

NEWS OF INTEREST TO AUTO OWNER AND PROSPECTIVE BUYER

One-Cylinder Cadillac Makes a Long Tour

In striking contrast to the coast-to-coast record, the Los Angeles-San Francisco record, and numerous other road marks held by the Cadillac Eight, comes the news of a 1,400-mile tour made by a New York man in a one-cylinder Cadillac.

Daniel Ulrich and his wife left Katonah, Westchester County, N. Y., on May 24 for Gainesville, Fla., and reached the latter place on June 9. Mr. Ulrich has owned the car since June 25, 1906, hence it had already seen ten seasons of constant use. Nevertheless it made the 1,422-mile trip from north to south in good shape, in spite of rains, mud, ruts and sand. Mr. Ulrich relates how, in getting from Washington, D. C., to Fredericksburg, Md., he encountered a series of axle-deep ruts, which were so bad in several places that he was compelled to stop, and choose which he would attempt. Even then the differential on the rear axle dragged through the stiff red clay.

But the old car had a chance to show its speed on a stretch of fine brick road near Palatka, where it covered 20 miles in one hour. Mr. Ulrich warmly praises the machine for its good work, and says it is good for many more miles.

Amateur Driver Beats Flyer With Chalmers-30

Drawing down the third American road record to be captured by a Chalmers Six-30 in the past three weeks, Homer C. George, newspaperman and amateur driver of Atlanta, Ga., has just lowered all road and rail records between Atlanta and Chattanooga, Tenn. Mr. George drove a five-passenger Chalmers touring car which has been used as a demonstrator by the Atlanta dealer for the past seven months.

In lowering the road record formerly held by K. T. McKinstry in a Reo Six, George also bettered the time of the famous Dixie Flyer, the fastest passenger train running in the south, by seven minutes. The 3,400 R. P. M. Chalmers made the 125 miles between Atlanta and Chattanooga in three hours and fifty-three minutes, or thirty-seven minutes faster than the Reo Six.

"Our record of thirty-three miles per hour for the trip is rendered all the more remarkable by the conditions under which the test was run," said Mr. George at the conclusion of his trip. "The car, a demonstrator, was fully equipped and had received no special tuning up for the event. Twenty miles of the run were made through heavy rain and we were also held up in crossing the mountains and by meeting big droves of cattle on the road. The many sharp turns and twists in the mountain road made high speed work extremely dangerous and we had to slow down to a walking pace at times. The performance of the high speed motor in the Chalmers Six-30 was absolutely faultless. Not a missed explosion or stop for repairs marred the trip and I believe faster time could be obtained by my car under more favorable weather conditions."

Mr. George was checked out from the Grady Monument in the center of Atlanta's business district by Robert Moran, city editor of the Atlanta Constitution at 3:40 a. m. June 24th. He was checked at Chattanooga by W. G. Foster, sporting editor of the Chattanooga Times.

Interesting Sidelights on Drive Into Mexico

How an aeroplane killed a calf and the truck drivers exchanged empty gasoline cans for a chicken dinner are among the anecdotes related by Geo. Kimball, a motor truck mechanic recently returned from Mexico. Kimball is one of the shop men sent to Mexico by The Thomas B. Jeffery Company with the second contingent of 54 Jeffery Quad Trucks. He arrived at El Paso, Texas, on March 21st last with a trainload of trucks, drove overland with the Quads to Columbus, N. M., and was assigned to a truck train leaving for Mexico.

Along with the other civilian truck drivers, Kimball was rigged out with a new army uniform, a rifle with 50 rounds of ammunition and a Colt automatic with 100 cartridges, but was given strict orders not to do any shooting except in self-defense. In over two months of service in Mexico, not even a sniper fired at Kimball's truck train, and the only exciting experience with the Mexican inhabitants was in dickering with the native peddlers who sold food at famine prices to the American soldiers and truck drivers.

Owners Enjoy Driving Cars Home From Factory

Long distance touring, far from dying out, is destined to have a greater vogue than ever this year, according to officials of the Olds Motor works, of Lansing, Mich.

