

URGES USE OF AUTOS TO GET CHEAPER FOOD

People Should Take Advantage of Natural Highways, Says Commissioner O'Neil

FARMER TO CONSUMER

Transportation Reduction is a Big Factor in Situation—Suggests Signboards to Bulletin Produce

HARRISBURG, Jan. 14. If the people of Pennsylvania utilize the State's natural highways in the transportation of foodstuffs and other supplies, using to practical advantage the hundreds of thousands of motor vehicles, they can save much of their share of the nation's war debt, according to an idea advanced by State Highway Commissioner J. Denny O'Neil. He pointed out that this State possesses not only one-tenth of the men of the land, but that its resources exceed a tenth of the wealth of the country and that the State's war burden will be heavy. He said: "Pennsylvania has in the neighborhood of 25,000 motor vehicles. Of this number the majority are pneumatic-tired cars, but not so-called pleasure cars by any means. I presume there are a total of 40,000 trucks in the State. Nearly 20,000 cars are of the solid-tired variety.

"The number of automobiles owned by farmers of Pennsylvania will run close to the 10,000 mark. With the tremendous motor engine found in this great number of cars of all classes, Pennsylvania has it in their power to decrease the cost of transportation, particularly of foodstuffs.

"BUY IN COUNTRY"

"The car owners of Pennsylvania, when they motor into the country districts on a pleasure trip, should take advantage of their presence in the region of actual production and make their purchases of farm products.

"I think it would be a splendid idea were the farmers of Pennsylvania to erect a bulletin board in front of their homes, on which to tell passersby just what they have to sell. Motorists passing by could scan these boards and if desired articles were posted, could go in and buy them. The farmer, of course, in fixing the price of his products, would bear in mind the fact that he was saving the cost of transportation to market, making a reduction to fit that condition. In these days of perfected automobile machinery, the motorist's desire is limited only by his own desire as to the distance he wants to go. Consequently, while the farmer closes his doors to his own district, he is able to supply produce at prices cheaper than may be had in town, the car-owner, in the course of his average journey, would find conditions he sought—and the farm products.

"Perfect automobile machinery enables the farmer to pick his own market. But if the town and city owners of automobiles will go only to the farmer for their products, he will be saved the annoyance and cost of going to market in many instances and will be able to devote more time to production.

WIDE FIELD FOR TRADESMEN

"A wide field is open to the honest tradesman, who will take his one or two-ton truck and, rather than a farm, will be able to sell more of it at less cost. John Jones, with automobiles neighbors on each side of him, will cut their cost of living if he remembers their needs when making his own purchases and markets them, through his own careful buying, to secure goods direct from the farm at less cost than possible in town.

Thrift at the Show

Young women are selling thrift stamps at the Automobile Show, the center exhibit space in the building, directly facing the entrance from Twenty-third and Walnut streets, having been set aside for this purpose by the show committee. The booth was assigned to the national war savings council. Its activities reflect those of the show itself—thrift.

For thrift is the real note of the show, all arguments to the contrary notwithstanding. The fully equipped cars from \$500 up—manufactured to run and run well with every conceivable device available to keep down upkeep cost and increase mileage and bring the road travel up to its highest point of efficiency—this is thrift in its best meaning. "The greatest good for the minimum money" is the present-day maxim of the manufacturers and there are not wanting those who predict that the show of 1918 will see the passing of the old attribute of expense attached to an automobile.

HANDY GUIDE TO THE AUTO SHOW

Table with columns: Car, Booth, Booth. Lists various car models and their booth numbers.

Table with columns: Concerns, Booth. Lists exhibitors and their booth numbers.

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MOUNTAINS OF COAL SAVED BY GAS MOTOR

Coal Famine Would Be Much Worse Without Autos' Help

By F. E. MOSCOVICI, Vice President Northyke & Marmon Co. Few even of those most closely identified with the motorcar industry comprehend how miraculously the passenger car has conserved vast amounts of coal for America in this year of her first fuel famine. Without our cars and the useful work they have done, this coal would have been consumed in transportation work by steam roads and by electrically driven trolley and interurban cars. Facing the peril of international coal famine, the work of the motorcar in saving coal through consumption of gasoline for transportation work has been of stupendous value to humanity.

