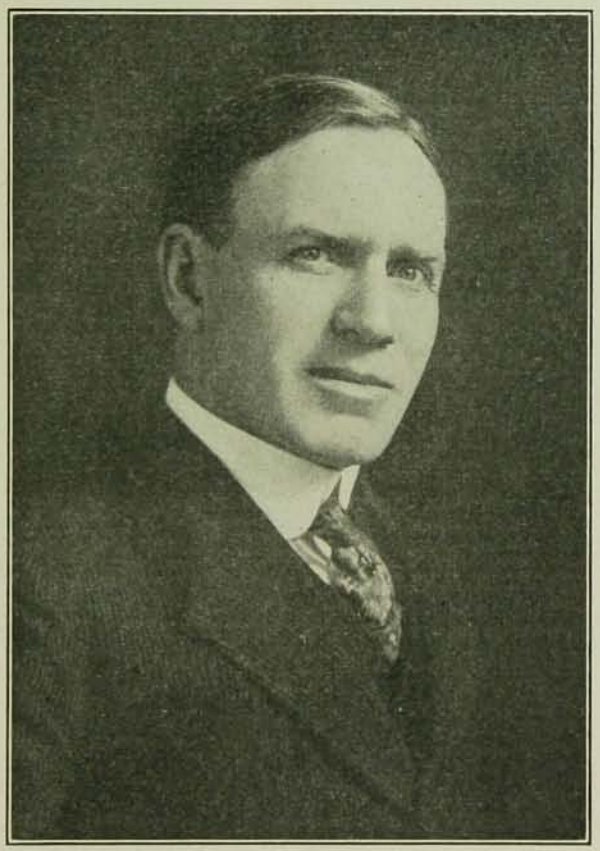
Those who attend the Rochester show will have the satisfaction of seeing the new models which are brought out by manufacturers for the coming season. The New York show will be held January 5-12 and the Rochester show follows immediately. The Buffalo show will not be held until January 21-26 and the Syracuse show is not booked until February 18-23.

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So those who make their plans to attend the Rochester exhibition will not only have first opportunity presented in this section of the state to view new models, but will also have opportunity to see some of the cars which are to be shown in the metropolitan exhibition. The cars will be shipped here as soon as the doors close on the week at the Grand Central Palace.

Outside Dealers Enthusiastic

Immediately after the dealers had selected the spaces in which they expressed preference for showing their various lines, the space diagram was placed at the auto show office which had been opened at 82 Stone street, and for several days there was a steady rush of applicants. It is said that never since the Rochester auto show was first started has there been such a demand for space as for the coming show, and as a result, all available space was disposed of within a few days.



A. G. BATCHELDER
Executive Head American Automobile Association

Even with the tremendous size of the exhibition buildings which the Rochester dealers are so fortunate as to have for their use in staging their show, they would be able to fill at least another building as large as either of those now used, were it available. Most of the dealers have learned the advantage of being located in about the same position in the halls for each show, and will be readily found by their friends in this year's show.

Rearrangement of the aisles in building 4 and a consequent changing of the spaces has made a somewhat different lay-out, and provided for the admission of accessory dealers to building 4, for which they have long expressed a preference. These dealers will show their lines in wall spaces, and there will be more exhibits of this kind than formerly.

John R. Taylor, a prominent worker in the Automobile Club of Rochester, was called upon to give assistance in the rearrangement of spaces. Wide aisles are provided for the convenience of the public. As in the past, the Executive Committee in making plans for the show, has taken into consideration the fact that many visitors travel for many miles to see the Rochester exhibition, and so seats will be provided for their comfort. Hours in which the show will be open and other details are care fully studied out in advance, so that comments on the show by those who visit it early in the week will be favorable from every angle.

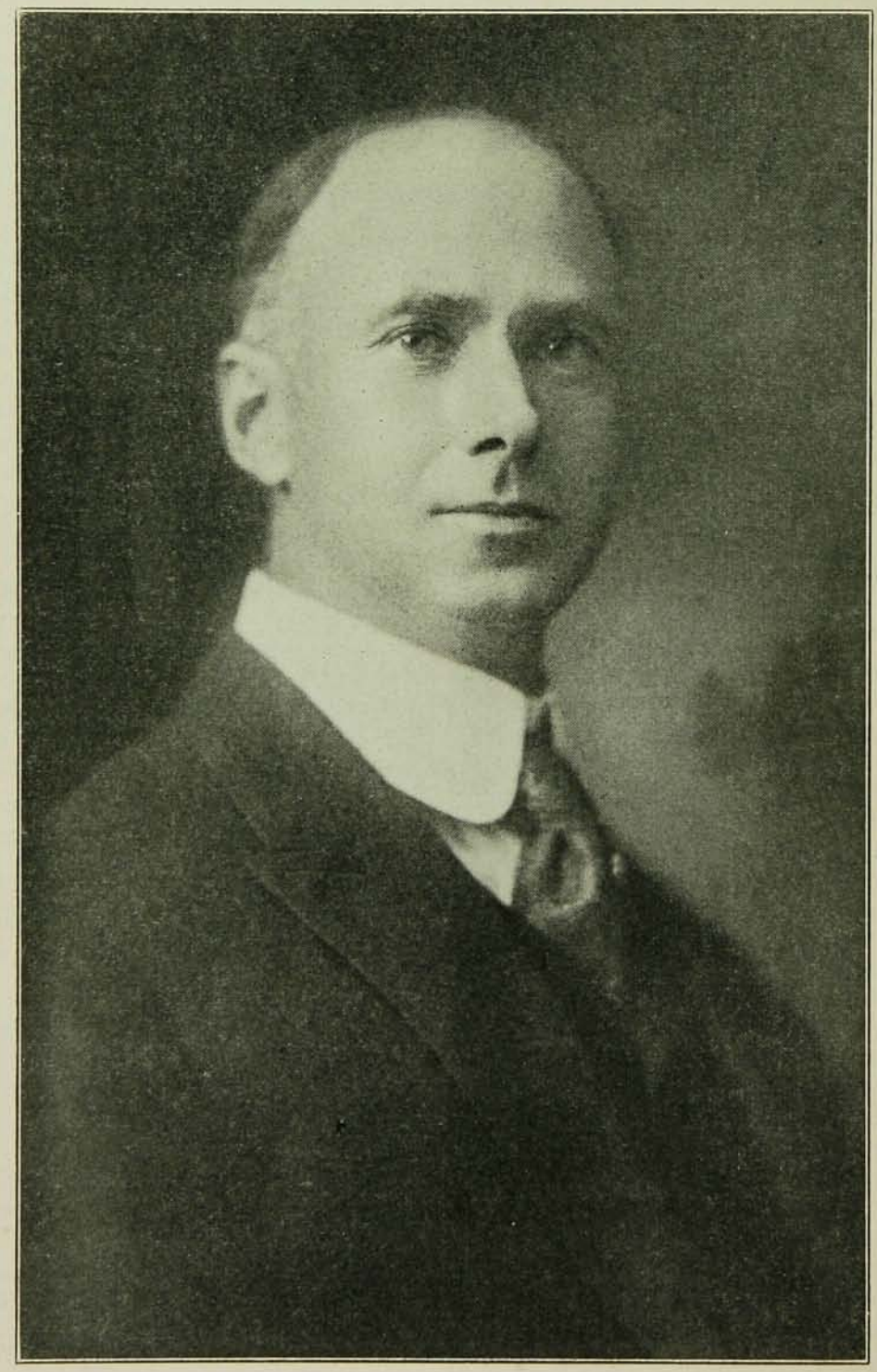
Importance of Commercial Vehicles

Commercial vehicles will play an important role in the coming show. Not that passenger cars are by any means to be slighted,—not at all. They will be there as in former shows, highly polished, and looking their best. But there will be an imposing showing of the trucks which are being featured by leading manufacturers. They will be shown in Building 5, and will line the wall spaces in that huge building.

The first show which was held in Rochester to display automobiles was conducted in the auditorium of Convention Hall. It was a worthy showing for those days and drew a goodly attendance, but there were not many

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The Guardian of Rochester's Safety



R. ANDREW HAMILTON
Commissioner of Public Safety

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buyers in those days. The automobile was a new thing. By many it was regarded as a plaything, and there were not lacking persons who said that the "craze" would die down, as the bicycle fever had worn itself out.

Later the show spread into the annex, and the following year, in addition to using the auditorium and the main floor of the annex,



WILLIAM BAUSCH
Vice President and Chairman of Orphans Outing Committee

the basement and second floor of the annex were requisitioned. There was considerable difficulty in getting the cars arranged properly on the different floors, and it was apparent that a larger place would be desirable. So the next year the show moved out on Main street east to the big state Armory, and the show that year was one of the most pretentious held in the state.

Holiday Gifts of Cars

Within the past two or three years there has been a rapidly growing custom in Rochester of giving motor cars, the selections to be made at the Annual Automobile Show, and, coming as it does soon after the holidays, opportunity is given to look over the newest creations and come to decisions.

For the cars will all be there, ready to run. To be sure, certain safety measures are to be adopted, as in former years. Switch plugs will be removed from cars, and keys taken out so that electrics can not be accidentally started, and damage done to some visitor, or another car. Aside from this fact, the cars will be ready for instant use. Some of them when sold at previous shows have been taken away by their new owners immediately after the show closed. This is likely to be the case this year.

The Rochester show has always been run with a minimum of rules. Only such rules are put into effect as will be of most value in handling the crowd and in providing fair and equal treatment for all exhibitors. There are few new rules for the coming exhibition, and none that are drastic.

Committees Which Have Done the Work

When the plans were made for this year's show, President Sager was given full power to appoint committees and he called to his aid those men who by reason of their having served on committees for previous shows were more or less familiar with the details which had been used for the successful exhibitions held in the past.

One of the most important committees is the one which has charge of decorations, and for the chairmanship of this committee Mr. Sager selected Frank W. Peck. After going over the



CHAS. J. BROWN
Ex-President and Treasurer of Automobile Club

ground with Mr. Peck the following members of the Association were added to the committee: George J. Bauer, George W. Henner and A. R. McKenney.

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AUTOMOBILE INSURANCE

Auto Owners

Secure Booklet at Auto Show

"Safety for Motorist"

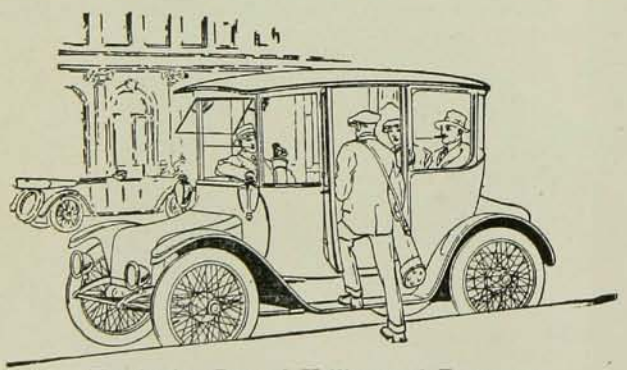
FREE AT THE ÆTNA BOOTH

LUCAS & DAKE CO.

Inc.

STONE, 938 and 2796 — *MAIN 2131*

Dake Building — Rochester, N. Y.



To-day's Car of Utility and Economy

THE *Detroit Electric*

Economy and Utility

blended with

Smooth, Reliable Performance

Naturally the **upkeep expense of a Detroit Electric is surprisingly low** when compared to that of a gas car.

Because of its simplicity of construction and few moving parts, there is practically **never** any need for repairs or service attention.

Furthermore, **electricity** is the **cheapest** motor car fuel known. And **gasoline is high** and getting higher.

To this economy of the Detroit electric is added its wonderful utility.

Each member of the family can drive it expertly and safely.

May we arrange a demonstration?

A 365 DAY CAR

SAGER'S ELECTRIC STATION

CULVER and BLOSSOM ROADS

Roch. Phone, Stone 2518 — **Bell Phone, Chase 1287**

Plenty of Power—65 to 90 miles on one charge

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Decorations for each year's show are selected with great care, because the dealers feel that the setting which is given the annual show means much toward its success. Certain rules have been laid down by the decorations committee for this year, among them that the decorations shall be entirely taken care of by the management, and no other decorator will be allowed to do any work in the buildings, except insofar as the accessory dealers are concerned. In many cases such exhibitors desire to have display tables and other fixtures which are helpful in "dressing" up their exhibits, and they will be given special permission for such preparation of their booths as will lend charm to the general exhibit. Such special work, however, must harmonize with the general color scheme which has been adopted by the decorations committee.

Thousands of electric lights, which will play an important part in the decorative scheme for this year, are to be installed. These will not only add a decorative feature, but will add to the natural lustre of the highly-polished cars. All in all, Chairman Peck and his committee believe that the public will be well satisfied with the efforts made to lend beauty to the coming show.

Concerts by Band and Orchestras

Another committee which has a most important part to play in the plans for the annual show is the one having charge of the music. This committee is headed by E. M. Alling, and the other member is William P. Knipper.

The Park Band of Rochester will give a concert every afternoon and evening and there will be playing in each of the buildings by Dossenbach's orchestra. The afternoon concerts will commence at 2 and last until 5 P. M. and in the evenings the concerts will commence at 7:45 and continue until 10:45. Special programs have been arranged, and for the convenience of those who desire to listen to the music after they have looked about the big halls, seats will be provided near the band stands.

Strong Heads Reception Committee

Harry G. Strong, who has been the efficient head of the official reception committee for several years, is again in that position. Associated with him are E. M. Alling, Charles T. Chapin, Charles S. Owen, and others, and special guests who are to be invited to the show for the purpose of featuring some of the special nights which have been set aside are assured of a royal welcome.

Secretary of State Hugo, Highway Commissioner Duffy, Mayor Edgerton and other state, county and city officials who have been



EDMUND S. HOWARD
Ass't Secretary of Auto Club now at Camp Bloomfield, Fort Hancock, N. J.

special guests of the Rochester Auto Trades Association have had reason to recognize the hospitality which has been extended to them by ChairmanStrong and the other members of the reception committee. Similar plans will prevail this year.

Special Nights Set Aside

There will be special features on every evening of the week of the show. Monday will be opening night, with special exercises.

Tuesday night will be set aside more particularly for motorcyclists and bicyclists. Men who are prominent in those lines have been asked to come at that time. Glenn Curtiss, the famous

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aeroplane manufacturer, is one of them. Curtiss used to make motorcycles, and often he raced them, and he is personally known to the men in this city who sell the modern machine which has won such high credit for its aid in war time.

Wednesday is set aside as business men's night. Commercial vehicles are to be featured.

Thursday night will be set aside for the entertainment and reception of automobile manufacturers. Invitations have been extended to a number of them to attend, and some acceptances are expected. Factory representatives will be present during the greater part of the week, to explain the developments of manufacturing lines for the 1918 season, and Thursday night is to be set aside in their honor.

Friday night is to be Club night. The Rochester Automobile club has been asked to feature this occasion and will have some special attractions. The club will add a large number of members during the week of the show, and the men who are now in the organization are asked to meet the new members at the club booth on the north aisle of Building 4 and make them welcome to our hustling organization.

High standard must be maintained. In the past, visiting automobile dealers and factory representatives from other cities have had high words of praise for the Rochester show, and the officers of the Rochester Auto Trades Association are jealous to maintain the reputation which has thus been established.

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SEE THE HAYNES

When you visit the Automobile Show this bear take a few minutes of your time and look over the 1918 models of the Haynes. The Rochester Haynes Inc. will exhibit all models and the show spaces of the Haynes models will be under the direct supervision of Archibold Holley, who is well-known in Automobile circles in this city and county. The Rochester Haynes Inc. was organized during the past year with Archibold Holley as President and Elmer Fairchild, Secretary and Treasurer; both these men are experienced automobile men and well known to the public.

Our new location, says Mr. Holley, is at 76 North Street, where we have a complete line of Haynes Models for 1918. It was necessary to move to larger quarters because of our increase in business, and we are now prepared to give first-class service to all Haynes owners and we have a repair department fitted to repair all makes of automobiles. We will exhibit at the Automobile Show.

Neither Mr. Holley nor Mr. Fairchild need any introduction to the public, both have been identified in numerous ways with automobiles, and both have given much of their time the past six months to public work such as the Y. M. C. A., Liberty Loan, Good Roads, Red Cross, and are always pleased to assist in the labors of the Automobile Club.

✣

DIARY OF FRANK W. PECK

1907—I first became interested in Automobile Business in 1907, at which time I leased a small building located at rear of present property, 228-230 William St., and operated it as Automobile Repair Shop and Garage for Auto Livery.

1908—In 1908 the Studebaker E. M. F. Car was offered to the public and was the first moderate priced car on the market. I procured the contract for the sales of these Cars in Monroe, Wayne, and Livingston Counties.

1910—Present property was purchased and suitable buildings erected to care for a very rapidly increasing and successful business.

1911—January 1911, the present partnership of Peck & Arnold was formed.

1914—In 1914, the business had increased to such an extent that it was necessary to remodel and very greatly enlarge the buildings erected in 1910 and 1911, and the present modern establishment was completed and put in operation, May, 1915.

1917—Have handled Studebaker Automobiles exclusively since I became connected with Automobile business. I believe in the future of the Automobile business, and although the entrance of this country into the war slowed up the business for a time, it was not more so than in other lines, and at the present time, there is every evidence of a complete restoration of the former healthy condition of affairs. Personally, I am looking forward to a successful business during the coming year, and fully expect to have concrete evidence of this in the amount of business done at the coming Show.

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What the Chandler Salesman Told the Incredulous Customer, Before He Bought

This particular customer was one of the type of men who hate to be called superficial, but who takes pride in its being known that they are driving a car that sells for $2000, rather than $1500, because his superficial friend thinks it must be 25 per cent better, when in fact it may not be as good value. Such a man, however, is often open to conviction.

"How do you expect to get away with it," the man said to me, "when you tell me that your car, selling for $200 to $500 less, gives more demonstrable value than others in its general price class? Your company is notoriously making more money than many others, who naturally pay the same for materials and labor. I claim one gets what he pays for. The value must be there, tho it may not always be obvious."



The Chandler Clover Club roadster which won the open event in the Rochester Auto Club hill-climb at Livonia, N. Y.; Chas. F. Buelte sales manager at Strong Motors, Inc., the owner of the car; and driver Barney M. Cane, now 1st Lieutenant, in the U. S. Avlation corps stationed at Kelly Field, San Antonio, Texas.

"For the sake of argument" I answered, "and admitting all you say, a sound business policy can alone account for the difference. It is possible for a manufacturer to make more profit and still make a better car, tho the price is lower. You are a manufacturer; how are your materials billed to you? '60 days net, 2% 10 days,' or perhaps better. Now by the beginning of its second year the Chandler company had accomplished an average monthly turnover of its entire capital; it has never issued a bond or note, and has never failed to discount a bill that could be discounted. So you see if they did not make a cent on their product in any other way, here was a clear 20 to 24 per cent profit, while other companies paying their bills in the ordinary way, and with a line of discount, bonds, or other loans, would barely meet expenses."

"That's a reasonable explanation for the profit," he said "but still you are selling a car for $200 to $500 less than cars you say are no better."

"You don't claim, do you, that these other companies are not also making money? Don't overlook the fact that Chandler could sell its car at net cost, and still make a handsome profit, while other manufacturers who had to add that to their net cost would have to charge the $200 to $500 a car more, to make any profit."

"It would seem," he admitted, "that you have already raised a fair presumption that your car is approximately of at least equal value with any of its competitors. But you said it was better; how about that?"

I had to go into history a bit to answer this: "Do you remember when this car first came out, about 5 years ago? Have you ever compared the engine in 'Old No. 3' with the latest model in the 50,000's? Do it sometime! You'll discover they are practically identical. Do you appreciate the significance of the fact that in some makes of cars the engines have been changed as often as once a year, and that in few new cars are engines over two years old? Do you know what that means in the junking of old stock, experimenting with new, correcting mistakes, and installing new machinery? It is reported that it cost the maker of one well known car, with a large output, over a million dollars to correct a mistake, last year, in a new engine which had been 'perfected' at a large expense. At best, a new engine is an experiment, the first year. Today's Chandler engine is the same engine it started with and is ad-

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Quality *Service*

PRINTERS

BLANK BOOKS AND LOOSE LEAF SYSTEMS

HENRY CONOLLY COMPANY ROCHESTER N Y

39-43 ELIZABETH STREET ROCHESTER, NEW YORK

Let the Preferred Carry the Risk

Automobile Owners, if negligent or not, in the operation of their cars are liable for $5,000 or $10,000 for every death and an unlimited amount, depending on the extent of the injuries, for non-fatal accidents.

Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

EZRA J. BOLLER

903-5 Granite Bldg.

Main 5305 **Stone 2122**

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mittedly the most efficient six on the market. It is used only in the Chandler car, and in every type of Chandler car from the first car. Chandler has always had the same engine."

"There must certainly be a saving there!' he said.

"But that's not all, by any means;" I continued, "just consider the cost of the materials used in the manufacture of a car. A 2000 order for any feature will get the minimum price-scale, other things being equal. Ford has nothing on any factory that can order in 2000 lots. But an order from Chandler, known as it is to mean cash on delivery, means a shading to the lowest market price, and all these little shadings make quite an aggregate, and makes it less necessary to economize in places where economy is at the cost of highest efficiency.

"Ball bearings not only cost more than roller bearings, but it takes the best imported ball bearings to give the service required by Chandler standards. No one has ever discovered a substitute for Bosch magneto ignition, or better battery service than Willard. Fisher makes the bodies for many of the highest priced cars on the market, as well as the Chandler bodies; and few cars at any price use as much aluminum as Chandler. Check up Chandler with any other car, point by point, and you'll get the idea."

"But Chandler is slow to introduce innovations," he said.

"That depends upon what you call innovations," said I. "The first Chandler was a most radical innovation, for it was the first light six to be put on the market, but this was due to the fact that the Chandler Company was born of the conviction that the public demanded a light six. It is true, however, the Chandler Company has never made an attempt to force something on the public just because the Chandler engineers have decided that the public ought to want it. There has never been a general demand for multiple-cylinder cars, because the Chandler's six-cylinder engine and other sixes, to a degree, have given all the power and flexibility most people wanted, and much more than most eights and twelves, and with less engine trouble. The Chandler, however has been improved and refined wherever it was possible from time to time in little details, particularly in body designs, until now it is up-to-date in every particular. The Chandler 'Clover Club' is the last word in this class of car, as the enthusiastic acceptance of that fact has proven; and now the new so-called 'Sport Model'—the 4-passenger, 4-door car, to be introduced at the coming Auto Show, will be no exception,—" and I showed him the photo of this new Chandler, shown on the cover page of the Motorist.

I had already gone over the chassis part by part with him, and he closed the conversation by asking: "When can you get me one of those 'Sport Models?' You can do it up, and I'll take it now if I can have it."

"Delivery will start sometime in January," said I, "but the safe way is to give me your order now," and I reached for my fountain pen.

The deal was closed, but I could not help leaving him another idea to take away: "The first sales manager of the Chandler Company sounded the keynote of Chandler policy when he told me: 'We are building and selling the Chandler as a business proposition, and not as a propaganda, or to prove any theories of our own. We will build the type of car the public demands, and make as good a car as we can, and sell it at fair profit. But we will make no change not demanded by at least 51 per cent of the buying public, as far as we can interpret the demand. We don't want to be pioneers. Every Chandler we sell must sell other Chandlers, so we can't afford to ask the public to experiment on our theories, or to educate them along the lines we may have of future development. Pioneer days are past; development in detail is continuous, but the manufacture of automobiles is coming to be standardized.''

✦

E. W. FISHER WITH STEARNS

For the seventh successive year E. W. Fisher will exhibit the Stearns-Knight at the Rochester Auto Show. His City show rooms which for five years were at 94-96 North St., are now located at 187 East Ave., where a large electric sign bearing the word "STEARNS" helps to make you feel welcome. Mr. Fisher has retained the agency for the same car with which he started in business.

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The Chapin-Owen Big Electric Sign Makes It Easy to Find the "Latch String"

When a fellow says "Come, the latch string is always out for you," you promptly make up your mind you'll be welcome and you just as promptly make a date for yourself. Isn't that so? Well, that's what the Chapin-Owen Company is saying to the buying public through the medium of their big Electric Sign.

Chances are by this time you have promised yourself a visit to the Chapin-Owen Stores, 370 to 386 Main Street East, where, as the big sign says, they have "Everything for the Autoist and Sportsman."

If you have, the Electric Sign will keep the promise fresh in your mind.

If you haven't, the Electric Sign will keep on telling you "The latch string is out for you," and sooner or later you'll yield to its agreeable persuasion.

When you yield, the Chapin-Owen Company will make your visit both pleasureable and profitable.

LOOK FOR THE CHAPIN-OWEN ELECTRIC SIGN

Rochester Railway and Light Company

LOEWENGUTH, DINEEN & HOCK,

Incorporated

Offer their excellent service
as General Agents for the

United States Fidelity & Guaranty Co.

in

EVERY BRANCH OF AUTOMOBILE INSURANCE

401 POWERS BUILDING ROCHESTER, N. Y.

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His exhibit of the Stearns at the show will be right at the doorway between the two large buildings. One feature of special interest to motorists will be the cut-a-way chassis which will be expressed direct from the New York show. Portions of this chassis and engine are sawed away thus showing clearly the operation not only of the Stearns-built Knight engine, but of the entire running gear, including the transmission, rear axle, etc.

In addition a factory expert will be in attendance the entire week. Therefore those seeking information regarding the Stearns-Knight should not miss this exhibit. A very complete line of both open and closed cars will be on display in both four and eight cylinder jobs.

✣

ALONG MAIN STREET WEST

From 144 square feet of floor space in the rear of the store at 356 E. Main St., in 1912 to 8,000 sq. ft. or the entire building of three floors at 129 W. Main St., in 1916 will give you some idea of the wonderful growth of business enjoyed by the Wagner-Dolph Co., Inc. which ranks as one of the largest motorcycle, bicycle and Accessory Houses in the United States.

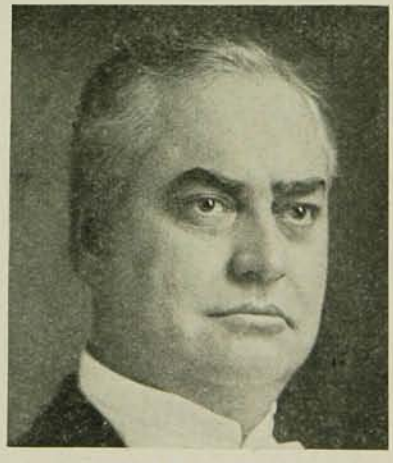
Some idea of the rapid expansion of the firm may be gleaned from the following; in the year 1912 the Wagner-Dolph Co., was organized by George J. Wagner, who is a prominent member in motorcycle circles throughout the country. The first location occupied by the firm was the rear part of the store at 356 Main St., E. and which was approximately 12 x 12 in size where the Jefferson motorcycle was handled. After just three months of business in that location the new firm found it necessary to have larger quarters and rented the store in the Riley Bldg., at 119 Main St., W. and after another eight months the firm took the agency for the Excelsior Motorcycle, thus making it necessary to have still larger quarters and the store adjoining 119 Main St., W. was leased. This gave the firm twice the space they had before. The business grew by leaps and bounds, due to the energetic efforts put forth by Mr. Wagner and Mr. Dolph and two years ago when the firm was successful in obtaining the agency for the Harley-Davidson motorcycle it was again found necessary to have more room and the entire building at 129 Main St., W., their present location was leased for a term of years. During their six years of business the Wagner-Dolph Co., has furnished the Rochester Police Department, the Rochester Railway & Light Co. and several of the leading business houses of Rochester with their entire motorcycle equipment.

For the past two years Mr. Wagner, the president of the Wagner-Dolph Co., Inc. has represented the motorcycle dealers on the executive committee of the Automobile Dealers Association.

✣

ANNUAL DINNER OF AUTO CLUB

In preparation for the Annual Dinner of the Automobile Club of Rochester, Chairman Esten A. Fletcher of the Entertainment Committee has announced his various sub-committees. Stewart Burns is in charge of the disposition of tickets and is now organizing his sales force; not one less than 300 says Stewart and all will be reserved seats.



ESTEN A. FLETCHER
Chairman Entertainment Committee

Herman Dosenbach is chairman of the committee on music, B. J. Haggarty on speakers, and G. C. Donahue on publicity. It is expected to deviate from the usual custom and secure one prominent speaker, thus giving almost the entire evening to the dinner and the entertainment. "All seats will be reserved," reports Chairman Fletcher, "and we look forward to a very large attendance."

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Chase 2959 Park 202

J. A. THORPE

PAINTING CONTRACTOR

INTERIOR DECORATING

314 Laburnum Crescent Rochester, N. Y.

ARE YOU SATISFIED?

If you are not getting your mileage, why not try the gasoline used by the Franklin Automobile Co. on their National Efficiency test. You can buy it for the same price you are paying for ordinary gasoline. The next time you need gasoline call for

Monroe Everlasting Motor Gasoline

Monroe County Oil Co.

Gen. 537 22-46 WRIGHT ST. Stone 1668

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From the Acorn to the Sturdy Oak



L. W. LAYMAN, Asst. Mgr.



H. J. ROWERDINK, Sec'y and Treas.

In 1886 was organized the W. H. Rowerdink Company with a full line of wagon and harness goods. The business prospered and W. H. Rowerdink changed the name of the firm to W. H. Rowerdink & Son, having admitted to partnership the Henry J. Rowerdink who is today so well known and popular in automobile circles. Just as the acorn grew into the sturdy oak has the business of this firm developed during the past thirty years. It was in 1915 that the firm started in the auto accessory business with one or two shelves of auto supplies but gradually the wagon business changed into auto business and today the firm has six salesmen on the road and a complete line of auto acessories are carried and sold at wholesale. "Quantity gives low price, and quality good service," says Henry J., and his motto has brought success.

LOOKING THROUGH THE WINDOW

As one wanders along Fitzhugh Street, looking into Duffy's show windows, one cannot miss seeing the place of business of the Rochester Automobile License Bureau, which begins where Duffy's ends.

And if one looks into this window, one just has to go in, for there is something mighty interesting about the place.

Harry P. Ruppert, although he is just "Harry" to the boys who have met and come to know him, is in charge, and a wise selection it was for Rochester motorists when Harry got the job. Any local motorist, any local dealer, will tell you the benefits that have accrued to Rochester from having this bureau here. Less trouble over, and less misuse of dealer's plates has been the one outstanding feature, although the average motorist would probably say that it was the ability to get lost plates replaced, and the knowledge that any misunderstanding over the automobile registration law could be immediately cleared up by an appeal to Harry and his efficient office force that have characterized the bureau's good to the community.

At present the bureau operates under the direction of the branch office of the Secretary of State in Buffalo. Gus Miller is the deputy up there, and a good chap; but Rochester has determined that 1918 will see the Rochester

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Buy Your Ford Car Now!

You will not only save money,
but will insure prompt delivery

WAGNER MOTOR CAR CO., Inc.

AUTHORIZED FORD SALES AND SERVICE

PARTS -- REPAIRS -- ACCESSORIES

125 MAIN ST. W.

NEVER CLOSED AN
HOUR SERVICE

Take out your

AUTOMOBILE INSURANCE

in the

NEW JERSEY INSURANCE CO.

ESTABLISHED 1868

LIABILITY - PROPERTY DAMAGE - COLLISION

AMERICAN INSURANCE CO.

FIRE - THEFT - TRANSPORTATION

All claims adjusted and paid at this office

LOUIS KOLB, General Agent

Phone, Stone 2198
Phone, Main 475

503 Wilder Building

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office a branch of the secretary of state's office and the necessary wheels to bring this about, are already turning.

Here's hoping, and with Harry as the Deputy Secretary of State.

'Twas on May 1st that Harry's office was formally opened. In the seven months it has been in operation we have come to know Harry and appreciate his worth. We have also come to know that Rochester must have its own branch of the Secretary of State's office, if for no other reason, just for the speed which can be had in matters which at the present time have to go to Buffalo for consideration.

And just a confidential word: If the deal goes through, Harry has many schemes in his head to assist motorists in the registration and safe-guarding of their cars which will be of real value.

The following shows the immense amount of business transacted in the Rochester Bureau from the day it was opened until October 17. The figures themselves prove that Rochester should have a branch of the Secretary of State's office.

Business transacted May 1st to Oct. 17th, 1917,: Total plates issued 7004. Total money received $39,570.

✣

BETTER KNOWN AS "NED"

Edmund M. Alling, better known as "Ned" Alling, is president and general manager of Alling & Miles, Incorporated, located on Stone Street near Court. He has been identified with the selling of Hudson Motor Cars since they were first made, and started in the business with the Gillis-Baird Motor Company in 1910. In January 1913, together with M. B. Miles, he took an exclusive Hudson agency and located at 37 East Avenue opposite the Cutler Buildings. Mr. Miles retired from the firm in the fall of 1913 and was succeeded by H. B. Brown, who still retains the office of treasurer. The other officers are P. R. McCrae, vice-president and W. M. Alling, secretary.

During the summer of 1916 the East Avenue quarters were found to be much too small for such a growing business and the present building on Stone street was obtained. Extensive alterations were made and today they have one of the largest and most completely equipped places of its kind in this section of the country. Many people regarded the move from East Avenue, in the heart of the automobile district, to an entirely different and untried section as one of experiment, but the past year's experience has shown that the users prefer a centrally located station.

Believing in the future of the motor car business, this firm has expended quite a large sum in equipping their plant. Besides the larger, more convenient salesrooms and offices, they have the service and repair departments separated; made ample provision for transient and monthly storage; maintain their own machine shop and forge room, battery apparatus and short-cut devices. The employees have been provided with spacious lockers and a lunch and reading room. A system of running ice water helps to make the summer weather more pleasant for them. Many of these employees started with Mr. Alling in 1910 and have remained ever since.

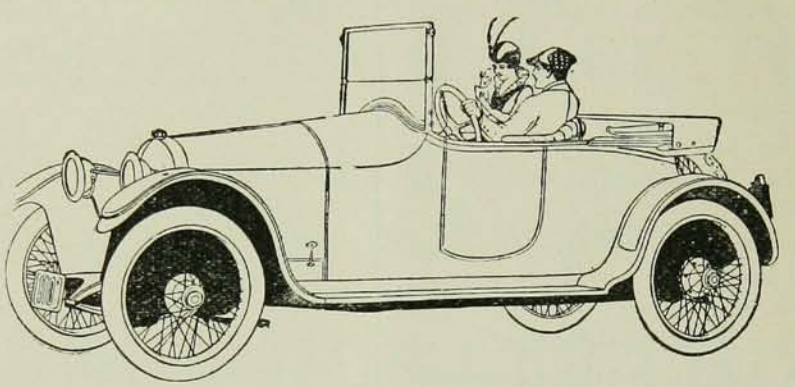
Their Hudson line for 1918 includes many new cars of the enclosed and semi-enclosed type that are of very striking design. The Hudson Company were pioneers in the introduction of the Cabriolet, Touring Sedan and Speedster models and now offer the public two very distinct types in the Runabout Landau and Touring Limousine. The great production of the Hudson plant enables them to offer such great values in quality cars.

Starting with the new year Alling & Miles will handle the Hupmobile car. The "Hupp" has always enjoyed a fine reputation in all parts of the country and the manufacturers, ever alert to the requirements of the future, have provided a much handsomer, lighter and more powerful car. The new 1918 model has been very appropriately called "The Comfort Car" on account of its exceptional appointment and easy riding qualities. It is very easy on tires, economical in its gasoline consumption and satisfactory in performance.

In addition to their large Rochester establishment, Alling & Miles own and maintain complete salesrooms and service stations in Elmira and Geneva, both of which have enjoyed a

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SCRIPPS-BOOTH UTILITY



A NEW IDEA IN LOW-COST LUXURY

SCRIPPS-BOOTH cars combine, in a way that is absolutely unique among motor cars, the luxury of the heavy car with the operating economy of the light car.

The SCRIPPS-BOOTH four-cylinder Roadster is the only car of light weight that has, as yet, really satisfied the popular demand for the appearance of luxury and the comfort and ease of smooth riding that, until SCRIPPS-BOOTH arrived, has been obtainable only in more costly cars.

A. M. ZIMBRICH MOTOR CO. Inc.

552 East Main, Franklin Institute Bldg. Rochester, N. Y.

CHASE 98 STONE 98

American Taxicab Company

287 CENTRAL AVENUE

Near New York Central Station

Limousines, Sedans and Touring Cars, either five or seven Passenger Cars

PROMPT SERVICE REASONABLE RATES

Try us! We know we can please you.

Main 2429 Stone 4118

Chris. Pawlik

Expert on Any and All Cars

REPAIRING *and* BUILDING

AUTOMOBILES

Official Service Station

Stevens-Duryea Cars

Gasoline, Oils, Greases and Tires

No. 7½ ROME STREET

Home Phone, Stone 4755

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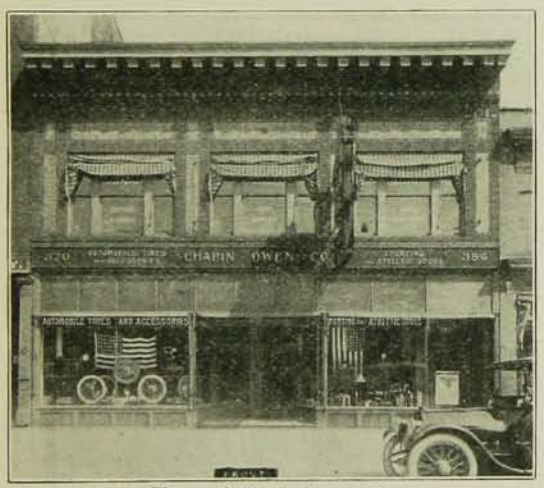
prosperous business since opening them nearly two years since.

Mr. Alling has been treasurer of the local dealers' association for nearly five years and has a large share of the management of this year's show. He is also president of the state dealer's organization, has had much experience with the national situation and firmly believes in the uninterrupted use of the motor car. He is backing up his convictions with his deeds.

✚

CHAPIN-OWEN CO.

The Chapin-Owen Company, Inc., Wholesale and Retail dealers in Automobile tires and accessories, also Sporting and Athletic goods,



Home of Chapin-Owen Co.

are located at 370-386 East Main St. The officers of the Company are C. T. Chapin, President, C. S. Owen, Vice-President, C. H. Chapin, Treasurer, and R. D. Haywood, Secretary. The motto of the store is "EVERYTHING FOR THE AUTOIST AND SPORTSMAN" and they have everything you desire if you have an automobile or are interested in outdoor or indoor sports of any kind.

✚

"ROSY OUTLOOK," SAYS HENNER

Six years in the automobile game, and every year showing an increase of about 100 per cent. over the year before. That's the record of George W. Henner, who hangs his hat at 1000 Main Street East. 'Twas in 1912 that George started in the game, handling the Oldsmobile and the International truck. Now he still has the Olds, a passenger car which sells at from $1185 to $1695; the Dort, a passenger car which sells at $1450; and the Atterbury Truck, which sells at $3750.

Some line, you will all agree, and George is the boy who makes the grand and glorious showing with that line every year.

His garage, salesrooms and service station, about 18,000 square feet of floor space, and in his service station he has all the latest appliances to give strictly up-to-the-minute service.

Incidentally, George makes a specialty of painting cars, and some of his work has been a mighty good advertisement to his business. Witness the big grey Olds George himself drove around the past summer.

Besides being a busy man, paying strict attention to his business, Mr. Henner has found time to give part of himself to the good of the community. A firm believer in good roads, he has been a member of the Chamber of Commerce and Automobile Club of Rochester Good Roads committees, and for two years has headed that committee of the Auto Club. He is also chairman of the contest committee of the Auto Club, and is the man who puts on the auto races for the benefit of Rochester and Western New York.

Asked about prospects for the automobile business in 1918, Mr. Henner said: "Everyone knows that all those who drove cars in 1917 will drive them in 1918. Figures prove that 40% of automobile owners buy a new car every year, 30 percent every two years, 20% every three years and 10% every five years.

"The problem in the past has not been to dispose of new cars, but to sell the old cars taken in exchange as part of the purchase price of new cars. With the automobile manufacturers limiting their product next year, and a decrease in the smaller and naturally cheaper cars, this problem of getting rid of the old cars will not be so great. So that to me, the outlook certainly appears rosey."

Mr. Henner has been on the executive committee of the Auto Show for the last three years. He believes that the 1918 show will be bigger and better than ever, evidence of this being in the disposal of over 28,000 tickets at the time the space for exhibitors was auctioned off.

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MARMON CARS AND PAUL LEHARDY

Marmon Dealer

Back in 1911 when long distance, high-speed endurance racing was first inaugurated to test the stability and engineering quality of automobiles, the plan was devised to see what was the utmost any car could stand, and the first 500-mile grind was set to be staged at Indianapolis, Indiana. In order to get a representative field of starters the first prize was set at $10,000, at that time an unheard of prize figure.

This incentive drew an unwieldy number of entries from every country and it was decided to eliminate all who could not develop at least 75 miles per hour; after the elimination of the cars which were unable to qualify there were still over forty who were eligible. Among these were undoubtedly the highest development of American practice, and none appeared to better advantage than the long-tailed low, trim cut "Marmon-Wasp" a six cylinder car, and the conventional Marmon four cylinder Speedster, both of which cars standing the elimination trials with plenty to spare.

Now when the date came for the hitherto unheard of endurance and speed race of 500 miles, three Rochester enthusiasts, J. Foster Warner, A. M. Zimbrich and Paul LeHardy took the train west and after arriving at Indianapolis and being herded and pushed along with a crowd of something like 100,000 other people hurrying to the track, were finally thrust out into the center of the field like so many sheep, as, arriving a little late, the thousands of seats were all taken.

The race had just started and the roar of the huge exhausts of the forty racing cars sounded as if a tremendous battle was in progress, which in fact it turned out to be, for the killing pace set by the leaders soon began to tell on the poor lubricating systems on many of the cars and the tires began to blow off in every direction from other cars whose balance was not accurately determined and arranged for to prevent side skidding and jumping on the rough spots on the track.

The most notable feature of the race from everybody's point of view was the superb performance shown by both the six cylinder Marmon-Wasp and its small yellow companion, the four cylinder Marmon, both these cars making lap after lap in the most consistent manner and showing no signs of oiling trouble and an exceedingly small number of tire changes.

There was no question but that the two Marmons were making the finest showing from any standpoint, of any of the entries. The finish of this, probably the most exciting race ever witnessed, showed the Marmon Six as the winner and the Marmon Four closely behind.

The rapidly increasing number of Marmon cars seen on the streets of Rochester goes to show that LeHardy's conception of what the Marmon Car represented was correct, and the fact that the Marmon Company has consistently furnished from year to year a finely built passenger car containing all the most desirable qualities to be obtained in any car, has led LeHardy to handle the Marmon exclusively for the past six years, showing the Marmon Car each year at the Rochester Show.

Mr. LeHardy states that both he and the Marmon Company are looking forward to, and that every indication points to one of the best years in their history for the regular Marmon 34 Car for the coming season and that the Marmon Company is preparing in every way to try and furnish cars to fill this demand, having purchased millions of dollars worth of the highest quality material and retained all their available and competent mechanics, many of whom have been with the Marmon Company over thirty years.

Mr. LeHardy's idea is that the high grade, well balanced, light weight passenger car has become a business necessity and that it will be just as impossible to get along without a good reliable car from now on, as without a telephone, it can't be done.

✦

BUY A W. S. S. TODAY

For further information phone the Secretary, Stone 4095, Main 4267, or read the advertisement in this number.

Annual Meeting and "War Supper," Monday, Jan. 28

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A Notable Public Service

The Rochester Auto Trades Association Stands Back of Advertising "Cheer Up" Campaign

Recognizing the obvious fact that there was no reason for any falling off in business except the efforts of German propagandists and American Business Bolsheviki, the Rochester Auto Trades Association initiated an extended advertising campaign, starting the week before Christmas, for the broad purpose of stimulating business in all lines.

The idea was suggested by E. J. Ellis, who put it up to the Association. A committee was appointed by the Association, consisting of Mr. Ellis, Ned Allen and Harry Strong and were told to go as far as they liked to get the idea across. Business men outside the Association were called into conference and John S. Briggs who has been in close touch with the automobile situation for several years, as advertising manager for Strong Motors, and H. C. Goodwin, a well-known local Ad man, volunteered their professional services in the preparation of copy.

The advertisements have appeared every other day occupying three columns width and half column depth in all the local dailies. It is understood that the advertising will be continued for at least a month.

The copy is effectively written and displayed, and is general in character. So far the advertisements have not been signed and in only one or two cases have automobiles been featured specifically and then only to illustrate the point. The early copy has dealt merely with the general business situation.

The effort of all the advertising that has appeared seems to be to discredit, as far as possible, the efforts of the direct pro-German propaganda which has become a well recognized factor and which is aided and abetted by what is happily termed in these advertisements "The Business Bolsheviki of America," to throw business into low gear by ill-advised and unnecessary economies, although money and work were never so plentiful as now.

That label, "Business Bolsheviki of America" is fine and ought to stick! The Pro-German propagandist's motives can be appreciated. He knows what he's after and goes after it by the shortest route. But what shall be said for the moral standing of the small-calibre man who talks loud, but only thinks he thinks, or the pinheaded politician who thinks only in terms of political prestige, the professional pacifist or sniveling sentimentalist, who won't see facts that are obvious to the man on the street? "Business Bolsheviki of America" is right.

One of these advertisements appears in another column and we are adding to this story the text of some others. The business men of Rochester owe the Auto Trades Association, with Mr. Briggs and Mr. Goodwin, a rising vote of thanks.

IF YOU
OWNED A CAR

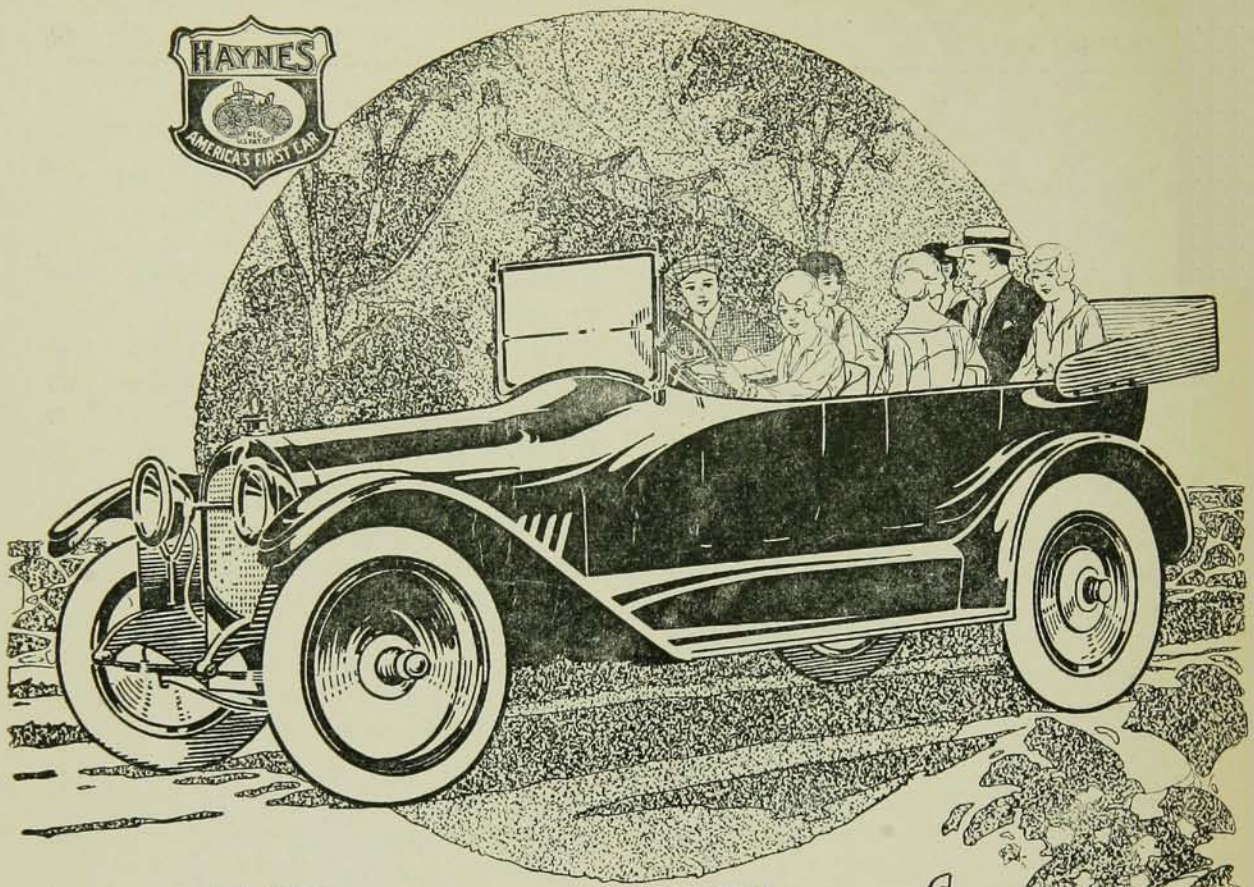
You wouldn't expect to get more satisfaction or pleasure out of it than our Service really affords.

Our cars are the new 1917 Hudson Super-Sixes, the kind of car which bears the stamp of individuality and privacy.

Pullman Taxicab Company

Stone 2179 TELEPHONES Main 972

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HAYNES

"America's First Car"

3 1-2c per mile--the average for gasoline, tires, oil and repairs

THIS is what it is actually costing 1200 Haynes owners, two-thirds of whom have driven their cars from one to three years. Many had exceeded 30,000 miles--12,835,000 was the total.

3½c per mile--the average cost for driving a roomy, high-powered Haynes. Remarkably low, considering that many of these cars had been in use for three years and longer. *No wonder such a large percentage of owners re-buy Haynes cars.*

Let the experience of these 1200 motorists, from every part of the country, guide you in purchasing *your* car. The same low upkeep--the same bigness, beauty and power--the same continued satisfaction, await

ROCHESTER HAYNES Inc.
MOTOR CARS

ARCHY HOLLEY, Pres.
ELMER FAIRCHILD, Sec'y-Treas.

76 North Street

"America's Greatest Light Six"
$1595---$1725

"America's Greatest Light Twelve"
$2095---$2225

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Type 57

Cadillac
Standard of the World

Cars that last

The quality of the Cadillac is remembered long after the price is forgotten.

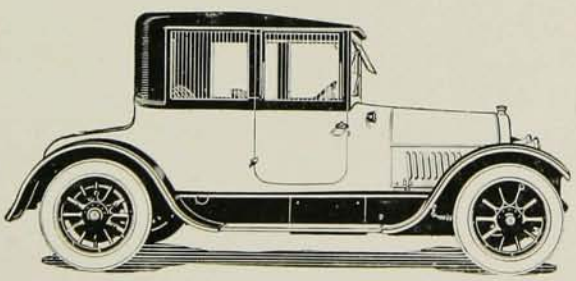
That's why Cadillac owners are always "boosting"—and helping us sell more Cadillacs.

Cadillac Quality—both of design and workmanship as well as of materials—is the largest single factor in the ultimate economy of Cadillac ownership.

It pays to buy a good article; it's cheaper in the end.

