

NASH LINE MAKES SPLENDID START

Introduced Within Six Months Factory Will Make Great Production Effort

One of the features of more than usual interest at the show is the exhibit of Nash perfected valve-in-head passenger cars, all of which have been introduced to the buying public within the last six months. The Nash line of cars is shown at the exhibit space of the Bentlandis Auto Co. In addition to the passenger cars which are built by the Nash organization are two new rear-driven trucks, a one-ton and a two-ton, which are offered as truck mates of the famous Nash Quad, which drives, brakes and steers on all four wheels. During the past year, under the direction of General Sales Manager C. B. Voorhis, a strong selling organization has been perfected. Thirty-one distributors, all men of long experience in the industry, have been selected to handle the wholesale trade for the entire United States. Each of these in turn has organized a dealer body comprised of sound businessmen with established reputations for the successful marketing of motor cars. And now, with the start of the new year, comes the news that the Great Nash factory is just swinging into big volume production to meet the demand, which up to date is exceeding the supply. With the first announcement of the perfected valve-in-head Nash

Talks Air-Cooled and Economy of Operation



E. W. SHANK Distributor For the Franklin Cars

Six came instant approval from the buying public. It was made plain that the motor public expected the Nash organization to produce an unusually good car, and was not disappointed. The first sample cars which were shipped to distributors and dealers five months ago brought buyers to

Overland Willys-Knight Bethlehem and Garford



ALBERT N. STRAUB Salesmanager for the Overland-Harrisburg Co.

Nash showrooms all over the country, and much interest was manifested in the Nash perfected valve-in-head motor as marking a distinct advance in motor engineering. In many instances orders were placed without so much as a demonstration, so eager were motorists to secure early delivery. And now within the five months that have elapsed since the first announcement these cars have had opportunity to prove their worth in the hands of actual owners. Heavy endorsements from all sides are the rule. Everywhere the power and performance of the perfected valve-in-head motor have been commended. C. W. Nash says: "The reception our new car has been accorded by the public is more than gratifying to me. This car embodies the ideals which we as an organization and I as an individual have held for a long time. The forming of the Nash Motor Company gave us an opportunity to express them to our own satisfaction for the first time."

SOFT TIRES EXPENSIVE
Under Inflation Means Large Fuel Consumption. Some motorists do not keep the tires properly inflated, giving as their reason that the car rides so much easier with a soft tire and that when inflated to the pressure recommended by the maker the car rides hard. If one can afford such luxury, well and good, but it is expensive comfort. Under-inflated tires mean a greater consumption of fuel, a breaking up of the fabric due to the weaving movement and other stresses that separate the plies of fabric, and short life of the casings. With the cost of tires rising, it is economy to observe the instructions of their makers, and if the car rides hard to try and discover the real cause.

NEW BODY LINES FOR VELIE CARS

Four-Passenger Sport Model of Attractive Type Is Added

The Velie line, shown by H. F. Willoughby, of the Velie-Harrisburg Company, has new body designs created for each type of car and a Sport Model of most attractive pattern added to the series, making a total of nine new body styles—a line fully satisfying and complete in itself. Bigger—Better—More Power, was the watchword of Velie production just ended. The use of Continental Red Seal motors, Timken axles and bearings, multiple disc clutch and innumerable features of equal merit, brought the Velie Bilwell Six chassis to a state of mechanical perfection. Now, to all this, retained and even bettered, have been added qualities totally unexpected in cars of such a price. The past year has given us a car, regardless of price. Now, with a range of models more extensive than before, satisfactory mechanically in every respect, and a development of body designs distinct and apart from the commonplace, Velie friends, owners and dealers alike will be proud of this new achievement, regardless of price. Now, with a range of models more extensive than before, satisfactory mechanically in every respect, and a development of body designs distinct and apart from the commonplace, Velie friends, owners and dealers alike will be proud of this new achievement, regardless of price.

Two chassis make up the new line. The 38 chassis has a wheel base of 115 inches, with tires 32 x 4. Over-size tires are given as a part of closed car equipment. The motor is a six-cylinder Red Seal Continental with 3 1/2-inch bore and 4 1/2-inch stroke, carefully built; accurately balanced and sturdily constructed throughout. Developing in excess of 40-hp, this motor gives a surprising range of speed and flexibility, and with it all is extremely economical. Remy starting, lighting and ignition systems are made a part of the motor assembly. A completely new disc clutch and three-speed selective transmission are in unit and hung on three points with the motor. The most abusive road has no effect on the efficiency or efficiency of the new Velie power plant. Hitchhiss drive through two Universal joints to a Timken rear axle; spiral bevel gears; Timken bevels; lines throughout complete the drive system. The front axle is also Timken with Timken bearings. Theoretical spring suspensions may come and go, but the Velie three-quarter elliptic rear springs have won their way since 1908 and are continued in the new models. Without doubt they serve as the basis of Velie's reputation as an easy-riding car. Refinements in mechanical design are in evidence throughout the new models. All electric wiring is enclosed in metal conduit with protecting fuses on each service. The radiator is larger and deeper—consequently more efficient. The headlights are rigidly mounted on tubular standards—in fact, every detail of chassis construction shows the evidence of thoughtful development. But in the body itself is the new Model 38 strikingly different, since the exterior features first attract the eye. The higher radiator produces a hood line almost horizontal back to the sloping shield, while the roll of the body side commences undisturbed from the nose of the radiator to the rise of the rear seat. Both front and rear seat backs are higher and deeply cushioned over soft springs. The seats themselves tilt back comfortably and are upholstered in French plaits of real leather. All instruments are neatly arranged on the cowl board. The control and brake levers are in the compartment center. Hand and foot throttles are provided and control pedals made adjustable to suit the driver. It goes without saying that Velie quality has been more than maintained in all features of equipment and finish. The top of weatherproof Drednaut material, is provided with winter curtains opening with the doors. Sixty-mile speedometer, Stewart vacuum system and Rayfield carburetor are but indications of the features found throughout the car. Six other body styles are available on the new 38 chassis above described—all new and improved as becomes their type. The new four-passenger Roadster has a double cowl body with greatly increased room. The two-passenger Roadster has new lines of marked beauty. The Coupe has seating room for four. The Cabriolet, with large side windows, has seats for three. A five-passenger Touring Sedan with staggered doors and a reversible front seat, and a Brougham, or Town Car of exquisite refinement, completes the Model 38 series. All closed car models are regularly equipped with Perfection exhaust heaters. Then there is a larger, more powerful chassis. Those requiring a larger car than the Model 38, with more power, speed and scope of

