

WAR WILL ADD TO NEED FOR AUTOS

Motor Transportation to Grow as Nation's Demands Increase

During this time of national expansion, it is well to consider the large part the automobile is playing in this work.

As it has been expressed so well by an English journalist, which expression also is applicable to this country, "So huge an expansion and diffusion of business could not possibly be efficiently transacted, nor all of its opportunities seized and its potentialities developed without the aid of constant personal inter-contacts, and therefore travel—easy, convenient, swift in itself and further accelerated by the removal of what rank as one of the most important auxiliaries of business, if not as a basic condition of commercial existence."

It is certain that the present transportation facilities, outside of the automobile will feel the impetus of national expansion, and all be called upon to sustain their share of the extra burden, but from the very nature of things in this country the main responsibility must fall upon the automobile.

When it is considered that the tendency of this age is to supplant man-power with machinery of every description, and when it is considered that this tendency is invading even the farm, it is apparent that

such a tendency must be backed up by other means to care for the tremendous increase of acreage and manufacturing production.

To consider the automobile as a luxury is to overshadow or ignore our economic condition, which of necessity has been augmented by our entrance into the war.

In the past fifteen years the motor car industry has grown to giant proportions, and it is impossible to believe that only a pleasure-loving desire on the part of the people of this country has been responsible for this growth.

Economy of Gasoline With Daily Use of Car

Jayriding wastes as war wastes. It is the alternative way. Jno. D. Mansfield, general sales manager of the Dort Motor Car Company, puts a situation plain to those who have observed the recent trend of motoring habit.

"What effect is this development having upon sales?" was asked. "A very salutary one," was the prompt reply. It has won over many who, in the past, have been kept from buying cars through a prejudice created by the extravagant use of which some people have subjected their automobiles.

"As with the sobered thought of the latter and inspired Americans generally to consider mainly the practical side of motoring. Instead of asking themselves how much fun they can get out of their cars they ask instead how much substantial benefit may be gained.

WILLYS WILL HONOR SALESMEN

Star Producers of Mammoth Sales Organization to Meet September 4

The John N. Willys retail sales congress to be held at the Willys-Overland headquarters in Toledo during the first week in September is, perhaps, of more interest to the automobile buying public at large, as well as to the man who sells cars, than anything that has yet been done by the big Toledo automobile manufacturer.

For a long time a number of original methods and plans to increase sales and manufacturing efficiency have been under way, closely supervised by John N. Willys, president of this company. But in the coming congress it would seem that Mr. Willys has come closer to getting a best laid view of public demand than anyone in the industry.

It has been necessary for quantity producers of motorcars to sense public demand more quickly than any other manufacturers.

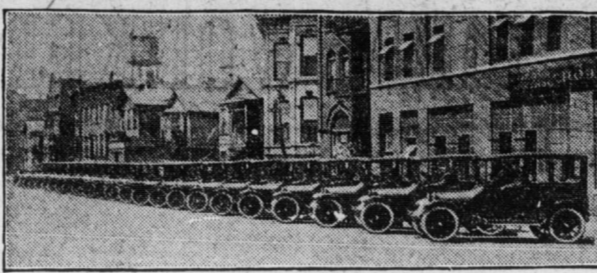
The very future of their business has been at stake, because the minute manufacturers take their fingers off the buying pulse of the public, over-production of an article not in demand, or under-production of an article intensely desired, might result.

A large part of the Willys-Overland Inc.'s success has no doubt been due to the fact that it catered to the public's demands. But Mr. Willys is of the opinion that a sharper, quicker and more accurate route for this information could be found. He set out to obtain it and the coming retail sales congress during the early part of September is the result.

Obviously the men to speak most authoritatively on what the public wants are the men who actually sell the most cars to the public—in other words the star salesmen.

Accordingly, some months ago the plans for the John N. Willys retail sales contest were laid. Retail salesmen of Overland and Willys-Knight automobiles, in every part of the United States, were grouped in classes and set out to establish individual sales records, for a three months' period. Of the thousands of contestants entered only three hundred were given the opportunity to act as delegates to the congress, on a basis of personal performance.

