When you say "Rodney S. Pullen," you think of one man and one car. The man is shown above. The car is the Milburn Electric, which is shown at the Auto Show.

WOMEN SAVE MONEY BY

pense Is Reducible One-

Third

of a gasoline car is advanced by Rod-

for the Milburn electric cars. Mr. Pul-

len asserts that the Milburn is the light-

of service stations at which new teries may be obtained, the owner

ing her old set in exchange. The ex-change of batteries on the Milburn car does not call for five minutes' time. Al-though a set of batteries weighs about

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 par-

ticularly easy for a woman to drive, Mr

MOVIES TO AID ROADS

some of the ancient mudholes of the

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 countles, is part of

the campaign to be used during 1918 to

convince the citizens of that State that they should approve the \$60,000,000 good roads bond issue to be voted on during

### TAD OTHER DEVICES

Them Planned to Meet Indi-vidual Preferences of

of how completely ers always find some inditaste or necessity which is anfrectly by the parts and accesso-

fact that this year, perhaps as ore, devices and attachments secial function it is to make the of an automobile a more nical proposition are a most confeature. They preach the gonsane economy, the elimonation of

y, the average price being about less for motive power than the owner west. for war-time economy, the devices ney S. Pullen, who is Philadelphia agent tend to improve carburetion will a particular interest. Within the ro or three months a number of carburetors, primers, condensers. heaters, etc., have made their ce upon the market and they old some features which will be of than passing interest to the averstorist. Carburetors using the grade, fuels, especially kerosene, becoming more numerous every day, tarting a car in these close-to-zero son cold gascline does not help to down the gasoline bill; nor does it in assuring the Government sufficient supply of fuel for the thousands cars, trucks, airplanes and patrol. is in war service. The kind of gaso-cold today must be heated in cold after to obtain efficiency and economy. carbureter manufacturers have not ricoked that fact, and many makes ricoked that fact, and many makes
new carburetors are equipped with
ciant heating devices. Present carretors on old machines can be fitted
on with heating devices, while there
a number of these devices which are
talled independently of the type or
ke of carburetor. One newcomer in
sline is a separate heating unit placed
the side of the engine under the hood
operating independently of the ena. The heating unit consists of an
ulated coil chamber, the coils proper

MOVIES TO AID ROADS

Is breather consumes the air curtop produced by the fan. A comod valve and burner is used, the fuel
agasoline supplied from a special
A har-body radiator can also be
sched to the engine heater.

The heating unit consists of an analysis of the angle that the consumer is used. The fuel is a Lesson for Pennsylvania

A moving-picture film depicting litting road history from the days of the sched to the engine heater.

The heating unit consists of an analysis of the angle is and gasoline waste are synonyus because of the lost horsepower due
the collection of carbon. The new
loss now on the market show how
y it is to remove this wasteful factor.
longer is the removing of carbon a
for the repair shop, for several deare now on the market which do
formerly unpleasant and dirty job
lis the owner is driving his car. These
loss stimulate the explosive properloss stimulate the explosive properices stimulate the explosive proper-of the gasoline vapor by mixing

of the gasoline vapor by mixing ar vapor with it.

any additions recently have been to the large number of devices and chiments that have been produced to have the comfort of the car owner.

The film is now under way, and is to be something new in good-roads propaganda, just as the recent campaign for a 4000-mile system of paved highways to be paid for entirely out of increased automobile license fees is something mew in undertakings of the kind. In addition, publicity matter in support of the bond issue to be voted on during the system.

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automobile some time ago passed stage of being a seasonable vehicle is now truly an all-year car. Dead as in winter is no longer a general Is now truly an all-year car. Dead rage in winter is no longer a general citice. Aside from the special motorapparel for winter wear, the accessmanufacturers have brought out sumber of different styles of hand rages, electrically controlled, for achment to the steering wheel. The gases of the exhaust are carried ough a heater before passing into the effect with the result that the tomost of the car can be kept at any temperature desired, the heater being regulation suit varying weather conditions, benneau windshields are adjuncts of storiable winter driving. The presenters owner is relieved of the worry danger of driving with a snow or covered windshield by the use of one he many windshield cleaners that are in his reach. By pulling a string he be assured a clear vision through windshield without stopping his car. Assparent weather strips now prette draft from entering through windshield connections.

freezing solutions assure a free freezing solutions assure a free circulation, and a device recently cod prevents the evaporation of choice is solution of these solution of the combined and returning it to liator, where it again mixes with ter. This device takes the place regular radiator cap. Devices for ling the temperature of the water radiator are shown, at least one sign having made its appearance. Another new accessory which for easy engine starting in cold or combines an electric heater, accelerator and decarbonizer, eater, controlled by a switch, raises the temperature of the cater. controlled by a switch, raises the temperature of the Every motorist who has done any ate or, for that matter, intercity ag is familiar with the wide discipled in the various laws and ordinovering the dimming of head-Despite the suggestions and recidations made by the Society of oblic Engineers, many of the cities lates require a dimming device d to headilghts. Many of these are displayed, along with spotand other illuminating features arent are the headlight laws that evices have to be made so as to with the various requirements.





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

The first Studebaker vehicle built in America-a sturdy ploneer wagon-was put together in Pennsylvania, at Gettysburg, a village then unknown to fame as the place where the Union was saved John Studebaker, whose ancestors ettled in this State, built the wagon. destined to be the germ of the great Studebaker motorcar industry.

Among the passengers who arrived at the port of Philadelphia, September 1, 1736, on the good ship Harle, with Ralph Harle as master, from Rotterdam, ac-cording to the original manuscripts now In the Pennsylvania State Library, were Peter Studebecker, age thirty-eight years; Clement Studebecker, age thirty-six years; Henry Studebecker. age twenty-nine years: Anna Margetha Studebecker, age thirty-eight years, and Anna Catharine Studebecker, age ELECTRIC CAR, HE SAYS Rodney S. Pullen Claims Fuel Extwenty-eight years.

