

### Women Autoists to Aid In Event of German War

To take care of women and children first in the event of an invasion, Governor McCall, of Massachusetts, has been offered the use of 1,000 light automobiles and the services of a large corps of trained women drivers. The formation of this auxiliary brigade was undertaken by a prominent motorist at the suggestion of women drivers and is the direct outcome of the motor car mobilization in the East last spring and summer during the preparedness campaign.

As soon as a rupture with Germany became a certainty, offers of cars and drivers began coming in to C. S. Henshaw, Dodge Brothers dealer in Boston, and owing to the number of women drivers who volunteered, it was decided after conference with the authorities that the most useful service to which a reserve corps might be turned would be the removal of women and children from any threatened area, practically every other branch of activity having been covered in plans already made.

It is the purpose of this reserve corps to work in connection with the women's organizations now preparing for active service and it is expected that in the course of the next few days several hundred more women will be enrolled.

Some of these women are already expert enough to act as emergency mechanics with the women's division, thus releasing for actual military service a number of men drivers who would otherwise be unavailable.

Although only 1,000 Dodge Brothers cars were offered to the Governor Mr. Henshaw states that from information already at hand he would be able to supply two or three times that number of cars and drivers if called upon. Mr. Henshaw was the leading spirit in the previous motor car mobilizations.

### FISK CONFERENCE OF DISTRICT MEN

Representatives From Every State Had Instructive Sessions at the Tire Factory



F. A. MOSHER  
F. A. Mosher, local manager of the Fisk Rubber Company branch, has just returned to the city after a week or so spent in conference at the Fisk Rubber Company's plant located at Chicopee Falls, Mass.

Representatives of every State in the Union were among the 150 branch and district managers who attended this sales conference. An elaborate four-day program extending from February 12 to 16, kept the visitors busy every hour of each day. A trip through the immense thirty-acre plant of this big tire manufacturer was enjoyed by every conference delegate and the process of tire making was observed first hand through every step from the crude rubber to the finished product.

The daily sessions of the conference were crowded with excellent addresses by the various department heads. These served to acquaint the field organization not only with the men themselves who are at the head of departments but also brought every visitor into a better understanding of the work of each unit of the vast Fisk organization.

Sales and advertising plans for 1917 were carefully gone over and other pertinent subjects were taken up such as manufacturing, insurance and banking, system, credits and collections, all applied in their relation to the betterment of Fisk service and the broadening of the Fisk plans for even greater distribution of the Fisk product than is enjoyed at present.

One important subject brought up in the addresses and in the informal discussions of this conference was that of ways and means to improve and expand the Fisk free service policy which is now available at every one of the 127 Fisk branches located throughout the United States. Fisk free service is already in a class by itself, for it really means what it is called—free service. It means that at any Fisk branch in the country, any autoist, no matter where he is from nor what make of car he drives, nor what tire he uses, may drive in and have his tires and tubes changed, re-assembled, inflated or inspected entirely free of charge.

Mr. Mosher states that this Fisk conference was by far the best arranged and the most complete of any he has ever attended. While all the conference delegates enjoyed the experience of meeting together once more, there was also a highly instructive value to the conference which will undoubtedly help in the boosting of Fisk sales throughout 1917 and improving the already popular Fisk free service.

### PEERLESS GETS BIG MILEAGE

Reports Show Remarkable Record; No Worn Out Casings

From the Campbell-Saxon Auto Company, Peerless distributors in Waterloo, Iowa, the Peerless factory at Cleveland has received most gratifying reports concerning the gasoline mileage of the Model 56 Peerless Eight. Data gathered at random from twenty Peerless Eight owners in the Waterloo territory, according to the reports, show an average of 14 1/2 miles to each gallon of gasoline consumed. Many of the owners are said to have obtained from 16 to 18 miles for each

gallon, under average touring conditions. No owner reported less than twelve miles.

"A still more remarkable feature of the information handed in by the Campbell-Saxon Company is the fact that, so far as can be learned, not one of the Waterloo district Peerless owners of the Model 56 has sustained any tire expense caused by blow-outs or worn out casings. In spite of many records of from 8,000 to 10,000 miles, it is stated that all of the owners still have their original Model 56 tires in good serviceable condition.

"The Campbell-Saxon Company report is only one of many tributes we have received recently concerning the economical performance of the Model 56 Peerless Eight," says Robert J. Schunk, sales manager of the Peerless Motor Car Company. "In all of my automobile experience I have never known of a so-called small, light car showing better records than those of the Model 56 for either gasoline or tire economy, and the Peerless Model 56 is in no sense what is popularly known as the small light

car. It is a big roomy, substantial car with real class demonstrated in every one of its lines.

"As a rule, the big expensive looking automobiles prove expensive to maintain. That is why the Peerless product, in our opinion, occupies a unique position in the industry. It has all the style and class of the country's most exclusive product and at the same time affords the maximum performance at minimum expense. The Peerless Eight is not only built to satisfy the discriminating buyer who insists on costly appearance, but it is built for efficiency and economy.

