THE AUTOMOBILE MULTIPLIES MEN

More Calls and Greater Territory Covered With Less Number of Men

L. E. WILLSON,

Vice-President Briscoe Motor Corporation

A recent editorial treated the automobile as a luxury. It hardly seems possible that any one should have such a conception of the facts. If ever an industry was justified it is the automobile industry.

Started possibly as a luxury, it has developed unprecedented strides until the predominant thought in the casual mind is possibly the wonderful volume.

Volume, however, is not what should make us appreciate the automobile, but its entrance into every function of business. Without it, business could not exist in its present magnitude.

The crying need of every business is men; the crying need of the countries at war is men. France was saved at the battle of the Marne by automobiles. Look about you everywhere and note how the automobile is multiplying men in every walk of life. The doctor makes three times the number of calls; the salesman makes three times the number of visits; the merchant widens his territory and makes the delivery wagon take the place of three men. The farmer no longer spends the entire day in his trip to town; entire regiments are shifted to the place needed and the tank—a magnified automobile—is deciding present land battles.

With men under present conditions diverted to other sources, every business should make a careful study and let the automobile in its various forms solve its many problem. "Colliers" recently had an article on the "Man Famine;" the answer is the automobile.

I could cheerfully justify our present automobile production in simply giving to the world the quota of pleasure and health that it does, but it is absolutely wrong to pass unnoticed an injustice to an industry that in this time of service is doing so much to fill the business needs and to make the winning of the war possible.

99-Year-Old Woman Drives Motor Car

Mrs. Juliet Calhoun Blakeley, 99 years old, of Albion, Mich., in whose honor Mother's Day was inaugurated recently recovered from an attack of pneumonia and celebrated her return to good health by taking several long motor trips in the Dodge Brothers motorcar with which her son presented her.

More than twenty years ago her son first celebrated Mother's Day for "Grandma," as she is affectionately known in Southern Michigan, and for many years the Albion Methodist Episcopal Church has observed the Sunday nearest her birthday, May 13, in her honor, as she is the only person who has maintained continuous relations with the church since its founding.

The efforts of the Albion Methodists to honor "Grandma" Blakeley have exerted such a wide influence that Mother's Day is now universally observed throughout the country on the second Sunday in May.

Despite her years, Mrs. Blakeley is an enthusiastic tourist. On one day in particular, with her son at the steering wheel and accompanied by several friends, she toured three counties and twelve townships, the speedometer registering almost 150 miles when the trip was completed. And when she reached home, she insisted on being allowed to assist in the preparation of the evening meal.

Her touring activities however have not been confined to the rear seat, for she herself has driven her Dodge Brothers car more than fifty miles, an enviable record for a woman of her age.

Velie Offers New Type Utility Car

Those of you who have country estates, whether they be pretentious or humble, as well as those of us whose auto must necessarily serve many purposes, will be interested in the new utility car announced by the Velie Motor Corporation.

The Velie utility car is built on the well-known Velie six chassis and therefore has in its makeup all the good and superior features of Velie construction, improved motor, Timken axles, push button starter and every desired equipment.

But the body is entirely different from any motor type yet produced. It has the grace and finish of a pleasure model but the carrying capacity of a light errand car. The rear of the body forms a large open space for all manner of packages, but may be converted into passenger use by means of removable seats.

The front seats are divided, allowing entrance to the spacious rear compartment, while a rear dropgate, cleverly fitted, permits ready handling of whatever burdens are to be transported. A permanent canopy top with snug-fitting roll curtains protects the vehicle entirely.

When used as a passenger car the effect is very pleasing. The new utility model fills a wide-spread need; which has heretofore been unsatisfied by motorcar or motor delivery vehicle.

Hydrometer Saves Your Battery Says Local Expert

"Do not abuse your battery and endanger pleasant motor trips by failing to use your hydrometer. Each time you manipulate this specific gravity measurer you lessen its initial cost and prolong the usefulness of your battery."