As evidence to this effect they cite the fact that but recently, with the space of three or four days, no less than eight long distance touring parties left the factory bound for different parts of the United States.

With one exception, all these parties were private owners, who had just bought Oldsmobile Eights, and came to the factory to get their cars and drive them home for recreation.

One of the owners was J. A. Writer, secretary of the Colorado Fuel Iron Co., one of the vast group of Rockefeller interests, who had attended his son's graduating exercises at Princeton University and decided on his way back to drive through to his home in Denver.

Another was George Holtsclaw, who left for Tulsa, Oklahoma. A third was Dr. C. F. Nelder, whose destination was Geneva, N. Y. The fourth and fifth were Drs. Ralph Morrill and M. H. Everett, who struck out for Lincoln, Neb. The sixth was V. J. Clark, whose destination was Collinsville, Pa.; and the seventh, Harry Hendee, of Burlington, Vt.

The one lone dealer of the lot was J. C. Townsend, of Lodi, N. Y. When asked why he was driving through, Townsend replied that just because he was a dealer was no sign he couldn't have a little fun.

Consequently, conclude Olds officials, long distance touring is far from its grave. With constant improvement in automobiles, such as evidenced in the Oldsmobile Eight, for instance, touring, over any distance, ceases to be hardship and becomes unalloyed pleasure, they say.

Page Ads in Newspapers Proves Very Effective

E. C. Tibbitts, advertising manager of the B. F. Goodrich Company, of this city, in an address to-day turned the searchlight upon newspaper advertising and proved that it rested upon a stable, secure and successful foundation for the widespread promulgation of the gospel of modern merchandising.

"I don't care how many autos you own, or whether you're a movie bus, or a golf fiend, a card shark, a bookworm, or whether the whole family is down sick, you read the newspapers, everyone of you. There's nothing in the realm of print that beats the newspaper-reading habit for hanging on to your curiosity. You must know who is being nominated for president, how many warships went down yesterday, what is happening in town, in other cities and in other countries—and you must know it to-day."

"And when you read the newspapers you must read the ads. You can't escape them—not when they are written so that they uncover a vital spot in your armor of supposed indifference. Any other kind of ad doesn't count. You wouldn't read it if time hung heavy on your hands."

"I believe an advertiser should not attempt to capture the full quota of newspaper readers by small space—unless forced to. Use quarter pages and half pages as much as you can. Then your message can't be missed. And even then you must run a full page ad. It will put pep into almost any selling campaign. It towers head and shoulders above the other claimants for attention. It is impressive. It's the 'big voice' in modern merchandising—the voice that is heard 'round the whole city and out across the highways and by-ways of a paper's territory. It's a 42 cm. cannon shot—its deep boom signals 'Every quarter page or half page ad that follows a page has twice the chance to succeed and to interest and impress the great bulk of readers who the advertiser's message. Experience proves it."

"The B. F. Goodrich Co., recently ran a page ad all over the country entitled 'Integrity'—and the house behind the tire. The effect of this page was electrical. Dealers everywhere posted the page in their windows. Newspaper readers were deeply impressed with the bigness, reliability and good faith of the wonderful Goodrich organization."

"The cost of this page in no sense represented the great dollars and cents good-will value which the Goodrich Company secured as a result. It was a money-maker, was that page ad. And it has vastly helped its smaller brothers, the quarter and half pages which followed, to sell Goodrich tires. It put thousands upon thousands of dollars worth of life into the whole campaign above what it cost. It has proved itself a wonderful investment."

High-Powered Cars Are Easily Controlled by Women

"To mention that any particular make of car is a woman's ideal vehicle, seems to convey the thought of some plain, placid moving motor car," says J. M. Davidson, of the Pennsylvania Auto Sales Co., Harrisburg, distributor of National cars.

"Heretofore automobiles of power and speed have demanded strength and endurance on the part of the driver. They were like the hard-mouthed thoroughbred of yesterday, but motor-car designing has so advanced that speed and power have been beautifully rein-broken, as exemplified in the National cars of to-day.

"The speed and power of the National car have been disputed, and the number of women owners who are driving this make to-day prove conclusively how well harnessed these most desirable factors have become."