"An eight cylinder car of real merit, in all its details, which will give an average gasoline mileage of 14 1/2 miles for each gallon of gasoline consumed, is surely economical from the fuel standpoint. If it is so constructed that it rides well on wheels, thereby assuring the minimum wear on the tires, it is even more desirable to the average buyer. That is why the demand for Peerless Eights is increasing by the proverbial leaps and bounds."

### Hugh Chalmers' Winter On the Pacific Coast

Hugh Chalmers, president of the Chalmers Motor Company and his family, left Detroit, February 19, for Pasadena, California, where they will spend the remainder of the winter. Mr. Chalmers has just purchased one of the finest homes in Pasadena and intends to make the Pacific coast his winter residence. He plans to spend a part of the next six weeks touring through California and Washington. Harrison Boyce, inventor of the Boyce motor, has joined the ranks of Chalmers owners, having just purchased a car from the Tacoma, Washington, dealer, Mr. Boyce selected his car after testing out a dozen makes of machines with his own invention. He found that the Chalmers motor gave the best results with his

motometer, the heat seldom dropping below 130 degrees or above 170 degrees, which he asserts is the best for economical operation and best performance.

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more miles—  
less gasoline—  
more comfort—  
less weight—  
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**E. W. Shank**  
107 MARKET ST.

5-Passenger Touring ..... \$695  
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**AUTO STORAGE**—  
First class, fireproof garage, open day and night. Rates reasonable.

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We give the 1917 look to those 1915 automobile parts, as we repair and refinish radiators, windshields, and

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We refinish, repolish and repair all brass and art metal work, including hand instruments. Charges most reasonable. All work guaranteed.

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**FREE Tests and Water For STORAGE BATTERY and EXPERT REPAIRS at FRONT-MARKET Motor Supply Co. 109 Market St. Prest-o-lite Battery Service**

### Postmasters Know Which Is Most Beautiful Car

When the Paige-Detroit Motor Car Company announced its new models under the caption "The Most Beautiful Car in America," President Harry M. Jewett declared that the slogan had been presented to the Paige by the public. How well justified Mr. Jewett was in this statement seems to be proved by an innocent little postal card, that arrived at the Paige factory the other day. The card was mailed from the small town of Charleston, West Virginia, on February 12. It was addressed simply: Foreign Sales Manager "The Most Beautiful Car in America" U. S. A.

There was no individual's name, no company name, no town, no state, yet the card was delivered at the Paige factory February 15.

First the postmaster in the little town of Charleston had recognized the meaning of the address and sent the card on its way to Detroit. Again, the postal officials in Detroit had recognized it and sent it on its way to the Paige factory.

If that is not evidence that the slogan is known and that its application is understood, Mr. Jewett wants to know what is.

### Aviation Expert a Successful Motorcar Saleswoman

Mlle. Helené Dutrieu, of Paris, the first woman to operate an aeroplane and famous as the holder of many long distance records in aviation, was a recent visitor to the plant of the Chalmers Motor Company.

