

# NEWS OF INTEREST TO AUTO OWNER AND PROSPECTIVE BUYER



## New Branch Service

Signs of a new standard of service!  
Service worthy of Harrisburg and the courtesy and efficiency its motorists have a right to demand.

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.

The Tire Shop  
Temporary Address  
108 Market Street, Harrisburg, Pa.

# Firestone

### Chalmers Tells What Public Wants in Motor Car

Advocating closer co-operation between the sales and engineering heads of the automobile industry, Paul Smith, vice-president in charge of sales of the Chalmers Motor Car Company, recently delivered an interesting address before several hundred members of the Detroit section, Society of Automobile Engineers.

The occasion was unique in being the first time a sales manager has been invited to speak before a body of automobile engineers.

Smith's topic was "What the Public is Looking For in An Automobile." He advised the engineers to study the public from the standpoint of the sales manager, in order that they might embody its ideas in the finished product.

"In the automobile industry, as elsewhere, team work is all important," said Mr. Smith. "The engineer is the pitcher and the salesman is the catcher. Without the catcher's aid, the pitcher is bound to have some trouble in locating the plate. I believe the salesman should be called in as consulting engineer, because he is in closest touch with the public and knows what the public will buy."

"At the present time, the automobile business is in greater need of milliners and tailors than inventors or innovators. Refinement in the way of dressing up the product should supersede efforts to put across something new. The big success in the motorcar business has been consistently given to companies who have consistently given the public what it wants. Carrying out this idea, I know that the companies which send their cars to dealers in a dozen different communities to try out new models before they are turned over to the production department, if the cars stand up, they go through; if not, the necessary changes are made."

"The problem of the engineer is similar to that of the dramatic producer. Both must please the greatest possible number of people and the product must stand the test of time. The purchase of an automobile is next to marriage the most important event in the average man's career. It is his second most expensive venture and he consequently gives every consideration to the subject, before making his final decision."

"In buying a car, the prospect of today considers five points: Reliability, appearance, performance, economy and price. The order of importance in which these attributes are arranged depends on the status of the car. But whether a man is paying \$500 or \$5,000 for a car, he places reliability at the head of the list. To me, it is the greatest single thing he will not sell or. Without reliability, the finest body lines in the world will not sell cars. The public of today is buying performance and it is up to the automobile engineer to emphasize this feature as strongly as possible."

### Dodge Will Descend Into Grand Canyon

"Death Valley Dodge," the Dodge Brothers motorcar, has set a new record for surpassing performances on the Pacific coast, is now to be sent on a trip that distinguishes it from other times contemplated but never attempted. With O. K. Parker, one of the most daring drivers in the world, at the wheel, the sturdy little car is to attempt a trip to the bottom of the Grand Canyon of the Colorado.

Mr. Parker is now driving "Death Valley Dodge" across the desert from Los Angeles to the main object of the trip he is trying to find a short route between the points and to cut some sixty miles off the distance. But it is after the Canyon is reached that the real feat will be tried. If Mr. Parker is successful in making the trip it will be the greatest achievement in the history of motordom and will prove that automobiles can go anywhere that man or beast can go.

At present the descent into the Canyon by tourists is made on the backs of carefully trained mules over trails that have been virtually worn out of the rocky walls of the Canyon. The Grand Canyon is one of the most stupendous natural objects in the world. Here the whirling waters of the Colorado have eaten for years into the sandstone and drifting a passage that runs nearly a mile deep across the Arizona desert. The surroundings reach the scene of desolation and the bottom of the Canyon with careful guides and on the backs of the burros is regarded as a big sensation and many tourists are afraid to try it.

In attempting the trip by motorcar, Mr. Parker will set a new record in motor daring and, if successful, will leave a mark at which other adventurers will shudder for a long time to come.

Mr. Parker is a mining engineer and has been well known on the coast for a number of years because of his daring prospecting trips. About a year ago he started on a "Death Valley Dodge" through Death Valley in a Dodge Brothers motorcar. On this journey he carefully trained mules before attempting the trip and established a number of records. The fame of the trip was such that the car was called "Death Valley Dodge" and is now well known throughout the coast district.

