

Studebaker Blue Book of Prominent Buyers

The selection of an automobile by people of high standing and sound judgment is an obvious indication of the style and quality of that automobile. It is the terse introduction to the "Studebaker Blue Book of Prominent Buyers" now being placed in the hands of interested motor car buyers by Studebaker dealers.

This interesting and profusely illustrated book offers the strongest endorsement ever given to any manufacturer of automobiles. His proof positive of the recognition of a sound value in motorcars by men who know. Listing the names and addresses of nearly 5,000 nationally known people who purchased Studebakers during the Prominent Buyers' Day campaign, it reads and has all the earmarks of a complete volume published to show "Who's Who and Why in the United States."

It will be remembered that December 4, 1916, was set aside by the great Studebaker dealers' organization throughout the United States as Prominent Buyers' Day. On that day every Studebaker dealer, a few hours after the announcement of the new Series 18 cars, set out to sell some prominent man in his community. Never in the history of the motorcar industry was there ever undertaken a more stupendous sales drive—and never has there been recorded such tremendous response in so short a space of time.

Names and pictures of such famous and prominent figures in the life of the nation as Joseph G. Cannon, member of Congress and ex-speaker of the House of Representatives; Joseph Daniels, Secretary of the Navy; James B. Forgan, president of the First National Bank of Chicago; Dr. C. E. Welch, Grape Juice King and captain of industry—and thousands of others equally as prominent and well known—are to be found in the Studebaker Blue Book. These prominent people, keen judges of quality and value—shrewd buyers all of them—knew the name of Studebaker so well, and all that it symbolized, that they were willing to place their order for the new Series 18 car without even so much as the

usual selling arguments and demonstration. This endorsement by the men of big affairs, the nation's industrial, political and financial leaders, is a sure indication of the high repute in which the quality and value of Studebaker cars are held by those who are most capable of knowing. No piece of automobile sales literature has ever offered a stronger appeal to an automobile prospect. It is, without doubt, the most convincing proof of a motor car's popularity and leadership ever published.

Nash Plows Acres of Gardens For Employees

Nash employees are to be enlisted in the nation-wide fight against food shortage and high prices, if they take advantage of the offer made them by C. W. Nash, president of the Nash Motors Company. A great vacant plot of ground, belonging to the Nash Motors Company, and as much other land as is necessary to fill the applications, will be plowed and harrowed at the company's expense, then divided into garden plots and apportioned free to each employee who will agree to plant and care for a garden this summer.

This offer was enthusiastically received by the three thousand employees who heard Mr. Nash's talk. The garden committee received five hundred applications for garden plots. Mr. Nash spoke as follows: "Every one of you have read in the daily papers the great need of this country for more foodstuffs. That means bigger crops; more acres planted. It means that every fence corner, every tillable foot of soil should be plowed and planted this spring.

"Heretofore, we have only had to feed our hundred millions here at home, but now it is up to us to supply to our allies abroad food as well. Every one of us should have a garden; and insofar as we are able, we are going to make it possible for each of you to have one. The Nash Motors Company owns acres upon acres of vacant ground that should be planted this spring. We will have this land plowed and harrowed at our own expense and to every man who will agree to plant and care for a garden, we will allot a plot of this ground for that purpose."



East Youngstown, Ohio, proposes to put an end to motor speeding in the city and vicinity by hiring an expert motorcycle rider and paying him on a commission basis for all arrests made, according to the plans announced by Mayor W. B. Cunningham.

The police force of Bridgeport, Conn., has a flying squadron which makes use of a motorcycle and sidecar. It's a hurry up squad of blue coats that has given a fine account of itself during the past year, especially during the few days preceding the last election when the squad was rushed off to various parts of the city to break up unlicensed parades which verged on riots.

