

TEST OF AUTO SATISFIES WHITMAN

American Motorcar Big Factor in Final Victory, Says New York Governor

By CHARLES S. WHITMAN

Governor of New York
The Governor's uppermost in the minds of the people concern the one subject which is absorbing the world's attention—the great war. All of our wealth, our industry, our labor and the best skill of our country, and perhaps there is no other manufacturing industry that may contribute more to the winning of the war than the industry that devoted to the making of motor vehicles.

War is a terrible test by which to measure the effectiveness of a motor, and the present world-wide conflict has demonstrated the tremendous importance of this new method of transportation and the great service to the country rendered by those who are supplying the use of our armies this absolutely indispensable means of locomotion.

The motor so far has played a role in a struggle such as even the most enthusiastic military man never dreamed of before. I think it is true that the Government through their officials, have shown by their actions that they realize the importance of this great industry. I am told that during the last year approximately 90,000 motor vehicles valued at \$135,000,000 have been exported.

American cars are now on trial before the world and the manufacturers of this country, while they are doing more domestic business than ever before, are also supplying the demand for these vehicles formerly met by the three great manufacturing and exporting nations of the world.

Public attention should be drawn to the magnitude of the business. The stimulation to renewed effort resulting from it should redound to the benefit of exports were greater than those of all other kinds of machinery, surpassed in value only by the exports of explosives, this great industry, of such vital importance to the success of our arms and the triumph of our cause.



"MITCHELL MEN"
The three men who guard the destinies of the Mitchell car in this district are A. C. Rowland, general manager of the local Mitchell agency, whose photograph is shown at the top; William H. Eger, city sales manager, in the center, and William L. Hawkins, special representative, shown below.

FEMINE TASTE SHOWN IN COUPE UPHOLSTERING

Believing that in nine cases out of ten a motorcar sale is decided on by some woman member of the family, the Mitchell Motors Company decided the best appeal could be made by suggestions from a woman in its designing department. The idea has proved to be a successful success, as is shown by many little added features appreciated by women on the cars in the Mitchell booth. The interior decorations have been selected as carefully as an evening gown. The Mitchell four-passenger coupe is upholstered in cream-color broadcloth. The mountings are of Mount Vernon silver. The exterior color is carried out in a high finish silk jet black without a stripe. The Mitchell five-passenger club sedan is furnished inside in a blue and tan color to match the satin cloth of the exterior.

Your Car Is Crippled in a Collision

Don't think of speedy repairs. I have a reputation for doing only speedy but first-class repairing service. Fully equipped shop. Batteries recharged. Carries cleaning while you wait. See female shop.

YOUR SERVICE

"YES, I COULD DO WITHOUT MY RIGHT ARM, TOO, BUT —"



YOU WON'T NOTICE THEM TILL THEY'RE EXPLAINED

Although Pierce-Arrow Carries 135 "Improvements," They Are Modest Violets

Something like 135 improvements are included in the Pierce-Arrow cars on display this year.

Last year's car likewise embodied many betterments as compared with the vehicles displayed in 1916. This is in line with the company's policy of continued improvement.

Yet the casual visitor to the auto show will probably not notice any of these changes.

They are not radical; they involve no departure in construction.

Few of them are in evidence on the car. They include such details as an enlarged braking area, a new universal joint, an added grease cup on the top half of the rear spring seat, a change in the lower throttle lever for foot accelerator to give a slower first opening, and many others.

This is typical of Pierce-Arrow methods. The company long ago abandoned the idea of yearly models. It was the pioneer in this departure. It was animated by the thought that the practice of changing models with the calendar is illogical.

Improvements are made as soon as possible and not delayed for incorporation into a new model.

LIGHTNING CHANGE ARTISTS ARE MOTOR MEN

Called Upon to Readjust Factories, They Do It Like a Flash

"How the automobile industry came to the aid of the Government," says A. S. La Roche, of La Roche Brothers, local agents for the Velle Motors Corporation, "will be one of the outstanding chapters of our war history. I mention the automobile industry not because we are in it, but because it is a shining example of immense manufacturing development, with capacity to take care of the demands in a great crisis, probably not so well illustrated in any other line."

"The very demand for the automobile had effected an unprecedented manufacturing expansion, which, all unknown to the country, was one of the most splendid preparations for war that could be made. Here is a business, with factories on so large a scale, with such capacity and equipment for vast increases in output, operating upon such flexible lines, that the requirements of the Government did not upset its normal work."

"This flexibility is the characteristic feature of the automobile industry. From year to year such vital improvements were made or promised that the large automobile factory had to be in a position to make quick changes. It also had to adapt itself to the probability of doubling or even tripling its output. When the Government require-

ments came suddenly, the industry was able to absorb the work assigned. Just as it would have been able to double its output or make changes in construction."