STANDARD CAR ALSO MAKES GOOD RECORD



Although no special body has been built and no centralized effort made to create a market, Dodge Brothers are supplying a surprisingly large number of their chassis to taxicab companies in all parts of the country. One of the more recent large orders was one for thirty cars by the Parmelee Transfer Company, Chicago. Among the other large firms who are using Dodge Brothers cars

Motorcars Make It Easier For War Traffic

The motor carriage and the motor truck are important factors in the increased efficiency of the railroads especially in war times, when they are so abnormally taxed when handling munitions, war supplies and troops.

The latest figures authorized by Fairfax Harrison, chairman of the Railroads War Board, indicate an increase in railroad efficiency of 10.1 per cent, said Mr. Harrison. "Automobiles are carrying thousands of passengers who would otherwise have to use the railroads between suburban and metropolitan centers, and between small cities and towns within a reasonable range of each other. The growth of the automobile traffic in the rural districts has also greatly lightened the local passenger traffic of the railroad."

Maxwell Wins Run Staged in Spain

Not content with holding all worth while intercity road records in North America a five-passenger Maxwell touring car has captured the "Circuit of Cataluna" run in Spain in competition with thirty cars of American and European make.

The Spanish intercity race was from Barcelona to Zaragoza, then to Bilbao, to San Sebastian, Huesca and return to Barcelona. The distance is a little more than 600 miles.

Road conditions in places made it hard for any kind of car to make time. So admirable was the Maxwell performance in the grinding road test that it came through without a breakdown of any kind.

Pitted against the sturdy Maxwell were thirty cars. Among the cars in the contest were the Spanish makes Elizaldia, Hispania, the car of Espana, the Italian makes Fiat, Lancia, S. P. A., Franca and Dion-Bouton, and the American cars were King, Mitchell, Buick, Singer, Stutz and Scripps-Booth.

Care of Small Cuts Preserves Life of Tire

With the summer motoring season half over, it is an opportune time for the motorist to receive a thorough inspection, so that their full mileage may be obtained without interruption.

Watch for the small cuts," advises the Service-Manager of the Flak Rubber Company, "Spot them when they are small and harmless. If they are then filled with a good quality of gum rubber they will be prevented from developing to the stage where positive injury to tread and fabric is inevitable.

SUPPER AT PARISH HOUSE

Columbia, Pa., Sept. 1.—The Rev. Father G. W. Browder, rector of St. Peter's Catholic Church, last night entertained about thirty guests at a sauer kraut supper in Emerald Hall, one of the parish buildings. The guests were entertained with vocal solos by Edward Ziegler and Charles Yentzer.

ENTERTAINS BROTHERHOOD

Columbia, Pa., Sept. 1.—Peter A. Flehman entertained about sixty members of the Brotherhood of the First English Lutheran church at his bungalow, a short distance out of town, at which time the annual business session was held. A luncheon was served and the pastor, the Rev. Dr. Edgar Grim Miller, delivered an address. The trip to the bungalow was made in large auto trucks.

HUNTING PUPILS FOR NORMAL

New Bloomfield, Pa., Sept. 1.—Prof. Jesse Heighes, dean of the Cumberland Valley State Normal School, is making a tour of Perry County, where he is hunting up students.

NEVER CLOSED

Gas Supplies Bell 4170 Dial 5438

Gasoline Conservation Even Though You Ride

After a careful investigation of the present gasoline situation, Van H. Manning, director of the Bureau of Mines, of the Department of the Interior, has issued the following statement:

One-half of the gasoline used in the United States (one billion two hundred and fifty million gallons) is used in pleasure riding.

It is estimated that the United States Army will need three hundred and fifty million gallons for aeroplanes, trucks, automobile tractors and other machines. There is no way of obtaining this in this country except by saving from the existing supply, and this economy may be affected by voluntary cutting down of pleasure riding (for instance, the man who takes his family out on Sunday for a fifty mile ride can cut this in half.)

It has been estimated that by economical use enough gasoline can be saved to supply not only the United States, but also its Allies for war purposes.

