

MAXWELL MOTOR CO. HAS OBTAINED NEW DISTRIBUTING CENTRE

Local Branch Established at 1617 Chestnut Street, With L. G. Peed in Charge

ALTERATIONS UNDER WAY

In frank recognition of the importance of Philadelphia as an automobile distributing centre, the Maxwell Motor Sales Corporation of Detroit, announces the establishment of a local branch.

The branch will be under the management of L. G. Peed, a veteran in the Maxwell organization and intimately in touch with all its policies.

Alterations are now being made which will fit the Maxwell headquarters for the purpose of its new purposes. It is Mr. Peed's purpose to make the Philadelphia Maxwell branch an ideal retailing and distributing plant—a task for which his experience has been an unusual preparation.

During the last five years Mr. Peed has been continuously on the road as a traveling representative of the Maxwell sales department and as an instructor of salesmen. He has had charge of virtually all the show exhibits made by the Maxwell Company and has had a remarkable chance to study the methods of successful dealers all over the country.

During the last summer Mr. Peed had charge of the Maxwell show at the Panama-Pacific Exposition in San Francisco, leaving there in the fall to take charge of the plans for the winter shows. He was in charge of the Maxwell exhibit at New York and superintended the shipping of a large share of this exhibit to the Philadelphia show, where it is on view since Monday.

EIGHT-CYLINDER COLE SATISFIES NEW DEMAND

Salesman of Company Says Car Has Withstood All Tests

Just a little more than a year ago the Cole Motor Company, after months of secret research, sensing the general trend of motor mechanics, decided to produce an eight-cylinder car.

"We marketed our product," said a prominent salesman, "and it was a novelty to begin with, an innovation, but it had been produced according to the precepts of standardization. When it was placed before the public it was accepted with the assurance that it must have been right or it could not have withstood the rigid tests which naturally were applied to it during its process of construction."

"True, there were a few who, having had reasonably satisfactory service out of cars of fewer cylinders, stood by to let others take the initiative in trying out the new type of car. They have simply found that by so doing they have missed 12 months of the keenest pleasure a motorist can enjoy."

"A year of the most astounding performance recorded in the history of the multi-cylinder motor car has definitely proved its right to be called the car of the future."

WHITE MOTORTRUCKS ON SHOW NEXT WEEK

Third Annual Display at 216 North Broad Street

For the third consecutive year the White Company will hold a motortruck show at its salesrooms, 216 North Broad street.

The great success of the previous events assures a big attendance for the next show, and John D. Howley, manager for the White Company in this section, promises a most unusual display of commercial vehicles for all-around range of business use.

Many important lines of business and many firms of first repute will be represented. The show follows the lines of previous years and is unique in the fact that the trucks are really exhibited by foremost Philadelphia firms.

"SHORT TRIP" AUTO MAP



Philadelphia is the most conveniently situated city for one-day excursions by motor.

ALLURING ROADS IN THIS VICINITY

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Forge, Gulph and King of Prussia, which team with historic associations. This district, too, is almost unsurpassed for its beautiful vistas of quiet, restful landscapes.

The same Lancaster route leads to Gettysburg, five and one-half hours by tire, and Hagerstown and Frederick, Md., the twin gateways of the Shenandoah Valley. Lancaster again is a stopping stone to Pittsburgh, the objective of a rather ambitious automobile trip.

The Lancaster pike, one of the big highways leading from the City of Brotherly Love, can be realized when the frequency with which Lancaster is used as a junction point is learned.

The trip requires about 14 hours. The route is by way of Coatesville and Lancaster (or the northern or Reading route) to Harrisburg, where, after passing Duncannon, one crosses the Susquehanna River at Clark's Ferry bridge, near the mouth of the Juniata River, and goes northward along the Susquehanna. At Sanbury the river is crossed again, the road leading through Milton and Muncy and west to Williamsport, on the threshold of a varied mountain country, often called Pennsylvania's "beauty spot."

ROADS SOUTH NOT SO INVITING. South of Philadelphia, especially south of the Mason and Dixon line, the roads are not so inviting, but a popular short trip is that to Wilmington, with that bit of Elysium, Arden, as its entrance. The run to Wilmington takes from 1 1/2 to 2 hours.

Wilmington is but a few steps of the journey to Baltimore, which can be made under favorable conditions in ten hours. Add two hours and one is in Washington, Washington, the capital of the nation, is half-way to Richmond, the ancient capital of the Confederacy.

The tour to Richmond is one of the most ambitious of the short trips from this city, not only an account of its distance, but because of the clay roads of Virginia, which are not greeted with smiles by motorists. However, there is a fairly good highway between Washington and Richmond, by way of Fredericksburg, and conditions are rapidly improving. A full 24 hours is the motor time between here and Richmond.