"To properly test the specific gravity of a battery cell," says manager of Standard Auto Supplies Company, 113 Market street, Harrisburg, Pa., of the battery service station, remove the vent, insert the rubber tube at the bottom of the syringe hydrometer through the vent well down into the electrolyte. Squeeeze the rubber bulb firmly, then remove pressure from the bulb. Electrolyte will rise into the glass barrel. If you desire an extremely accurate reading, lift the instrument to a convenient height and hold it vertically so you can see the hydrometer floating free within the glass barrel of the syringe. Ordinarily it will suffice to read the hydrometer with the syringe in the well and then you can easily see the figure reached by the surface of the electrolyte."

"After the reading is taken, be certain to restore the electrolyte to the cell from which it was removed—never to another—so that the between-cells balance of acid is preserved. Insert the rubber tube into the vent well, squeeze the bulb so as to expel all the liquid from the syringe and do not release the pressure from the bulb until you have withdrawn the tube from the well. This will preclude stealing acid unknowingly from one cell and donating it to another. Then proceed with the same operation on the next cell and so on until all the cells have been separately tested. Be sure that no spilled acid remains on the top of the battery. Remember—frequent hydrometion gives battery contentment and hydrometers don't wear out—."

Says Motor Car Is Not Luxury but a Utility

"When one comes to look into the clearly established facts, he cannot but feel impatient with those who place the automobile in the list of luxuries," says general sales manager for the Dort Motor Car Company.

"Motoring has added so much to the joy of living that its purely practical significance is often lost sight of. When a man tells you he has a good car, the picture impressed upon your mind is probably one of a free-from-trouble ride to a good dinner in the country.

"But go out among Dort owners as I have done and find out just what car-satisfaction means to them. You will be surprised at the overwhelming percentage who place actual utility first. Where one will mention the pleasure of a car, nine will inform you that his car is indispensable to his every-day business needs."

STANLEY CO. REORGANIZES

Makers of Famous Steam Car Prepare For Big Business Increase

The automobile industry is deeply interested in the announcement that the Stanley Motor Carriage Company, of Newton, Mass., has been reorganized on a greatly increased scale. The company is widely known as one of the oldest in the motor car business and has long held the reputation of being one of the most conservative.

The name still remains the Stanley Motor Carriage Company. The capitalization is increased to $2,500,000 of preferred stock, and 100,000 shares of common stock of no par value. There will be no public offering of stock.

Prescott Warren, formerly vice-president, becomes president of the new company, succeeding F. E. Stanley. Edward M. Hallett, formerly secretary, becomes treasurer, succeeding F. O. Stanley. Charlton F. Stanley remains vice-president of manufacture. Frank Jay, western manger, becomes vice-president of sales. These four have been with the company since 1906, and constitute the active management of the new company. Together with Charles Counselman and Arthur L. Goodwillie, of the Chicago banking house of Counselman & Company, representing the new financial interests, they form the board of directors.

The history of the Stanley Company makes a story of absorbing interest, and reaches back to the earliest days of the industry in America.

The first Stanley car was built in 1895 by the brothers, F. O. and F. E. Sanley, for their own personal use. At that time their business was the manufacture of the famous Stanley photographic dry plate and their factory building is now part of the extensive Stanley works. The original car was so successful, in operation, that it encouraged them to further efforts and during the next two years a number of cars were built and sold to impatient buyers.

In the spring of 1898, first steps were taken for the manufacture of cars for sale, and in that year perhaps a dozen were completed and sold. That fall and the following spring, two hundred stock cars, all alike, were built and they were all delivered by July of 1899. This furnishes the basis of the claim of the Stanleys that they are the first builders in the world of cars in commercial quantities.

Meantime parties in New York were negotiating for the purchase of the automobile business and in 1899 a deal was closed. The outcome of Company at Tarrytown and of the this, was the founding of the Mobile Locomobile Company of America at Bridgeport. The Stanley brothers when selling their business, agreed not to build cars for a year, and it was not until 1901 that they brought out a new car and organized again to manufacture them. It was at this point, the present Stanley Motor Carriage Company was incorporated.

