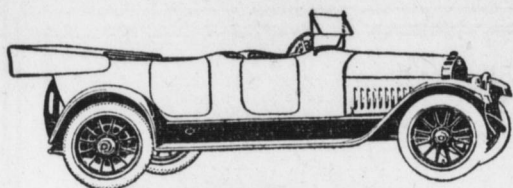


NEWS OF INTEREST TO AUTO OWNER AND PROSPECTIVE BUYER



The "Cole 8" Is Here
Let Us Test It On Any Hill You Know
Phone For Demonstration.

Bowman's

AGENTS

BELL-1991-UNITED FOUNDED 1871

Additional Drivers For Indianapolis Speedway

When the entry list for the sixth annual international sweepstakes race, to be held on the Indianapolis motor speedway May 30, closed at midnight May 1 with thirty cars entered there were three drivers who were named, although the cars were not entered. Since then it is rumored that one of these cars, a Delage, owned by Harry Harkness, of New York, will be driven by Jules Devigne. This information is not official, but it is accepted as a matter of course, because Devigne is to drive the third Delage car at New York. The other Delage drivers in this team of three cars are Jack LeCain and Carl Limberg. The second Sunbeam car, which was shipped from London for the Indianapolis race, is to be driven by an Italian, it is said, by the name of Aldo Franchi. This is a new name in racing circles of this country. Franchi asked for permission to show what he could do, the mechanic of a Sunbeam recently and his performance was so successful that the driver of the other Sunbeam car, Josef Christiaens, immediately engaged him for Indianapolis; for the Sunbeam team expects to make a clean-up with their British cars, containing aviation motors. F. S. Deussenberg, of St. Paul, is credited with having announced that Thomas Milton will be at the wheel of the third Deussenberg car. This is another driver who is practically unknown except in smaller harness racing events, but the fact that Deussenberg has added his name to his team of three seems indicative of something in Milton that the public has not found out. The other two Deussenberg drivers are Wilbur d'Alene and Eddie O'Donnell, the latter having started in the 1915 season by winning at Caroua. Milton replaces Tom Alley, who has entered a car of his own at Indianapolis called the Ogren Special.

The mechanician is the second fiddle in the cylinder orchestra on the Indianapolis motor speedway. The newspaper photographer is interested only in the man at the wheel, and if the car wins, the glory goes to the driver, even though the mechanician had a dangerous and important task—pumping oil, watching for signals, and a long list of tiresome duties. The names of these men are not particularly known as the names of the drivers, although many of these mechanicians have been in every important race for years. It is a notable fact that in accidents the average of injuries is higher among mechanicians than among drivers. This is said to be partly due to the fact that the driver has the wheel to keep him from being tossed from the car or to protect him in case the car turns turtle, while the mechanician is exposed. Following are the names of some of the mechanicians who have been announced by their drivers for the race at Indianapolis, May 30:

Harold Smith with Tom Riley, in an Ogren Special; Paul Stevens with Ralph Muller in a Peugeot; Harry Muller with Grover Bergdoll, in an Erwin Special; Thomas E. Furrey with Eugene Stacher, in an Erwin Special; A. Christiaens with Josef Christiaens, in a Sunbeam; Robert Dabuke with Dario Resta, in a Peugeot; Raymond Dashback with Barney Oldfield, in a Delage; E. Scheering with C. F. DuChesneau, in a Dutchenneau; Jack Henderson with Eddie O'Donnell, in a Deussenberg Special; Edw. Miller with Wilbur d'Alene, in a Deussenberg Special; Ralph Kripplin with Thomas Milton, in a Deussenberg Special; Maurice Becker with John Aitken, in a Peugeot; O. Bloomberg or I. Booth with S. Osteweg, in an Osteweg Special.

Instruction Course For Hupmobile Motor Owners

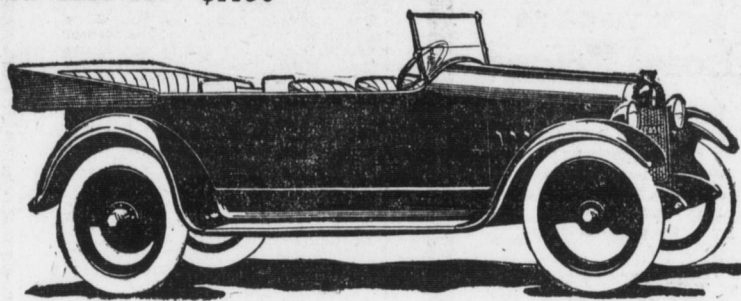
Another big Hupmobile innovation for the benefit of Hupmobile owners generally has just been announced by Sales Manager J. E. Fuchs in the free educational course for Hupmobile dealers, service representatives and repairmen. This educational correspondence course is second in the way of innovations for the benefit of automobile owners only to the Hupmobile nationwide service plan, which was announced last June and which has proved the greatest benefit to the users offered by any company in several seasons. In the preparation of this plan, the Hupp Motor Car Corporation has engaged the services of Claude Wad-

worth, who originated, prepared and conducted the International Correspondence School motorcar shop course. Eighteen instruction papers on motorcar construction in general and Hupmobile construction in particular have been prepared by Mr. Wadsworth. The subjects to be taught cover every phase of automobile design and construction. These will be presented in a concise form so they will be perfectly clear to the laymen. Subjects to be dealt upon will be: Automobile troubles, electric starting, lighting system, ignition, carburetors, repairs and readjustments, oxy-acetylene welding, automobile machine shop practice, automobile power plants, cooling and lubricating systems, clutch control and change-speed mechanism, pneumatic tires, automobile driving, automobile assembly, automobile accessories, salesroom and garage management, data sheets and engineering design. Twice during the year a series of questions will be sent to every student who enrolls and suitable prizes will be given to those having the highest standing. In addition to the prizes offered every man who passes the examination with 75 per cent. or over will receive a certificate of efficiency from the Hupp Motor Car Corporation which will serve as a recommendation for future employment. The Hupp concern is continually getting requests from dealers and distributors for men and those standing best in these examinations will be recommended.

