

Studebaker Models Will Not Change This Year

R. T. Hodgkins, sales manager of the Studebaker Corporation, is authority for the statement that Studebaker does not contemplate a change in models this year. In making public this information Mr. Hodgkins says: "In our opinion Studebaker engineers have reached a point of near perfection in the Series 18 cars. Our engineers have been concentrating on the one basic design now for the past four years and have, naturally enough, been able to constantly improve and refine our product. They have taken advantage of the splendid opportunity to observe the performance of 300,000 Studebaker cars in the hands of owners, in every part of the world, and through this experience of actual service the Series 18 Studebaker cars have been evolved. Personally I believe that our engineers have given us one of the best cars in the world, regardless of price. There's really no good reason why we should announce new models at this time, in fact I can say definitely there will be no change in models this year.

"Prospective buyers of a motor car purchase a Studebaker car now with the assurance that no sudden change in models will discount or depreciate the value of their purchase.

"Each day our sales reports from all over the country continue to show that the motorcar buying public is quick to recognize the value of the Studebaker car. It is an honest, well made product, the value and service of which have been proven in actual performance. The average cost of materials and labor may force us to make an advance in prices most any time but, even at an increase, I feel that the public will still be getting the best "buy" for the money. Due to tremendous stocks of materials on hand, purchased before the rapid upward trend of prices, Studebaker has been able to sell its cars at the prices that are hundreds of dollars less than other cars that give as much.

"Upon my recent trip throughout the Middle West I interviewed many dealers and found everyone of them enthusiastic about the prospects for sales to farmers this year. I have never been so impressed with the prosperity of the farmer as I was on this last tour through "the bread basket of the world." They have not had too much rain out there and, apparently, weather conditions are ideal. I have never seen such a wonderful stand of corn as there is in Iowa to-day, and as a former Iowan I took more than passing interest in the country through which I traveled.

"I remember when an Iowa farmer was highly excited because he received \$40 for three eggs, so you can imagine my surprise when I actually witnessed a farmer out there have so much money that it is literally sticking out of the windows. And within the next sixty days I look for an unprecedented demand for medium priced automobiles from this territory. If Iowa and the Middle West territory has no weather set-backs there will be the greatest automobile shortage this year that the industry has ever seen.

"With enough farm products between North Dakota and New Orleans to feed the entire world, and with the automobile becoming more of a necessity to the farmer each day, and the prominent part the automobile is playing in the business world, the "saturation point" in my mind is a long ways off.

Emergency Patch Should Not Be Made Permanent

The importance of the emergency blowout patch as a part of the motoring equipment is understood by all experienced motorists. When the motorist discovers a clean-cut fabric break, stone bruise or a small cut entirely through tread and fabric, he simply applies the patch, inserts and inflates the tube and continues his trip. "But it must also be understood by the tourist," says Mr. Mosher, manager of the local branch of the Pisk Rubber Company, "that this patch is for emergency, not for permanent repairs. At the end of a trip, during which an accident occurred necessitating the use of the emergency patch the tourist should see that the patch is taken out and the casing repaired properly at any vulcanizing shop. In this way the emergency patch will have served its purpose and the mileage-giving qualities of the casing are not impaired.

"On the other hand, as the tire causes him no further trouble, the motorist is likely to forget the patch he applied for emergency purposes. The result of this neglect would be that by the natural flexing and bending of the tire the patch is forced into the cut or break, wedging the fabric apart until it becomes too weak to resist the inside air pressure, and a blowout occurs, ripping the fabric apart to such an extent that it is beyond repair. With careful treatment the emergency fabric patch has saved the life of many a casing, but it has also brought more than one casing to death by thoughtless neglect.

Rubber Stands Strain Better Than the Steel

Three sets of chains were worn out between the road bed and the tires on the Pilot Car of the San Francisco motor caravan, is reported of remarkable trip made to the St. Louis Ad. Men's Convention, by San Francisco Automobile and Advertising men.

Four survivors of the original party of fourteen cars arrived in St. Louis on scheduled time after undergoing one of the hardest tests driver, machine and tires ever stood. A series of snow, sleet and rain storms preceded the plucky San Franciscans in their severe test. Four days of rain in eastern Nevada and Western Utah played havoc with the roads and put several of the cars out of running. The Studebaker pilot car became so clogged with mud, early on the trip, it was necessary to chop the mud guards from the car.