A much more charming trip south of Washington is that to Staunton, Va., in the heart of the hazy Blue Ridge, via Massasa, Warrenton, Gordonsville, and Charlottesville. At the last-named place one catches a glimpse of the Ragged Mountains, made famous by Poe in the stories which he wrote at the University of Virginia. Another full day's trip into the territory of Dixie, and the most impressive of all, is by way of Gettysburg, Hagerstown and Winchester, Va., to Staunton, through the Shenandoah Valley.

Another strenuous trip is via Wilmington and Dover, down the Eastern Shore of Maryland and Virginia to Cape Charles, a 24-hour grind.

Then there is the "beaten path" to Atlantic City, which is a flat trip of two and one-half hours. There are several routes, the two best known being the White Horse pike, through Haddon Heights and Egg Harbor City and the Woodbury-Malaga route, the two joining at Vineland. To vary the monotony of the journey, one can skirt the ocean rim by steering northward to rd Barnegat, Toms River and Lakewood.

MERCHANT'S RECORDS SHOW DAY OF THE HORSE IS PAST FOR PURPOSES OF DELIVERY

He Found That It Cost Him Less Than One-half as Much to Operate One Autotruck as to Maintain Two Horses

THESE FIGURES SHOW THE WISDOM OF AUTO TRUCK

COST OF MAINTAINING TWO HORSES FOR 30 DAYS Upkeep of two horses and wagons, \$30 per outfit per month \$60

Mileage, 20 miles per day per horse, 30 days, 1200 miles. Team left stable at 7 a. m. Returned 6:30 p. m. No time for soliciting new business, no advertising feature attached.

COST OF OPERATING ONE VIM DELIVERY CAR FOR 30 DAYS Garage charges \$12.00 Oil and gasoline 11.35

Total \$23.35 Mileage, 50 miles per day for 30 days, 1500 miles. Car left garage at 7 a. m. Returned 2:30 p. m. Time for soliciting new business, 3 1/2 hours. Advertising features attached to car worth 25% of purchase price.

The figures in the table are based on careful records kept by a Philadelphia merchant for three consecutive months, during which time he maintained two of his four former horse-driven delivery wagons, against one automobile delivery car, which he bought with savings. He now has two additional automobile delivery cars and is done with horses forever.

The Vim Motor Truck Company, which manufactures the delivery car used as a basis for the above table, is a Philadelphia institution. Quietly, from a very small beginning two years ago, through the sheer merit of its product, the Vim Company has become the largest exclusive producer in the world of automobile delivery trucks. More than 600 Vim cars are in daily use in this city alone.

The Vim can be found making deliveries for merchants in every important city in the United States. The company's output at present is about 600 cars a month, but when the new plant now in course of erection at 23d and Market streets is completed the concern will be able to turn out 20,000 cars yearly.

The Vim Motor Truck Company has offices in 35 cities in the United States, as well as in London, Paris, Petrograd, Rome and Havana. While the product is made in a number of styles, only one chassis is used. The carrying capacity of the car is limited to 1000 pounds.

The Vim company has effectively demonstrated that the day of the horse-drawn delivery wagon is past.

Philadelphia, through the Vim Motor Truck Company, has the unique distinction of being the only city in the United States with an establishment of national and international reputation in the exclusive manufacture of motor delivery trucks of a light, fast quality and able to stand extreme punishment in handling.

The Vim Motor Truck Company is constantly receiving unsolicited letters from merchants who have purchased its cars and found huge satisfaction in their use. For example, it received yesterday from George W. Seuffert, a wholesale confectioner of 225 Locust street, a letter stating that he has used his Vim truck every day the last 14 months, covering a mileage of from 25 to 60 miles per day, pulling up the steep grades of West Philadelphia streets,

BELL CAR AGENTS SLOWLY INCREASING IN THIS STATE

Force Also Multiplying in New Jersey and Delaware

W. W. Gawthrop, the distributor of the Bell car for eastern Pennsylvania, central and southern New Jersey and Delaware, has appointed a number of high-class subagents within this territory and wishes to communicate with other agents, with a view of allotting the districts that are still unoccupied.

Mr. Gawthrop considers representation of the Bell car a gilt-edge opportunity. He has placed a sufficient number of Bell cars to know that once sold they stay sold. That there's no "come back" customers are satisfied with the car's performance, its appearance and its price. It is a car in which efficiency, luxury, power and mechanical excellence are combined in a way that insures quality, comfort and endurance.

Join the Army of Satisfied Customers and SEE US AT THE SHOW GEO. W. NOCK CO., Inc. 126 N. Fourth Street

In business 81 years because our customers are satisfied. We will feature SPARTON Horns, FRANCO Bulbs, RUB-ON Jacks, C-CLEER, Purflex Valve Grinding Compound, Pyrene Fire Extinguishers and JINX.

We also distribute Kokomo Tires, Weed Chains, Thermoid Brake Lining, Peter Jacks, Cox Brass Co's products, E. & J. Lamps, Mosler Plugs and General Line of Automobile Supplies. The Geo. W. Nock Co.

