EVENING LEDGER-PHILADELPHIA, WEDNESDAY, JANUARY 12, 1916.

to Maintain Two Horses

314 hours.

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A Great Surprise is the Price

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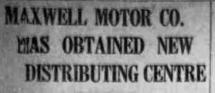
Several

body types,

and Delaware

Justomers and

cars



28 ***

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

ALTERATIONS UNDER WAY

In trank 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. Headquarters have been obtained at 1617 Chestnut street.

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 beadquarters for the purpose of its new lesses. 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 prepara-

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

ful dealers all over the country. During the last summer Mr. Peed huc, charge of the Maxwell show at the Fan-anna-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 ship-ning of a layre shows of this exhibit to of a large share of this exhibit to Philadelphia show, where it is on w 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. Almost over night the wheels of the Cole plant were started and within a few marks the ground wired and within a few weeks the ground wires were laid for the actual production of the

"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 ap-plied to it during its process of construcplied to it during its process of construc-

tion. "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 per-formance recorded in the industry is now written into the history of the multi-

written into the history of the multi-cylinder motorcars and it has definitely proved its right to be called the car of the future."

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 WHITE MOTORTRUCKS

Third Annual Display at 216 North Broad 216 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



Excellence Cannot Be Found

The same Lancester route leads to Get-tysburg. Eve and one-half hours by tire, and Hagerstown and Frederick. Md., the twin gateposts of the Shenandoah Val-The Hudson Super-Six is the most wonley. Lancaster again is a stepping stone to Pittsburgh, the objective of a rather ambitious automobile trip. Eighteen hours, at a conservative estimate, can be derful car in the world," said E. J. Gom-ery. "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 allowed for the journey, including repair-ing tires, reatocking with gasoline and cating. From Lancaster there are two forks in the road, one bending northeriy the Super-Six. You must remember that this is really a small motor. It has only 258 cuble inches cylinder capacity. That is considerably less than the 300-cuble-inch torus in the road, one bending hortherly through Harrisburg and Carlisle, the other southerly through York and Get-tysburg, the two roads joining again at Chambersburg. The importance of 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 on 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 runwhich Lancaster is used as a junction point is learned. The Lancaster pike, Lancaster itself and Harrisburg play parts in the route of a trip which is described by Dr. J. R. and carried a spare tire on the side and the pub-ning 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 fac-ing car made 75.69 miles in one hour. Overpeck, one of the officers and former "pathfinder" of the Quaker City Motor Club, as Indescribably beautiful-that to Williamsport, Pa.

"There is no question that the Hudson "There are many pretty and interesting automobile trips to be had from Philadel-phia," he said, "But the prettiest of all, just for sheer beauty, is to Williamsport, by way of Harrisburg, It is the prettiest not only in Penneurbrash but in the set 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 cre-ate a new feeling of amazement every time I put my foot on the accelerator pedal. The car positively at 50 miles an The trip requires about 14 hours. The route is by way of Coatesville and Lan-caster (or the northern or Reading route) 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 intoxi-cated over the wonderful motor in the Hudson Super-Six.

caster (or the northern or Reading route) to Harrisburg, where, after passing Dun-cannon, one crosses the Susquehanna River at Clark's Ferry bridge, near the mouth of the Juniata River, and goes northward along the Susquehanna. At Sunbury the rive' is crossed again, the road leading through Milton and Muncy and west to Williamsport, on the thres-hold of a varied mountain country often "Just as there are men and women, auhold of a varied mountain country, often

The figures in the table are based on and that his delivery service has become a pleasure. In this letter Mr. Seuffert placed an order for two additional Vim careful records kept by a Philadelphia merchant for three consecutive months, during which time he maintained two of his four former horse-driven deliver; wagons, against one automobile delivery car, which he bought with misgiving. He now has two additional automobile delivery cars and is done with horses for 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 Vin Company has become the largest ex-

clusive producer in the world of automo-bile delivery trucks. More than 600 'im 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 out-put at present is about 600 cars a month, but when the new plant now in course of erection at 23d and Market streets is com-pleted the concern will be able to turn out 20,000 cars yearly.

The Vim Motor Truck Company has of-fices in 355 cities in the United States, as well as in London, Paris, Petrograd, Ronie 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.

