



STUDEBAKER'S FIRST BUILT IN PENNA.

A Wagon It Was That John S. Put Together at Gettysburg in 1830

The first Studebaker vehicle built in America—a sturdy pioneer wagon—was put together in Pennsylvania, at Gettysburg, a village then unknown to fame as the place where the Union was saved.



Last but not leashed in the firm name of Gaul, Derr & Shearer comes the name of George B. Shearer. You couldn't leash him. With his partner, he is selling automobile accessories of all sorts to beat the band.

A New Word for Some Folks

People who buy an automobile for the first time this year will find a new word in their dictionaries. It is "Gadeah."

The present officers of the company—George B. Shearer, the president, and Franklin P. Gaul, secretary and treasurer—have had complete charge of the business since February, 1915.

In 1852 Henry and Clem Studebaker, the oldest of the five brothers, set their faces again to the westward, going to South Bend, Ind., then a bustling little community, where the vast Studebaker wagon and motorcar works grew.

Washington and Petain

In 1775 when Washington and Petain took command of the American army it took him eighteen days to go from Philadelphia to Cambridge, Mass. It was lucky for France that better means of rapid transportation—automobiles—were available in 1914 when General Petain's army was called upon to fight itself upon the advancing German hosts at the Marne.

270 Kings in England

Although the King Motor Car Company has never had an English "war order," there are in England alone 270 eight-cylinder King cars in private service.

LIPPINCOTT MOTOR CO. Motor Trucks. 60 North Second Street, CAMDEN, N. J. Bell Phone 905

WE MAKE EVERYTHING FOR Automobiles IN METAL

TELEPHONE CONNECTION. Bell Camden 1538. Keystone Camden 111. All Radiators Tested Under Pressure and Guaranteed Absolutely Watertight

OUR WORK SPEAKS FOR ITSELF. Camden Auto Radiator Repair Co. HERMAN Z. CUTLER, Proprietor. 509 Arch Street, CAMDEN, N. J.

WAR'S COLORS ADORN NEW 1918 CAR MODELS

Pershing and Periscope Gray, Olive-Drab and Other Hues Give Militant Tone

Car colors have yielded to the impulse of war.

Examination of the new models for 1918 shows a trend toward the concrete in war-hue impressions. Where in former years here and there a motorcar manufacturer painted his pot a "battleship gray" and advertised the fact, today we find cars of hues christened specifically with such names as "Pershing gray," "olive-drab," "periscope gray" and "horizon blue" (the color of the French poilu's uniform) and in red, white and blue.

These militant colors invariably are soft and pleasing to the eye, in addition to reminding the beholder of the Sammees abroad and the jacksies at sea. They furnish an added note of war's presence, made known by the ever-present uniforms of soldiers and sailors.

Needless to say, no American motorcar maker has adopted the field-gray hue of the Kaiser's army as his prize color offering. Among the war-color conspicuous among the war-color motor vehicles are those of the National Motorcar and Vehicle Corporation, whose design is spread over with pigments that both harmonize and attract instead of discarding the smart lines with somber hues, like black.

Pershing gray, the color used for the show sedan, represents the war-time spirit of the nation and also links the car with the exciting service it is performing with the American expeditionary forces in France, where 200 of these models have replaced the sweet lathered chargers of Napoleon and Ney. Periscope gray is another martial color used on the four-passenger roadster, which has the nautical lines of the submarine.

"Copenhagen blue," a color that probably grew out of the war, is the offering of the fashionable four-passenger Kissel-Kar sedan, the Jordan and other cars. This might be termed a neutral hue, considering the international situation of Denmark.

DODGE BROTHERS MOTOR CAR. CAMDEN MOTOR SALES CO. 93-95 Federal Street, CAMDEN, N. J.

Miller Carburetors. are adapted to every make of gasoline motor, will work successfully at any altitude or in any climate and will use the present low grade of fuel successfully when other makes of carburetors fail. IT FURNISHES A PERFECT MIXTURE AT ALL ENGINE SPEEDS.

AMAZON. GET ACQUAINTED WITH AMAZON! The tire that's doing things outwiring all others—Amazon's remarkable tread of live, velvety, vitreous rubber runs from four to five thousand miles without showing appreciable signs of wear.

WOMEN SAVE MONEY BY ELECTRIC CAR, HE SAYS

Rodney S. Pullen Claims Fuel Expense Is Reducible One-Third

The argument that the woman who drives an electric car spends one-third less for motive power than the owner of a gasoline car is advanced by Rodney S. Pullen, who is Philadelphia agent for the Milburn electric cars.

Mr. Pullen asserts that the Milburn is the lightest car built, weighing from 1200 to 1500 pounds less than other types, and that it can be driven from 90 to 100 miles on a single charging of electricity, at a cost of \$1.25. To drive a gasoline car the same distance, Mr. Pullen says, would call for about \$1.65 worth of gasoline.

