

BOSCH VISITS THE TIRE FACTORIES

Predicts Some Remarkable Changes in Tire Production Due to War Conditions

After visiting the factory of the Miller Rubber Company, at Akron, last week, Frank B. Bosch, of the Sterling Auto Tire Company, 1451 Zerkow street, returned on Saturday last, bringing with him many new ideas and a lot of fresh enthusiasm over the progress being made at the "home office."

New buildings have been constructed rapidly since the last visit there that Mr. Bosch could scarcely remember some of the old landmarks. He was surprised to note the largely increased manufacturing capacity, made possible by enormous stocks of rubber and fabrics, and the installation of new and improved machinery, and improved methods discovered by the experimental department and the laboratory.

At the present time a new six-story building is nearly completed and will be occupied in January next, and already plans are under way to duplicate of this building, to better care for a rapidly growing demand for Miller quality products.

While the tire output has grown by leaps and bounds, it may be of interest to state that the toy output has grown to an annual production of sixty millions, and the production of rubber gloves is now eight millions a year, whilst the production of water bottles, etc., is keeping pace with the increase in other lines.

It was able to give an intimate touch with the process for the retention of the natural wax and oil in the cotton fabric used in building tires," explains Mr. Bosch. "It is merely a matter of vulcanizing for a longer period at a lower degree of heat, as compared to the general method of curing or vulcanizing the rubber at higher temperatures for shorter periods. Mr. Bosch, being started, goes on to say: "This is simply an additional detail of the painstaking care used in the production of every Miller tire. It was clear to me, four years ago, that the Miller Company was sincere in their intention to build tires and tubes that would appeal to the buyer who demands quality, and who would appreciate the mileage built into such goods by attention to detail."

"Year after year I have seen new methods adopted, I have seen suggestions for improvement and have seen some of them adopted, and now, I am at a loss to suggest further changes. Our local records bear out the claims made by the factory, and our customers are apparently quite content with the service they are receiving. In the factory I find a system of semimonthly appreciation, of a substantial nature, extended to the operatives in the tire department, for merit obtained in the assembly of the units entering construction. That this is proper with the men, goes without saying, and the superintendent tells me, that it has resulted in an improved output, and the prizes given depend on punctual and regular attendance, as well as on perfection of output."

"My visit to the service department, which has to do with adjustments, disclosed an astonishingly low percentage of claims of that character. The company keeps six motorcars constantly on the road as testing cars for tires, these cars range from Pierce-Arrow down to the Ford, and they average one hundred and fifty miles per day, in all kinds of weather. Just now they are trying out some new tires which I expect to see on the market for the 1916 season. They are able to get the Miller molded tires, and trying out new tread compounds, as the European War has caused a scarcity of some materials entering into tire treads, and changes will soon have to be made that will change the color of tread, on part of the output, at least, from the familiar white to dark slate or black. When the new tires go through, the tests given, will be a basis for our recommendation to our patrons, and our recommendation will be, as in the past, conservative. It is surprising that in

Christmas Motor Car Sent 1,000 Miles by Express

In order that Mrs. F. J. Robertson, well-known society woman of Birmingham, Ala., may grasp the wheel of her new Chalmers Six-30 touring car on Christmas morning, Boorse, Chalmers dealer in the Southern city, has essayed the role of Santa Claus with a prompt and successful result.

In a conversation with Mr. Boorse last week, Mr. Robertson intimated his intention of purchasing a car as a Christmas gift. Mrs. Robertson had her heart set upon a Chalmers Six-30 touring car. The only detail interfering with the deal was the fact that Boorse had sold every Chalmers car on his showroom floor.

To make good his boasted reputation for service, the Birmingham dealer grabbed the next train for Detroit. Reaching the Motor Metropolis on the evening of December 29, Boorse chartered a taxi and hurried to the residence of Paul Smith, vice-president of the Chalmers Selling Division.