The following suggestions should be observed by automobile owners:

1.—Do not allow your gasoline engine to run idle.

2.—Use kerosene, not gasoline, for cleaning purposes in the garage.

3.—See to it that the carburetor does not leak. Form the habit of shutting off the gasoline at the tank.

4.—By judicious regulation of the mixture of gasoline and air in the motor, both greater power and economy of fuel may be obtained.

Automobile owners need not lay up cars, but should use them either for trade or pleasure purposes thoughtfully and judiciously. If this advice is followed there will be no undue scarcity, for the United States possesses an abundant supply for ordinary purposes.

C. E. PICNIC

Shiremanstown, Pa., Sept. 1.—The picnic of the Junior Christian Endeavor Society of the United Brethren Church, at Keebaugh's woods, on Wednesday afternoon, was largely attended. The little people enjoyed games, contests and a basket luncheon. They had as their guest Miss Virginia Hickman, of Muncy, Ind.

Festival of Music on Pastor's Anniversary

Shiremanstown, Pa., Sept. 1.—St. John's congregation is preparing to celebrate the fifteenth anniversary of the pastorate of the Rev. Henry K. Lantz, October 7 and 8. Eminent Lutheran speakers will be present and a large chorus is being trained to render choruses from famous oratorios. A number of soloists will assist the chorus. The festival of music to be given in honor of St. John's pastor will be held Monday evening, October 8, in the Kelle Memorial Church.

FINED FOR SPEEDING

A. T. Faloon was brought into court yesterday afternoon charged with speeding in Maclay street at the rate of forty or fifty miles an hour. Mr. Faloon admitted that he had speeded up somewhat, but doubted whether his machine was capable of the speed indicated by the motorcycle officer, who said he had some difficulty in keeping his quarry within eight while attempting to set the car's license number. Alderman Nicholas stated that the offense was a serious one, in view of the possible accidents, and imposed a fine of \$10.

CADILLAC ---A Pioneer

"There are many religions, but there is but one morality." —Ruskin.

There are new ideas evolved every season in the motor world. But there is but one criterion in the multiple-cylinder field—the Cadillac. In the last three years no less than forty cars have adopted the Cadillac V-type motor design.

CRISPEN MOTOR CAR CO. 311-815 S. Cameron Street HARRISBURG, PA.



Overland 85-4 Model Showing New Records

Country Club \$795

J. O. Toledo Including Five Wire Wheels Subject to change without notice

Style and Utility

Here is the only smart sport model among low priced cars. It has the style yet it is so economical that it makes an ideal utility car.

The smooth—lively—powerful motor makes it a wonderful performer.

(Cantilever rear springs and four

inch tires make it remarkably easy riding. The unique seating arrangement provides ample room for four large passengers.

The front seats are adjustable forward or back. Five wire wheels are regular equipment included in price. Come in and look this car over.

The Overland-Harrisburg Company Open Evenings 212-214 North Second Street Both Phones Service Station and Parts Department, 26th and Derry Streets.

ONLY TWO WEEKS MORE!



PRICES ADVANCE SEPT. 15th

The Standard Touring Models will increase

FOUR \$985 to \$1050 SIX \$1250 to \$1385

Other Models will advance proportionately.

YOU will probably never have another opportunity to purchase an automobile of such power, size, and quality for so little money.

Other manufacturers of cars in the Studebaker class have already advanced their prices for the second time this year and are now announcing a third increase.

Because of large purchases and long term contracts for raw materials made a year ago, Studebaker is able to offer its cars at present low prices.

DON'T DELAY—ORDER AT ONCE and Save Money

DRISCOLL AUTO COMPANY 147 SOUTH CAMERON STREET

Rex Garage and Supply Co. 1917 North 3rd St. HARRISBURG, PA.

The largest Garage in the city is the logical place to house your car. Live storage includes cleaning your car daily delivering to your house and calling for it.

Goodyear service station—a full line of Tires, Tubes and accessories.

Agency Hassler Shock Absorbers for Ford Cars.

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Distributors Portage Tires. Guaranteed 5,000 Miles.

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