At the Show
EXPOSITION PARK
JANUARY 14th TO 19th

Building 5
Spaces
119 and 130



The VICTORIA is in great demand

Mabbett-Bettys Motor Car Company

252-262 Court Street **"Just East of Clinton"**

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ESTABLISHED 1852

The Relation of a Motor Car to a Safe Deposit Box

Will be apparent if upon your Home-coming from a Tour or a Trip, your Important Documents, Heirlooms, Jewels or other valuables be missing.

There is a *Sense of Security* in the knowledge that they are in a

Traders Safe Deposit Box

EDWARD D. CHAPIN, Supt. of Vaults

$2.50 per Year Upwards

This Bank Pays Interest on Special Deposits

You are invited to discuss with us the subject of "The New Account"

OFFICERS

HENRY C. BREWSTER	Chairman of Board
HENRY F. MARKS	President
CHARLES J. BROWN	Vice-President
WILLIAM J. TRIMBLE	Cashier
CHESTER J. SMITH	Asst. Cashier
GEORGE C. EICHELMAN	Asst. Cashier

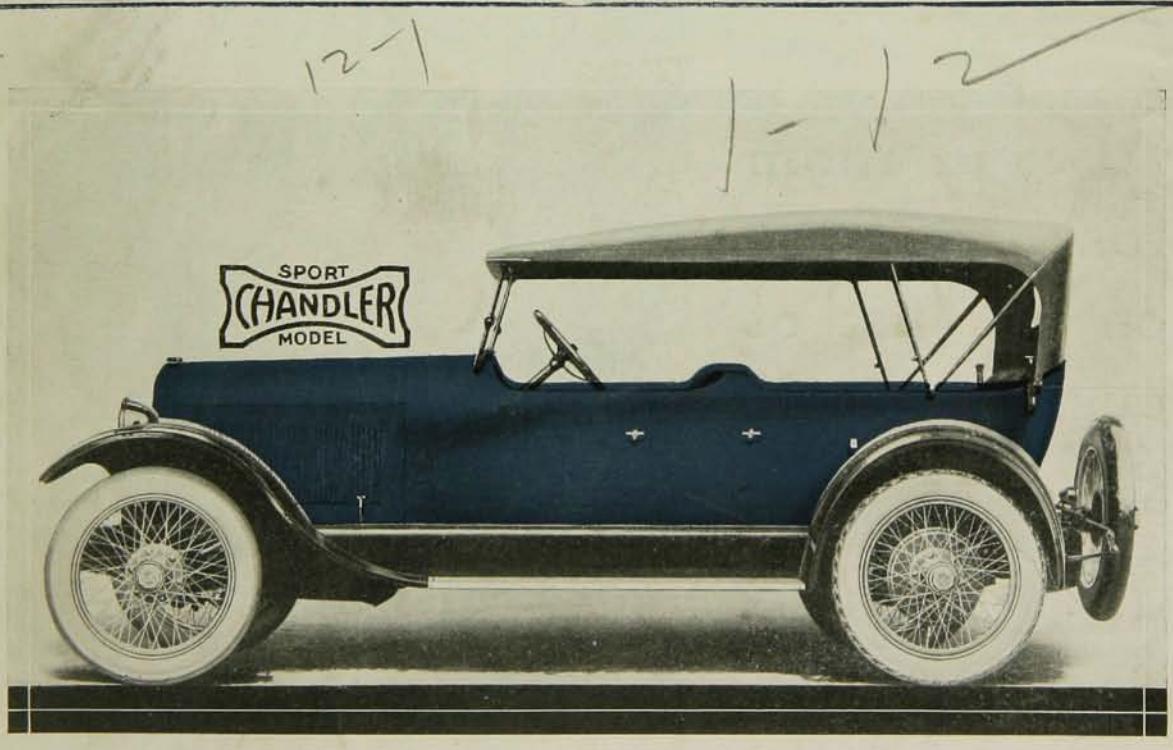
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1918 FEBRUARY 1918

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER



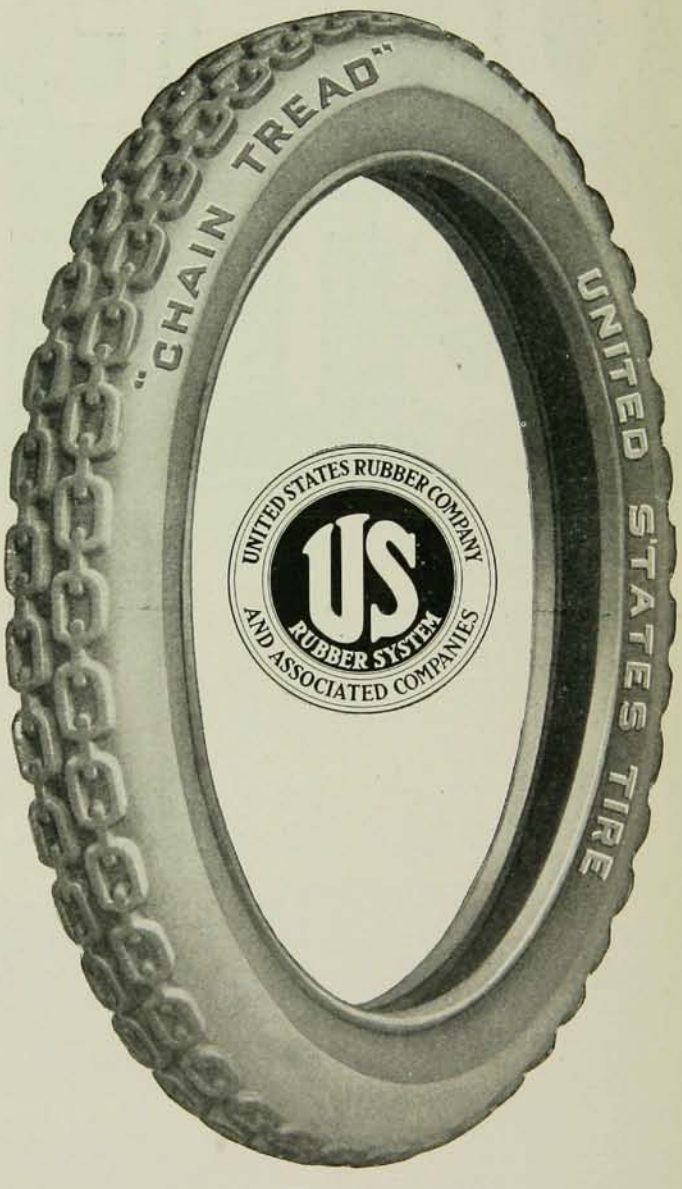
Last month we predicted this Chandler "Sport Model" was sure to be a center of attraction at the Rochester Auto Show. But the "big show" was not held, so our prediction was in danger until someone thought of putting the car on view at the Powers Hotel Salon where it was more than a center of attraction. It was a drawing card that helped bring thousands to the Powers. This car will be regularly finished with a Copenhagen blue body and the above car will be fitted with white wire wheels, 32 inches in size, a 3¾ to 1 gear ratio, and of course the standard Chandler motor. The Sport Model will not be featured as a "speed car." It's only good for 60 to 65 miles an hour. The price of the standard Chandler Sport Model, with wood wheels, is $1675; with wire wheels, $110 extra.

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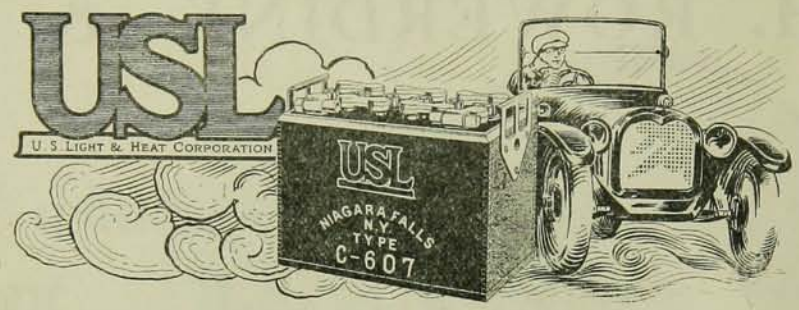
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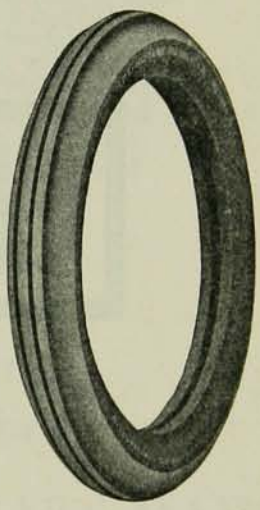


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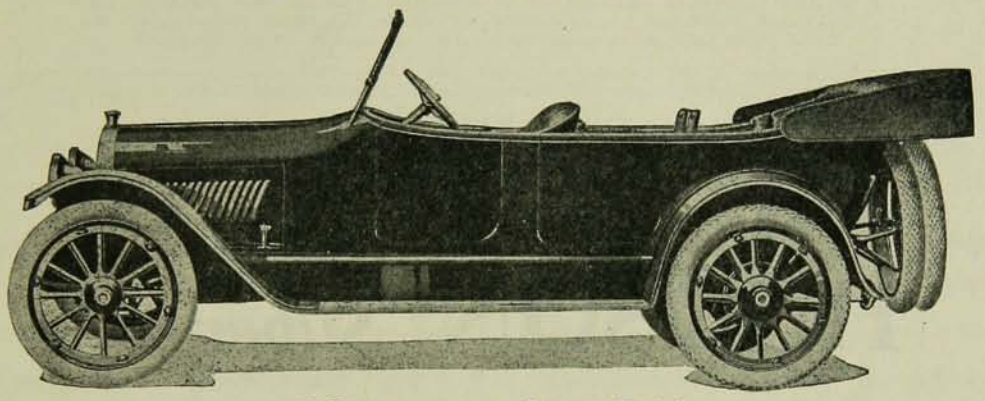
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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 1 **February 1918** **No. 12**

Plenty of Gasoline

As far as can be ascertained locally there is plenty of gasoline for all purposes and motor car owners should not hesitate using their cars. In fact, as one of Rochester's prominent motorists and business men has said, the public need have no fear about investing in new automobiles this year, the roads are in good condition, plenty of gasoline and rubber, so why worry about investing in new automobiles during the year 1918.

✚

WAR SUPPER CANCELLED

Owing to the necessity for conservation of coal and food, the Entertainment Committee of the Automobile Club quickly convened and voted to cancel all arrangements for the War Supper which was scheduled to be held at the time of the annual meeting Feb. 29th.

✚

ANNUAL MEETING HELD JAN. 29th

Complete reports on the annual meeting will be published in the March issue of ROCHESTER MOTORIST. The February issue was placed on the press on Jan. 24th, just five days prior to the meeting.

✚

Y. M. C. A. CAMPAIGN SUCCESSFUL

During the Y. M. C. A. Campaign for TWO THOUSAND MEMBERS from January 24th —28th the Automobile Club of Rochester cooperated by having an "Auto Club" team in the drive; this team was captained by Robert P. Judd and many members worked on the team including President Frederick R. Smith and the Secretary.

Get Your "War Stamp" Card from Mr. Donahue

The Monroe County War Savings Committee has sent down to the office of the Automobile Club a large number of the blue cards which the Government is asking automobile owners to carry on the radiators of their cars. They are getting to be pretty generally displayed.

If you are not carrying one on your car, you are passing up one of the numerous ways in which you can "do your bit."



HARPER SIBLEY, Chairman,

War Saving Stamp Committee of Monroe County

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Keep the Highways Open All Year

Believing that the present Federal Aid Road Act should be amended in that the Secretary of Agriculture could approve of projects which might not relate exclusively to post road service but would provide for military needs and interstate commerce, the American Automobile Association at the recent meeting of its Executive Board in New York City, decided to call upon the President and the Congress of the United States to enlarge the scope of the Road Act in such manner as ultimately to produce a systematically-maintained road system.

Commenting upon the matter, Chairman George C. Diehl of the A. A. A. Good Roads Board thus presents the situation:

"War conditions have emphasized national transportation needs to the extent of obliterating state lines and sectional boundaries. Hence it is entirely logical that the Federal Aid Road Act, through which the National Government cooperates with the several states, should be amended in such manner as to give to the Secretary of Agriculture the widest latitude in approving the projects which are submitted to him by the State highway departments.

"It is true that present roads construction must be done at an increased cost, but the loss would be far greater to the country at large if highways work were stopped entirely, which has been suggested in some quarters but which I believe will be given up, now that the great possibilities of main artery highways are becoming apparent to every citizen who wants to see the war brought to its earliest conclusion through employing every source of cooperation in our great country.

"We must even bring about the maintenance of the highways in the Northern states during the inclement winter months, which means that snow removal has become a factor not to be disregarded. It is my belief that New York State will carry out a definite plan in this connection which can be emulated in other states handicapped by similar winter conditions."

1918 Studebaker

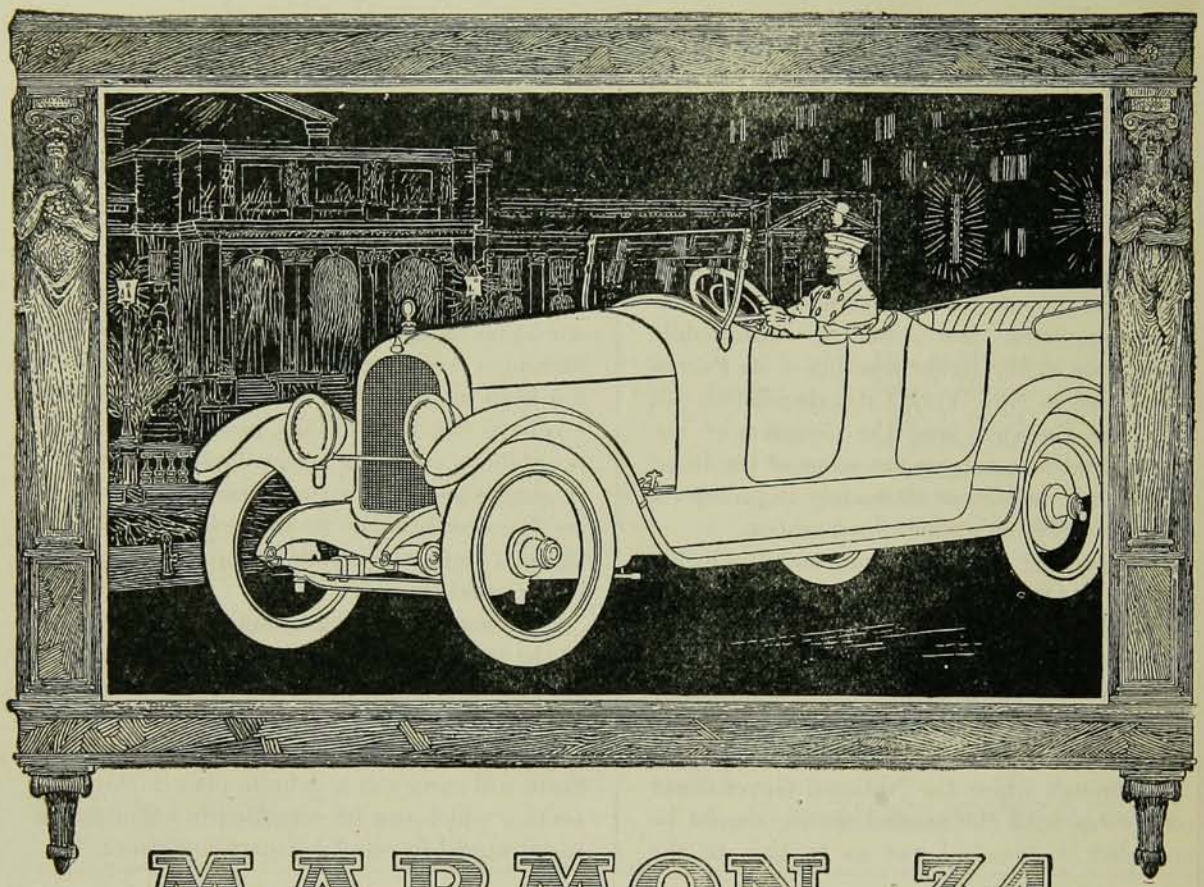
Of the comparatively few really big features of the New York show, says Frank Peck, of Peck & Arnold, in many ways one of the very biggest was the disclosure of the new Studebaker line. Of this the entire trade gathered by the show was soon talking, since the offering represents an entire revision of engineering practice on the part of the great Studebaker Corp., of South Bend, Ind., but is at the same time a very wise continuation of the policies that have served to evolve from one of the greatest of wagon building houses one of the greatest automobile building concerns. Larger, better in line, more completely equipped and seemingly better built than any of the many preceding Studebaker models, the new cars have the peculiar merit of offering a very great deal for the purchaser's money in a year when most makers are forced to sustain themselves mainly on the basis of quality, but with the price inducement held more or less in reserve.

Embracing what may reasonably be termed the whole range of passenger car demand, the new line includes three separate chasis of 40—, 50—, and 60-horsepower respectively and wheelbases of 112, 119 and 126 inches, the smallest a four and the two larger sixes. These are equipped with five- and seven-passenger bodies of liberal and dignified proportions, well upholstered, better finished than the average and selling at these remarkable figures: $895 for the four, $1,295 for the small six and $1,695 for the large six.

1918 LICENSE PLATES

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MARMON 34

Today And in The Days to Come

WHEN, in an industry, the law of diminishing returns set in by whatever reason, the real leader quickly emerges from the rest.

As for the automobile field, you have seen the Marmon pass through the backfire of wartime, unscathed. Every day you meet this car in greater numbers in the motor traffic of America, overtaking, as it has, everything except demand.

Meanwhile, the Marmon has added more vital discoveries to the lore of motor car construction than any other car of the past decade.

And so, when peace shall at length relieve the physical limitations to Marmon production and distribution, you may safely expect to see this car wield the influence overseas that it does at home.

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Eliminate Careless Drivers

By DR. HAROLD H. BAKER,

Chairman, Public Safety Committee, Rochester Chamber of Commerce.

Centuries ago, when the wonders of science dawned, the ingenuity of man was set to the task of making life simpler. That is, simpler in the act of doing, if not to make simple life itself. As this spirit took root and grew, the daily tasks of men, generally speaking, became less laborious and probably more effective. We all know how the printed book replaced the delicate scroll of yore; how the business of annihilating space passed through a practical evolution, including the development of the locomotive and later the automobile on land the steamboat on water; how hand in hand with these came the telegraph and the telephone; how wonderful industrial machinery apparently reduced the value of human labor but actually placed it upon a higher plane. And we all know the result. We live in it. We are a part of it.

So we live more intensely than did our forefathers. Our lives are led in feverish haste. If we desire to go to our office, to our home, to the theater, we have but to jump in our automobile and be off at any speed which our will may dictate and the traffic rules allow. If we be less fortunate, we run for a street car, and our greatest care is that we catch the first one that comes along, even if we have to risk our life in doing it. And so on. It is the same in the factories, where marvelous machinery mocks the productiveness of human hands. Truly, it is a wonderful age we live in.

Now this is all very well. It is fine to live such full lives and crowd so much accomplishment into our days. At the present rate of progress the proverbial allotment of three score years and ten has infinite possibilities for him who craves an effective life. But what of the other side of the picture? An old proverb says that "haste makes waste," and I often wonder if we appreciate or try seriously enough to reduce this waste caused by our haste. We are all blessed with the fruits of this modern plan of efficiency, and we must none of us forget to share its responsibilities.

Only a few years ago this onward march of progress, of which we have been speaking, gave as one of its by-products the phrase "Safety First." Everyone knows how these words took root and kindled anew the obligation, almost as old as man, to be "our brother's keeper." Everyone knows how the new gospel of Safety spread, how it pointed out the possibility of traveling at great speed or of running marvelous but essentially dangerous machines, with an assurance of reasonable safety. The key to it all lay in every man's awakening to his own personal obligation to be careful.

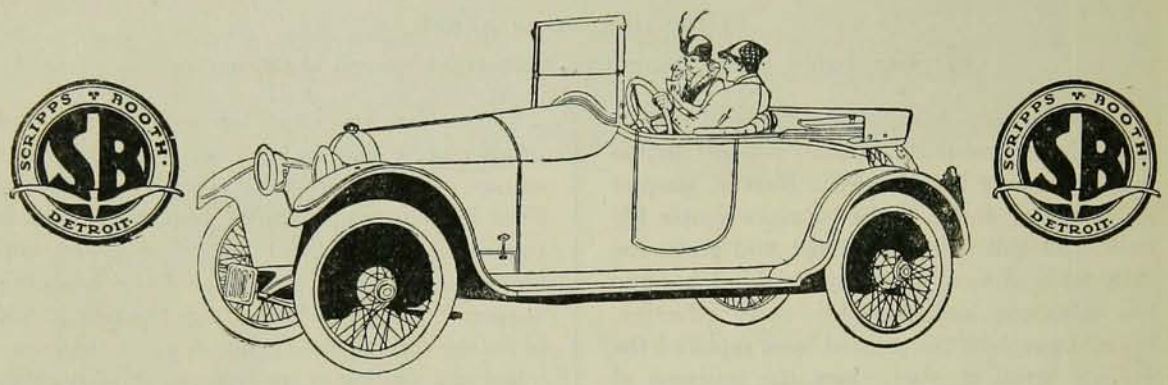
In fact, I think the whole safety idea simmers down to this phrase, "Be Careful." It imposes upon us all the twofold obligation of being careful, not only of our own personal welfare and safety, but that, as well, of our fellow man. And I believe it profitable right here to concentrate upon this obligation as it affects the motorist.

Now the automobile is a wonderful thing. It is a priceless boon to pleasure and convenience, but place it in reckless, careless or incompetent hands and it becomes an instrument of untold destruction. The pleasure you take in your touring car or your roadster and the profit you derive from your motor trucks is only one side of the game. The other you will find tallied almost any day in any newspaper—casualties. "Be Careful." Considered in terms of modern-day efficiency, these words have an infinite importance.

There are many ways in which a man can convert his motor car into an instrument of destruction, a means of torture, a carriage that carries one to the sorry realm of pain and suffering, or somewhat worse. He can do the converting himself by just yielding to the lure of the splendid road ahead by "giving her the gas." There is always the possibility that children are playing thoughtlessly just around the next curve, or (a more selfish thought) that the curve is sharper than it looks and his

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tires not so skid-proof as he thought. Or he can leave his car in the hands of some person who may be too careless or too unfamiliar with its mechanism to drive it carefully, and safely. Yes, there are many ways, and the papers tell us it is a simple matter to discover more.

It needs no further argument. A motor car, in the one sense, is a dangerous thing. So is a gun, even when one is certain it is not loaded. So why not demand strict accountability from the owners of motor cars, just as we do from owners of firearms? It is a toss up as to which is more dangerous. All that either needs to make it as potential of harm as an anarchist's bomb is the adjunct of a careless or irresponsible person.

What I would like seriously to recommend is that no person be allowed to drive an automobile who has not been found, in a complete test, to be mentally, physically and morally capable of driving it properly and in safety. I think that in time we shall be forced to accept some such means of protecting ourselves from the careless and incompetent, and I believe that the sooner it is done the better it will be for us all.

If the complete and exacting examination of the locomotive engineer and of the motorman be considered an absolute necessity where the path of travel of the locomotive or the trolley car is over a definite right of way which is unvarying in direction, I believe that, since the automobile is an agent of volition in regard to direction, the mental, physical and moral scrutiny of the driver of the automobile should be equally as strict.

The Government recently called a conference, through the Council of National Defense, of the medical and surgical experts who are to examine and protect the health of our industrial army,—the men in the factories producing materials necessary to the successful pursuit of the war—and emphasized in no uncertain terms that too much cannot be done to preserve in full health and whole limb the men and women who are to fight their share in the world-wide struggle on this side of the water while their courageous kin do their bit "over there."

If ceaseless solicitude for the welfare of our workers is to be the watchword in order that the war-driven industries may go on unhampered, how much more important it is that we shall match that solicitude in protecting our citizens in their every-day walks of life in order that they may continue to hand down to the future ages a legacy of health and happiness, even after guns have ceased to rumble.

I recall at least two cases where men driving automobiles died at the wheels of their machines, while the cars were in motion. Those men, if it were discernible beforehand that they were disposed by nature to such a fate, should never have been allowed to drive.

Among the multitude of lessons that the administration of the selective conscription law is teaching us is the fact that countless men are plying their trades among us who are so near to being blind that the line of division between sight and its opposite is scarcely a line at all. Many of these men, practically incapable of seeing more than ten or twenty feet ahead, drive automobiles about in crowded streets daily. How they avoid harm to themselves and accidents involving others, only providence can tell. But it is a gross breach of human justice that such men are allowed to drive automobiles at all.

It is no unusual thing to hear of a man with a leg or an arm missing who drives his own machine. Are the streets where they drive safe places for us, or for our children? Irresponsible boys driving delivery cars have recently earned official censure for their reckless manner of driving. Are not their employers, too, deserving of some censure?

Such a recital might go on indefinitely, but it is more easily summarized. Here is our problem: traffic in our city streets is becoming more congested every day. Automobiles seem to belong to a species which propagates its kind more rapidly than it is easy to keep pace with. With the multiplication of their number, the rise of accident figures goes hand in hand. Where will it end?

But as this growth of hazardous conditions goes on toward pandemonium, what provision is being made to make our lives and limbs more secure? You know that nowadays the chief and practically sole requirement of the driver of an automobile is that he have the automobile.

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And common sense tells us that this cannot go on.

Until every man of us is fully alert to his two-fold social obligation to be careful of his own safety and that of his neighbor, there can be no real safety. And if any one of us refuse to awaken to the full meaning of this obligation, he must be made to do it.

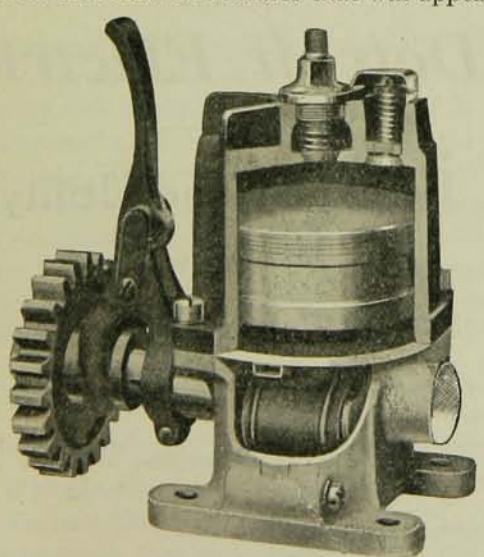
Among the first steps toward a safety of this kind, it occurs to me, is the institution of a regular and thorough examination to determine whether a man or woman is mentally, physically and morally capable of driving an automobile before he is allowed to drive in the streets among us to undergo the same examination in an infinitely more costly way.

New Tire Pump—Power Driven

At the automobile shows just held at local hotels, it was noted that particular attention was given to automobile accessories, and chiefly among them was a Power Driven Tire Pump manufactured by the Hauser Machine & Manufacturing Co. of this city, and called the Hauser Pump of Quality.

For past three years C. S. Rauber, who is President and Jacob Hauser, Treasurer of above company and both enthusiastic motorists have been perfecting a pump which is the last word in pump construction, and is now ready for distribution.

Messrs. Rauber and Hauser have a product which embodies all features that will appeal to



manufacturers as well as individual car owners. Recent oil tests which have been made with other pumps on the market have proven that the Hauser Pump does not pass oil with the air when inflating a tire, and this every motorist realizes is the cause of trouble when the oil comes in contact with rubber, causing latter to rot and slow leaks in valve stems. Another feature is the lightness of this pump weighing only 5½ lbs.

An important factor in the accessory business today is manufacturing an article which has interchangeable parts, and this they have looked out for and any part which becomes broken by accident, can be easily replaced at a nominal cost.

This pump is constructed of the best materials obtainable, and the piston, which is perfectly ground and fitted with three metal leak-proof rings, is perfectly balanced, which overcomes vibration and noise. The bearing surface at the bottom of piston is equal to that of the top thus ensuring perfect alignment when piston is in operation.

A baffle plate which prevents oil in crank case from splashing onto cylinder wall and piston and eventually passing into tire is a feature which every motorist will appreciate.

Breather tubes follow contour of baffle plate, and on upstroke of piston cool, fresh air is drawn in and distributed in compression chamber below rings, and on the down stroke of piston the compression of air is relieved by exhausting direct to the atmosphere through these tubes, and at no time can compression get into the crank case to disturb the oil used for lubrication.

Bearing surface on connecting rod is ¼″ diameter by 1⅜″ wide, babbitted with high-grade metal carefully reamed and fitted, and the crank shaft has two babbitted bearings ⅝″ diameter by 1¼″ long. The Hauser Company have adopted the battleship grey color for their pumps and it makes a classy appearance on any motor.

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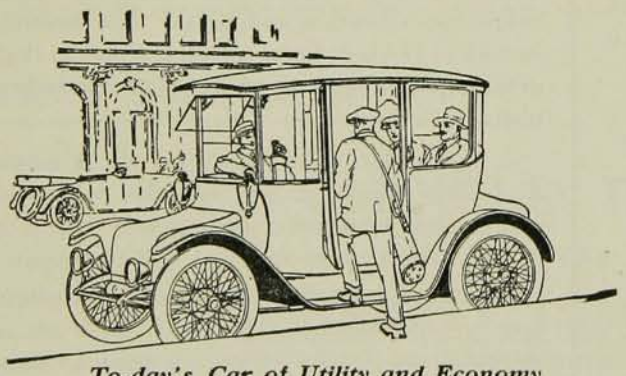
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To-day's Car of Utility and Economy

THE Detroit Electric

Economy and Utility

blended with

Smooth, Reliable Performance

Naturally the **upkeep expense of a Detroit Electric is surprisingly low** when compared to that of a gas car.

Because of its simplicity of construction and few moving parts, there is practically **never** any need for repairs or service attention.

Furthermore, **electricity** is the **cheapest** motor car fuel known. And **gasoline is high** and getting higher.

To this economy of the Detroit electric is added its wonderful utility.

Each member of the family can drive it expertly and safely.

May we arrange a demonstration ?

A 365 DAY CAR

SAGER'S ELECTRIC STATION

CULVER and BLOSSOM ROADS

Roch. Phone, Stone 2518 — **Bell Phone, Chase 1287**

Plenty of Power—65 to 90 miles on one charge

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About the Automobile Show

By One of the Officers of the Auto Trades Association

Why Was the Auto Show Called Off?

Primarily, because the fuel situation was serious. Secondly, for the reason that a great deal of public sentiment had grown against it since Monday morning, when the fuel situation became known to the public.

Couldn't You Have Obtained Enough Coal to Heat the Buildings?

Yes, by depriving other users where it was sorely needed. But coal for heating the buildings was only the first consideration. The electricity we use is quite a factor in coal consumption. Saving that current would make it possible for the factories to keep a large number of employees at work and help very materially in factory output. Another thing—there are 30,000 families in Rochester entirely dependent upon gas for cooking and we had to consider them too, as coal generates gas as well as electricity.

Why Not a Daylight Show and Save Electricity?

A daylight show would be all right if the days were not too dark and the people can attend during the daytime, but a majority of Rochesterians can attend the show only during the evening. They would have to forego the pleasure and education to be derived from such an exhibition. Then again, the buildings would have to be heated. When a daylight show was suggested, one of our members offered a large quantity of cordwood with which to heat the buildings but we could not overlook the fact that wood is fuel.

Why Wasn't an "Arctic" Show Feasible?

If you had been in those buildings with some of the committee, at different times during the preparations, you could have foreseen the impractibility of such a suggestion. In holding such an exhibition we would have had much sickness, not to say more serious results, laid at our door.

Why Did You Wait Until the Last Mnute?

We had no inkling whatever of the serious fuel situation—in fact, we were led to believe that the conditions were getting much better. Our first intimation was during Monday forenoon when hundreds of protests were telephoned in to us, to the Mayor's office, the Bureau of Municipal Research, the Chamber of Commerce, and the Fuel Administrator. We took the matter up with Mayor Edgerton and he convinced us that public sentiment had suddenly risen against holding the show at this particular time in view of the fuel situation. To be perfectly fair, the mayor said that neither he nor the fuel administrator had any authority to close the show at that time. But we fully realized the force of public sentiment—you cannot afford to combat it.

Couldn't You Have Waited a Day or Two?

No. The public had procured thousands of tickets for the show and it would not have been fair to allow four or five thousand people to go down to the Park on Monday evening only to find it dark. We had to give a decisive answer then and there, as the newspapers were holding their afternoon editions for the news. Postponement for one or two days would have availed nothing, for the fuel situation could not possibly be cleared up in that time.

Did the Individual Exhibit Shows Pay?

Yes, to some extent. The public were ready to buy a certain number of cars anyway, but they, as well as we, missed the collective exhibits of the big show. There, in a single afternoon or evening, one can see all the different makes and models; can make quick and fair comparison—and in a manner that, outside the show, would take many days or even weeks. The Accessory Division of the show is an education in itself. Where, outside the show, can one learn so much of modern invention?

Is the Show Really a Necessty or a Luxury?

Now you are asking me to defend our own business. I can best answer that question by quoting this editorial from the Union & Advertiser of January 15th which, to my knowledge, was not inspired by any of our members:—

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The Patriotic Automobile Men

"When the automobile men of Rochester decided yesterday to call off their big show, scheduled to be held at Exposition Park this week, they did far more than merely perform a patriotic act. It was truly patriotic, for the show was of some importance as a business proposition. And many said it was to be held merely to enable the dealers to sell more automobiles. Granting the suspicions of these carpers to be correct, then the act of the dealers is more patriotic than ever, for they have voluntarily renounced the business which the show promised them. Of course, all thinking people know that the show was to be more than a mere business proposition. It was educational in character, for it would have served to make the people acquainted with the latest developments in the automobile, one of the most important accessories of civilization.

But the act of the automobile men should have an influence of great importance in the promotion of patriotism. If these men can give up their thoughts of gain and of making their business better known to the public, simply for the purpose of saving fuel for the people, everyone can do something toward that end. These men had gone to great expense to prepare for this show. They had procured the latest and finest in automobiles and accessories. They had arranged decorations and fine lighting effects. They had engaged musicians and attendants. But they felt the need of the city and the call for each one to do what he could to relieve it. Therefore they made this great sacrifice. And let it not be forgotten that they made it voluntarily, not merely without urging on the part of the Fuel Administrator, but even without a suggestion from him.

Rochester may well feel proud of its automobile dealers. Somehow, it gives the prospective purchasers of automobiles a feeling of greater confidence in the knowledge that when they go to purchase machines, they will do business with a set of men like this."

Will You Hold a Show This Year?

Now, we are on a more cheerful turn and I will explain:

Other cities do not enjoy the use of large public buildings like the ones we have at Exposition Park. But, fortunately for us, the mayor had the foresight to acquire these for us Rochesterians. The Auto Show is a part of those buildings just as much as the buildings are a part of the Show. But they are big rooms to heat and light and it takes quite a bit of coal in the extreme weather. So we shall hold the show when the weather has moderated and at that time we shall use very little coal. The fuel situation will have greatly improved; the days will be longer and brighter and the power companies will be running on Genesee River water power; the people will be just commencing to get "spring fever"; the farmer will not be very busy, or if he is, can easily drive to town to see the show in the evening.

What date? Well, I would rather not say, although the date has been definitely set. However, I will tell you that we are going to make it a real educational and business exhibit. The decorative scheme is going to be almost forgotten this time, and our main efforts will be put forth to make it worth while for the public to attend and see what the "real progressive fellows" have accomplished in the line of modern mechanics. And I guess the public, remembering how we responded to their call will turn out like good fellows to reciprocate.

✦

New Automobile Paint Shop

John W. Powelson and George H. Lindsay are now located at No. 495 St. Paul Street, where they have equipped a first-class automobile paint shop. Have installed a machine for spraying chassis, which does a far better job than if brushed on. Have a dust-proof varnish room, which assures a finished job, less the dust.

The shop will handle twelve cars at a time, which assures patrons quick service together with satisfactory work.

Mr. Lindsay has full charge of the shop work and is a man of practical knowledge and experience, always ready to please.

✦

George W. Henner has taken on the agency for the Briscoe car.

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John S. Briggs

John S. Briggs, many years advertising manager for Strong Motors, Inc., died Saturday morning January 19th.

"Jack" Briggs (he liked "Jack" rather than the formal John S.) held a place in Rochester's motor world that caused all men to pause and pay tribute when they heard of his passing.

In carrying out his theory of advertising "Jack" did as much as any two ordinary men in the promotion of the sale and use of automobiles. More than any other advertising man he drew the public to his writings in which he interested them in, and convinced them of, the necessity of the automobile in business and social life.

While the interests of Strong Motors, Inc., naturally held first place with him, he never passed up an opportunity to boost the game all along the line.

"Jack" Briggs was a man's man, big in stature and big in his ideas and ideals.

He was consistent—consistent in his friendships, in his daily life, in his work.

This consistency, found in few men and VERY few advertising men, made him an exceptional man for the work he was called upon to do.

Back of every suggestion he made, every advertisement he wrote, there was much thought—every advertisement and suggestion were part of a well-thought-out plan.

He blazed a trail which will be hard to follow.

No one can fill "Jack" Briggs' place.

That is too hard a task to set for any man.

POWELSON & LINDSAY

AUTOMOBILE PAINTERS

Offer their excellent service and experience to the motoring public as automobile painters.

Their specialty is painting, done in one of the most modernly equipped shops in Western New York.

Let them give you a price on your requirements.

Bell Phone Main 4662 **495 ST. PAUL STREET**

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K. of C. War Camp Fund

Once again the cry from the men in the service of the United States, "Give us some of the comforts of home, that we may be the better able to fight." The Knights of Columbus War Camp Fund must be raised to $1,000,000 to carry on the noble work that has been started. The Rochester Council, during the days between January 31 and February 6, will furnish the quota for this city. Another chance to show the "Boys" that Rochester is behind them to the finish. A "100% campaign" is the slogan of Council 178, Rochester. Every dollar will go to give comforts and amusement to the boys who have gone, regardless of creed.

The National Council of the Knights of Columbus, well assured by the success of the recreation work done on the border among the National Guard, are continuing that work on a mammoth scale during the present crisis. Starting with $1,000,000 supplied by their four-hundred thousand members they have set out to do for all the men in service, **all the time**, the following:

To erect and equip buildings at all the training camps in the country and furnish amusement and recreation for all our soldiers, regardless of creed.

To maintain information bureaus at the front so that those at home and those in the trenches may hear from one another, and through which creature comforts may be transmitted.

To furnish each building with a phonograph and records, piano and sheet music and an ample supply of stationery.

To render help overseas and at home and to aid the American Red Cross in special work.

To keep the buildings open at all times; no private meetings. No society affairs behind closed doors.

And all this with the least amount of expense to the fund collected. The Knights of Columbus Committee on War Activities is serving without salary or expense to this fund. There are no paid agents; no commissions.

The general administration will be under the officers and clerical staff of the Knights of Columbus and not charged against this fund. Bonded officers now handling the Eight Millions Insurance Funds of the order will handle the money. The only expense will be to maintain an office in Washington and for advertising purposes. Books will be open for inspection at all times and a complete public account rendered of all receipts and expenditures.

The work will be carried on by men out of the draft age. The overseas work is in charge of Walter N. Kernan, former Vice-President of the New York State Railways who left his position to become Knights of Columbus Commissioner Overseas, at his own expense. Other big men in the order have forsaken lucrative places to take up the work of the soldier's welfare in this country.

Leading men of the country in all walks of life have heartily endorsed the Knights of Columbus War Work. President Wilson and Secretary of War, Newton D. Baker, have given their approval and the War Department has given all possible aid, allowing the Knights to purchase supplies at Government prices. Secretary of the Navy Daniels has opened the Navy Yards and Naval Training Stations to the Knights of Columbus workers and preparations have gone forward to equip all stations with a recreation center in charge of competent Knight secretaries. General Pershing, when interviewed by Walter N. Kernan, the Overseas Commissioner, warmly commended the Knights for the work they have done and promised every assistance in the future. Theodore Roosevelt, and William Howard Taft ex-Presidents of the United States, Raymond B. Fosdick, Chairman War Department, Committee on Training Camp Activities and William Jennings Bryan, ex-Secretary of State have likewise endorsed the work in letters to the National Council.

The motto —"Knights of Columbus Hall—Everybody Welcome"—is over the door of as least seventy-five buildings in the big campt in the United States. Four buildings are in process of construction in the Naval centers of

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Chase 2959 Park 202

J. A. THORPE

PAINTING CONTRACTOR

INTERIOR DECORATING

314 Laburnum Crescent Rochester, N. Y.

ARE YOU SATISFIED?

If you are not getting your mileage, why not try the gasoline used by the Franklin Automobile Co. on their National Efficiency test. You can buy it for the same price you are paying for ordinary gasoline. The next time you need gasoline call for

Monroe Everlasting Motor Gasoline

Monroe County Oil Co.

Gen. 537 **22-46 WRIGHT ST.** **Stone 1668**

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Great Lakes, Ill., Newport News, Va., Quantico, Va. and Philadelphia Navy Yard. The number of huts in France is increasing rapidly. Forty-seven Chaplains are taking care of the religious wants of the boys in this country and ten in France. These in addition to the regimental chaplains. An estimate of the stationery necessary for the year 1918 is $325,000.

Throughout the country there is an ever-growing recognition of the Knights of Columbus as War Welfare Workers. To their four hundred thousand members must be added every loyal American citizen so that together they may co-operate to give to the man in uniform all the things possible that he is missing away from home. It is the duty of those at home to support this work.

The New York "Herald" editorially explains why the Knights of Columbus has been recognized by the War Department as one of the official agencies for Welfare Work among the soldiers. "Broadly speaking," says that newspaper, "the undertaking of the Knights of Columbus runs parallel with that of the Y. M. C. A. It is gratifying to know that the two organizations are working together in a spirit of cordial co-operation, which is as it should be." From out the great West comes word from the "Rocky Mountain News" of Denver, Colorado, one of the most influential papers in that section. It goes into detail in describing the scope of the War Camp Work which the Knights of Columbus are doing. In conclusion the editorial writer says: "There is a need for such work. The Y. M. C. A. is doing nobly and it will be stimulated in its endeavor through the zeal and energy of the K. of C. organization in the same field and in the same enterprise and prompted by the same spirit."

The Rochester Knights will not be outdone by the Councils of the other cities in this great work and are setting out to raise over $50,000. Eugene J. Dwyer, chairman of the Executive Committee, presided at the meeting in which plans were laid to conduct this 100% campaign. Rt. Rev. Thomas F. Hickey, D. D. was chosen honorary chairman. The Knights of Columbus who are to work on this campaign, three hundred in number, are divided into ten divisions. As both the army and navy will benefit from the results of the drive, the divisions are divided into those of the "army" with William F. Dwyer, leader and general, and those of the "navy" with Phillip H. Yawman leader and admiral.

The "army" will have the following division leaders; Charles M. Lane, John J. McInerney, William J. Carey, Thomas H. Greene, and Miles T. O'Reilly. The division leaders of the "navy" are Joseph M. Quigley, Joseph P. MacSweeney, John McParlin, Joseph P. Doyle and Daniel Donahue.

Following are the members of the Executive Committee: Eugene J. Dwyer, chairman; Rt. Rev. D. J. Curran V. G., Rev. A. M. O'Neill, M. R.; Rev. A. A. Notebaert, Rev. J. F. Staub, M. R., Philip H. Yawman, John G. Elbe, J. A. Kreag, Michael H. Madden, Peter A. Vay, William J. Trimble, Patrick H. Murray, James G. Comerford, Jeremiah G. Menihan, William E. Dugan, Michael W. O'Brien, Jeremiah G. Hickey, John N. Rauber, James Fee, Thomas W. Finucane, Bernard Dunn, Benjamin B. Cunningham, John E. Rice, Joseph M. Feeley, and Joseph H. Weis.

Following are the members of the Campaign Organization Committee: William E. Maloney, chairman; John L. Keenan, vice-chairman; William F. Schafer, treasurer; William T. Nolan, secretary; George T. Roche, Joseph P. Doyle, Rev. W. E. Cowen, D. D., Thomas F. McCarthy, Nicholas J. Devereux, William M. Smith. Rev. J. F. O'Hern, Publicity Manager.

Because the Knights of Columbus War Work is a National Welfare Work, George Eastman, through Roland B. Woodward, Secretary of the Rochester Chamber of Commerce, has turned the assembly hall of the Chamber over to the Knights for the period of the campaign.

"Knights of Columbus—Everybody Welcome"— to give and to get others to give. Each dollar subscribed will aid in maintaining that high morale characteristic of the United States soldier or sailor. It will give comforts and luxuries unknown to soldiers of other wars. It will be a dominant factor in the team-work of the nation that is going to stamp out militarism.

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The Chapin-Owen Big Electric Sign Makes It Easy to Find the "Latch String"

When a fellow says "Come, the latch string is always out for you," you promptly make up your mind you'll be welcome and you just as promptly make a date for yourself. Isn't that so? Well, that's what the Chapin-Owen Company is saying to the buying public through the medium of their big Electric Sign.

Chances are by this time you have promised yourself a visit to the Chapin-Owen Stores, 370 to 386 Main Street East, where, as the big sign says, they have "Everything for the Autoist and Sportsman."

If you have, the Electric Sign will keep the promise fresh in your mind.

If you haven't, the Electric Sign will keep on telling you "The latch string is out for you," and sooner or later you'll yield to its agreeable persuasion.

When you yield, the Chapin-Owen Company will make your visit both pleasureable and profitable.

LOOK FOR THE CHAPIN-OWEN ELECTRIC SIGN

Rochester Railway and Light Company

LOEWENGUTH, DINEEN & HOCK,
Incorporated

Offer their excellent service
as General Agents for the

United States Fidelity & Guaranty Co.

in

EVERY BRANCH OF AUTOMOBILE INSURANCE

401 POWERS BUILDING ROCHESTER, N. Y.

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HENRY CONOLLY CO.

Quality *Service*

PRINTERS

BLANK BOOKS AND LOOSE LEAF SYSTEMS

HENRY CONOLLY COMPANY ROCHESTER N.Y.

39-43 ELIZABETH STREET ROCHESTER, NEW YORK

Let the Preferred Carry the Risk

Automobile Owners, if negligent or not, in the operation of their cars are liable for $5,000 or $10,000 for every death and an unlimited amount, depending on the extent of the injuries, for non-fatal accidents.

Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

EZRA J. BOLLER

903-5 Granite Bldg.

Main 5305

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How The Auto Club Put on the Powers Hotel Salon

By DONALD H. CRAIGIE,
Automobile Editor Rochester Herald

Once more score a big point for the Automobile Club of Rochester. Once more the automobile dealers of the city are glad they are members of this great big organization which is playing so prominent a part in the public life of Rochester. Once more the club has showed that it can act quickly and decisively for the benefit of its members and the community.

Witness the Powers Hotel Salon automobile show, which was held the week of January 14-19 inclusive.

Dr. Frederick R. Smith, president of the club, on the night this show was opened said to the writer: "The credit for this whole thing belongs to our secretary. He was the boy who evolved the plan, he was the boy who started the ball rolling, he was the boy who got the cars placed out here on the floor within two hours after he made the first telephone call about it."

And so, Georgie, we give you the credit, and there's a heap of it coming.

But to tell the story, just as it happened.

The big automobile show at Exposition Park was called off just before noon on Monday, January 14, the day set for its opening. When the news was received at the Club, it was doubted,—taken as a joke. But after dinner, when some of the dealers who are members, called up and confirmed the story, we knew it was so.

Secretary Donahue realized the vast expense the dealers had been put to in getting arrangements made. He knew that the decorations had all been in place; that exhibits had all been placed; that many dealers had gone to large personal expense to get "show cars" to town.

Suddenly he jumped up from his office chair and went out into Powers Hotel lobby. He was seen talking with Jake Messner, manager of the hotel. He came back to his desk on the run and made a telephone call. Then another. Then another, and then another, and then several more.

He paused for wind, and the telephone started ringing, and voices of dealers well known in the club were heard on the wire, all asking for George. And then the news broke.

George Donahue had gotten the permission of Jake Messner to put a dozen cars in the lobby and hold a little show all his own right here at the club door.

At 4:30 o'clock the first cars for the showing began to arrive, and before 5 o'clock nine of the vintage of 1918 had been run into the lobby and arranged for show purposes. The next morning three more came, and then we had a grand showing.

The cars were the Oldsmobile, Scripps-Booth, Cadillac, Cunningham, Briscoe, Franklin, Overland, Haynes, Chandler, Buick, Chevrolet and Detroit Electric.

With the cars arrived the salesmen, and a merry scene there was here in the lobby for the whole week.

And then the visitors began to arrive. The news spread rapidly, the newspapers told the story, and the show prospered. Not a day passed without a sale, and about 75 orders were signed by purchasers due to the show.

Two Oldsmobiles, three Scripps-Booths, eleven Briscoes, three Cunninghams, three Cadillacs, eighteen Chevrolets, five or six Buicks, five Chandlers, four Haynes, four Franklins, three Detroit-Electrics, nine Overlands—add them up and you will see how many were sold.

And there were other features about the show which made it stand out in a very distinctive manner. The crowd present both morning, afternoon and night each day was far above expectations. And in the crowd were many of what are known in the automobile world as "quiet buyers."

I may go a little higher and get a Cadillac." The writer is of the opinion that he bought the Buick, for he was talking to "Jule" Weis very earnestly.

The news of the death of "Jack" Briggs, which occurred on Thursday night, was a blow to the Chandler salesmen when they heard of it on Friday. "Jack" was one of the most

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popular men in Rochester. His Chandler advertising was distinctive, and his writing very well-known. His participation in the preparation of the "we and they" advertising which appeared in local newspapers, was known to all the automobile boys, and this will stand as his last work.

Taken all in all, the Powers Hotel Salon show was a great big success. Every dealer who had a car there admits it. The sales made during the week show it, and the dealers have been very outspoken in their appreciation of the Club's act in making it possible.

While the dealers who were not represented at this show were holding "at home" showings in their own salesrooms, they, too, profited from the Powers Hotel Salon. Many buyers, who looked over the cars at the Powers thought they would like to see more models before making a choice, and as a result, made the tour of the salesrooms. In many cases they found cars more to their liking for some reason or other, and went ahead and bought.

George W. Henner, E. D. Creed, Al. Zimbrich, Harry Strong, Archie Holley, Elmer Fairchild, Chan. Whiting, "Jule" Weis, Charley Buelte, (Captain Charles of the Home Defense League Motor Contingent), Fred Mabbett, Chan. and Bert Davis, Charles Sager, George W. Stafford, C. W. Giles, from whose salesrooms the cars were brought for the show, were more than outspoken in their praise of the automobile Club in staging this impromptu show, and in stating their appreciation of the good effect it had had on the automobile industry in the city. The dealers gave up over $10,000 in cold coin when they called the big Exposition Park show off, and their loss in sales and new prospects is inestimable. But they all were in part recompensed by the Powers Hotel Salon show, and feel they owe a great big debt to the Automobile Club, of which they are all members, and to Secretary George C. Donahue, who fostered the event.

NO WAR TAX ON AUTO CLUB DUES

NEW FRANKLIN BRANCH

The Franklin Automobile is sold in Rochester through a Franklin branch agency, of which C. W. Giles is manager. The place of business is at 37 East Avenue, where C. W. and Tom Raines are always in the office, with a good display of Franklin cars on the floor, and an up-to-the-minute service station, with expert Franklin mechanics in charge, in the rear.

Patch Giles came to Rochester in February, 1917, and has just completed 11 months in the city. During that time he has placed Franklin cars in the hands of reputable citizens.