Not to get a car away by express to Birmingham—ought to go to-night," was his breathless message to the Chalmers sales pilot. "To-day's output has been shipped, but we'll fix you up in the morning. Tomorrow Mr. Smith is happy because he made good his promise, and Mrs. Robertson ought to be happy, as the Chalmers traffic manager states the car will reach Birmingham on Christmas eve, barring wrecks or washouts."

Medium-Priced Cars Appeal to the Wealthy as Well

The degree of perfection attained in the medium priced cars makes its appeal not only to those of moderate means, but also to people of wealth.

An excellent example of this may be found in the list of owners of Overland cars. During the past few months Overland dealers have reported an increasing number of sales to prominent and wealthy people who might heretofore have been considered prospects for higher priced cars.

Champ Clark, Speaker of the House of Representatives and A. J. Mohler, president of the Union Pacific Railroad, are among the most recent to add their names to the long list of Overland owners. Congressman Clark purchased a Model 83 Overland touring car in Washington on the same day that Mr. Mohler bought his in Omaha.

Either of these men could have invested in any one of the high priced cars selling at five or six times the price of the Overland, they so desired. In fact, Mr. Mohler already owns two of the highest priced cars made in this country. But the practicality of the Overland, with its detachable top and numerous other advantages, appealed to him strongly as a car of exceptional value.

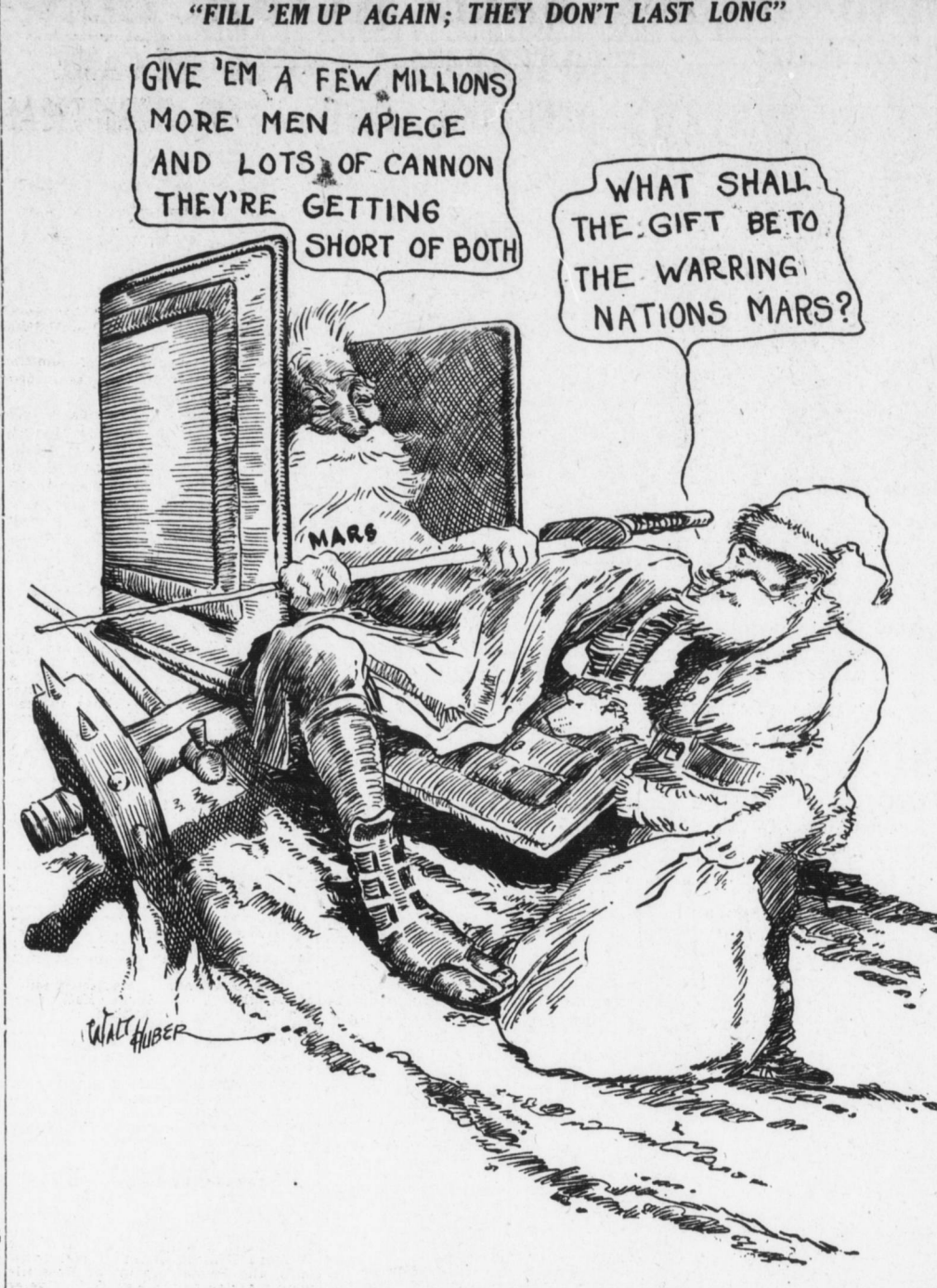
A few years ago, men of their standing were considered prospects exclusively for dealers handling high priced cars. Automobiles at that time were judged solely from a price standpoint and it was not until the automobile came to interest a wealthy man in any car that did not sell at a top figure.