"The great flexibility of the High-way Twelve makes it possible to drive through the most congested districts as easily as with an electric vehicle, yet at the same time to speed up to the limits of the law or watchful eye of the motor cop with the same safety of control."

Multiple cylinder cars have greatly increased the number of lady drivers. This is because the twelve cylinder motor has practically eliminated gear shifting which was always the objectionable feature. The twelve has also been hard on chauffeurs as many owners who heretofore never thought of driving their own cars, now drive their National twelves because of the ease in which they are handled.

"Speed and power cars heretofore have meant vehicles where the idea of comfort had hardly been considered. To-day, however, in the swiftest National one rides as safely and as comfortably as in the Pullman of the railroad. Therefore, the National factory has created a new meaning to the idea of the woman's ideal car."

Haynes Makes Record; New York to Washington

By covering the 238.2 miles between Jersey City and Washington in seven hours and twenty-six minutes, a Haynes "Light Six" touring car, driven by D. B. Gish, of Washington, D. C., set a record that will stand for some time. The mark is but two hours slower than it takes the fastest trains to cover the distance between the two points, and they travel on a perfect road bed, every foot of which is carefully guarded.

The New York-Washington road record, which had its starting point at the Jersey City end of the ferry, is a mark that many automobile men have coveted. The route leads through the most thickly settled portion of the United States. Road conditions are good, but travel at all points is congested.

In 1911 S. A. Lutell, in a four cylinder Packard touring car, set the first mark. His time was 11 hours and 41 minutes. This mark stood for four years. In 1915 D. S. Hendrick in a Franklin, clipped 2 hours and 32 minutes from the record. His time was 9 hours and 9 minutes. Two weeks later E. B. Terry, in an Apperson, lowered the Hendrick mark by 27 minutes, making the distance in 8 hours and 42 minutes.

An examination of Gish's record in the Haynes shows that he covered the 98 miles between Jersey City and Philadelphia in 2 hours and 30 minutes, or at a rate very near 40 miles an hour. Newark, Elizabeth, New Brunswick, and Trenton, N. J., are towns that have speed ordinances which must be obeyed. This meant in the open country that better than 80 miles an hour had to be done to hold this average. It took two hours and 29 minutes to cover the 79 miles to the Susquehanna river. The 40 miles to Baltimore were covered in 1 hour and 3 minutes and 1 hour and 24 minutes after arriving in Baltimore the car was checked in Washington.

Five stops held up the record of the car approximately after 40 minutes. One of these at Marcus Hook, N. J., was for oil and gasoline, and the others were caused by freight trains and traffic. The speedometer on the Haynes record-breaker showed 72 miles per hour as maximum—almost unbelievable speed over country roads.

OVERLAND AUTOMOBILES IN USE ALL OVER THE WORLD



Best proof of the world-wide popularity of American-made automobiles—especially the Overland—is the fact that there are about 20,000 Overland and Willys-Knight cars in active service in foreign lands.

No matter where you go, whether in the United States, South America, South Africa, Australia, China, Tasmania, India, Siberia, the Islands of the West Indies, the colonial possessions of France and Portugal, you are sure to find not one, but swarms of automobiles that wear the red-white-and-blue medallion of the Overland or Willys-Knight.

No common scene in India is such a one as is pictured here. A freight train is being unloaded at Karachi in East India. Notice the turbaned and white-clad freight hands as they place the body of an Overland on a crane and prepare to swing it to the ground.

Another view takes us farther into the heart of Asia, to the very shadows of the walls of Peking, where an Overland is resting just outside the wall while behind it a camel caravan loads for a trip to Mongolia.

Another picture was taken at Bali, Dutch East Indies, and shows a group of native women in the car.

Uncle Sam calls upon the Overland when he goes out to chase bandits, as witness another of these photos, taken just across the border, which shows a detachment of Uncle Sam's boys manning a rapid-firer in the tonneau of an Overland Model 75. In the present punitive expedition into Mexico, a number of Overland and Willys-Knight cars are in use, transporting soldiers, carrying officers and newspapermen.