The machine used by the squadron is a Harley-Davidson with sidecar, and it carried, as a rule, three men, although it has on occasion been pressed to carry four and even five. During the year the outfit has covered better than 20,000 miles. It is used on all sorts of traffic violations, complaints, and also answers all fire alarms in the city, being equipped with ropes for fire lines, as well as crowbars, Pyrene extinguishers and an ax.

As a result of the showing made by this single outfit, the Bridgeport police department has placed orders for two more outfits for use during the coming season, as well as five solo motorcycles.

A neat little tire rack for attachments to the rear of a motorcycle and sidecar outfit is in the same class with his big brother automobile driver and can carry his luggage on the rack, similar to that which is equipped on the most expensive four-wheelers. The increase in popularity of the motorcycle and sidecar for touring purposes has made it necessary for some arrangement for carrying clothing and camping equipment.

A motorcycle and sidecar outfit

demonstrated that it was a valuable transportation medium for local post office work recently at Marinette, Wis., when George H. Erickson, because the department would not allow him extra compensation to cover the maintenance cost of his Harley-Davidson and sidecar, decided to go back to the horse and wagon methods. It did not take the postal officials long to recognize the superior advantages of the motorcycle, however, and they came to Mr. Erickson shortly after and asked him to put back the motorcycle and

sidecar, agreeing to raise the allowance. An innovation in the way of police motorcycles has been introduced by the Rochester police department. Each one of the police machines is equipped, not only with a pulmotor for first aid treatment of a person either overcome by gas or other forms of suffocation, but also with a complete first aid kit. The police department also is trying out in various precincts a type of machine fitted with a third wheel attachment which is used success-

fully by eighteen specially detailed policemen who will be kept on duty all the year round, instead of withdrawing them in December each year, and continuing in the spring. Besides affording extra protection

to the rider, the sidecar will be equipped with a commodious medicine and emergency kit, including a pulmotor for instantaneous use in restoration of unconscious persons. All the modern appliances such as

block and tackle used in hauling automobiles from mudholes and ditches, and the first aid equipment recommended by Dr. John A. Stapleton, police surgeon, will be carried by every machine.



BE PREPARED
For Your Summer Vacation. You Cannot Find a Better Companion Than a USED CAR BOUGHT FROM US. Satisfactory and efficient service to a customer is our motto.
1000 USED CARS TO SELECT FROM.

1917 PULLMAN Touring; practically new; extra equipment; bargain.	1916 MAXWELL Touring; all electric equipment; low up-keep; \$275.
1917 STUDEBAKER Touring; run 3,000 miles; excellent condition.	1916 SPARKS-KIGHT Touring; 8 cyl.; perfect from start to finish.
1917 FAIGER Touring; very attractive; big reduction; \$400.	1916 OVERLAND coupe; 3 pass.; lights and starter; \$450.
1917 CHANDLER Touring; shows no wear whatever; snap.	1916 CHRYSLER Roadster; "Ambury" special; attractive; serviceable.
1917 BUICK Roadster; light six; only slightly used.	1916 HUBSON Touring "9-40;" no running order; good tires.
1917 HUBSON Super six Touring; owner will sell at a sacrifice.	1916 ALLEN Roadster; will give good service; attractive.
1917 PULLMAN Roadster; chummy 4 door; like new.	1916 BUICK Touring "Light Six;" roomy 5000 lbs. snap.
1916 STUTZ Roadster; attractive, powerful; beautiful.	1916 METZ Roadster; lights and starter; good shape; \$200.
1916 MERCEB Speedster; very fast; can do better than any other.	FORD Touring cars and Roadsters, \$125 to \$250.
1917 Super six HUDSON Cabriolet; drives only 2000 miles; real bargain.	1916 GRANT "9;" Touring; lots of electric starter and all other up-to-date equipment; very good hill climber; very economical to run; beautiful streamline body; three speed transmission; only a few more for sale; will now and save \$200; original price \$550 and freight; our price \$325.
1917 OVERLAND "9;" Touring; bought new two months ago.	1916 REGAL "9;" Touring; only slightly used; two tops; \$450.
1917 OVERLAND Touring; light five door; costs little to run.	
1916 PLYMOUTH Touring; A-1 from start to finish; \$195.	
1916 PAIGE Roadster; excellent running order; extra tire.	
1916 HAYNES Touring; very powerful; like shape.	
1916 OLDSMOBILE Sedan; 8 cyl.; all-steel; running order; wire wheels; five speed top; fine shape.	
1916 PAIGE Touring; Summer and Winter tops.	

