Sales Manager for Studebaker

Paul Smith has been appointed sales manager of the automobile department of the Studebaker Corporation E-M-F factories.

Back of that simple announcement just made by the big $45,000,000 concern which manufactures Flanders "20" and E-M-F "30" cars is one of those business romances that are unique with the automobile industry.

Those who know Paul Smith—and in that number is included every prominent man in the automobile business—will not be surprised to hear that he has been made sales manager of the biggest automobile concern in the world. But the average reader will be surprised that this man, who is said to draw the largest salary of any sales manager in the automobile business, and who must handle an output aggregating $50,000,000 per annum, is only 26 years of age.

"This is the young man's era," says General Manager Walter E. Flanders. "I am the oldest man in our organization and I have just passed my fortieth year. None but young men could cope with the conditions which confront us. The automobile business requires not only speed, but enduring qualities. Men who lack the enthusiasm of youth, the ability to think quickly and to decide quicker, soon fall behind in this record breaking business."

"Success in business requires only one quality—initiative—which means the ability to say yes or no and to say it on the instant. Paul Smith has proven that he possesses these qualities to a marked degree. Daily there come before him problems involving thousands of dollars—in fact, more money than the average large business man has to deal with in a year—and the decision may not be delayed until tomorrow. At the present moment there passes through our sales department over $200,000 of business every day. We have 2,600 dealers and over thirty branches. The output must be distributed with absolute impartiality, and every part of the country must be looked after. We must see that no branch is neglected and that no branch manager neglects any of his smaller dealers. Of course Mr. Smith has a large force of assistants—in fact, he has two or three assistants, each of whom receives a salary considerably larger than that of sales managers of other concerns. We have always been on the lookout for the best men in the selling end of the automobile business and there has always

PAUL SMITH.

been an irresistible attraction for such men in the Studebaker corporation. At the same time, these problems must be finally decided by the sales manager and he must be a man of such breadth of vision, quickness of perception, accuracy in gauging conditions that he can make decisions himself without having to come to me for advice.

"That he is only 26 years old is in his favor rather than against him. He has nothing to unlearn! He is not set in his ways! He looks backward not at all! Always forward. As a result he has made a tremendous record up to the present, for under his direction September was the biggest month in our history."

Paul Smith came from Indianapolis, where he was engaged in the automobile business for several years. He knows the business from the ground up, for he has grown up with it, and he is one of the most popular men in the entire industry.

Electric Lighting For Automobiles

Almost with the beginning of the automobile industry the great need of electric lights for the cars was recognized. Experiments were made, but it was not until the advent of the new metal filament incandescent lamps that the plan was at all feasible. A motor car requires at least five lamps, aggregating forty-six-candle power. With the old carbon filament lamp, consuming 3.5 watts of electricity per candle, the size and weight of the battery for supplying the necessary current were prohibitory. Consequently, gas and oil lamps have been, until recently, the only source of light available.

The new metal filament incandescent lamp of small size and low voltage satisfies to the highest degree the persistent demand for a safe, reliable and convenient system of motor car lighting. Those lamps of low voltage suitable for this purpose consume only one watt per candle, and bring electric lighting within reach of all motor car owners.

The ideal lamp outfit for this purpose consists of two headlights of twenty-candle power each, two side lamps of two or four-candle power, consuming forty-six to fifty watts of energy. The current is supplied by a 100-amphere-hour six-volt battery, which will operate all the lamps continuously for twelve hours without recharging. Such a battery weighs about fifty-five pounds, but since it can also be used for engine ignition it will replace an equal weigh now represented by the ordinary ignition battery, which weighs twenty-five pounds, and a gas tank weighing thirty pounds.

In many of the 1912 model cars the energy for the lamps is supplied by a small dynamo. This leaves the owner a choice of equipping his car with a battery or with a small dynamo. The former is obviously the cheaper way, but the latter completely removes the necessity of recharging the battery.