Giles is having his first experience as a retail automobile dealer right here in Rochester. He was a graduate of Syracuse college, in the class of 1914, and at college made a reputation for himself as a baseball and basketball player. It was there that the nickname of Patch was tacked onto him.

College finished, he entered the employ of the Franklin Automobile Company, where he went right out into the factory, put on his overalls and learned the Franklin car. His next experience was in the selling end, and he was soon found located as district manager for the state of Pennsylvania.

Then came the establishment of a branch in Rochester, and Patch Giles was chosen as the man to put Franklin on the map good and solid in this city. That he has made good, both for the company and for himself, is the verdict of those who know him, know his work and know the esteem in which he is held by the Franklin Company.

But Patch Giles is not a fellow who is content to let things run along so long as they are as good as the year before.

Far from that.

The year 1918 is to be a strenuous one for him and his local Franklin agency. He has his plan of action all mapped out, and intends to put Franklin cars on the map in even greater numbers in Rochester than they now are.

+

Get your 1918 license plates at the License Bureau, 29 Fitzhugh Street, Rochester.

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SAD STORY ILLUSTRATED

A motorist moted down the street
In a double-six gas wagon,
Very fleet,
Like this:
————————ssss————————sizz

And after he rolled at a terrible pace,
A gaso-bike copper who
Ate up space
Like this:
——!——!——!—— Chug-chug!

And they raced onward a dizzy mile
The auto's speedometer
Read the while
Like this:
18—17—18—17—18.5—16.3—5—0

But the copper's device had a higher gear—
It read, as the chug-bike
Brought up the rear,
Like this:
100—110—115—123—165—200
The auto, though slower a hundred an hour,
Was leading, and had all the bulge
In power,
When lo!
vvv—xxx—zzz—(Street Closed!)

The copper caught up and he softly sighed,
"Dash, dash, double blank
On your blessed hide"
Like this:
"xx—&&**‖@ @() () ()$$—X*"

There followed a courtroom, all dim and dark
And a judge who of mercy had not
A spark.
He said:
$ $ $ $ $ $ $ $ .50 and costs.
—Chicago Journal.

✣

LEGISLATIVE ACTIVITY

Since the legislature convened several bills important to motorists have been introduced and it is expected that more will follow in February and March. The New York State Motor Federation is active and will have something to report this month.

KEEP THE HIGHWAYS OPEN

Another winter is here and the roads radiating from the city are closed with huge piles of snow. The Club has experimented and found that it is not a costly proposition to remove the snow from the main arteries leading into Rochester, such as the Scottsville Road, Ridge Road, and as far east as Geneva. Those who are most interested should take the matter up with the Secretary. While many in Scottsville, Caledonia, and Mumford want the Scottsville Road kept open, still there are few who pay the five dollars per year for membership.

The Club is cooperating with County Superintendent J. Y. McClintock in working out a plan whereby the removal of snow from the state county highways will be attended to each winter hereafter.

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REDUCE RECKLESS DRIVING SAYS HUGO

New York State's motor vehicle year opens February 1, and Secretary of State Francis M. Hugo is losing no time in getting an early start towards stimulating a campaign to reduce reckless driving and violations of the motor vehicle law. He is asking the fullest cooperation of all automobile clubs throughout the State to that end. Major Chandler's State Troopers, patrolling all sections of the State and who may further broaden their territory by a motorcycle division, have been instructed to strictly enforce the automobile law from now on.

Secretary Hugo has sent the following message to the Auto Club of Rochester:

"The State's motor vehicle laws must be more strictly observed. This office, and the State Troopers, requests and expects your fullest cooperation. Please acquaint all members with the provisions of the law and do your part in curbing the reckless driver. Ignorance of the law will no longer be taken as an excuse. Major Chandler, of the State Troopers, has advised his men to arrest reckless drivers, users of illegal automobile plates and motorists whose lights do not meet the requirements of the law.

Francis M. Hugo,
Secretary of State."

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War Savings Stamps

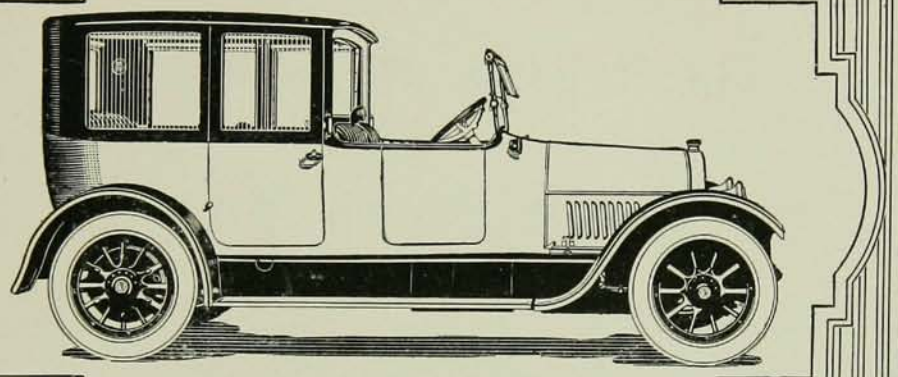
It is the duty of all Americans to stand behind the boys in the trenches. One way to do this is to invest a portion of your earnings in the War Savings Stamps and Certificates. These may be secured at the Post Office.

HARPER SIBLEY
Chairman

CHARLES J. BROWN
Vice-Chairman

Monroe County "W. S. S." Committee.

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The Cadillac Town Limousine

—an enclosed motor car in which smartness is second only to dependability.

—an equipage which blends perfectly into the lives of those accustomed to things of the better sort.

—a four-passenger limousine of distinctive appearance and of known and permanent value.

—a sound investment which assures a means of transportation in keeping with the highest standards, for years to come.

Mabbett-Bettys Motor Car Company

252-262 Court Street -:- **"Just East of Clinton"**

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1918 MARCH 1918

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER

2-1



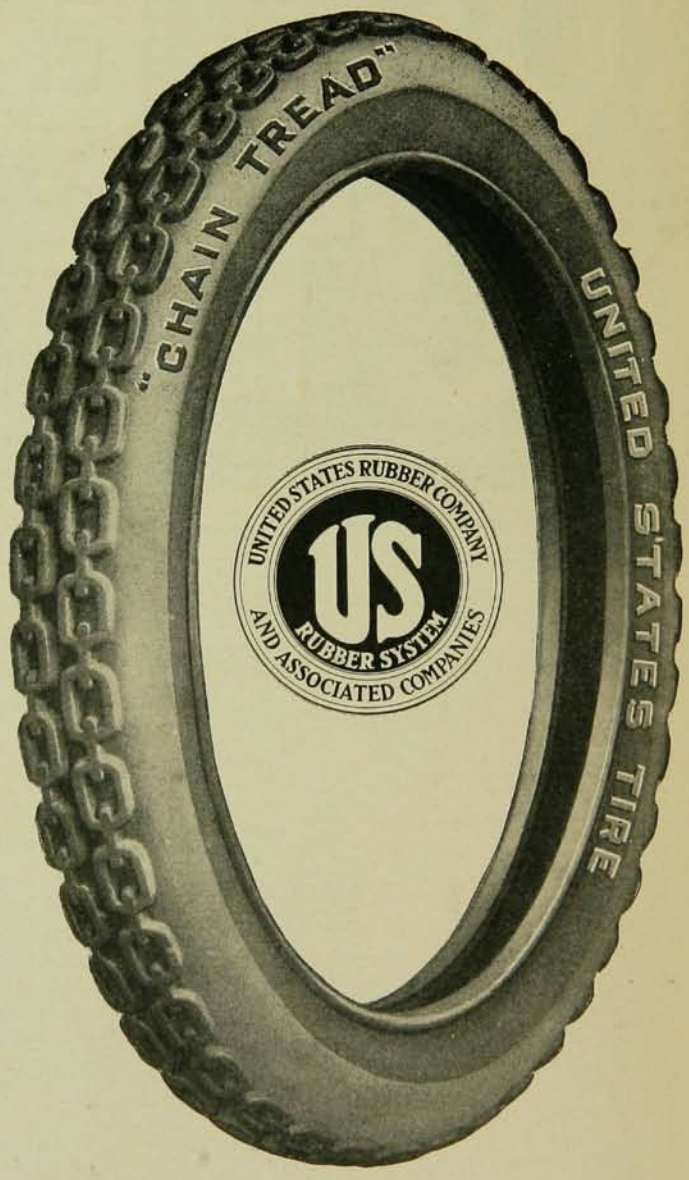
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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

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Vol. 2 **March 1918** **No. 1**

This to be Our "Banner Year"

President Frederick R. Smith, M. D., at the Helm with Good Prospects of Going "Over the Top." Annual Meeting Showed Worth of the Club. Numerous Interesting Reports Which Covered a Huge Volume of Business

NOT only the officers and directors for 1918 were elected at the Annual Meeting of the Automobile Club of Rochester held in January but the reports of the numerous Committees showed the volume of business transacted in the interest of motoring and for the benefit of motor car owners. "One good term deserves another" was the sense of the members at the annual gathering and Dr. Frederick R. Smith was unanimously elected to the Presidency. In his report in opening the meeting President Smith told of the wonderful growth in membership, the vast amount of work accomplished, the activities of the numerous committees, and good financial condition of the organization. He gave a general outline of the scope of activity of the Club giving credit to the various individual members who co-operated and especially the City and County officials and our representatives in the Legislature. "It has been one grand harmonious and successful year," said President Smith "and I trust, in fact earnestly hope, that during the year 1918 the same good spirit of cooperation and loyalty will bring our Automobile Club of Rochester far 'Over The Top' and that a year from now we can say it has been our Banner Year."

Officers and Directors for 1918

President, F. R. Smith, M. D.

Vice Presidents: C. D. VanZandt, Esten A. Fletcher, William Bausch, C. T. Chapin

Treasurer, Charles J. Brown

Secretary, George C. Donahue

Directors for One Year

L. B. Ball
Robert M. Searle
Marcus Kochenthal
Elmer E. Fairchild
Henry G. Strong
Robert P. Judd
John M. Cooper
Chas. S. Rauber
W. S. Riley

Directors for Two Years

John J. McInerney
Henry L. Marsh
H. J. Rowerdink
Chas. W. Denniston
W. F. Folmer
John R. Taylor
Frank H. Phelps
Chas. E. Sager

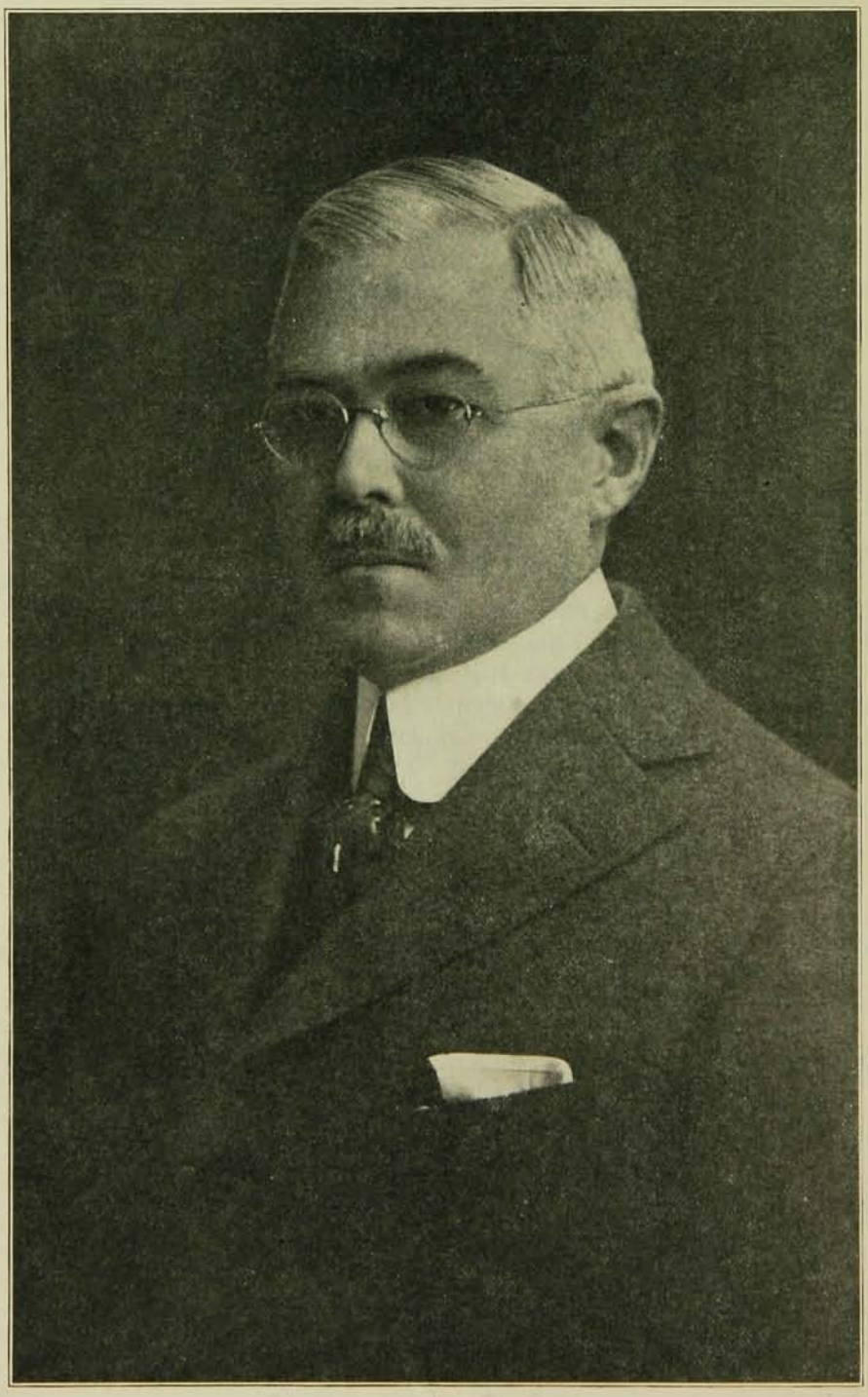
Directors for Three Years

A. B. Hone
Wm. H. Craig
S. J. Kearns
E. C. Pierrepont
Florus W. Baxter
Paul LeHardy
E. M. Alling
G. W. Henner
W. Dewey Crittenden

Non-Resident Directors for One Year

Dr. G. D. Forbes	Kendall
W. F. Kittelberger	Webster
H. C. Miller	Bergen
E. A. Brigham	Brockport
Geo. H. Johnson	Churchville
M. M. Miller	Byron
F. D. Cullinan	Avon
Wm. T. Keys	Scottsville
S. J. Warren	Henrietta
D. R. Singleton	Hamlin
Geo. H. Ano	East Rochester
C. Gordon Kellog	Fairport
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Frank E. Barnard	Honeoye Falls
W. G. Wadhams	Pittsford
Frank Dobson	Greece
Dr. A. M. Ottman	Hilton
Louis Dubelbeis	Irondequoit
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Dr. C. S. Wollston	Spencerport

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WILLIAM S. RILEY
Commissioner of Parks

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Report of Law and Legislative Committee

Gentlemen:

The duties of Club Attorney and Chairman of the Law and Ordinance Committee are so closely interwoven that separate reports are not necessary.

Legal Advice

As attorney for the Club I attended meetings of the Directors and counseled with them and advised them upon legal matters when requested. The Secretary also sent to me a large number of members who were unfortunate enough to become implicated in collisions and other accidents and who were not protected by



insurance, and after they had stated the facts to me, free legal advice was given them as to settling for a reasonable amount if deemed advisable to do so or, on the other hand, if the member was apparently not to blame he was instructed not to pay anything unless possibly a nominal amount.

Prosecutions

At the request of either the Secretary or President, I attended to all of the legal formalities attending the prosecution of different parties in this section of the state for gross violations of the highway and penal laws, such as scattering tacks and glass upon the highways and other offenses and in which prosecutions the Club was vitally interested.

Parking and Traffic

The Committee on Law and Ordinance cooperated with the Committee on Traffic and Parking, headed by Mr. Folmer, and held many joint meetings, some of which were attended by the Commissioner of Public Safety, the Commissioner of Public Works, the Chief of Police of the City, and the problems attending the parking of cars and traffic generally were discussed fully including the project which has been advanced by the Club of covering the bed of the river between Main and Andrews Streets, thereby making an immense parking space available for all times. I shall leave, however, any discussion and report on parking to the chairman of that committee.

Local Ordinances

The Law and Ordinance Committee met with various City Officials and made several recommendations for revising the city ordinances relating to traffic but owing to the passage of the Uniform Traffic Law of the State many of these recommendations were not necessary and so were not enacted in the local ordinances. Mr. Hamilton, the Commissioner of Public Safety, and Mr. Cunningham, the Corporation Counsel, have agreed, however, to have the local ordinances relating to traffic, revised and reprinted, and the Club furnished with a sufficient number of copies of the same so that they will be available to all of the motorists of the County generally.

Uniform Traffic Law

The Uniform Traffic Law has, I believe, worked out fairly well in Rochester, as it has in most up-state cities. Certain amendments will doubtless be necessary which will come when their necessity is apparent, after the law has been fairly tried out. Mr. McInerney, the General Counsel for the New York State Motor Federation, is now engaged in preparing certain amendments which have been recommended by the different clubs in the Federa-

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tion and I believe their adoption will make the law more satisfactory to the motorists.

Right of Way

One word of caution, however, I believe can be given to the members of the Club at this time. The new law provides that a person coming out of an intersecting street or approaching from the right has the right of way. This does not mean, however, that he can disregard all care and caution when he is approaching from the right but simply that the man approaching from the left must give way if possible if the two cars are likely to collide at the intersection. Both parties must use such reasonable and ordinary care as is required of all autoists upon such an occasion and in case of doubt always remember SAFETY FIRST.

Headlight Law

Upon the passage of the co-called headlight law, the members of the Club in common with all motorists were confused as to what had to be done. The Directors held two tests which gave the motorists of the City an apportunity to see the different lenses in operation. The Club favored no particular one but recommended the installation of such a lens on all cars as would comply with the law.

Stolen Cars

In the matter of stolen cars the officers of the Club have been vigilant at all times as in the past. In the Club records we have a description of most of the cars belonging to the various members and when a member has reported his car as stolen, a description has been immediately telegraphed and telephoned to all important points and which procedure has been instrumental in recovering many stolen cars. We have also followed out our custom of paying a reward of fifty dollars to the person furnishing information which has led to the arrest and conviction of a person who has stolen a member's car; during the past year we have paid out three different rewards of fifty dollars each in such cases. It is earnestly recommended that each member send in to the Club a description of his car for its records.

The need has been apparent for some time devising some way of preventing thieves from disposing of stolen cars as easily as they now can. In conjunction with the counsel for the Motor Federation and Senator Mullan we are engaged in framing a proposed law which is believed will remedy the situation. The plan provides for an owner's signature upon a card issued to him by the Secretary of State and an assignment of interest over another signature of the owner before the car can be purchased legally.

Reckless Driving and Speed Traps

The greatest source of annoyance to motorists and members of the Club who have the observance of law in mind is the maintenance of speed traps in some of the neighboring villages. The evil of this practice lies in the fact that the Board of Trustees of a village meets and decides that speeding must stop and then employs a so-called speed officer, who in all probability has had no previous experience as a peace officer and usually makes his remuneration dependant upon the number of convictions he secures. The result is, generally, that the man who goes through a village at fifty miles per hour is never apprehended, but all others who follow at sixteen or seventeen miles per hour even though the road is clear and conditions favorable for that speed, get in the toils and contribute to the funds of the town and unjustly so as they all believe.

The Club has always been opposed to reckless driving and speeding and desires to cooperate with the officials of villages to stop all evil practices connected with motoring. We recommend that in cases of reckless driving through villages that the matter be first taken up with the proper officers of the Club before a speed trap is instituted and in this manner give us an opportunity to correct these abuses of traffic, if possible.

Use of Abandoned Canal Bed

A matter which is of great importance to the members of the Club is the use which may be made of the bed of the Erie Canal through the City after its abandonment by the State. The First Ward Improvement Association is now investigating the advisability of using it as a subway for the use of traffic. It is a problem in which we are all interested and a free discus-

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sion of the same by all Civic Organizations including ours, in joint session, is recommended.

Traffic Regulations in City

The police of the city, and particularly the traffic squad are, in my opinion, entitled to commendation for the able manner in which they are handling the traffic problem. With but few exceptions the traffic officers are using good common sense in the discharge of their duties and the result is apparent.

The Commissioner of Public Works and his subordinates are likewise, in my judgment, entitled to praise for the creditable manner in which they have handled the snow and ice removal this winter. By the use of the large motor truck scrapers many streets have been kept in excellent condition for motor car traffic and in this manner much travel has been diverted from car lines, thus expediting rapid transit and preventing accidents.

In closing I desire to thank the Board of Directors and the Secretary for the courteous treatment and co-operation that I have received at their hands during the past year.

Respectfully submitted,

Charles B. Bechtold.

Report of Contest Committee

By H. J. ROWERDINK, Chairman

It is with a great deal of pleasure and pride for the Club that I submit the report of the "Contest Committee" of the Automobile Club of Rochester for the past year.

Never before in the history of the club has there been so many and so successful outings and club doings as we have had the past year. Every one of the affairs has been a complete success not only from a point of attendance but not a single affair has cost the club a cent but some of them have even shown a small profit and especially the Automobile races which were held at Avon showed a profit of $882.00.

The first event was the Club run to Buffalo where we enjoyed a nice dinner and dancing afterwards, which was attended by one hundred and twenty-eight people instead of seventy-five as we first planned on.

The next event of importance was a hill climb which was held at Livonia on July 28th. A great deal of enthusiasm was created at that time and the attendance was roughly estimated at four thousand people. The results of the different cars was published in the papers and were even advertised showing the individual performance of each car.

The attendance at both Bergen and Kendall were both very successful and the club is very much indebted to the local members of the Automobile Club both at Bergen as well as Kendall who were very instrumental in making both of these affairs such a huge success. The spirit of co-operation and fellowship which was shown at both Kendall and Bergen has shown the public what a real Automobile club should be and what can be done in the way of enlisting our friends in the nearby towns to work together with the members of this city.

This also true of the races which were held at Avon on Saturday, Octover 6th, being postponed from the previous Saturday from Webster on account of the extreme bad condition of the track. The continued rain fall did not help the track very much at Avon, but I really think that the majority of the people who went to Avon had as much pleasure if not really a little more from watching the drivers on the slippery track more than they would have if the track had been in better condition.

I have simply mentioned a few of the principle events and will not go into detail on them as the majority of the members attended a large number of these affairs and are entirely familiar with the general good time and benefits that were derived by the club from these affairs.

Mention might also be made here, of the committee of the auto club which through the assistance of Barney Kane held examinations for chauffeurs for the army.

I want to thank the other members of the Committee for the excellent co-operation which they have shown both to the chairman and to the club and especially to our worthy president and secretary who have done more than their share to make these events the banner year of the Automobile Club of Rochester.

Membership Committee

I beg to submit the following report of the Membership Committee for the year 1917:

Members January 1, 1917—1750.

Membership campaign in March yielded 1625 new members.

Since the campaign, we have brought in 225 additional members—bringing the total membership December 31, 1917, to 3500.

We have branches established in Kendall, Bergen, Byron, Webster and Avon.

Resignations during the month of January 1917, with one-half the present membership—250.

Resignations during the month of January, 1918—25.

The entire membership committee put their best efforts into their work and responded to every call. The membership, no doubt, would have been brought to at least 5000 had it not been for the unusual conditions.

We predict a very bright future for the Auto Club and feel that the Club is now prominently placed amongst the civic organizations of Rochester.

Respectfully submitted,

Elmer E. Fairchild,
Chairman.

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Report of Parking Committee

GENTLEMEN:

At a joint meeting of the Law and Ordinance Committee and the Parking and Traffic Committee of the Automobile Club of the City of Rochester, New York, a special committee was appointed to locate sites and spaces which might be available for parking purposes during the coming summer. This committee has made its report, and after due consideration the Automobile Club of Rochester, through its proper officers and committees, respectfully recommend as follows:

That the places and sites named below be adopted by the City of Rochester as places in which motor vehicles may be parked in the future, until such time as permanent parking spaces are established by the city. We have placed after each one of the several parking spaces below an estimate of the number of cars which the same can accommodate:

Plymouth Ave. and Church St.	70
Plymouth Ave., Frank and Commercial Sts.	25
St. Paul and Central Ave.	30
Lumber Yard near Central Ave.	15
Mortimer St. and Athletic Field	300
Chestnut St. near East Ave.	125
Washington Square	300
Anderson Park	150
Franklin Square	125
Fitzhugh St.	75

The Rochester Railway and Light Company owns property on Mortimer St., adjoining the Athletic Field, which would be able to accommodate at least one hundred additional cars.

It is possible that some of the above places, if decided upon, may have to be purchased by the city, but, undoubtedly, most of them could be leased upon satisfactory terms, and no great amount of work would have to be done or money expended in getting these various pieces of property into shape for the purpose intended.

Where the parks or squares are suggested, it is believed that such portion of the same be used for parking as will not interfere with the beauty or use of the square by the general public. By changing the curb slightly on each of the sides of such park or square, automobiles could back into the alloted space, thereby lining the edges of the square or park.

Another serious cause of the congestion of traffic on our main streets is the running of so-called double-header cars, one following the other closely. It sometimes happens that one of these double-header cars is stopped at a regular stopping place to discharge and take on passengers, and immediately following such a car is another double-header, or possibly several closed cars. Notwithstanding the fact that there are a number of people desiring to alight from such cars, and also to embark on the same, the doors of such cars are kept closed until the car arrives at its regular stopping place. This we believe to be one of the most fruitful sources of congestion on Main Street. If all cars were allowed to take on and leave off passengers at any point where such a car might stop, it would relieve congestion to a considerable extent, as the car, when it arrived at a regular stopping place, might only have to stop for the space of a second or two before continuing on its way. In the event that cars would be allowed to take on and leave off passengers at all points on Main St., it would of course be necessary for all traffic to be on the lookout for passengers alighting from and embarking on cars between Canal St. at Main St. West and East Ave. or Scio St.

These parking spaces are recommended to the officers of the City of Rochester merely as intending to furnish temporary relief from a situation which is fast developing into serious proportions. We believe that at the same time it would be advisable to secure figures and estimates as to the cost of providing permanent parking space over the river between Main St. East and Andrews St. The suggestion has been made that such a parking space could be built strong and substantial, that a large space would be available upon the roof as a recreation pier or playground and which could be utilized for band concerts and many other public occasions. It would also tend greatly to beautify a section of the city which at the present time is unsightly and does not create a favorable impression upon visitors passing through the city on the New York Central tracks, and is the principal object which people are able to see in looking out of the car windows, and by which the city is likely to be judged.

After a careful study of the conditions prevailing in the city of Rochester at the present time, and based upon the experience of last summer, we believe that a suitable parking space should be provided for the man who brings his car down in the morning and wishes to park same during the entire day. Also for the man or woman who wishes to park a car for several hours, either while attending the theatre or for the benefit of any visitor to our city who is here for the purpose of shopping. If such parking spaces were provided and the State Railway traffic also regulated it would reduce the problem of traffic upon our main streets to a minimum and no complaint would be had from merchants to the effect that their own customers could not find available space in the vicinity of their stores in which to stand for a few minutes while shopping therein.

All of the above is offered as a suggestion, and it is hoped that it will be received in the spirit in which it is offered to do away with a growing evil and for the best interests of the city of Rochester, including not only car owners but our merchants and the general public as well.

Respectfully submitted,
William F. Folmer,
Chairman.

Report of Good Roads Committee

GENTLEMEN:

About the middle of the year your President appointed me the Chairman of the Good Roads Committee. I will outline briefly some of the Good Roads activities of the Committee during the past year.

Several meetings were held at Kendall in regards to building a road from Morton through Kendall and westward. At one meeting the majority of the Board of Supervisors of Livingston County were present. While action has been slow nevertheless good results are bound to come from our meetings. We look forward to the early construction of this piece of road through money available from the County's share of the automobile funds.

There is the proposed highway connecting Rochester with a direct line to Batavia and Buffalo. This proposed highway is scheduled to be constructed as soon as material and labor conditions will permit. Several meetings were held on this proposed route and after careful inspection of the two routes the Committee favored the construction of the route via Bergen and Byron. A general hearing

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was held at Batavia which was represented by about two hundred Club members from this city, Bergen, and Byron, yet the Commissioner of Highways decided to favor the southern route which is from Bergen direct to Batavia. We followed this matter up and we believe now that the Highway Department will connect up Bergen and Byron with this southern route so that motorists in those towns will be satisfied with the result of our labors.

As Chairman of the Good Roads Committee, I have encouraged the members of my committee and all members to cooperate at all times with the State and County authorities as well as the city and we have worked jointly with the Good Roads Committee of the Chamber of Com merce.

While many activities and much work has been done by this Committee, it is not desired to report on minor matters but there is a subject that is worthy of your attention which our Committee desires action on at this annual meeting and that is the subject of snow removal from the highways.

For the past two months our highways across the state have been closed most of the time, and there has been no concerted effort to open them. There is no fault being found nor anyone being blamed for this seeming neglect. There is no plan at present for the opening of the trunk line routes. Through the energy of this committee, our attorney and the counsel of the Motor Federation, a bill has been introduced in the legislature whereby the towns may appropriate sufficient funds to take care of snow removal; this new law will solve the problem to a great extent. We investigated and tried out the proposition of opening the highway from Rochester to Caledonia. It is not so expensive and would not be providing the State Department of Highways could have their motor truck in operation during the winter and have them equipped so that they could plow out the highways. I do not think that it would be so costly if the State Highway Department would be directed to open the highway and keep it open during the winter from Buffalo to Albany via Rochester and then down the east side of the Hudson to New York City. I am sure that the Monroe County authorities will cooperate in this plan, as they always do in things that are for the benefit of the people, and something can be worked out whereby during the winter months the highways will be open and in use by the motorists.

Since our last report the American Automobile Association at Washington has succeeded in convincing Congress of the necessity of Federal aid on good roads and this has been of great benefit in connecting up through routes throughout the country. It is this Federal aid money that will be applied on the Rochester to Batavia highway. Our Committee has cooperated at all times with the Good Roads Committees of the Motor Federation and the National organization and we appreciate what the State and National organizations have done and are doing.

While but little road construction will be done during the duration of the War, yet our Committee will carefully watch highway bridges, maintenance, and such other work as come within our jurisdiction. We appreciate the co-operation of our President, Dr. F. R. Smith, our Secretary, and the individual members of the Club and would appreciate suggestions that tend towards the betterment of conditions for the motorists and the public.

Respectfully submitted,
Geo. W. Henner,
Chairman.

Report of Secretary

GENTLEMEN:

You have heard the report of our President which has covered in a general way the entire work of the organization throughout the past year, also the reports of the various Committees which have taken in the detail work. Our President has given a great deal of his time to the Automobile Club; he has attended practically all the meetings, not only of the Directors but of all Committees. He has done his work well.

Each Committee has met at regular periods and covered considerable work which was referred to them.

Your Board of Directors have had twelve meetings during the past year, each one being attended by nearly all the members.

During the coming year, it is the purpose of the Club to give free of charge to each member, a radiator emblem and a road map. The emblem will be ready for distribution about the 15th of May and the maps will be ready about March 15th. These maps will be a great improvement over the maps that have been given heretofore to the members.

It is also planned that detailed route cards be used this year, and whenever a member desires to make a trip, a route card will cover the entire route. However, we would encourage the members not to ask for route cards when same are to be given non-members.

The Board of Directors voted to trade in the Cole car for a new Oldsmobile, with the G. W. Henner Company. This car will be used to erect road signs, secure road data, arrange for detours and for other Club work.

In the Legislature at the present time there is a bill to establish a License Bureau in the City of Rochester, and both the Club and the Automobile Dealers' organization urge its early passage.

There is another Bill whereby all drivers of automobiles should take out a driver's license and this Bill should be discussed at our present meeting.

Another subject of importance is that of removing snow from the highways and especially long trunk line routes. If such a plan could be worked out whereby the important routes could be opened up during the winter months, the Club would receive the commendation of every motorist in this vicinity.

Relative to road signs. It is our purpose to continue this good work and cover a much larger territory than heretofore.

This report would not be complete without expressing our appreciation of the co-operation of the automobile dealers and our Senators and Assemblymen at Albany. We have no fear of vicious Legislation going through with such able representatives co-operating with us.

Two meeting of the Federation Directors have been held at Rochester and other meetings held throughout the State which were attended by representatives of the Rochester Club. We have given our full support to the activities of the Federation and we fully appreciate the good work that this organization has been doing.

While the A. A. A., has discontinued all contests during the duration of the war, it is a question whether or not the Club should arrange for any outings during the season. These outings and contests provide the members with considerable amusement and at the same time brings the Club before the public.

The Club is large is membership and has a good bank balance, and with the continued co-operation of the members we will be able to accomplish much during the next twelve months.

Respectfully submitted,
GEO. C. DONAHUE.

J. W.—"No woman ever made a fool out of me."
J. W. J.—"Well, what did then."

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Report of Entertainment Committee

GENTLEMEN:

As Chairman of the Entertainment Committee, I beg to report as follows:

In accordance with the recommendation of the Board of Directors, the Entertainment Committee completed arrangements for a Smoker to be held at the close of the membership campaign, February 28th. From the standpoint of attendance and enthusiasm the Smoker was very successful.

The Committee co-operated with the Automobile Dealers during the week of January 21st to 28th at the Automobile Show and entertained Secretary Hugo and his friends, also Mr. Duffey when these two State officials came to Rochester to speak at the Show.

It was planned to hold a War Supper on Monday, January 28th, in connection with the annual meeting, but in order to conserve food and fuel it was decided to cancel the arrangements.

The Committee has co-operated on all occasions with the Contest Board and was represented at the hill climb, the outing at Bergen and Kendall and also at the baseball game held at the park. On several occasions our President and members of the Entertainment Committee entertained officials from other Clubs.

Two Directors' meetings of the Federation were held in Rochester and on both occasions under instructions from the President, the Committee received the visitors and entertained them at dinner. This is in accordance with the custom of all of the Clubs when Directors meetings are held in the various Cities.

I wish to thank the members of the Club and especially the members of the Entertainment Committee for their hearty cooperation during the past year.

Respectfully submitted,
Esten A. Fletcher,
Chairman

Important Resolutions

At the annual meeting of the Automobile Club of Rochester, held Tuesday, January 29th, the following resolutions were carefully considered by the Resolutions Committee and afterwards favorably acted upon by the members:

Resolutions adopted.

No. 1. That the President be empowered to appoint a Finance Committee of three to prepare a budget of expenses for the year and that no money be appropriated (over $50.00) unless referred to this Committee.

No. 2. That the President be empowered to appoint a committee on accidents, which Committee shall compile data on all accidents in Rochester and vicinity and do everything possible to reduce the number of accidents.

No. 3. That the Club express its approval of the great activities of the A. A. A. and especially the favorable results concerning the Federal Aid to good roads.

No. 4. That the Club heartily approve the action of the Automobile Trades Association in cancelling its Automobile Show after a consultation with Mayor H. H. Edgerton.

No. 5. That the Club favor an investigation of traffic conditions in connection with a Committee from the Common Council and the Chamber of Commerce, that everything possible may be done to assist in improving traffic conditions in the city of Rochester.

No. 6. That the Club favor the early passage of Senate Bill No. 111 introduced by Senator Argetsinger to establish a license Bureau in the City of Rochester.

No. 7. That the Law and Legislative Committee prepare a bill to be introduced in the Legislature whereby the State will co-operate with counties and towns in removing snow from the highways.

No. 8. That the Club favor the passage of Senate Bill No. 144 which would give authority to town supt. of highways to purchase motor trucks to be used for the removal of snow.

No. 9. That the Club favor the passage of Senate Bill No. 55, introduced by Mr. Walton to amend the highway law in relation to the construction or improvement of county highways and to provide for a side shoulder of dirt or stone on the sides of improved roads for the use of horse vehicles.

No. 10. That the Club stand behind the Towns of Bergen and Byron in getting what they want in the way of improved roads.

No. 11. That the Club through its Secretary express its appreciation of the numerous accomplishments of the Motor Federation during the past year.

No. 12. That McInerney and Bechtold be appointed Club Attys. for the year 1918 and that thanks be extended to Mr. Bechtold for his generous services during the past year.

Resolutions Laid on Table:

No. 1. Resolved: That the Automobile Club favor Legislation whereby all operators of automobiles should take out a special registration license.

No. 2. Resolved: That the Club favor Legislation whereby all drivers of automobiles shall be responsible drivers.

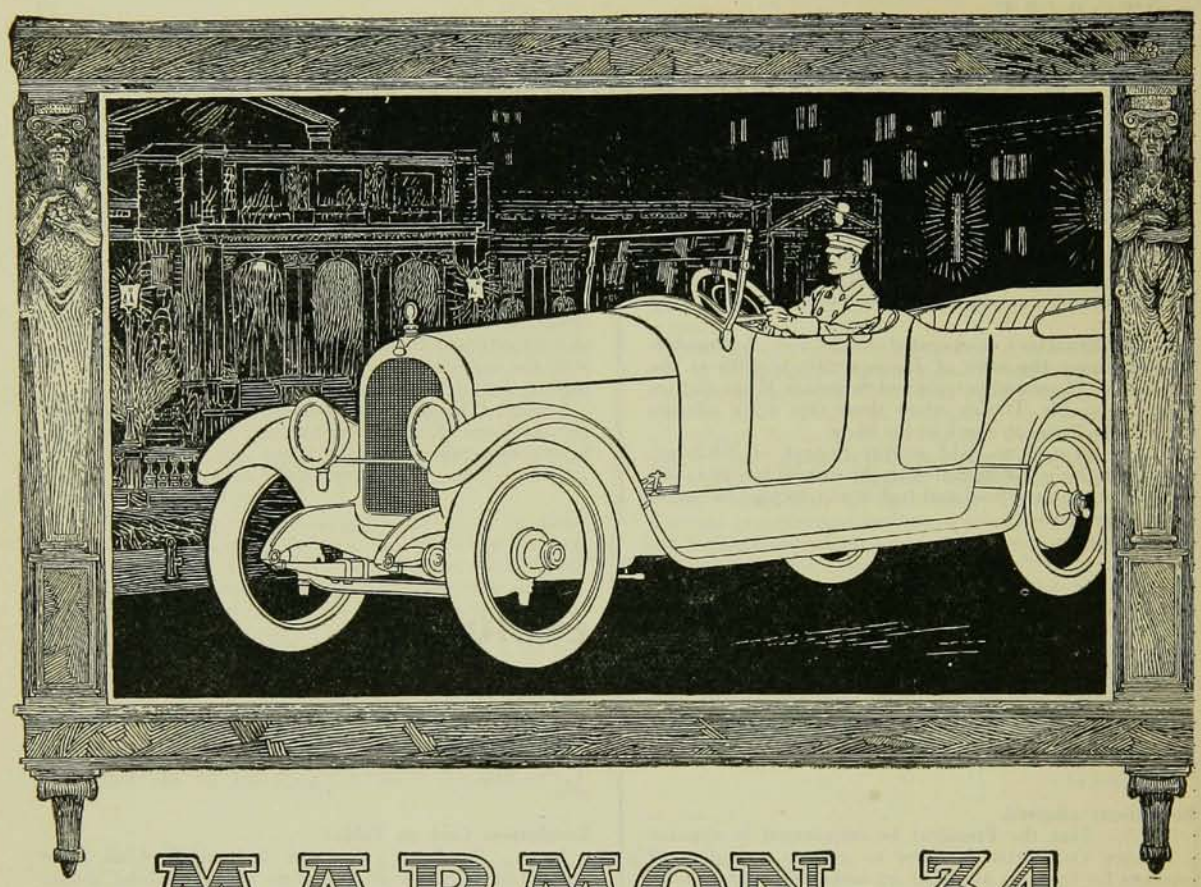
The last two resolutions were laid on the table and if Bills are introduced they will properly come before the Law and Legislative Committee for action.

✚

OPEN HIGHWAYS NEXT WINTER

The Hon. Frank Dobson of Greece, Monroe County, will be one of the most popular legislators at Albany if he succeeds in getting a measure through which will properly take care of the removal of obstruction caused by snow on state and county highways. Assemblyman Dobson has given the subject much study, he attended several meetings of the Snow Committee of the Automobile Club and expects to have a bill shaped up which will meet with the approval of the legislators. This is a worthy measure and will meet with the approval of all motor vehicle users and especially manufacturers and merchants who operate motor trucks.

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MARMON 34

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MARMON light-weight results from engineering achievements — not from shortening the wheelbase. The Marmon has a wheelbase 136 inches long.

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An hour's demonstration over country roads will reveal to you why Marmon principles are destined to hold sway in motordom.

PAUL LeHARDY

308 EAST AVE. ROCHESTER, N. Y.

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Gasoline a Dangerous Explosive

By F. W. DALE

It is a strange fact that not one motorist in a thousand knows that every time he pours gasoline thru a funnel containing a chamois skin strainer he is courting the danger of an explosion and fire. It does not seem to be commonly known that gasoline passing over the edge of a metallic container or thru the rubber hose of the modern filling station is capable of causing similar trouble if the conditions are just right.

Frequently reports of fires in garages appear in the papers and the general assumption is that somebody MUST have been careless with a cigar or a match or to bring the matter right up-to-date there must have been a "German in the gas tank." Most people drop the matter at that point although a close investigation generally fails to show that any gross carelessness or neglect was the cause.

There have been several garage fires in this city that have been unaccounted for. Just recently there was a serious explosion in the Murry-Smith Garage at Wilkes-Barre, Pa., under conditions that made it most mysterious. Fires of a similar nature are frequent but the cause is still unknown to the average motorist.

It is commonly known that cleaning silk with gasoline is a dangerous practice and most of us have seen static electricity drawn from silk after vigorous rubbing. The same conditions exist when gasoline passes thru chamois skin, over the edge of a metallic container, or thru rubber hose. That a greater number of fires do not result from this cause is undoubtedly due to the fact that at least one of the necessary conditions is lacking or the motorists is unusually lucky.

Suppose that gasoline is being poured thru a chamois skin funnel arrangement with the funnel suspended so that no metallic connection exists between it and the gas tank or the ground. The friction of the gasoline passing thru the funnel generates static electricity and there being no ground connection or other circuit of escape the charge accumulates in the copper funnel until of sufficient strength to leap in the form of a spark to the nearest point of contact with the tank.

Possibly the can is being held by a man standing on a rubber covered running board so that no ground connection exists and the funnel is resting on the mouth of the tank. If the filling can is not in contact with the funnel the electric charge may accumulate and a spark jump back to the can. There is naturally an atmosphere rich with gasoline gas surrounding the spark and the obvious results take place.

Care should be taken that the funnel rests securely on the mouth of the gas tank and that the spout of the filling can from which gasoline is passing is in contact with a metallic part of the funnel so that a circuit exists between the two charged bodies, leaving no opportunity for static electricity to collect and spark.

It is undoubtedly due to the fact that it is easier to rest the spout of the filling can on the funnel which in turn sets firmly in the mouth of the tank than it is to suspend either that more such fires do not happen although the conditions are frequently ideal for an explosion toward the end of the fill when the funnel is raised to observe the gasoline level in the tank. The chamois skin can well be discarded as most cars make provision to accommodate a large amount of foreign matter before trouble starts.

Again, suppose gasoline is being pumped thru the modern rubber filling hose. Static electricity collects in the metal nozzle when toward the end of the fill it is raised free from the tank for observation of the gasoline level this collection increases and can easily be strong enough to cause the necessary spark for which you or some of your passengers may pay the supreme penalty.

The remedy for this situation is to insure metallic contact between the metal nozzle of the hose and the tank and leave the nozzle in contact until the entire charge of gasoline has been pumped. When the nature of this danger is actually realized and understood there will

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Rochester Railway & Light Company

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undoubtedly be some provision made to ground the electrical charge in a safe manner.

This matter is receiving serious consideration in Massachusetts where one of the large city fire departments have framed up a set of rules suggesting ways of eliminating this danger. They are briefly as follows:

1. When a can is hung on the nozzle of a pump no wooden handle should be between the bucket or can and the nozzle in such a way as to insulate the two.
2. When a can is placed under the pump nozzle standing on the floor care should be taken that no wood or other non-conductor prevents the passage of any static electricity either back to the pump or into the ground directly. If the can stood on a wooden floor or a floor covered with rubber, etc., it is considered dangerously insulated.
3. All rubber hose used by filling stations should have a copper wire soldered thru its entire length connecting the metallic nozzle with the pump so that static electricity will be grounded directly.

The statement is made by an Oklahoma Fire Chief that he knows of several fires within a short time that could be explained in no other way except by this static ignition which in his mind was the actual cause. John R. Lamb, a manager for the Standard Oil Company in Pennsylvania, stated at a recent inquiry that he knew of two fires that were caused by not observing the precautions of having a good electrical connection between filling can and the tank or funnel. The matter has just been investigated by the Moline Automobile Company and confirmed.

Some of us learned by sad experience not to run motors in a small garage with the doors closed and an rich mixture. A warning was given and many must have profited by it. Let this be a warning to prevent fires.

✣

FOUND!

Auto Tire.

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GEO. B. DRAPER,

438 Powers Bldg.

February 1, 1918

Automobile Club of Rochester
Powers Hotel
City.

Attention Mr. Geo. C. Donahue, Secretary.

Gentlemen:

Your favor of January 31st, just received, and want to say that I was very much pleased to hear of the resolution that was adopted at the annual meeting of the Club, approving the action of the Auto Trades Association, in postponing their Auto Show, for which I wish to express my gratitude and appreciation.

This act of co-operation on the part of the Rochester Automobile Club only tends to cement the feeling of good fellowship, which now exists between the members of the Club and the Trades Association, and with my sincere wish for the success of the Club, I am

Yours very truly,

Chas. E. Sager,

SING IT—AND SMILE

Pack up your troubles in your old kit bag
And SMILE, SMILE, SMILE.

While you've a lucifer to light your fag,
SMILE boys, that's the style.

What's the use of worrying?
It never was worth while, so

Pack up your troubles in your old kit bag,
And SMILE, SMILE, SMILE.

✣

Charlie—"I see Bill Loan has gone in for aviation."

Harry—"Good! Now he can visit some of his air castles."

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March 1st, 1918

Progress Industry, Esq.,
Everywhere,
On Earth.

Esteemed Sir:

The plant illustrated on the opposite page is the last word in up-to-date reinforced concrete, known as the "Flat Slab System" was built in the winter under the most adverse climatic conditions, temperature very low and works covered with snow almost continuously. Progress photographs may be seen at my office. "They are interesting." Let me tell you how I saved this corporation more than double my fees and produced a better building and on time.

I wish you to consult me, it will cost you nothing, except your time, and you will profit by the interview, so will I.

My aim is to work in harmony with any special engineer you may have in your employ outside of the building line.

The following firms materially assisted in making this plant a complete industrial success:

American Concrete Steel Co., General Contractors, Newark, N. J.
Corrugated Barr Co., Reinforcing Steel, Buffalo, N. Y.
H. C. Mapes, Plumbing and Heating, Lockport, N. Y.
F. W. Korff Electric Co., Lockport, N. Y.
Republic Elevator Co., Rochester, N. Y.
Detroit Steel Products Co., "Fenestra" Steel Sash,
James P. Hunt, Agent, Buffalo, N. Y.
J. Frank Norris, Cast Stone, Rochester, N. Y.

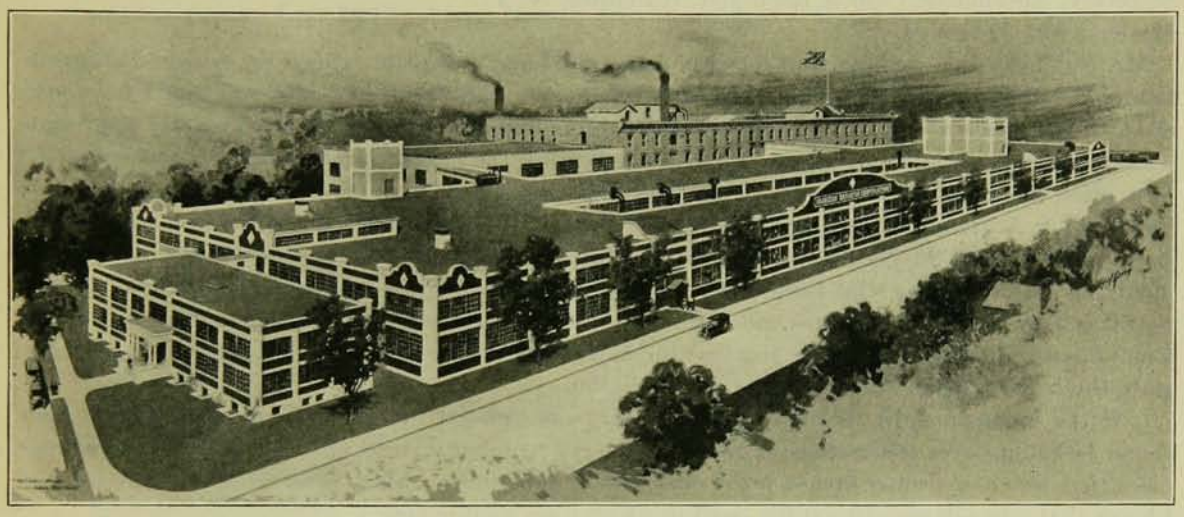
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Sincerely yours,

James R. Fyfe

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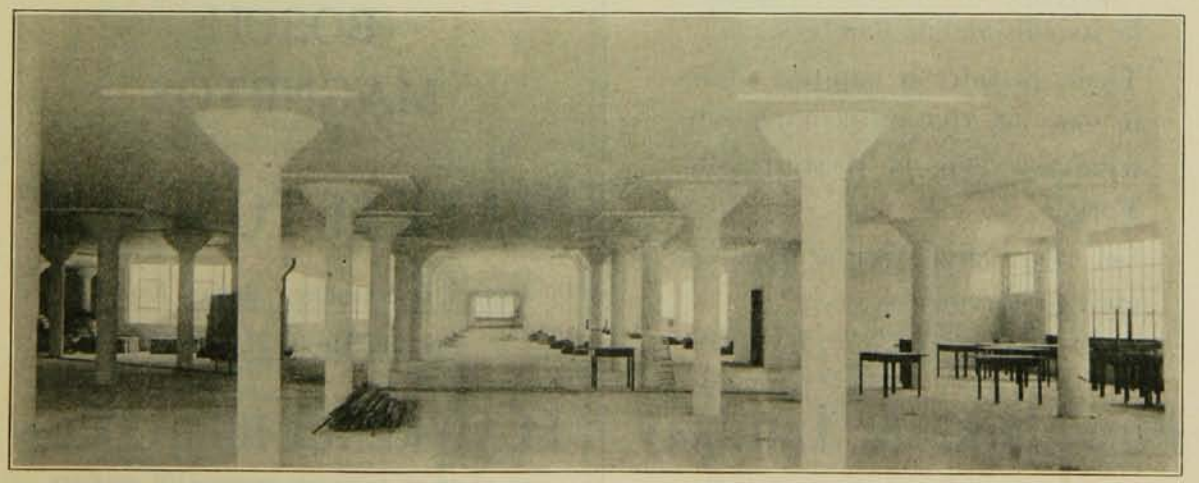
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Secretary, Automobile Club of Rochester, Rochester, N. Y.

