

### FALSE ECONOMY BRINGS DISASTER

#### Vice-President Morse, of Chalmers, Says "Conduct Your Business as Usual"

The worst thing that could happen to the world right now would be a business depression in the United States. With the country unprosperous, with business dull, money tight, either through fear or false economy, would be a calamity. War in itself does not cause business depression. Billions of dollars have been appropriated by Congress for war preparations. This great sum of money, put into immediate circulation in this country, will create new wealth for use in the world-struggle for humanity.

It would be a tremendous error to halt business now through an unpatriotic feeling of panic and a mistaken idea of patriotic economy. Patriotic economy calls upon all to eliminate waste and extravagance. It demands that we conserve our food products, and our natural wealth. It also demands that we guard our health, our energies, our labor, our very lives; that we should put more efficiency in everything we do.

Our President, in his inspiring war message to the people said: "It is very evident to every thinking man that our industries, on the farm, in the shipyard, in the mines, in the factories, must be made more prolific and more efficient.

The way to accomplish this is for the people to buy and use the merchandise produced. Business cannot grow and remain healthful unless the whole people buy as usual and keep money in circulation.

America will show the world that a war built on the principles of righteousness and freedom need not impoverish the people or stop the wheels of industry.

America will prove that prosperity can go hand in hand with war when waged with clear-headed intelligence.

The American people will continue

to need food and clothing. They will not give up the luxuries of life. They will continue to buy motor cars and stocks. Theaters and baseball and other amusements will go on. All these must be supplied, as well as fighting men, and supplies for the fighting men.

In doing his bit to help, every individual should labor, more now than has been his custom, in every line of industrial endeavor. The greater tax of labor imposed upon us by the unusual conditions of the present hour necessitates a greater activity and greater efficiency on the part of every individual in order to meet these extraordinary conditions. Caution is warranted, but we should buy goods and lead the lives we have been accustomed to. Factorless must be kept going to their full capacity. Labor must be kept employed. Our homes must be kept up. We must cheerfully pay war duties in addition to usual peace duties and expenditures.

Let us take our slogan—and spread this slogan everywhere, for our own good, for the country's good, for the world's good, "Business as Usual."

### Velle Used to Save Business Records at Fires

In Los Angeles there is an organization called the "Merchants Fire Dispatch." They have four Velle cars which are kept in constant readiness to go day or night.

The cars are first to a fire when the alarm sounds. They offer early aid with hand extinguishers and smothering blankets, but if the blaze looks serious and the owner is home, his phone rings and the Velle car is at his door almost before he can draw on his clothes.

Then there is a mad dash back to the fire with the man who best of all can accomplish or direct the saving of valuable papers, books or other records. Mr. Coates, manager of the service said, "In practically every fire of any consequence during the past twelve years, some of our Velle cars have been the means of saving thousands of dollars of property." A new Velle Bitwell Six was added to the fleet a few days ago.

### Beaten by Hudson Super-Six, Mexican Buys One

"General Jose Lechuga, millionaire sportsman of Mexico City, ventured an opinion that he had to underwrite at \$20,000 during the April motor racing carnival at La Condesa track," said L. H. Hagerling. "The general bet \$20,000 on his Fiat against the Hudson Super Six independent entry, backed by Philippa Lauria. The Super Six a week previous had cast a fire in the fourth lap of a 30-lap race, and running on the naked rim retained the lead until the last lap when an accident forced it from the race. The bet resulted. The following Saturday the Super Six and Fiat were entered in a race with a Packard, Peerless, Lancia and a Hispano Suiza. Amaury Munos drove the Super Six. He won in 51 minutes, 17 3-5 seconds. The Fiat was second in 54 minutes and 29 seconds.

"With the same dip of the pen that General Lechuga used to scribble his check for \$20,000 he wrote an order for a Hudson Super Six.

"Difference of opinion makes horse racing, motor racing and marriaze possible," he wrote. "But hereafter my difference of opinion won't be opposed to the backer of a Hudson Super Six."

