

DRIVEWAYS ARE PRACTICABLE

Driving Cars From Factory Because of Car Shortage Has Its Advantages

The 4,103 driveway shipments of motor cars made from the factory of The Willys-Overland Company, at Toledo, in the early months of this year furnished convincing evidence of advantages of that method of automobile delivery from factory to dealer, according to Carl Hanson, of the Overland-Harrisburg Company.

In January, 803 Willys-Overland cars were driven overland to the dealers; in February, 1,058 were transported in this way and the driveway shipments increased to 2,142 in March.

With reasonably good roads on which to deliver the new cars, it is said that the driveway method is a most desirable substitute for freight delivery and that it will be common practice in the future, irrespective of freight conditions.

"Up to a few weeks ago, the driveway method of delivering automobiles was regarded as simply the only alternative in getting the cars to the dealers when freight cars were not available," said Mr. Hanson. "To-day, the leading manufacturers have awakened to the fact that there is often a distinct advantage in the overland system of delivery and many of them will continue to adhere to it long after the freight car shortage is relieved."

"In the first place, the overland delivery of a new car furnishes an ideal warming-up process for the new motor. Actual service on country roads, in the hands of experienced drivers, is the best sort of treatment for the motor fresh from the factory. All of the working parts thereby are fitted for the task which they are to perform and when the car is delivered to the long after the work more smoothly if possible than on the day they left the factory."

"In the second place, overland delivery is much quicker than shipping by freight. When the car leaves the factory you know approximately just when it will reach its destination. There will be no annoying delay in congested freight yards and, furthermore, there is no danger of rough handling of the car in loading and unloading."

"Poor roads alone stand in the way of overland delivery of automobiles. With good roads campaigns assuming greater proportions each year, it is reasonable to hope that the time soon will come when the road situation no longer will be an obstacle in the direction. Besides the State and county good roads support, there is the ever-increasing aid given the movement by the Federal government."

"In 1916, there were built under the supervision of Federal authorities approximately 561 miles of road 15 feet in width, according to the annual report of the office of public roads in the Department of Agriculture. The roads included in the total are experimental roads, county roads and roads in national parks and forests."

"This is more than double the work of any previous year and still greater progress is expected in 1917. With good roads on every hand, the driveway will no longer be an unusual feature of motorcar delivery. It probably will be the ordinary thing."

MEN ARE PAID TO WEAR OUT TIRES

Large Tires Manufacturer Adopts Unique Plan to Test Motorcar Tires

Here is a new job, that will at once arouse the envy of the average motorist, although it has been created for his ultimate benefit. Imagine yourself a tire-tester, being paid to do nothing but drive a big fine car, tour the country and wear out tires. It doesn't sound quite reasonable until you consider that a tire manufacturer has no other real means of learning what his tires will stand, for he cannot acquire this knowledge in the laboratory. Nor will the rigid examination of each process of manufacture insure the long mileage that the tire-buyer expects. To the tire-user, the actual fundamentals of a good tire are strength and wearing qualities and the only logical method of determining these is through actual experience in the service that motor car drivers give their tires in boundless over roads, good and bad, in all parts of the country.

While this method of testing tires is not by any means new to the B. F. Goodrich Rubber Company, its importance is reflected in the addition of five more units to the company's original tire-testing fleet of cars, which, for the past several months, has been making its headquarters at Chattanooga, Tenn.

The original fleet of fourteen cars had made Akron its headquarters until the company decided to move it south. It was only recently that orders were received by this fleet to dispatch one of its units to each of the five new territories to form a nucleus for the additional fleets which were created. Large numbers of new cars had already been purchased to bring each unit up to its required quota of five cars.

The Pacific fleet will cover all roads on the Pacific coast and learn what the motorists there have to contend with in tire wear. The Mountain fleet will climb the rocky trails of Yellowstone and Glacier parks. The Prairie fleet will cruise among the hills and valleys of New York and New England. This is the manner in which the wearing qualities of the tires will be measured over every type of road in the United States.