My dear Mr. Secretary:

Mr. Batchelder showed me your letter of January 31 and I want to express my personal appreciation of the attitude your club has taken in the A. A. A. I am frank to say to you that I have very often thought that the A. A. A. member clubs throughout the country do not properly appreciate what a tremendous influence the A. A. A. is exerting for the benefit of motorists everywhere, and I have often thought, too, that the member clubs might say a great many more words of commendation for the A. A. A. than they do. For the moment I am president and consequently I see perhaps more clearly the value of the National Association's work than is possible for those who are not so closely identified with its work. But I am on the job for only a few months more and I am telling you now that it is astonishing the immense amount of work that the organization is doing. While I have not seen your resolutions I can assure you that no matter how strong they are, they are not too strong to state the facts in regard to our National Association.

If the member clubs throughout the country appreciated the A. A. A. as they should, they would be falling over themselves to give a dollar per member instead of the little twenty-five cent piece that we are expected to do a great deal with at this time. I am speaking thus frankly because I know that you will understand the spirit in which I am writing you.

As an officer of the association, I am perfectly satisfied with things as they are; as a loyal member of the association, I often think that its officers, particularly those that are permanent and who are laboring on from year to year, might appreciate recognition to a larger extent than they receive, and that recognition would put ginger into them when sometimes they are doing mighty hard, uphill work that the member clubs know nothing about.

I trust your club is very successful and prosperous.

Sincerely yours,

H. M. Rowe, President.

P. S.—

I wish you would express my appreciation as an individual to your club for the resolutions that you refer to in your letter (passed at your annual meeting).

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We Must Thrash The Kaiser

By JOHN N. WILLYS, President, Willys-Overland, Inc.

The War has given opportunity for a great deal of platform oratory and, as always happens under similar circumstances, a variety of theories are advanced, some of which are highly practical and some of which need only a moment's consideration to convince one that the orator has not given the subject any real thought and consideration.

We have on our hands today the most important job that any nation ever had, and it is essential that we analyze carefully the various theories which have been advanced, and as a result follow only the course which will be of benefit to this nation in this war with Germany, instead of, through ignorance and lack of consideration, finding ourselves working for the Kaiser.

We must thoroughly thrash the Kaiser. The point at issue is how best to do it.

While the manufacturers of this country have practically unanimously notified the government that they are anxious to help in the production of materials for war, there is, however, no way of determining as yet to what degree war essentials will absorb the entire productivity of the country.

Any attempt to direct public purchases beyond this limit of war essentials might easily work a grevious hardship on many industries. If thousands of people were thrown out of employment a depression woldu be created which might be reflected immediately in the public attitude toward the war. We cannot fight the Kaiser and hard times at the same time. We require prosperity in this country with which to win this war, if that prosperity does not interfere with the building of munitions. Is it not therefore wisest for us to follow the policy of filling the government contracts with the utmost speed and keep the rest of our productivity going in accord with public demand, so that the vast army of the American people at home are in a position to support the government with a spirit of optimism, and also with enough money to help market the bond issues which are coming up from time to time?

I refer now to the broad interests of all American industry. The automobile industry in which I am personally interested is so firmly entrenched as a part of the great transportation system of this country that those who know the part it plays consider it one of the fundamental essentials of this country today. But there are other industries which have been classed by unthinking people as nonessentials. I believe such classifications are pernicious and dangerous.

What is essential to me may not be to you. As a matter of fact, you may say that even the clothes you have on your back and the boots you wear are nonessential, because the North American Indians lived here in the same climate for thousands of years without them. Similar comment might be made concerning many industries.

I believe the public is capable of deciding what is essential to them, and we should, after war needs are properly supported, let the people alone to make their own choice of their requirements.

To illustrate how impossible it is for any man to determine his neighbor's requirements, I was talking the other day to a man who was inclined to refer to motor cars as a nonessential while he regarded the railroad as a necessity.

That man did not know that several of his neighbors were saving many dollars every year by traveling from their country homes to town in their cars instead of by railroad.

He did not know that the motor car is taking an even greater part in the pioneer development of the country than is the railroad. Nor did he know that the seating capacity of automobiles in this country is greater than that of the railroads. He had not been informed that the pleasure driving of automobiles is less than fifteen per cent.—probably less than the pleasure riding on trains and trolleys.

He had not considered that every automobile parked down town in our cities represents a man or woman on some time-saving, business event, or that the 2,700,000 automobiles in rural communities are transporting millions of pounds of produce daily, bringing farms nearer

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to town and saving millions of hours for productive time to farmers who formerly had to master their transportation problems with horses.

He did not know that salesmen today are saving ten to fifty per cent. of their time with the automobile—leaving that much extra power for Uncle Sam.

He did not even know that Paris was saved in the battle of the Marne with taxicabs—that nearly a half million automobiles made possible the sale of the last Liberty Loan to 900,000 people.

I asked him how would we have progressed with the Red Cross campaign, with the War Camp Recreation campaign, with the building of our cantonments, if we eliminated the motor cars. I asked him how we could go back to the old methods even if we could accept again the slow horse transportation used by our fathers—with the supply of horses now so greatly reduced.

I asked him if he knew how much food stuff would be required to feed the horses that would be required to do the work now being done by the automobile. He did not know.

I point out these things about my business just to show you how mistaken a man may be in his opinion about the necessity of any industry. Above all times, this a good time for every man to weigh his remarks and stick to those things about which he is informed.

It is important now to keep money circulating. The price a man pays for any manufactured product represents in a very large measure wages paid out to the working man and money paid for materials. It goes to the baker, butcher, etc. It maintains a circulation of money which we all recognize as an essential factor in prosperity.

I view with suspicion of ulterior motive the remarks of any man who preaches a doctrine that tends to stagnate any industry below the public's demand, and beyond the government's actual need of its curtailment.

For example, certain men maliciously interested in reduced prices in motor stocks have thrown out misleading impressions about the automobile industry as similar groups have around other industries. But I tell you no little group of men can, for their own gain, interfere with that which the public has decided will increase efficiency and make more useful citizens.

We are going to win this war. We are going to win through prosperity here. And I urge that form of optimism from every man who lifts his voice.

A Good Bill

Regulations for oiling highways. Any contract or agreement for the maintenance or repair of any state or county highway in the manner provided in article seven of the highway law, which includes the spreading of oil on such highway, shall contain a provision therein, that only one-half of the road-bed of such highway shall be so oiled at one time; that the remaining half shall not be oiled until such first half shall be completely dry, and there be maintained at each end of such section of such highway until such highway is completely dry from such oil, a guard who shall warn all motor vehicles and motorcycles of the condition of such highway and keep a record of the license number of all such motor vehicles and motorcycles entering or leaving such section of the highway.

Those who favor this measure should write Monroe County Senators and Assemblymen at Albany.

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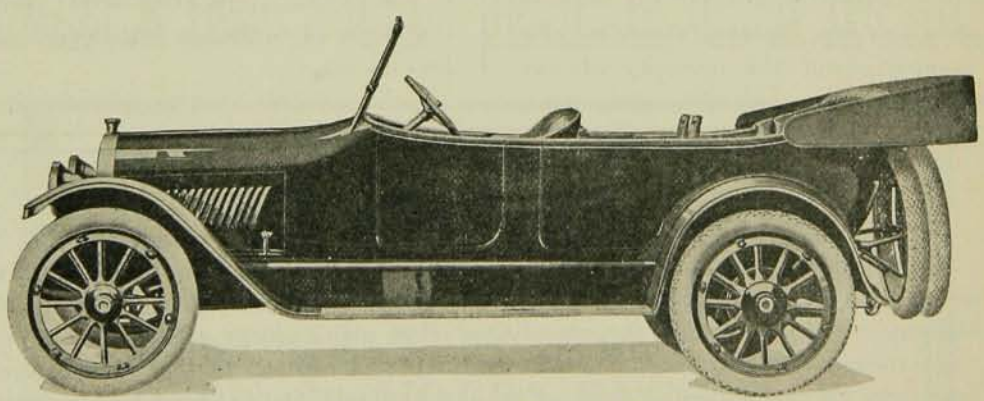
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Monroe County Home Defense Committee

Motor Vehicle Contingent

This is an organization of motor vehicles of the county and is to be used to furnish transportation for the movement of police, firemen, troops, defense units, United States Secret Service Officers, or wounded; the transportation of freight of a military character; equipment, etc., and for the movement of such supplies as may be necessary during ane mergency threatening the public safety.

In such an event, the company situated in the zone where the catastrophe has occurred, will be called out first. Other companies will be called as necessity requires.

The Automobile Club of Rochester has been named as one of the Company Headquarters. Should emergency calls be made for such purposes only as named above, the Club will communicate with any of the officers named in the Roster.

MONROE COUNTY HOME DEFENSE COMMITTEE

42 Elm Street Rochester, N. Y.
Headquarters

MONROE COUNTY MOTOR VEHICLE CONTINGENT

Hon. James G. Cutler
Commanding

Colonel, R. Andrew Hamilton
Commissioner of Public Safety

Lieut-Colonel Frank S. Thomas,
Executive Officer,
Alliance Bank

Major, City Zones
George C. Donahue,
Secretary Automobile Club of Rochester

Major, East County Zones,
Andrew H. Bown,
East Rochester

Major, West County Zones,
Thomas C. Gordon,
Brockport, N. Y.

✚

GENERAL ORDERS

The Units are to be detailed for EMERGENCY SERVICE ONLY.

File calls for Units through ANY ONE of the following Headquarters:

County Defense Committee, 42 Elm St.
United States Marshal, Federal Building.
Commissioner of Public Safety, City Hall.
Police Headquarters, Exchange St.
Sheriff of County, Court House.
Commanding Officer, N. Y. State Armory.
Automobile Club of Rochester, Powers Hotel.

When filing calls give definite information to Headquarters concerning nature and extent of emergency, place for mobilization, your name, rank and zone affected.

Frank S. Thomas, Executive Officer.

✚

MONROE COUNTY MOTOR VEHICLE CONTINGENT

Colonel,
R. A. Hamilton, Com. of Public Safety

Lieut. Colonel,
Frank S. Thomas,
Executive Officer.

Major,
Geo. G. Donahue,
Sec'y Auto Club of Rochester.

FLYING SQUADRON

Capt. Chas. F. Buelte
Lieut. Wm. P. Knipper
24 automobiles

MOTORCYCLE SQUADRON

Capt. Geo. J. Wagner
Lieut. Grover C. Ash
10 motorcycles

City Zone No. 1 N. W.	City Zone No. 1 N. E.	City Zone No. 2 S. W.	City Zone No. 2 S. E.
Capt., Joe Swope.	Capt., Geo. J.Kaelber	Capt., E. J. Boller	Capt.,W.D. Crittenden
Lieut., L. P. Willsea	Lieut.,Louis Kohn	Lieut.,A.F. Reed	Lieut.,H.F. Whitmore
10 autos	10 autos	10 autos	10 autos
5 trucks	5 trucks	5 trucks	5 trucks
Service car	Service car	Service car	Service car
Gas tank car	gas tank car	gas tank car	gas tank car
ambulance	ambulance	ambulance	ambulance

Major,
Thomas G. Gordon,
Brockport

County Zone No. 1 W.	County Zone No. 2 W.
Capt., M. L. Cleveland	Capt., John W. Keys
Lieut., J. A. Talbot	Lieut., Joel J. Shaw
10 autos	10 autos
5 trucks	5 trucks
service car	service car

Major,
Andrew H. Bown,
East Rochester

County Zone No. 1 E.	County Zone No. 2 E.
Capt., D. B. Deland	Capt., F. E. Barnard
Lieut., F. E. Ocenden	Lieut., T. F. Ashe
10 autos	10 autos
service car	service car

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FLYING SQUADRON

All Zones

Capt. Chas. F. Buelte
Lieut. Wm. P. Knipper
Walker Fellows
Elmer E. Fairchild
Oscar W. Stanley
Frank J. Smith
Sam Rosenbloom
S. L. Crawford
Wm. J. Erdle
Chas. P. Utz
W. B. Grady
Geo. V. Shaw
Geo. J. Keyes
Harry J. McKay
L. H. Forbes
W. E. Kinney
Geo. W. Stafford
Fred L. Myers, Jr.
Louis E. Groh
E. D. Creed
Geo. Dietrich
Louis Gibaud
Fred A. Phelps
Clarence McBurney

✚

MOTORCYCLE SQUADRON

All Zones

Capt. Geo. J. Wagner, Business Address–166 W. Main St., Residence–35 Trafalgar St.

Lieut. Grover C. Ash, Business Address–129 W. Main St., Residence–870 No. Goodman St.

W. L. Dolph, Business Address–129 W. Main St., Residence–115 Lexington Ave.

Frank W. Pearson, Business Address–Roch. Telephone Co., Residence–448 Plymouth Ave., S.

E. K. Van Almkirk, Business Address–166 W. Main St., Residence–711 Ave. D.

Ike Shipper, Residence-669 Ave. D.

William Turner, Business Address–129 W. Main St., Residence–213 Grand Ave.

J. F. Scharrer, Business address–Ohnmacht Market, Residence–441 Child St.

Geo. B. Hoffman, Business address–69 Mt. Hope Ave., Residence–388 First St.

Chester J. Cocker, Business address–129 W. Main St., Residence–34 Bowman St.

Ralph Gravell, Business address–166 W. Main St., Residence–174 Bartlett St.

Cornelius Kiley, Business address–155 Exchange St., Residence–174 Bartlett St.

✚

CITY ZONE NO. 1, NORTH EAST

North of Main St. E. and East of River

Capt. Geo. J. Kaelber
Lieut. Louis Kohn
Claude L. Darling
Sidney White
A. S. Knight
F. M. Griesheimer
A. B. Headley
Frederick Sage
J. B. Warren
A. L. Stewart
W. J. Englert
Geo. C. Lodder
C. P. Van Lone

TRUCK DIVISION

W. J. Ashman
The Hunting Co.
Brighton Cold Stg. Co.
Firestone Tire & Rubber Co.
S. P. Clark
Stromberg-Carlson Tel. Mfg. Co.

Service Car

Auto Service Association

Gasoline Tank Car
F. B. Rae Oil Co.

Ambulance-
Homeopathic Hospital

✚

CITY ZONE NO. 1, NORTH-WEST

North of Main St. W. and West of River

Captain Joe Swope
Lieut. L. P. Wilson
Fred Lapple
Geo. W. Stafford
Henry L. Marsh
E. R. Huddleston
T. H. Thompson
E. W. Duguid
Irving E. Booth
Harry G. Veith
Leo M. Goodman
Milton Chapman

TRUCK DIVISION

Wm. Lauterbach
Hires Turner Glass Co.
J. H. Miller
Van Ingen Coal Co.
Goldsmith & Co.
F. E. Reed Glass Co.

GASOLINE TANK CAR

Monroe Co. Oil Co.

SERVICE CAR

Mabbett-Bettys Co.

AMBULANCE

General Hospital

✚

CITY ZONE NO. 2, SOUTH EAST

South of Main St. E. and East of River

Capt. W. Dewey Crittenden
Lieut. H. E. Wetmore

Otis R. Lowe
Walter B. Williams
Wm. Stein
E. C. Pierrepont
G. E. August
A. C. Hall
N. W. Regan
Chas. C. McCord
H. E. Cory
Isaac Mayer
Daniel Donahue

TRUCK DIVISION

E. F. Ackes
Samuel Sloan Co.
T. J. Northway
McCurdy, Robinson Co.
Sam Gottry Carting Co.
Roch. Stamping Co.

SERVICE CAR

Strong Motors, Inc.

GASOLINE TANK CAR

Union Oil Co.

AMBULANCE

Hahnemann Hosiptal

✚

CITY ZONE NO. 2, SOUTH WEST

South of Main St., W. and West of River

Capt. Ezra J. Boller

Lieut. Arthur F. Reed

Fred Biehler

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Alfred P. Fletcher
L. E. Van Dorne
H. J. French
W. R. Blackman
John J. Swift
Henry D. Buell
Harvey Haddleton
P. L. Goddard
Geo. E. Thompson

TRUCK DIVISION

Pfaudler Co.
Genesee Bridge Co.
W. S. Smith Co.
Duffy-Powers Co.
Fearless Dishwasher Co.

SERVICE CAR

J. Lawrence Hill Co.

GASOLINE TANK CAR

Standard Oil Co.

AMBULANCE

St. Mary's Hospital

✣

COUNTY ZONE NO. 1, EAST

Brighton, Penfield, Irondequoit, Webster

Capt. D. B. Deland

Lieut. F. E. Ocenden, Jr.

E. R. Paynter
Hubbell Cobb
Roman Brahler
Carlton Rothfuss
Yale Parce
C. H. Billinghurst
Irving Neiss
James Clancey
W. F. Larker

TRUCK DIVISION

D. T. Lawless
C. H. Van Ostrand
C. S. Cobb
Harry Fincher
G. Kittelberger
Roy Maguire

SERVICE CAR

L. J. Bonenblust

✣

COUNTY ZONE NO. 1, WEST

West of City Line and North of Spencerport-Brockport Road

Capt. Milo L. Cleveland

Lieut. J. A. Talbot

Harry Burke
Fred H. Gordon
E. L. Matthews
Mrs. Ida M. Gordon
Dr. A. C. Thompson
F. D. Hebard
P. A. Blossom
R. C. Shull
R. J. Fetter

TRUCK DIVISION

J. A. Talbot
L. Gordon & Son, Inc., W. E. E. Stull, Mgr.

SERVICE CAR

Brockport Water Commission, Chas. Ross, Supt.

COUNTY ZONE NO. 2, EAST

Perinton, Pittsford, Henrietta, Rush, Mendon

Capt. Frank E. Barnard

Lieut. Thos. F. Ashe

Clarence E. Schlegel
Dr. H. L. Frank
Geo. H. Ano
B. J. Fryatt
F. E. Atwell
W. H. Murray
P. C. Rand
A. H. Whitlock
Geo. Thomas
Edwing K. Harnich
Leon C. Osbourn
Wm. E. Despard

TRUCK DIVISION

Frank H. Jones
Sheldon Smith
Leslie Whiting
L. C. Forman & Son
Geo. H. Ano

✣

COUNTY ZONE NO. 2, WEST

West of City Line and West Henrietta Road and South of Spencerport-Brockport Road

Capt. John H. Keys

Lieut. Joel J. Snow

Geo. A. Johnson
Geo. E. Savage
F. G. Wingate
R. P. Dermody
H. C. Davis
King Brown
Wm. J. Rafferty
Ellsworth Carver
Samuel Crew
John C. McVean

TRUCK DIVISION

M. W. Redfern
Geo. H. Sands

SERVICE CAR

C. A. Rogers
Wm. Jarrett

✣

WAR WORK—YES!

When the war started the Automobile Club was in good condition and it is today—no campaign has been put on in the city of Rochester that the Club has not taken active part; Red Cross—K. of C.—Liberty Loan—Y. M. C. A.—Catholic Charities—in fact every campaign goes over the top with the Club members doing considerable pushing. In the recent campaign for the Salvation Army War Work the following teams were entered under Major F. R. Smith; Team No. 3, W. Dewey Crittenden Captain, Harry Wetmore, W. W. Williams, E. C. Obrien, Claude Darling and Louie Kohn; Team No. 7, Captain A. B. Hone, George Henner, Charles Buelte, Abe Neisner, Daniel Donahue, and Secretary G. C. Donahue.

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Auto Club Selling War Savings Stamps

The campaign for the sale of the War Savings Stamps and Thrift Stamps may now be said to be fairly well under way in Rochester. The County outside of Rochester is not yet completely organized due to the impassable condition of the roads, but the County Committee expects within the next week to have the campaign pretty well under way in all the towns.

The greatest problem facing the Committee at the outset was the question of advertising. The government has adopted a general rule that in all campaigns for raising money for the prosecution of the War none of the proceeds should be spent for newspaper advertising. Any fund so expended must be raised by private subscription in the communities where the advertising is to be run.

Faced by this situation the Monroe County Committee turned to the Rochester Ad Club for assistance. The response was immediate. Ten teams of five members each were appointed by President J. R. Wilson, and in 48 hours practically $10,000 had been pledged by Rochester business men. An advertising committee to direct the expenditure of these funds throughout the year 1918 was named with Mr. H. W. Bramley as chairman. A subcommittee to have charge of the preparation of all copy to be used in the advertisements was named with Mr. H. C. Goodwin as chairman. In this way one of the most difficult phases of the work to be done by the War Savings Committee was taken over in whole by the Ad Club, thus leaving the Committee free to devote its entire time and thought to other features of the work.

The next thing demanding immediate attention was the question of selling agencies. The War Savings Stamps are in such small denominations that it is practically impossible to make a personal canvass of the city with success commensurate to the effort expended. The people have to be reached in some other way. It was therefore decided that the solution lay in placing these Stamps on sale at so many different places as to make it practically impossible for anyone to enter a store or factory office without being met by the sign "WAR SAVINGS STAMPS FOR SALE HERE."

The Straight Life Insurance men and the Industrial Insurance men, acting under the direction of Mr. W. S. Parks, President of the Life Underwriters' Association, undertook to establish throughout Rochester 1000 selling agencies. This work is now practically completed and another cause for anxiety has been removed.

There will be no attempt made to organize a drive in the factories until after the 3rd Liberty Loan. This is at the express request of the 3rd Liberty Loan Committee who feel that any intensive work among factory workers at this time would seriously interfere with the effort they intend to make to sell the $50.00 bonds to the working people of Rochester on the $1.00 weekly payment plan.

The larger retail stores are making an individual canvass of their employes in the endeavor to start every person on the weekly savings plan. Some concerns, the McCurdy, Robinson Company, for instance, have presented to all their employes Thrift Cards with one Thrift Stamp attached. This is a splendid example which should be more widely followed.

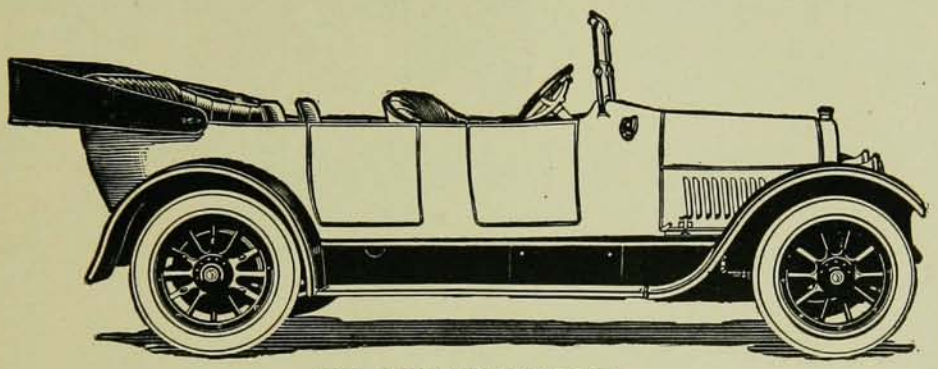
The Boy Scouts are about to undertake a house to house cavass of the entire city. They will use a red post card which carries no postage in this work. The persons called upon will sign for a certain number of Stamps, the post card is dropped in the box and the next day the postman delivers the goods and collects the money.

This house to house canvass by the Boy Scouts is in the nature of an experiment, and if the returns prove its value further efforts along this line will undoubtedly be made.

Up to February 16th Rochester had taken about $67,000 worth of the Stamps. Her quota for 1918 is six and one-half million. If this figure is to be even approached there has got to be a much greater interest shown by the great mass of the people than has been in evidence up to the present time.

The Auto Club maintains a W. S. S. Bureau where callers each day purchase the stamps and certificates. It is a good habit to buy one a day!

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THE SEVEN-PASSENGER

SIGNS OF SPRING

Longer days.
A cold in the head.
An occasional game of marbles.
A hankering to try out the old golf sticks.
The washing fluttering in the back yard.
The daily arrival of feathered visitors.
Dry streets and open roads in every direction.
Bright, new cars very much in evidence.
A rush of late buyers.
A feverish impatience on the part of those who have already placed their orders.
A threatened shortage of the better cars.
A general determination to "get our new car as soon as we can, and then we'll have it.

A word to the wise is sufficient.
May we — can we — serve you?

Mabbett-Bettys Motor Car Company

252-262 Court Street **"Just East of Clinton"**

Type 57

Cadillac
Standard of the World

Cars of
Known and Permanent
Value

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ESTABLISHED 1852

AN ORGANIZATION

With the facilities and a readiness to aid you in the solution of any wartime problem that may confront your business—

Whose close touch with everyday industrial activities qualifies it to advise and safeguard **The "Traders" Patron** in his financial operations.

OFFICERS

HENRY C. BREWSTER	Chairman of Board
HENRY F. MARKS	President
CHARLES J. BROWN	Vice-President
WILLIAM J. TRIMBLE	Cashier
CHESTER J. SMITH	Asst. Cashier
GEORGE C. EICHELMAN	Asst. Cashier

EDWARD D. CHAPIN — Superintendent of Vaults

DIRECTORS

HENRY C. BREWSTER	Chairman of the Board
CHARLES J. BROWN	Treasurer Monroe County
WILLIAM W. DAKE	President Dake Realty Co.
JAMES P. B. DUFFY	Duffy-Powers Co.
WILLIAM G. FREDERICKS	Pres. and Treas. F. H. Gerhard Co.
FREDERICK C. LOEBS	President American Brewing Co.
STRATTON G. LANGSLOW	Langslow-Fowler Co.
HENRY F. MARKS	President
CLARENCE W. McKAY	Attorney
WILLIAM H. ROWERDINK	Wagons, Auto Tires, Etc.
HENRY G. STRONG	President Strong Motors, Inc.
WILLIAM J. TRIMBLE	Cashier

INTEREST PAID ON SPECIAL DEPOSITS

Safe Deposit Boxes

$2.50 per year upwards.

THE TRADERS NATIONAL BANK

OF ROCHESTER N Y 43 – 45 STATE ST

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1918 APRIL 1918

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER

2-2



"JACK" MAKES CLEAN GET-A-WAY

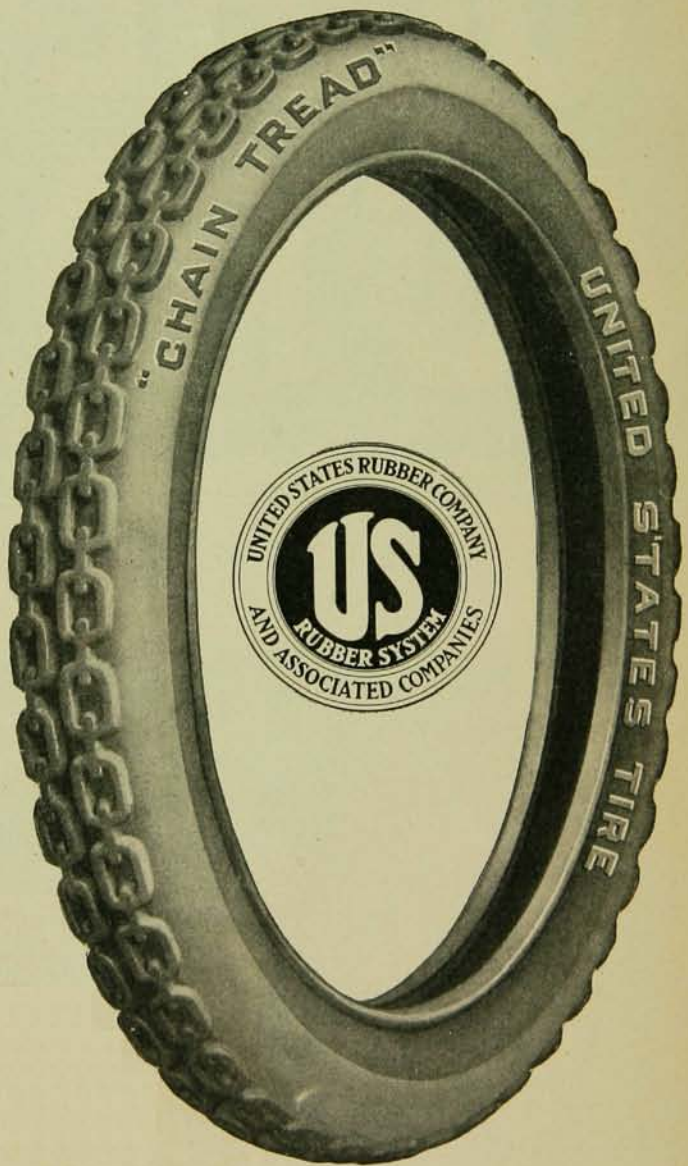
This shows "Jack" Starkweather, the Strong Motors, Inc., demonstrator, who enjoys the distinction of having taught more Rochester women how to drive cars than any other demonstrator in Rochester, driving away from the Chandler factory in the first Dispatch Car. The trip from Cleveland was made in January over and through snow drifts a mile high. In commenting on the event the Chandler factory remarks: "An interesting feature, too, is that it was Strong Motors who took delivery nearly five years ago of "Old No. 3," the second Chandler car, of any model, ever built by the Chandler Company. As Jack Briggs would have said: "Old No. 3 is still going Strong."

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YOUR SUPPLY HOUSE

That's what we want our store to be.

Always room for one more on our list of customers.



If it's for your automobile, we have it. We don't know of a weak spot in our list of reliable, up-to-date accessories.

U. S. RUBBER CO.

ROCHESTER BRANCH **24 EXCHANGE STREET**

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W. H. ROWERDINK & SON

WHOLESALE DISTRIBUTORS OF AUTO TIRES and ACCES-SORIES



MANUFACTURERS OF AUTO DELIVERY BODIES and TOPS

BLACKSMITH REPAIRING TRIMMING AND PAINTING

When You Buy TIRES Buy of ROWERDINK

78-82 NORTH STREET ROCHESTER, N. Y.

BURKE, FITZSIMONS, HONE & CO., Inc.

AUTOMOBILE ROBES

We are offering a very extensive line of Steamer Rugs that are excellent for automobile use. Scotch Tarlan Plaids and also Plain Colors from $5.95 each up to the finest quality.

BURKE, FITZSIMONS, HONE & CO., Inc.

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HUDSON *Super-Six*

AND

The New HUPMOBILE

ALLING & MILES, Inc.

82 STONE STREET - - NEAR COURT

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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

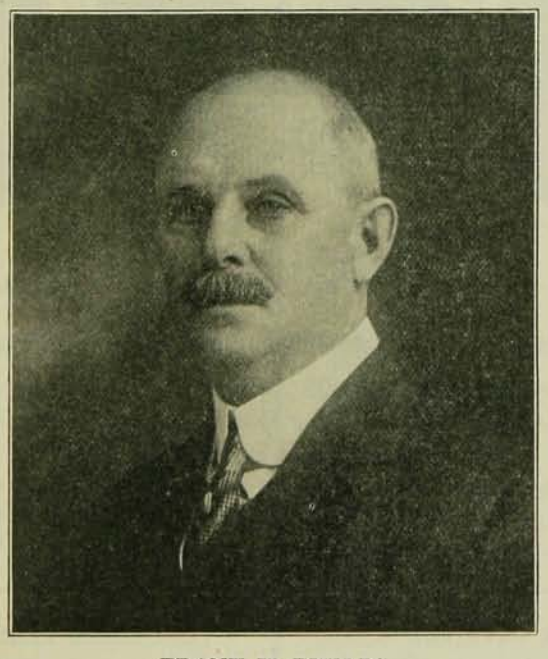
All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 2 **April 1918** **No. 2**

Leader of Big Drive

Twenty-Four Hour Campaign



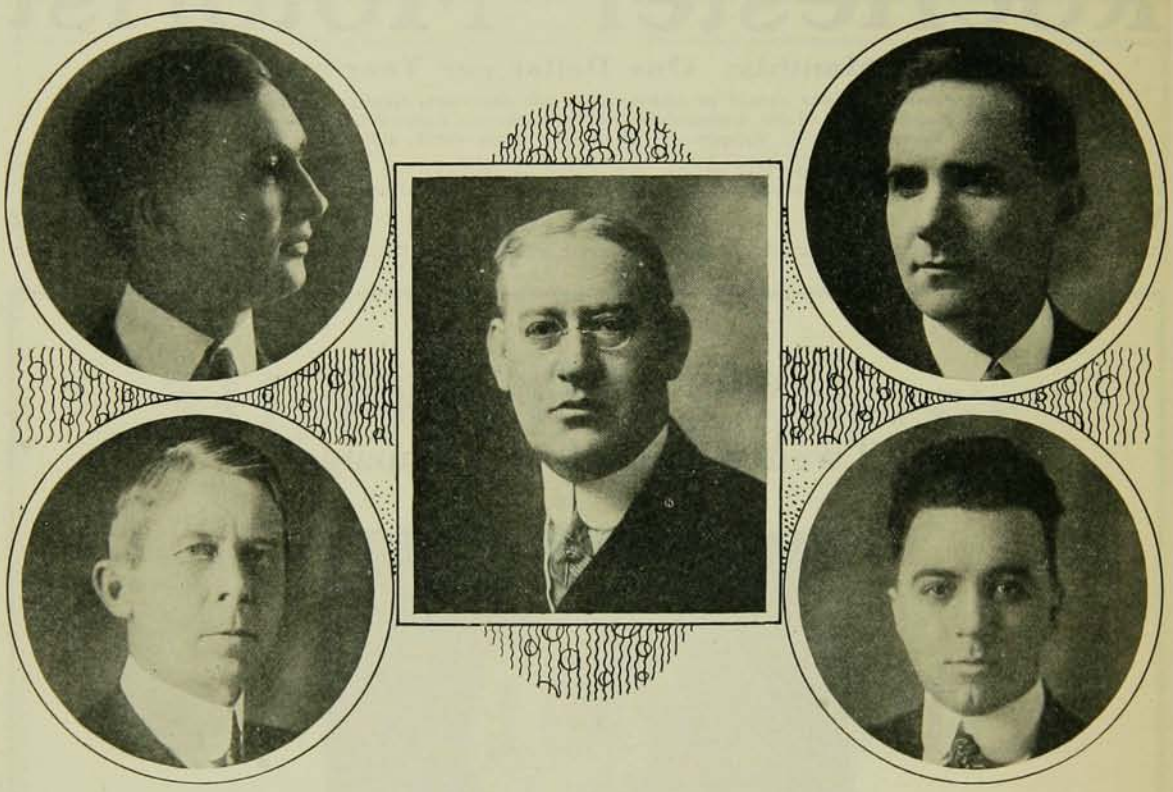
FRANK H. PHELPS

In securing over 1016 new members for the Automobile Club of Rochester, the team captains and workers accomplished grand results. On behalf of the Membership Committee, I desire to thank everyone who so generously gave of his time and co-operated in making the Twenty-Four Hour Campaign, of April 2d, a success.

Very sincerely,

FRANK H. PHELPS.

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Center—Hon. Simon Adler; Upper—Hon. Franklin Judson, Hon. Frank Dobson; Lower—Hon. James Harris and Hon. Harry Crowley

MONROE COUNTY ASSEMBLYMEN 100% EFFICIENT

If one should unexpectedly visit the State Assembly at Albany he would notice before many moments passed that the legislators representing Monroe County were men of ability and active on all important legislation. Last year when some law-makers wanted to double the tax on motor vehicles, it was Monroe that took the initiative in opposing the measure and it was Monroe that took care of the interest of motorists. The Automobile Club appreciates the work of the Assemblymen of Monroe County.

NEW ROCHESTER INVENTION

If it adds to public safety on the highways, George C. Donahue, Secretary of the Automobile Club of Rochester, will "try anything once" and if it is good he insists that it be bolted onto his car, and that is just what he did with the ALL-SEE TRAFFIC SIGNAL so that in the day- or in the night-time he is able to stop traffic in the rear of him and able to indicate both to traffic officers, to pedestrians and to following motorists that he intends to turn either to the right or to the left.

The signal is equipped with red semaphore use with red electric lights. The semaphores throw out at right angles to the course of travel and are manually operated.

The Uniform Traffic Law provides that there must be a mechanical signal or that the operator must hold out his hand indicating the direction in which he desires to turn. It is well known that the hand signals are inadequate. Too frequently rear-end collisions are happening and insurance companies immediately pay the claim of the following automobile after collision because they realize the inadequacy and the weak evidence of the hand-signal. It is a well-known fact that in turning a corner at intersecting streets a man needs both hands on the wheel. Any less caution than that spells danger to the motorist on slippery pavements and to pedestrians under any weather circumstances.

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Late Returns from Twenty-Four Hour Membership Drive

Membership Campaign Drive a great success. Frank H. Phelps steers the membership to success. Drive goes "Over the Top" with plenty to spare. Over three hundred members take active part and demonstrate interesting Club.

Grand Total 1016

No. 1 Team
BUICK

Captain Daniel Donahue 15
Powers Bldg.
A. J. Klem .....
Powers Hotel.
Frank L. Cushman .....
549 Sawyer St.
Fred K. Townsend .....
Seneca Camera Works.
Ray DeMallie .....
307 C. of C. Bldg.
Thos. E. McCarthy .....
Shinola Co.

No. 2 Team
CHANDLER 2

Captain Robert Tait 15
F. & C. Crittenden Co.
Fred Sabey .....
170 South Ave.
John E. Burr .....
42 Stone St.
John N. Christgau .....
603 Livingston Bldg.
Oscar Schelter .....
209 E. & B. Bldg.
H. Guy Hoit .....
Hoit & Cast Coal Co.

No. 3 Team
K. of C.

Captain Geo. T. Boucher 6
345 E. Main St.
Charles N. Curtis .....
Summerville Blvd.
Joseph Fritsch .....
City Hall.
Eugene C. Sackett .....
75 Exchange St.
B. J. McGovern .....
Bastian Bros.
Edw. Walsh .....
421 Cox Bldg.

No. 4 Team
PACKARD

Captain Charles B. Bechtold 11
Insurance Bldg.
John J. McInerney .....
Insurance Bldg.
Jos. M. Feeley .....
Municipal Ct.
Mathias Kondolf .....
570 Seneca Parkway.
Wm. Strang .....
1015 Insurance Bldg.
Mr. Ferguson .....

No. 5 Team
VELIE

Captain Oscar Pratt 11
10 Manhattan St.
Walter Kinney .....
157 E. Main St.
August Klofshy .....
General Garage, 98 Manhattan St.
Peter C. Bourbeau .....
90 James St.
Frank Peck .....
Peck & Arnold.
Charles Smith .....
Pitkin St.

No. 6 Team
BRISCOE

Captain Albert C. Hall 11
6 Front St.
Frank Otto .....
512 Granite Bldg.
C. A. Taylor .....
174 Colvin St.
Frank Pike .....
12 Boston St.
Homer Knapp .....
446 Cutler Bldg.
Chas. Hall .....
6 Front St.

No. 7 Team
OVERLAND

Captain Harry J. McKay 4
Arlington Bldg.
Roscoe Hagen .....
Star Laundry Co.
Frank P. Hunt .....
Pitkin St.
Chas. W. Luther .....
176 North St.
E. D. Creed .....
Overland-Rochester Co.
W. J. Baker .....
No. Fitzhugh St.

No. 8 Team
SCRIPPS-BOOTH

Captain A. M. Zimbrich 12
550 E. Main St.
Geo. J. Gilles .....
268 State St.
Edw. Stahlbrodt .....
Rochester Bill Posting Co., State St.
John R. Bourne .....
State St.
Howard C. Ruppert .....
445 Powers Bldg.
Fred Sage .....
Corwin Rd.

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No. 9 Team
CORNHILL STARS

Captain Chas S. Owen.....16
380 E. Main St.
E. V. McDonald.....
370 E. Main St.
W. W. Hibbard.....
100 Powers Bldg.
Herbert W. Pierce.....
City Hall.
W. E. Blackwood.....
City Hall
Wm. M. Leahy.....
25 Reynolds Arcade.
W. S. Riley.....
121 W. Main St.

No. 10 Team
HUSTLERS

Captain Marcus Kochenthal..... 3
84 St. Paul St.
Frank Smith.....
Smith Printing Co.
A. H. Gabel.....
S. Goodman and Monroe Ave.
Geo. Bauer.....
192 St. Paul St.
W. E. Davidson.....
37 Lake Ave.
C. L. Whiting.....
342 East Ave.

No. 11 Team
ROCHESTER

Captain Robt. P. Judd.....12
62 Clinton Ave. S.
M. B. Rappley.....
40 Iroquois St.
Geo. Wright.....
Court House.
W. B. Doolin.....
City Hall Garage.
L. B. Lunt.....
Chamber of Commerce.
Jesse B. Millham.....
Hubbard, Eldredge & Miller.

No. 12 Team
SENECA

Captain E. C. Pierrepont..... 8
49 E. Main St.
Arthur H. Wedel.....
260 Elmdorf Ave.
W. P. Stein.....
282 State St.
Fred D. Morgan.....
205 State St.
A. H. Neisner.....
194 E. Main St.
Alex Thompson.....
Gen'l Ry. Signal Co.

No. 13 Team
MARMON

Captain Paul Le Hardy..... 2
308 East Ave.
L. W. Wilson.....
419 C. of C. Bldg.
John E. Burgess.....
Times-Union.
Henry Conolly.....
39 Elizabeth St.
J. Foster Warner.....
1036 Granite Bldg.
Clarence Smith.....
Smith, Curry Co.

No. 14 Team
KEROSENE

Captain G. W. Henner.....32
1000 E. Main St.
N. E. Andrews.....
491 Driving Pk. Ave.
L. C. Munson.....
1000 E. Main St.
Fred J. Lloyd.....
681 Flower City Pk.
Burt Greenly.....
Osburn House.
John C. V. Bertrand.....
551 Harvard St.

No. 15 Team
DIRECTORS

Capt. W. H. Craig.....12
Penitentiary.
Wm. Bausch.....
Bausch & Lomb.
Chas. S. Rauber.....
Whitmore & Vicinus.
Chas. W. Denniston.....
803 Powers Bldg.
W. F. Folmer.....
14 Caledonia Ave.
R. M. Searle.....
Roch. Ry. & Light.
C. T. Chapin.....
308 E. Main St.

No. 16 Team
HIGH TEST

Captain S. J. Kearns..... 3
F. B. Rae Oil Co.
C. Arthur Poole.....
City Hall.
James Holohan.....
164 Lewis St.
James Malley.....
307 E. & B. Bldg.
Leo. A. MacSweeney.....
Cutler Bldg.

No. 17 Team
NATIONAL

Captain W. Dewey Crittenden.....10
F. C. Crittenden Co.
Harry Wetmore.....
155 Exchange St.
F. H. Dennis.....
152 State St.
Walter B. Williams.....
295 Monroe Ave.
Fred Sigler.....
Powers Hotel.
Leon E. Andrews.....
73 Front St.
Wm. P. Stein, Jr.....
State St.

No. 18 Team
WHITE SOCKS

Captain A. B. Hone.....11
Burke, FitzSimons, Hone & Co.
Harry C. Bullock.....
8 Clinton Ave. S.

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M. J. Cullinan.....
Burke, FitzSimons, Hone & Co.
Augustus Cunningham.....
Cunningham Automobile Co.
J. B. Menihan.....
Portland and Clifford Aves.
Frank D. Cullinan.....
Avon, N. Y.

No. 19 Team

SAXON

Captain John R. Taylor.....17
599 Monroe Ave.
Geo. Fraley.....
17 Wentworth St.
A. C. Webberm.....
99 Dewey Ave.
W. P. Knipper.....
Courtland St.
Geo. Swan.....
Gorsline & Swan.

No. 20 Team

MORE LIGHT

Captain Henry J. Rowerdink..... 2
78 North St.
Gerald Cox.....
33 Stillson St.
Wilmot Hall.....
267 South Ave.
Fred Fisher.....
Roch. Ry. & Light.
Emmitt Craig.....
Penitentiary.
Geo. S. Holvey.....
Selden Motor Veh. Co.

No. 21 Team

LEGALITE

Captain Henry L. Marsh.....10
37 Front St.
E. C. O'Brien.....
37 Front St.
H. C. Goodwin.....
75 State St.
Clinton G. Fish.....
75 State St.
H. P. Gordon.....
94 Corwin Rd.

No. 22 Team

HAYNES

Captain Archie Holley.....50
76 North St.
E. E. Fairchild.....
Alderman, Fairchild Co.
Scott Crane.....
Livonia, N. Y.
Jos. Scanlon.....
264 East Ave.
Ben Gerks.....
501 C. of C. Bldg.
Gerald J. LeVeque.....
596 Post Ave.

No. 23 Team

TRADERS

Captain Chas. J. Brown..... 2
Court House.
Geo. J. Kaelber.....
Winton Rd.
Sidney White.....
Corwin Rd.
Rev. John B. Sullivan.....
Winton Rd.
Chauncey Bradt.....
Corwin Rd.
Ira D. Kingsbury.....
Adler Bros. Co.

No. 24 Team

CUNNINGHAM

Captain Esten A. Fletcher.....28
271 Chili Ave.
Edgar F. Edwards.....
306 Powers Bldg.
B. J. Haggarty.....
City Hall.
J. Stewart Burns.....
Fulton Ave.
Henry W. Wedel.....
Powers Bldg.
Wm. J. Parker.....
202 E. & B. Bldg.

No. 25 Team

CORAPHORE

Captain C. D. Van Zandt..... 9
24 E. Main St.
Louis J. Kohn.....
Rosenberg Bros.
E. J. Boller.....
503 Granite Bldg.
Paul Martin.....
Geo. W. Stafford Co.
Fred Decker.....
Shafer-Decker Co.
James Shamley.....
Shafer-Decker Co.

No. 26 Team

AUTOMATICS

Captain Geo. C. Donahue.....81
Powers Hotel.
C. C. Culver.....
53 Reynolds Arcade.
Henry Hanson.....
1085 St. Paul St.
Sam Rosenbloom.....
57 Faraday St.
Geo. C. Eichelman.....
Traders Nat. Bank.
John Scheib.....
16 State St.

No. 27 Team

LEXINGTON

Captain Frank H. Phelps.....65
256 Allen St.
Mr. Weis.....
Care of C. L. Whiting Co., East Ave.
Alvah Stahl.....
Rochester Lumber Co.
Mr. Webber.....
Crouch & Beahan, Dewey Ave.
Mr. Ostrander.....
Spencer Lumber Co., Columbia Ave.
Mr. Spencer.....
Hollister Lumber Co.

No. 28 Team

THE POWERS

Captain Dr. F. Smith.....23
89 Plymouth Ave. S.
J. W. Keller.....
Mt. Hope Ave.

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Ernest Lane
N. Y. C. State St. Office.
Edw. S. Osborne
Powers Hotel.
F. C. Kimmel
609 Driving Pk. Ave.
Jacob Mossner
Powers Hotel.

No. 29 Team

CHANDLER

Captain Harry Strong 30
S. Union St.
Chas. Buelte
Strong Motors, Inc.
Walker Fellows
Strong Motors, Inc.
Harry B. Crowley
Granite Bldg.
I. H. Kline
Ritter Dental Co.
Geo. V. Shaw
527 Cutler Bldg.

No. 30 Team

FORD

Captain Geo. J. Wagner 9
129 W. Main St.
Fred Turner
350 Grand Ave.
Miner Paddock
Remington Typewriter Co.
Jos. Judge
Judge Motor Corp.
Michael Mungovan
W. Main St.
J. L. Hill
Plymouth Ave. S.

No. 31 Team

WHITE

Captain C. E. Winters 13
White Motor Co.
W. S. Call
White Motor Co.
W. C. Russell
Willard Stg. Battery Co.
Archie Ludwig
Cunningham Co.
Geo. S. Wright
Vacuun Oil Co.
Arch Collins
Hotel Richford.

No. 32 Team

REO

Captain Claude Darling 6
T. J. Northway Co.
Chas. W. Frisbie
T. J. Northway Co.
Frank Ely
East Ave. Bldg.
Shindel V. Case
615 C. of C. Bldg.
Frank Gottry
Powers Bldg.
Frank McGreal
100 Exchange St.

No. 33 Team

MAXWELL

Captain V. O. Aspenleiter 2
14 Exchange St.
Frank Koch
City Charties, City Hall.
Jacob Hauser
Hauser Mach. Co.
Isaac Buyck
Irondequoit, N. Y.
Jacob Pauly
668 North St.
Thos. Aspenleiter
302 North St.
Morris Medvensky
Hudson Ave.

No. 34 Team

FRANKLIN

Captain C. W. Giles 2
Franklin Motor Co.
H. G. Thomas
Franklin Motor Co.
G. J. Fisher
Franklin Motor Co.
Walter Whitmore
Whitmore, Rauber & Vicinus.
G. Edgar August
54 Clinton Ave. S.
Donald Craigie
Rochester Herald.

No. 35 Team

F. M. HUGO

Captain R. P. Ruppert 5
29 N. Fitzhugh St.
Herbert J. Payne
Barnard, N. Y.
Fred Sullivan
City Engineer's Office.
Robt. Wright
Wright & Alexander, Seneca Pkway
Fred Cook
Cook Iron Co.
Robt. Frink
Frink Grocery, Dewey Ave.
Geo. Goehringer
Pullman Ave.
Geo. X. Vogt
34 Corinthian St.

No. 36 Team

PIERCE-ARROW

Captain Howard Barnes 8
Powers Bldg.
Geo. Kondolf
McKay & Kondolf.
Geo. Vierhile
505 Powers Bldg.
Homer Bush
Highland Ave.
Clyde P. Burritt
18 State St.
Geo. B. Scrymgeour
309 Kenwood Ave.

No. 37 Team

STEARNS-KNIGHT

Captain E. W. Fisher 15
East Ave.
Morris Clark
40 Corwin Rd.
Harry Newman
204 Troup St.
Chas. W. Fisk
48 Rowley St.
S. E. Douglas
291 Rosedale St.
Dr. R. S. Wilcox
420 Lyell Ave.

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No. 38 Team
CITY HALL

Captain Eugene J. Dwyer 1
Insurance Bldg.
J. D. Scoecraft .....
City Hall.
Geo. L. Miller .....
City Hall.
Marshall N. Taylor .....
City Hall.
Herbert B. Thomas .....
City Hall.
Wm. Love .....
City Hall.

No. 39 Team
AUTO DEALERS

Capt. Chas. Sager 1
Culver Rd.
E. M. Alling .....
82 Stone St.
A. R. McKenney .....
189 W. Main
R. M. Bettys .....
Mabbett-Bettys Co.
H. J. Sturdevant .....
East Ave.
Wm. Heiber .....
Heiber Motor Car Co.

No. 40 Team
STUDEBAKER

Captain Jos. H. Smith, Jr. 1
Peck & Arnold.
W. F. Walters .....
283 East Ave.
Chas. A. Norton .....
131 E. Main St.
A. H. Dudley .....
14 S. Union St.
M. E. Ballou .....
830 Granite Bldg.
H. B. Turnbull .....
285 Alexander St.

No. 41 Team
KIWANIS

Captain G. F. Laube 4
75 Exchange St.
Dr. J. P. Chase .....
611 Wilder Bldg.
E. W. Miller .....
American Clay & Cement Co.
William B. Bowie .....
184 Clinton Ave. S.
Ellsworth L. Long .....
808 Powers Bldg.
Harold Conway .....
American Print Co., 401 Cox Bldg.
W. J. Smith .....
123 Andrews St., Feesch & Smith.

No. 42 Team
SKY PILOTS

Captain W. J. Erdle 2
171 York St.
Milton Roblee .....
Hotel Rochester.
Fred Snelgrove .....
36 Exchange St.
Dr. T. T. Mooney .....
98 Plymouth Ave.
Dr. Frank Colgan .....
1551 Dewey Ave.
Anthony Link .....
312 Clifford Ave.