No. 1—An Overland in Mexico, showing machine gun in tonneau of car. No. 2—Unloading Overlands at Karachi, East Indies. No. 3—An Overland in the shadows of the wall of Peking. No. 4—East India women in an Overland car, taken at Bali, Dutch East Indies.

No "New Models" in Mid-Season

THE Chandler Type 17 was a perfected car January 1st. It had back of it three years of refinement, three years of making good. There is no reason to change it or modify it or call it by some new name in mid-season.

Chandler Values are Permanent

The Chandler Type 17—thousands of them on the road today from coast to coast and giving the most satisfactory service—is distinctively the medium priced car of the year.

It's the car of a perfected motor, and the most beautiful body design. It is the car of greatest all around value and no marked up price. There is ample excuse for an advance in price, but it would not add to the value to increase the price.

We could not give more in this great car just by asking you to pay more.

- Seven-Passenger Touring Car - - - \$1295
 - Four-Passenger Roadster - - - \$1295
- F. O. B. Cleveland

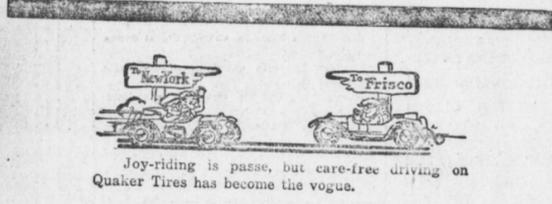
Come Now For YOUR Chandler

ANDREW REDMOND Distributors For Central Pennsylvania
 THIRD AND BOYD STS. Good Live Dealers Wanted For Open Territories HARRISBURG, PA.



CHANDLER SIX
 \$1295 f. o. b. Cleveland

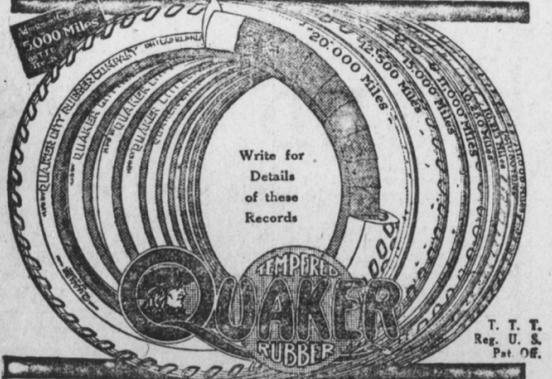
CHANDLER MOTOR CAR COMPANY, CLEVELAND, OHIO



NEW YORK to Frisco and back on the same tires is some record, you'll admit. Yet, the average on a lot of Quakers in use in 14 States was 10,629 miles—more than three times the distance from coast to coast.

Is one of your tires going bad? Drive around to the Quaker Dealer and let him fix you up with a Quaker Tire. Then watch the miles pile up and the mileage cost dwindle.

ALFRED H. SHAFFER
 58--100 S. Cameron Street



GREGORIAN
 357 1/2 STREET
 Bet. 5th Ave. & Broadway.
 Fireproof—Modern—Central.
 300 ROOMS WITH BATHS.
 \$2.00 to \$3.50 per day.
 Meals: Table d'Hotel and a La Carte.
 WRITE FOR BOOKLET.
 D. P. RITCHIEY, PROP.

AUTO STORAGE—
 First class, fireproof garage, open day and night. Rates reasonable.
Auto Trans. Garage
 7-29 North Cameron St.

KING EIGHT CYLINDER
 "The Car of No Regrets"
 The King is the second oldest automobile in the United States; 1916 model \$1150
 7-Passenger Touring .. \$1350
 Good Territory For Live Dealers
King Car Sales Co.
 80 S. CAMERON ST.

FRANKLIN
Ensminger Motor Co.
 Third & Cumberland Sts.
 DISTRIBUTORS

Hushmobile
 "The American Family"
ENSMINGER MOTOR CO.
 THIRD AND CUMBERLAND STS. Distributors.
 Try Telegraph Want Ads

DORT
 "OWN A DORT YOU WILL LIVE!"
 5-Passenger Touring \$665
 Roadster Type \$540
Ensminger Motor Co.
 THIRD AND CUMBERLAND STS. Bell Phone 3515