

WAR WILL BRING BUSINESS BOOM

H. M. Jewett, Paige President, Makes Optimistic Predictions

Increased instead of restricted purchasing power, an extraordinary boom in general business and consequent country-wide prosperity are the optimistic prophecies of businessmen who are analyzing the situation brought about by the entrance of the United States into the war.

One of these prophets of optimism is Harry M. Jewett, president of the Paige-Detroit Motor Car Company. His comment was the result of certain pertinent questions that had been put up to him to answer. He was asked, for example, what effect the war would have on business in general. He was also asked if there would be a hold-up in the production of automobiles and other commercial products, whether the equipment by the United States of an army of two million men and the financing of five billions of dollars would not seriously affect the financial condition of the country. Finally, he was asked the significant question whether the purchasing power of the people would be contracted to a certain degree. His answers were not only a flat denial of any harmful results, but an enthusiastic and confident declaration of optimism based on convincing facts and logic.

"The financing of five billions of dollars by the government is something that should have been started years ago," said Mr. Jewett. "The government should have continued to spend for its army, navy and coast defense until this country was in a position of absolute impregnability.

"The spending of two billions for our own defense, which seems to be the present plan, is not a matter of days or a matter of months, but a matter of years. It takes time to equip an army of two million men, but our factories are equal to the emergency. The money used is only released for circulation, as it comes back to the people in wages and through the purchase of raw and finished products. As for the proposed loan of three billions of dollars to the Allies, the financing of this operation will not be felt in the United States.

"If one will only take a glimpse at the banking situation in this country one will be convinced of this fact: It is estimated that the capital, surplus and deposits of our banks total approximately 25 billion dollars at the present time. Therefore, the banks alone have the national government at least six billion dollars and at the same time carry on the loans they are now making in the regular course of business to finance the industries of this country.

"If this is the banking condition of the country at the present time, how can anyone think that the financing of five billions of dollars by the people of the United States is going to make a disastrous impression?"

"The United States government can raise five billion dollars and keep on with several billion more without contracting the purchasing power of the people to the extent that general business will feel the sting, for it

Soldiers Made Hurried Trip to Repel "Invasion"

Eighty-five men of the Tenth Company, coast artillery corps, under Lieutenant Frederick Price, early this morning of March 18, made a record run from San Francisco to Half Moon Bay to repel an imaginary invasion from the sea. The run was made in one hour and fifteen minutes in twenty cars and two trucks of the Chester N. Weaver Company, San Francisco, distributor of Studebaker automobiles.

Major S. F. Bottoms was in command of the trip, which was made in accordance with an offer to the militia authorities at the Presidio by the Studebaker organization of the city. The government's severing of diplomatic relations with Germany. Although the offer was accepted at that time, the Studebaker organization was not notified in advance when they would be called on.

At 3:30 o'clock the morning of March 18, the call came to the militia authorities at the Presidio. At the hour appointed the caravan, each car in charge of a Studebaker driver and carrying its quota of soldiers, proceeded via the San Mateo road.

Not a halt or a mishap delayed the run, and at 8:45 the force was landed on the bay shore, the two machine guns unloaded from the truck and hurry-up preparations made to prevent the imaginary hostile fleet from landing men.

Considering that the distance is thirty-nine and one-half miles, it will be readily appreciated what the time means.

Swinging, sliding almost down the mountains, around the curves it was a miracle that they escaped without accident, tire, engine, brake, motor or any other trouble. The fact that every car and every man arrived at the same time, clearly demonstrated the efficiency and durability of the Studebaker.

Major Bottom, military observer on the test run, said: "It was one of the most satisfactory demonstrations I have ever witnessed, and forcibly demonstrates what can be expected of motor vehicles over any other method of transportation. Without large concrete placements of big guns along the coast for protection against the raid of any enemy, the short time to move troops from one point to another by auto is a convincing event that can protect our coast at any point without fear of the enemy successfully taking any one point. I can't say too much in praise of the actions of the Studebaker cars on the run to Half Moon Bay."