Trucks and Delivery Wagons; 1/2 ton to 5 ton; low prices.

GORSON'S AUTOMOBILE EXCHANGE
238-240 NORTH BROAD STREET, PHILA., PA.
Agents Wanted. Open Sunday 9 to 2.
Send For Free Bargain Bulletin.

INLAND

1 PIECE PISTON RING

A Message To Car Owners

The Inland Piston Ring is a marvel of simplicity and efficiency. It is made of only one piece, yet it has all of the virtues of both eccentric and concentric construction and none of their disadvantages. It is made of the highest grade cast iron which has the elasticity and spring that will always insure the proper position against the cylinder walls and yet is soft enough to take the wear instead of allowing the cylinder walls to take it.

Being of one piece and very strong the Inland is much easier to put on than the ring of more than one piece and it will not break as others do.

Already standard equipment on Stutz, Apperson, Franklin, Pathfinder, Hal 12, and Curtis Aeroplanes.

SQUARE DEAL AUTO SUPPLY

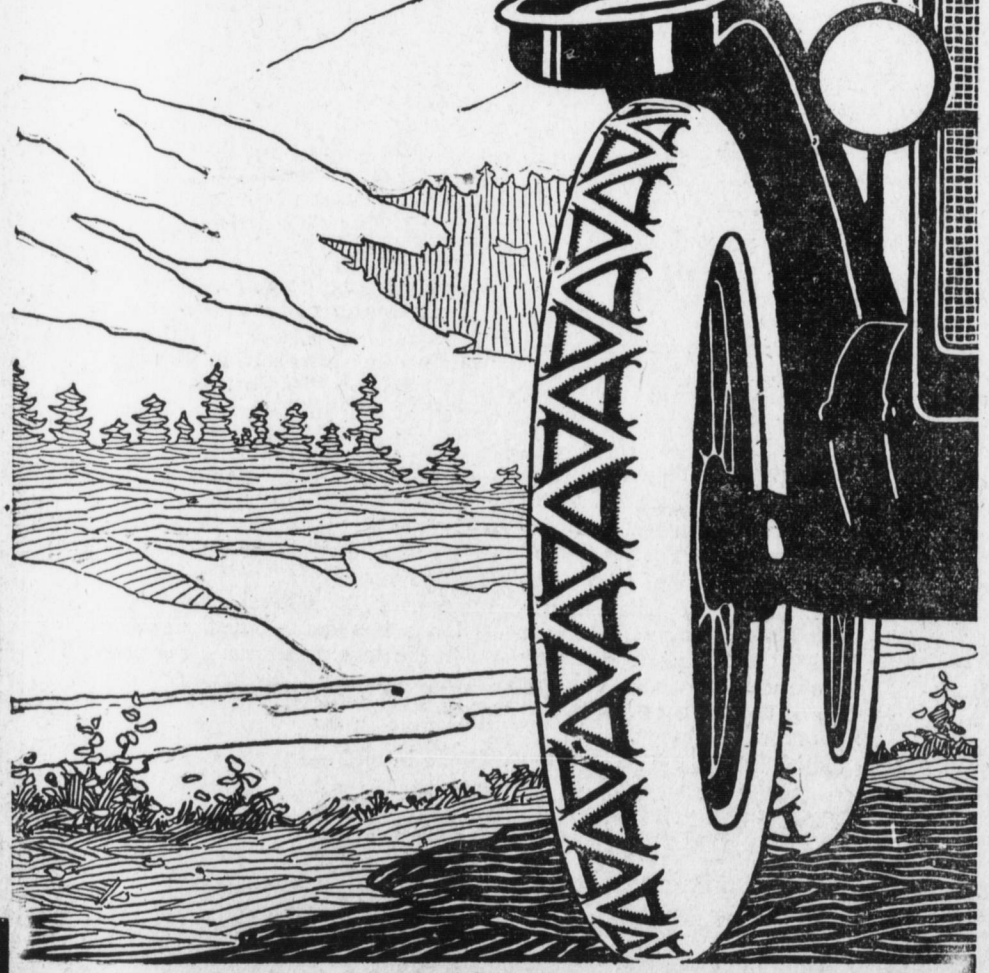
1408 North Third Street
Bell Phone 3627

Not Cheap

Lee Tires are NOT cheap—you can buy many others that have a lower first cost. But if you figure out the cost per mile you will find that Lee Tires are exceedingly low price tires for you to use.

The tread, the side walls, the carcass and every other detail of these tires are especially designed to give long service. For instance, the tread is extra thick at the point where the most wear comes. It is joined to the fabric of the tire under great pressure, unifying them so perfectly that it is almost impossible for separation to occur.

Made in all sizes in both plain and non-skid treads, regular and puncture-proof construction. And Lee Puncture Proof Tires are guaranteed for 5000 miles of service and guaranteed puncture proof for every mile of it.



COHEN'S Sporting Goods Department
431 MARKET STREET



Saving

When will You Cut Your Equipment Costs **75%** and Use Smith Form-a-Trucks?

Horse-drawn delivery and hauling saddles you with an excess cost for equipment that can easily amount to 75% over your entire investment.

A Money Saver