From that day to this, the demand for Stanley steam cars has been steady and continuous.

For years the Stanley Company has been the only producing manufacturer of steam cars in the country. Its racing records were envied by the whole world until a few years ago when its discontinued speedway tests because of the danger to drivers.

Many important advancements in steam engineering were developed in the Stanley experimental laboratories, one of the most important of which is the Stanley method of super heating steam, to which the modern locomotive owes much of its power and efficiency.

The power generative plant consists of a kerosene burner and a boiler under the hood. In this boiler, the power is stored in advance for instant application to the driving wheels and controlled by merely moving a finger lever on the steering wheel. There is no clutch to pedal, and no gears to shift, the engine being constantly in mesh with the differential. Enough power is stored in the boiler to drive the car three or four miles on ordinary roads without burning any fuel. This stored power gives the Stanley tremendous advantages for acceleration for city driving, for bad country roads and for hill climbing; and eliminates any possibility of stalling the motor. The engines of a unit in itself suspended from the chassis and geared direct into the deferential. It is of standard steam practice, developed by the Stanleys through twenty years, and has two simple double-acting cylinders and link motion reverse. The Stanley power plant consists of only thirteen moving parts, and is recognized by engineers generally as the highest development in the art of steam engines. Unquestionably there are many who feel that now that human ingenuity has exhausted itself in development of the internal explosive motor, the world will turn to steam as the simplest and cheapest fundamentally best adapted power for propelling road vehicles.

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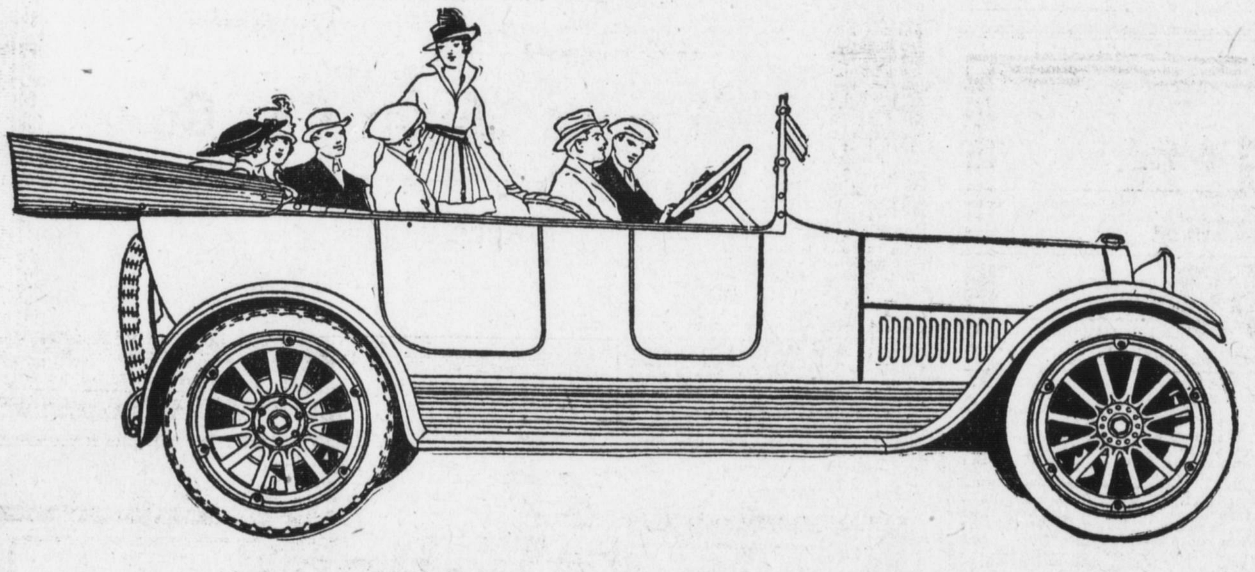

The Studebaker Car

A Car of Proved Economy

ECONOMY is measured by value received. The man who studies and analyzes and compares usually gets the most for his money. Economy means wise buying.