No. 43 Team

Capt. E. J. Ellis 1
Scio St. and Five Assistants.

No. 44 Team
Y. M. C. A.

Captain Ward C. Stapp 2
Y. M. C. A.
J. A. Gilles .....
814 Granite Bldg.
Frank Gugelman .....
Y. M. C. A.
Sam LeFever .....
Y. M. C. A.
W. H. Judd .....
730 Granite Bldg.

No. 45 Team
RAINBOW DIVISION

Captain Jas. McD. Ellis 230
Police Headquarters.
Lieut. A. A. Barry .....
Police Head.
Thos. Glantschnig .....
Police Head.
Geo. Fordham .....
Police Head.
John Frank .....
Police Head.
Geo. Bowman .....
Police Head.
Harry Ruperti .....
Police Head.

No. 46 Team
CHAMBER OF COMMERCE

Captain Porter Van Deusen 15
C. of C.
Ray C. Bradstreet .....
16 Marion St.
D. E. Campbell .....
70 Westchester Ave.
Ednor A. Marsh .....
715 Powers Bldg.
Wm. S. Wallace .....
Rochester Ry. & Light Co.
F. J. Withington .....
212 Granite Bldg.

No. 47 Team
U. S. DESTROYERS

Capt. Harry S. Moody 9
Bausch & Lomb.
Dr. H. H. Baker .....
301 Lake Ave.
Fred Fisher .....
Roch. Ry. & Light Co.
J. E. Nutter .....
Chamber of Commerce.
Julian H. Harvey .....
C. of C.
John Buchanan .....
227 Rugby Ave.

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No. 48 Team
MOLINE-KNIGHT
Captain Harry J. Bareham 25
36 E. Main St.
A. J. Heinzle .....
666 University Ave.
Wm. N. Emory .....
119 Cutler Bldg.
Garry W. Kyle .....
67 Exchange St.
Michael J. Sweeney .....
Parkside Ave.
Dr. B. C. Guile .....
Parsells Ave.

No. 49 Team
KENDALL
Capt. Dr. G. D. Forbes 1
Kendall, N. Y.

No. 50 Team
WEBSTER
Capt. W. F. Kittelberger 1
Webster, N. Y.

No. 51 Team
BERGEN
Capt. Geo. Neal 5
Bergen, N. Y.

No. 52 Team
BROCKPORT
Capt. E. A. Brigham 1
Brockport, N. Y.

No. 53 Team
CHURCHVILLE
Capt. Geo. H. Johnson 1
Churchville, N. Y.

No. 54 Team
BYRON
Capt. M. M. Miller 1
Byron, N. Y.

No. 55 Team
AVON
Capt. F. D. Cullinan 1
Avon, N. Y.

No. 56 Team
SCOTTSVILLE
Capt. Wm. T. Keys 8
Scottsville, N. Y.

No. 57 Team
HENRIETTA
Capt. S. J. Warren 1
Henrietta, N. Y.

No. 58 Team
HAMLIN
Capt. D. R. Singleton 1
Hamlin, N. Y.

No. 59 Team
E. ROCHESTER
Capt. Geo. H. Ano 5
E. Rochester, N. Y.

No. 60 Team
FAIRPORT
Capt. C. Gordon Kellogg 1
Fairport, N. Y.

No. 61 Team
PENFIELD
Capt. Andrew H. Bown 1
Penfield, N. Y.

No. 62 Team
HONEOYE FALLS
Capt. Frank E. Barnard 15
Honeoye Falls, N. Y.

No. 63 Team
PITTSFORD
Capt. W. G. Wadhams 1
Pittsford, N. Y.

No. 64 Team
GREECE
Capt. Frank Dobson 1
Greece, N. Y.

No. 65 Team
HILTON
Capt. Dr. A. M. Ottman 116
Hilton, N. Y.

No. 66 Team
IRONDEQUOIT
Capt. John Cooper 5
Irondequoit, N. Y.

No. 67 Team
PALMYRA
Capt. Ward K. Angevine 2
Palmyra, N. Y.

No. 68 Team
SPENCEPORT
Capt. Dr. C. S. Wollston 1
Spencerport, N. Y.

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Club War Work Important

Major George Bailey in charge of transporting army trucks from New York State to the seaboard has publicly stated that he appreciated the assistance of automobile clubs. During the latter part of March the Major was in Rochester and in a conference with the Secretary of the Automobile Club requested that the Club inspect the highway bridges in this vicinity and also the highways and recommend to him the best route to take from Rochester to connect with the main line.

The Secretary together with a representative of the State Highway Department made this inspection and made an official report on their findings. Whatever the Club can do to assist in the transport of trucks will be done.

OFFICIAL REPORT ON BRIDGES

Road	Age	Waterway	Type	Span	Roadway	Suitable for Modern Traffic	Built & Maintained by	Height above stream
Scottsville 63	6	Barge Canal	Thru Pratt Truss	150	23	Yes	State	
" 79	20	Little Blk.Creek	Pratt Pony Truss	40	15	No	Town	10
" 79		Black Creek	Bowstring Pony Truss	70	15	No	"	18
" 79	10		I Beam Stringer	17	16	No	"	10
" –Mumford 5046	32	Mill Race East	Pony Warren Truss	25	19	No	"	
" –Mumford 5046	32	" " West	"	24	19	No	"	
" –Mumford 5046	25	Allen's or Oatka Creek	Thru Pratt Truss	82	16	No	"	
" –Mumford 5046	25 25	Mill Race	Pony Pratt Truss	39	15	No	"	
Victor–Mendon 335		Mud Creek East Victor		46	16	No	Town	12
" " 335		Fish Creek Just West "		27	16	No	"	7
Mendon–Victor	30	At Mendon		31	14½	Poor floor System	" "	9
Victor–Mendon 335		Just East of Lehigh		29½	16	No	"	16
Lima–E.Bloomfield 5041		Honeoye Creek at Co. Line		72	16	No	"	11½
Holcomb–Canand. 5576		Mud Creek		68½	11	No	"	10
Lyons–Geneva 334		From North end		19 8½ 16½	16 16½ 17½	No	"	8
Geneva–Canand. 146		Flint Creek		50½	16	No	"	13
Manchester–Clifton Springs		Spring Brook		35	13½	No	"	5½

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ANNOUNCEMENT

We have taken the distributing agency for

VIM TRUCKS

We are prepared to make immediate deliveries of this sturdy little car. Our stock of parts is complete. An expert from the Vim factory is in charge of our service station.

New models of the HAYNES LIGHT SIX are on display at our showrooms.

ROCHESTER HAYNES, Inc.

76 NORTH STREET

Special Washing Machine Offer

For a limited time we will give each purchaser of an Eden Washing and Wringing Machine the choice of one of the following articles for which no charge will be made:

3- or 6-pound Royal Rochester Electric Iron.
No. 3 Springer Ironing Board.
Universal Electric Curling Iron.
Electric Toaster.
"Wizard" Portable Electric Lamp.

The foregoing offer is available only to those whose "charge" orders have been accepted or those who have made their first payment.

Bell, Main 3960 **PHONE US** **Home, Stone 3960**

Our representative will call at your convenience

Rochester Railway & Light Company.

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Automobile Legislation

Chas. B. Bechtold Reports on Legislative Activity of Law and Legislation Committee. Club Does Good Work for all Motor Car Owners.

For the information of the members of the Automobile Club of Rochester, I desire, as Chairman of the Law and Ordinance Committee to submit a brief report as to the important bills now pending in the legislature, affecting the interests of motorists and which is supplemental to my previous report which was submitted to you on February 20, 1918.

Assembly bill No. 1265 introduced by Assemblyman Welch: This bill provides for surety bonds by automobile operators before a certificate of registration is granted by the Secretary of State, the bond being intended to indemnify persons who may be injured by the operator of the car. We have always consistently opposed legislation of this character in the past and for this reason are opposed to this bill.

Senate bill No. 1145 by Senator Marshal provides for the lowering of all railroad signs to forty-two inches above the elevation of the highway. In the present state of finance railroads ought not be compelled to lower their warning signs to conform to the height of certain headlight lens manufacturers. The New York State Motor Federation and the electric railways of the state are providing for signs to be installed under the direction of the Public Service Commission. We oppose this bill.

Bill No. 1277 by Senator Seaker contains the same provision as Senator Marshal's bill.

Assembly bill No. 1134 by Assemblyman Wells is designed to permit the Board of Supervisors on petition of the Town Board to borrow money for the improvement of certain roads. As we are always in favor of road improvement we favor this bill.

Senate bill No. 853 by Senator Mullan provides for the removal of snow from state and county highways and provides that the state shall pay fifty (50) per cent of the cost of such snow removal. We favor this bill as it tends for the betterment of motoring in the winter season.

The provisions of Assembly bill No. 954 by Assemblyman Dobson are similar to the Mullan bill.

Senate bill No. 398-1126 by Senator Hewitt should be further amended so that both diffusing lights and deflecting lights can be utilized on the highways and so as to give the Secretary of State discretionary power instead of experts and their specifications absolutely drawn for the exclusion of diffusing lights.

Senate bill No. 296-1210 by Senator Mullan aims to prevent and discourage the stealing of cars by making it difficult to transfer them to second-hand dealers of the state of New York. The provisions of this bill were explained in my former report. We are in favor of this bill.

Senate bill No. 754 by Senator Gibbs is the same as Assemblyman Cheney's bill. It provides for the removal of dangerous obstructions at intersecting highway crossings. The Federation is co-operating with railroads of the state to remove dangerous obstructions at places where the highways intersect railroad crossings. We are in favor of this bill.

Senate bill No. 211 by Senator Knight prohibits automobiles from going to the left of street cars unless under the direction of a traffic officer. We favor this bill.

Assembly bill No. 246 by Assemblyman Hamill provides for a device at the rear of automobiles to warn following motorists that the first automobile is going to turn. This bill in our judgment would be excellent if it provided that the warning signal could be placed either on the windshield or at the rear of the car because the time is rapidly approaching when inadequate hand signals will not suffice. In collisions many claims are made by the automobilist who is following that the first motorist gave no signal and the hand signal is weak refutation of the assertion. Then, too, in turning a corner and particularly at intersecting streets a person should have both hands on the wheel instead of projecting one hand out of the car which may or may not be seen by the driver who is following. We, however, oppose

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Automobile Painters

Offer their excellent service and experience to the motoring public as automobile painters.

Their specialty is painting, done in one of the most modernly equipped shops in Western New York.

Let them give you a price on your requirements.

Powelson & Lindsay

Bell Phone Main 4662 495 St. Paul Street

STONE 557 MAIN 557

RAYFIELD CARBURETORS

BOSCH MAGNETOS

"TAKE IT TO HILL'S"

General Overhauling. Battery Repairing

Tow Car Always at Your Call

J. LAWRENCE HILL CO., Inc.

21-23-25-27-29 PLYMOUTH AVE. SOUTH

CHAPIN - OWEN CO., Inc.

370-386 MAIN STREET EAST

C. T. CHAPIN, President
C. S. OWEN, V-President
C. H. CHAPIN, Treasurer
R. D. HAYWOOD, Secretary

AUTOMOBILE TIRES AND ACCESSORIES
SPORTING AND ATHLETIC GOODS

We Sell All Makes of Tires

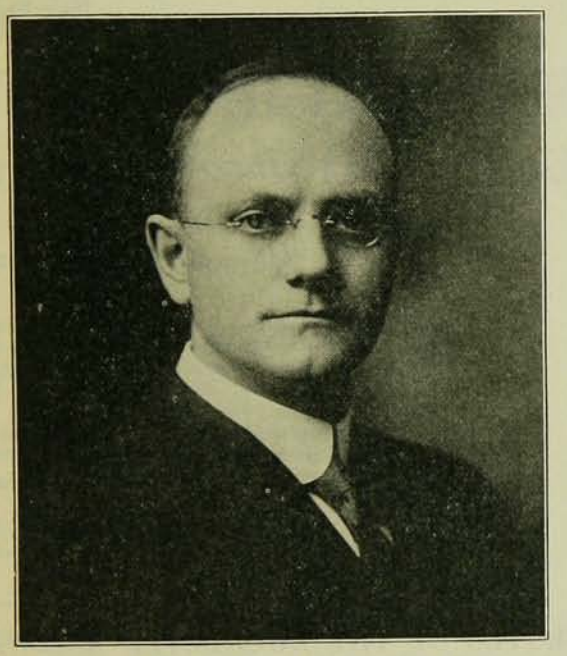
"The Autoist's and Sportsman's Shop"

EVERYTHING FOR THE AUTOIST AND SPORTSMAN

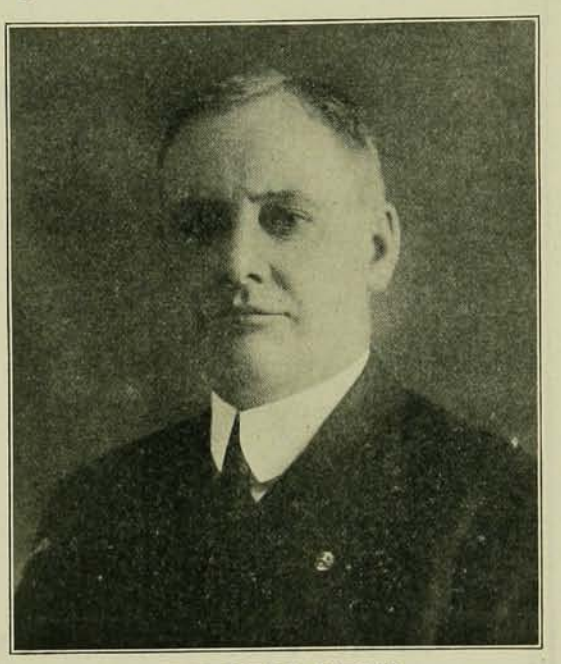
WHOLESALE AND RETAIL

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Monroe County Senators



HON. GEORGE F. ARGETSINGER



HON. JOHN B. MULLAN

MONROE COUNTY SENATORS

Monroe County Senators have always taken a prominent part in all important legislation in Albany and motorists recognize them as able, energetic, and conscientious legislators, and careful of the interests of motorists. Both are automobile drivers and members of the Automobile Club of Rochester.

Assembly bill No. 841 by Assemblyman Taylor also provides that every motor vehicle operator should provide himself with an indemnity bond against claims made by persons injured. We oppose this bill.

Senate bill No. 466 by Senator Thompson and Assembly bill No. 646 by Assemblyman Franchot provides for an orderly method of oiling one-half of the roadbed and not oiling the other half until the first half is completely dry. This bill has been brought about by constant work and co-operation on the part of the Motor Federation and we are heartily in favor of it.

Assembly bill No. 95 by Assemblyman Copely adds five hundred dollars to the amount that may be used for snow removal by town superintendents. We favor this bill.

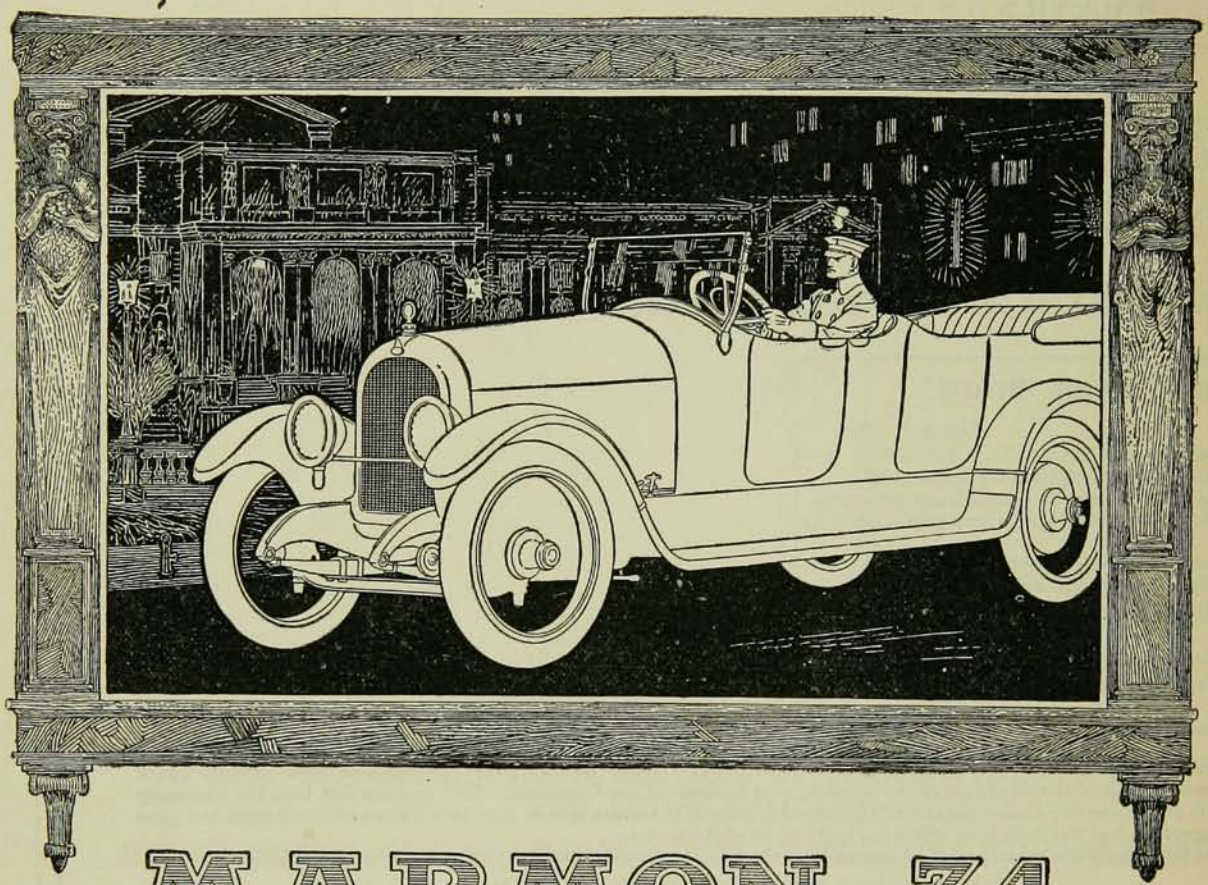
Senate bill No. 178 by Senator Robinson is this bill for the reason that it seems to provide for a monopoly of a certain device.

the same. Now that the New York State College of Forestry has power to contract with municipalities for the planting of trees and shrubs along the highways, the problem of protecting the highways from snow will be greatly simplified. Snow removal bills enacted into law will give motorists twelve months' usage of the highways and we approve of any reasonable legislation to this end.

Senate bill No. 144-235 by Senator Fowler amends the highway law and permits towns to hire and rent trucks for road improvement. We favor this bill.

Assembly bill No. 776 by Assemblyman Welch provides that a clear view be had of all vehicles equipped with a light. Heretofore the light on many of the horse-drawn vehicles has been hidden so that it was impossible for a motorist to see a light until he was almost upon the rig carrying it. Many drivers of horse-

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MARMON 34

The New Series—Stabilized Design

It seems a contradiction, but it is no less a fact, that the new series Marmon 34, while bringing no radical changes—no fundamental innovations—does establish a most noteworthy fundamental in motor car construction—namely Stabilized Design.

WHEN the Marmon 34 was introduced at the New York Automobile Show two years ago, it differed entirely from all other cars.

For one thing, it was 1100 pounds lighter. For another, it eliminated more than 1200 parts. Aluminum was extensively used in the motor and body. The frame, running-boards, and fenders were a rigid unit construction. Great engineering genius has not been able to better it except in the matter of a few mechanical refinements.

So today the distinguishing differences between the New Series Marmon 34 and the old are the slanting windshield and the wider seats and the deeper sides.

As far as men know, the Marmon represents the final type. It has put a stop to the annual metamorphosis of models—it has stabilized not only construction, but the buyer's investment.

PAUL LeHARDY

308 EAST AVE. ROCHESTER, N. Y.

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$500,000.00

ROCHESTER RAILWAY AND LIGHT COMPANY

Seven Per Cent (7%) Preferred Stock Offering to Customers and Employes

Capital Issues Committee of the Federal Reserve Board

(No. 66) Washington March 7, 1918.

H. E. Andrews, Esq., President Rochester Railway and Light Company, Rochester, N. Y.:

Dear Sir—Referring to the sale of $4,000,000, 7% preferred stock by the Rochester Railway and Light Company:

After inquiry into the purpose of the issue above described, we are of the opinion that the sale thereof is not incompatible with the interest of the United States, This finding constitutes no approval of such issue as regards its merits, security, or legality in any respect.

In any public offer of the said issue for investment by advertisement or circular, and whenever reference is made to this opinion, it is requested that the statement quoted below shall be incorporated in full. Yours faithfully,

By PAUL M. WARBURG, Chairman. CAPITAL ISSUES COMMITTEE OF THE FEDERAL RESERVE BOARD.

"Issue of (insert above description). Passed by the Capital Issues Committee of the Federal Reserve Board (Opinion No. 66) as not incompatible with the interest of the United States, but without approval of the merits, security or legality thereof in any respect."

TO THE CUSTOMERS AND EMPLOYES OF THE ROCHESTER RAILWAY AND LIGHT COMPANY

$500,000 WORTH, OR 5,000 SHARES, OF 7% CUMULATIVE PREFERRED STOCK FOR OUR CUSTOMERS AND EMPLOYES

In line with the progressive policy of this Company and in order to mutualize further the interests of the Company, its customers and employes, it is proposed to put into effect a plan whereby the customers and employes may become joint owners of the property and share in its success, The Company therefore offers to its customers and employes the right to subscribe for 5,000 shares or $500,000 worth, of its new Preferred Stock, at its par value, ($100 a share), and accrued dividend. This stock is entitled to receive, when and as declared by the Board of Directors from the surplus net profits of the Company, cumulative dividends at the rate of 7% per annum, payable every three months, on the first days of March, June, September and December. It has the same rank and rights as the outstanding 5% Preferred Stock of the Company, and can be retired only by the payment of a premium of $5 on each share in addition to the $100 par value and accrued dividend. As a Preferred Stock it is entitled to payment of all accumulated or back dividends before any dividends can be paid on the Common Stock, and if at any time the Company were to be liquidated or dissolved the holders of this stock would be entitled to be paid out of the assets of the Company the full amount of its par value and accrued dividends before anything is paid to the holders of the Common Stock.

Any customer or employe of the Company may purchase from one to one hundred shares of this stock at $100 per share and accrued dividend by payment in full, or in ten equal monthly installments, on which installments the Company will pay interest at the rate of 7% per annum from the date of payment to the date the stock is fully paid for, less any dividend accrued on the stock at the time of delivery. These installments may be paid by the customers at the time of payment of gas or electric bills.

During the last few months, the electric, water-power, steam and gas plants operated by the Company have been greatly enlarged. The Company is now serving with electricity, gas and steam heat a population exceeding 300,000 in Rochester and surrounding territory. The rapid and continued growth in population (approximately 100%) in the past fourteen years, has contributed to the increase in gross earnings from $1,431,366.00 in 1904 to $4,971,264.01 in 1917, or two hundred and forty-seven per cent. This large increase in gross earnings is commendatory of the character of service the Company is rendering and reflects its progressive management. The number of gas meters in use has increased since 1904 from 28,914 to 78,657, and of electric meters from 4,367 to 27,774. In order to take care of this continuous growth of business and to effect economies in operation, the Company has been constructing during the past year a water power electric generating plant and a coal-gas plant of modern design, both of which are now in operation. The 25,000 K.W. electric plant developing 33,000 Horse Power at the lower falls is operating at full load and fulfilling all of the Company's expectations, and the new coal-gas plant on the riverflats, is likewise satisfactory. With the new plants in full use, the steam and hydraulic plants of the Company will have a capacity of 64,260 K.W. or 85,700 Horse Power, and the gas plants 10,180,000 cu. ft. daily.

To provide for the rapid growth as outlined above there has been expended the sum of $13,451,899.51 since 1904 on Additions, Betterments and Improvements to the property.

The proceeds of the sale of the stocks now offered will be used toward paying the Company's obligations incurred in connection with the construction of the new plants mentioned above.

The Public Service Commission of the State of New York, Second District, has approved the issue of this Stock after an examination of the condition of the property and business of the Company. This and the fact that the Company is located in your home city makes the stock, it is believed, attractive for any person who desires a sound investment at a good rate of interest, and, at the same time, aid in the building up of Rochester.

The following is a summary of the Company's operations for the calendar years 1913, 1914, 1915, 1916 and 1917:

	1913	1914	1915	1916	1917
Earnings—Gas Department	$1,459,523.45	$1,522,015.46	$1,521,426.46	$1,724,553.68	$2,006,045.51
Earnings—Electric Department	2,051,130.67	2,120,739.45	2,132,982.57	2,478,508.03	2,815,014.83
Earnings—Steam Department	44, 40.99	53,525.07	68,114.02	80,209.49	150,203 67
Total	$3,555,595.11	$3,696,279.98	$3,722,523.05	$4,283,271.20	$4,971,264.01
Expenses of Operation—Gas Department	$ 62,127.63	$ 851,152.78	$ 872,898.79	$ 978,094.84	$1,307,708.81
Expenses of Operation—Electric Department	1,174,363.74	1,107,616.84	1,049,565 71	1,320,646.74	1,588,601.13
Expenses of Operation—Steam Department	25,849.09	39,420 68	68,020.61	80,796.35	123,986.11
Total Expenses of Operation	$2,062,340.46	$1,998,190.30	$1,990,485.11	$2,379,537.93	$3,023,296.05
Net Earnings	$1,493,254.65	$1,638,089 68	$1,732,037.94	$1,903,733.27	$1,947,967.96
Taxes	$ 243,911.60	$ 245,068 50	$ 264,766 53	$ 295,524.80	$ 404,199 42
Uncollectible Bills	7,569.83	10,979.76	15,722.44	21,377.27	22,023.72
Total Taxes, etc	$ 251,481.43	$ 256,048.26	$ 280,488.97	$ 316,902.07	$ 426,223.14
Income less Operating Expenses, Taxes, etc.	$1,241,773 22	$1,442,041.42	$1,451,548.97	$1,586,831.20	$1,521,744.82
Non-Operating Revenue—Balance	82,635 19	62,486.92	63,480.36	66,301 03	64,944.07
Gross Income	1,324,408.41	$1,504,528.34	$1,515,029 33	$1,653,132.23	$1,586,688.89
Income Deductions	671,128.19	716,036.88	719,245.64	711,973.64	756,998.21
Balance Available for Dividends	$ 653,280.22	$ 788,491.46	$ 795,783 69	$ 941,158.59	$ 829,690.68

Although the 1917 Statement does not reflect any of the benefits the Company is now deriving from the operation of its new plants, the earnings are approximately two and one-half times the amount required for dividends on this authorized issue and the present outstanding preferred stock.

The Company is accruing ample reserves for replacement of its property and for amortization, as required by the Public Service Commission.

If you desire any further information, kindly write or call at the Company's offices, or telephone the Financial Department, which will answer promptly any question regarding this stock.

Respectfully, ROCHESTER RAILWAY AND LIGHT COMPANY.

Dated, Rochester, N. Y., March 15, 1918.

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drawn vehicles particularly in the rural districts have felt that they were amply protected by the mere fact that they had a lighted wick in some lamp although upon an obscured portion of their rig. We favor this bill in its entirety and hope that it may be placed upon our statute books at this session of the Legislature.

Assembly bill No. 223 by Assemblyman Machold gives courts of special sessions, and which includes courts presided over by Justices of the Peace, jurisdiction to try violations of the Uniform Traffic Law. We oppose this bill.

Assembly bill No. 935 by Assemblyman Donohoe reduces the age of operators of motor vehicles from eighteen to seventeen years. We oppose this bill and killed it at the last hearing in Albany.

Assembly bill No. 1317 by Assemblyman McWhinney provides that a lien may be placed on a motor vehicle and that the lien may be further enforced by an action in replevin. This bill should be disapproved because it would permit an owner to be mulcted of money in distant parts of the state and he could be greatly harassed by the provisions of this bill. A similar bill has been introduced before and was defeated only last year through the efforts of the Motor Federation.

As soon as the Legislature adjourns I shall be pleased to submit a report of all legislation affecting motorists which was introduced at this session of the Legislature and the final disposition of each bill.

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MOTORING IN CANADA

For a period of one month a motorist who is a resident of the United States may bring his car into Canada **for touring purposes only** and return to the United States either by the port of entry or by another port, without having to file a bond with the Canadian Customs officials. All that is required is that he fill out at the Customs Office on the border, on entering Canada, a form in which particulars are given regarding his car. This form is made out in duplicate, a copy being retained by the Customs officer, and one by the motorist which is to be surrendered to the Customs Officer at the port of exit on leaving Canada. Where the motorist's stay in this country is to be of brief duration, say one day, the Customs officer may waive the filling out of this form and retain the automobile registration card of the owner of the car, returning it to him on his leaving the country.

If the tourist intends to keep his car in this country for longer than one month it will be necessary for him to provide a bond. Under this bond he may keep his car in Canada, **and use it for routing purposes only** for a period up to six months in one year, but at the expiration of this time no extension or renewal will be permitted. Such a bond may be obtained from a Canadian bonding Company, the usual charge for which is $5.00. The bonding papers may be secured from the bonding agent and filled out in advance.

As there is reciprocity in motor licenses between New York State and Ontario, a motorist from Rochester is permitted to remain in Ontario for a period of one month without having to procure a license. If his stay is to be of longer duration than one month, an Ontario license will be necessary. This can be procured after he reaches this Province. We enclose an application form for Ontario License which will show the fees charged for same.

✣

BEAUTIFUL RESIDENCE AT CALEDONIA

By Dr. C. T. Graham

In as much as I am now in the army—as Captain in the Medical Reserve stationed at Base Hospital Camp Greene in Charlotte, North Carolina, and not likely to return to Rochester for some time, I would like to dispose of my recently acquired property located at Caledonia. This is a beautiful cobblestone residence of colonial interior situated on an eleven acre plot with garage and every modern facility.

My residence at Caledonia is situated on the edge of the Village a short distance from the state highway, just sufficiently distant to escape noise, dust, etc. It contains nine large rooms, five fire places and several bath rooms as well as two servants rooms and hall. The home is a very choice one for a country home or residence with several delightful porches, shade trees and orchard. While I desire to dispose of

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is installed.

Permalife means that your storage battery—the very heart and soul of your automobile—is the longest-lived, most efficient, most reliable part of the whole mechanism. Permalife is the only battery that gives nation-wide exchange service—a service that always insures 100 per cent. efficiency to Permalife users.

Special proposition to club members. Ask us.

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CAREFUL DRIVERS

All men driving our cars are trained to be careful, considerate, courteous and respectful. We are very careful in the selection of men. The result is that you may send any member of your family anywhere at any time in one of our cars and feel assured that the trip will be made in perfect safety and in the quickest possible time consistent with careful driving.

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this residence, I would not object to the leasing of the entire property. Those interested will kindly apply to Mrs. C. T. Graham, 206 Albermarle St.

✣

AMERICAN RESCUE WORKERS

In providing destitute children with the necessaries of life Major and Mrs. Herman of the American Rescue Workers take the position



MAJOR J. HERMAN

that all children are worthy of help if they are in need, regardless of the delinquencies of their parents. And as one remembered on holidays, then why not children who are in poverty through no faults of their own?

The Free Day Nursery, is a real necessity in Rochester, for mothers who are anxious to be self-supporting are permitted to leave their infants at the home, from seven in the morning until six in the evening, free of charge.

The Nursery is kept scrupulously clean and sanitary and a visiting physician, Dr. Wronker, is always available in case of sickness. No child is admitted until after a thorough medical examination, this safeguarding the health of the infants who are in the Nursery's care.

Major and Mrs. Herman desire through the columns of Rochester Motorist to express their gratefulness to all who have made it possible to care for the children at this time and to enable them to meet the expense of carrying on the work of the Free Day Nursery. Headquarters, 416 Central Ave. Major and Mrs. J. Herman, Officers in charge, assisted by Capt. Koehler.

GEORGE W. HENNER

Among the automobile dealers of Rochester there are many who take a keen interest in motoring affairs and one of these is George W. Henner, of 1000 Main Street East; he has been in the automobile business for about eight



GEORGE W. HENNER

years and during the past two years has taken an active part in the affairs of the Automobile Club of Rochester, But now Mr. Henner comes forth with a new invention for cutting the expense of operating an automobile; he has a new patented device whereby automobiles can be built or rebuilt for the use of kerosene and with this fluid at less than half the cost of gasoline, the new invention should be a great success. Mr. Henner will be ready to announce the details prior to May 1st.

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NEW EMBLEMS

By the time that this issue reaches its subscribers it is expected that the new 1918 emblems will be on hand. Members are asked to call at headquarters and inquire for them. The same were promised by the manufacturer on March 25th.

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This Shower of Fire

Adds Power--Prevents Misfiring--Saves Gas



Don't bother with a plug which merely *sparks*—which fires the charge only when the mixture is just right, the compression right, the battery right, the oiling right. Get a set of plugs which actually add power to the motor, which increase the speed, saves gas, reduce carbon formation, and prevent misfiring. This is the kind of service you get from

FAN FLAME
SPARK PLUGS

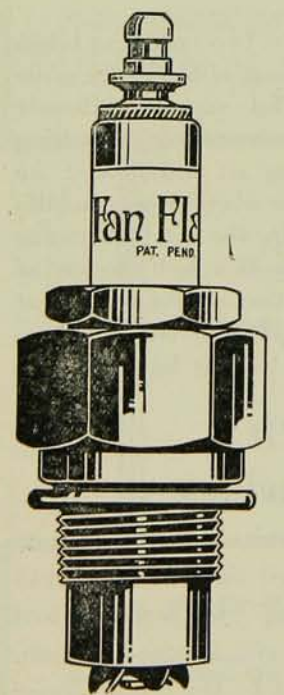
The center electrode of the Fan Flame Plug terminates in a heat-proof nickel fan which is constantly rotated at high speed by the compressions and explosions. This little fan is the most important feature of construction found in any spark plug built today.

EASY STARTING—IN COLD WEATHER

The whirling fan throws a shower of flame into the compressed gas, igniting every particle of the fuel almost instantaneously. Weak mixtures and over-rich mixtures which ordinary plugs won't ignite at all, the Fan Flame shower explodes with full power.

This plug is oil-proof, heat-proof, soot-proof, carbon-proof—trouble-proof from every standpoint. It is self-cleaning and is guaranteed to resist the effects of oil, soot and carbon longer than any other plug on the market.

The hotter spark from the Fan Flame facilitates starting the motor in cold weather. The loose fan tends to hold back the spark until the current has built up sufficient intensity to jump the gap.



This fan revolves throwing off a circle of sparks

The best of construction and materials are used throughout. The 98% pure nickel fan, the massive steel shell, the gas-tight copper bushing, the high-grade porcelain—all contribute to Fan Flame quality.

Put an entire set of these wonderful plugs in your motor. Don't expect best results from a single plug. Order a set today. Fully guaranteed.

If your dealer does not sell Fan Flame Plugs, order direct from us. All sizes, $1.00 each. West of Rockies, $1.25 each.

HERE IS OUR PROPOSITION

Send us your check for a complete set of plugs, giving name and model of car. Use them 10 days and if the trial is not satisfactory, return the plugs to us and we will refund your money.

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383 West Fayette St. Syracuse, N. Y.

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FAN FLAME SPARK PLUGS

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Third Liberty Loan Campaign

The Rochester Automobile Club is honored in the fact that one of its prominent members, George J. Keyes, is chairman of the Liberty Loan Committee of Rochester, representing the Second Federal Reserve District, and is in charge of the campaign to raise Rochester's quota for the Third Liberty Loan.

Mr. Keyes is president of the Rochester Clearing House Association, which is the associated banks of Rochester, and is also vice-president of the Fidelity Trust Company.



GEORGE J. KEYES
Chairman Liberty Loan Committee

Mr. Keyes was chairman of the committee in charge of the first Liberty Loan campagin in Rochester in May, 1917. At that time Rochester was asked to raise $20,000,000 and that amount was over-subscribed.

There were 60,938 subscribers to the First loan here, which number was 24.4 per cent. of the population of the city. This was a greater number per capita than in any other city in the United States, the next nearest being Washington, whose subscribers were 14 per cent. of the population.

The record made in the Kodak City under the direction of Mr. Keyes was used by Secretary of the Treasury William G. McAdoo and other federal officials as an illustration of what could be accomplished by proper co-operation and hard work, and they referred to Rochester in many of their speeches in connection with the second loan.

Mr. Keyes has been working for the last three months on the details of the campaign which is to open Saturday, and has done an immense amount of work in selecting his committees which are to work in the endeavor to send Rochester "over the top" with flying colors in the third loan.

Headquarters of the Liberty Loan Committee will be located at 87 Main Street East, and there during the campaing, which is to be the most intensive campaign of any sort ever waged in Rochester, Mr. Keyes and the members of the committee will have their offices. Mr. Keyes and Secretary Harold D. Bentley will spend practically all their time at headquarters after the campaign opens.

Secretary of Treasury McAdoo and Benjamin Strong, Governor of the Federal Reserve Bank, frequently cite the success of the first Liberty Loan in Rochester as an example of what can be done when Liberty Loan campaigns are properly managed. Rochester hung up a record. It secured the largest number of subscriptions in proportion to its population, excepting no community in the United States, the total number of subscribers being 60,938.

The accomplishment was the result, in large part, of the work of George J. Keyes, vice-president of the Fidelity Trust Company, who was chairman of the first Liberty Loan Committee, and who will act in the same capacity during the third campaign, to be launched next month. Mr. Keyes is also president of the Associated Banks of Rochester and is, incidentally, a member of the Rochester Automobile Club, a fact which may or may not—though it probably does—account in part for his success.

Although Mr. Keyes is not yet prepared to

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but will insure prompt delivery

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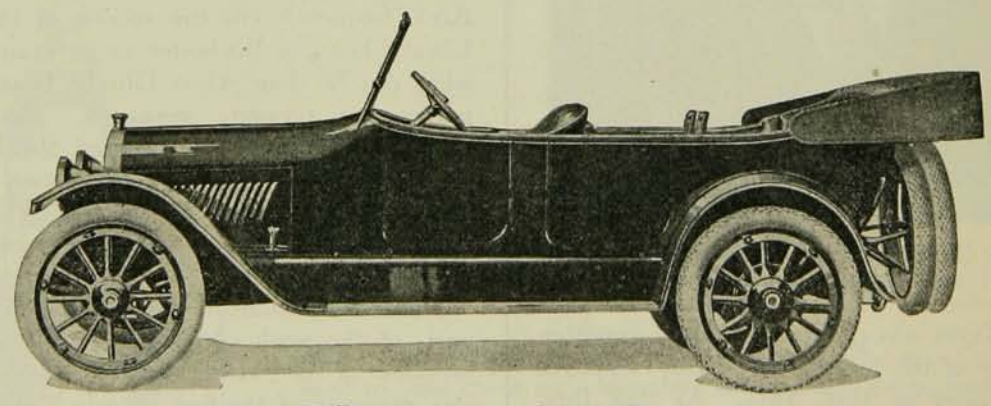
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**The result of 20 years experience
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G. W. HENNER, **1000 EAST MAIN**

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announce the names of the other members of the committee nor the composition of the sub-committees in charge of various features of the work, it goes without saying that he will have the assistance of some of the ablest men of the city. He is already busy on the preliminary work of the campaign and will be in a position in a short time to start his drive toward another record for Rochester.

But no matter how able he himself may be, no matter how valuable the assistance that he will get from his associates, and no matter how carefully he may prepare for the campaign, he cannot make the third Liberty Loan in Rochester a success unless he has the enthusiastic backing and co-operation of a large proportion of the citizens of Rochester. Mr. Keyes and his committee will do the managing and the directing, but they cannot do all the subscribing. They accept a tremendous responsibility in handling the Liberty Loan in Rochester, but they do not, and can not, carry the whole burden. The responsibility must be felt by every citizen of Rochester, if the campaign is to be a success.

Mr. Keyes has a record to defend. Rochester has a reputation to live up to. The United States has a powerful enemy to defeat. Everybody has a very grave obligation to dig down deep in his pocket as soon as the third Liberty Loan campaign is launched.

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ROCHESTER PUBLIC SAFETY CAMPAIGN

A six months Public Safety Campaign has been inaugurated in Rochester, under the auspices of the Rochester Chamber of Commerce, and the National Safety Council. In scope this Campaign will be varied, and will cover every phase of public safety work. Through the various committees which have been appointed, every class of people will be reached.

Extensive work will be carried on in the schools. The homes will be reached through various clubs and organizations. Owners and drivers of automobiles will be reached in various ways. Innumerable educational meetings will be held in the industrial plants, and in the different clubs and societies in Rochester.

LEADER OF "RAINBOW DIVISION"



CAPTAIN JAMES McD. ELLIS

The Automobile Club of Rochester has always been a leader in the work of making our streets and highways safe, and with practically every other organization in town, are cooperating in this excellent work. President Smith, and Secretary Donahue, have been selected as members of the committee on traffic and highways, and have promised the support of the Rochester Automobile Club in this good work.

Much public safety work has been done in Rochester and other cities of the United States, but in this work it is the aim of the National

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Let the Preferred Carry the Risk

Automobile Owners, if negligent or not, in the operation of their cars are liable for $5,000 or $10,000 for every death and an unlimited amount, depending on the exten of the injuries, for non-fatal accidents.

Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

EZRA J. BOLLER

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POPULAR PLACE AT AUTO SHOW

Safety Council to secure definite results from this campaign, so that they can be embodied in a program for future activities in other cities.

The campaign, while hardly on the way, has already attracted considerable attention, and numerous letters have been received from other cities, requesting information.

To insure success in this work, the cooperation of the general public is absolutely necessary, and that Rochester will give it in this, as it does in other movements, will not be doubted. Everyone must put their shoulder to the wheel, and help carry this work to a successful conclusion.

Let us all pull together for safety.

✣

Washington, D. C., April 1st.

President H. M. Rowe has somewhat rearranged the A. A. A. official family by making the Hon. Clifford Ireland the legislative chairman, while Carl G. Fisher, the well known accelerator of the Lincoln and Dixie Highways, will become the head of the Touring Board.

Mr. Ireland is a pioneer motorist and has owned and driven cars which date from the earliest vintage up to the present time. He is the spokesman in Congress of the sixteenth Illinois district, and has the advantage of being both a farmer and a lawyer. Representative Ireland is a believer in the nationalizing of the motor car laws of the country, and in the near future he will introduce a measure in Congress which will set in motion a country-wide campaign along these lines.

Carl Fisher it was who suggested the Lincoln Highway, at an automobile gathering one night in Indianapolis. The Indiana tour from the capital city of the Hoosier State to California was one of his methods of calling attention to this great thoroughfare across the country.

Being a winter resident of Miami, where he

(*Continued on bottom page 28*)

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Three Millions to Rebuild Buffalo-Albany-New York Main Line Route. War Trucks and Frost Cause Much Damage. More Permanent Roads Recommended by Club.

After a careful inspection of the highway from Rochester to Buffalo and especially along the main line route from Caledonia to Buffalo, reports have been made to the Club officers by the Good Roads Committee that something should be done about rebuilding the highway. The Secretary made an inspection of the highway and bridges from Rochester to Canandaigua via Victor thence to East Avon returning via the Henrietta Road. This report emphasizes the great damage done to the highways by the heavy war trucks and the immediate necessity for action on the part of the State for rebuilding the main line route.

Further, judging from reports coming into the Club office the entire main line route from Buffalo to Albany and thence to New York City is badly in need of rebuilding; this does not mean that every inch of the route should be reconstructed but just those portions where the frost has heaved up the road and where the trucks have done material damage.

George C. Diehl, Chairman of the Good Roads Committee of the American Automobile Association, is strongly recommending that all clubs in the state point out to the Governor the necessity for quick action on the part of the legislature so that the necessary money will be available for the rebuilding of the route. On March 27th Chairman Diehl and the Secretary held a conference at headquarters and started something and now the entire motor contingent of the State is urging immediate action.

The Club sent a special message to Governor Charles S. Whitman on March 27th urging a message from him to the Legislature asking that three million dollars be appropriated to rebuild the route from Buffalo to Albany and New York City. The message was a lengthy one urging the appropriation because without it there would be no funds to reconstruct this entire route across the state and it is evident from present conditions that patching will not be sufficient to maintian continuous travel during the summer.

The Governor, who is keen to notice everything that will put New York State to the front, especially during war times, returned a very favorable message. He is right on the job and ready to go ahead with whatever is necessary to keep the motor trucks going daily from Buffalo and Rochester to the sea-coast where they are shipped to France.

In this work alone the Automobile Club of Rochester is receiving the support of the Highway Department and road builders, and motorists are pleased that the organization is taking the initial step in bringing about these improvements. In fact many have urged that a concrete or brick highway be constructed at least thirty-two feet wide; this would not be a boulevard but in reality would be a highway sufficiently wide and strong enough to maintain traffic of any kind for a half century to come.

(*Continued from page 27*)

has extensive interests, it was perfectly natural that Mr. Fisher should set in motion the project of a great highway from Chicago to the southernmost point of Florida, known as the Dixie Highway. The indefatigable Fisher always thinks in huge hunks, and he is a firm believer in the putting together of a national road system, because, as he expresses it, "The time has come when we should think and act in the terms of a nation." In the development of the Touring Board, Chairman Fisher has some ideas which subsequently will be submitted to the A. A. A. for approval.

Chairman Richard Kennerdell and his associates on the Contest Board recently came to the conclusion that there should be a control of competition even during the war, or otherwise a chaotic condition would soon exist through the irregularity of unsanctioned racing. Hence the board has resumed the reins of government and is going ahead on the plans for the 1918 circuit, which will be much shorter than that of previous years.

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School Children's Contest

Conducted Under Supervision of Superintendents of Schools in Monroe County Outside of Rochester. Keen Interest Taken by Children. Much Good Will Result.

This is to certify that the School Superintendents of the county have reviewed the essays submitted to the Automobile Club of Rochester and find them well written and a credit to the writers and the teachers. The committee has decided that the essays written by Wm. Combs and Oscar Hill of Churchville should be awarded first and second prizes respectively.

Signed W. W. RAYFIELD,
M. B. FURMAN,
FRED W. HILL,
JOHN C. MALLOCH,
Committee.

Early last autumn a child playing in the road before an oncoming automobile caused the driver to wonder what might happen to the child if he, the driver, were careless. The driver fully accepted his own responsibility as the driver of the car, but the thought came to him "all drivers are not careful" and what can be done to protect the child against careless drivers and prevent him from being careless himself?

He consulted the District Superintendents of Schools who in turn consulted Secretary Donahue of the Automobile Club of Rochester. It was agreed that a poster emphasizing road rules and special warnings to children should be printed and a copy of this placed in every schoolhouse (200 in number) of the nineteen towns of the county. It was done.

It was also arranged that an essay contest should be held. To the schoolchild writing the best essay on the "Proper Use of the Highway" a first prize of $3.00 would be given and a second prize of $2.00 to the second best. A keen interest was manifested in this contest and several well-written essays were sent to Mr. Donahue. The essays of Wm. Combs and Oscar Hill, of Churchville, were awarded first and second prizes respectively. The committee of award was composed of the school superintendents of the county.

The Automobile Club of Rochester is thanked by all connected with the schools for their keen interest and sympathy with this effort to safeguard child life and in these days of conservation surely this is the greatest. To Secretary Donahue, particularly, as the representative of the Club great credit is due for his assistance.

1st

PROPER USES OF STREETS AND HIGHWAYS

Many accidents occur every day which are avoidable. Rules and regulations are sent out each year by the Automobile Club for use of highways. If these rules were followed there would be less accidents.

The state roads are not made for a race track. Therefore don't use it for that purpose.

Hundreds are killed or injured in some way just by carelessness. Use your eyes and ears. A person driving in a buggy or wagon when nearing a railroad should **"Stop, Look and Listen!"** Motorists should do the same thing. By doing this you save your life and the lives of those riding with you.

Motorists, when meeting a loaded truck or wagon, should use their horns before reaching the truck or wagon. Don't wait until you are about a rod behind them. Trucks and wagons with heavy loads cannot pull out of the road quickly. Don't depend on them, use your horn before you reach them.

So many people, especially in the cities, let their children run and play in the streets—don't do it. It is dangerous, children are killed that way every day. The Highways are not playgrounds. Read the rules and regulations and follow them.

William J. Combs English III

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2nd.

PROPER USE OF OUR STREETS AND HIGHWAYS

The rules of our streets and highways are abused and broken more than any other regulation.

The macadam roads were not put there for automobiles to race the cars on but for the general use of the public. When two cars racing abreast meet another vehicle there is liable to be an accident. Therefore keep to the right hand side of the road and avoid accidents. The War in Europe is terrible but a large number of people are being killed every day in needless automobile accidents.

The highway is not a children's playground and parents should be sure that their children do not engage in that pastime. A much traveled road is nearly as dangerous as a railroad track for a playground.

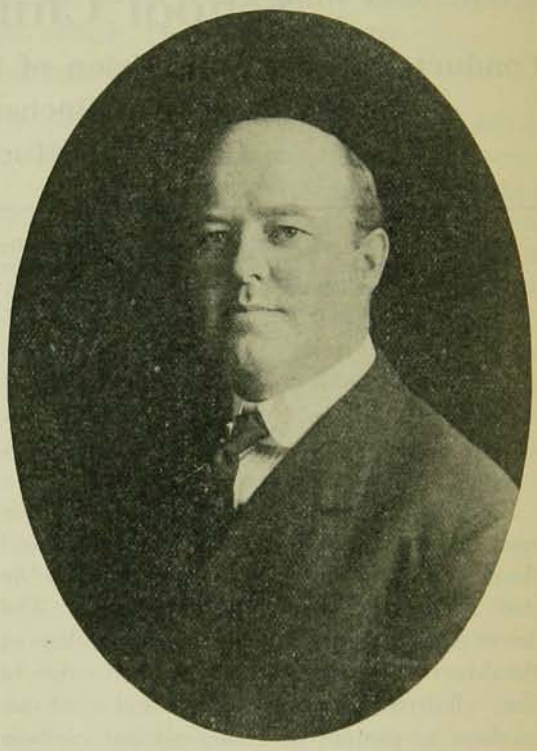
Our ears and eyes were given us to use at the best advantage. We should listen for the warning horn of an approaching car and also look in either direction before crossing a street.

Motorists should use exceeding great care when passing a cyclist because of the uncertainty of the machine. Furthermore the cyclist should keep close to the curb.

If the rules of the Automobile Club and the laws of the State were closely followed by all there would be little cause for accidents.

Oscar G. Hill English III

AUTO CLUB DIRECTOR AT HILTON



DR. A. M. OTTMAN

CAPTAIN CRITTENDEN ON WAR WORK

Whenever there is something of a public nature that will assist any organization, the public, or any kind of War Work, W. Dewey Crittenden, Captain of the Home Defense Automobile Contingent, is there to assist. On Saturday April 6th, the Liberty Loan parade was held in Rochester and Captain Crittenden was in charge of twenty-five automobiles which carried the Grand Army men. Mr. Crittenden desires to thank those who so generously donated the use of their cars for that occasion.

"KEEP YOUR TAIL LIGHT BURNING"

Attention has been called to the carelessness of a few motor car drivers who do not comply with the state law in reference to keeping the tail light burning. The rear light should illuminate the rear license plate so that the same can be legible for a distance of at least fifty feet. This is a matter that every member of the Automobile Club of Rochester will give careful attention and it is expected that the Club members will urge others to do likewise.

