

APPERSON DADDY OF MOTOR CARS

E. L. Cowden, Local Distributor, Gives Interesting History

E. L. Cowden, local distributor for the Apperson "Jackrabbit" to-day gave to a Telegraph representative an interesting bit of automobile history, concerning the advent of the automobile.

"Back in 1893 the first successful American gasoline automobile was completed by the Apperson Brothers, and on July 4, of that year, made a run from Kokomo to Peru, Indiana, a distance of about twenty miles, said Mr. Cowden. "This car was purely an experiment. There was no demand for cars at that time, the person carrying on the work, because of their vital interest in it. This was the first successful American car — the father of American automobiles.

"In the year 1895 the "Times-Herald," a Chicago newspaper, offered a prize for the best designed gasoline engine for a motorcar. This was won by the Apperson.

"It seems incredible when one looks about to-day and is able to count automobiles and automobile trucks by the thousand in the streets of our cities and on the country roads, that less than a quarter of a century ago the automobile was an unknown quantity.

**First Car Prizewinner** "Elmer and Edgar Apperson, two young mechanical geniuses from the little town of Kokomo, Indiana, won that prize! The first "Apperson" engine was a winner! Bear that in mind, for it forms the crux of the story of the life of the Apperson brothers.

"These men had given to the world an invention which was to revolutionize locomotion. They laid the foundation, through the exhibition of that prize-winning pioneer motor, of an industry which has assumed the most colossal proportions in a score of years of any that the world has known before or since that epoch making date.

"In the year following Elmer Apperson drove his car as a special attraction with the Robinson and Franklin circus, and proved the star attraction in the "World's Congress of Wonders."

"He drove in races at Sioux City over a one-mile track on July 4 of that same year — and at the Minneapolis Bicycle Show in the Fall of 1896 hauled passengers around the big Convention Hall at 10 cents each.

"In telling the story of these early experiences he never fails to recount how hard it was to get a "load" at this Bicycle Show. People refused to risk their lives in his "devil wagon" even at the bargain price of 10 cents a head.

"It was while with the circus that Mr. Apperson one Sunday afternoon while in Evansville, Indiana, decided to attend a ball game which was being played in that city.

**Broke Up Game** "His arrival at the park occurred in the middle of the third inning and was the signal for the breaking up of that game then and there. Players as well as spectators gathered about the "Horseless Wagon" and spent the rest of the afternoon in an examination of its wonders.

"What man in that crowd could that memorable day would have dreamed that in a few short years thousands of automobiles, all of them lineal descendants of this little "Apperson" car, would be parked about the grounds of every ball park in America when there was a game on!

"In the following year Edgar Apperson won the first speed contest ever given in America, at the Charles River Park track at Boston.

"The next feat was his driving of an Apperson automobile from Kokomo to New York City, 900 miles in August, 1898, where he delivered the car to a customer.

"In 1901 both brothers added fresh honors to those already gained, the first being a 100-mile nonstop run in the Long Island Automobile Club contest, the first contest of that nature. In the same year they won first and second prizes in the first cross-country run, the course being from New York to Buffalo.

**Beginning of Rise** An important step was taken this year, when the brothers formed the Apperson Brothers Automobile Company, with an original capital of \$22,000. Two years following marked the beginning of the automobile industry, which these two men had been so instrumental in bringing to life.

"In the meantime they were actuated more by the enthusiasm which grips inventors than by any thought of a great commercial success. There was no market for their wares, and it is doubtful if they ever gave a thought to the commercial side of the automobile.

"Success," said Mr. Cowden, "has come to Elmer and Edgar Apperson because of their adherence to the ideals which they have held from the beginning. To win—not for what the reward might be from that winning, but rather to carry out the Apperson idea of achievement, of work well done and to this ideal they have held from the first with the result that each succeeding "Apperson" was an improvement over its predecessor.

"In 1909 the Apperson "Jack Rabbit" won first in the Pasadena-Altadena Hill Climb, covering 1.4 miles of 1 1/2 per cent grade from standing start in 1 minute 26 seconds, a sixty-mile-per-hour speed. This winning car was driven by Edgar Apperson.

"A world's record which still stands.

"The latest and perhaps greatest of all the Apperson creations makes its bow to the motorists of the world this season — in the Apperson Roadplane. Not in years has any automobile received such enthusiastic endorsement from motorists as this new car.

"It is a fitting climax to a long and honorable line of "Appersons" and more than ever will serve to cement the bond which has always existed between the Appersons and the "Apperson" family — whose motto has always been "once an Apperson, always an Apperson owner."

"The men who in 1895 won the first prize for the first successful automobile will in 1917 win 4,500 prizes that will be the outcome of the great Apperson plant in the present year.

"Into each one of these cars is built the same care for details, the same ideals which found their first expression in the first winning Apperson car of two decades ago, that "blazed the trail" along which all succeeding "Appersons" have followed from that time until the present."