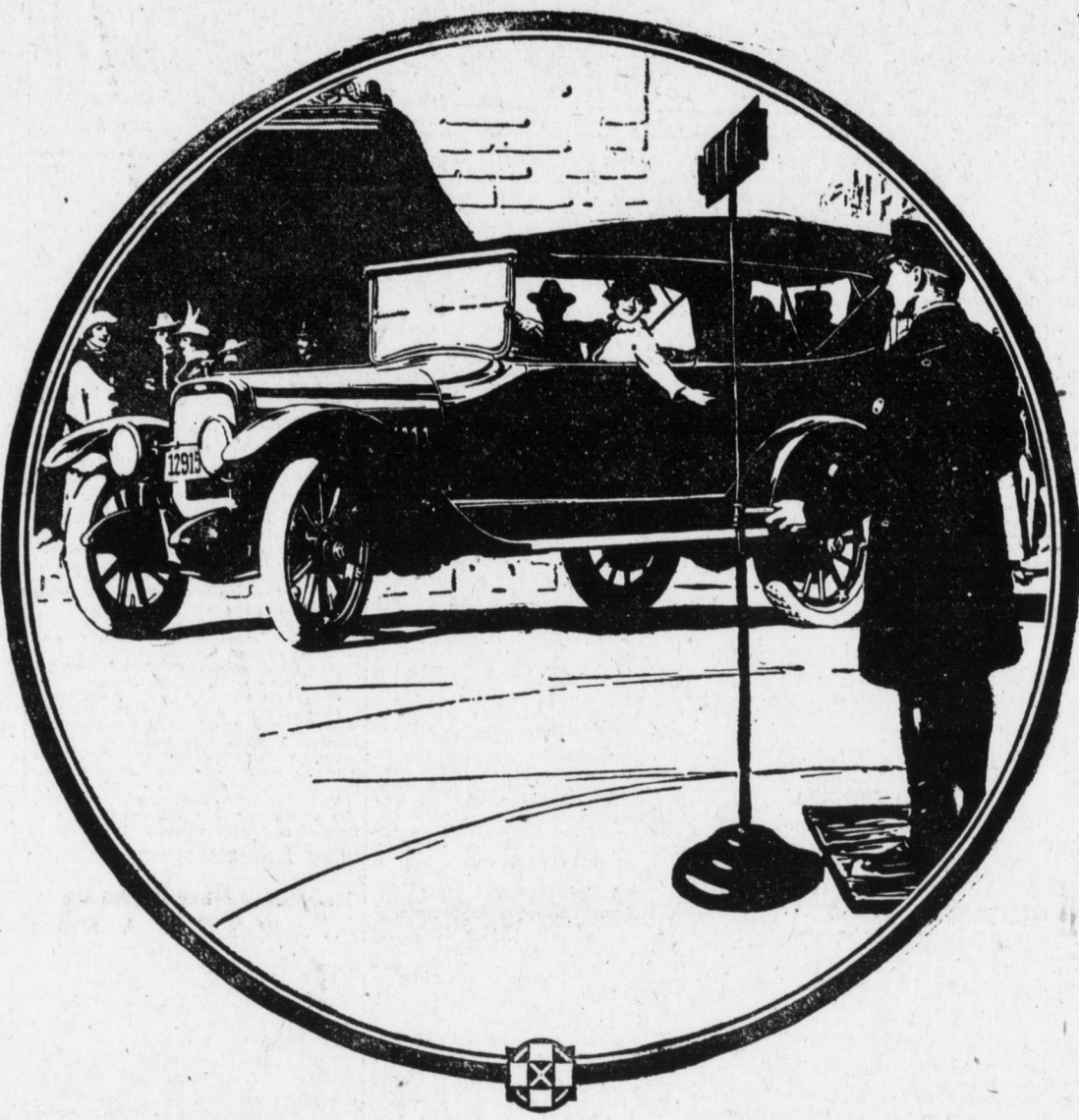
Mlle. Dutrieu arrived on the steamer Espagne, which narrowly escaped being torpedoed off the coast of France. For the past year she has had the French sales rights for Chalmers cars and has enjoyed an excellent business despite war conditions.

"Since the war I have been forced to give up my active work in aviation," said Mlle. Dutrieu, in Detroit. "The French authorities do not permit the use of planes save for military purposes and I have not used my plane since the first time Paris was threatened by the German army. At that time I reported for scout duty and was on active service for several weeks.

"At present the French government charges seventy per cent. duty on American cars and freight charges are so high that by the time the cars are set down in Paris, they cost 100 per cent. more than factory price. In spite of this fact, I can sell all the Chalmers cars that I can get. Among my recent customers was Henri Farman, the biggest builder of aeroplanes in Europe. Mlle. Marthe Chenaille, the reigning actress and beauty of Paris, also drives a Chalmers Six."

Before leaving Detroit, Mlle. Dutrieu ordered a big shipment of cars for immediate delivery to her headquarters in Paris. She intends to sail for home within the next ten days.

# CHANDLER SIX \$1395



## There Is No Other Six Like This For Anything Like This Price

**T**HE Chandler offers intrinsic value greater than other cars for which you are asked to pay much more. Greater value in materials, design, equipment, and, above all else, in the dependable and enduring service of its marvelous motor.

You may say it is easy to make such a claim for the Chandler. It is. And IT IS EASY TO PROVE SUCH A CLAIM FOR THE CHANDLER.

Year-old Chandlers command as high or higher price in the used car market than year-old cars of other makes selling, when new, for two or three hundred dollars more.

Could any further evidence be asked, to prove Chandler leadership in value? It wouldn't seem so, but let's make thorough inquiry.

What other make of car, at anything like the Chandler price, offers you a motor which has been developed, refined and perfected throughout four years of conscientious manu-

facture and not subjected to radical changes or experimental devices? *None.*

What other make of car, at anything like the Chandler price, offers you such a proven mechanism as the whole Chandler chassis? *None.*

What other make of car, at anything like the Chandler price, offers you all those features characteristic of the highest priced, high-grade cars—Bosch high tension magneto; solid cast aluminum motor base, extending from frame to frame; big silent chains instead of noisy gears for driving the motor shafts; full floating and silent spiral bevel gear rear axle and light running annular ball bearings in transmission, differential and rear wheels? *None.*

What other make of car at anything like the Chandler price offers you more beautiful and comfortable bodies than the Chandler? *None.*

Chandler policy has always kept the Chandler price low. Relatively it is lower today, when so many prices have been inflated, than ever before.

These are *Facts*, and to you they mean a Better Car for Less Money

- Seven-Passenger Touring Car, \$1395
  - Four-Passenger Roadster, \$1395
  - Seven-Passenger Convertible Sedan, \$2095
  - Four-Passenger Convertible Coupe, \$1995
  - Limousine, \$2695
- All prices f. o. b. Cleveland

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Harrisburg, Pa. For Live Dealers  
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