A battery outfit, including switch, lamps, wire and cost for wiring the car amounts to about $50. It is very easily installed. The battery is designed to be carried on the running board.

In the dynamo lighting system the dynamo and battery are used together, current for the lights being taken direct from the dynamo when the car is running, in some cases, in others the dynamo being used simply to charge the battery. The other system, known as the "straight storage" (battery) system, consists of a high capacity battery used alone, it furnishing all the current required and having its charge renewed from some outside source as at a garage or central station.

In the early stages attempts were made to operate lights from ordinary ignition batteries, which was soon found to be impracticable, as this type of battery could not deliver the amount of current required, resulting in poor lights and injury to the battery.

The dynamo lighting system has the advantage that it is not necessary to remove the battery from the car for recharging, and with this type of machine in its present effective stage the dynamo lighting system will surely come into general use, especially on high priced cars.

The new metal filament auto-lamps give a fine, clear, penetrating light which does not flicker or blacken the reflectors and lenses.

Perpetual Motion at Last.

Friederich Bamgerter of Staten Island exhibited a contrivance which he said embodied the principle of perpetual motion. Mr. Bamgerter's machine is a clock. The back of the clock is formed of a coil of 2,000 feet of zinc wire. Every slight change of temperature—and there is no such thing as an absolutely permanent temperature—causes the wire to expand or contract.

Every perceptible change in the condition of the wires causes a lead ball to fall into a wheel and supplies motive power for the clock machinery for eight hours, which is sufficient to restore the ball to position to be dropped again. There are sixty of these balls, and it is impossible that there should not be enough change of temperature in eight hours not to make at least one of them drop.—Philadelphia Record.

A Bachelor's Reflections.

Most people want to learn a thing by setting out to teach it to others.

If a man hasn't opinions, he's a nonentity; and if he has them, he's a nuisance.

You can tell when a woman is growing stout by how she talks as if she were afraid of wasting away.—New York Press.

MAKING THE HAPPY FAMILY

Consider the Auto as a Vehicle of Recreation and Fresh Air.

The automobile as an agent for bringing the family closer together in their recreations has been a great success. It is the private railroad that awaits the convenience of the family. It is a train that starts only when they are ready and carries them direct to the scene of the recreations they have chosen. They can travel at any speed they desire. Their car may loiter along in the shade of overarching trees or may stop entirely to give them a chance to enjoy the beauty of the scenery. Where the country is barren or uninteresting, it may be passed over swiftly. The family that own an automobile may travel with an ease that is luxurious. The delight and enjoyment afforded them by their smoothly gliding car is so much greater that most other pleasures take a secondary place, and it is the whole family—not one or two—that go a-motoring.

This is especially true on Sundays and holidays, when it is possible for all the family to be together. Before the possibilities of the motor car were fully realized, a holiday meant little more than any other day of the year. It relieved the father and the sons from the routine of their labors, but it imposed added duties in the way of preparation for the women folk. The family luncheon or the family dinner was a sufficient lure to bring everybody in the household together only for an hour or so. They came strolling home, tired out, each from his favorite amusement, with no joyous memory of a diversion in which all of them had participated. The holiday, and particularly the summer holiday, separated them instead of bringing them together.

This was especially true of families living in the towns and cities. Picnicking in the country of even getting out to the open spaces of the fields where the golf links lay or to the cool forest glades or the banks of streams where there was a chance for fishing or canoeing was out of the question without the journey in a railroad train or a trolley. Therefore each person sought the place for his diversion in accordance with his bodily strength or his inclination. The father would sit at home and read the papers or would spend a tiresome afternoon at his club; the mother would choose the nearest place where persons congenial to her might be gathered; the daughter would make one of a party not all members of which might be agreeable; the son would go away by himself, seeking such amusement as would sort best with his taste. Each would return home more of less tired or cross, and it would be an exception if any of them could look back on a day well and profitably spent.

The automobile has changed all this.—Leslie's Weekly.

Autumn Stories.

