

HUGE ENTRY FOR AUTO PAGEANT

Big Parade and Reception at A. C. A. to Celebrate Ter- centenary of Commerce.

With several thousand motor cars in line on the evening of Wednesday, Oct. 28, the automobile industry will be well represented in the celebration of New York's three hundredth business birthday. The Commercial Tercentenary Celebration, commemorating 300 years of chartered commerce in this country, will cover a period of some days, beginning today, when President Wilson will open the religious feature of the celebration in New York. By a happy coincidence the celebration is also the eastern celebration of the opening of the Panama Canal, and the whole is to take the form of a great peace demonstration.

Special features are being arranged for the week, including music festivals, an athletic meet, Harlem celebration, two street pageants, &c., while the week following will see the opening of the old New York exhibit in Grand Central Palace. One pageant—that to be held on Wednesday night—will be composed of motor-driven floats, automobiles, and motor cycles exclusively, while the pageant on Saturday, Halloween, will see numerous horse-drawn floats. At present it is impossible to tell how many cars will be in the motor pageant, as the entry list has not yet closed. The Automobile Committee has been forced to work night and day arranging the details and accepting the entries which have poured in.

The competition for the \$5,000 worth of prizes which the State has offered and \$1,000 additional from other sources is keen among the entrants. No entry fees are charged in any of the divisions.

Preparations are being made for the elaborate reception to Gov. Glynn and Mayor Mitchel at the Automobile Club of America on the night of the automobile pageant. The Governor and the Mayor will ride at the head of this pageant and will review it from the Court of Honor upon reaching Forty-second Street and Fifth Ave-

nue. Following the pageant, at 11 P. M., the reception given by the Board of Governors of the Automobile Club of America will take place, and many prominent persons have been invited to this.

One feature of the pageant will be the motor cycle division, in which \$1,000 in prizes has been offered, and in this will be seen a remarkable historic float showing the progress of the bicycle from the old hobby horse of 1846 down through the decades of evolution into the present-day motor cycle. Some curiosities in the way of automobile antiques will appear in the motor car section.

HAS NOVEL SALES PLAN.

Motor Company to Manufacture and Assemble at Different Plants.

In order that its rather novel plan of automobile manufacture might be demonstrated in the concrete, a trip was made last week by a number of men connected with the Chevrolet Motor Company and guests to the plant of the old Maxwell Motor Company at Tarrytown, a portion of which has been acquired for an assembly plant. After extensive alterations now in progress have been completed, it is planned to assemble cars at this plant for the Eastern territory, the motors and other vital parts of the mechanism being made, as at present, at the company's factory at Flint, Mich. It is expected to establish similar assembly plants in other sections of the country as they are required.

The theory of this form of motor car marketing, as explained by W. C. Durant, President of the company, is that far more flexible and economical production can be obtained by making only the motors, rear axle assemblies, and parts of that nature at a central factory, rather than complete cars. Items in which expense could be saved by this method, he pointed out, include freight charges and investment, represented by cars held in stock. Production, he added, would be more sensitive because the assembly plants would be in far closer touch with the actual demands of any given locality than a central factory possibly could be. In addition to Mr. Durant, men connected with the company who took the trip included W. C. Sills, General Sales-Manager; F. W. Hohensee, factory manager; Louis Chevrolet, designer of the car, and W. A. Sellon, manager of the Brooklyn branch.