**THE STORAGE BATTERY** There is no chemical that can be used to dissolve the sulphate on storage battery plates. The only way to reduce this sulphate is to charge the battery very slowly, say, at such a rate that a complete charge would take about fifty hours. One such charge does not reduce the sulphate discharge the battery and recharge it again at a low rate.

A broken hard rubber cell cannot be patched effectively and must be replaced by a new one.

GRACEFUL DESIGN IN CHANDLER SIX

Andrew Redmond, Local Distributor, Tells of New 1917 Models

"Special body types, special fittings, special holsters, custom-made body effects on standard chassis, in fact, spell the outlook for the 1917 and succeeding seasons," says Andrew Redmond, local distributor of the Chandler.

"We are meeting with unexpected success in the highest priced special body work," he continued. "Our Chandler six limousine and our Chandler six town car are both in demand. We sensed the condition of affairs early in the season, and while in a measure prepared for it, we are compelled to push our workmen ahead to keep pace with our customers.

"It is our absolute conviction that the purchaser of an inclosed car wants style inside and outside. There is no such thing as a broad middle road in the building of a strictly high-grade inclosed car. An inclosed car demands a fine mechanism; it also demands a fine body.

"The prime requisites for a well-built inclosed car are graceful design, reflecting taste and individuality, comfort, beauty and completeness inside, the highest quality of materials, and workmanship throughout that is beyond criticism.

**Source of Continuous Pleasure**

"These qualities are comparatively easy to list. They are hard to fulfill. They exact a scrupulous fidelity to quality that imposes a deep obligation on the manufacturer. But when they are fulfilled they mean a motor car that is a source of continuous pleasure during the entire period of ownership.

"There has never been a time when the demand for Chandler inclosed cars has not exceeded the supply.

"Because this season's cars are much finer even than those which have preceded them, it is not strange that a still more urgent demand has arisen, and we are doing our utmost to keep pace with this demand.

"The Chandler limousine has that handsome, well-groomed appearance that stimulates pride of ownership. It has everything that an exceptionally fine limousine should have. All of the niceties of finish, all those smart touches of style and elegance that characterize the most expensive custom-built closed cars are emphasized in this Chandler model.

"Strength and lightness, quality and style, are easily apparent. Grace of line is disclosed at a glance. There is nothing finer, and yet because lightness of weight is a prime feature of Chandler cars, this seven-passenger limousine will be found exceedingly economical from the standpoint of operating cost.

"Special attention has been accorded every detail. Infinite thought for an owner's comfort is expressed in the dimensions, the lines, the finish, the equipment.

"The cloth upholstery and the mahogany interior trim are of highest quality, although an owner can have his choice of several styles of interior trimming. We do not know of any way in which the Chandler limousine could be made finer.

**Utility and Serviceability**

"The Chandler six convertible sedan, which seats seven passengers, spells utility and serviceability as an all-year car at a glance, and rightfully deserves the popularity it now commands.

"In a few minutes this Chandler convertible sedan is transformed from a luxurious winter model into an ideal summer car, fully as open as a touring car with the top up.

"The unique construction of the front and rear windows permits easy removal from their positions and storage in a specially designed compartment under the rear seat. The door windows lower away into ingeniously designed envelopes, where they are securely carried, and they are adjustable for ventilation.

"The two front seats are arranged Pullman chair fashion, with a generously wide aisle between them connecting the driving compartment and the tonneau. The two auxiliary seats, when not in use, fold away compactly into the backs of the front seats. The wide cushions are all deep and pillowy, and tilted to the proper comfort angle.

"The interior finish of the Chandler convertible sedan is both handsome and serviceable. The upholstery is in heavy gray whipcord.

"Every motorist will appreciate the comfortably curved arm rests on either side of the rear seat, the large, centrally positioned electric dome light, with nickel push buttons at your finger tips, and the many other items of completeness that add immeasurably to the pleasure of all-year motoring.

"The smartness and convenience of the Chandler six coupe instantly commend it to those whose requirements are fulfilled by a four-passenger car. It can but be regarded as a distinct Chandler achievement.

"The seating arrangement is similar to that of the Chandler four-passenger roadster, except that all interior dimensions are much more liberal. The doors are open in the front, and there is a wide aisle between the front seats, affording easy entrance or exit from either side.

"As in the case of the convertible sedan, the door windows may be lowered into ingeniously designed pockets and are adjustable for ventilation. The front and rear side windows may be quickly removed and placed in a receptacle at the back of the rear seat. When the set is in position no trace of this pocket is discernible. By this clever device economy of space is effected.

"In the rear deck there is ample space for carrying miscellaneous parcels. It is upholstered throughout in excellent quality cloth of special weave and equipped with dome electric light."

**"MOTOR" NOW INCORRECT**

William Guy Wall, chief engineer of the builders of National twelve and six-cylinder cars, says it will be a hard job to get the public to say "engine" instead of "motor."

But the Society of Automobile Engineers has issued an edict declaring that the term "motor" has been erroneously applied to the power plant of an automobile and that it should be called "engine."

"Literally a motor is merely a means of transforming a certain type of energy into power, and thus a steam engine might as aptly be termed a motor as a machine operated by electricity," said Mr. Wall.