### Courthouse Notes

Mile Radokovic yesterday brought a \$5,000 damage suit against Mita Kovacic, of Steelton, alleging the defendant sought to alienate his wife's affections. Wickersham and Metzger filed the papers.

Alleging she was permanently injured as a result of an accident at Sixth and Cumberland streets, last December, Jennie Bower, through her attorneys, Walter E. Sohn and Thompson S. Martin, brought a \$5,000 damage suit against M. Brenner & Sons.

The account of George H. Calvert, receiver of the Columbia Savings and Trust Company, Pittsburgh, was confirmed finally by Additional Law Judge S. J. M. McCarrell.

### WANT'S DAUGHTER

Nick Desantis, of 1015 Hemlock street, last evening asked the police to help locate his four-year-old daughter, Tressa. Nick's wife and daughter left at the same time and although he isn't so particular about the wife he is very anxious to have his daughter returned.

### USE STOCK STUFF, ECONOMY RUN TIP

#### Economy Dealers Get Surprise in Secret Advice on Big Go

"Do not change any of the regular factory equipment or adjustments in the stock Maxwell car and you will be certain of the greatest measure of success."

This injunction is the paramount note in a list of instructions for 2- or more Maxwell dealers who next month are to travel over roads everywhere in the United States and Canada in a national proof demonstration of Maxwell upkeep economy, participating in a contest for \$5,000 in cash prizes, with a silver and gold championship cup, to be awarded by the Maxwell Motor Sales corporation. The event is to be known as the National Maxwell Gasoline Economy Proof day.

The instructions were prepared by Ray F. McNamara, the famous Maxwell road engineer and the world's most experienced motor car pilot. In his advice McNamara, who has driven over 700,000 miles at the wheel, lets loose a series of helps that are educational in value for motorists generally and of such surprising nature, considering the experience they are based on, that the Maxwell company plans to put his deductions into booklet form and distribute them to automobile owners everywhere.

"Do not change a thing in the stock cars as you borrow them from their owners for your run," McNamara points out in his instruction sheet. "See that you have a fair compression in each cylinder, use a speed of 15 miles an hour, don't tamper with anything the factory has put into the regular stock car, and you will be certain of about 30 miles from your one gallon of fuel. With practice on your course and careful driving you can do anything from 30 to 45 miles per gallon."

"Do not make your run with highest gasoline. The stock Maxwell motor is engineered to run best on ordinary gasoline bought at the street filling stations. High-test gas gives more power but less mileage. Do not change the factory dash adjustment in the least. Contrary to theories, too, lean a mixture cuts down from two to four miles on the gallon. "By all means do not tamper with the regular Maxwell carburetor. Leave the float level and the needle taper exactly as the factory engineers have made them. Do not change the valve timing and do not attempt to change the valve setting. If the car has been run 3,000 miles or more you need not grind the valves. Carbon deposit will not affect your mileage either way."

"Be assured that I have made gasoline economy demonstrations with Maxwells in every part of the United States, with my record to date being 45.5 miles on one gallon, and I have yet to discover a way in which I could improve upon what our engineers have given the regular stock car. I have tried to better them, but have lost mileage in every instance. Stick to the regular stuff and any owner's Maxwell will do the rest."

McNamara's instructions were sent to Detroit from Los Angeles. In the contest demonstration upward of 5,000 Maxwells will participate, each mount being an owner's machine. Each of the dealers entering is required to run two owners' cars together over the same route, with three official observers in each car.

### THEY KNOW THEIR COUNTRY NEEDS THEM



B. FRANKLIN ETTER  
B. Franklin Etter, son of Mr. and Mrs. George E. Etter, 209 Pine street, a member of the senior class at Princeton University will leave with the Princeton Ambulance Unit for the French front on May 26. He is 22 years old and is well known in this city. He is a graduate of the Harrisburg Academy.