Cadillac Production Up to 100 Cars Per Day

According to the statement of Sales Manager E. C. Howard, the production of eight-cylinder Cadillacs for the month of March reached a total of 2,032 cars, and April is expected to show a substantial increase to reach an average of one hundred cars per day.

During the winter months, numerous handicaps have been experienced, caused by delays in obtaining materials in spite of foresight in placing contracts long ago, and on account of railroad congestion both in and out of Detroit.

The railroad situation, however, is reported somewhat easier, and the material situation is now so well in hand that production so far as the Cadillac factories are concerned can be pushed to the limit.

Break in Automobile Motor Gradually

"To insure that the working parts of the motor adjust themselves properly this car should not be driven in excess of twenty-five miles per hour during the first five hundred miles."

This notice appears on the windshield of every car shipped by the Willys-Overland Company, of Toledo, Ohio, and according to distributors and dealers, is doing a great deal of good.

All engineers and most good mechanics know that nothing is so injurious to a new mechanism as high speed, yet probably a vast majority of new cars are driven at high speed inside of twenty-four hours from the time they are delivered to the retail purchaser.

It is this tendency on the part of inexperienced drivers which the Willys-Overland Company is trying to combat.

In no other line of manufacturing, possibly, is the product so quickly turned over to the mercies of a man who knows little of its mechanical construction and still less of the way to take care of it.

"A high speed passenger locomotive offers an excellent comparison," said the local Willys-Overland dealer, in discussing the topic.

The locomotive is built to run easily and pull a tremendous load at seventy miles an hour. But is that locomotive put at once into such service? Hardly. The vast majority of master mechanics who would permit such a thing is not fit to hold his position.

"The locomotive is run 'dead' in a freight train to its point of delivery. Then it is easily and carefully 'broken in' by being given slow freight service before it is turned over to the passenger crew."

"It is a good deal the same in the case of a steamship. She is built under a contract guaranteeing so many miles per hour, but no shipbuilding concern would think of putting a new boat to a trial run until after her engines had ample time to 'wear in'."

"It should be the same with motor cars. The better a car is built, the more care should be exercised when the motor is new."

"Careful handling of a car when new means a better and smoother engine and fewer repair bills."

College Men Want to Drive Trucks in Circus

To become a member of a circus troupe has always been one of youth's greatest ambitions. Many persons outgrow this attraction for circus life but with some the lure always remains. No better evidence of this universal appeal of the outdoor show could be found than in the list of applicants for the position of truck drivers with the new motorized circus, which opens in May.

There are more than 1,000 of them on file in the office of the United States Circus Corporation and most of them are from college men. Graduates and undergraduates from the leading universities of the country—Harvard, Yale, Pennsylvania, Columbia, Princeton, Dartmouth, Cornell—want jobs in the circus, parade as pilots of the 100 Firestone-equipped Kelly-Springfield trucks and Troy trailers.

There hasn't been much to offer the young college man in circus work

heretofore. But the new enterprise with its motorized features presents a different aspect. Almost every young man, nowadays, can operate a motor car. Some of the circus applicants tell of their experience with father's machine, while others tell of their own personal attractions, such as the young man who described his social position and suggested that the use of his name would bring out the social elite in every town visited.

Roominess of Velie Six Instrumental in Sale

Gale Henry, comedy star of Universal productions, wanted a car. She is a favorite among her film companions and in addition to power and riding comfort, she wanted "room," so she might take as many of her

friends with her as could be comfortably seated.

Invariably there are a great many cars parked around Film City watching the interesting procedures, so Miss Henry and six other girls started out to look them over. It was agreed that a car was not to be given a second look if it failed to seat three in the front seat, and four in the rear seat, comfortably.

After trying about a dozen the girls decided to give it up as a bad job, when Eileen Sedgwick drove up in her Velie Biltwel Six. The girls climbed in unceremoniously and with one accord exclaimed, "Here it is!"