**E. C. Ensminger, Local Agent, Tells of Grilling 1,000-Mile Grind**

E. C. Ensminger who has the local agency for the Dort is exhibiting several of the new 1917 models at the local automobile show. In speaking of a recent "grind" held in California during which the Dort gave a very good account of itself, Mr. Ensminger to-day said to a representative of the Telegraph: "One thousand miles in forty-eight hours without a stop of the engine and with the gear locked in 'high,' a ten-century grind through sunshine and rain

CHANDLER SIX \$1395



This Great Car Leads All Sixes Because of Its Marvelous Motor

THOUSANDS of men and women who would pay hundreds of dollars more for an automobile, if paying more would get them more, choose the Chandler. They are not seekers after a low price. They desire the best six-cylinder motor regardless of price. They desire a Six because time has shown that a six-cylinder motor, correctly designed, gives all the power and all the flexibility of power that any motor can give; that such a motor has the life and snap and "go" they desire; that such a motor is genuinely economical in cost of operation.

So these devotees of the Six choose the Chandler, because through four years of intelligent, conscientious, manufacturing effort, and without radical or experimental changes of design, the Chandler motor has been developed to a point approximating perfection.

**Chandler Low Price is Important, Too** While with so many the question of price is of secondary consideration, still Chandler leads in price today quite as distinctly as it has always led.

In the face of advanced cost of all materials and labor, the Chandler price is but \$100 higher than two years ago. And the car is finer than then. Not a feature has been cut out of it. Much has been added.

AND OTHER CARS IN THE CHANDLER FIELD HAVE ADVANCED AS MUCH AS THREE HUNDRED DOLLARS THE PAST YEAR, EITHER BECAUSE OF NECESSITY OR OPPORTUNITY.

The Chandler Company has not been willing to take advantage of a situation which would have permitted price inflation.

And this year we shall probably build and sell more cars than any other manufacturer building a car of even similar quality.

**Wide Choice of Beautiful Bodies** You who demand such a motor as the Chandler demand grace of body design, also, and richness of finish. Chandler offers you five beautiful types of body, each mounted on the one standard Chandler chassis.

COME NOW TO CHOOSE YOUR CHANDLER

- Seven-Passenger Touring Car, \$1395
- Four-Passenger Roadster, \$1395
- Seven-Passenger Convertible Sedan, \$1995
- Four-Passenger Convertible Coupe, \$1995
- Limousine, \$2695
- All prices f. o. b. Cleveland

ANDREW REDMOND, Distributor

Third and Boyd Streets Harrisburg, Penna. Desirable territory open for live dealers Bell Phone 2133

CHANDLER MOTOR CAR COMPANY, Cleveland, Ohio

DORT TOURING MAKES RECORD

E. C. Ensminger, Local Agent, Tells of Grilling 1,000-Mile Grind

E. C. Ensminger who has the local agency for the Dort is exhibiting several of the new 1917 models at the local automobile show. In speaking of a recent "grind" held in California during which the Dort gave a very good account of itself, Mr. Ensminger to-day said to a representative of the Telegraph: "One thousand miles in forty-eight hours without a stop of the engine and with the gear locked in 'high,' a ten-century grind through sunshine and rain

and Orange counties, down through San Juan Capistrano and out along the coast the Dort hummed its merry tune, and even on the famous Torrey Pines grade, the nemesis of so many motorcar tests, this wonderful little car increased its speed from fifteen miles an hour at the foot to nineteen miles an hour at the top. "Arriving at Santa Barbara stop was made only sufficiently long for a hot lunch, which the driver and observer picked up and devoured hurriedly, then started back to their goal and record. "Patiently the representatives of the Leach Motor Car Company awaited the arrival of the car and as the clock ticked off seconds nearly as the time limit, many an anxious heart beat, but with only three seconds to spare a shout went up. "Here they are," and the driver, with dirt-streaked face and tired eyes, pulled in front of the showrooms with the speedometer registering 1002 miles, setting a most remarkable record for durability and flexibility for low priced cars that will be the envy of all for some time to come."

BRIGHT FUTURE FOR THE SAXON

L. H. Hagerling Tells of Sound Condition of Saxon Corporation

practically double the number of cars called for by contract, they will be compelled to travel at top speed every day to supply cars to the dealers. "However, in addition to this splendid growth in sales, they have made a corresponding stride in production and to-day are turning out more than 150 cars a day. "To me the fact that dealers are eager to take contracts calling for an aggregate of over 50,000 cars is a striking proof of the popularity which Saxon has won for itself in the minds of the motor buying public. It is, as I see it, a distinct recognition of Saxon merit, as a motorcar. "There are, however, other things which point even more specifically to Saxon strength. The dealer organization has been strengthened until it now presents a body of keen businessmen, well financed, and capable of withstanding any turn that the motorcar industry may take. "Saxon is now three years old. In that time it has come from a small company to one of considerable size. It has been a growth on merit, and the Saxon car, as I see it, has been the big factor in its success."