Buy Liberty Bonds!

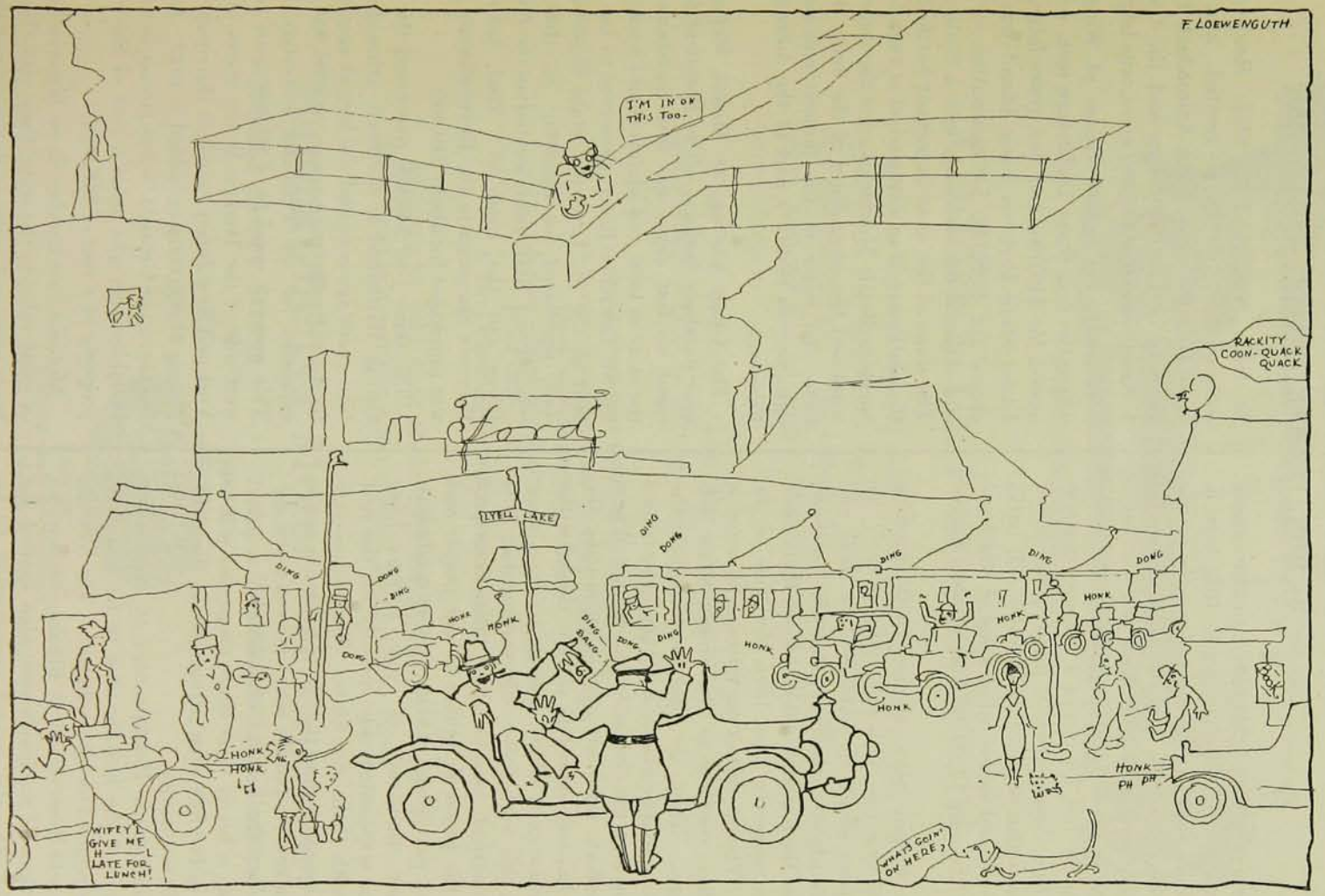
Buy Liberty Bonds!

Buy Liberty Bonds!

Buy Liberty Bonds!

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HOW RUPPERTI WENT OVER THE TOP



TRAFFIC OFFICER RUPPERTI — YOU ARE NOT A MEMBER OF THE AUTO CLUB SIGN THIS APPLICATION!

AUTOIST.—SHURE I WILL HERES SIX DOLLARS.

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New York Preserving Historic Places

By HON. EUGENE TRAVIS

Nowhere in the world exists a greater variety of scenic and historic landmarks than here in New York State, and nowhere have the people been more generous in their contributions for acquiring and preserving these reservations—in many respects the most unique on the earth. During the last quarter of a century, particularly, this Commonwealth has become owner and custodian of many battlefields and parks of historic and scenic value, some of which are under the care of State Comptroller Travis' office.

The Empire State abounds with inspiring natural beauties, although until recently we have been singularly indifferent to them and too often have turned our attention elsewhere. To save these attractions and to set them aside as free preserves have been the aims of the State. The interest of our citizens, however, is not alone confined to the State's scenic advantages. They are also interested in the sacrifices of generations of soldiers who helped develop here the civilization we enjoy. Where their efforts have left visible memorials, the State has endeavored to present them for the inspiration they afford.

But this work is not only sentimental; it is also practical, because these attractions promote the physical welfare of our people and develop patriotism. Owing to war conditions, however, thousands of New Yorkers have become acquainted only recently for the first time with their own State. They appreciate now as never before that New York has scenic and historic landmarks which possess a new significance. On account of this newly-acquired interest, a list of these State properties will be given in the following paragraphs in the order of their acquisition.

Washington's Headquarters at Newburgh, the first of the historic sites to be acquired, was purchased for about $5,000. The Newton Battlefield Reservation at Elmira, commemorating General Sullivan's campaign against the Indians, was the second preservation to be dedicated and five years ago the place was made a State reservation at a cost of $3,000. In 1883, Niagara Falls State Reservation, costing $1,874,000, was created, and two years later the magnificent Adirondack Forest Preserve of 1,700,000 acres and the Catskill Forest Preserve of 113,000 acres, was begun.

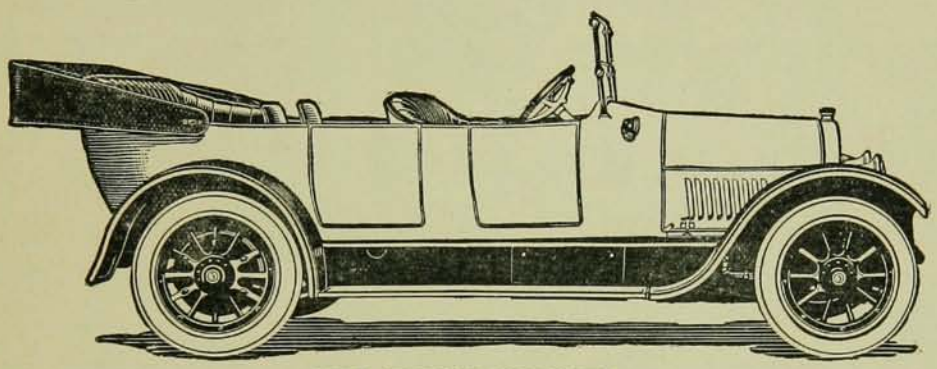
In 1887, the Senate House at Kingston, where the first State Legislature met, was acquired for $16,000, and five years later, Fire Island State Park on Long Island was purchased for $100,000 for quarantine services, and changed ten years ago into a State Park. The scene of the most important battle of the Revolutionary War was marked in 1895 by the Saratoga Battle Monument, and the same year witnessed the acquisition of the John Brown farm, the home of the famous anti-slavery agitator,—in reality a part of the Adirondack Preserve.

The Grant Cottage at Mount McGregor, near Saratoga Springs, where President Grant spent his last days, was first maintained by the State in 1896, and islands in and lands along the St. Lawrence River, preserved in the same year as the St. Lawrence State Reservation, were purchased for $50,000. In 1897, the Stony Point Battlefield, located on the Hudson River and the scene of "Mad Anthony" Wayne's campaign in the Revolutionary War, was purchased for about $10,000.

The same year $40,000 purchased the Lake George Battlefield at Caldwell, athough eighteen years ago occurred the largest acquisition to the State forest preserve—$5,000,000 being expended for the Palisades Interstate Park. This preserve consists of 22,000 acres on the west side of the Hudson in the states of New York and New Jersey, to which Harriman Park, costing $1,000,000, was added in 1910. In 1900 the Governor George Clinton House, located at Poughkeepsie, was made a part of the State's property at a cost of $10,000.

Motorists are making these historical places of great value to the state; they visit them and learn more and more each year about the historical value of the Empire State and the part New Yorkers took in our early history.

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THE SEVEN-PASSENGER

Cadillacs that are Different

Of the several special color jobs that we had hoped to have here for the Auto Show, only one arrived in time for the exhibition. The others are now on the way, however, and we will be glad to have you see them at your convenience.

They are beauties—and the coloring adds a note of individuality that is very gratifying.

A Seven-Passenger finished in Belgian Blue.

A Seven-Passenger done in Deep Carmine with black fenders and trimming.

A Four-Passenger that has a coat of dark Dust-proof Gray.

A Two-Passenger in light French Gray.

We might add that these cars are available for immediate delivery—quite the unusual thing these days.

Mabbett-Bettys Motor Car Company

252-262 Court Street **"Just East of Clinton"**

Type 57

Cadillac
Standard of the World

Cars of Known and Permanent Value

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AN ORGANIZATION

With the facilities and a readiness to aid you in the solution of any wartime problem that may confront your business—

Whose close touch with everyday industrial activities qualifies it to advise and safeguard **The "Traders" Patron** in his financial operations.

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THE TRADERS NATIONAL BANK

OF ROCHESTER N Y 43 – 45 STATE ST

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918 MAY 1918

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER



SECRETARY HUGO

Remember how the genial Secretary of State, with the all-embracing smile of good fellowship, launched the campaign for the thousand members?

How he said, "half the road belongs to the other fellow!"

How, speaking of Rochester, Harry Strong and the Chandler, he said:

"People do love a town or a car without a knock."

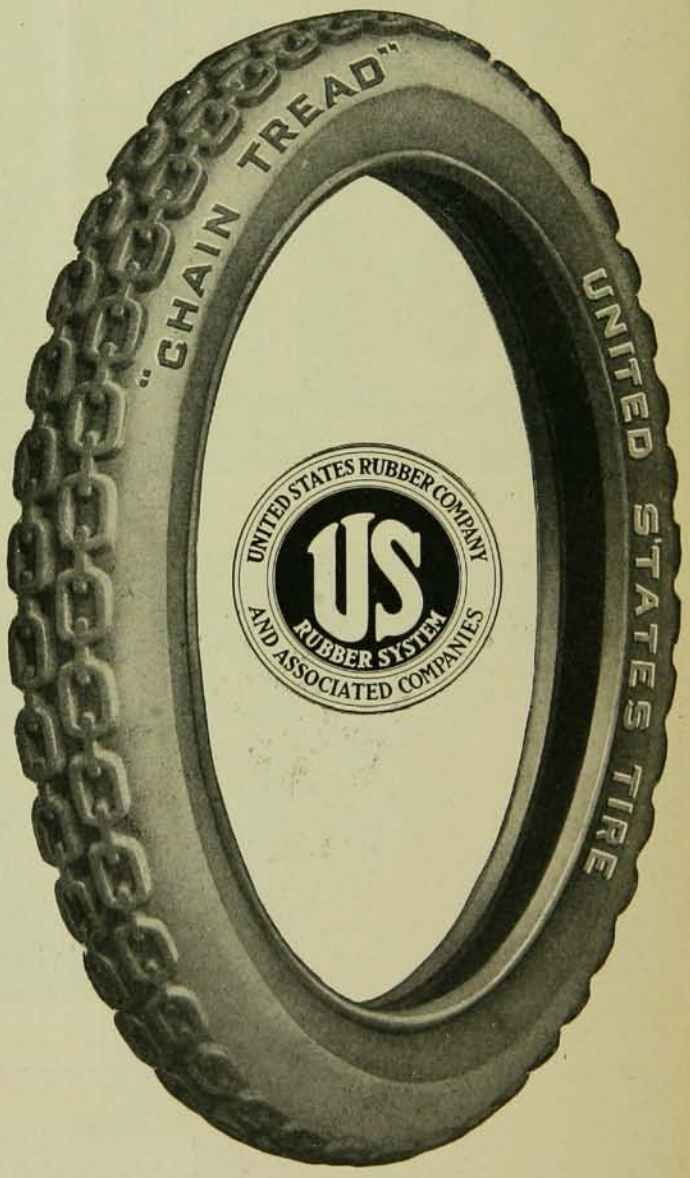
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YOUR SUPPLY HOUSE

That's what we want our store to be.

Always room for one more on our list of customers.



If it's for your automobile, we have it. We don't know of a weak spot in our list of reliable, up-to-date accessories.

U. S. RUBBER CO.

ROCHESTER BRANCH **24 EXCHANGE STREET**

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W. H. ROWERDINK & SON

WHOLESALE DISTRIBUTORS OF AUTO TIRES and ACCES-SORIES



MANUFACTURERS OF AUTO DELIVERY BODIES and TOPS

BLACKSMITH REPAIRING TRIMMING AND PAINTING

When You Buy TIRES Buy of ROWERDINK

78-82 NORTH STREET ROCHESTER, N. Y.

AUTOMOBILE RUGS

Steamer Rugs we considered the proper kind to use for autos. We have an extensive assortment from $5.98 up to the best grade.

The Burke, Fitz Simons, Hone & Co., Inc.

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HUDSON *Super-Six*

AND

The New HUPMOBILE

ALLING & MILES, Inc.

82 STONE STREET - - NEAR COURT

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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 2 **May 1918** **No. 3**

SINCE MARCH 1st

THE AUTOMOBILE CLUB OF ROCHESTER:

1. Investigated highway bridges and recommended bridge bill. Conferred with Assemblyman Frank Dobson on bridge legislation. Dobson Bridge bill passed the legislature and went to the Governor April 13th.

2. Through the active work of the Club in co-operation with other Clubs of the State, a vast amount of vicious legislation was defeated at Albany especially the bill compelling the motor car driver to take out a bond for five thousand dollars and another reducing the age limit of drivers. There was agitation for a revision of the headlight law and the Club took an active part in this work. At the conference March 13th, all bills were laid aside that the clubs opposed and the legislators were willing to pass a headlight bill that would meet the approval of the clubs.

3. There was much rejoicing on the part of motorists when they learned that One Million Dollars had been appropriated by the State for repairing the highway from Buffalo to Albany. This was the result of agitation started right at the Auto Club headquarters in Rochester. Again, the Dobson bill for state aid to towns in building and rebuilding bridges is another boon to motoring for it will do away with the thirty-year-old bridges and allow the towns to construct modern ones. And the Mullan bill to re-apportion the surplus state-aid money in this county will allow the building of the boulevard highway along the lake route. These are some of the bills pushed by the Automobile Club through our representatives at Albany.

4. At the automobile legislative conference at Albany, March 13th, the Club was represented by the Secretary and Attorney.

5. Aided in the Italian War Fund Campaign and had a team of workers as well as assisting in the publicity.

6. Held membership Campaign April 2nd, securing 1047 new members.

7. Arranged details for reception of Liberty Loan Coach and Liberty Ball at Caledonia, Scottsville, Rochester, Pittsford, Mendon, Honeoye Falls, Victor, and other places in co-operation with local committees.

8. Urged the appropriation of $3,000,000 for improvement of main highway Buffalo to Albany and New York which was torn up by government trucks. One million was appropriated by State, Monday, April 8th, after a request from Governor Whitman. The Club made the first appeal to the Governor.

9. Organized a Speaker's Team on Liberty Loan and answered every call of Secretary James Palmer—this committee held meetings in local factories and also visited nearby towns.

10. Held important conference relative to Morton-Kendall highway improvement.

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Captains in the April Drive



MEMBERS WHO DIRECTED THE MEMBERSHIP DRIVE OF APRIL 2, WHEN 1047 MEMBERS WERE SECURED IN TWENTY-FOUR HOURS

FRONT ROW—E. E. Fairchild, Vice-Chairman; Frank H. Phelps, Chairman; Harry Bareham, Geo. C. Donahue

CENTER ROW—J. Geo. Wagner, John R. Taylor, Dr. F. R. Smith, Geo. Boucher, Jos. H. Smith, Jr., A. B. Hone, Chas. B. Bechtold, A. M. Zimbrich, J. A. Robertson, Dr. A. M. Ottman, Paul LeHardy, Geo. W. Henner

REAR ROW—Donald H. Craigie, Charles F. Buelte, C. D. Van Zandt, Harry S. Moody, Thos. McCarthy, Claude Darling, C. W. Giles, Archie Holley

AUTO CLUB LIBERTY LOAN TEAM

In the Third Liberty Loan the Automobile Club is represented with the following team: Charles B. Bechtold, Joseph Fritz, Fred K. Townsend, A. B. Mann, Howard Young, and the Secretary.

✣ ✣ ✣

Total Automobile registrations in Monroe County for 1917 were 19,278.

✣ ✣ ✣

EVERY MEMBER DISPLAY CLUB EMBLEM

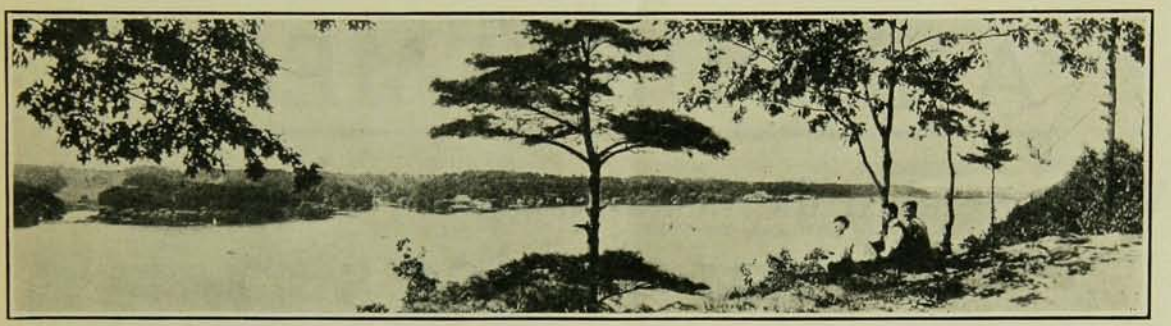
All members of the Club should display the new club radiator emblem. It is a neat design the same color as the license plate and distinguishes the member from the fellow who takes all, and gives nothing, to aid motoring.

Members are requested to call at the Club office and receive a copy of the new 1918 road map. This is a road map and a road book combined and covers all New York State.

Henry Bowman of Webster may be one of the oldest supervisors on the Monroe County Board, but it is a recognized fact that he is one of the live-wires. The Club asked him to fix up a road on April 11th and it was put in fine condition on April 12th.

The Rochester Race Track Corporation will conduct automobile, bicycle, and motorcycle races at Avon Race Track, Thursday, Decoration Day. All members are invited to attend.

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ALONG THE BAY FROM INSPIRATION POINT

A Novelty in Scenery for Rochesterians

INSPIRATION POINT

By James H. Thompson

It might be a scene on one of Killarney's lakes; it might be a vista from a Swiss mountainside; it might be a view across some blue North Woods pond; but it is none of these. It lies within a few minutes ride of Rochester.

Off to either side shimmers Irondequoit Bay; across the reach of water are the green slopes that rise above the willow-fringed marge at Newport; nearer are brown terraced vineyards and wooded declivities, and in the distance the marsh flags wave like tremulous green ripples where the head of the bay merges into distance. Two hundred feet below the bay juts in like a miniature gulf where are set rugged islets that charm with an invitation to come and explore their mysteries. In the distance Lake Ontario is an opal blur. Overhead the wind soughs through pine branches, and beside the sandy paths is a tangle of bracken where now and then a modest pink wild rose stars the greenery.

Rustic swings invite to lolling ease, strangely-fashioned ornamental tables and seats fashioned like mushrooms, on which one expects momentarily to see perched a gnome, blend with the landscape; devices for roasting sausages and piles of ready-split wood conjure up jaded appetites.

It is Inspiration Point!

Until last season few Rochesterians knew of this beauty-spot on the shores of Irondequoit Bay. So secluded is it from main traveled highways that casual travelers never suspect its existence, and it is so modestly hidden that one suspects Nature of being jealous of its charms. But it is worth seeking out, for from the lofty promontory is a view that is incomparable hereabouts, and within the environs of the little park that has been created on the Point are scores of attractions that beckon and hold visitors in thrall.



ALL SET FOR MUSHROOM LUNCH

Inspiration Point has been well named. It needs no sentimentalist to feel the thrill of the magnificence that stretches in broad reaches before the eye from the vantage point; it must be a poor soul that does not respond to the panorama of infinite beauty that is spread around this point.

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ANNOUNCEMENT

We have taken the distributing agency for

VIM TRUCKS

We are prepared to make immediate deliveries of this sturdy little car. Our stock of parts is complete. An expert from the Vim factory is in charge of our service station.

New models of the HAYNES LIGHT SIX are on display at our showrooms.

ROCHESTER HAYNES, Inc.

76 NORTH STREET

Hoover Electric Vacuum Sweepers Save Time, Labor and Health

The work of sweeping with a broom is extremely exhausting, to say nothing of the menace to health which comes of mixing germ-laden dust with the air you breathe.

Get a Hoover Electric Vacuum Sweeper and do the work of sweeping easily and safely. This cleaner is fully guaranteed as to workmanship, durability and cleaning efficiency.

The "Hoover" calls for no undue physical exertion; it cleans as no broom ever cleaned, and it sucks up the germ-laden dust and deposits it in a receptacle from which it can be taken and all germ life completely destroyed.

Then, too, the "Hoover" will do the work in far less time, which means that the user will have more time for reading, sewing and such like recreations.

We have the "Baby Hoover" and "Hoover Special" at $47.50 and $57.50, respectively; attachments extra. Liberal terms of payment can be arranged, if desired.

Let us send you one on trial. You will not be obligated in any way and we will thank you for having tried the cleaner, should you desire to return it.

PHONE US

Rochester Railway & Light Company

Bell, Main 3960 **Home, Stone 3960**

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THE SUNDIAL

Inspiration Point is on the east side of Irondequoit Bay, almost directly across from Newport. It is the highest point on the bay and its prominence juts out so that it commands a view of every portion of water. The precipitous banks that reach up from the shores forbid access from the water's level except by a path that would daunt an experienced mountain climber, and uncompleted roads have isolated it from ordinary traffic.

Clustered around the point are many traditions, many of which are charming because of their intimate connection with the Indian lore of the Genesee country. When the rolling hills that surround the bay were still undisturbed by the whirring of the white man's motors, and the Indians still fished in quietude on their beloved Neo-de-on-da-quat the lofty point of Inspiration Point offered an ideal vantage ground. From its wooded heights a sentry redface with keen eyes scanned every approach to the peaceful stronghold of his tribe.

It is within the bounds of probability that from the heights of Inspiration Point a crafty brave watched the approach of de Donville, and that other lookouts gave the warning when predatory and roving bands of hostile Indians came to prey upon the fields and preserves of the peaceful Senecas who inhabited the slopes of the bay.

Other traditions have it that the rounded knoll at the peak of Inspiration Point was an Indian burial ground, and that in the sandy soil were laid to rest the bones of those warriors whom the tribe most wished to honor.

At present Inspiration Point is owned by two brothers, Carl and Otto Drews. With great unselfishness and public spirit these two have labored to improve the beauty spot and make it attractive to whomsoever wishes to visit it. With their own hands and working in the few hours that are given them from their daily tasks the brothers have improved the lands at the point. They have dug pathways, cleared away obstructing brush, built roads, erected ornamental structures and planted flowers and shrubs. They have placed in the little park everything that could be desired to amuse and give comfort.

It is an unusual spirit that has possessed these two brothers—a fine bit of altruism. One of them has expressed their motives thus: "We have no monopoly on beauty. I believe that Inspiration Point is the heritage of every-



INTERESTING FAMILY VASE

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MARMON 34

136 in. wheel base, 1100 lbs. lighter

The New Series—Stabilized Design

It seems a contradiction, but it is no less a fact, that the new series Marmon 34, while bringing no radical changes—no fundamental innovations—does establish a most noteworthy fundamental in motor car construction—namely Stabilized Design.

WHEN the Marmon 34 was introduced at the New York Automobile Show two years ago, it differed entirely from all other cars.

For one thing, it was 1100 pounds lighter. For another, it eliminated more than 1200 parts. Aluminum was extensively used in the motor and body. The frame, running-boards, and fenders were a rigid unit construction. Great engineering genius has not been able to better it except in the matter of a few mechanical refinements.

So today the distinguishing differences between the New Series Marmon 34 and the old are the slanting windshield and the wider seats and the deeper sides.

As far as men know, the Marmon represents the final type. It has put a stop to the annual metamorphosis of models—it has stabilized not only construction, but the buyer's investment.

PAUL LeHARDY

308 EAST AVE. ROCHESTER, N. Y.

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body and that we cannot lay claims to such a view although we may have title to the land from which it may be seen. We want everybody to come and enjoy it."

So the two Drews have labored to make Inspiration Point a place where tired city folk may come for a moment's rest and where the lover of the beautiful may drink his fill of the wonders of nature. "We have named it Inspiration Point," said one of the brothers, "because we believe that no one can look at this magnificent view without gaining an inspiration. And we believe that if we can give a man a new inspiration in life we shall be doing a great good."

There is only one dream that the Drews brothers wish to see come true, and that is, that some day there may be erected on Inspiration Point a fitting monument to the redman who once trooped over its knob. Many Rochesterians have already become interested in a plan to erect on the point a heroic figure of an Indian, in the form of a watchman, who shall stand there with folded, immobile arms, always looking over the waters that surround his aerie, a figure that shall betoken in its silent dignity the contemplative chieftain brooding over the lost territory that once was his.

It is hoped that roads leading to Inspiration Point will soon be improved so that the beauty spot may be easier of access, and that hundreds more may become familiar with its charms.

Inspiration Point may be reached on automobile tours from Rochester by way of either the Float Bridge or Sea Breeze roads. It may be made a stopping place on one of the most delightful round-trip tours in this vicinity. Once it is reached motorists are assured of being welcomed with a hospitality that is as great as the scenery that is to be found there.

OUR BIG DRIVE

Last month carried us within twenty paces of the much-coveted goal. For many years the Automobile Club of Rochester officers wanted to see the membership total reach the three thousand mark so that the organization would rank among the largest in the State—it was reached in 1917. Then came the thought that possibly if a big drive was made the four thousand mark could be reached; the drive took place last month and on May 1st the total membership was 3980 and with fine prospects of reaching the 4000 mark before June 1st.

Motorists with the true ROCHESTER SPIRIT will retain their membership in the Automobile Club and further will assist in keeping it the largest club in the Eastern States. Who is there who can say that he drives an automobile but does not need to be a member of the Club—if there be such a person he is in the same class with the man who says he is an American but does not need to purchase Liberty Bonds.

As soon as 1918 dues are paid, members are requested to secure the new 1918 road guide and map showing all the improved highways in New York State; also the new club emblem which is of the oval shape with the same color as the license plates. The Club is still paying the entire cost of operating the State License Bureau at 29 Fitzhugh Street and all motor car owners may secure their 1918 license plates at this branch office.

IF YOU HAVE NOT BEEN INTO THE CLUB PLEASE DROP IN TODAY!



DELIGHTFUL PLACE FOR SUNDAY REST

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BATTERY TROUBLES END BATTERY EXPENSE STOPS

When

PERMALIFE

is installed.

Permalife means that your storage battery—the very heart and soul of your automobile—is the longest-lived, most efficient, most reliable part of the whole mechanism. Permalife is the only battery that gives nation-wide exchange service—a service that always insures 100 per cent. efficiency to Permalife users.

Special proposition to club members. Ask us.

PERMALIFE SERVICE CO.
31-33 SCIO STREET
ROCHESTER, N. Y.

CAREFUL DRIVERS

All men driving our cars are trained to be careful, considerate, courteous and respectful. We are very careful in the selection of men. The result is that you may send any member of your family anywhere at any time in one of our cars and feel assured that the trip will be made in perfect safety and in the quickest possible time consistent with careful driving.

ALWAYS CALL FOR A ROCHESTER TAXICAB

Stone 310 TELEPHONES 375 Main

ROCHESTER TAXICAB COMPANY

THE

DETROIT ELECTRIC

"ALWAYS READY TO SERVE"

GARAGE CAPACITY FOR ONE HUNDRED ELECTRIC CARS—
OPEN 24 HOURS EACH DAY

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340-360 CULVER ROAD

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ROCHESTER PUBLIC LIBRARY
MONROE BRANCH

New York State Troopers

Since October 1st, 1917, the New York State Troopers have been proving their worth in many parts of the State where they have their barracks. Plans are being formulated to make them more effective in the preservation of law and order. The present activities have consisted in finding lost children, stolen horses, stolen automobiles, excise violations, gambling resorts, enforcing quarantine on Indian reservations, cases of burglary, assault, wife-beating, unearthing the selling of tainted meat, violations of the fish and game laws, enforcing the new dog license law and regulating traffic on the highways.

The law creating this department of troopers was signed by Governor Whitman on April 11, 1917. Major George F. Chandler, 10th New York Infantry, was commissioned superintendent of the department of the State Police in May and went at once to Pennsylvania and Canada to study the police systems there.

Captain Percy E. Barbour, 22nd New York Engineers, was appointed deputy superintendent and the commissioned personnel was appointed from the National Guard officers. The office force was given headquarters in Albany. Out of the 1,071 men who appeared for examination 297 were successful and after necessary eliminations the force is now 232 officers and men with a waiting list.

At the training site near Syracuse, where there was a State Range, the men were instructed in law, first aid, horsemanship and military discipline for two months. The Trooper's Manual was given each trooper that he might learn the interpretation of the penal code of the State of New York.

This camp was broken September 6th and the squadron marched sixteen miles and made camp the same day on the State Fair Grounds. The first actual duty was in policing and handling the traffic at the State Fair. The first uniform review was given before Governor Whitman at the fair. The Superintendent is proud to point out that there were no accidents or thefts during the period of the fair. Other fairs and small gatherings were policed by the troopers.

There are barracks for divisions of the troopers near Batavia, where Troop A is located; near Syracuse, Troop D; near Albany, Troop G; near White Plains, Troop K. Troop K marched across the state from Syracuse to White Plains. The state is divided into four zones and each captain is charged with the maintenance of law and order in the rural district of his zone.

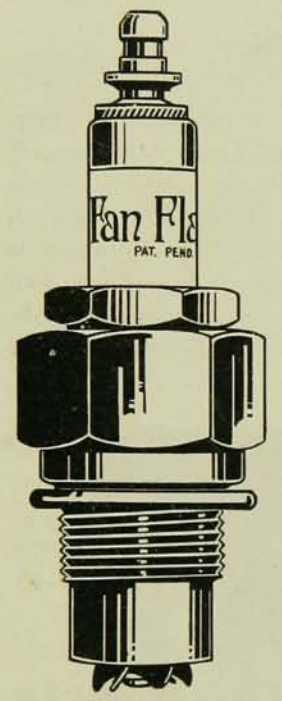


MAJOR GEORGE CHANDLER

Since October 1st, the troops have patrolled 100,000 miles of highway and there have been 525 arrests made with about ninety-five per cent. convictions and almost every town in the State has been visited. Superintendent Chandler is recommending the addition of a detached post troop with which twenty-five small posts can be located making with the present ten stations, approximately thirty-five stations about twenty miles apart. At these small stations there would be a motorcyclist, one on foot and one mounted trooper.

Another recommendation is that he be allowed to establish a mess at each barrack for the troops quartered therein.

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Revised Traffic Ordinance City of Rochester

ARTICLE 1.
DEFINITIONS

Section 1. **Definitions**—As used in this ordinance words and phrases have the following meaning:

1. Vehicles: All vehicles, excepting those which run only on rails or tracks, and include the horse, mule or animal drawing the same, if any.

2. Motor Vehicles: All vehicles propelled by power, excepting those propelled or drawn by man or animal, excepting those which run only on rails or tracks, and excepting motorcycles, motor bicycles and motor tricycles.

3. Motorcycles: Motorcycles, motor bicycles and motor tricycles.

4. Driver: The person who drives, rides or leads a horse or mule, or who drives, draws, propels or operates a vehicle.

5. Congested District: Main Street, from Plymouth Avenue to Stillson Street; Plymouth Avenue, North and South, from the Erie Canal to Church Street; Fitzhugh Street, North and South, from the Erie Canal to Church Street; Church Street from North Fitzhugh Street to State Street; Irving Place; Exchange Street, from the Erie Canal to Main Street; State Street, from Main Street to Central Avenue; Corinthian Street; Aqueduct Street; Graves Street; South Avenue, from Main Street to Court Street; St. Paul Street, from Main Street to Andrews Street; Stone Street, from Main Street to Court Street; Clinton Avenue South, from Main Street to Monroe Avenue; Clinton Avenue North, from Main Street to Andrews Street; Cortland Street, from Main street to Court Street; Elm Street, from Main Street to Atlas Street; East Avenue, from Main Street to Swan Street; Franklin Street, from Main Street to North Street; North Street, from Main Street to Franklin Street.

6. Limited District: Main Street, from Plymouth Avenue to Stillson Street; State Street, from Main Street to Church Street; South Avenue, from Main Street to Ely Street; St. Paul Street, from Main Street to Division Street; Clinton Avenue North, from Main Street to Division Street; Clinton Avenue South, from Main Street to Downs Street.

7. Street: A public street, highway or alley in the City of Rochester, or roadway or driveway in the public parks of said city.

8. Roadway: That portion of a street set apart or intended especially for vehicles and horses, extending from curb or gutter to opposite curb or gutter.

9. Sidewalk: That portion of a street extending from curb or gutter to nearest lot line.

10. Mile Circle: All points within a circle, the center of which is the intersection of Main, Exchange and State Streets, and the circumference of which is a mile distant from said center.

ARTICLE II.
TRAFFIC REGULATIONS

Section 10. **Rules of the Road**—A vehicle must

1. Keep to the right of the center of the roadway.

2. Keep as near the right hand curb as possible, if slow moving.

3. When meeting another vehicle, pass it to the right.

4. Keep to the left, when passing another vehicle headed in the same direction.

5. When turning corners, keep to the right of the intersection of the centers of the streets.

6. Turn when crossing from one side of the street to the other, so as to head in the same direction as traffic on that side of the street.

7. When passing a moving or standing street surface car headed in either direction, keep between the car and the curb on the right hand side of the vehicle, except when the tracks are not in the roadway. This subdivision does not apply to a vehicle traveling south in Clinton Avenue between Court Street and Monroe Avenue.

8. Go around the block or make a turn on some other street, if in order to turn it is necessary to back up the vehicle and the same cannot be done without delaying or obstructing traffic.

9. Not be driven between the conveyances of a funeral procession, or so as to interrupt or detain such procession, or any part thereof.

10. Not impede or obstruct the apparatus of the fire department or any official or employee of the city in the discharge of his duty at a fire, or break through or go within the fire lines established by the police.

Sec. 20. **Special Rules for the Congested District**—In the congested district between the hours of 7 A. M. and 6:30 P. M., a vehicle must not

1. In order to pass a vehicle ahead, leave the line on the right unless there is a clear way of at least twenty-five feet in advance on the left.

2. While in motion, come within ten feet of a vehicle in front of it at or near a crosswalk.

3. Be driven or conveyed through any of the streets in such district if the vehicle, with or without its load, exceeds nine feet in width, unless a permit therefor is obtained from the Commissioner of Public Safety.

4. Be driven or conveyed through any of the streets in such district while used exclusively for advertising purposes.

Sec. 30. **Signals by Drivers**—A driver of a vehicle must

1. When about to slow up or stop, give a signal to those behind by raising the hand or whip vertically.

2. When about to turn, give a signal by raising hand or whip indicating the direction in which the turn is to be made.

3. When about to back up, give ample warning by voice or uplifted hand or whip, and while backing exercise unceasing vigilance not to injure those behind.

Sec. 40. **Right of Way of Certain Vehicles**—Police, fire and United States mail vehicles, emergency repair wagons and ambulances have the right of way in all streets and over all vehicles, including street surface cars, and through all processions.

Sec. 50. **Passing Standing Street Cars**—The driver of a vehicle must keep the same at least six feet from the running board or lower step of any surface car headed in the same direction as the vehicle, and at least six feet from the nearest side of any surface car headed in the opposite direction, which is stopped or has stopped for the purpose of taking on or discharging passengers, and must slow the vehicle down to not more than five miles an hour and pass said car at no greater speed; and if by reason of the presence of other vehicles, or by reason of the narrowness of the street, or other causes, it is not possible to keep the vehicle such distance from the car, or if necessary for the safety of the passengers alighting from or getting on said car, the driver of said vehicle shall stop the same at least three feet from the rear of such car, and remain standing until such car shall have started. In the congested district, at street car stopping places, the Commissioner of Public Works shall mark the six foot distance from the running board or lower step of surface cars by painted white lines on the pavement.

Sec. 60. **Obstruction of Street Cars Prohibited.**

1. The driver of a vehicle must not delay or obstruct the passage of street surface cars, and must immediately upon signal from the motorman or conductor of a car, turn out or to one side, so as to permit the passage of said car.

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2. Vehicles must not be driven upon street car tracks when the same are not located in the roadway.

Sec. 70. **Vehicles Standing in Streets**—A vehicle must not

1. Stop or stand in a street except close to the curb unless in case of accident or other emergency, or when directed by the police to stop.

2. Stop or stand with the left side thereof to the curb.

3. Stop or stand within the intersection of streets, except in case of accident or other emergency, or when directed to stop by the police.

4. Stop or stand upon or obstruct a crosswalk or sidewalk, except in case of accident or other emergency.

5. Stop or stand on a bridge over the Genesee River or Erie Canal other than Main Street river bridge, except in case of accident or other emergency.

6. Stand crosswise on any street for a period longer than actually necessary for the purpose of loading or unloading goods, wares or merchandise, and in such case the horse or horses, if any, attached to such vehicle must be turned so as to stand parallel with the sidewalk, and headed in the general direction of travel on the side of the street on which the vehicle is standing.

7. In the congested district between the hours of 9 A. M. and 6:30 P. M., stand crosswise for the purpose of loading or unloading goods, wares or merchandise, excepting pianos, safes, boilers and heavy machinery, without written permission from the Commissioner of Public Safety.

8. Between the hours of 7 A. M. and 6:30 P. M., stop or stand in any street in the congested district more than one hour and thirty minutes, unless actually necessary for the purpose of loading or unloading goods, wares or merchandise.

9. Stop or stand in the limited district between the hours of 5 P. M. and 6:30 P. M., any longer than actually necessary for the purpose of receiving or discharging passengers or occupants, or loading or unloading goods, wares or merchandise.

10. Stop or stand on the easterly side of Irving Place, the northerly side of Corinthian Street, the northerly side of Market Street, or the easterly side of Stone Street, any longer than actually necessary for the purpose of receiving or discharging passengers or occupants, or loading or unloading goods, wares or merchandise.

11. Stop or stand within twenty-five feet of a street corner any longer than actually necessary for the purpose of receiving or discharging passengers or occupants, or loading or unloading goods, wares or merchandise.

12. Stop or stand within ten feet of a fire hydrant any longer than actually necessary for the purpose of receiving or discharging passengers or occupants, or loading or unloading goods, wares or merchandise.

13. Stop or stand within thirty feet of a street car stopping sign in the congested district, or within fifteen feet of any such sign outside the congested district, any longer than actually necessary for the purpose of receiving or discharging passengers or occupants, or loading or unloading goods, wares or merchandise. Stops for street cars shall be designated by a sign suspended over or between the trolley wires, or by white bands on poles. In case of a sign suspended over or between the trolley wires, the measurement shall be along the curb starting at a point where a straight line drawn from the sign would intersect the curb. In the congested district such thirty foot distance shall be marked by the Commissioner of Public Works by painted white lines at or near the curb.

14. Stop or stand in front of premises which are posted with a notice prohibiting vehicles from standing in front thereof, any longer than actually necessary for the purpose of receiving or discharging passengers or occupants, or loading or unloading goods, wares or merchandise.

15. Stand in a street, if a motor vehicle, unless the brakes are set and the motor stopped.

16. Stop or stand within thirty feet of a jitney stopping place designated by the Commissioner of Public Safety in the congested district, any longer than actually necessary for the purpose of receiving or discharging passengers or occupants, or loading or unloading goods, wares or merchandise.

Sec. 80. **Special Rules for Street Surface Cars**—A street surface car must not

1. Between the hours of 7 A. M. and 6:30 P. M., in the congested district, while in motion, come within ten feet of another car or vehicle in front of it, at or near a crosswalk at the intersection of two or more streets, or at the Court House, Reynolds Arcade, or midway between Front and Water Streets.

2. Stop or stand upon or obstruct a crosswalk at the intersection of two or more streets, or at the Court House, Reynolds Arcade, or midway between Front and Water Streets.

3. Stop or stand within the intersection of streets, except in case of accident or other emergency.

4. Outside the congested district, pass another car which is stopping or has stopped for the purpose of taking on or discharging passengers, without coming to a full stop, and then proceeding slowly with the gong ringing.

Sec. 90. **Speed Limits**—Vehicles must not exceed the following speed limits:

1. Motor Vehicles and Motorcycles: Five miles per hour turning a corner; eight miles per hour on any bridge excepting the stone arch bridges over the Genesee River; ten miles per hour in the congested district; twelve miles per hour in public parks; fifteen miles per hour outside of the congested district and within the mile circle; eighteen miles per hour outside the mile circle.

2. Street Surface Cars: Seven miles per hour on Main Street between Elm Street and the Erie Canal; ten miles per hour elsewhere in the congested district; fifteen miles per hour outside of the congested district and within the mile circle; eighteen miles per hour outside the mile circle.

3. All other Vehicles: Five miles per hour turning a corner or on any bridge excepting the stone arch bridges over the Genesee River; ten miles per hour elsewhere.

4. All Vehicles Including Street Surface Cars: Ten miles per hour when passing a public or parochial school on school days between the hours of 8 A. M. and 4. P. M.

5. This section does not affect the special regulations as to speed when passing a standing surface car, or when traveling with a wind shield up in rain or snow.

6. This section does not apply to the apparatus of the fire and police force, to ambulances or to vehicles carrying United States mail.

Sec. 100. **Care and Caution**—The driver of a vehicle and the motorman of a street surface car must use care and caution, and must not drive, operate or run the same with a reckless or negligent disregard of the conditions then obtaining, and the rights of others, or so as to endanger the life or limb of any person, or the safety of property, or so as to splash mud, water or other substance upon the body or clothes of a person.

Sec. 110. **Lights on Vehicles.**

1. Lights on motor vehicles are regulated by the State Law.

Note: The State Highway Law provides that every motor vehicle "shall during the period from one-half hour after sunset to one-half hour before sunrise display at least two lighted lamps on the front, and one on the rear of such vehicle, which shall also display a red light visible from the rear. The rays of such rear lamp shall shine upon the number plate carried on the rear of such vehicle in such manner as to render the numerals thereon visible for at least fifty feet in the direction from which the motor vehicle is proceeding. The light of the front lamps shall be visible at least two hundred feet in the direction in which the motor vehicle is proceeding."

2. Lights on motorcycles are regulated by state law.

3. Bicycles must exhibit during the period from one-half hour after sunset to one-half hour before sunrise, a white light visible within a reasonable distance in front thereof.

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Be Polite to Strangers—but don't give them your Money!

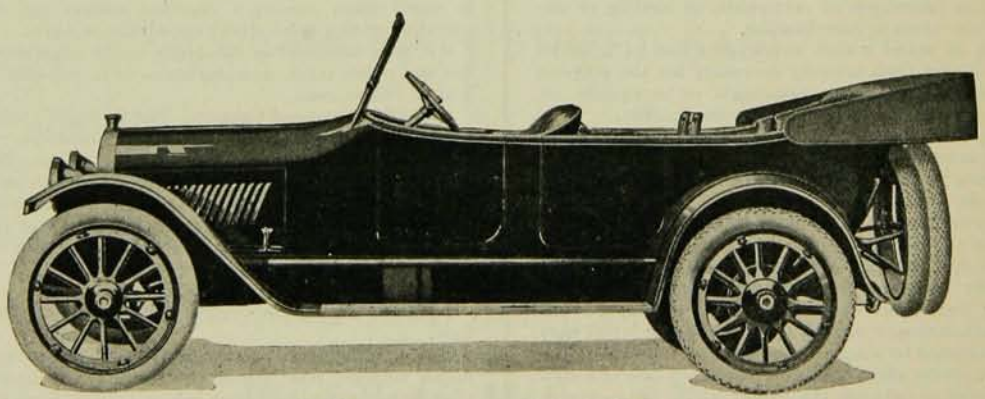
Now that Spring is here and the motor car owner is getting his car in trim for the season, it might be advantageous to heed the annual warning of the Automobile Club of Rochester as to dealing with the stranger, who has something attractive to sell. City members of the Club are prone to call the office whenever they want advice, but the country resident thinks the phone charges can be saved and then goes ahead, upon his own judgment, invests his cash.

Here is mainly what we are getting at this month: Please don't pay good money for propositions that look good to you at first sight and remember that the **Stranger** who calls at your residence has his little talk all prepared and no doubt will promise you everything under the sun and all for half price. For instance, Mr. Jones drives up to your residence (in a taxi-cab) and offers you cut rate insurance, tires and tubes at cost, and perhaps a promise on towing your car for the season, Mr. Jones may represent the Boston Cycle Motor Association, or another organization in Chicago and has an attractive contract blank which you generally sign without reading.

CONCLUSION: Mr. Jones sells you the insurance, gets your name to a contract and gets your check or cash and if a check, you will probably note it has been cashed the same day you gave it. What do you get? Perhaps a general statement tying you up to an organization for a year without any definite obligations on the part of the organization and at the end, the signature of the agent, which is not legible and therefore difficult for you to hold the organization to its various promises through said agent.

MORAL:—Do your trading at home with responsible people, or ask the **CLUB FOR ADVICE.**

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4. All other vehicles must exhibit during the period from one-half hour after sunset to one-half hour before sunrise, on the left side of the vehicle, a white light visible within a reasonable distance in the front of such vehicle, and a red light visible within a reasonable distance in the rear thereof, which lights if otherwise complying with this ordinance may be combined in one lamp or apparatus.

5. A motor vehicle or motorcycle must not display or have lighted a light burning acetylene or gas containing acetylene, or an electric headlight or searchlight, unless in either case the same be screened or covered so as not to glare or dazzle, provided that outside of the congested district such lights may be used after sunset and before sunrise on any street where the street lights are not burning.

Sec. 120. **Special Regulations for Motor Vehicles and Motorcycles.**

1. The muffler cut-out on a motor vehicle or motorcycle must not be opened.

2. Nothing but a bulb or single tone electric horn in, upon or attached to a motor vehicle or motorcycle shall be blown, sounded or operated, and those only by a quick, short blast, and only for the purpose of warning pedestrians, drivers of other vehicles and motormen and conductors of street surface cars.

3. Dense smoke must not be caused, suffered or permitted to be discharged from any motor vehicle or motorcycle.

Sec. 130. **Dangerous and Annoying Practices Prohibited.**

1. The driver of a bicyle or motorcycle must not coast or ride with the hands off the handle bars, or practice any trick or fancy riding thereon.

2. The driver of a two wheeled motorcycle must not carry any other pereon thereon, and no other person shall ride theeeon except on a seat securely fastened to the machine in the rear of the driver, and provided with foot rests and hand grips.

3. In case it is raining or snowing, and a vehicle is traveling at a speed exceeding ten miles per hour, the drievr thereof must not have a wind shield or other obstruction on said vehicle extndming to or above the line of his vision.

4. A vehicle moving on runners must have bells attached thereto or hanging from the animal drawing the same sufficient to give warning of approach.

5. A gong similar to that used on ambulances, or poliec and fire vehicles must not be carried or used on any other vehicle.

6. A vehicle must not be driven through the streets loaded with iron or other material that may strike together without properly deadening such material, so that it will not cause any unnecessary noise.

Sec. 140. **Driving on Sidewalks Prohibited.**

1. A vehicle or animal must not be driven, ridden or led upon or along any sidewalk, or a plot in the roadway planted with grass, flowers or shrubs, or an ornamented parkway in the roadway, except that baby carriages and invalid chairs may be propelled on the sidewalk; and except also that velocipedes and tricycles may be ridden on the sidewalk outside of the congested district by children under ten years of age.

2. Riders of bicycles when dismounted may lead their bicycles along a sidewalk in single file, except in the congested district.

Sec. 150. **Vehicles Injurious to Pavements**—A person must not

1. Drive upon an improved street a vehicle having upon it a weight which together with the weight of the vehicle exceeds two thousand pounds, unless the tires thereon are at least three inches in width; or a vehicle having upon it a weight which together with the weight of the vehicle exceeds five thousand pounds, unless the tires thereon are at least four inches in width. This subdivision does not apply to vehicles used by farmers coming into the city with p oduce or fuel.

2. Drive a vehicle having metal spuds or dogs upon the wheels, or a vehicle which with or without a load exceeds fifteen tons in weight, unless in either case a permit in writing is obtained from the Commissioner of Public Works, which permit must prescribe the precautions to by taken to prevent injury to pavements and bridges, ane such vehicle must not be driven upon or through and street, or portion of a street, other than those designated in said permit, or in any manner different than that specified in said permit.

Sec. 160. **Unusually Large and Heavily Loaded Vehicles.**

1. The driver of a loaded hay wagon must not drive upon Main Street between East Avenue and Genesee Street, unless having hay to deliver thereon, and then only on such portion thereof as may be necessary to reach and leave the place where the hay is to be delivered.

2. The driver of a slow moving or heavily loaded or unusually large vehicle for transporting goods, wares or merchandise, must not drive upon Main Street between Plymouth Avenue and East Avenue during the period from 5 P. M. to 6:30 P. M., or when directed by a police officer not to do so, unless having a load to deliver or pick up on Main Street between said points, and then only on such portion thereof as may be necessary to reach and leave the place where the load is to be delivered or picked up. This subdivision does not affect the special regulation as to vehicles over nine feet in width.

Sec. 170. **Funerals**—A funeral must not pass through Main Street between Plymouth Avenue and East Avenue, excepting in crossing Main Street at the intersection of streets, without written permission from the Commissioner of Public Safety.

Sec. 180. **Drivers to Obey Instructions of Police Officers**—Drivers of vehicles and motormen and conductors of street surface cars must at all times comply with the directions by hand, voice or signal of any member of the police force, as to stopping, starting, standing, approaching or departing from a place, the streets to pass through, to not to pass through, taking on or discharging passengers or occupants, or loading or unloading goods, wares or merchandise.

Sec. 200. **Violation**—Any person driving, operating, or in control or in charge of a vehicle or a street surface car, or driving, riding, leading or in control or in charge of an animal, who does any act prohibited by the terms of this article, or fails to do any act required to be done by the terms of this article, or who drives, operates, rides or leads a vehicle, street surface car or animal, contrary to any provision thereof, or maintains, places, stands or leaves the same contrary to any provision thereof, is guilty of a violation of this ordinance.

Sec. 210. **Application**—This article applies to all public streets, highways, alleys and places of the City of Rochester, and roadways and driveways in the parks of said city.

