

Tire Economy by Care of Tires in Winter

Tire neglect in winter is responsible frequently for absolutely unnecessary purchases in springtime and inasmuch as economy is now foremost in the minds of all motorists, the millionaire as well as the flivver owner, the B. F. Goodrich Rubber Company gives the following suggestions for tire care during the winter months:

Demand For Twelves of Airplane Type

Throughout the country there has been a general increase in the demand for twelve cylinder cars, since the announcement that the famous war airplanes are to be equipped with the "V" type motors. The airplane seems to be destined to play a very important part in the war, and America's airplanes will be the means whereby American troops will be so effective.

Boosting Business Makes Bond Buying Better

John N. Willys, the president of The Willys-Overland Company, when asked concerning his opinion as to the success of the present Liberty Bond issue and its relation to business, expressed himself as follows: "There is no question in my mind but that this bond issue is going to be over-subscribed, which only vindicates the patriotism of the American citizen to his flag. But the reasons why this bond issue is a success is because the business interests of this country have kept the wheels of progress going and must continue to do so throughout the period of the war. Money will be available for bond issues only so long as this country is prosperous, but I believe the public are realizing that a false economy would be disastrous.

Makes Forfeit Guarantee of Production Leadership

That the Chalmers Motor Car Company was never so financially sound and settled and is at this moment already on the highway to a new and greater era of successful production are the high lights of a statement just released by Charles H. Barner, of the Keystone Motor Car Co.

New Nash Six Holds Center of Stage

According to C. B. Voorhis, general sales manager of The Nash Motor Company, Kenosha, Wisconsin, the enthusiasm evidenced by the motoring public in the new Nash Six has been widespread. "Immediately following the announcement of the perfected valve-in-head Nash Six, according to our dealers," says Mr. Voorhis, "crowds of automobile enthusiasts flooded their local salesrooms. Everyone was eager to see the new car which bears the name of C. V. Nash."

Taking Eighty Parts From the Eight Motor

The Apperson Brothers have made over the eight-cylinder gasoline motor. They have given another demonstration of the Apperson efficiency with which they have been accustomed to stir up the motoring world every now and then for the past twenty-five years.

ARMY BALLOON SERVICE OPEN TO YOUNG MEN Harrisburg men may now enlist in the new Army Balloon School which was recently opened at Fort Omaha, Neb. Any youth between the ages of 19 and 25 is eligible. After passing examination the applicant is enlisted as a first-class private in the Aviation section of the Signal Enlisted Reserve Corps. After qualifying as an Observation Balloon Pilot he is commissioned as a second or first lieutenant. The pay from the time the applicant enters the school until he receives a commission is \$100 per month, quarters and food allowance.

Advertisement for Packard cars, featuring a list of models and prices, and a testimonial about the car's value.

Continuation of the Liberty Bond article, discussing the impact of the war on the economy and the role of the automobile industry.

Continuation of the Liberty Bond article, focusing on the future of the automobile industry and the role of the government.

Packard advertisement featuring a large image of a Packard car and a testimonial about its safety and value.

Large advertisement for Maxwell cars, featuring a large image of a Maxwell car and a testimonial about its reliability and value.

Advertisement for Cadillac Convention of Dealers Big Success, detailing the event and the success of the Cadillac company.

Advertisement for Overland cars, featuring a large image of an Overland car and a testimonial about its performance and value.