Only a few months ago Mr. Parker took the car into the Santiago Valley during the California floods and covered territory where every semblance of a road had been washed away. He also led a rush to a new gold discovery near Barstow, Calif., and secured several claims for himself and H. L. Arnold, Los Angeles dealer for Dodge Brothers, who owned "Death Valley Dodge." And Mr. Parker is not the only one to win glory with the car. Teddy Tetzlaff, the famous driver, took the car over a mountain trip at night several weeks ago, making a journey that the wisecracks declared was impossible.

On his trip to the Grand Canyon Mr. Parker is accompanied by several motion picture operators and a film record of the trip will be made.

### Automobile Demand Will Exceed Supply Says Willys

"Unless I am greatly mistaken, the demand for automobiles this summer will be far in excess of the supply, notwithstanding the fact that this year's production of motor cars will be the largest in the history of the industry," said John N. Willys, president of the Willys-Overland Company, who has just returned to Toledo from his winter home in Pasadena, Cal. Mr. Willys spent several weeks on the coast and although he went there ostensibly for a rest he could not resist the tempta-



**The New Case 40— \$1190**

**When Men Consider Details**

In the past, it is regrettably true, many have bought cars for reasons they would not apply to any other investment.

But now, new buying standards prevail. They are indeed welcomed by Case, which has long been ready for this day of attention to detailed superiorities. Case has always built one can deny it.

We urge men to scrutinize Case details—we know that the closer the examination the surer the appreciation. All over the country men who know Case standards are no longer satisfied with lesser qualities.

At \$1190 you will find it impossible to match this car. Our world-wide organizations and 74 years of successful manufacture give you an insurance of satisfaction, invaluable to you.

May we show you these details of construction so that you, too, may appreciate just what effect they will have on your investment? We know you will recognize the importance of car-life, economy and comforts, as well as beauty, power and speed. Today?

**CONOVER & MEHRING**  
1713-1717 NORTH FOURTH ST.  
HARRISBURG, PA.  
Sole Distributors For Central Pennsylvania—Bell Phone 595-J

### Revival of Interest in Bicycle Club Runs

Bicycle riding has increased to such an extent during the past two years that the prediction of a million new bicycles this season bids fair to come true.

Bicycles are lighter, cheaper and better than when the fathers of the present generation of youngsters, made their weekly club runs on the old heavy "safeties" over rough, uneven roads.

Already "bike" clubs are being formed all over the country and a revival of weekly club runs will be seen on all of our automobile roads this season.

The Fisk Rubber Company, of Chicago, Ill., is taking special interest in boys' clubs. It has appointed a club chief who is sending instruction books on forming clubs as well as banners, arm bands, and other paraphernalia without charge to boys.

**"No Hill Too Steep—No Sand Too Deep"**


Jackson Light "Eight" has one horsepower for every 57 pounds.

Here is a Jackson extraordinary. It is an "Eight." It is light in weight—it is light in price.



45 H. P., \$1195 Weight, 2565 lbs.  
A Demonstration Cheerfully Given at Any Time

**P. H. KEBOCH**  
Distributor, 15 South Third Street




Both Phones

**The Overland-Harrisburg Co.**

Automobiles

212 North Second St.



Sleeve-Valve Motor

## FRANKLIN

**Ensminger Motor Co.**  
Third & Cumberland Sts.  
DISTRIBUTORS

LOOK FOR THIS SIGN



Distributors for Exide Batteries, the recognized best.

**EXCELSIOR AUTO CO.**  
117H and MULBERRY STS.  
H. L. MAXWELL, Manager  
Bell 80  
Free Inspection of Any Type Battery

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

**Auto Trans. Garage**  
27-28 North Cameron St.



### Packard Aircraft Motors of the Twin-Six Type

Work of removing trees, filling in low places and generally grading and smoothing off the Packard aviation field, which borders on Lake St. Clair, near Mt. Clemens, Mich., is well under way. Practical tests of the first big aircraft motor manufactured by the Packard Motor Car Company will take place early in July. These tests will be made with a Sloane aeroplane of the tractor type. The big motor will develop 300 horsepower.