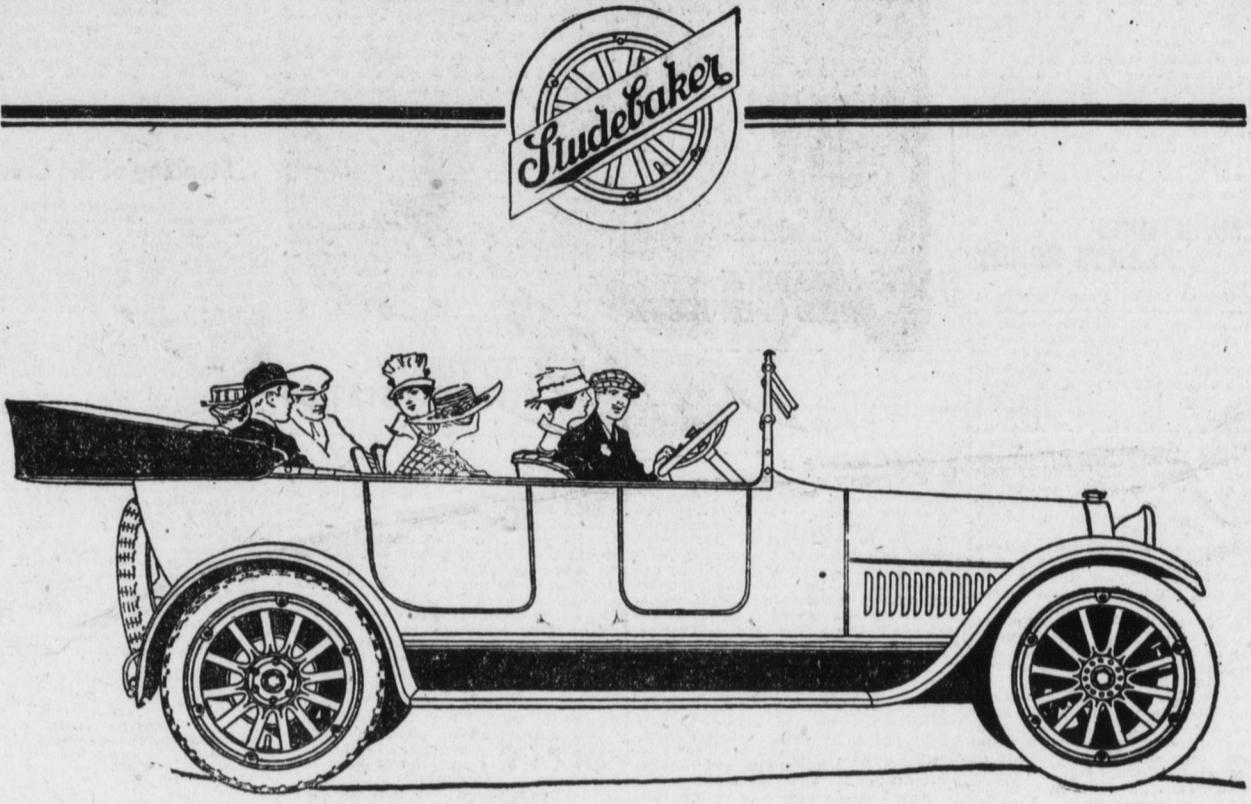
The fact that it was a "Velie" capped the climax and caused a sale. Now, Miss Henry devotes all her spare time in the company of a car full of girl friends enjoying her new Velie to the fullest extent.

Housewarming at Home of Mr. and Mrs. Geo. Seward

West Fairview, April 14.—Mr. and Mrs. George Seward were given a "housewarming" Thursday evening in their newly-furnished home. Music was furnished by Frank Handshue, of Harrisburg, and Raymond Kaufman, of Camp Hill; also a vocal solo by William Davis. Games were enjoyed, after which refreshments were served to Miss Mary Weltz, Miss Elsie Watts, Mrs. A. W. Emrick, Mr. and Mrs. Frank Handshue, Mr. and Mrs. William Davis, Miss Anna Brown and Russell Kelly, all of Harrisburg; Mrs. Ashby, of Steelton; Miss Irene Ashenfelter, of Marysville; Mr. and Mrs. Raymond Kaufman, of Camp Hill; Mr. and Mrs. H. Wolbert, Miss Nora Shultz, Mr. and Mrs. W.