With each of the cars in all six fleets are two drivers, each spending eight hours a day on the road. The remaining eight hours are utilized by mechanics in noting the effects on the cars as well as the tires and looking after their upkeep. Each driver keeps a detailed report of where he has been and what has happened.

It must not be assumed that these drivers maintain excessive speed for they are obliged by their employers to not only observe the motor regulations of their respective territories, but to remember all the courtesies of the road in meeting or passing other motorists. "Safety first" must be their watchword.

During 1916, with but one fleet operating, the total mileage covered amounted to 4,688,412 miles, or six hundred and thirty round-trips between New York and Frisco. In gasoline alone these cars consumed close to a half million gallons for the light cars as well as the medium and heavy cars as used.

Dr. W. C. Geer, chief of the Development Department of the Goodrich Company, says: "We are firm in the belief that these big fleets of tire-testing cars are real factors in good and better tire building for they enable us to know accurately the service that Goodrich tires give to the consumer in each section of the country and it is all part of the Goodrich program which gives to the consumer the highest possible service value, not by guess work but by knowledge. The Goodrich Company in every article that it makes, follows the principle of designing the article to give the maximum service to the consumer. The test-car fleet is simply following out in tires the same principle that for nearly fifty years has been followed out in all other articles, including tires. In this particular case we are now making a much more broad and close study of the service conditions in all parts of the country so that when a Goodrich representative makes a statement regarding a Goodrich tire will do the consumer well know that that statement is based on actual knowledge."

PREDICTS GREAT WAR PROSPERITY

President of Great Overland Factory Foresees Continuance of Good Business

By JOHN N. WILLYS.

Mr. Willys is president of the Willys-Overland Company, of Toledo, Ohio, second largest automobile factory in the world, which is expected to produce nearly 200,000 motor cars this year. He is also ranked as one of the industrial giants of the decade, whose business sagacity developed a factory with assets of \$58,000 to a manufacturing plant with assets of \$68,000,000. Mr. Willys can well be styled an authority on business conditions.—Editor's Note.

Automobile manufacturers throughout the country are being deluged by letters, telegrams and verbally with queries as to what effect America's declaration of a state of war existing with Germany will have on business generally, and particularly on the automobile industry.

It seems to be that the unprecedented era of prosperity of the past two years must be continued.

In addition to the enormous business now being handled by this country, the United States Government has just passed a war budget of seven billion dollars. Three billion dollars of this fund will be advanced as a loan to the allies—who will spend it in the United States.

The remaining four billion dollars will be used to put our own army and navy on a sound war footing.

Every cent of this money will be spent in this country. Every product that is raised or made in this country will be purchased in larger quantities than ever. Every section of the country will benefit—every class of people.

Some of the money will go south to buy cotton. A big share will go to the western States and to the coast for grain, meat and other foodstuffs. Some of it will go to Pennsylvania for steel and coal. New England will get a share in exchange for shoes. The factories of the Central States will get a share. There will be more money in circulation than ever before.

In Canada in spite of the handicap of the war Willys-Overland dealers have since January 1 booked more retail orders than the total Overland

sales in Canada for any previous twelve months. The demand in the Dominion for Willys-Overland cars is far in excess of the supply.

Prior to the war in Canada money was very tight. The per capita wealth across the border was only \$65. At the present time Canada is in better shape financially than ever before; its per capita wealth is now said to be \$92.

The United States to-day has more money than ever in its history. A recent statement published by United States Comptroller Williams showed that United States banks had assets of sixteen billion dollars, exceeding by two hundred and ten million dollars the previous high water mark of five months ago, and an increase of five billion dollars in four years. The total national wealth, according to authoritative estimates, is given out as \$250,000,000,000, with a national debt of only \$2,000,000,000. The estimated combined wealth of Great Britain, France, Russia, Italy and Germany is \$275,000,000,000, while their total national debt is \$90,000,000,000.

There seems to be no cause for pessimism. We can safely look forward to a continuance of good business right here in our own country.

Newspapers are the dominant interests of the nation. Millions of eyes search its columns. Edition after edition, filled with history making reports from all parts of the world, come all day long from the newspaper presses. And all are eagerly read. Therefore Hudson advertising should appear in them more than ever.