At Sheepshead Bay recently, J. G. Vincent, vice-president of engineering, and inventor of the Twin-Six motor, and Ralph De Palma, racing man, made tests of a smaller motor which the Packard Company has developed for use in the scout type of plane. In a specially designed speedster that Mr. Vincent calls the "aeroplane car," the track trials verified all of the previous findings made in laboratory tests at the factory experimental shops.

The Packard Company has developed for use in the scout type of plane, in a specially designed speedster that Mr. Vincent calls the "aeroplane car," the track trials verified all of the previous findings made in laboratory tests at the factory experimental shops.

The aeroplane car made 102 miles in 59.56 minutes. Several laps were taken at from 100 to 110 miles per hour. On the straightaway, a speed of 115 miles per hour was reached. The car will not be entered in any racing competition, as it was not designed for a racing car. Its only purpose is to make tests of aircraft motors. But Mr. Vincent says it is probably the most beautiful demonstration will be arranged. Such exhibitions of speed work will be carried out under A. A. supervision.

The aircraft motor tried out on the Sheepshead speedway is different from the Twin-Six motor used in the Packard motorcars in a few particulars, although the basic principles are the same. The cylinders are cast in blocks of three, and have two overhead valves to each cylinder. There are, of course, overhead camshafts, one to each set of six cylinders. This construction permitted a development of 135 horsepower from the scout plane motor. The larger one, which has approximately 900 inches piston displacement, will be built exactly like the smaller, except for the difference in dimensions.

The aeroplane car is of beautiful design and many admirers expressed their regret that it will not be seen in competition. The two halves of the rear axle housings were turned from a solid billet of chrome-nickel steel. They cost \$350 each. The cost of the rear axle alone is well over \$1,000.

to have awakened to the necessity of the motor car. Business men have found it a necessary adjunct in their different lines of endeavor and no other vehicle of transportation affords as much pleasure and enjoyment for the whole family as does the smooth running, distance defying automobile.

"I believe this combination of necessity and all-around pleasure-giving qualities is chiefly responsible for the present day demand for automobiles. Even though money is plentiful and reports show the country to be in a wonderfully prosperous condition, I do not believe the vast number of cars now being sold would be possible, had it not been for the public awakening to the fact that they needed them instead of wanted them."


**Jackson Painting and Trimming a Feature**

The Jackson Automobile Company has always laid much emphasis upon high quality trimming, painting and finishing. They have steadily adhered to the conviction that in order to withstand the rough tests of winter weather and mud, Jacksons should have the best finish that it is possible to put on a car.

The Jackson Company insists on a finish that looks good and stays good, and in order to further this idea, the finishing, painting and trimming of all Jackson bodies is done in the Jackson factory, the best quality of material only being used. A large department in the factory is devoted exclusively to this work. This is in harmony with the idea of comfort, which has always been a strong feature of the Jackson cars, also expressed through the four full elliptic springs.

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

**Ensminger Motor Co.**  
THIRD AND CUMBERLAND STS.  
Bell Phone 3515



**Hupmobile**

**As to Price—We Tell Our Salesmen:—**

TALK PRICE LAST. NOT BECAUSE WE FEAR COMPARISON BUT BECAUSE WE FIND THE PUBLIC WANTS A GOOD ARTICLE—NOT A CHEAP ARTICLE.

JOHN RUSKIN SAID:—"ALL WORKS OF TASTE MUST BEAR A PRICE IN PROPORTION TO THE SKILL, TIME, EXPENSE AND RISK ATTENDING THEIR INVENTION AND MANUFACTURE."

THE HUPMOBILE IS HIGH PRICED ONLY IN ITS PROCESS OF MANUFACTURE; IT IS EXCEPTIONALLY LOW PRICED CONSIDERING ITS INTRINSIC VALUE.

**\$1220 Delivered**

**ENSMINGER MOTOR CO.**  
Distributors  
Third and Cumberland Streets Bell 3515