But the quantity production method in vogue in this country have enabled big manufacturers such as The Willys-Overland Company to put the maximum of quality and workmanship into their

cars and yet sell them for a reasonable figure.

As the second largest consumers of raw materials in the industry, the Toledo concern is able to not only buy in enormous quantities, but are able to take advantage of every favorable feature of the market, anticipating their requirements and paying huge sums in cash. The initial saving on the cost of materials alone runs into millions of dollars in the course of a year. But it is the primary to the improved methods of manufacture, made possible only in a plant of its size, that the Overland is able to put quality first in the construction of its cars. Each part of the Overland is made by men who have become proficient in their work through constant application at one task. These parts when assembled must of necessity form a more perfect car than would be possible to build in a factory where the production was limited or where the comparatively few workmen were compelled to turn out a great variety of parts.

It is manufacturing methods such as these that have placed the Overland in a position where the car itself, as well as its price, now appeals to all buyers.



Cole Car Makes Economy Demonstration

One of the most interesting tests of the ability of the Cole 8 in traffic was recently made in Boston, Mass., and word of it has just reached Harry Myers, of the Excelsior Auto Company.

A Cole 8 with the shifting lever removed and the transmission locked in high gear was run through one of the most congested districts of the eastern city. The spark plugs and throttle levers were sealed in such a position that the car could not exceed a speed of five miles an hour. The suction and supply lines to the Stewart Vacuum tank were removed and the tank filled to capacity (2 quarts) with standard motor gasoline.

The car was started from the sales-room of the Cole Motor Company at Boston and covered 4 1/2 miles through the crowded traffic in one hour and forty minutes. When every drop of the two quarts of gasoline had been used, it was found that the car had averaged 12 1/2 miles to the gallon at the very low average speed of 3.875 miles per hour.

The test of the Cole 8 in Boston was observed by a number of the newspaper men of that city, as well as several engineers and they all agreed that it was a real revelation to them.