carries three passengers for virtually every mile it travels. This means that our passenger motor vehicles have transported 12,000,000 passengers 16,000,000 miles this last year. All the coal the steam roads, the city trolley cars and the interurban cars would have consumed in transporting these passengers had been saved for America and our Allies. Take it another way. Suppose those 12,000,000 passengers which were carried by motorcar had ridden entirely in railroad trains—fifty passengers to a car. It would mean 240,000 loaded steam passenger cars going clear across the continent with the 12,000,000 passengers. Think of the coal it would take to haul 240,000 passenger cars from New York to San Francisco! A local Indianapolis railroad official tells us that it would require 100,000,000 tons. It is staggering and fantastic. You say: "Anyhow, weren't the 12,000,000 motorcar passengers traveling those 16,000,000 miles needlessly? Weren't the cars really pleasure cars?" That is the rub. There is the garden variety of information looking at the motorcar through the wrong end of the microscope. Now, let us look at the real facts of the case. This city of Indianapolis is a city of homes, not below the average American city in prosperity. Marion County, which includes the city and a few thousands of suburbanites and farmers, has some 30,000 motorcars. It has been estimated there are not a thousand chauffeurs in the whole city. Our

is a community of owner drivers. Of course, a lot of our cars are driven for pleasure, just as millions and millions of passenger miles on American railroads every year are pleasure miles pure and simple. Indianapolis, a city of a quarter of a million, has had a normal census growth in the last few years. There has not been a boom, but there has just been about a normal growth. Of late it has increased beyond this a trifle, we think. Nevertheless our street-car companies tell us that they carried in the last year 1,400,000 fewer passengers than they did in previous years. In the ordinary course of events the 1,400,000 passengers actually lost by the street-car companies and the 600,000 which would have been gained (2,000,000 passengers, or fares) would have ridden in street cars. They motored because they liked it and saved coal. This same process happens right along in every other American city which is a motorcar-owning community. If an average American town of a quarter of a million can conserve 2,000,000 coal-consuming street-car rides, consider what the entire country could conserve in a year with 4,500,000 cars instead of the 30,000 which Indianapolis possesses. The next time anybody talks to you about the abuses of the "pleasure car" tell him about the 12,000,000 persons carried 16,000,000 miles by these same American motorcars, and of the 100,000,000 tons of coal they save every year they run.

BACK-TO-LAND SLOGAN HAS BIG ALLY IN 'GAS'

Movement Toward Acre Fostered by Motorcar—A Fact Known to Maker and User

A new agent has entered the field to hasten the success of the old slogan, "Back to the land." It is the motorcar. Gasoline, which knows no obstacle to distance, is linking together the wide-apart places in the regions from which beckons the slogan. This service of the automobile is recognized by motorcar maker and farmer alike. "The automobile is parent to the most wholesome and fruitful movement in the history of American domestic life—the movement toward the acre," said J. D. Dort, president of the Dort Motorcar Company. "Thousands of families have been set free from the pollution and congestion of cities to live healthier lives in the fresh, pure air of the open country. The good results are many and obvious—better homes, cleaner surroundings, im-