The autumn can furnish its quota of strange stories and can match any other season of the year in that respect. Two of them have just come in, one from the north, and the other from the south. Providence, R. I., tells of the march of an army of potato bugs over the tracks, stopping the street cars, while Austin, Tex., sends in a yarn about a plague of crickets, with the night songsters piled up five inches deep in the streets, stopping all car traffic and doing other funny things. These will do for a starter, as autumn is still young. Surely this a great country and many strange things come along every day.—Baltimore American.

The Unwise Samaritan.

A certain woman went down from Jerusalem to Jericho, and it chanced that her gown was was not fully buttoned up in the back.

Now a priest and Levite, meeting the woman and perceiving her plight, passed by on the other side, without saying a word.

But a certain Samaritan journeying that way, was touched with compassion.

"Madam," quoth he, "your ha— hum—"

"Sir!" the woman thereupon exclaimed, and gave him a look which froze him on the spot.

Whence it appears that discretion is the better part of valor.—Puck.

On the Face of It.

"Who is the leather-lunged speaker?"

"Some soapbox orator."

"Judging from the appearance of his countenance, he needs a better acquaintance with his platform."—Judge.

FRENCH LIKE EXCITEMENT

Miss Mathilde Moisant Tells of the Joys of Aviation.

SAYS AMERICANS ARE ASLEEP

She is Especially Enthusiastic Over Flying for Women, and Believes They Will Soon Flock to the Air.

NEW YORK, Oct. 14—It's in the French to fly or to see other people risk their lives in aeroplanes or to devour aviation matters in print, according to Mlle Helene Dutrieu, who ought to know, since she is both French and an aviatress. Miss Mathilde Moisant, one of America's two licensed women aviators, is French by birth, and she lives in the air world no matter whether she is at her brother's aviation school or in her home on Riverside drive. The Moisant family, having more than the usual amount of the national French interest in aviation is imbued with the flying spirit although it has cost the life of one member, John B. Moisant.

"After the terrible accident that resulted in the death of my brother," said Miss Moisant the other day while watching the aviators flying in a gusty wind at Nassau Boulevard, "I thought that I could never look at an aeroplane again, but flying has such a great hold on me that I returned to my aviation lessons by the end of three months. I have found that the navigation of the air possesses a peculiar fascination difficult to resist, and if I should keep at it long enough without considering at all times the necessary precautions which the operator of an aeroplane must forever be taking I suppose that 'it would get me sometime,' as in the case of my brother, John. I have always thought that his accident was due to a cramp in his leg which caused the removal of his feet from the foot control—as was the case in a fall that he had at Brighton beach not long before—for it was a cold day and he was wrapped up for a flight of many hours.

She Has No Fear.

"Every time my brother went up I almost held my breath for fear that something might happen to him, but with myself it is entirely different. Never am I afraid when preparing to go up or when experiencing the pleasure of going through the air. The one who remains on the ground is always the nervous one. People often ask me, 'Do you get nervous when you are up in the air?' I can always answer quite truthfully in the negative; the moment I find I am having nervous spells when operating an aeroplane that very instant I am going to forsake flying.

"I know my limitations," continued Miss Moisant, "and I am not going to risk my life by trying to do just a little bit more than I realize that I am able to—neither to please myself nor the public. The spectators at aviation meets want stunts, one of the things in flying most likely to cause accidents and loss of life. An aviator has to know when not to go up as well as to know how to fly, and the person who will not let the hoots and jeers of a crowd make him leave the ground hasn't 'cold feet.' He has good sense.

"Even an experienced aviator always has something to learn, and as a beginner there are many points in flying that I have not yet picked up. For instance, it has been my fortune that my engine has never stopped dead on me when flying, but that does not mean I am never to have such a misfortune. To be prepared for it I wish to know how to handle my aeroplane under such conditions, and so Mr. Sopwith is to take me up soon and give me a lesson on 'How to act when your engine stops dead.'

America is Asleep.