NO WORRY OVER GAS HITS STEAM CAR MEN

Possible Shortage of Gasoline Merely Makes Them Smile

"While all manufacturers of gasoline-driven automobiles are wondering whether the Government will restrict the use of gasoline during the war," says J. H. Wright, local manager of the Stanley Motor Carriage Company, "the Stanley Company is concerned only with the prospects of getting enough raw materials with which to build the Stanley Steamers which will be demanded this year. We confidently expect that the company's output for 1918 will double that of any other year in our history."

"The Stanley has been given a more graceful design this year than ever before. As for its power, the company has been manufacturing for twenty years an automobile that proceeds with a soft, gliding motion, without any noise or vibration, without any mysterious technicalities, without any clutches or gears."

"The fuel item, besides freeing the car owner from any fear of not being able to obtain gasoline, is unique in its cheapness. The Stanley burner burns kerosene, which usually sells for about one-third to one-half the price of gasoline. At twelve miles to the gallon, therefore, the fuel expense would be equal to twenty-four to thirty-six miles per gallon. Kerosene fuel helps to make the Stanley the safest car in the world."

"The time necessary to get up steam used to amount to about ten minutes. Now, with a separate fuel system to feed it, the pilot light will hold for three or four days without refilling. This keeps steam up overnight and will keep the water hot for three or four days, so that the car is always ready on a moment's notice, and pumping fuel into the boiler burner presents no trouble, which used to be occasionally irksome, has been entirely eliminated."

"There is no such thing as inability to get your car started in freezing weather."

"At the Auto Show we are exhibiting a seven-passenger touring car and a stripped chassis. Other models are being shown at our salesrooms."

"Oozin' Ovah the Top"

A new Hooper yarn is being repeated around the salesrooms of the Fanning-Mathis Company, local agents for the "Marmion 24." Of course, it's about a "cullud" person. This one, Amos, a chauffeur of some forty summers, with gold spectacles, observing eyelids and a mild voice, was examining the new Series 24 when it made its bow to the streets of the Hooper metropolis.

"See you got all the top linin', a wigh seat, a burner, present, fairs, which used to be occasionally irksome, has been entirely eliminated."

"Oh, yes, sah, ah knows Marmions right smart. Drove a 22 and its moozed years ago."