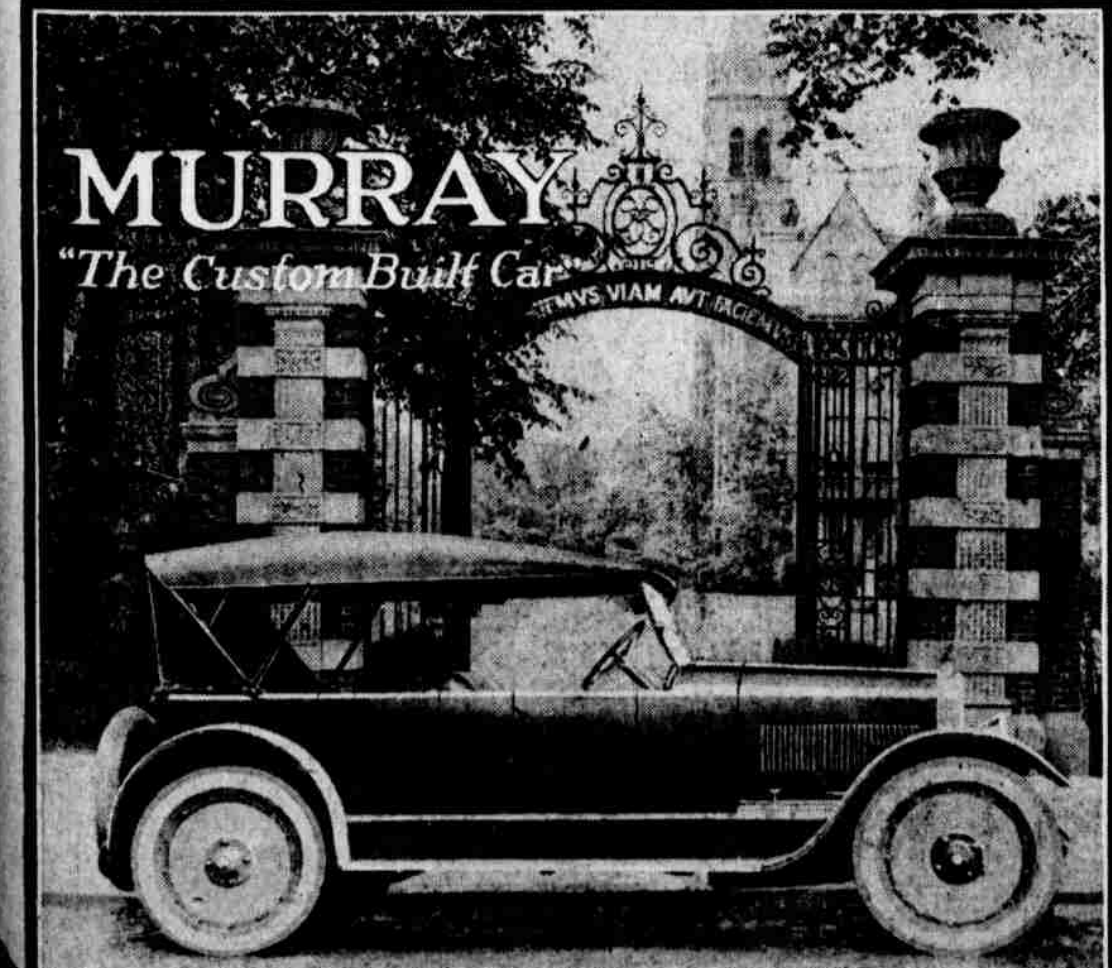
proved health, increased income at a cost below that of urban in accomplishing that end. The motorcar has proved the claim. It is an essential unit in our transportation system. Inflexible steel rails do not take its place. "And while we are here 'on the air' it is pertinent to look beyond—our father to the professional farmer with hundreds of acres. The successful farmer is an intensely practical man. He is first to the utility of the thing he does. He enjoys the luxuries of life only if the family nest has been properly feathered and its future safeguarded. Tell you that his car has made him a better farmer. In his busy life, time counts, and the automobile has brought his sources of supply miles nearer. To get 'there and back' is a matter of minutes as compared with hours in the days before cars came."

To Extinguish Garage Fire

The private garage owner may be glad to know that ordinary commercial ammonia is a valuable fire extinguisher. Another formula for a liquid which discourages combustion is common salt, one ounce; sodium nitrate, one ounce; sal ammoniac, two ounces; magnesium chloride, four ounces; and water, twenty ounces. The solids are dissolved in the water. Still another efficient solution is made of twenty parts of common salt, nine parts of ammonium chloride and seventy-one parts of water.

Take out of our lives the telephone, the wireless, the automobile and the aeroplane and instantly we retrograde 50 years"

—John N. Willys



Murray owners are privileged to choose their own body and color designs, thereby being assured of a car that is distinctly individual. MURRAY MOTOR SALES CO. 833 N. Broad St. J. J. Kane, Jr. Booth 36 at the Auto Show

Large advertisement for Overland cars. Features the Overland logo, the text 'The Thrift Car', and a list of models and prices: Light Four, Model 90; Eighty-five Four; Eighty-five Six; Touring Car...\$795; Country Club...\$850; Touring Car...\$1130; Roadster...\$1115; Roadster...\$780; Small Sedan...\$1210; Roadster...\$915; Coupe...\$1120; Sedan...\$1820. Includes contact information for H. B. Harper—President, Overland-Harper Co., Temporary Salesroom, 14, 16 & 18 S. 21st St.