EVAN J. MILLER  
Evan J. Miller, son of Herman P. Miller, librarian of the State Senate, a member of the senior class at Princeton, expects to leave for the French front in a short time with the Medical Reserve Corps organized at the Post Graduate Hospital, New York City.

### Permanence an Important Factor to Car Buyers

"Prospective buyers of motor cars could see a fine object lesson in what industrial stability means if they were to go into the office of Howard A. Matthews, treasurer of the Jackson Motor Car Company, at Jackson, Mich.," says P. H. Keboch, Jackson representative.

"On the wall he has a large sheet upon which is printed the names of the motor companies which have been formed, built cars and died during the 15 years Jackson cars have been on the market. There are just 241 of them. And as you go down the list every letter in the alphabet is represented except U and X.

"These cars now bear the title of 'orphans.' And there are to-day thousands of them running around giving very good service. But when anything happens to one of them it is then that the owner learns the value of permanency in the motor industry. He has to go around here and there looking for a part because there is no dealer, no salesroom, no service station.

"It is possible to get a spare part somewhere. But when he finds out where the place is he has to send for it. Then there is the long wait and the uncertainty as to whether or not he can get it. It is sent him C. D. Here comes the awakening. The price he has to pay may be much more than he expected.

"He has very little choice. If he refuses to accept it his car is tied up. So he generally takes the part. Then he puts it in and right away he tries to sell the car so he can get one that is not an orphan. Here again he has to learn another lesson. The car gives fine service; it looks good and is apparently all right. "However, no one seems to want it. Ordinarily it is worth as much as any other used car of its power and size in the owner's mind. But not so the dealer. The price he is offered for it gives him chills. It is a very effective lesson to such buyers, and so the next car they get is one that is not likely to become an orphan."

"That is why the buyer of a Jackson Eight to-day gets real value for his money. He is sure of a cashing-in value just like that of a life insurance policy. The Jackson company is a permanent organization that has lived through panics and near panics and kept right on making cars for the last fifteen years, and is going to continue doing so. The company has built models to meet the public demand so that they are popular everywhere. And a Jackson Eight owner is a satisfied motorist who need never fear that the value of his car is going to drop 90 per cent. over night through the makers going out of business."



### "I Had \$600---

and had decided to buy a new cheap car. Fortunately I stopped in here where I found my money would buy twice as much."

This is what a buyer said in our exchanged department yesterday. But he did not buy an ordinary used-car. He bought a Crispin MERIT Car which was known to be worth "twice as much."

A cheap automobile is a cheap automobile. It is intended to be sold at a low price and it must be made accordingly. A Crispin MERIT Car is a high-grade car, high-grade design, materials, workmanship which has had a year or two's use. You can buy it at your price. It is high-grade.

Crispin MERIT Cars are known to be reliable and will give more actual service and satisfaction than any new car which could be bought at the same price.

We have some particularly good ones on our floor now; overhauled, repainted and ready for the road—and one can be bought at the price you wish to pay.

Stop in to-day or to-morrow and talk it over.

### Crispin Motor Car Co.

311-315 S. Cameron St.  
Harrisburg

Send a post card for "Crispin's Merit Maxims."



### They stand hard wear

There is no luck in the unusual service rendered to motorists by Lee Tires.