Three of the Goodrich Safety Tread Tires, which equipped the Studebaker Pilot Car, driven by Chester N. Weaver of San Francisco, finished the trip filled with San Francisco air. The fourth tire was punctured when about fifty miles from St. Louis. Next to the enthusiasm of the San Francisco men over landing the next Associated Advertising Clubs of the World Convention for San Francisco in 1918, is their praise of Goodrich Tires stamina. Mr. Weaver's car was the only one in the caravan that didn't experience tire trouble in the long grind. The four cars to win the struggle with elements were a Chevrolet, two Studebakers and a Buick. The members of the party were: R. C. Durant, A. D. Plughoff, G. A. Buckingham, Fred Connors, James Houlihan, Mr. and Mrs. Bernstein and Chester N. Weaver.

Use McNeil's Pain Exterminator.—ad.

Paige Establishes Record From Seattle to Vancouver

The motorcar record between Seattle, Wash., and Vancouver, B. C., a bone of contention among automobile men in that section of the country, was substantially lowered by a Paige roadster in a recent attempt in which the Paige car came through in impressive style.

The Paige, a 1915 model that had already accumulated a mileage in excess of 22,000 in transcontinental traveling, was driven by George M. Price of Seattle and covered the distance of 167 miles in three hours and 42 minutes running time and four hours and 35 minutes elapsed time.

The first record over this course to gain attention was scored in 1914, the trip being made at that time in six hours and 15 minutes. Not long ago a driver covered the route in five hours and 57 minutes. These record makers however, ran from city limits to city limits, while Mr. Price in establishing the new mark drove from a point within Seattle which made his route nine miles longer.

Mr. Price made his remarkable record in spite of the fact that 30 minutes were lost at the two customs houses which had to be cleared in start at 3.53 a. m. and from Seattle to Blaine, the latter he border city, at the Canadian border. He made his average 37 miles per hour. In spite of the 30 minutes lost in the customs houses Mr. Price could have done even better than he did had it not been for the severe traffic and speed regulations encountered after crossing the border.

When Everett, Bellingham, Blaine and other important points were reached, the time of the arrival and departure was entered in a book carried for the purpose and attested by responsible parties. A newspaper man was carried as passenger and reported that "The old Paige just laid her 'tummy' to the ground and ran like a scared deer for the entire distance of 167 miles." One tire was changed at Blaine and no water was taken on at any time after leaving Seattle.

Chicago Gets More Willys-Knight Taxis

The Willys-Overland Company has just furnished the LaSalle Hotel Taxicab Company of Chicago, with five more cars, the new equipment consisting of Willys-Knight Four touring cars.

On January 1 this company installed a fleet of 50 Willys-Knight four limousines. So satisfactory has been the service of these steeple-valve motored cars that when the LaSalle Company decided to add several open cars to its equipment more Willys-Knights were ordered.

POINTS

It requires skill to replat gold, silver and metal that will give lasting satisfaction. Our skill, experience and facilities are unequalled by any other similar concern in this city.

The refinishing of chandeliers, brass beds and automobile work a specialty.

We are always pleased to call and give estimates.

Phone us or drop us a card.

NUSS MFG. CO. 11th & Mulberry Sts.

Trail Blazer Opens Road in Mountains

In addition to blazing the trail for the proposed National Boundary Highway over the Cascade Mountains east from Spokane, the Saxon Roadster trailmaker broke the way for summer motor traffic across the mountains.

Two feet of snow, the tail-end of the winter's covering, was encountered in the mountains and the roadster was the first car to pass it, making the narrow, treacherous paths without difficulty.

Now that the Saxon trail blazer has turned eastward it is expected that exceptional time will be made in mapping the boundary highway along the Canadian border. Summer weather should make ideal motoring conditions and the drivers of the car do not anticipate the slow travel that bad roads caused in the early stages of the trip this spring.

The next point of importance in the car's itinerary will be Helena, Mont., which will soon be reached. From there the car will proceed eastward and probably will strike the region of the Great Lakes some time in July. The trail blazer was one of the features in a patriotic parade in Seattle, having the honor of being the only motorcar in the procession.

Cadillac "Eight" Offers Real Accessibility

It is to be doubted whether the much-sought feature of the accessibility in connection with automobile motors has ever been more completely worked out than by the engineers who designed the V-type motor of the Cadillac Eight.

As a rule, such things as carburetor, ignition source, etc., are placed on one side of the motor or the other, sometimes so low and with so little free space that inspection and adjustments are proportionately difficult and inconvenient.