McCurdy, Mr. and Mrs. E. H. Curry, Mr. and Mrs. F. J. Haubaker, Mr. and Mrs. L. B. Baker, Mr. and Mrs. W. A. Cripple, Mr. and Mrs. W. A. Miller, Mrs. T. J. Eshenbaugh, Miss Sophia Curry, Mr. and Mrs. C. M. Miller, Mrs. W. Fouik, Mrs. E. Rapp, Mr. and Mrs. George Keefer, Mr. and Mrs. J. Kooper, Mrs. F. Bretz, Mrs. E. Walsh, Miss Thura Baker, Joe Miller, Mr. and Mrs. W. T. Smeltzer, Charles Smeltzer, Mr. and Mrs. George Seward and Vaughn Cripples.

SENIOR CLASS ENTERTAINED
New Cumberland, Pa., April 14.—Last evening the senior class of the high school was delightfully entertained at the home of Mr. and Mrs. John Hoyer on Market Square. The rooms were decorated with the national colors. Music and games were played, after which refreshments were served to the class, composed of twenty members.



The Studebaker SIX

—As to Quality

For sixty-five years the name Studebaker has stood for honorable dealing with the public.

Studebaker has put into its product the most careful and experienced workmanship and the best materials that money can buy.

These combined with time honored honesty are the things that make quality.

In the Studebaker Six, quality is present in the material, deep in the vital parts where it is revealed by years of durability and by silent, smooth running efficiency.

There is further evidence of Studebaker quality which you can plainly see.

Compare its beautiful paint and varnish work with that of any car on the market.

Compare the quality of its genuine leather upholstery with that of cars costing \$2000 or over.

Note the high grade, leather bound crimson carpet in the tonneau, the genuine, pin tumbler Yale ignition lock.

Note the heavy gauge crown fenders, the beautiful head lamp mountings.

These are outward evidences of quality, but the real quality in Studebaker cars is that which meets emergencies, the life giving "factor of safety" which is splendid insurance for you to buy.

Come in and let us show you point by point the evidences of Studebaker quality.

Let us convince you that to equal the Studebaker in quality you have to pay many hundreds of dollars more.

It is well worth your while to investigate.

GORSON'S THE LARGEST USED CAR DEALERS IN AMERICA

Entire satisfaction to a customer is our foremost thought

1000 Used Cars from \$150 to \$1000.

No matter whether you are looking for an up-to-date touring car or a snappy little roadster, we feel certain we have just what you want, at a price less than you expected to pay.

Just received from a corporation 25 BUICK 30 H.P. RUNABOUTS. These cars are thoroughly overhauled, fully equipped, have new non-skid tires, demountable rims and are offered while they last at \$275.

1917 VELIE Touring; light six; brand new; great reduction.
1917 MITCHELL Touring; only slightly used; up-to-date; equipment; A-1 condition; slip covers, etc.
1917 OAKLAND "A" Touring; just like new; run 2000 miles.
1917 HUPMOBILE Touring; shows no wear whatever; big reduction.
1917 SUPER-SIX HUDSON Sedan; owner will sell at a sacrifice.
1917 DODGE Touring; light; 6-pass.; low mileage.
1917 STUDEBAKER Touring; excellent running order; extra equipment.

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238-240 N. Broad St., Phila., Pa.
Agents wanted. Open Sunday 9 to 2. Send for free bargain bulletin.

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List Price \$1285
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Your Profit \$200

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FOUR Touring Car	985	SIX Touring Car	1250
FOUR Landau Roadster	1150	SIX Landau Roadster	1350
FOUR Every-Weather Car	1185	SIX Touring Sedan	1750
	All prices f.o.b. Detroit	SIX Coupe	1750
		SIX Limousine	2400
			All prices f.o.b. Detroit

PETEY DINK—Yes, That's Very Unreasonable of Mabel

By C. A. VOIGHT