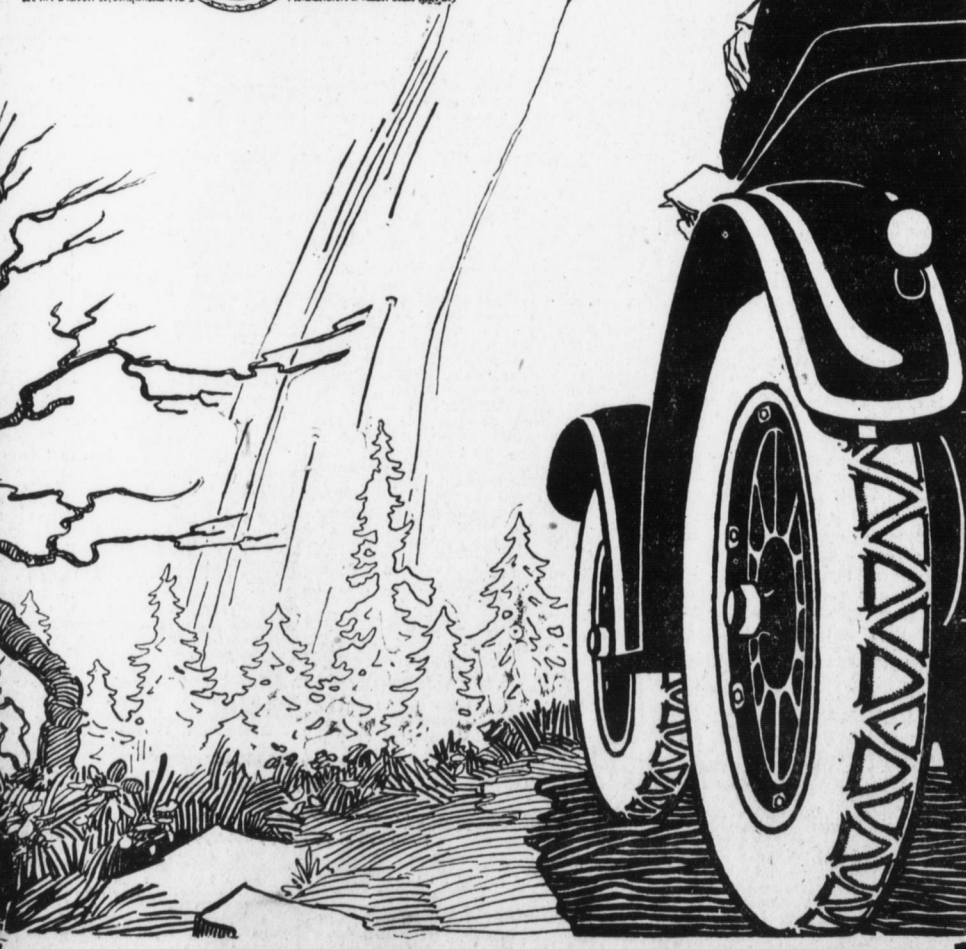
Remarkable service-yielding qualities are built into them.

The carcass, the tread, the side walls—all are made so that the finished tire will afford the greatest possible resistance to unusual wear and tear.

The fabric is so uniformly wrapped that each ply has even tension, thus adding materially to the strength of the tire. The rubber and fabric are so unified that it is almost impossible to separate the tread from the carcass.