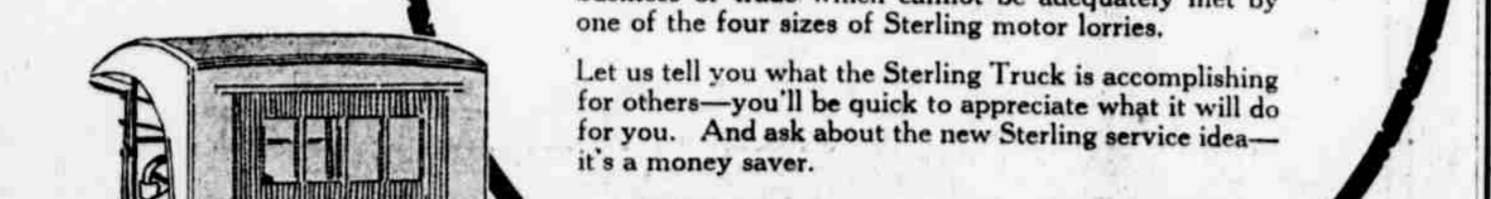
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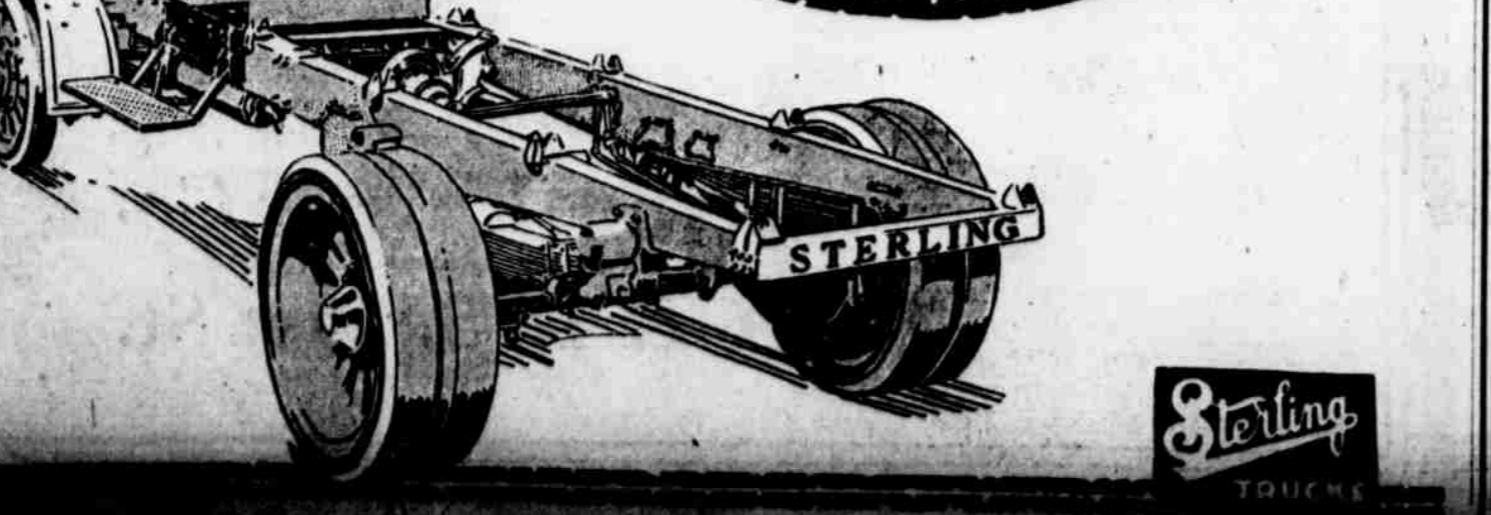
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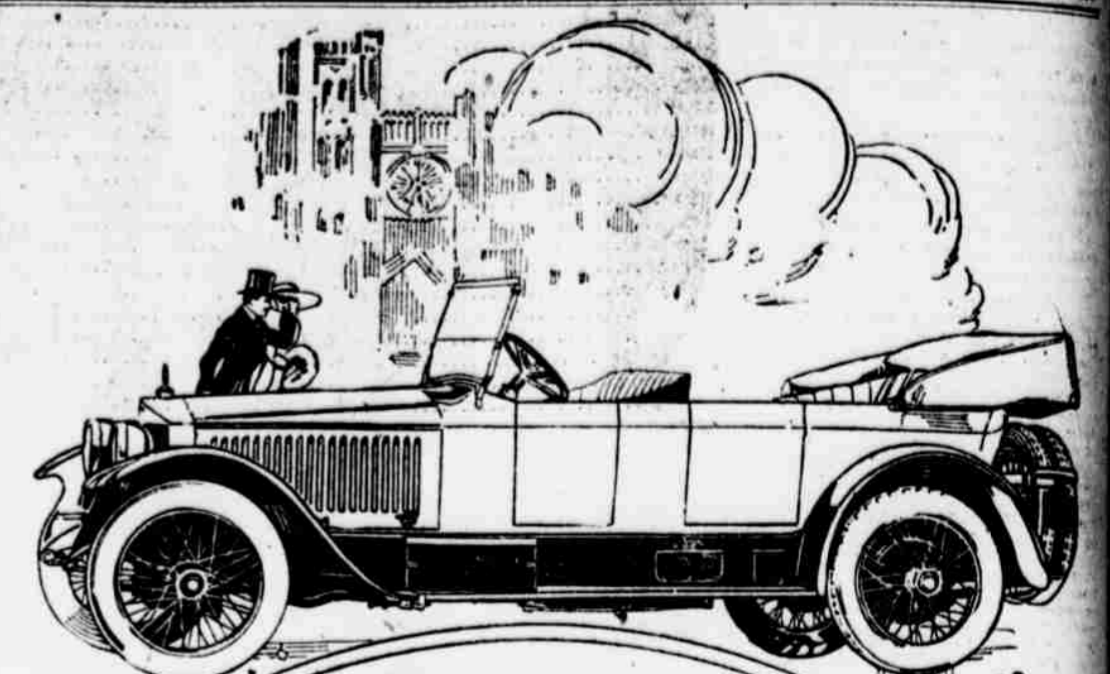


all ovah the White Mountains in a 41 when my people summahed East. I ain't drove a 24 yet, not much leashtwile, but Mistah Ben he 'ows he's gwine to git one. Ah did drive a piece when we comes home from the Brown country place with Mistah Ben's friend. They lets me drive and I comes tuh one them long hills, where hits lucky if you squeaks ovah on low mostly. Ah jest keeps here in high to speriment, tickles her a little with mah toe as we jes comes ovah the top like we was aeroplane. Yes, sah, we jest oves ovah."

DID YOU EVER HEAR OF RUSSIAVILLE, INDIANA?