"This country is asleep, really so far as aviation is concerned. Certain European countries, especially France, are accomplishing far more in the development of flying than we are here in America. Whatever has been done in the United States has been at the own personal expense of the aviators. Take, for instance, the Wrights. They spent thousands in perfecting their aeroplanes, and now the public, and some aviators for that matter, do not like the idea of the Wright brothers securing the financial benefits to be derived, by lawsuit or otherwise, through enforcing the rights of their patents."

Miss Moisant says that she herself is interested in aviation for the reason that more hearty enjoyment is to be derived from it than any other sport. She is especially enthusiastic over flying for women. "I believe," said Miss Moisant, "that women before long will be flocking to learn to fly, and it is my opinion that the capable, sensible woman can do so without danger to herself. Of course, flying would be impossible on the part of a woman with 'nerves' or one who does not even have the ability to learn to drive an automobile. A woman is not fitted to fly for many hours, as is required in certain contests, but not even a man can get more enjoyment out of a flight that is properly made than she.

"It is not necessary that a woman must know about every part of the engine of an aeroplane, but it is advisable that she learn how to take care of the mechanism, just as she should with an automobile. Indeed, I consider that there is no more danger in riding in a monoplane, such as I use, than in an automobile—provided that the aviator is careful and experienced."

Five Motor Drivers to Represent Fiat in Vanderbilt Race

NEW YORK, Oct. 14.—Five of the best known motor race drivers in the world have been selected to represent the Fiat company in the grand prize and Vanderbilt cup road races at Savannah, Ga., in November. The men who will drive this concern's cars in the third race for the Automobile Club of America's grand prize gold cup on Thanksgiving day, November 2?, are Felice Nazzaro, David Bruce-Brown and Caleb S. Bragg. The pilots in the seventh contest for the William K. Vanderbilt, jr., cup on November 27 will be E. H. Parker, David Bruce-Brown and Teddy Tetzlaff.

This is undoubtedly one of the greatest teams of drivers ever assembled by an automobile company. Included in the team are the holders of both the world's and American road race records. Nazzaro in a Fiat won the 1908 international race for the Florio cup, averaging 74.3 miles an hour for the 328.2 miles, and Tetzlaff won the 151.5 miles race for the Ferris cup at Los Angeles last fall at an average speed of 73.2 miles an hour. Nazzaro is the only driver who ever won three great international road races in a single year, piloting three different types of Fiat cars to victory in the German emperor's cup, the French Grand Prix and the Italian Targa Florio in 1907.

David Bruce-Brown, a young sportsman who left the amateur ranks in order to compete against the best drivers, won the 1910 grand prize race at Savannah. He holds the record for Shingle Hill at West Haven, made with a 200-horsepower Fiat, and finished third in the 500-mile Memorial day race at Indianapolis with a ninety-horsepower Fiat. Caleb S. Bragg is a Yale graduate who also deserted the amateur ranks. He holds the two-mile speedway record and with a ninety-horsepower car defeated Barney Oldfield in a 200-horsepower racer in a match at the Los Angeles track in two straight heats.

Teddy Tetzlaff is a young Californian who became prominent last year and is the newest recruit to the Fiat racing team. He has won a number of races on the Los Angeles board track. E. H. Parker is a seasoned veteran with plenty of experience in both road and track racing. He won second place in the 1909 Vanderbilt cup race with a stock forty-five horsepower chassis.

STANDING COMMITTEES FOR AUTO ASSOCIATION

The new committees for the year were announced at the quarterly meeting of the members of the automobile board of trade, held at the New York headquarters, 7 East Forty-second street, October 5, and the work planned, together with the personnel of the committees indicates important activities in motordom during the next twelve months. Work in the direction of the general advancement of the trade will be the main motive of the various committees.

The new committees are as follows:

Patents: C. C. Hanch, W. H. VanDervoort, L. H. Kittredge, A. Macauley.