Having its cylinders arranged in V-form, at right angles to each other, the Cadillac Eight offers an opportunity that was not overlooked. Carburetor, electric generator, starting device and ignition distributor are all set in the space between the cylinder blocks. Thus any one of them is easily and conveniently at hand for inspection and adjustment.

In addition, the removable valve covers face each other, each being on the inside of the block whose valves it protects, and consequently easy to remove.

Factory Arrangements Affect Car Quality

Only a comparatively small percentage of America's motor wise public has any idea of the bearing which the arrangement of a motor car factory has upon the ultimate price of the car. Next to equipment and purchasing power, factory layout is probably the most important factor in determining the price at which the manufacturer can place his car upon the market.

The cardinal principle in the arrangement of a motor car factory—or any other factory—is to make it possible for the raw material to enter at one point and travel in as straight a line as possible through the various processes of manufacture.

Only a short time ago the Lehigh Valley Railroad built the Tunkhannock Viaduct at a cost of \$12,000,000 to shorten the tracks only three miles and to reduce the curvature in the roadbed. On the same principle progressive motor car manufacturers are spending thousands of dollars in rearranging the position of their machinery and installing conveyors in order that the raw material may travel the path to completion in as straight a line as possible.

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The locomotive forward and backward at three speeds. The locomotives are equal to heavy tasks. In one instance 37 cars of curled hair, aluminum castings, and steel products, weighing a trifle over 30,000 pounds, were moved from a standstill without any indication of great effort.

The locomotives run on regular schedules and transport an enormous amount of material each day at a cost of much lower than is possible by hand or even electric trucking.

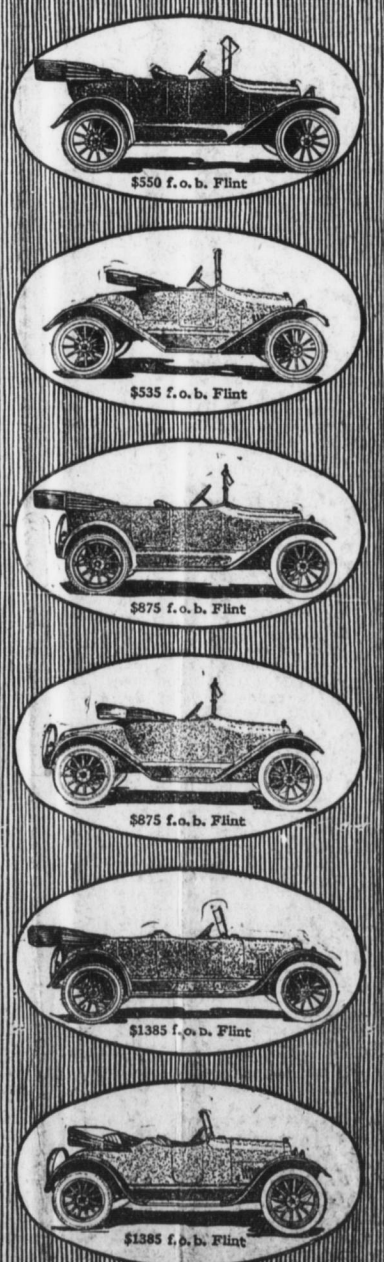
Franklin

—the efficiency car. More miles — Less gasoline — More comfort — Less weight —

E. W. Shank 107 MARKET ST.

CHEVROLET

- If we furnished an inferior motor—but everything else of good quality — what value would your car have?
If we furnished a good motor, but a poor transmission, would you be any better off?
And then again, suppose we equipped a car with a good motor and transmission, but a poor clutch, wouldn't your car still be weak?
In the Chevrolet, the motor, clutch, transmission, and rear axle system must be true — true to each other — and each must be a perfect mechanical unit.
The Chevrolet is true all the way through.



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Seven Passenger \$1295. Willys SIX L Head Type of High Power. A New Wonderfully Balanced Six Sturdy Light Weight—Abundant Power. This announces a brand new development in Sixes. Here it is at last! A popular priced Light Six with weight and power in scientific balance. Think what that means. Economy and durability in combination with six cylinder advantages at last—an accomplished fact. Don't ask any more why you can't get a durable light weight six with real six cylinder performance. You can—it's this new Willys Six. Motor 3 1/2-inch x 5 1/4-inch 45 horsepower 4 1/2 inch tires. 120-inch wheelbase, 7-passenger capacity Finished in olive green. The Overland-Harrisburg Co. Open Evenings 212-214 NORTH SECOND ST. Both Phones