

RAILWAYS "S. O. S." ANSWERED BY MOTORS

Gasoline Vehicles, Helping Save Country's Coal, Afford Transportation Relief

By PERCY L. NEEL
President Cadillac Automobile Sales Corporation

The motorcar stands forth as the greatest single aid to all the various transportation systems of the country in war time.

Transportation has one of the heaviest, if not actually the heaviest, burdens to bear; and gigantic things will continue to be asked of it.

It cannot be speeded up as labor can. Months are consumed in the production of new rail equipment—locomotives and cars. The same is true of trolley equipment. Unavoidable delays are encountered in normal times. In these times these are increased and aggravated a hundredfold.

Private transportation, as embodied in the motorcar, is now showing as never before its real importance in our scheme of modern life.

A while ago two women came from a nearby town to Philadelphia for an afternoon's shopping. They traveled by trolley. About 6 o'clock they were to return home—an hour's ride on the trolley. Four cars left, bound for their home town. They were not able to board any one of them. Each was crowded to the landing steps. The women were forced to telephone a friend in town who owned a motorcar and who was glad to send them to their home by that means.

Picture that condition intensified a thousand fold in any city in the land, suppose some authority should issue an order that after 6 o'clock tonight no motorcar should be used.

The result would be confusion of the worst and most violent sort. Public utility concerns would find themselves utterly unable to accommodate the people who would wish to use the motorcar.

New York today, with its elevated, surface and subway lines, all are crowded to extinction in the morning and evening. Even so, thousands of people ride to and from their business in motorcars.

The motorcar cannot be eliminated. It is too closely woven into our daily lives. We should actually be compelled to revamp our civilization if the use of motorcars were suddenly to be stopped.

Picture the results in the farming districts. The motorcar has done vastly more than the telephone to put the farmer into close touch with his markets. It enables him to grow better crops, to get his product to shipping points in less time and in better condition. It enables us to have on our tables fresher, more succulent, more nourishing vegetables.

TRANSPORTATION MEANS LIFE

If electric light were cut off in the cities they would remain dark, even though there were enough lamps and wires in each one to furnish adequate light. Even though there might be an ample supply of both, they would not be available when and where needed. Production without distribution is futile. The two go hand-in-hand.

Similarly with the motorcar. Its production must continue and also its distribution, unless our whole mode of life is to be made over. It is an essential of the nation's transportation system. It is an economizer of time, of effort, of labor. It saves needed things, like coal. It promotes business. It enables men to accomplish more in a given time, or to perform the same work with greater efficiency. It links the city to the country and the country to the city more closely and more firmly than they have been linked by years of steam and electric transportation.

It better living conditions. It promotes public health. It enriches property values. It broadens the human viewpoint of life. It makes the world a better place to live in.

In short, the motorcar is an essential.

NEW AGENCY OPENED FOR GRAHAM TRUCK

Motor Service Company Will Distribute Attachable Bodies Locally

Graham Brothers, motortruck attachment manufacturers, of Evansville, Ind., have recently introduced their product in Philadelphia after a wide distribution from their agency in New York, and the Motor Service Company of Pennsylvania have become their exclusive distributors for the city, eastern Pennsylvania and southern New Jersey.

Extensive plans have been made for this year by the local distributors, and although the delay in shipments of several carloads of the attachments, due to freight congestion, has held up deliveries thus far, this condition will soon be overcome by the storage of a large quantity of the attachments in the Motor Service plant 22-24 North Fifty-fifth street, which will make it possible to have complete trucks and parts ready for delivery immediately on receipt of orders.

More than twenty-five retail dealers have been established in the territory to be served from the Philadelphia agency, and within a month or two—before the rush spring business—it is expected that double that number of retailers will be handling the attachments in eastern Pennsylvania and southern New Jersey. Plans have also been made for a holiday and retail sale room on Market street, west of Twentieth, which will be opened soon, and from which it is planned to deliver at least 500 complete trucks at retail during the year. The Graham Brothers Sales Company of Philadelphia will be the name under which the selling end of the agency will be conducted, the distributors now being engaged in completing plans for having the Graham Brothers' business conducted by an underlying company of that name. But the Motor Service Company of Pennsylvania will continue to do all the assembling and to give all shop service in its plant.

The attachments consist of units, bodies and cabs, and by their use Ford chassis are converted to trucks and a half truck, and the latest automobile chassis are converted trucks with a carrying capacity of from two to three tons. All parts are now painted a royal blue and are easily and quickly attached.

Albert Johnson is in charge of wholesale sales for the distributors outside of Philadelphia.

Farm Tractor a War Necessity

England led the way for the adoption of the farm tractor as a war machine. Threatened by isolation from the food-producing countries of the Western Hemisphere by the submarines, she took heroic measures to protect herself from famine.

The Minister of Agriculture organized an army of farm tractors, placed headlights on them and plowed day and night for weeks and weeks in the spring of the year. When the harvest was gathered and England found she had no food to withstand any blockade of submarines for another year credit was given to the tractor as the most effective weapon of warfare yet discovered.

England had the same experience. The tractor had supplanted the manufacturer of food and organized schools for the children.

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AUTOMOBILE CLUB OF PHILADELPHIA "ON THE JOB"



Seven of the twelve directors of the Automobile Club of Philadelphia, an organization which is always actively endeavoring to promote the interests of local car owners, are shown in the above photograph. Seated, from left to right, are H. Bartol Frazier, vice president, and Stedman Bent, president. Standing, from left to right, are Henry F. Bailey, W. O. Griffith, S. Boyer Davis, secretary; Kane S. Green and George B. Linnard. Other directors of the club are Powell Evans, Robert P. Hoopes, Howard Longstreth and Dr. E. H. Siter.