"The hotel guest nears the newspaper falling through his transom in gray dawn. Formerly he let it lie, until he was dressed. Now he jumps up to read it. The householder eagerly seizes the morning paper. He reads the last edition before retiring at night. Newspaper circulation has jumped by thousands. And readers no longer turn first to the comics and sport section. World events more thrilling than any fiction the magazines can buy have captured the primary interest of the public.

"The newspaper right now is the most effective medium possible to tell the Super-Six story. Readers now turn to magazines not for stimulation, but for a mild digest of news they have already learned from the newspapers. Their minds are not receptive but digestive, satiated. The Hudson story will reach them when the intellect is sparking.

"Hitherto the Hudson newspaper advertising has not employed illustrations. Type has been used to tell the story, and with truly wonderful results. But in these intense times the dramatic appeal is particularly opportune, and from now on Hudson will employ dynamic illustrations—illustrations with a dramatic interest, picturing stirring scenes of Super-Sixes in some of the record-breaking accomplishments of the past year."

Saxon Boundary Car Finds Patriotism Everywhere

Patriotism is in the air of the southland and everywhere that the Saxon roadster has journeyed on its trip around the boundaries of the country, the observers have found city, village and countryside rallying to the flag to support the nation in its hostilities with Germany.

While the Saxon roadster's mission in blazing a trail along the rim of the United States was a peaceful one and designed to give the adventurous motorists a new roadway, the trail also has special military significances. This, together with the general awakening of the country to defense is creating unusual interest in the journey of the roadster which now has progressed along the boundary from Washington to a point on the Texas State line somewhat beyond Galveston.

Everywhere the car has been received with greatest hospitality and special pains have been taken by many communities, to furnish the trail blazers with accurate road data and to lighten if possible the task of marking out a new route of this kind. This data, some of which undoubtedly will be of value to the government, in event of any considerable troop movements along the Atlantic seaboard, south of Chesapeake Bay, will be turned over to the officials and the car is endeavoring to co-operate in every way it can with the Federal authorities.

Thanks to the work of the army on the border and to the Texas officials, the border paths are fairly well charted and in many places military roads have been constructed. These, when hostilities have ceased will form ideal motoring paths, although the observers say that the present situation precludes any pleasure in a trip along the frontier.

From Texas the car will follow westward to the Pacific coast and it will then travel the Pacific highway up the western boundary to the Canadian line.

AUTO STORAGE—First class, fireproof garage, open day and night. Rates reasonable.

Auto Trans. Garage 27-29 North Cameron St.

Automobile Men Turn to Daily Newspapers

"Advertise in newspapers. Use the newspapers in preference to all other forms of advertising at this time, for the burden of the newspaper message of to-day is closer to the people's hearts."

This is the message that has gone out from the Hudson Motor Car Company to its several hundred distributors and dealers throughout the United States.

"The minds of the people are turned toward daily happenings and, therefore, toward the daily newspaper."

if it comes to the repairing and refitting of your lamps, wind shields, radiators, and other brass and nickel plated fixtures about your car, no one can. We have the finest equipped plant in Harrisburg and vicinity for replating and refitting of all metal work, also gold, jewelry and silverware.

SQUARE DEAL AUTO SUPPLY
1408 North Third Street
Bell Phone 3627

HOWE Searchlight

THE SEARCHLIGHT WITH THE WONDERFUL BRACKET



Light instantly on the spot you want to see!

The Howe Searchlight turns as easily as you point your finger not up or down, then right or left, as with right angle joints but a direct, one way turn, both joints moving at the same time.

This free, easy turning at any angle is made possible by the exclusive Howe Universal Joint Bracket, a radical improvement over tape joints, swivel or friction disc brackets. This wonderful bracket is controlled by two coil springs that take up wear and hold the lamp in a firm unyielding grip.

The Howe Searchlight never works loose, never wobbles, flops around or rattles, no matter how long you use it. It hits the spot in a single turn without sticking or locking, and wherever you direct it, it "stays put."

