

NATIONAL PROSPERITY PROPPED BY MOTORCAR

Stable Fourth Industry Forms Big Part of Country's Financial Backbone

ZENITH NOT REACHED

The automobile, since the representative of a new industry, today is regarded as the chief prop of the prosperity that will underlie a new era...

MONEY BANKS INDUSTRY

Financial recognition from a conservative banking profession... the automobile industry has reached the zenith...

The year just closed has been a golden year for the automobile industry... production of automobiles...

1917 TO BREAK RECORD

The automobile will continue to be in demand... its necessity, when the end of the war will find Europe a continent depleted of horses...

KAURI PEAT YIELDS "GAS"

New Zealanders Find Way to Increase Supply

A new source of gasoline production has been discovered and utilized in New Zealand and Australia... kauri peat...

THE SCORCHER

Speeding, Impeding, Others unheeding... An oath for those who protest... A laugh for the pedestrian he brushes aside...

Automobile Pills

A pill of "solidified gasoline" has been invented by a New York inventor...

Automobile Archibald Asks

Did the ancient Archibald have his stand as devotedly as the modern automobilist takes his gasoline pet?

Reliable Auto Radiator Repairing Co.

Manufacturing and Repairing of All Sheet Metal Parts for Automobiles... RADIATORS... 1422 Fairmount Ave., Phila.

Gasoline Outlook Good, Says Rittman

Continued from Page Two... man points out that the question of meeting the demands of the motorist multitudes is not insoluble...

Cracking in a Process of Extracting Gasoline

Cracking is a process of extracting gasoline from crude oil... by cracking the oil obtained from shale, coal, peat, lignite, etc...

ENOUGH "GAS" FOR AUTOS

Although the process is young, the effect of it on the motor fuel industry already has been so marked that the immediate future, 1917, does not contain any gasoline shortage situation...

2,300,000,000 GALLONS NEEDED

This year, according to my estimate, we shall need 2,300,000,000 gallons, which is a big increase... Doctor Rittman drew a curve, showing graphically the increase in the production of gasoline from 1909 to 1916...

25-28 CENTS TO BE PRICE

However, I expect to see gasoline find a level in the East at about twenty-five to twenty-eight cents, ranging between twenty-five and thirty cents for the entire country during 1917...

CRACKING YIELDS MORE "GAS"

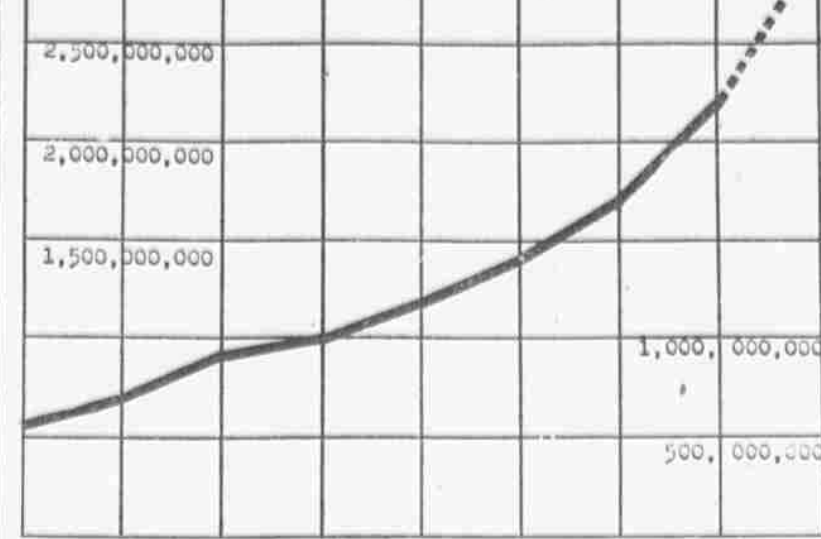
The percentage of gasoline extracted from the base by cracking also varies... By 1929 he expects that nearly seventy-five per cent of all the gasoline on the market will be produced by cracking...

PERCENTAGE CRACKING DISTILLATION

Table with 2 columns: YEAR, PERCENTAGE CRACKING DISTILLATION. Rows for 1916, 1917, 1918, 1920.

The cracking processes, in which chem-

GRAPH OF GASOLINE PRODUCTION



1909 1910 1911 1912 1913 1914 1915 1916 1917

How Chemical Engineer Views Fuel Question

GASOLINE supply for 1917 is promising.

Prices should range between 17 and 20 cents a gallon for entire country; 25 to 28 cents in East... Cracking processes, whereby more gasoline is extracted from crude oil than by distillation...



The heavy line shows progress of "gas" output, dotted line indicating probable course of curve this year...

on account of the immense demand for gasoline.

SUBSTITUTES FOR GASOLINE

Substitutes for gasoline—benzol, toluol, alcohol and kerosene—were discussed by Doctor Rittman... Benzol, toluol and alcohol are thoroughly practicable, but their use depends entirely upon the cost and quantity available...

HOW CRACKING WORKS

Chief among the new methods are the Rittman and the Burton cracking processes... The Burton process is employed by the Standard Oil Company...

The fact that the number of plants that are adopting cracking is rapidly increasing is sufficient testimony as to the value of the processes, according to Doctor Rittman.

"No other method of producing gasoline is in sight now," he said.

"Gasoline from natural gas supplies less than 5 per cent of the total, and will not reach more than ten per cent. Benzol and toluol from coke ovens never will be a relatively large item.

Hide to the AUTOMOBILE SHOW in a GRANT SIX... Flexibility—Low cost of upkeep—Power to spare... From 100 AM to 60 DM car will leave on the half-hour from 245 N Broad St. returning on the even hour. You are invited L.S. BOWERS CO. 245-247 North Broad Street

a factor until gasoline passes thirty-five cents a gallon.

Again, to produce a sufficient amount of alcohol for motor fuel a big part of the United States would have to be given over to the raising of corn and potatoes...

EFFICIENT METHODS NECESSARY

Doctor Rittman emphatically expressed the opinion that efficient, practicable methods of converting the available supply of crude oil into gasoline were all-important... "Alcohol, too, would become a more tremendously important if the crude oil supply suddenly gave out."

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\$850 Inter-State \$895. Such a world of power, such wealth of luxury and refinement, such remarkable economy of up-keep characterizes the Inter-State that motorists term it "The Car of Extra Value." At the Show this week. Space B-R. Inter-State Motor Car Company of Philadelphia 723 North Broad Street

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WINTER TROUBLES. There is MORE POWER in THAT GOOD GULF GASOLINE AND SUPREME AUTO OIL. MANUFACTURED BY GULF REFINING COMPANY PITTSBURGH, PA., U.S.A. All motorists have "Winter troubles"—slow starting, bad carburetion—poor pick-up. Remedy these evils by using THAT GOOD GULF GASOLINE. Starts on the first turn. Saves your batteries, and eliminates wear and tear on your motor. THAT GOOD GULF GASOLINE is straight run, clean, powerful gasoline manufactured expressly for the automobile motor. SUPREME AUTO OIL FLOWS FREELY AT ZERO AND LEAVES LESS CARBON owing to the fact that it is a Southern Asphalt Base oil, containing no paraffine to gum, stick or thicken. Service stations in Chestnut at 33d St., North Broad at Hunting Park Ave., or Ventnor Circle, Atlantic City. Private garages and truck owners supplied from our pneumatic tired motor-trucks without damage to private drives or curbing. For Service—Call One-Five-Five Spruce. GULF REFINING COMPANY Morris Building Philadelphia, Pa., U. S. A.