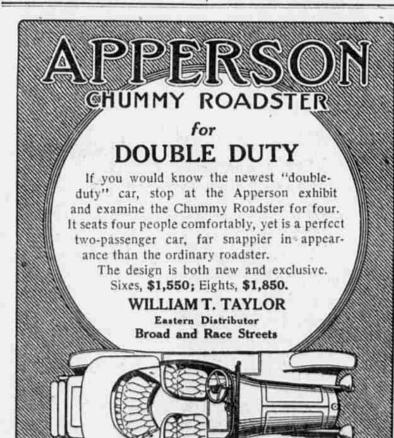
The Vim company has effectively demonstrated that the day of the horse-drawn delivery wagon is past.

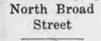
Philadelphia, through the Vim Motor Truck Company, has the unique distinc-tion of being the only city in the United States with an establishment of national and international reputation in the ex-clusive manufacture of motor delivery trucks of a light, fast quality and able to stand extreme punishment in handling. The Vim Motor Truck Company is con-

stantly receiving unsolicited letters from merchants who have purchased its cars For example, it received yesterday from George W. Scuffert, a wholesale confec-tioner of 3225 Locust street, a letter stating

permen and superwomen, who stand out above their fellows, this new Hudson creation stood out above all the cars in Grand Central Palace." that he has used his Vim truck every day the last 14 months, covering a milense of from 25 to 60 miles per day, pulling up the steep grades of West Philadelphia streets,







For the third consecutive year the White Company will hold a motortruck when at its salesrooms. 216 North Broad street. The show will take place the back the salesrooms and events. The great success of the previous events and both D. Howley, manager for the White Company in this section the next when and John D. Howley, manager for the White Company in this section the pro-tion of the previous of the previous sector where the sector of the the sector where the sector of the the sector where the sector of the prev-tions the this city make it possible for the show. May important lines of business and

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

As in previous years, Manager How-ey will have music afternoon and evening. On opening night a well-known speaker will address the visitors at 8 o'clock in the evening.

of Fredericksburg, and conditions are rap-ially 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 Manassas, Warrenton, Gordonsville and Charlottesville. At the last-named place Manassas, Warrenton, Gordonsville and Charlottesville. At the last-named place one catches a glimpse of the Ragged Mountains, made famious by Poe in the stories which he wrote at the University of Virginia. Another full day's trip into the territory of Dixle, and the most im-pressive of all, is by way of Gettysburg. Hagerstown and Winchester, Va., to Staunton, through the Shenandoah Valley. Another strenuous trip is via Wilming-ton and Dover, down the Eastern Sho' of Maryland and Virginia to Cape Charles, a 23-hour grind. Then there is the "beaten path" to At-lantic 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 diarbor City and the Woodbury-Malaga route, the two joining at Pleasantville. To vary the monotony of the journey, one can skirt the ocean rim by steering northward to 'rd Barne-gat, Toms River and Lakewood.

not only in Pennsylvania but in the en-

called Pennsylvania's "beauty spot." ROADS SOUTH NOT SO INVITING.

of Elysium, Arden, as its entrance.

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 Pleiser the source of the source

run to Wilmington takes from 11/2 to 2

Wilmington is but a few steps of the

tire country.

hours.

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

7 Passenger

\$2990

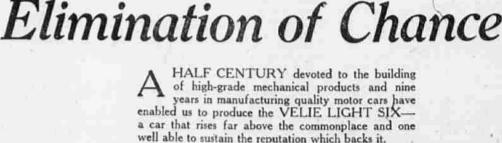
CheMIGHTY McFARLAN The Hercules of the Hills. 90 H.'P.

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 live 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. Booth 16 at "show."

McFarlan Motor Car Co. Baker-Bell Motor Co., Managers 665-69 N. Broad Street Phone, Poplar 5220 Phone, Poplar 5221



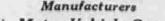
The VELIE LIGHT SIX is exceptionally fortunate in emanating from one of America's foremost automobile factories-foremost both commercially and financially. This reputation, achieved by long, patient endéavor, dare not be compromised. Every unit which it covers must size up to a certain high standard 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.

Roadster\$1045 5 Pass. Touring. Sedan Top....\$1240 4 Pass. Coupe..\$1750 Seasoned Dealers the country over are securing the VELIE Agency. It means a permanent future. If your territory is still open-lose no time-

P O X E



Velie Motor Vehicle Company

La Roche Bros., Inc. Distributors

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