POWER OF HUDSON SUPER-SIX PRAISED

E. J. Gomery Says Its Equal in Excellence Cannot Be Found

"The Hudson Super-Six is the most wonderful car in the world," said E. J. Gomery. "Look what it accomplished in the tests at Sheepshead Bay Speedway last November."

"The thing that impressed all of us there was the perfectly amazing power development by the six little cylinders of the Super-Six. You must remember that this is really a small motor. It has only 288 cubic inches cylinder capacity. That is considerably less than the 300-cubic-inch class of the most prominent racing cars of last year."

"In considering the tests that were made of the Super-Six you must bear in mind that this was a seven-passenger touring car, that it had the fenders and the running boards on the windshield, the top and carried a spare tire on the side and also carried from two to five passengers, and yet this car that was as different as possible as one could conceive from a racing car made 75.6 miles in one hour."

"There is no question that the Hudson Super-Six has the most powerful motor in the world per cubic inch displacement. 'I have driven the car myself a great many miles, and yet it never fails to create a new feeling of amazement every time I put my foot on the accelerator pedal. The car positively at 60 miles an hour does not seem to be going faster than the average car at 40.'

"From one end of the country to the other the dealers are positively intoxicated over the wonderful motor in the Hudson Super-Six."

"Just as there are men and women, supermen and superwomen, who are out above their fellows, this new Hudson creation stood out above all the cars in Grand Central Palace."

APPERSON CHUMMY ROADSTER for DOUBLE DUTY. If you would know the newest "double-duty" car, stop at the Apperson exhibit and examine the Chummy Roadster for four. It seats four people comfortably, yet is a perfect two-passenger car, far snappier in appearance than the ordinary roadster. The design is both new and exclusive. Sixes, \$1,550; Eights, \$1,850. WILLIAM T. TAYLOR Eastern Distributor Broad and Race Streets

A Comparison of Power. The most powerful locomotive ever built can haul a train two miles long, yet it cannot climb a hill, even on rails, that The MIGHTY McFARLAN The Hercules of the Hills. 90 H.P. Can go over with ease. We invite an opportunity to demonstrate; you furnish the hill—we'll furnish the car. 90 H. P., 12 Miles to a Gallon of Gas. No extra charge for Special Color. Trimmings and many Refinements of Luxury and Convenience to your Personal Order. Room for five dealers in unclosed territory. If you have a buyer for the greatest combination of power and luxury, bring him to the show; we'll help close the sale for and through you. Both 16 at "show." 7 Passenger \$2990 McFarlan Motor Car Co. Baker-Bell Motor Co., Managers 665-69 N. Broad Street Phone, Poplar 5220 Phone, Poplar 5221

KLAXON The automobile horn you know about. At these prices you cannot afford not to have one. TYPE L Klaxonet \$15.00 KLAXET Underhood \$6.00 HAND KLAXON \$7.50 HAND KLAXONET \$4.00 TYPE L \$20 GEO. C. MILLER & CO. "Trade Distribution and Service Featured" 5 and 7 North Fifth Street

Republic Motor Trucks Today the purchaser of a heavy-duty truck demands definite assurance of durability, sturdiness equal to every load. A truck that will be on the job every day, under all conditions. Republic Motor Sales Co. 160 North 22d Street

Limousines Taxicabs Touring Cars Lowest Rates Best Service Let us take you to the show, or any place, any time, at any hour! Just phone us—Bell, Spruce 65, or Keystone, Race 245. Tires Locust Auto Supply Co. Accessories American Taxicab Company LOCUST STREET CAMILLE GEMEHL, Manager

QUALITY INSURES THE QUALITY Velie THE NAME INSURES THE QUALITY Elimination of Chance A HALF CENTURY devoted to the building of high-grade mechanical products and nine years in manufacturing quality motor cars have enabled us to produce the VELIE LIGHT SIX—a car that rises far above the commonplace and one well able to sustain the reputation which backs it. The VELIE LIGHT SIX is exceptionally fortunate in emanating from one of America's foremost automobile factories—foremost both commercially and financially. This reputation, achieved by long, patient endeavor, dare not be compromised. Every unit which it covers must size up to a certain high standard of quality. The exact degree of this quality can best be determined by consulting with any present VELIE owner. Any owner, mind you, not a chosen few. What better proof of consistent quality could you ask? The present demand for the VELIE LIGHT SIX is just a trifle ahead of the supply. This demand is sure to increase as the public awakens. It is, therefore, not amiss for us to suggest that you make your reservations now to insure delivery on scheduled time. Delay may subject you to numerous postponements and perhaps ultimate disappointment. Seasoned Dealers the country over are securing the VELIE Agency. It means a permanent future. If your territory is still open—lose no time. Manufacturers Velie Motor Vehicle Company La Roche Bros., Inc. Distributors 506-08 N. Broad St. Space 29 Auto Show Main Aisle