The family name, like so many others, was changed. In 1839 John Studebaker. Third village blacksmith and wagon builder, lived at Gettysburg. In 1825, with his agailon in every large city in the grand one-third grand price being about less for motive power than the owner west. A wagon was built for the supply of the type of the Conestoga, or prairie schooner; another for the forge and anvil and tools; a third for the house-hold articless. Ashland, O., was selected as the place for the new home, and there a new shop was erected. At Ashland three other sons were born—John Mohler. Peter E. and Jacob F. est car built, weighing from 1200 to

est car built, weighing the control of the control 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 busiling little community, where the vast Studebaker wagon and motorcar works grew. gasoline.

The company is arranging for a series

reations at which new bat-

### Washington and Petain

In 1775 when Washington went to take command of the American army it took him eighteen days to go from Philathough a set of batteries weighs about delphia to Cambridge, Mass. It was 700 pounds, it is mounted on ball bear- lucky for France that better means of ings on a tiny truck. At a touch of a rapid transportation—automobiles—were finger the old battery can be wheeled out from the car upon the truck and army was called upon to fling itself upon the fresh one rolled into place. Mr. Pullen is exhibiting a five-pas-senger electric coupe at the auto show. The Milburn is also manufacturing a

270 Kings in England Although the King Motor Car Company has never had an English "war order.



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 "Gadesh."

But although the word will be new to the attornobile world for the last seven years, ever since the firm of Gaul, Derr & Shearer was incorporated and made up the word out of the first syllables of the three names—"Ga-de-sh."

Car maker has adopted the field-gray has the nautical lines of the submarine. "Conspicuous among the war-color offering. Conspicuous among the war-color of the fashionable four-passenger Kissel-motor vehicles are those of the National Motorcar and Vehicle Corporation, whose speed cars are spread over with pigments that both harmonize and attract instead the field-gray has the nautical lines of the submarine. "Conenhagen blue," a color that probably grew out of the war-color after and vehicle Corporation, whose speed cars are spread over with pigments that both harmonize and attract instead the nautical lines of the submarine. "Conenhagen blue," a color that probably grew out of the war-color after and the nautical lines of the submarine. "Conenhagen blue," a color that probably grew out of the war, is the offering of the fashionable four-passenger Kissel-Motorcar and Vehicle Corporation, whose speed cars are spread over with pigments that both harmonize and attract instead

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, 1913. Although they handle auto supplies of all kinds, the firm specializes in garage equip-ment and has a special division for the manufacture of air compressors. It con-ducts a special garage efficiency bureau for co-operating with dealers and garage men in promoting their auto supply business. Ten salesmen travel for the

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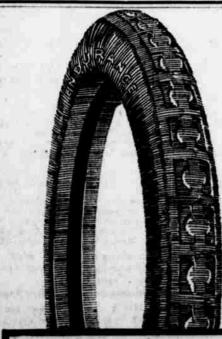
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# WAR'S COLORS ADORN **NEW 1918 CAR MODELS** I pany, speaking of the King car, says: There are FOUR OF A KIND for the DEALER to SHOW YOU when you CALL. Some hold SEVENS, some FOURS and some THREES; but every car is an EIGHT. Draw any one of them and you will never DISCARD it. A car that you will not PASS BY. One that doesn't cost a POT OF MONEY. Fit for any QUEEN to ride in. You don't have to JACK it up for rePAIRS. It is not a JOKER and there is no GAMBLE WHEN you CHIP IN and buy. A PACK of 'em sold.

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

Car colors have yielded to the im press of war.

Examination of the new models fo 1918 shows a trend toward the concrete n war-hue impressions. Where in former ears here and there a motorcar manuyears here and there a motorcar manufacturer painted his pet a "battleship gray" and advertised the fact, today we find cars of hues christened specifically with such names as "Pershing gray," "clive-drab," "periscope gray" and "horizon blue" (the color of the French pollu'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 jackies at sea. show sedan, represents the war-time spirit of the nation and also links the car with the exacting service it is per-forming with the American expedition-ary forces in France, where 290 of these nees abroad and the jackies at sea.

They furnish an added note of war's presence made known by the ever-present uniforms of soldiers and sailors. models have replaced the sweat lathered chargers of Napoleon and Ney. Peri-scope gray is another martial color used Needless to say, no American motor-car maker has adopted the field-gray hue of the Kaiser's army as his prize "Copenhagen blue," a color that prob-

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in any climate and will use the present

the last word in successful carburetion.

Automobile Poker

oom Times in Philadelphia District THE Parker Motor Sales Com-pany, speaking of the King Should Parallel Pittsburgh's

houses was put up there a few months ago, it was found necessary to build eighty-six garages along with them. Mr. Foster comments:

"I did not see that row of eighty-nix 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

of disguising the smart lines with somber hues, like black.

Pershing gray, the color used for the "Miners?" he inquired. "Why not?

HOW ABOUT HOG ISLAND? ! Even the Ifunkies have so m worth your life nowadays to drive or on a Sunday or hollday !!

"It seemed worth investigating I die so, and several automobile agents con Maximilian Foster, writing in the firmed the statement that many stee Saturday Evening Post about high wages workers -many miners, too were their now being paid for labor, says that he patrons. Not all the cars, either, were was told while in Pittsburgh recently flivvers. On the Sunday I speak of I say that when a block of workingmen's seven cars standing in front of one seven cars standing in front of one rou of workmen's houses and two of there were six-cylinder seven-passenger types.

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