action will be interested in the new Velie Model 39 with two decidedly different body styles. The 38 chassis has a wheel-base of 124-inches, with wheels and tires 32 x 4 1/2. A Red Seal six-cylinder Continental motor, 3 1/2 x 5 1/4 in size gives enormous power when coupled with the superior transmission system with which the chassis is equipped. Disc clutch, Hotchkiss drive, Timken axles and bearings all form a part of the major specifications. The electrical equipment, control and mechanical detail practically duplicate in design and function the corresponding elements of the Model 38, but are naturally of greater strength and size to care for the more severe duties expected of them. The entire trade and its followers will be interested in the two new body types on the 39 chassis—a large roomy seven-passenger body with straight lines and double cowl, and a strictly original four-passenger Sport Model Cabriolet design. The seven-passenger has many desirable features for a car of its price. The extra seats disappear completely from the front seat backs without the use of curtains or covers of any kind. Natural wood panels in both front and rear compartments give an added touch of elegance to the straight line double cowl design. The seats are deep and luxuriously cushioned. French-plaited upholstery of high grade leather insures the utmost comfort. The top, of Drednaut material, is provided with winter curtains opening with the door. Disc clutch, Hotchkiss drive, greatly surpasses the quality one has learned to expect in a car of its price. Everyone turns for a second look at the Velie four-passenger Sport Model. It is hung very low, with low body and deep seats. Individual steps displace the customary run-boards. The exhaust manifold extends through the engine hood and to the rear with a long graceful sweep. A heavy-duty valve permits the use of a silencing muffler or gives free vent to the exhaust gases as preferred. Equipment also includes hickory wheels, spc. motor, automatic power tire pump and Victoria top with roof extension and side curtains. At sixty the Velie Sport Model clings to the road like a veteran. At six it throbbles evenly and steadily without a miss or throb. Motor enthusiasts will readily judge the possibilities of this speedster by considering these factors: large six-cylinder motor, perfect ignition, efficient transmission system, 32 x 4 1/2-inch tires, and the light weight and low suspension of the car itself. Velie body work and painting have always been noticeably superior. The Velie mirror finish is obtained by many coats of paint and varnish vigorously rubbed out by hand and given in addition to the well-known Velie blue which is considered standard. Wire wheels will be supplied on any model at the usual extra cost. Prices of the new Velie models as above described are as follows—Five-passenger Touring, Four-passenger Roadster and Two-passenger Roadster, \$1,265. Cabriolet, \$1,750. Sedan, \$1,835. Coupe, \$1,850. Sport model, \$1,850. Town car, \$2,410. This, briefly, is a summary of Velie's offering of nine new models—without doubt the most pretentious, and at the same time the most attractive in both price and value ever presented by this old and substantial company. The mile of Velie factory will unquestionably have all it can do to care for the demand.

S. A. EXPORTS TREBLED

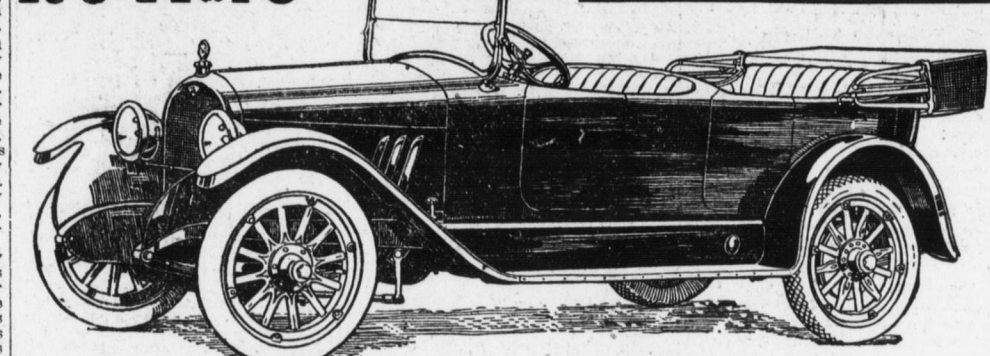
South America furnished a rich market to the automobile manufacturers of this country during the year just closed, the National Mo-

tor Car and Vehicle Corporation of Indianapolis, for example, trebling its exports to the Latin republics during 1917. All cars shipped to Central and South America are given

only a priming coat, the automobile buyers of these countries having their cars painted a brighter hue than the standard colors offered by the National company—highway blue and highway gray.

It's Here

See It At The Show



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COMFORT
"In the AMERICAN SIX we absolutely give it to you. The contributing factors are the perfect distribution of weight, the low center of gravity, the self-sprung quality of the long semi-elliptic springs and the long wheel base. The cushions have the right pitch; ample leg room both front and rear, means that no matter how long the trip, passengers will never complain of 'cramped position'."
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