HARPER IS OPTIMISTIC OVER OUTLOOK FOR 1918

New Overland Agency Head Predicts a Banner Year

"I see only the most optimistic outlook in the automobile industry for 1918," said H. B. Harper, head of the Overland-Harper company, who took over the Willys-Overland, Inc., of Philadelphia, January 1.

Mr. Harper knows the automobile business thoroughly from all angles, having sold more than \$400,000,000 worth of Willys-Overland cars during the last two years as general sales manager, and his forecast is of the greatest value.

"I expect to see one of the best years we've ever had," continued this expert salesman, "and the best indication of it is the fact that in the few days I have taken over the business of the Willys-Overland branch in Philadelphia we have booked more than \$250,000 worth of business for January, with almost the entire month yet to be heard from."

"Business is good, certain lines are running to more than full capacity, big salaries are being paid and thousands of men who were not in the market before for a car are interested now."

"Business men who heretofore have not used cars will find it impossible to get along without them, due to changed conditions, and these men will be in the market."

"Indeed, the big problem is not the selling of the cars so much as is the delivery of them. Persons who want cars should order now. The automobile companies throughout the country have offered 50 per cent of the use of their plants to the United States Government for war emergency work, which will mean that production will necessarily be curtailed. Men who delay ordering may not be able to get their cars when they want them."

"Yes, I see big business ahead for 1918, and the outlook is most optimistic."

"MYSTERY" CAR MAKES ITS DEBUT THIS WEEK

Youngest of All Models Shown is the Holmes Air-Cooled Car

What is the Holmes Car? Until now the Holmes Car has kept as well hidden as a military maneuver. It was not shown at the New York show. Until now the automobile world had been given no inkling of what Arthur Holmes was up to since he withdrew from his position as vice president and chief engineer of the Franklin Automobile Company.

What he has done is to present to the American public a triumph in air-cooled cars.

The Holmes Car has an air-cooling system which makes for simplicity in operation and durability in equipment. The Holmes Car, it is claimed, will never freeze, will never strand its owner by running dry. To the scientific sanity of its operating principle, moreover, the car adds every advantage of economy, comfort, durability and beauty.

The Holmes is a service car, designed to meet the practical needs and desires of the American business man. Yet it possesses a beauty of springing line—a long, lean, slender grace—such as is seldom seen in this country outside of the imported foreign-built cars. And its gasoline consumption is but one gallon to sixteen miles.

It is therefore the family car, the car of convenience. It is made in all four of the popular models—the roadster, the sedan, the limousine and the town car.

An interesting feature of the touring model is the complete set of ingenious drawers for clothing and other articles set in the back of the driver's seat.

The Holmes is the latest thing in the motoring line, for at the automobile show each car displayed must have been on the market at least a year. In the coming season, however, 4000 Holmes Cars will be built in the big factory which covers 175,000 square feet at Canton, O.

How Old Is First Auto?

According to Ernest Saut, a French journalist, who has made a study of the history of the automobile, more than six centuries ago a man endeavored to build a "horseless carriage."

RACING GAME MAY BE RESUMED IN OCTOBER

Motor Speedway Association Foresees Speedy Completion of Oval

The automobile racing game may be resumed in Philadelphia this year, after a lapse of more than six years. If so, the races will be held under ideal conditions and not upon the tortuous roadway of Fairmount Park, on which they were held in 1911. The Philadelphia Motor Speedway Association hopes to have its big racing oval near Willow Grove completed by October. By its association hopes to draw to Philadelphia 250,000 visitors each year.

The speed that will be attained at the new speedway, with its track two by fours laid edgewise, like a huge bowing alley and its curves banked high in the air, will seem phenomenal compared to the Fairmount Park races. Engineers who have passed upon the speedway plans declare that a speed of two miles a minute may be easily developed in its contests. The speed possibilities of the track may be attributed to the construction of the track surface, long-leaf yellow pine timbers measuring two by four inches are laid on the edge so that the whole track will be elastic and resilient and as smooth as a polished bowling alley. This construction reduces to a minimum the vibration set up by the cars by the track surface and makes lightning speed possible. The speedway is now 40 per cent completed, under the supervision of Charles W. Johnson, constitute only a part of the speedway, who has contracted to finish it by fall.

But the speedway and its attractions constitute only a part of the speedway association plans. An aviation field which will afford exceptional facilities for the pursuit of this sport and for the comfort and pleasure of those who may desire to attend is planned. A football stadium sufficient to accommodate the largest crowds is also on the plans of the association, as are golf courses, tennis courts, baseball grounds and a beautiful clubhouse. The Motor Speedway Association, a corporation organized under the laws of the State of Pennsylvania, is composed of members and not of stockholders. It will be owned and operated by these members in exactly the same manner as the large athletic and country clubs, and will so far as possible combine the attractive features of both. The management of the association is vested in a board, of which Charles W. Johnson is president and Charles L. Sack is secretary and treasurer. The board is composed of the following members: Charles J. Van Hook, William Sack, Charles L. Sack, Paul B. Sack, George W. Krost, Richard V. Sack, Jr., Alexander Lawrence, Jr., George Potts.

MERCER

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