The honor of being the best automobile dealers in the United States is claimed for Eisenberry Brothers, of Russiaville, Ind., who sell the Auburn Six. Russiaville is a town of 700 people, yet the Auburn dealers sold 150 cars this year, or one to every five people.

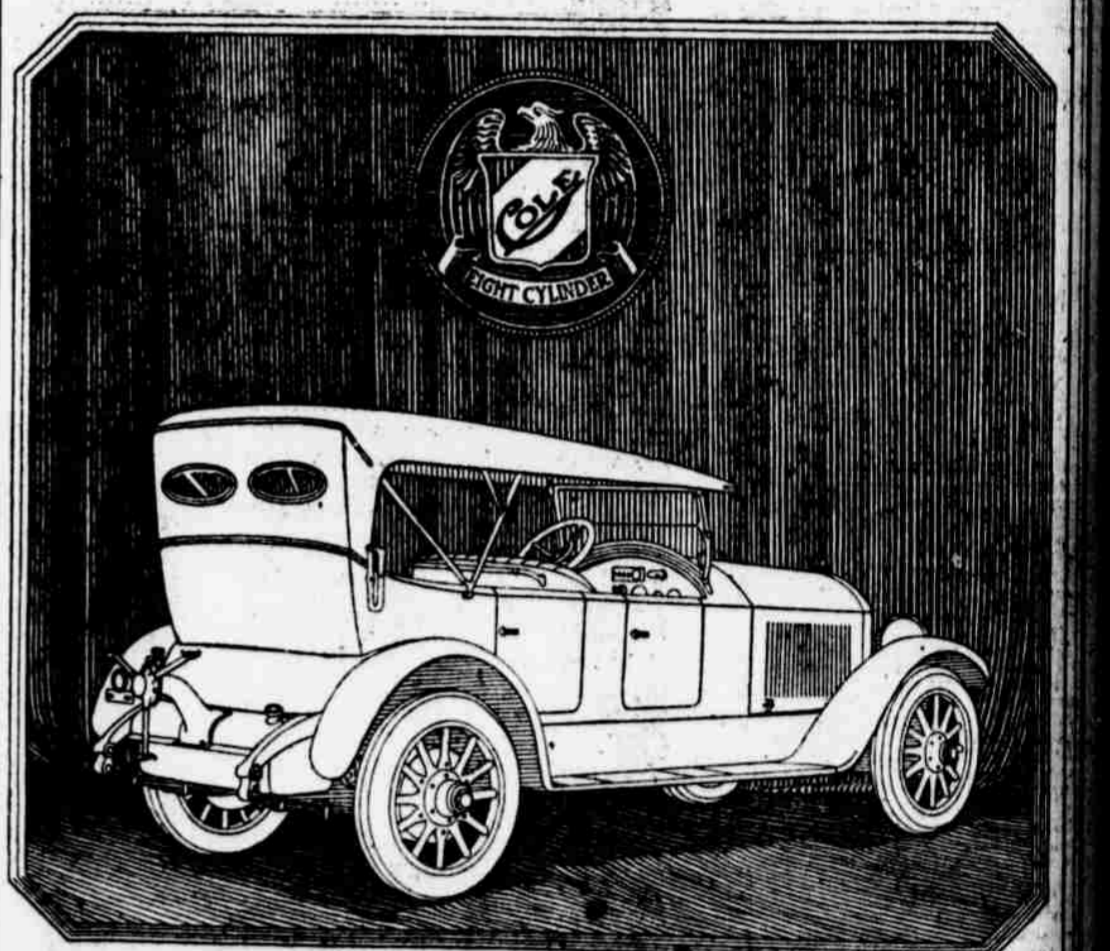
says the Stewart Automobile Company, local distributors of the Auburn, "are, of course, many dealers who sell a larger number of cars than the Auburn dealers in Russiaville, but they are located in very much larger towns and cities. The sale of a thousand cars in a metropolis like New York or Philadelphia does not begin to match up relatively with the sale of 150 cars in a town as small as Russiaville. As a matter of fact, a dealer who sold 100 cars of any make in a city of 100,000 would be rated as a very good dealer."



New Series OWEN MAGNETIC
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- ☑ Instead of the positive "kick" of interlocking gears, this car takes up speed with the flexibility of a revolving magnet influencing a neighboring armature, and so the Owen Magnetic car moves forward as jarlessly as a sailboat.
- ☑ In keeping with its progressive character, these cars are on exhibition at the BELLEVUE-STRATFORD HOTEL and at the showroom, 1835 CHESTNUT STREET.
- ☑ The showroom at 1835 Chestnut street is within two blocks and a half of the AUTOMOBILE SHOW and visitors are cordially welcomed.

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Phone Spruce 2690



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