Economy in Car Operation Depends on the Driver

"It is really surprising the difference in service people get out of their tires and inner tubes," commented Charles Ensminger, local distributor of the Dort car, to-day. "Of course the Dort being a light car and well over tired, we get a good many reports of big tire mileages. Some of them you would hardly believe; but it is not at all unusual to have owners record mileages of seven and eight thousand miles, and the factory has cases where this has been almost doubled. "The owner who wants a big tire mileage along with it, if he will observe a few simple rules, and one of the most important of these lies in the way he stops and starts his car. Just note that man pulling up in front. See how he shut off his power almost a rod away and just coasted up to the curb. He saved gas, his tires and his car all at once. Now note that fellow. See how he has driven right up to the curb and then jammed on his brakes. His car slid a foot or more, and in that one time he put more wear and strain on his rear tires than a mile's ordinary driving. "The matter of starting your car is another important feature. If you would have your tires wear long. Always start away from the curb slowly. Just ease in your clutch and glide away. In this way the back wheels do not revolve uselessly two or three turns and grind the rubber tread off your rear tires. Sudden starting and stopping is not only hard on tires, but it is bad for the whole car. "In going around corners care should be taken to take the turns easily and smoothly, and slow down before you get to the corner. Going around a corner at fifteen or twenty miles an hour puts a fearful strain on the tire fabric and invites early blow-outs.

The New Case 40— \$1190



World-Wide Appreciation

In almost every civilized country on the globe—on the boulevards of America and on the plains of Argentina, in Russia, Australia and Africa, in the wheat fields of Canada, on the roads of France—everywhere—men have long known Case.

Case sales abroad have grown because we have competed successfully with the highest forms of engineering and construction. This naturally should be considered as direct evidence of superiorities in Case workmanship. It should influence thinking buyers of automobiles. It should make men eager to investigate the new Case 40 at \$1190

When you consider the power, beauty, economy, comfort of this car—when you make minute comparisons, you, too, will recognize those unmistakable values which have made Case products re-

spected, and the Case trademark known as "the sign of mechanical excellence the world over."

You want this combination of sturdiness and beauty in your motor car investment.

One glance at the Case 40 will show its appeal to the eye—a close investigation on the floor will uncover a host of things done differently from other cars at this price—one short ride on the boulevard or an all day trip up hills or through the sand will prove to you its worth.

We are at your service.

One great automobile expert says, "The Case 40 motor makes extra cylinders unnecessary."

THE SIGN OF MECHANICAL EXCELLENCE THE WORLD OVER



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Stout Appointed Sales Manager For Scripps-Booth

In line with the usual progress which is being made at the Scripps-Booth factory, under the new management of Clarence H. Booth, comes the announcement of the appointment of William B. Stout to the position of general sales manager, taking the place of R. H. Spear, resigned. Mr. Stout was first known as engineer for the Scripps-Booth Company during the design period of the luxurious light roadster for which the organization has become famous. The originality of the car, with its wide appeal in a new field, made the Scripps-Booth Company at once a factor in Detroit motorcar circles. When the car was ready for distribution, Mr. Stout was placed in charge of advertising. Scripps-Booth affairs have been entirely reorganized; the new building is completed, and production under a new system is now under way. Changes in the organization are but an indication of extreme activity at the Scripps-Booth plant, which offers the

great promise of a record production for this plant for next month.

A MOVIE FOR DESSERT

If you can imagine a jitney movie show without the necessity of laying down the cold cash before you enter the theater, you will understand the kind of entertainment that is to be provided every noon after May 15 for the employees of the Sparks-Withington Co. The best moving picture machine that could be found has been purchased by the Jackson concern and high class releases will be shown daily for the amusement and diversion of the workmen.

"It is my fondest ambition," said William Sparks, general manager, "to make the Sparks-Withington Company the best company of its kind in the country. In order to do this operation is necessary. We want to be fair in all things and I want to say now that if any man is not satisfied with the treatment he is being accorded by his foreman, the efficiency department or the superintendents, that my door is always open and that I will be glad to talk the matter over with him and make any adjustment that fairness dictates."

Free moving pictures will be shown Saturday afternoon in the dining room of the Spartan plant if the families of the workmen desire them.



New Branch Service

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Service of that specialized, intensive quality which motorists and dealers everywhere have learned to expect from Firestone men and Firestone tires. Inspect the new quarters at your earliest convenience. Complete service for truck operators.

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FRANKLIN

Ensminger Motor Co.

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5-Passenger Touring \$665
Roadster Type \$540

Ensminger Motor Co.

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"The Car of No Regrets"

The King is the second oldest automobile in the United States; 1916 model

7-Passenger Touring .. \$1350

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First class, fireproof garage, open day and night. Rates reasonable.

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