Trade: H. O. Smith, E. R. Benson, W. E. Metzger, C. W. Churchill, W. T. White.

Statistical: Benj. Briscoe, E. P. Chalfant, J. S. Clarke.

Show: George Pope, Alfred Reeves, M. L. Downs.

Legislation and Law: G. H. Stillwell, Wm. H. Hoyt, Albert L. Pope.

Intercourse and Arbitration: G. E. Daniels, W. C. Shepherd, J. W. Gilson.

Good Roads: R. D. Chapin, S. D. Waldon, J. N. Willys.

Publicity: Alfred Reeves, E. R. Estep, H. W. Ford.

Mechanical Co-operation: A. L. Riker, D. Ferguson, F. B. Stearns, C. W. Nash, H. E. Coffin.

There was a representative gathering of the companies comprising the automobile board of trade, as follows:

Autocar Co., M. L. Downs.
Buick Motor Co., W. C. Leland.
Cadillac Motor Car Co., W. C. Leland.
Cartercar Co., W. C. Leland.
Chalmers Motor Co., Hugh Chalmers.
Elmore Manufacturing Co., W. C. Leland.
Jackson Automobile Co., G. A. Mathews.
Knox Automobile Co., A. N. Mayo.
Locomobile Co. of America, S. T. Davis, jr.
Marquette Motor Co., O. C. Hutchinson.
Metzger Motor Car Co., W. E. Metzger.
Mitchell-Lewis Motor Co., J. M. Cram.
Moline Automobile Co., W. H. VanDervoort.
Mason Motor Car Co., E. J. Moon.
National Motor Vehicle Co., C. C. Hanch.
Nordyke & Marmon, C. C. Hanch.
Oakland Motor Car Co., W. C. Leland.
Olds Motor Works, W. C. Leland.
Peerless Motor Car Co., L. H. Kittredge.
Pierce-Arrow Motor Car Co., Charles Clifton.
Pope Manufacturing Co., Albert L. Pope.
Premier Motor Manufacturing Co., H. O. Smith.
Rapid Motor Vehicle Co., W. C. Leland.
Reliance Motor Truck Co., W. C. Leland.
Selden Motor Vehicle Co., R. H. Salmons.
F. B. Stearns Co., F. B. Stearns.
E. R. Thomas Motor Co., F. R. Humpage.
U. S. Motor Co., Alfred Reeves.
The White Co., Windsor T. White.
Willys-Overland Co., Chas. S. Jameson.
Winton Motor Carriage Co., C. W. Churchill.

WIRELESS SPANS THE PACIFIC

Wireless messages were flashed between San Francisco and Japan over 6,000 miles of ocean for the first time at 2:15 o'clock Monday morning.

Greetings were exchanged between the San Francisco operator in the United Wireless station at Hillcrest and the Japanese operator in Joi station on the island of Hokusha, the most northerly wireless station in Japan.

The San Francisco operator had received instructions to listen for calls from Japan, as a new equipment had recently been installed in the local station.

At 2:15 the operator heard a faint call, which he could not at first make out. He finally read it as a call sent to the Chiyo Maru, which was due at Honoluiu Tuesday, by the Japanese station.

The San Francisco operator at once called the Japanese station and the Niponese operator responded and congratulations were exchanged.

After fifteen minutes' talk the sound ceased, and it was impossible to get into communication again.

Marconi, the most persistent experimenter in wireless telegraphy, in 1897 was joyous when he sent a message three miles through the air. In 1904 he was sending and receiving signals through the air more than 3,000 miles. In January, 1908, a message was sent from Hauen, near Berlin, 2,290 miles to the steamer Cap Blanco off the Canary islands. In June, 1908, a record talk with a vessel was made when the wireless man at the government station at San Diego talked with the battleship Connecticut 2,900 miles out on the Pacific.

The Marconi Wireless Telegraph company got word from its London station in October, 1910, that Mr. Marconi, then in South America, had received a message sent through 5,600 miles of air.—San Francisco Call.