ARTICLE III

SAFETY AND GOOD ORDER IN STREETS

Sec. 230. **Pedestrians.**

1. In the congested district a pedestrian crossing the street must do so in the most direct line from curb to curb, and must not cross diagonally or obliquely except upon a crosswalk.

2. Pedestrians are warned that it is unsafe to cross the street except at regular crossings, and especially is this so in the congested district.

Sec. 240. **Crowds in Streets**—At the time of any public parade, accident, riot, public peril or other circumstance causing people to congregate or assemble, a person must not enter or remain within the danger lines or other bounds established by the police, or by, or under the direction of an authorized city official for the preservation of public safety, peace and order, unless such person be duly authorized by an officer there in charge.

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Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

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Sec. 290. **Games of Sport**—A person must not play with a ball or fly a kite in a street.

Sec. 300. **Obstructing Public Travel**—A person must not skate or slide upon or over any sidewalk or crosswalk in such a manner as to hinder or endanger pedestrians; occupy any street, sidewalk, crosswalk, bridge or entrance to a church or public hall in such a manner as to obstruct the free passage of the public.

Sec. 400. **Moving Buildings in Streets**—A building must not be moved upon or along any street without permission in writing from the Commissioner of Public Works, which consent shall specify the route to be taken and said Commissioner may require a bond to the City of Rochester to be given, signed by the applicant and one responsible surety approved by said Commissioner, conditioned that the applicant will, in all respects, comply with the terms and conditions of such permit, and indemnify the city against any damage or loss occasioned by reason of such removal.

Sec. 490. **Care Required at Lift Bridges**—A person must not climb or step upon, or attempt to cross, or drive an animal or vehicle upon a canal lift bridge after the flagman or operator has given warning or signal not to do so; and a person must not remain upon or be upon such a bridge while the same is being operated or is in motion.

Sec. 500. **Hose and Sprinkling Carts**—While using a sprinkling cart or hose for sprinkling streets or any other purpose, a person must not carelessly or maliciously throw water upon any person, animal or vehicle.

Sec. 795. **Penalties**—Except when a special penalty is otherwise provided herein, a violation of this ordinance is punishable by a fine not exceeding one hundred fifty dollars, or by imprisonment not exceeding one hundred fifty days, or by both such fine and imprisonment, or by a penalty not less than five dollars, nor more than five hundred dollars, to be recovered by the City of Rochester in a civil action.

BUY LIBERTY



BUY BONDS

View of the Liberty Ball on leaving the Hospital. Several ribs were broken rolling over the rough roads from Buffalo and were repaired by the J. Lawrence Hill Co.

ROAD MAPS AND ROUTE BOOKS

In preparation for your summer's outing, it might be well to plan now by securing the necessary maps and getting a line on road conditions. The Club carries a full line of road maps for the various sections of the United States and also each volume of the Automobile Blue Book which volumes cover the entire United States. A map of the State of New York is given free to each member calling at headquarters.

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ROAD REPORT BY COUNTIES

ALLEGHANY—
Under construction. Belfast-Caneadea.

CATTARAUGUS—
No roads closed.

CAYUGA—
No construction.
Detours. To avoid Montezuma-Port Byron road, section of trunkline 20, started last year and not completed. Detour signed.

CHENANGO—
No roads closed at present, but advise traffic between So. New Berlin and New Berlin to take east side of river, as west road is under construction.
Under construction but passable:
Bonney-Otselic
Afton-Betsburg and Afton-Coventry.
New Berlin-So. New Berlin-Norwich Lincklaen-DeRuyter.

CHAUTAUQUA— (All of these roads are being used at present.)
No roads closed at present.
All dirt roads have been honed. Buffalo-Erie through Chautauqua Co. in good condition and will be kept so all summer.

DELAWARE—
No roads closed at present.

ERIE COUNTY—
No roads closed at present.

ESSEX—
No roads closed. Roads in fair condition. Much snow in Mountains.

FRANKLIN—
Malone to Chateaugay closed—under construction. Detour Malone to Chateaugay, take south on county stone road out E. Main St., Malone via Burke.
Under construction but passable:
Malone to Bangor.

JEFFERSON—
No roads closed at present.

LIVINGSTON—
No state roads closed.
Dirt roads closed in towns of North Dansville, West Sparta, Livonia and York. These are side roads on which autoists seldom travel.
NOTE: State roads have been hard hit and are very bad in a great number of places, particularly after rains. Work of repair is at present under way and being prosecuted with vigor. Would advise very careful driving at all times, however, until the worst places are repaired.
Avon to Geneseo, Mt. Morris, Sonyea, Dansville. Dansville to Wayland, Livonia to Conesus worst. Passable, but full of frost boils and holes.

MONTGOMERY—
No roads closed at present.

OSWEGO—
Under construction but passable: Parish-Camden. Sandy Creek-Smartville.
Detours signed.

ORLEANS—
No roads closed. All in pretty good condition.

ONTARIO—
No roads closed.

SCHENECTADY—
No roads closed
Under construction but passable:
Schenectady-Duquesburg. Schenectady-Mariaville.

SUFFOLK—
Northerly section of East Islip-Smithtown roads, closed.

SCHOHARIE—
Roads closed:—Middletown-Breaktown, closed from Fultonham to Boucks Falls. Detour provided.

STEUBEN—
No roads closed at present.

TOMPKINS—
No roads closed at present.

WYOMING—
No roads closed at present.

WESTCHESTER—
Closed. Broadway through village of Tarrytown. Detour over macadam road but steep grades.

WARREN—
No roads closed.

WAYNE—
No roads closed at present.
Highway between Sodus and Wolcott near Resort in very bad condition.
DETOUR:—Going East south from Wallington to Brick Church. East to York, south to end of road, East to W. Butler and north to Wolcott.
Going west from Wolcott, south to West Butler, west to Garlock, north to York and west to Brick Church and north to Wallington.

ULSTER—
No roads closed at present.

YATES—
Under construction but passable:
Rushville to Potter and Potter to Middlesex. Detour provided.

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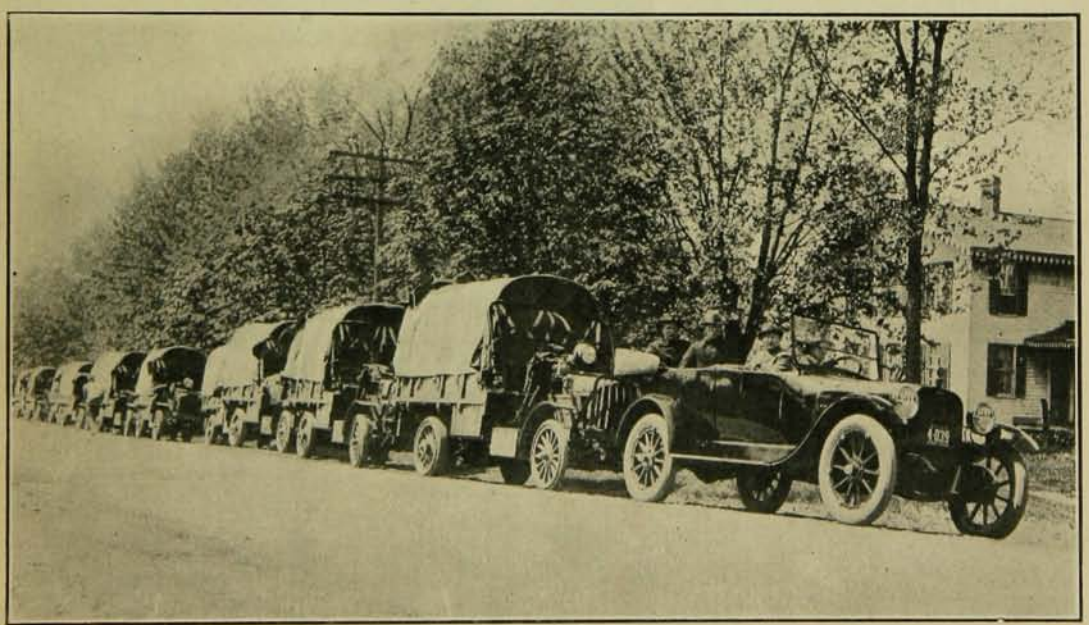
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1918 JUNE 1918

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER

2 — 4



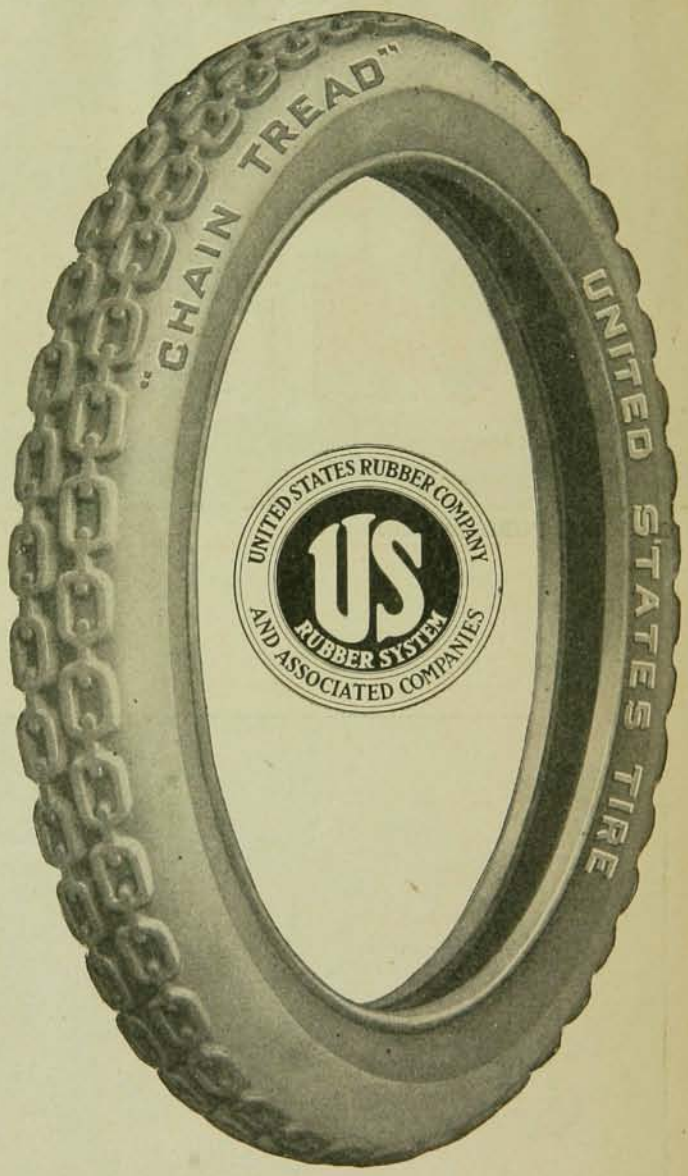
Early in May the first of the Herald's Official Tours was run off. Of course, it was made in a Chandler and the usual records for hill climbing, et cetra, were made for others to equal if possible. At East Avon the party met up with a train of Liberty Motor Trucks. The officer in command insisted that the Chandler be given a place of honor at the head and a photograph taken. As always, the Chandler looks well in the lead.

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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 2 **June 1918** **No. 4**



FREDERICK R. SMITH, President

Over fifty per cent. of the members of the Automobile Club of Rochester do not value the Club Emblem which is given to each member upon payment of dues says Dr. F. R. Smith. This emblem goes on the radiator of the automobile and will be seen not only by pedestrians but by all motor car drivers along the highway; it means that the owner of the car has contributed six dollars to carry on the work of the Automobile Club. It means that the owner is assisting in posting the highways, in working for good roads at all times, is cooperating in the expense of the license bureau, and is doing his share in legislative work and conducting an efficient tour bureau at Club Headquarters. In fact that little emblem says to the motorig public: The owner of this car is doing his share in making the useof the automobile an economic pleasure instead of an expensive passenger car. Let all members of the Club call for an emblem or write the Secaetary to have one forwarded so that the public will know just who is doing his share and who is not. There are plenty of emblems at headquarters and when all members are carrying emblems it will be an easy matter to locate those "who are getting by."

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Contest Committee Starts Things

When Chairman A. B. Hone called a meeting of the Contest Committee on May 13th, every member of the Committee responded and took a keen delight in arranging for the outdoor events for the 1918 season. The Club Secretary reported on the successful season of 1917 under the leadership of Henry Rowerdink who was Chairman of the Contest Committee.

Chairman "Gus" Hone reports that his Committee is willing to do its utmost to give pleasure to Club members and has arranged a programme for the season. We co-operated with the opening day at Base Ball Park and the Auto Races at Avon; we now have a schedule of events: June 8th we will have a tour to the Auto Club of Buffalo House at Clarence where everything will be set for a grand time. Dai H. Lewis,the Secretary of the Buffalo Club,will have everything prepared so that the Rochesterians will have a bully good time. For Buffalo members should leave Rochester between 12 Noon and 2 P. M. so as to be there for the opening of the programme; there will be a dinner and dancing in the evening.

Sunday June 23rd is the date set for entertaining the traffic officers of the City of Rochester. The members of the Contest Committee and officers of the Club will take the traffic men for a day's outing. These men put the membership campaign over the top and in addition are working every day for the motorists, to make things easy and safe.

For the month of July the Contest Committee has arranged for a Hill Climb to be held at Livonia. Last year this event was staged for the first time and attracted several thousand of motorists. Charles Revere Buelte has been appointed by Chairman Hone to make all arrangements for the Climb and to officiate as chairman of the Hill Climb events committee. Charles promises something new and stirring and he is to receive the co-operation of all Livonians.

From Bergen comes the wire that they will welcome the clambake and outing during the latter part of August. Louis Kohn has been appointed Chairman of this event and is now in touch with conditions and promises the best ever to Rochester motorists.

Dr. Geo. D. Forbes and Frank Whitehouse of Kendall extended an invitation to the Committee to hold its outing there in September; it will be a Country Fair with something doing every second. Kendall motorists to the number of 100 are members of the Rochester Club and it is predicted that several thousand Rochester motorists will drive there in September.

✣

SUMMER EVENTS

Memorial Day	Automobile Races at Avon
June 8th	Tour to Automobile Club of Buffalo Club House at Clarence.
June 23rd	Traffic Officers Outing
July	Hill Climb at Livonia.
August	Clam Bake at Bergen.
September	Country Fair at Kendall.

✣

AUTOMOBILE CLUB CELEBRATES OPENING DAY

When Opening Day At Baseball Park Was Announced—Automobile Club Began To Boost. Large Number of Members Present. President Smith Great Coach.

It was on Friday May 17th that Baseball Magnate C. T. Chapin opened Baseball Park with a game between the Hustlers and the Jersey City aggregation and it was on the same day that the Automobile Club of Rochester was quite conspicuous at the park through its several hundred members present. President F. R. Smith previously announced that the Club would celebrate the opening of the Park and in response to his call a large crowd of motorists turned out to show their interest in the national game. In the one inning preliminary, the line-up was as follows: Pitcher, William Hibbard, P of C. C. ; Catcher, Willis K. Gillette, C. J. ; 1st base William Kohlmetz, P. C. J. ; 2nd Base Andy Weidman, S. M. C.; S.S.; Charles J. Brown, C. T.; 3rd Base, Henry W. Morse, Colonel; Coach, Dr. F. R. Smith, P. A. C., C. C.; Umps, B. J. Haggerty, Ex-Sheriff Charles Owen.

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Through Rochester Parks

Good roads and scenery are found in abundance in the parks of Rochester. Parks enjoyable at this time of year. Some data on the parks.



MAYOR HIRAM H. EDGERTON

By the act of the Legislature of 1915, Mayor Hiram H. Edgerton created the department of Parks and Wm. S. Riley was appointed Deputy Commissioner of Parks and recently appointed Commissioner of Parks in the City of Rochester.

Motorists will enjoy an afternoon spent driving to Highland Park, thence thru Genesee Valley Park returning on South Avenue to St. Paul Street, thru Seneca Park, Maplewood, thence to Durand-Eastman and later on in the evening motoring to Cobb's Hill, which provides a bird's-eye view of the entire City.

How to reach the parks:

From Automobile Club headquarters, Powers Hotel, go east on Main St. turning RIGHT on South Avenue following trolley to HIGHLAND PARK, driving over the winding road thru the park and thence crossing to GENESEE VALLEY PARK, which will be more accessible after the completion of the Barge Canal Bridge. From this point the Park Tourist should return via South Avenue thence South St. Paul Street thru MAPLEWOOD PARK to SENECA PARK thence to DURAND-EASTMAN PARK. The driving to the Parks will not take up much time, but to one who has never visited Rochester's Parks an entire day can nicely be spent in enjoying the many beautiful things that are to be found in the Parks. Before determinating this afternoon park tour or better still late in the evening the park tourist should drive out Monroe Avenue to Cobb's Hill and upon the crest of the hill one can look in all directions over the entire city.

HIGHLAND PARK

Messrs. Ellwanger and Barry proposing to give 19.63 acres of land adjoining the land owned by the city for a reservoir was entering wedge of the park project for the city of Rochester. The late celebrated landscape architect, Fred Law Olmsted, was consulted and plans were made to secure enough land for a shrub collection and a pinetum, so with the land purchased and what was owned by the city and given by Ellwanger and Barry, 107.3 acres were secured.

Among the deciduous trees and shrubs there are 32 species and varieties of magnolias some of which are in flower from early in May until



WILLIAM S. RILEY

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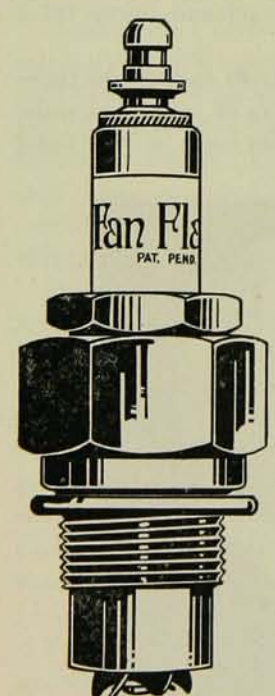
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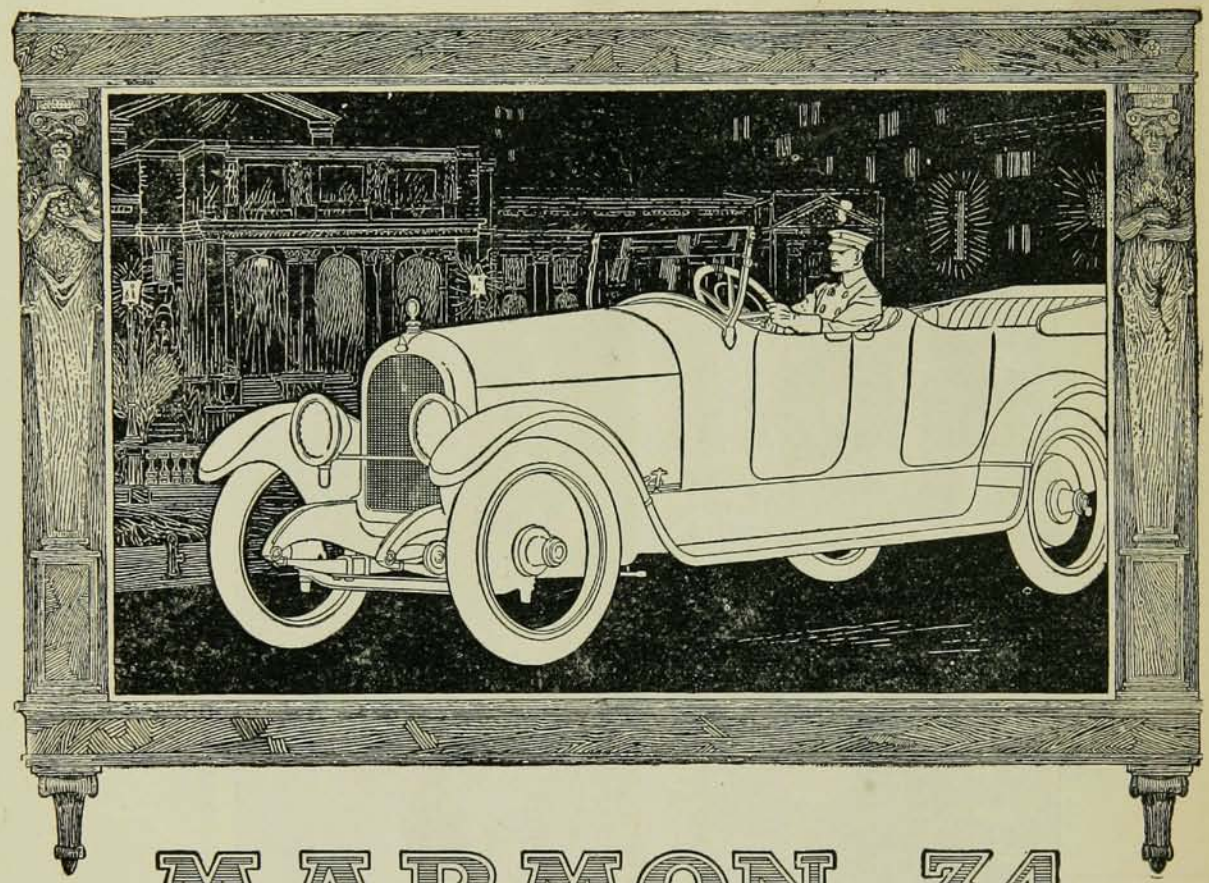
FAN FLAME SPARK PLUGS

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LILACS IN HIGHLAND PARK

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It seems a contradiction, but it is no less a fact, that the new series Marmon 34, while bringing no radical changes—no fundamental innovations—does establish a most noteworthy fundamental in motor car construction—namely Stabilized Design.

WHEN the Marmon 34 was introduced at the New York Automobile Show two years ago, it differed entirely from all other cars.

For one thing, it was 1100 pounds lighter. For another, it eliminated more than 1200 parts. Aluminum was extensively used in the motor and body. The frame, running-boards, and fenders were a rigid unit construction. Great engineering genius has not been able to better it except in the matter of a few mechanical refinements.

So today the distinguishing differences between the New Series Marmon 34 and the old are the slanting windshield and the wider seats and the deeper sides.

As far as men know, the Marmon represents the final type. It has put a stop to the annual metamorphosis of models— it has stabilized not only construction, but the buyer's investment.

PAUL LeHARDY

308 EAST AVE. **ROCHESTER, N. Y.**

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late in July. Not all the genera of the plants in the park are mentioned. The willows, poplars, rebus and ribes have been transferred to Durand-Eastman Park. The rhododendrons and kalmias are really broad-leveled evergreens. The great variety of evergreen trees and the trees and shrubs that bear fruit, that birds eat in winter as well as summer, attract large numbers of birds which are fed suet, sunflower seed, hemp, millet and canary seed, nuts and bread. The result is that many birds that otherwise would starve in cold weather survive and nest in the parks during the summer. A list of birds seen in the parks is printed weekly in the Rochester papers, so that a large number of persons become interested in birds and learn how to care for them in the winter. The number of species seen last year was 161.

The herbarium in maintained to keep on hand specimens of the flowers, foliage and fruits of the various plants that grow in the park system. This herbarium is open to inspection for anyone interested in plants. The collection of living plants in the parks is visited by arborculturists, landscape architects, nurserymen, college professors and students every year in large numbers. Several gentlemen from England and Ireland were advised by Professor Chas. S. Sargent, director of the Arnold Arboretum not to return to their homes without seeing the collection of trees and shrubs at Highland Park and the park system generally.

Lilac day is held on the Sunday in May when the greatest number of lilacs are at their best. A concert is given by the Park Bank in the Children's Pavilion and thousands of persons from the city and the surrounding country and neighboring cities and villages flock to see the fine display. In the past few years new varieties have been added to the collection so that the season of bloom from the earliest to the latest is greatly extended. While the average time for the blooming of the greatest number is about May 20th, the time of bloom from the earliest, April 30th, to the latest on July 1st, is about eight weeks, during which time there are always some interesting ilacs in bloom. The total number of species and varieties of trees and shrubs in all the park system is about four thousand.

GENESEE VALLEY PARK

This is the largest of all the parks, containing 539.83 acres of land and water. The Genesee River runs through it, about ten feet below its banks during the pleasant weather. The river is navigable for canoes, row boats and small motor boats for about eight miles. The park includes a supervised playground for little children, an athletic field, baseball diamonds, a swimming pool, many boats and club houses where canoes and boats are kept, a picnic grove, a band stand, a refectory, a polo field, and public golf links. It is well planted with native ornamental trees and shrubs. The river carnivals have been held in the park and thousands assemble to see the annual carnivals which have been conducted by Commissioner Riley for the past twelve years.

MAPLEWOOD PARK

Maplewood Park, of 144.61 acres, named for the fine old sugar maples in the grove on Lake Avenue near the bridge over the Genesee River, is situated on the left bank of the river, was formerly a part of Seneca Park and was called Seneca Park West. It is a long, narrow park extending from Driving Park Avenue to a road leading from Lake Avenue to Hanford's Landing, a distance of about one and one-quarter miles. At the corner of Driving Park Avenue and Lake Avenue is a rose garden and below that the picnic grove known as Maple Grove.

There is a shelter and a fine bandstand located under the trees where band concerts are generally held on Thursday evenings, by the Park Band. An average from 10,000 to 15,000 people attend each concert. Under the shadow of the trees the attendants sit on park seats or on Maplewood Avenue which has been greatly widened opposite the bandstand to accommodate the many automobiles whose owners drive to the park. Thousands of persons listen to the music. About a mile north the park widens and here are situated the refectory, the playgrounds, tennis courts and ball grounds. A bowling green is maintained

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for those who enjoy that sport. The trees and shrubs are mostly the native ones of Monroe County. There is a walk along the top of the high bank of the river and one that leads from Driving Park Avenue down to the river and back to the top of the high bank or Hanford's Landing Road. In the refectory there is a good collection of some of the common native birds mounted. The small lake of one acre affords skating to a few children who live close to the park. The views to be obtained from several places along the top of the high bank of the river are very fine.

SENECA PARK

This park of 216.24 acres is situated on the right bank of the Genesee River are below the lower falls where the banks of the river about one hundred sixty feet high. The New York Central Railroad is the eastern boundary of the park and the river the western boundary. A plantation of native trees hides the view of the railroad. The length is about three miles and the width several hundred feet. The electric car lines have been extended into the park nearly to the refectory. There are two picnic groves and a smaller number of deer, elk and bison are confined near the lower picnic grove.

An artificial lake and a swimming pool are convenient to the lower picnic grove. A playground is maintained here. A fine bandstand has been erected on the west shore of the artificial lake. Tennis courts and a ball ground are maintained in the park. The native trees and shrubs are given preference as it was designated to remain as natural as possible. Many varieties of hickory thrive better in the park than in other parks, and all the choice varieties that we have been able to get have been planted here.

There is a walk along the high bank of the river for the whole length of the park and the view from it is grand at seasons of the year, but especially in the fall when the gorgeous colors of the foliage appear. In the winter the ice on the artificial lake of five acres is kept in good condition for the many skaters who come to enjoy the quiet and restfulness of the park.

DURAND-EASTMAN PARK

This great pleasureground of 484 acres is next to the largest of all the large parks and was a gift from Dr. Henry S. Durand and George Eastman to the Park Commission in 1907. It extends along the shore of Lake Ontario for four thousand feet and about the same distance back from the lake, and nearly one hundred of its acres are a noble forest of white pine, hemlock, chestnut, ash, red maple, white, red and black oak, black and yellow birch, black cherry, beech, tulip, sassafras and dogwood. The land is rolling and of great natural picturesqueness. Three and one-quarter miles of walks and drives have been constructed and a small lake has been created by a dam across a ravine.

Bison, deer, elk, tahr, aoudads, camels and llamas wander over the rolling land, scarcely knowing that they are confined.

Thousands of trees and shrubs have been planted in various parts of the park. Rhododendrons, azaleas and other plants that will not thrive in limestone soil thrive here. A nut grove of 1200 trees has been planted on the northwest corner of the park, consisting of hickories, butternuts, black walnuts, Japanese and Persian walnuts and several varieties of chestnuts.

In the park is a nursery in which many choice trees and shrubs not obtainable in other nurseries are grown to plant in the parks.

A refectory has been built on a bluff overlooking Lake Ontario. A fine picnic grove a few hundred feet back of the refectory is convenient for park visitors. In the grove is a log house and a rustic shelter, swings, and sand boxes, also an ice-house convenient for picknicers. One may roam for hours through the groves and meadows and over the hills on May days as secluded as in the Adirondacks. Two ball grounds, several tennis courts and a golf course have been laid out. It is a splendid park for picnics and is used for church picnics by a great many churches in Rochester.

COBB'S HILL

The land, 61.50 acres, on which the park is located, was partly bought for a city reservoir

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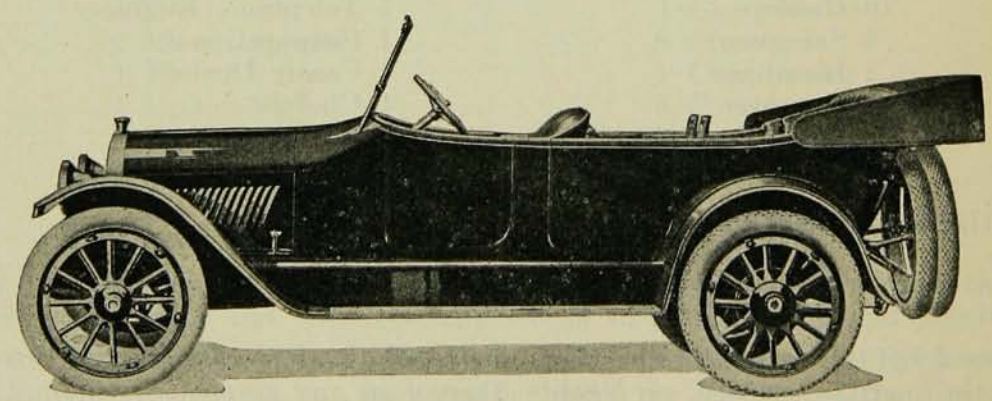
We Sell All Makes of Tires

"The Autoist's and Sportsman's Shop"

EVERYTHING FOR THE AUTOIST AND SPORTSMAN

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7-Passenger, $1,467.00

The result of 20 years experience in high-class Motor Car building

G. W. HENNER, 1000 EAST MAIN

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and partly presented to the city by philanthropic citizens.

A path has been made from the corner of Monroe Avenue and Culver Road to the grove of 12.5 acres of land mentioned, and paths were graded thru the grove. Some of the dead, decayed and crowding trees were cut down. For about a third of a mile the path to this grove is perfectly level and the remainder of the way it leads up a good grade to the grove.

Many choice trees and shrubs have been planted along the level paths and tennis courts have been built. On a meadow a ball ground has been established. A shelter for skaters in winter has been built along the widewaters. During the winter several acres of ice have been cleared and planed and thousands enjoy the fine skating.

Cobb's Hill is at an altitude above the sea of 640.72 feet and the water in the reservoir 635.75 feet.

Lake Ontario is about eight miles north of Cobb's Hill and from the summit a grand view of the city, Lake Ontario, the Genesee Valley and Bristol Hills can been seen on a clear day.

STONE 557 MAIN 557

RAYFIELD
CARBURETORS

BOSCH
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"TAKE IT TO HILL'S"

General Overhauling. Battery Repairing

Tow Car Always at Your Call

J. LAWRENCE HILL CO., Inc.

21-23-25-27-29 PLYMOUTH AVE. SOUTH

NEW ROUTE BOOK

For the price of $2.50 members of the Automobile Club may secure a copy of the new Buffalo Route Book which takes in all of the motor routes through New York State and New England. It is a comprehensive and complete volume of motor routes throughout the East and worth the price charged. Copies are for sale at the tour bureau of the Club.

✣

SIGNS COMMITTEE MEETS

At a meeting of the Signs Committee Chairman Henry Rowerdink presided with all members present. The work of the 1917 committee was checked up and found to be complete. There are a few improved roads to be signed this year but the bulk of the work will be done along the earth highways. A new route signed this season is the one from Pittsford through Egypt, Macedon, Palmyra, Newark, Lyons to Clyde, Rose and Wolcott;while there are only a few members living along this route it is ofttimes used by local motorists and a good short trip to Lyons and Clyde. The detour from Wallington to Wolcott is now entirely signed and this is the best route from Rochester to Watertown.

✣

"A CAR AN HOUR"

This is the record of Frank Coffey, of Lyons, one of the most prominent automobile dealers in Western New York. Mr. Coffey is the owner of a chain of garages and sales rooms at Newark, Clyde and Lyons. On May 4th he started out to make a record in the sales of new automobiles and his stunt attracted wide attention; during the ten hours on May 4th he averaged one new automobile sold each hour; during the season he reports that he averages fifty sales per month and that the sales of second-hand automobiles not only cover his overhead but that these sales alone give him 8% profit on his investment. He is glad that the Auto Club has posted his territory and has notified the Club that he will urge motorists in Newark, Clyde and Lyons to affiliate with the live Rochester organization.

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39-43 ELIZABETH STREET ROCHESTER, NEW YORK

Let the Preferred Carry the Risk

Automobile Owners, if negligent or not, in the operation of their cars are liable for $5,000 or $10,000 for every death and an unlimited amount, depending on the exten of the injuries, for non-fatal accidents.

Juries determine the question of negligence and they are often none too favorably disposed toward Automobile Owners.

The object of carrying automobile insurance is for protection in case of trouble, and this point is a sturdy reason why it is an advantage to place your policy with me, because I have the New York drafts right with me to pay the claims; and you will find this a real service at the time you need it most.

EZRA J. BOLLER

903-5 Granite Bldg.

Main 5305 **Stone 2122**

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Area of Parks—March 4, 1918

	ACRES	ACRES
GENESEE VALLEY PARK		
Land purchased and given	460.23	
Genesee River controlled by Park	79.60	
		539.83
SENECA PARK		
Land purchased	171.74	
Land given	15.50	
Genesee River controlled by Park	29.00	
		216.24
MAPLEWOOD PARK		
Land purchased	110.74	
Land Given	4.87	
Genesee River controlled by Park	29.00	
		144.61
HIGHLAND PARK		
Warner Property, came from city for back taxes	33.00	
Land purchased	16.258	
Land given	19.63	
Land owned by city and turned over to Park Board	38.415	
		107.303
DURAND-EASTMAN PARK		484.00
SMALL PARKS		
Armory Park	2.908	
Carter Street Park	6.84	
Cobb's Hill	61.50	
Convention Hall Park	.19	
Jones' Park	6.72	
Brown's Park	4.50	
Madison Park	.84	
Plymouth Park	.75	
Franklin Park	.98	
Washington Park	1.08	
Wadsworth Park	.85	
Lake View Park	5.18	
Sumner Park	.58	
Wilson Park	3.327	
Anderson Park	.94	
Burke Terrace Park	.15	
Atlantic Circle	.002	
River Bank, St. Paul St., Evergreen Park	.038	
Douglas Triangle	.003	
Kelly Triangle	.013	
Webster Avenue Park	15.59	
Linden and South Goodman	.001	
Morrison Park	.098	
Washington Playground	.99	
Aberdeen Park	1.53	
Exposition Park	41.28	
		156.88

Total acreage of Parks, 1,648.863

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Traffic Committee Meeting

Some mighty interesting things bobbed up at the meeting of the Traffic Committee of the Automobile Club of Rochester at the Powers Hotel on May—. To start with, the Chairman, William F. Folmer, sprung a genuine surprise when he suggested that not only should the canal bed be used as a parking place for cars but that a huge platform be built across the river bed to accommodate the heavy demand.

More than that, Mr. Folmer struck a new note in civic development when he suggested that the city might, or should—or could build a magnificent City Hall across the river, one which would command the whole surrounding vista of country and be a beacon to folks entering the city. Many of the members went away thinking of this new idea and discussing it. Mr. Folmer averred that the site could be had for nothing, as the city owns the property and there is not an available place downtown for a City Hall site, unless purchased at great cost. Incidentally, he suggested that a Recreation Pier could be thrown across the river, to be used for a three-fold purpose: in the early morning for a market site; during the day for a parking place and at night for an open-air arena for the citizens.

Police Chief Quigley tossed a wrench into the machinery when he declared that there are persons who take out automobile licenses for cars which are non-existent and which plates can be used on other cars, either borrowed, stolen or taken out on option. Steps will be taken to remedy this evil and short shrift will be shown offenders by the Chief if he gets them into the maws of the law.

Because accidents have happened on account of the sudden illness of drivers, Dr. Harold H. Baker suggested that every driver be subjected to a physical examination before obtaining a license to drive.

Going the Doctor one better, George W. Henner, agent for the Oldsmobile, suggested that every purchaser of an auto be put through a medical test, thereby catching the matter right in its inception.

Julien Harvey, of the Chamber of Commerce Public Safety Committee, outlined the splendid work being done throughout the country and especially in this city toward preventing accidents. He believes in the education of the jay-walker as well as the joy-rider. "The eyes of the country are on Rochester and its public safety campaign" said Mr. Harvey "and when the big convention opens in St. Louis the results obtained here will be analyzed."

The Committee approved of the idea to make the applicant for an auto license produce his car at the time he makes the application and swear to ownership. Among those present at the meeting were: Herbert W. Pierce, Commissioner of Public Safety; Julien Harvey, Harry Moody, Major W. C. Barry, Dr. H. H. Baker, W. F. Folmer, Dr. Frederick R. Smith, W. W. Hibbard, president of the Common council, J. E. Notter, H. W. Bramley, Dr. J. F. Forbes, R. E. MacDougall, Charles B. Bechtold, Police Chief Joseph Quigley, Curtis Barker, Deputy Commissioner of Public Safety, Charles J. Brown, Jack Powers, George W. Henner and George Donahue.

✣

KENDALL COMMITTEE APPOINTED

Dr. G. D. Forbes, President of the Kendall Branch of the Automobile Club of Rochester, has already appointed his committee to make plans for the Country Fair to be held in Kendall some time in September for the benefit of the Red Cross. This was a great time for Kendall last year and the following men will put it over next September: Marshall Russell, Will Jenkins, Frank Hazen, William Rushbrook, George Hoffman, Frank Whitehouse, and President Dr. Forbes. Frank Whitehouse is the new Secretary of the Kendall Branch and promises that it will be as big and strong as ever.

✣

President F. R. Smith appointed State Senator Geo. F. Argetsinger, a delegate to the Annual Convention of the American Automobile Association held at Atlantic City. The Secretary accompanied the Senator to the Convention.

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Solving Parking Problem

With automobile thieves showing alarming activity this year, especially in the busy section of Rochester, the opening of the big Mortimer Street Gasoline and Parking Station on the site of the old Airdome in Mortimer Street has a timely importance for automobile owners. The cheap insurance against theft and accident which this parking station offers has been causing many owners to think twice before they decide to leave their cars standing at a curbstone and "take a chance" that it will be there when they come back. A gradually increasing drift of automobiles in the direction of the new parking station shows that the unique advantages which its managers claim for it are proving their value.

Absolute protection and small cost are points that the managers of the new parking station are emphasizing particularly. It is a matter of police record, full recognized by officers of the Automobile Club of Rochester, that Mortimer Street and vicinity form one of the favorite hunting grounds of the professional automobile thieves. Many thefts are committed that do not find their way into the newspapers, not only of cars but of tires and articles of clothing. No lock, it seems to some owners, is entirely proof against a clever thief, who can work virtually undisturbed after dark on any of the long line of cars that stand in tempting array along the curbstone.

The Mortimer Street Gasoline and Parking Station has facilities for parking 150 cars, and is the largest parking place of its kind in Rochester. Its nearness to the busiest part of the city, to the theaters, to the Chamber of Commerce, to the Masonic Temple, is making it popular with business men, shoppers and with theater and club visitors. Cars are parked for 15 cents a day, with a rate of $3 for a month and $10 for a whole season. It is also a convenient place both for obtaining gasoline, tires and accessories or having a car washed and polished. The managers have recently decided to make a special price on parking to regular customers for gasoline, oils, washing and accessories.

Many owners are finding the most satisfactory method is to reserve space for a month or longer, thus assuring themselves of a convenient place to leave their cars at any hour of the day and however congested the streets outside may be. So popular is this method becoming that the managers announce that space is rapidly being taken and they advise prospective patrons to get in line without delay.

The advantages that the station offers for country motorists who come to the city for the day are obvious, and it is the aim of the managers to induce all such persons to bring their cars there for a trial, feeling sure that they will become steady customers. Similarly the value of the station for theater parties and other evening affairs is emphasized, for the evening offers peculiar temptations to the light fingered folks.

Frank T. Robb and Frank J. Rippin, Rochester young men, are the hustling proprietors of the big station.

✦

1,000 FORDSON TRACTORS FOR NEW YORK FARMERS

Governor Whitman has secured the consent of Henry Ford to produce 1,000 Fordson Tractors for distribution at factory price.

Governor Whitman has been in communication with Henry Ford & Son, Inc., at Dearborn, Mich., regarding the possibility of furnishing 1,000 Fordson Tractors to be distributed to the farmers of New York State. These Fordson Tractors will be distributed without expense or obligation to the State, Mr. Ford assuming all financial worry and trouble.

The Fordson Tractor has been distributed similarly in the State of Michigan, Mr. Ford's home State, and also in Canada, where this plan has worked successfully, the farmers being deeply indebted to Henry Ford.

Governor Whitman has been working on this plan for some time and is much gratified that it has been so successfully consumated.

One thousand Fordson Tractors operated by 1,000 men will in the same length of time produce work equivalent to 12,000 horses and 4,000 men. The saving to farmers in time alone is very important in the production of food this

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year, and no doubt every farmer will more than appreciate Governor Whitman's efforts in his behalf.

The Tractors are sold to the farmers at cost, plus freight and delivery charges through the State Food Commission and the Farm Bureau, Mr. Ford through his organization looks after the unloading, delivering, instructions to the farmer at the time of delivery and the collections, and also agrees to make out one return inspection, probably about one week after delivery, to see that the tractor is doing proper work and giving satisfaction.

Every farmer using a Fordson Tractor is able to better prepare the soil and increase his efficiency at least 100%.

It is understood that the delivery of these tractors will start at once and continue just as rapidly as the factory can produce them until the whole one thousand have been distributed in an impartial and consistent manner throughout the state of New York.

It is suggested that every interested farmer who can, by the use of a tractor, appreciably increase the production of food products, get in touch with the State Food Commission of the Farm Bureau.

Thomas J. Northway, of Rochester, has been appointed a Distributor for New York State and will co-operate with the New York Food Commission and New York State Farm Bureau in the distribution of these tractors.

✣

Dr. Frederick R. Smith, City.

My Dear Dr. Smith:—

I want to thank you for all the work which has been done by the Automobile Club Committee, of which you were Chairman, in connection with the Liberty Loan campaign. Your work has been of the greatest value to us, and I want to extend to you, as well as the other members of the Committee, our thorough appreciation of your assistance.

Very truly yours,

GEORGE J. KEYES,

Chairman Liberty Loan Committee.

✣

ALL COPIES OF THE BLUE BOOK ON SALE AT THE CLUB OFFICE.

DRIVERS!

"Make Rochester First in Safety First"

We want your help to bring this about. The following simple rules will do the work.

I. **Show every driver the consideration you ask him to show you.**

II. **Watch out for the vehicle on your right at all intersections--he has the right of way.**

III. **When approaching these intersections, *have your car* under control. *The fellow on the cross street may not have his.***

IV. **Do not not pull onto car track unless you are sure there is no car approaching.**

V. **Always signal when you change your course.**

VI. **Slow up for children ALWAYS.**

Bear in Mind that We Are Appealing to Everyone in This Campaign --- not to drivers ALONE.

ACT AS YOU WANT THE OTHER DRIVER OR PEDESTRIAN TO ACT IF YOU WERE IN HIS PLACE.

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Chambers of Monroe County Court
Rochester, New York

JOHN B. M. STEPHENS, COUNTY JUDGE

March 8, 1918

Gentlemen:

Enclosed herewith I am pleased to hand you my check for $6, to cover the enclosed bill for dues.

After reading the last number of the "Motorist" that was received yesterday, I cannot refrain from commending the splendid achievements of the Club during the past year; the current issue is certainly a great educator of those of us who are not in intimate association with the activities of the organization, and an inspirer to a deeper appreciation of the unselfish service of the few for the benefit of the many.

Yours very sincerely,
J. B. M. Stevens.

The Automobile Club of Rochester,
Powers Hotel
Rochester, New York.

✣

Prof.—"Mention two cities in France."
Pupil—"Paris and Somewhere."

WHY "TOOT" AND NOT SLOW UP

Tooting the horn without slowing up as you approach a cross street sounds too much like "Get out of my way" and certainly is not safety always, says a prominent member of the Automobile Club. As you approach a cross street toot your horn and then slow up; this is what the other fellow expects you to do and it is safety first and prevents accidents.

✣

FISCAL YEAR BEGINS

In answer to an inquiry on the part of a member, it was deemed advisable to publish in ROCHESTER MOTORIST that the membership year does not necessarily start on January 1st. If a motor car owner signs an application for membership on March 1st, his year begins then even though he does not pay his dues for thirty days or more; members who joined last March are expected to pay their 1918 dues on or before March 1st, 1918. Upon payment of dues for 1918, each member will receive a road map and emblem without extra charge and it is expected that members will not ask for these until they do pay their 1918 dues.

Bingo! - - - ?

AUTOMOBILE RACES

at AVON

Half Mile Tracks. Bicycle and Motorcycle Races.

OPENS AT 2 O'CLOCK P. M.

DECORATION DAY, MAY 30th

ADMISSION, 50 cts.

Rochester Race Track Corporation

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RHODODENDRONS AND AZALEAS, HIGHLAND PARK

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HILL CLIMB BOOSTER



HENRY G. STRONG

ROCHESTER RACE TRACK CORP.



GEO. W. HENNER, President

BOOSTERS CARRY EMBLEMS

What is that A.A.A. plate that Charlie Brown carries on the front of his car? That is the Automobile Club of Rochester emblem and it is given to members; it means that the man who owns that car is a member of the Club and that he is willing each year to contribute six dollars for the support of the organization.

When you see an automobile going down the street without that A.A.A. emblem you may rest assured that the owner of that car is not a member of the Club and that he does not contribute one nickel toward the expense of erecting road signs, maintaining good roads, working for good legislation, and numerous other activities. In fact he is accepting a great deal without contributing one mite.

BOOSTERS CARRY EMBLEMS and C. J. Brown and 3999 others are boosters.

✣

The N. Y. S. Motor Federation recognizes that the Hewett-Wells Bill is an improvement over the existing law regarding lights on motor vehicles, but cannot recommend it in its present form as fully meeting all of the requirements.

The Federation recommends that a Commission be appointed by the Government to confer with like Commissions from the States Contiguous to New York for the purpose of furnishing uniform legislation regarding vehicle headlights.

✣

Automobile Club of Rochester

Powers Hotel, City

Gentlemen:

Statement for 1918 dues is before me and it is with regret that I have to state my removal to take charge of the Boston Territory which will go into effect shortly. I do not feel, therefore, that I wish to continue my membership for another year. Will you kindly remove my name from the lists.

I wish to say that I have taken a great deal of pride in my membership in the Rochester Club and the good work it has accomplished has been a source of satisfaction and worth many times the price

Very truly yours,

W. B. Hoyt.

✣

ACT AS YOU WANT THE OTHER DRIVER OR PEDESTRIAN TO ACT IF YOU WERE IN HIS PLACE

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ROCHESTERIANS ADOPTED INTO SENECA TRIBE OF INDIANS

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Type 57

Cadillac
Standard of the World

Cars of
True Economy

HERE'S HOOVER'S IDEA
OF
MOTOR CAR ECONOMY

A Washington news item says:

WASHINGTON, May 17.—Food Administrator Hoover practices what he preaches not only in food conservation, but in other measures to help win the war.

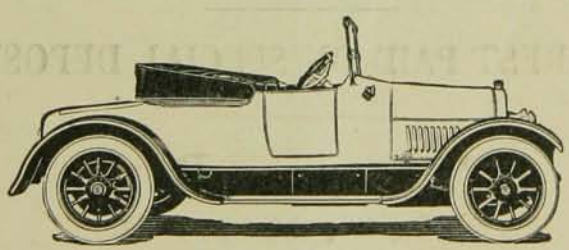
Today he sold his large automobile, discharged his chauffeur and began operating a small car himself.

"I could not think of withholding a man from industry, who should be building ships," said the food administrator.

The following telegram from the Cadillac distributor in Washington throws further light upon the subject:

"Roadster sold to Herbert Hoover was a standard blue job with natural wood wheels, United States cord tires and was a personal purchase.
—THE COOK AND STODDARD CO."

Isn't the lead of the Nation's Chief Conserver a good one to follow?



THE TWO-PASSENGER CADILLAC
is Mr. Hoover's idea of a wartime car for the business man

Mabbett-Bettys Motor Car Company

252-262 Court Street **"Just East of Clinton"**

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ESTABLISHED 1852

AN ORGANIZATION

With the facilities and a readiness to aid you in the solution of any wartime problem that may confront your business—

Whose close touch with everyday industrial activities qualifies it to advise and safeguard **The "Traders" Patron** in his financial operations.

