

clay Auto Co., Minneapolis, and Grant Brothers Auto Co., of Detroit. The Chalmers-Detroit company announces it has already contracted for 2,500 cars out of an output of 3,000.

Stock Company Formed—Deibler & Russell, of Berlin, Wis., assemblers and manufacturers of small parts, are forming a stock company to build cars. Contracts have been closed in Detroit for furnishing the concern small parts.

Fine Garage in Oakland—The Keystone Motor Car Co., of Oakland, Cal., has one of the handsomest garages on the coast. It was erected at a cost of \$12,000 at Telegraph avenue and Twenty-second street. The exterior design approaches the mission style. It has a floor space of 16,000 square feet, a well-equipped workshop employing six men. The company has the agency for the Acme, Overland and Marmon cars. D. C. McCord is manager.

New Title for Bennett—The New York branch of the White Co. will hereafter be known as the eastern branch and George W. Bennett will take the title of eastern sales manager. The territory to be handled by the eastern branch comprises New York state as far as Rochester, the eastern counties of Connecticut, part of Berkshire county, Mass., the entire states of New Jersey and Delaware and the eastern half of Pennsylvania. The office of the White

Co. in Philadelphia becomes a sub-branch under the control of Mr. Bennett.

Will Handle Brush—The Brush-Nichols Co. has opened a garage and salesroom in the rear of the city postoffice at Washing-

dences, hotels and railroad stations and this is one of the first concerns of its kind in Indiana to adopt the motor truck.

Gear Company Reorganizes—A reorganization of the Warner Gear Co., of Muncie,

NEW GARAGE OF THOMAS BASS AT FARMINGTON, ILL.

ton, D. C., and will handle the Brush car.

Adopts Motor Truck—The Union Transfer and Storage Co., of Terre Haute, Ind., has decided to make an experiment with motor trucks. Two Reliance trucks have just been received and placed in service. The company hauls baggage between resi-

Ind., was completed last week and the new company has filed articles of incorporation with \$500,000 capital stock. Thomas W. Warner, Hugh L. Warner, Abbott L. Johnson, William E. Hitchcock, Thomas Morgan and Ray P. Johnson are the principal stockholders and also are directors.

PANHARD'S DEATH RECALLS EARLY DAYS OF MOTORING

Paris, July 26—The death of Louis René Panhard, one of the founders of the Panhard-Levassor company recalls interesting chapters in the history of the industry. It was in 1883 that the old-established firm of Perin, Panhard & Co. became Panhard & Levassor, M. Perin having died and Levassor, up to that time one of the leading engineers, being elected as partner. The firm was then established in the Avenue d'Ivry, Paris, on the site of the present Panhard-Levassor factory and was engaged in the manufacture of band saws and wood working machinery. In 1889 M. Sarrasin, the holder of the French patents for the Daimler engine, requested the Panhard-Levassor firm to build him a motor according to plans which he supplied. Panhard agreed, the actual work being placed in the hands of his partner, Levassor. The same year Sarrasin died, his widow secured the patents, but knowing nothing of mechanics engaged Levassor as her engineer and took him with her to Germany to arrange the formalities attendant upon the dissolution of the German syndicate. On their return Madame Sarrasin was engaged to be married to Levassor, and it was in this way that the Daimler patents entered the Panhard-Levassor factory. A small portion of the workshop was set aside for the construction of horseless carriages, eight men being employed in manufacturing a quadricycle of 1¾ horsepower. After nearly

3 years' labor the little highwheeled ugly looking buggy was able, towards the end of 1892, to run from the factory to the Point to Jour and back, a total distance of about 6 miles, without a stop. It was the first success and also the occasion of the sale of the first motor car the world had known, the buyer being M. Verlinde, a chain manufacturer at Lille.

Panhard and Levassor kissed one another; the former proposed to build a special factory; the latter replied "You are mad." The factory was built, it produced the car which won the world's first motor car race from Paris to Rouen in July, 1894, and a year later was victorious in the Paris-Bordeaux and return race with a 4-horsepower motor, Levassor driving. In 1896 the firm took part in the Paris-Marseilles-Paris race, during which Levassor overturned his car and received injuries which caused his death the following March at a time when all ill-effects appeared to have been overcome. The firm was then converted into the Societe des Anciens Etablissements Panhard et Levassor, with a capital of \$1,000,000, which was all subscribed by half a dozen members of the firm and their friends.

While continuing the manufacture of wood-working machinery, which is even

now a branch of the firm's activities, the Avenue d'Ivry factories were considerably extended and an era of success was entered upon which is without parallel in the history of the motor car industry. In the course of a few years the whole of the Avenue d'Ivry factory, comprising the ground, buildings and machinery, has been paid off, and is put down on the balance sheet at a franc. It is declared that if the manufacture of cars were stopped there is still a reserve fund sufficient to pay the shareholders a perpetual 5 per cent dividend.

It is interesting to note that what is known as the Panhard car owed very little to Louis René Panhard, most of the early experimental work being done by his partner Levassor. Although Panhard was always a moving spirit in the conduct of the firm, he was not, even after the death of his partner, responsible for the various mechanical improvements which kept the firm in a leading position for a number of years and which have tended to give it a world-famed position.

The funeral ceremony of the late M. Panhard took place at the Madeleine church, Paris, and was attended by practically all the French constructors, leading members of the Automobile Club of France and by a strong delegation from the factory. M. Panhard was an officer of the Legion d'Honneur and a Chevalier of the Merite Agricole.