Smith Form-a-Truck eliminates all unnecessary investment in delivery and hauling equipment. It easily hauls twice the tonnage hauled by horses over three times the area and in the same time. This is real hauling and delivery efficiency—time saving, money earning in every line of business.

Loaders' & Drivers' Wages
Where you now use from three to four horse-drawn teams, one Smith Form-a-Truck will easily do the work. Loaders' and drivers' wages are saved. The men on the loading platform work steadily and earn money for you instead of wasting it waiting for slow moving teams to get back.

Horses Must Rest
Your excessively large, horse-drawn equipment costs you money for upkeep on working and non-working days. Stabling, feed, veterinary bills go on all the time—and for steady service all day you must have extra equipment to give the horses a rest.

Expense Stops
Smith Form-a-Truck costs nothing to maintain when it is not working. Stop the motor and the expense stops until you start it up again. There is no non-production expense. And the actual cost

of maintenance when Smith Form-a-Truck is running is not only far less than for horses, but less than for any other form of hauling or delivery.

A Big Guarantee
And you can put Smith Form-a-Truck at work in a few hours. Simply attach it to any Ford, Maxwell, Buick, Chevrolet, Dodge Bros., or Overland power plant. The truck construction is permanent—fully guaranteed—the mechanical equal of the highest priced truck you can buy.

Rear Axle Carries Load
You know the service value, the economy standard of the famous power plants with which Smith Form-a-Truck can be used. And the power plant only pulls the load. The Smith Form-a-Truck carries it—90% of the entire load rests on the sturdy Smith Form-a-Truck rear axle.

Be One of 30,000
Don't put up with wasteful expense in your hauling or delivery for another day. Get your order in for Smith Form-a-Truck now. Be one of the 30,000 sure of getting delivery this year. Join the 10,000 present satisfied users.

If you have any doubt, ask for a demonstration. It will be a revelation to you to see the actual money saving Smith Form-a-Truck will make for you.

Smith Form-a-Truck
\$350
T. & B. Chicago

CAMP CURTIN GARAGE, 7th and Camp Streets
Bell 1093J