In Detroit, where thousands of people are directly connected with the production of automobiles, where people know from daily contact the organizations producing 80% of all American cars, there are more Studebaker cars registered than any other car selling at over $500.

In other words, where automobile materials are studied and automobile workmanship analyzed and compared, where practically everyone is motor-wise, Studebaker cars are bought in greatest numbers because they are known to be the best values on the market dollar for dollar of their prices.

Detroit's judgment of Studebaker Value is vindicated by the performance of Studebaker cars on the roads of America.

In the Far West, on the stage routes of the Rocky Mountains, on the hardest, hilliest drives in the United States, Studebaker cars stand up and give the service at a minimum expense for upkeep and repairs.

This is proved by the official registration figures of California, which show that in California there are more Studebaker cars registered than any other car selling at over $500.

Although Studebaker cars are probably the most powerful cars on the market in ratio to their weight, they are very economical in their consumption of gasoline.

Their weight is so perfectly balanced that Studebaker owners frequently get from 8,000 to 10,000 miles on a single set of tires.

Their remarkable accessibility reduces adjustment and repair expense to a minimum.

For these reasons Studebaker cars are distinctly economical to operate.

Due to their high quality and mechanical perfection Studebaker cars have uniformly high values in case of a re-sale or trade-in.

For this reason a Studebaker car is very economical to own.

Therefore, if you want to get the most for your money—if you want to practice true economy by purchasing wisely, follow the example of those who know by study and by service rendered—buy a Studebaker.

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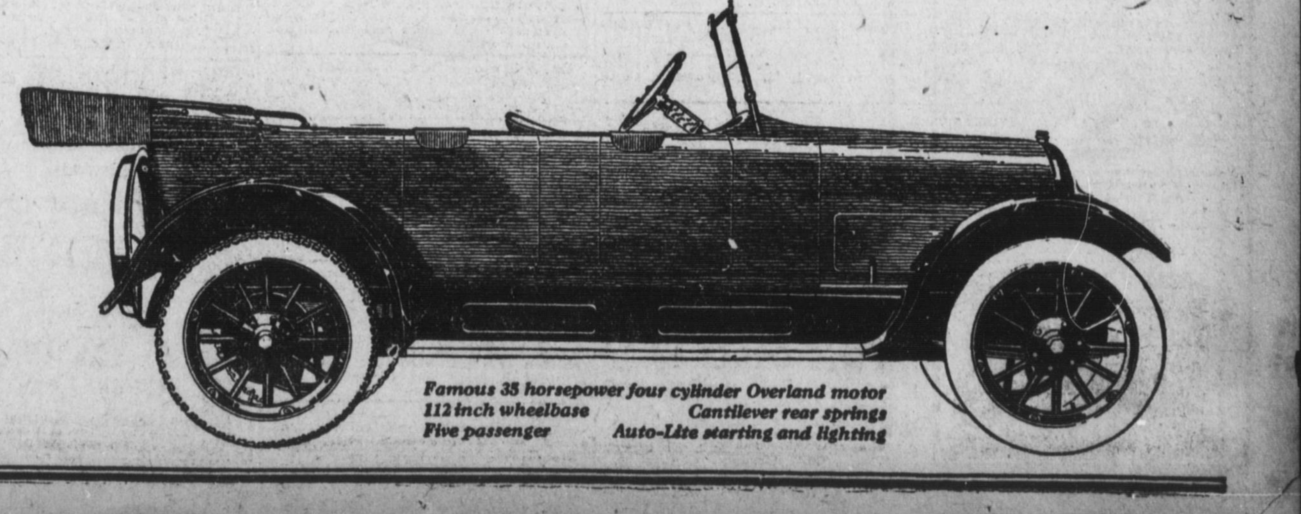

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