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WILLIAM J. TRIMBLE	Cashier

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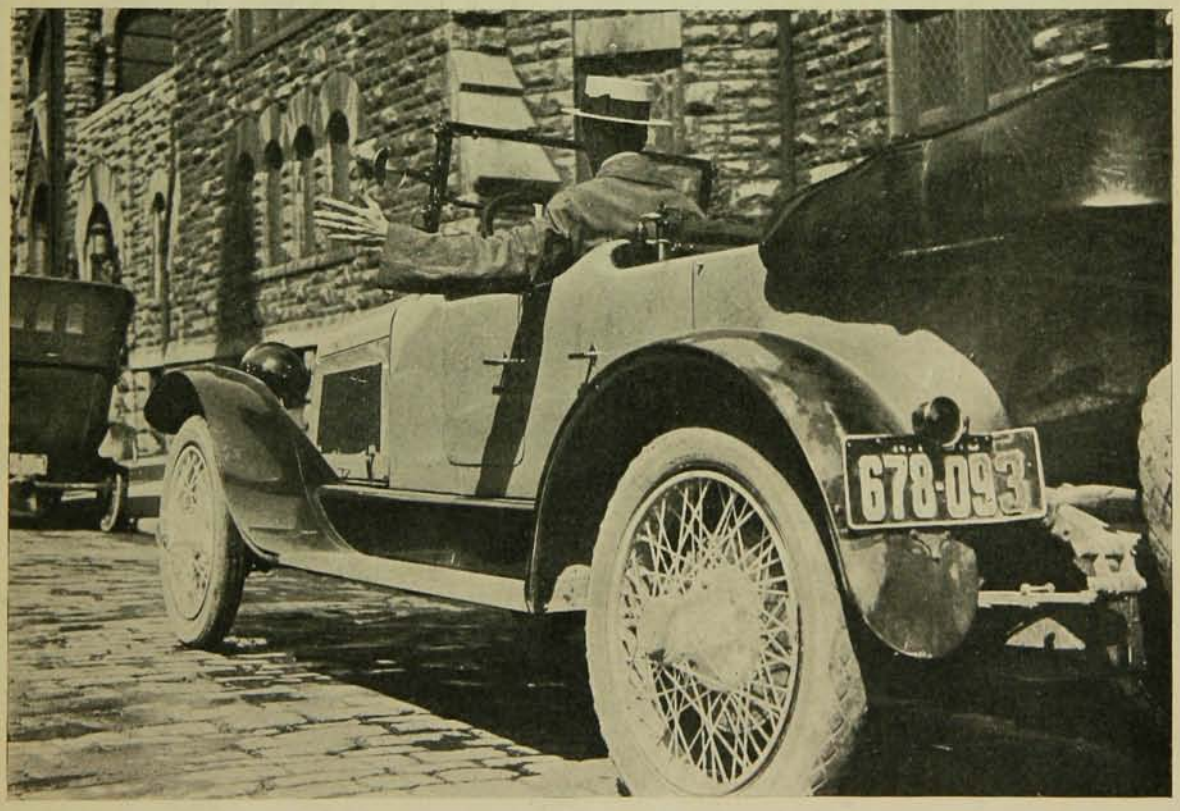
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1918 JULY 2-3 1918

ROCHESTER MOTORIST

OFFICIAL PUBLICATION AUTOMOBILE CLUB OF ROCHESTER



"SAFETY FIRST"

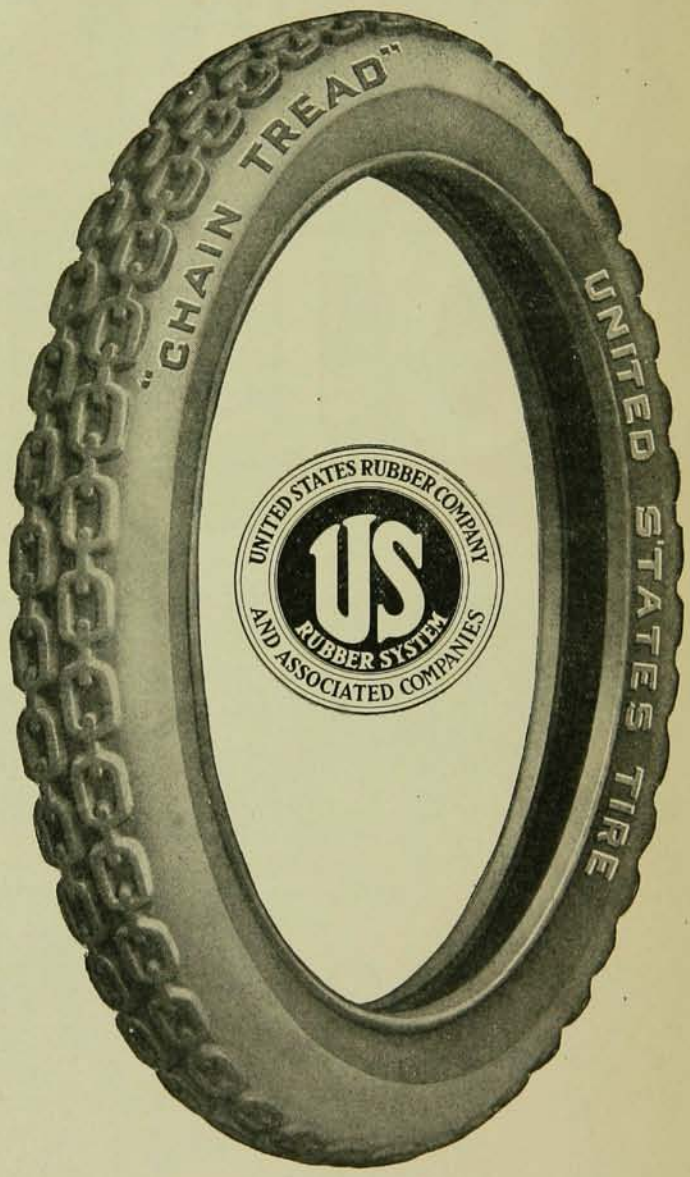
Everybody endorses the Safety First idea.
The greatest factor in Safety First is a car on which you can depend.
Here comes another Chandler.
There goes another Chandler.
Count the Chandlers coming and going.

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YOUR SUPPLY HOUSE

That's what we want our store to be.

Always room for one more on our list of customers.



If it's for your automobile, we have it. We don't know of a weak spot in our list of reliable, up-to-date accessories.

U. S. RUBBER CO.

ROCHESTER BRANCH **24 EXCHANGE STREET**

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W. H. ROWERDINK & SON

WHOLESALE DISTRIBUTORS OF AUTO TIRES and ACCES-SORIES



MANUFACTURERS OF AUTO DELIVERY BODIES and TOPS

BLACKSMITH REPAIRING TRIMMING AND PAINTING

When You Buy TIRES Buy of ROWERDINK

78-82 NORTH STREET ROCHESTER, N. Y.

AUTOMOBILE RUGS

Steamer Rugs we considered the proper kind to use for autos. We have an extensive assortment from $5.98 up to the best grade.

The Burke, Fitz Simons, Hone & Co., Inc.

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HUDSON *Super-Six*

AND

The New HUPMOBILE

ALLING & MILES, Inc.

82 STONE STREET - - NEAR COURT

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Traffic Squad Tie Up Their Signals and Nobody Knows Who Won the Big Ball Game

By AL. STONE, *Herald Staff*

Getting a line of what the traffic squad did at their picnic at Manitou Beach Sunday, July 8, is something like getting a line on the war news that comes out of Russia. In Russia, you know, if you have been following the various reports that have come from the land of the Vodka, the victories go to him who gets the telegraph wires.

Take the ball game that was played, for instance. Just as an illustration of how, when things are happening fast, people just get naturally flabbergasted, it comes about that the winners of the ball game are the ones that get to the telephone first.

It appears that there was a ball game. Everybody seems to agree on that point, and it is conceded. Now, if you will be just a little bit patient, it won't be long before you have all the details of the game, and a few sidelights on the picnic.

First along about 8 o'clock, Captain James McD. Ellis, who happens to captain the traffic squad, reached a telephone and informed a waiting world that there had been a picnic for the traffic squad and that the picnic was held at Manitou Beach. By the way, the captain was asked: "What did you say the final score was?"

"Fourteen to Nothing"

"Fourteen to nothing," answered the doughty captain, without blinking an eyelash, although the blonde plug pusher, who happened to leave the key open at that moment was heard to giggle a few giggles. Being pressed for further details of the slaughter, Captain Ellis announced that the traffic men, feeling in need of an appetite for dinner, went to work and formed two ball teams, and that he captained one of the teams and Lieutenant Arthur G. Barry captained the other, and that Lieutenant Barry's team lost, in fact was skunked, not one of them being able to see first base.

Hardly had Ellis finished with his account of that ball game, than Sergeant Henry T. Copenhagen was appealed to for light on the picnic.

"We'd won that game all right," the sergeant allowed, "if it wasn't for Doc Smith. Doc was running the bases and got an awful fall. We'd won all right if it wasn't for the way Doc Smith fell down." But you oughta see the chief play. He knocked out a home run. Who said the score was fourteen to nothing? Say, that fellow is crazy. We played three innings. What's that? Who said we played nine innings? The umpire favored the other side, and came near getting mobbed. But you oughta heard Art Barry sing! Everybody just sat there and listened to him singing and you could have heard a pin drop on the floor. Say, Barry is some singer. But, say, who told you they beat us fourteen to nothing? Say, we'd won that game all right, if it wasn't for Doc Smith. Doc got an awful tumble.

As it seemed that someone was blaming Doc Smith for losing the game, it appeared nothing more than fair that Doc should be given a chance to put in a defense. The Doc was appealed to for his side of the case.

"What's this we heard about you playing baseball, Doctor?" he was asked.

"Oh, yes," the doctor answered. "I was down with the boys. The automobile Club gave them an outing down to Manitou Beach, and George Donahue and myself were along. No, sir, I didn't make any speeches. After they had dinner at the hotel they went over to Sea Breeze and went out on the lake, but I didn't make any speeches. Jake Messner made a speech and Chief Quigley sang a couple of songs. He sang 'Mother Machree' and 'Believe Me if All Those Endearing Young Charms.' Say, the chief is quite some singer.

"Well, yes, there was a ball game, now that you call it to my attention. I remember that. Chief Quigley played first base and I played second base, and I guess that is about all. What was the score? I don't remember."

It being real important to get the correct score of that ball game, George C. Donahue, the secretary of the Automobile Club, seemed to be the only one left who could give even a faint inkling of what really happened.

"The score was fourteen to four," announced Mr. Donahue, and he also said the chief is some ball player. "He played first base for one of the teams, and let's see what else happened. Oh, yes, Chief Quigley sang a couple of songs, and Lieutenant Barry sang over beside the piano, and he can sing, too. Then Stewart Burns began to sing and Captain Ellis gave the order to fall in and they all walked out to the lake, and that got Burns a bit sore. And after that they got into automobiles and went over to Glen Haven to Thomas Glantsenick's cottage and George W. Henner took them out in his launch for a couple of hours."

So, to get back, it seems that the traffic men to the number of twenty were taken in automobiles from Powers Hotel to Manitou Beach, where they had a ball game, or they didn't have a ball game, which ever way you want to look at it, and somebody won the ball game, but the score is still in doubt. And after that they had a dinner at Odenbach's Hotel, said dinner being what is known as a chicken and fish dinner, and after that they went to Sea Breeze and enjoyed a ride on Mr. Henner's boat, and then they came home.

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SAVE AT LEAST 25 PER CENT ON YOUR TIRES

Buy Stock in Vulcan Rubber Co. Get Guaranteed Tires.

VULCAN RUBBER COMPANY

ERIE, PENNSYLVANIA

Incorporated Under the Laws of Pennsylvania

Authorized Capital, $1,000,000

$300,000 7% Cumulative Preferred Stock **$700,000 Common Stock**

PAR VALUE OF SHARES, $10.00 EACH

President, M. LIEBEL, Jr. Vice-President and Treasurer, EDWARD HEUER. Secretary, BERNARD COCHRAN.

FACTORY AND OFFICES:

WEST LAKE ROAD, - - - - - ERIE, PENN.

DEPOSITORY:

SECURITY TRUST & SAVINGS CO. - ERIE, PENNA.

ORGANIZATION

The Vulcan Rubber Company was incorporated under the laws of the State of Pennsylvania, in 1911, with a capital stock of $100,000. In 1913, the capital stock was increased to $200,000, and in order to provide the necessary funds for enlargement of its manufacturing facilities so that the company may more adequately fill the constantly increasing demands for its products, the capital has been increased to $1,000,000.

PLANT

The company owns five acres of valuable land, clear of any mortgage or bonded indebtedness, with a railroad switch right-of-way to the tracks of the Pennsylvania Company, affording the means of direct shipping facilities to the lines of the Pennsylvania, New York Central, Nickel Plate and Bessemer and Lake Erie (connecting with the Erie) Railroads. Thus direct shipping and receiving facilities are afforded to and from practically every important railroad trunk line in the north central West.

On this land there is erected substantial, fire-proof modern buildings adapted for the economical manufacture of rubber products. A new modern mill-room is now being erected, as an addition to the present plant.

In addition the company own water springs and rights which assure an unlimited supply of clear, pure water, without cost, a valuable asset to a rubber manufacturing plant.

EQUIPMENT

The plant is now fully equipped with Boilers, Engine, Pumps, Compressors, Mills, Washer, Calendar, Dryers, Motors, Vulcanizers, Churns, and all other machinery and equipment for the manufacture of its present lines consisting chiefly of Automobile Tubes, Tire Accessories, Cements, etc.

A new rubber mixing mill and a new rubber calendar, both of the most modern and efficient design, are now being installed in the plant.

A new Warsaw freight elevator of most modern design is also being installed in the plant, at this time.

Casings will be made-up on the third floor of the plant, and cured according to the best modern practice on the first floor of the plant.

Molds and accompanying equipment for the building of automobile casings are now being delivered to the company.

MANUFACTURING SCHEDULE

On the manufacturing schedule of 150 automobile tires and 1,000 automobile inner tubes per day profits are conservatively estimated by an organization skilled in the production and marketing of rubber goods as follows:

	Average Profit	Daily Profit
150 Pneumatic Automobile Casings	$3.00	$450.00
1,000 Automobile Inner Tubes	.40	400.00
		$850.00
300 x $850.00		$255,000.00
Estimated Profits on Accessories, Cements, etc.		10,000.00
Total Estimated Annual Profits on above Schedules		$265,000.00

Assuming that the entire authorized Capital will be outstanding, we would, on this basis be enabled to make the following distribution:

7 per cent. Dividend on Preferred Stock	$ 21,000.00
25 per cent. Dividend on Common Stock	175,000.00
Surplus and Reserve	69,000.00
	$265,000.00

MANAGEMENT

M. Liebel, Jr., who served as Mayor of the City of Erie, 1906-1912, and as the Member of Congress from the Twenty-Fifth Pennsylvania District, 1915-1916, is President of the Company, having occupied that position since the incorporation of the organization.

Edward Heuer, who, for fourteen years served as General Manager of the Erie Brewing Company of Erie, Pa., and who, for more than thirty years has been actively engaged in executive positions with some of the largest manufacturing and mercantile institutions of Erie, is Vice-President and Treasurer of the Company.

Bernard Cochran, who has had several years of practical experience in the conduct of corporation office matters, in the purchasing of crude materials required, and also in the sales of the product of a rubber manufacturing plant, is Secretary of the Company.

The above officers, with:

Frank Oberkirch, President of St. Marys Sewer Pipe Co., St. Marys, Pa., and William Kaul, St. Marys, Pa., and Miles E. Groat of Erie, Pa., are Directors of the Company.

Harry L. Moore, Esq., 694 Marine Bank Building, Erie, Pa, has approved the legality of the proceedings relating to the present stock issue of the Company.

The Security Savings & Trust Company of Erie, Pa., is the Depository of the Company.

NEW CAPITAL

We are now offering for sale on general subscription, the unsold portion of $200,000 of common capital stock of the Company, at par, Ten Dollars ($10.00) per share.

The proceeds derived from the sale of this stock will be employed:

(1) For the completion of an added modern mill-room;

(2) For the installation of added modern tire and tube building equipment;

(3) For added working capital enabling the Company to purchase its crude materials in large quantities so as to command the lowest market prices therefor.

Some of the subscribers to this new issue are:

M. Liebel, Jr., Erie, Pa.
Frank Oberkirch, St. Marys, Pa.
William Kaul, St. Marys, Pa.
F. A. Kaul, St. Marys, Pa.
Edward Heuer, Erie, Pa.
J. C. McKinney, Titusville, Pa.
Bernard Cochran, Erie, Pa.
Miles E. Groat, Erie, Pa.
E. Groat, Kinzua, Pa.
Hon. W. E. Rice, Warren, Pa.
T. B. Westgate, Titusville, Pa.
Frank McNeal, Kane, Pa.

All communications relating to this issue should be addressed to:

FRANK L. RUNYON,

844 Ellicott Square Building, Buffalo, N. Y., our Authorized Fiscal Agent.

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Rochester Motorist

Published Monthly. One Dollar per Year in Advance.

All communications should be addressed to the Secretary, George C. Donahue, at the Headquarters of the Automobile Club of Rochester, Lobby Floor, Powers Hotel, Rochester, N. Y. Telephones: Rochester, Stone 4095; Bell, Main 4267.

Entered as second class matter April 5th, 1917, at the Post Office, at Rochester, N. Y., under the Act of March 3rd, 1879

Vol. 2 **July 1918** **No. 5**

Orphan's Outing August 6th—Get Ready!

While everybody "Over Here" is giving every ounce of strength and support to the boys "Over There" in the world's greatest event, there is one epoch in the lives of hundreds of homeless, helpless ones right here in this city to which they look forward with fluttering hearts and yearning hopes. It is the world's biggest event to them. Orphan's Day is it's name. And while the Automobile Club of Rochester has done its bit with a right good will for Liberty Loans, War Chest, Red Cross Fraternal Campaign and other campaigns, nevertheless it has not forgotten these little "Shut-Ins" and this year will pull on its reserve strength to keep up the splendid custom.

Could anyone that looked into the inquiring, anticipative faces of these little ones as their thoughts surge toward the one big, bright, sun-filled day of the year for them, feel it in his heart to deprive them of their annual frolic at the lake-side? It would hardly be human for one to be selfish enough to hesitate about contributing the use of his automobile for that day and event.

Once a year, Santa Claus comes to these little elfs in their great, large dormitory buildings and it is the biggest thing of the year to many of them. To some it is freighted with childish sorrows for their gifts are few and small. But once a year, in the gladsome summer-time, when all outdoors is alive and aglow,and the flowers and trees are in bloom and the great out-doors calls upon them there is an event in which all are equal and there is no discrimination—the Orphans' Day Outing, given by the Automobile Club of Rochester.

On that eventful day every blessed little Tot gets his auto ride to the lake, gets his packet of popcorn, peanuts and candy, enjoys his ride on the caroussel, bumps over the waves and fills the air of Hilarity Hall with his clear, soulful, free and rippling laughter. Everything is free as the air he or she breathes; and, oh! men, what an inspiring sight it is to watch them gambol and prank and run and jump. Doesn't it take a few years off your burdened life to watch them? Doesn't it make you wish you were as young as they, back again in your Huckleberry Finn and salad days? Isn't it worth the tiny little sacrifice you make?

Well, just stop to ponder. These little orphans have no fathers or mothers to give them any of the pleasures of this day and age. When they grow up, the little whimsicalities of a child's life is blotted out of theirs. Memory recalls for them mostly bleak, blank, gray walls and dormitories and such things. Would you want one of yours to feel that way—that not even once a year the stern, grim outside world wouldn't give a thought, or a little pleasure to them? No, you bet you wouldn't. And that's why you're going to lend yourself and your automobile for one afternoon to inject a ray of sunshine into the lives of these mites.

Moreover, these are the simple, honest, touching sentiments which inspire the Automobile Club to do its "bit" toward the orphans. Old Admiral Nelson once said: "England expects that every man this day will do his duty." So says President Frederick R. Smith; "The Automobile Club expects every member to do his duty on Orphans' Day." Therefore, the orphans will have their DAY and their outing and when they are motored back to their orphanages, tired, sleepy, fagged out but happy every autoist who has done his bit that day will feel that the Christ-like admonition "Suffer the little ones to come unto Me" has become a part of his existence and that he is a better, bigger, man for the doing of it.

The Committee this year is composed of the following: Chairman, William Bausch, vice-chairman, Charles S. Rauber, Simon N. Stein, Charles J. Brown and Harry Strong.

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Auto Club Outing Big Success

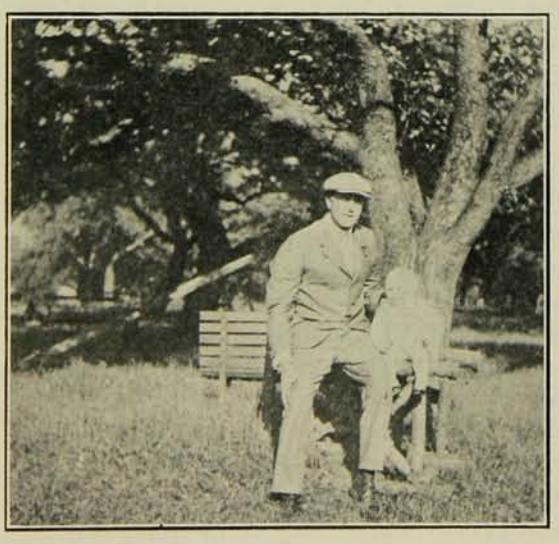
Nearly One Hundred Members Attended Annual Outing. Buffalo Auto Club House at Clarence open to Rochester Motorists. Out-door Games Enjoyed. Captain "Gus" Miller takes Baseball Pennant

It was a big time at Buffalo. The members went over to the home of the Buffalo Auto Club at Clarence to the number of nearly one hundred



Baseball Captains meet: "Gus" Miller greets Capt. Fletcher

and everything was on high speed from 2 P. M. till sunset. Vice-Pres. Fletcher was the captain of the Rochester baseball nine and "Gus" Miller headed the suburban organization. Well



Al Zimbrich and his Best Girl

the result was 16 to 1 in favor of the Buffalo Baseball Club. In this connection it might be mentioned that Deputy Secretary of State Miller had a few "ringers" on his nine.

Then there was a quoit pitching contest with



Some of the Amateur Ball Players

State Senator George Argetsinger acting as leader for Rochester with Morris Wall, ex-president of the Motor Federation, directing the



Trap Shooting—Mrs. Harry Harrison in Action

opponents. The Senator took a game lead but could not hold it because of the poor support

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given by his colleagues; but here it may be mentioned that Morris Wall and his co-lumbermen were in good trim having practiced incessantly for several weeks prior to the contest.

When it comes to giving an account of the trap shooting, it is here that Rochester shined with Mr. and Mrs. Harry Harrison breaking every pigeon that went in the air; Geo. Henner also did well for Rochester and the score showed the supremacy of the visitors; in fact they had it all



Auto Sports who Attended Outing

over Buffalo and would have been entitled to the Silver Trophy but for the poor guns furnished by Dai Lewis to two of the Rochester shooters.

Promptly at 6 o'clock the fun was taken into the Club House and the Rochester motorists enjoyed a two-hour dinner, which was of the specie of before-the-war kind. Following the appetizing spread President Yager of the Buffalo Auto Club delivered a lengthy oration which was kindly received by the Rochester boys with Jack McInerney answering. Jack's toast was something like this: "We love our Buffalo friends but wait till they come to Rochester for the return outing."

It is the concensus of opinion of those who drove to Buffalo that this should be an annual affair and this is good evidence of how the members enjoyed the outing.

CLUB MEMBER WRITES FROM AMERICAN EXPEDITIONARY FORCE

"For the past few weeks it has been very strenuous, because the work in the trenches was very trying; the mud was awful, never had my clothes off for three weeks, gased 5 times in one night. We served the men going out 1700 glasses of hot chocolate until 5 a. m. We were up at seven the next morning, the shells dropping all around.

On Saturday night they sent over thirty thousand shells. The Huns came back and of course we had to stay in the dugout all night. It was three miles long, forty feet under ground and built very strong, damp and dark; we all used candles. In fact that is all we have for light; no fires of course. Our beds in our present section are funny; we sleep in the French beds, no blankets,—they have no such things, they cover you with a red-feather bed; no sheets, but that is war.

We have been on the move making one and two night stands, sleeping in any old place. Easter Sunday we made a hike that would have made some of Company "A" boys look sick; marched over thirty miles from eight until 5 p. m. Made the hike and never was tired at all, slept on the floor that night after we arrived in our town. I opened my canteen in a cow barn and was selling the new chocolate, tobacco and cakes. The last move we made we left our town at 8 p. m. Sent my orderly and 75 cases in the large truck to the town we were going to. I walked and arrived at 10 p. m., found they had unloaded all my stuff in the mud. Well, had to find a place to put them in for the night and carried all in a house not far off and slept in the boxes all night. Yesterday they started playing ball. During the game several times, aeroplanes went over us, the guns commenced to drop shells and it was some game. I played second base; the first hard ball I have played in years. Tell Mr. Donahue the first chance I have I will send him a picture."

My best regards to all the boys.

I am

Yours very truly,

Geo. Schoeffel.

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ANNOUNCEMENT

We have taken the distributing agency for

VIM TRUCKS

We are prepared to make immediate deliveries of this sturdy little car. Our stock of parts is complete. An expert from the Vim factory is in charge of our service station.

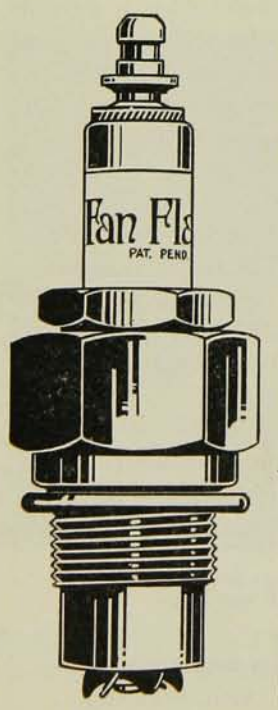
New models of the HAYNES LIGHT SIX are on display at our showrooms.

ROCHESTER HAYNES, Inc.

76 NORTH STREET

Try a Set of These "Flame-Projectors"

SEND NO MONEY



Just sign the coupon below and mail or bring it to our store. We will send you a set of these wonderful plugs immediately. Use them 10 days. Then return the plugs or send us your check.



Projects a shower of flame into the compressed gas.

FAN-FLAME SPARK PLUGS

The Gas-Saving, Power-Adding, Trouble-Proof Plug

We know that Fan-Flame Spark Plugs will increase your power, save gasoline, reduce carbon, and prevent mis-firing in oily cylinders—we are so confident of it that we will take all the risk of proving it on your own motor.

Multiple sparking points are formed by a heat-proof miniature fan, 98% pure nickel, rotated at high speed by the compressions and explosions. This whirling fan throws of the oil (thus keeping sparking points clean) and projects a veritable shower of flame which ignites weak mixtures and over-rich mixtures that ordinary plugs wouldn't fire at all. Guaranteed to resist heat, soot and carbon longer than any other plug.

MAIL OR BRING THIS COUPON TO US TODAY—FOR FREE TRIAL.

LAWYER & RHINEHART, STATE DISTRIBUTORS, FAN-FLAME SPARK PLUGS
383 West Fayette Street, Syracuse, N. Y.

GENTLEMEN:—Please send me a set of..... Fan-Flame Spark Plugs for my..... car,

Model..... At the end of 10 days I will return the plugs or send you my check for $.....
($1.00 each plug.)

Name..... Bank Reference .....

Address..... City .....

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Club Favors Colby Street Subway

The hearing in the matter of the Colby Street subway held at the Court House on Friday, June 7, 1918, before the Public Service Commission, was largely attended.

The Automobile Club of Rochester was represented by Secretary Donahue and Attorney Charles B. Bechtold. The New York State Motor Federation was represented by its general counsel John J. McInerney.

The urgent need of the proposed improvement was gone into at length by the representatives of the Automobile Club and the Motor Federation. The plan as advocated is the extension of Colby Street north from East Avenue to Blossom Street, crossing under the New York Central Railroad and the Rochester, Syracuse & Eastern Railroad by means of a subway. This would allow the New York State Railways to remove its tracks from East Avenue which is one of the best-known automobile highways in Monroe County.

The large cars turning out from Colby Street into East Avenue and also from the loop into the avenue are a constant menace to motorists and hardly a day passes but what there are narrow escapes from collisions at this point.

It is proposed to extend the carline directly North on Colby Street and under the two lines of railroads and into Blossom Street and from that point continuing east such a distance as conditions and travel will warrant. By this plan a large amount of the traffic which today crosses the grade crossing at Winton Road would be turned into the Colby Street subway and in this manner many serious accidents would be avoided.

The Winton Road grade crossing at the present time is one of the most dangerous crossings in the eastern part of the County. Buildings are on all four sides of the tracks and there are large numbers of tracks including the four main tracks of the New York Central as well as the Rochester, Syracuse and Eastern Railroad and several sidings. Many accidents have been barely averted at this dangerous crossing during the past two or three years not to mention the fearful risks that parents incur by sending their children to school and to church over this crossing.

Two churches, each having a large membership, one a Roman Catholic and the other a Protestant, are north of the New York Central right of way at this point. Many of the communicants and members of these churches reside in the Park Avenue and Brighton sections of the city and are compelled to use this crossing going to and from church.

A subway of this character would also allow a large number of the school children who are now attending public school No. 23 and crowding the same to its disadvantage, to attend a school located north of the New York Central track and which would be nearer to the homes of many of the children.

The Automobile Club of Rochester and the New York State Motor Federation are always willing to lend their efforts to the elimination of a grade crossing. During the past two years there has been many shocking fatalities at various grade crossings in this county in some of which whole families have lost their lives. In view of these accidents and especially in view of what is bound to happen at different times in the future unless these grade crossings are eliminated or steps taken to lessen the danger, it would seem that no cost can be considered as too large to bring about the desired results.

✣

Mr. Geo. C. Donahue,
Automobile Club of Rochester,
Rochester, N. Y.

My Dear Mr. Donahue:

I wish to thank you for writing to the Richmond Hotel, Little Falls, asking them to correct error they made on my hotel bill.

The Richmond Hotel have acknowledged your letter and returned me $3.00 which they claim was an overcharge.

This is only one instance where the automobile club pays its patrons.

Yours truly, E. Moone.

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MARMON 34

136 in. wheel base, 1100 lbs. lighter

The New Series—Stabilized Design

It seems a contradiction, but it is no less a fact, that the new series Marmon 34, while bringing no radical changes—no fundamental innovations—does establish a most noteworthy fundamental in motor car construction—namely Stabilized Design.

WHEN the Marmon 34 was introduced at the New York Automobile Show two years ago, it differed entirely from all other cars.

For one thing, it was 1100 pounds lighter. For another, it eliminated more than 1200 parts. Aluminum was extensively used in the motor and body. The frame, running-boards, and fenders were a rigid unit construction. Great engineering genius has not been able to better it except in the matter of a few mechanical refinements.

So today the distinguishing differences between the New Series Marmon 34 and the old are the slanting windshield and the wider seat and the deeper sides.

As far as men know, the Marmon represents the final type. It has put a stop to the annual metamorphosis of models—it has stabilized not only construction, but the buyer's investment.

PAUL LeHARDY

308 EAST AVE. ROCHESTER, N. Y

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AUTOMOBILE LUNCHES FROM THE ODENBACH DELICATESSEN

At the Odenbach Delicatessen, you will always find a tempting array of special delicacies for the automobile lunch or picnic, put up in neat cartons or Fi-Bo-Pak baskets provided for this service, or packed in your own auto lunch kit.

Special Combination Lunches

No. 1
One-half Spring Chicken (fried or broiled)
Bread and Butter
Lettuce and Mayonaise, or
Pimento Cheese Sandwich
Pickles or Olives French Pastry
$1

No. 2
Two Pork Chops—Breaded
Bread and Butter Sandwiches
Tomato or Green Onions
French Pastry
65c

No. 3
Chicken Salad (in iced container)
Buttered Rolls
Pickles or Olives
French Pastry
75c

No. 5
Assorted Cuts of Cold Meats
Potato Salad
Bread and Butter Sandwiches
Dill Pickle
50c

No. 4
Two Hard Boiled Eggs
Pimento Cheese Sandwich
Lettuce and Mayonaise Sandwich
Ham Sandwich Pickles
50c

Auto lunches prepared to order, including any special dishes from our delicatessen or restaurant.

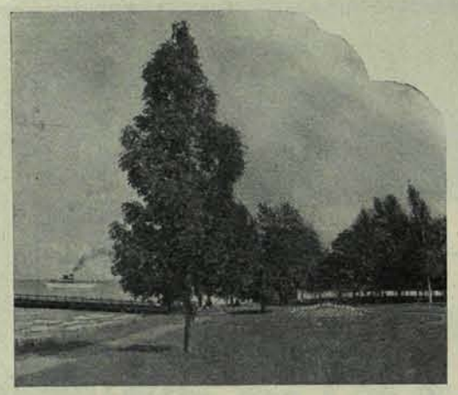
Open every evening 14 SOUTH AVENUE ***Sunday 4 to 7:30***

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MANITOU BEACH

Where Nature Has Lavished Beauty

By James I. Thompson



WHERE LAWN MEETS LAKE

PLAYFUL waves beat a staccato lullaby on a pebbled beach down to which stretches broad lawns of emerald sward; breezes that never lose their cooling vigor sing through trees so green and leafy that they seem to have imbibed some of the life-giving strength of the place, and over all rests a peaceful quiet that lulls tired senses to security and rest—That is Manitou Beach.

The popularity of this lakeside pleasure-ground has increased so rapidly in recent years that it now stands as the favorite resort of Rochester motorists, and each season finds a greater number of persons who make visits to the delectable spot.

No point on the lake shore within easy motor distance of Rochester has been so blessed with Nature's charms as Manitou. The promontory on which the park lies juts into the lake for a sufficient distance to command every breeze that blows, no matter from what direction. The beach to the west of the point is pebble and smooth, sloping gently to deep water, and the orchards and fields that surround on the landward side add their green beauties to the scene.

The christening of Manitou Beach is of comparatively recent occurrence. Whoever chose the name—the Indian word that means "Great Spirit"—chose well, for he has preserved the traditions of the place and given a title that well befits the natural gifts that there abound. So entrancing is the sylvan peace there that one easily imagines it as the abode of some invisible and benignant spirit.

Long years ago the Tuscarawas and Canawaugus Indians, tribes of the Seneca nation, knew Manitou and loved it. It was a rich hunting ground for them and through its pristine forests many a thrilling chase was staged. Then, too, the outjutting point made an ideal vantage place where to scan the lake for the approach of possible enemies. The "Blue Stocking Rover," John Parks, camped on the point and from there as headquarters searched the nearby ponds and woods for game.

Within easy walking distance of Manitou Beach lie some of the best fishing grounds in the vicinity of Rochester. Braddocks Bay this season has reclaimed its older fame as a well-stocked aquarium, and from the pier that is built off the point less adventurous anglers may find good catches of lake perch.

But present attention is chiefly centered on the comforts that man has erected at Manitou Beach. Under the progressive management of Fred Odenbach the big hotel there has been rebuilt and refurnished until it stands as the finest summer resort in Rochester's suburbs. Probably the greatest attraction of the hotel is the great, glass-enclosed dining-room, that reaches in a semi-circle toward the lake so that every window commands a view of Ontario's restless blue. When the tables are pushed aside, the same room becomes a dance hall, through whose casements steal the winds as though to take part in the revels.



THE TREE-BORDERED AVENUE LEADING TO MANITOU

None can stay long on Manitou Beach without having appetite newly awakened by the clean air and invigorating water, and the hotel management has prepared well for these appetites. Expert chefs are employed and the food comes fresh from the fields and waters that lie round about. A Manitou Beach meal is a thing to be remembered. Outside the hotel there are numerous amusement devices to lure those who would test their skill. It was planned to lay out an extensive golf course on the point this season, but the project was abandoned in favor of patriotism and waving wheat covers the fields where putting greens and hazards had been designed. During the summer season Manitou is the traditional resort of many large outings that have become almost fixed in Rochester life. Probably the most famous of these is the Pioneer Picnic which calls each year the most substantial of Monroe County families together. The Rochester Automobile Club will also meet at Manitou this season for an outing with Buffalo motorists. Scores of other Picnics and field days are held at the beach during the summer so that the place is always full of life.

Manitou Beach will soon take an another aspect, for a cottage colony is planned on the western side of the point. The ground has been plotted for this summer city and already many attractive homes have been erected. The site has so many appealing features that Rochesterians are eager to build there.

Manitou Beach is located in the extreme northwestern corner of the Town of Greece. It is easily accessible by excellent roads that wind through charming scenery. Particularly pleasing is the long tree-bordered avenue that leads from the famous old Ridge Road to the point. Motorists have the choice of driving from Rochester to Manitou over the Ridge Road or the Latta Road to the Manitou Road, which leads directly to the beach. Either trip can be made in forty-five minutes from the Four Corners.



PANORAMIC VIEW OF MANITOU BEACH HOTEL AND GROUNDS



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Why Your Club Belongs to the American Automobile Association

By A. G. BATCHELDER
A. A. A. Executive Chairman

To an automobilist, national co-operation is as essential as united effort within the State, with the immediate locality needs taking precedence over both. A motor vehicle accumulates its greatest mileage in its own vicinity, and the average owner naturally concerns himself with those matters most intimately connected with the operation of his car. But in the course of a twelve-month period, there are very few motorists who do not travel quite extensively in their own commonwealth and frequently visit adjoining States. Hence, their interest not only in local ordinances and State laws, but their concern in matters which are inter-state in character.

The American Automobile Association, meeting the needs of motor car owners, necessarily has broadened and become country-wide in the scope of its work. It realized before any other body that there was bound to come a Federal relationship in road progress; and, it can take pride in having been a most important factor in bringing this important subject to its present stage. A logical and resultful Federal aid participation in highways improvement was successfully contended for by the National association, as a result of which the A. A. A. headquarters in Washington, is at all times in thorough touch with the National legislative situation.

The Federal Aid Road Act approaches the highways subject from the national viewpoint. Exactly as the state contributes aid to its counties, the National Government supplies help to its states. The average man gives his first thought to his immediate locality, but in this day and age the unit of his intelligence must extend out into the state, then encompass the entire country, and finally reach a realization that this great nation is now a participant in the international arena in which it must play a commanding part. This thing is only possible when a large majority of the people can appreciate our changed status in regard to the destiny which awaits the greatest republic of all, a republic in which all citizens recognize that no longer can the individual live for himself alone and the only policy to pursue is one of altruism, whether it has to do with individuals, municipalities, states, or nations.

The A. A. A. is persistently behind a measure which would make it possible for an automobilist, after registration in his home State, and thus having been provided with an identification tag, to go anywhere in the country as frequently or for whatever periods he may desire.

After uniform laws have been secured, roads legislation obtained in connection with adequate construction and systematic maintenance, there yet remains the need to a motorist of up-to-date touring information. The A. A. A. Touring Board is gradually mapping the whole country.



Hi-Speed Trailercar

Do you know that freight travels at an average of only a mile an hour even in normal times? This is on long hauls—on short hauls the speed is even slower.

With a Hi-Speed Trailercar you can pull your freight 20 to 30 miles per hour, save your temper, your time, your money and help to relieve the freight congestion. Our new catalogue is ready for you.

Northway Trailercar Co.
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Rochester's Trailer Industry

Rochester has an industry, which, though little known locally, is fast gaining a national recognition and assuming proportions of considerable importance. We refer to the making of Hi-Speed Trailercars by the Northway Trailercar Company, which has a well-equipped plant at East Rochester.



The Trailer idea is a well-tried means of moving freight in Europe. The countries at war are finding the Trailer indispensable.

It requires almost as much power, and costs about the same, for a locomotive to pull two or three passenger coaches as it does to pull eight or a dozen coaches. The automobile, like the locomotive, has surplus pulling power that is being wasted. The Government Railroad Administration has taken off a great many passenger trains and, with the object of using wasted power, have increased the number of coaches on all other trains. In either case the engine has ample power to PULL the extra load. Why not utilize the surplus pulling

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power of your automobile by using a Hi-Speed Trailercar?

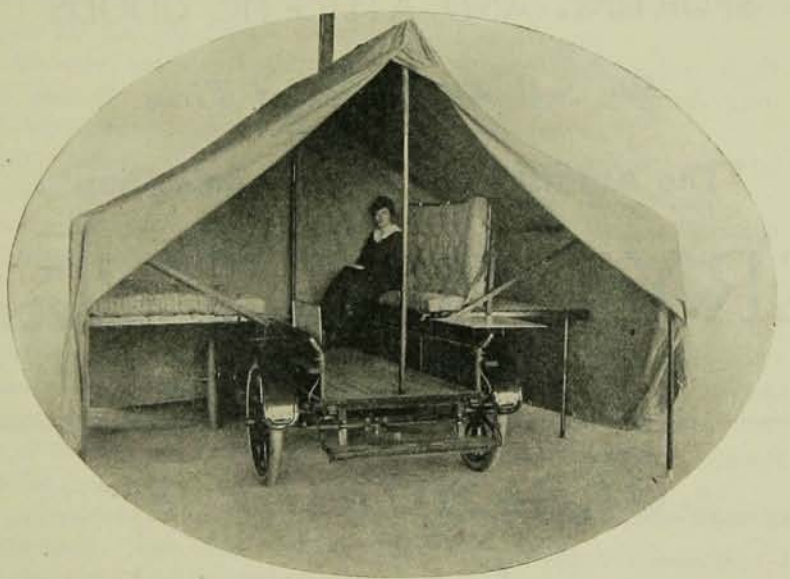
The Hi-Speeder is a four-wheeled vehicle and can be instantly attached or detached. It is attached to a strong bracket which is fastened securely to the auto and which is unnoticeable when the auto is used for pleasure purposes only.

The automobile is primarily a passenger car—with the Hi-Speed Trailercar the auto still remains a "pleasure car," but the combination of the two provides also freight-carrying capacity and the additional unit only costs a small fraction of the cost of the motor truck.

The weight of a Hi-Speeder, and its load, rests completely upon ITS OWN two axles and ITS OWN four wheels and with the drawbar constructed like bridge work, instead of pushing the strain ahead, all vibrations are taken up by the drawbar and there is no added strain to the rear axle of the automobile.

The pneumatic tires, the ball bearings, the long wheel base and the low road clearance makes the Trailercar so easy to move that a man of average muscle can pull a ton load with one hand. As there is no traction on the wheels, just a smooth rolling motion, the engine can pull the Trailercar with its load while running at its normal speed for passenger service.

While the Hi-Speed Trailercar is essentially a utility and economical commercial vehicle, its use as a practical and luxurious movable hotel on wheels when properly outfitted for the purpose is well illustrated by the accompanying illustration of the Hotel D'Auto used by A. L. Westgard, Vice-President and Director of Transcontinental Highways of the National Highways Association who has discovered the cumbersome and heavy camping outfits previously used by him in his long-distance tours and is using a Hi-Speed Trailercar on his seventeenth trip by motor car across the United States. As he puts it, because "there is no place like home," he brings his with him.



The success of the Hi-Speed Trailercar is primarily due to the business insight, energy, mechanical proficiency and organizing ability of Miss Kate Gleason of Rochester.

ORPHANS AWAITING HAPPY DAY

To be provided by the Automobile Club of Rochester. August 6th selected as the day for the outing at Ontario Beach Park by Orphans Committee Chairman William Bausch. Reserve the date and lend your car for the outing.

ORPHANS OUTING COMMITTEE

William Bausch, Chairman — Charles Rauber, Vice Chair.

Charles J. Brown — Simon Stein

Henry G. Strong.

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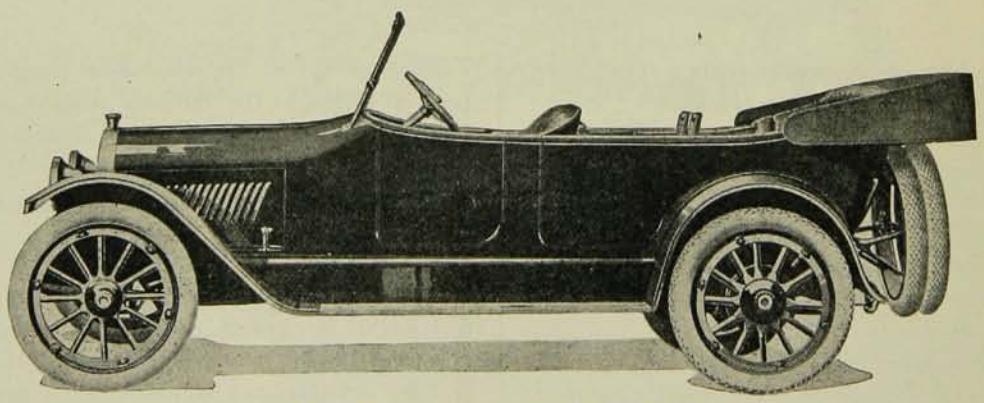
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CITY EMPLOYES PAID FROM CADILLAC PAY CAR

Detroit's Method Makes for Greater Efficiency and Avoids Confusion and loss of Time

Instead of having thousands of city workmen come periodically to the City Treasurer's office to draw their wages, Detroit authorities pay off the men where they work and have just put into service a new Cadillac pay car.

In the construction of the special body, which is mounted on a standard Cadillac eight chassis, care has been exerted to provide the maximum of protection for the pay funds and of convenience for the men inside the car. Both the paymaster's and the driver's compartments are completely enclosed, the car presenting a very smooth exterior.

Two divided seats in the front provide accommodations for the driver and an armed guard, both of whom are generally members of the local police force.

Between the front seats a passageway through a heavily barred door, with a substantial lock, leads into the paying compartment. Here there are accommodations for three men. One of these is a special Pullman seat, which faces the desk at the rear of the car and enables the paymaster to look through the pay window at the back. Two other seats for the paymaster's assistants fold up against the backs of the two forward seats, which also form the lower part of the partition between the two compartments.

The pay desk at the rear of the car is provided with a set of locked drawers on one side, with a safe made of three-eights inch steel plate, with a special lock, on the other. The interior of the car is mahogany finished with two dome lamps directly over the paymaster's desk. All the windows are heavily barred, and the rear one through which the paying is done, can be securely fastened from within by means of special screw clamps.

✣

BUY
W. S. S. STAMPS

AUTOMOBILE CLUB OUTING AUGUST 24th.

Bergen has again been selected for the annual clambake and outing of the Automobile Club of Rochester by the Contest Board of the Club. Chairman A. B. Hone announces the following officials and Committee in charge of the outing:

Press—Geo. M. Neal.

Sec.—G. C. Donahue.

Treas.—Ralph Simmons.

H. C. Henner, Wm. E. Gillette, Geo. M. Gillette, C. H. Deming. Vice-Presidents.

Committees:

Stunts—H. C. Miller—G. W. Henner.

Clambake and Band—Geo. M. Neal—Wm. E. Gillette.

Tickets and Speakers—Geo. M. Gillette.

Signs—C. H. Deming.

Flag Drill—Ralph Simmons.

Police—G. C. Donahue.

It is arranged that the outing will open with stunts about 2:30. Flag Drill at 3 o'clock and at 4 o'clock the Golden Bantem Clambake in the Grove at Bergen. All members of the Automobile Club are invited and are expected to bring their families and friends.

✣

Mr. George C. Donahue, Sec.
Rochester Automobile Club,
Powers Hotel, Rochester, N. Y.

Dear Mr. Donahue:

Please convey to the Officers of the Rochester Automobile Club the thanks of the Officers of the Rochester Chamber and the Military Affairs committee on the splendid co-operation given in connection with the visit here by the 108th U.S. Infantry Band, on April 24th.

I am sure that the Officers of the Automobile Club were delighted at the pleasure the members of the Band evinced at their reception and entertainment, not the least of which was the car provided to return them from Exposition Park to the Armory that night.

Very truly yours,
Rochester Chamber of Commerce
Roland B. Woodward, Secretary,

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Motor Federation Road Report

Fresh oil to be met on the Albany-Southern Boulevard-Kenwood section of the west side route to New York. Possible detour between Coxsackie and Catskill. On the east side of the Hudson Between Albany and New York there are minor repairs in progress at East Greenbush and also south of Hudson.

CAPITOL DISTRICT

Albany-Syracuse: Amsterdam-Hoffmans under repair, passable but subject to half-hour's delay while road is closed for repairs. Detour over heavy grade via Swart's Hill. Avoid main bridge in Chittenango Village.

Ashokan Reservoir District: Phoenicia four miles poor condition; use care.

Albany-Great Barrington: Open, but rough between Hollowville and Craryville.

Westchester County: White Plains-East View under contract; rough detour via Elmsford, also detour via Tuckahoe-White Plains.

Albany-Saranac Lake: Latham Corners-Cohoes: detour via Watervliet.

ADIRONDACK ROUTES

Utica-Lake Pleasant: Good macadam via Stitville, Trenton, Cold Brook to Morehouseville and Lake Pleasant, some stretches of clay poor in wet weather. Fonda to Lake Pleasant good macadam and but earth portion near Wells rough.

Utica-Old Forge: Rough and narrow for three miles north of McKeever.

Utica-Oswego: via Camden, west of Camden seven miles of poor dirt road.

NORTHERN NEW YORK

Utica-Watertown being repaired, but open between Lowville and Harrisburg and Black River and Watertown.

Watertown-Ogdensburg: Construction at Redwood; good in dry weather, when wet go via Theresa and Canton.

Watertown-Malone: Go via Theresa, Use care at bridge being repaired by Gouverneur.

Gouverneur-Ogdensburg: Use care between DePuyster and Heuvelton.

Ogdensburg-Malone: Clay detour from Waddington to Louisville.

Malone Village: Use macadam detour via Bangor.

Malone Chataugay: Detour via Constable to avoid repairs to bridge three miles west of Malone and closed road at Burke.

Malone-Paul Smiths: Good via Whippleville and Chasm Falls.

CENTRAL NEW YORK

Syracuse-Binghamton: South of Cortland via Solon and Texas Valley, town macadam. Best via Willett, Greene and Chenango Forks, or longer route via Ithaca Spencer, Camden and Oswego.

Syracuse-Buffalo: Rough between Auburn and mile east of Free Bridge and Geneva, Use care at Free Bridge, old canal being filled. Between Free Bridge and Geneva, broken pavement; passable, use care. Rough near Lima, and from Batavia to Erie County line. Go out of Canandaigua over Bristol Street and town macadam.

Utica-Oswego-Camden: West for 7 miles poor dirt road and under construction but open for an additional 2 miles.

ROCHESTER AND VICINITY

Pittsford-Mendon: Good detours, well marked.

Rochester-Oswego: Sodus to Alton macadam and good dirt detour, while Alton-Wolcott is rough, narrow dirt road.

Geneva-Batavia-Pembroke: Under repair; use care. Near Flint west of Geneva room for single traffic only. West of Canandaigua near

East Bloomfield: Single traffic, west of Batavia and near Pembroke, singel traffic.

Churchville-Adams: Good detour west of Churchville. Avoid Medina-Middleport; go west on W. Center St., Medina. over canal bridges into Middleport.

Brockport-Spencerport: Avoid, use Ridge Road.

SOUTHERN TIER

South of Dansville bridge approaches rough.

Cayuta-Sullivanville: Under contract — dangerous.

Bradford-Tyrone: Detour narrow with macadam with heavy grades.

Belfast-Houghton: Traffic using water-filled trenches.

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Elmira-Binghamton: West of Waverly rough, rutted detour and dangerous undercrossing and rough but open between County line and Vestal. On Binghamton-Middletown, route Binghamton-West Windsor, macadam detour, clay-loam, heavy grades, or in good weather 2½ miles local detour clay-loam, heavy grades, narrow.

Parksville-Liberty: Under repair, drive slowly.

Kingston-Cooperstown: Rough near Phœnicia for four miles and between Colliers-Milford. On Binghamton-Albany route rough but open between Port Crane and Sanitaria Springs, Nineveh and Afton and Sidney and Unadilla. Detour over timber structure at Maryland, bridge out.

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Good hustling hotel man can live in the country and at same time make money. Splendid opportunity. Low rent.

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Type 57

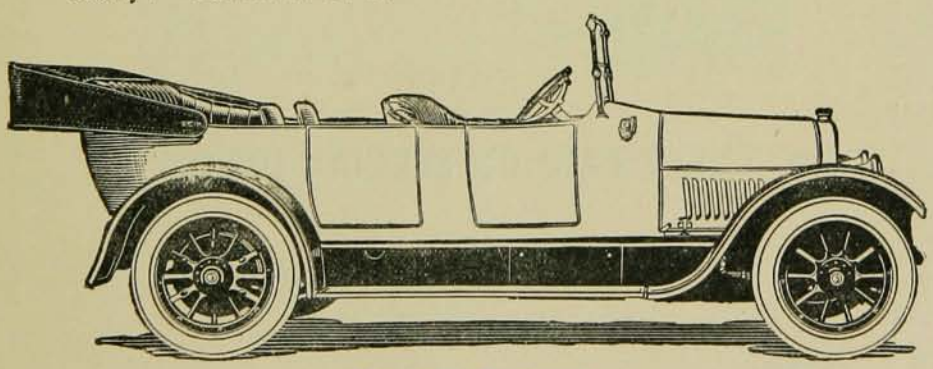
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But the Cadillac future price is decidedly uncertain—as to how much it will advance. Materials for further production are now being purchased at 60% to 333% advance over last October's prices.

There is the situation briefly. The finest car in the world today. No change in model for another year at least. Certain shortage of this car soon. Advance in price inevitable. And your old car at its peak of value today. Think it over.



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