The company is arranging for a series of service stations at which new batteries may be obtained, the owner leaving his old set in exchange. The exchange of batteries on the Milburn does not call for five minutes' time. Although a set of batteries weighs about 700 pounds, it is mounted on ball bearings on a tiny truck. At a touch of a finger the old battery can be wheeled out from the car upon the truck and the fresh one rolled into place.

Mr. Pullen is exhibiting a five-passenger electric coupe at the auto show. The Milburn is also manufacturing a five-passenger sedan car, with room for three persons on the rear seat, and a seven-passenger touring car. Any of them are so flexible that they are particularly easy for a woman to drive, Mr. Pullen points out.

MOVIES TO AID ROADS

Illinois Has a Lesson for Pennsylvania

A moving-picture film depicting Illinois road history from the days of the buffalo and Indian trails, illustrating some of the ancient muddles of the Commonwealth, portraying the last 100 years of the State's history and bringing the story down on the modern brick, concrete and asphalt surfaced types of roads such as are now being built in most of the counties, is part of the campaign to be used during 1918 to convince the citizens of that State that they should approve the \$50,000,000 good roads bond issue to be voted on during the year.

The film is now under way, and is to be something new in road-roads propaganda, just as the recent campaign for a 4,000-mile system of paved highways to be paid for entirely out of increased automobile license fees is something new in undertakings of the kind. In addition, publicity matter in support of the bond issue is being prepared and will be used by lecturers who will appear in 1000 Illinois cities and towns during the spring.

The automobile some time ago passed the stage of being a seasonal vehicle and is now truly an all-year car. Dead in winter and no trouble in a general sense. Aside from the special motor-apparel for winter wear, the accessories manufacturers have brought out a number of different styles of hand warmers, electrically controlled, for attachment to the steering wheel. The hot gases of the exhaust are carried through a heater before passing into the car with the rest of the fresh air. The car can be kept at any temperature desired, the heater being regulated to suit varying weather conditions.

Windsau windshields are adjuncts of desirable winter driving. The driver's car owner is relieved of the worry of danger of driving with a snow or covered windshield by the use of one of the many windshield cleaners that are available. By pulling a string he is assured a clear vision through windshield without stopping his car.

Apparent weather strips now prevent the draft from entering through windshield connections.

Anti-freezing solutions assure a free circulation, and a device recently introduced prevents the evaporation of alcohol used in some of these solutions by condensing and returning it to the radiator, where it again mixes with water. This device takes the place of the regular radiator cap. Devices for curbing the temperature of the water in the radiator are shown, at least one design having made its appearance fully. Another new accessory which is useful for easy engine starting in cold weather is a combination electric heater, accelerator and decarbonizer, heater, controlled by a switch, which raises the temperature of the water.

Every motorist who has done any winter or, for that matter, intercity driving is familiar with the wide differences in the various laws and ordinances covering the dimming of headlights. Despite the suggestions and resolutions made by the Society of Automobile Engineers, many of the cities in the States require a dimming device to be used to headlights. Many of these are displays, along with spot-lights and other illuminating features. The most recent are the headlights that have been made to be made so as to conform with the various requirements.

Taylor Ford Bumper Spells Safety First

Endurance Tires. The Famous Ball-Bearing Tread, a feature of all Endurance Tires, is a scientifically designed combination of SUCTION and TRACTION. Grips the road where needed. No pulling or dragging.

Endurance Tires are wonderfully strong—they have an extra-thick fabric—very resilient and easy riding. Built by skilled workmen, from best materials obtainable.

A stylish tire—rich, lustrous, rubbery black—one that gives a distinguished look to any car.

Sold under a broad and liberal guarantee. Adjusted—If adjustment is needed—on the basis of 5000 miles.

Endurance Red and Gray Inner Tubes. are conceded to be as good as skill and the use of perfect materials can produce. Every tube is LAMINATED, built up by hand from the finest rubber stock, toughened and cured by a special process.

Wonderfully flexible, yet extremely strong.

Accessories. We carry a full line of the best accessories. No matter what you want, you will find it here at surprisingly moderate prices.

Endurance Ball Bearing Tread TIRES. Guaranteed 5000 Miles.

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See us at Auto Show. Ask About Our Cord Tires. Space A-33. PIERCE AUTO SUPPLY CO. 1427 Fairmount Avenue. Phone, Poplar 7676

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HOW ABOUT HOG ISLAND? Boom Times in Philadelphia District Should Parallel Pittsburgh's

Maximilian Foster, writing in the Saturday Evening Post about high wages now being paid for labor, says that he was told while in Pittsburgh recently that when a block of workmen's houses was put up there a few months ago, it was found necessary to build eighty-six garages along with them.

"I did not see that row of eighty-six garages. I did see, however, about the Pittsburgh district the evidences that automobiles are in use pretty generally among all classes of persons, foreign workmen included. On Sunday the roads outside Pittsburgh were filled with them, and I asked a garage man whether he knew any miners who had cars."

"Miners?" he inquired. "Why not?"

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