The hollow bracket also contains and protects the wire. Prevents twisting, wearing, broken strands, short circuits.

SQUARE DEAL AUTO SUPPLY
1408 North Third Street
Bell Phone 3627



Where Right Made Might

Big Four \$895 35-Horsepower



Light Fours
Towing . . . \$925
Roadster . . . \$950
Country Club . . \$950

Big Fours
Towing . . . \$ 695
Roadster . . . \$ 880
Coupe . . . \$1250
Sedan . . . \$1450

Light Sixes
Towing . . . \$1025
Roadster . . . \$1075
Coupe . . . \$1385
Sedan . . . \$1585

Willys Six
Towing . . . \$1425

Willys-Knights
Four Seaters . \$1395
Four Seater . \$1650
Four Seater . \$1950
Four Seater \$1950
Eight Seater . \$2950

Overland success is so eclipsing one might take it as a matter of course.

But make it have a personal application to you, —because the cost of any car is too much money to be carelessly spent.

There need be no confusion in selecting the sound value at the sane price—make comparisons and see if Willys-Overland does not spell the answer with mathematical correctness.

Do not miss the significance of the overwhelming production that makes it possible for The Willys-Overland Company to give better cars at lower prices.

More than 400,000 owners have been guided to Willys-Overland by their desire for beauty, comfort and luxury in addition to utility.

Due to its gigantic facilities The Willys-Overland Company effects millions in economies; has never found it necessary to skimp or rob a car of value in order to compete; but is able to give surplus value throughout the entire car for far less money.

Might may not make right, but right has made Overland might.

The experience of building over 200,000 similar four-cylinder cars has directly contributed to the development and perfection of the Overland Big Four. Think what concentrated value this has enabled us to put into this car.

Come in and see the Willys-Overland Motor Cars—the Big Four and the most comprehensive line of cars ever built by any one producer.

The Overland Harrisburg Co.
Open Evenings 212 NORTH SECOND ST. Both Phones



The Willys-Overland Company, Toledo, Ohio
Manufacturers of Willys-Knight and Overland Automobiles and Light Commercial Cars.

Jackson

Valve-in-the-Head "8"

"No Hill too Steep—No Sand too Deep"

Here is the first valve-in-the-head Eight.

It develops more power per cubic inch of piston displacement, or more power per pound of weight, than any other motor built.

It's a valve-in-the-head motor—and it's an Eight—that's why.

You know that valve-in-the-head means power—the utmost power from a given cylinder area. You know that eight cylinders mean FLEXIBILITY—the utmost in motor flexibility—flexibility undreamed of a short time ago, flexibility impossible in any motor with a less number of cylinders.

To say that in this Jackson Eight you can go at a "creep" or speed up to a mile-a-minute just faintly expresses it. It tells you nothing of the elimination of "vibration"—it tells you nothing of the steady, unbroken stream of power that makes this EIGHT different from any other motor.

Others make claims—Jackson realizes them. That's why we say do not buy any car till you have had a ride in the Jackson Eight—the one valve-in-the-head eight. You are after the biggest possible VALUE for your money. Jackson gives it to you. Jackson doesn't simply talk about it—Jackson puts it in the car. You get it NOW!

You want beauty, you want economy—owners of this car average 17.7 miles to the gallon of gas—and four full elliptic springs make it one of the easiest riding cars in the world—one of the easiest on tires. Come see this car—come, ride in it—come, sell it to yourself.

Five Beautiful Body Styles to Choose From

Five-Passenger Touring Car	\$1395
Two-Passenger Roadster	\$1395
Four-Passenger Cruiser, including five wire wheels (Wood wheels \$100 less)	\$1495
Five-Passenger Sedan (Removable Top) including regular top	\$1800
Seven-Passenger Springfield Sedan	\$2095

All prices f. o. b. factory.

Order Now—don't wait. We can promise immediate deliveries Now!

Jackson Motor Car Co.
5 South Fourth St. Harrisburg, Pa.
Bell Phone 4638

Jackson Automobile Company
Jackson, Mich.



\$1395
F. O. B. Factory