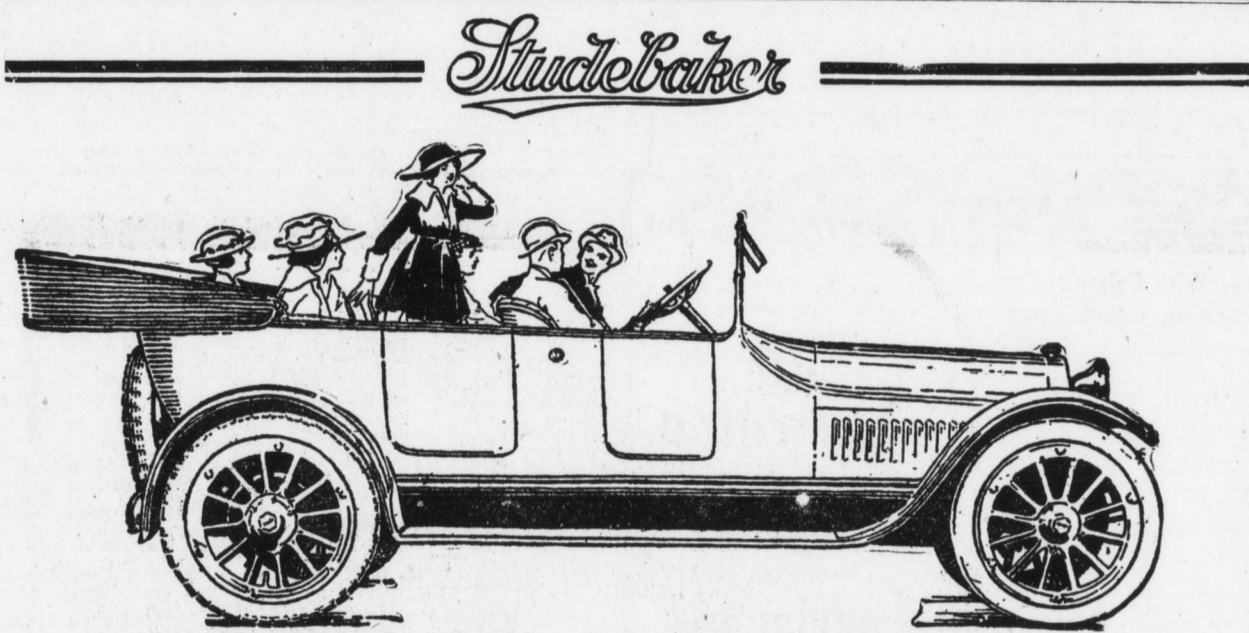
Lee Tires are made in plain and non-skid treads in all sizes, regular and puncture-proof construction.

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



### The Studebaker SIX

From the Standpoint of Economy

IF ECONOMY is to be your consideration from now on, especially in the purchase of your motor car, you should by all means investigate the Studebaker SIX from that standpoint. Where people know cars, at all probabilities they buy that car in greatest numbers which gives them the greatest value for their money.

Therefore, in Detroit, where 80% of all cars are made, where people know cars, the official registrations show that there are more Studebakers in use than any other car costing over \$500.

Where people prove motor car value and quality by the continuous test of twelve months in the year service, they probably buy in greatest numbers that car which stands up and gives the service.

Therefore, in California, Washington, Oregon and the Rocky Mountain States, there are more Studebakers in use than any other car costing over \$500.

In the far West, people prove motor car value and quality, they test it out, twelve months in the year, on the longest, hardest, hilliest drives in the United States.

The careful, keen, shrewd buyers in the great Middle Western farming states use Studebaker cars because they have found that Studebakers give consistent service on the rough country

roads, day in and day out, at the least possible maintenance and repair expense.

In the metropolitan cities where style is a factor, there are thousands of Studebakers in daily use.

In ratio to power, the Studebaker SIX is most economical in gasoline consumption.

In ratio to carrying capacity, its light weight and perfect balance make it most economical in tires—Studebaker owners frequently get from 8,000 to 10,000 miles on a single set of tires.

Studied accessibility reduces inspection, adjustment and repair costs to a minimum.

Therefore, if economy is to be your watchword, buy a Studebaker.

Buy it as an investment—not as an expenditure.

If you want to sell it, or trade it in, it will bring a higher re-sale price in ratio to first cost, than most other cars.

The Studebaker SIX is the best work of a great manufacturing organization; it bears a great name, it carries a splendid reputation, and it is protected by a year's guarantee against defective material and workmanship.

Come in and let us show you, point by point, the quality features of this car, the features that make it one of the best automobile "buys" in the world.

Four-Cylinder Models

FOUR Roadster	\$985
FOUR Touring Car	985
FOUR Landau Roadster	1150
FOUR Every-Weather Car	1185

All prices f. o. b. Detroit

### DRISCOLL AUTO CO.

147 S. Cameron St.

Six-Cylinder Models

SIX Roadster	\$1250
SIX Touring Car	1250
SIX Landau Roadster	1350
SIX Touring Sedan	1700
SIX Coupe	1750
SIX Limousine	2600

All prices f. o. b. Detroit