Not long ago when the Liberty Bell was touring the country, a parade in which it appeared was held in Los Angeles. A Cole 8 was called upon to head the procession. Throttled down to little more than two miles an hour, the car rolled through the streets of Los Angeles for a period of three hours. Not once did the motor buckle nor did it overheat—the car running smoothly all the way. The passengers who rode in the car were General Waukowski, head of the California National Guards; R. W. Pridham, chairman of supervisors Los Angeles county; former Senator Bull, president of the Los Angeles Chamber of Commerce; Mayor Charles Sebastian, of Los Angeles; Congressman United States Senator Cole, of Los Angeles, the man who stood beside President Lincoln when he made his memorable Gettysburg address. All of them were loud in their praise of the car. Its showing was a new experience for all of them.

"With its powerful 70 horsepower motor that is so flexible as to have a speed range of from two to more than sixty miles an hour in high gear, the Cole 8 recommends itself for any kind of driving that the motorist may desire," said Mr. Myers.

Local owners of the cars are most enthusiastic in their praise and during the last few days when the ground has been covered with sleet and ice it has demonstrated more than ever its ability to stick to the road and the owners of Cole 8's here tell us that they have experienced less trouble from skidding on the icy pavements with this car than any other they have previously owned."

Value of Trademarks to the Manufacturer

That a good commercial name is of intrinsic value is evidenced by the effort and money expended by some of the large factories to protect their good name.

The United States Patent Office at Washington has just issued copyright papers to the National Motor Vehicle Co., of Indianapolis, which protects them on the name of the National Highway models which is their latest series of automobiles.

Firms who spend large sums of money in advertising their product are afforded protection by the Government from unscrupulous parties who might endeavor to trade on the good name and reputation of a well-known article.

"Trademarks are the John Hancock's of business," said George M. Dickson, general manager of the National Motor Vehicle Company. "The revolutionary hero signed his name to the Declaration of Independence with an emphasis which showed that he was going to win with the new cause—or hang."

The signature was unmistakable evidence of his responsibility.

"The manufacturer who signs his name to his goods—places his trademark on them—gives unmistakable evidence of his responsibility. If the goods win his business wins. If the goods are not right, he will hang—commercially."

"Trademarks and advertising are the two most valuable public servants in business to-day. Their whole tendency is to raise qualities as well as reducing prices and establishing them."

"Our new National Highway models," continued Dickson, "are establishing sales and performance records throughout the country. The name National has been the means whereby these cars have been received so enthusiastically. For fifteen years we have been endeavoring to make this name mean something and during recent years our entire sales policy has been built around the name of buy a whole car, not a collection of parts. By this we mean that the name of an automobile should be insured that parts are right. The practice of building cars to conform with this policy has proven successful as evidenced by the remarkable increases in our sales."

at the present time in view of the latest development of Sedan type announced by the Jeffery Company.

The new Jeffery Four Sedan, it is claimed at the Jeffery factory, is the most sensational enclosed car proposition on the market to-day. In spite of the fact that the car has all the characteristics of the original Jeffery Sedan—the divided front seats, extra wide windows, long unbroken lines, and finish which would do justice to the highest-priced enclosed coach—yet the price is only \$1,165, and the top is detachable, providing the owner with both a winter and summer car.

The car looks in every respect like a permanent enclosed coach. It is built complete as a unit in the Jeffery factory—the coach work and upholstery being of the usual high standard for which the Jeffery has become famous. Yet the top can be removed quickly, providing an open touring car complete with summer top.

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Origin of Term "Sedan"
Credited to Jeffery Model

An interesting bit of motorcar history has come to light with the announcement of the new Jeffery Four Sedan.

In the Fall of 1911 the Jeffery Company produced an enclosed car without foredoor—doors which swung tonneau to the front compartment being afforded by divided front seats.

The convenience, comfort and good looks of this car attracted wide attention, and the Jeffery Company conducted a contest to get a name which would fittingly describe it.

The name finally selected and awarded the prize was "Sedan." No attempt was made to copyright the name, and other manufacturers seeing the immediate popularity of the Jeffery Sedan, began to build similar cars that they also called Sedans, with the result that to-day the term applies generally to all enclosed motorcars of any particular type.

This story of the origin of the trade name is particularly interesting