

Auto Town Goes Over Top in Liberty Loan Drive

Racine, Wis., May 4.—That the automobile industry is squarely behind Uncle Sam not only in making munitions and supplies for his boys "over there" but also in helping to pay the bills is indicated by the fact that Racine, Wis., the home of the Mitchell Motors Company, Inc., makers of Mitchell Sixes, has won the gold star by going over the top with more than double its quota in about half the time allotted for the Third Liberty Loan drive.

In no other industry, perhaps, is loyalty to our country so clearly shown as in the automobile field. In the mammoth Mitchell plant, for instance, the thousands of workmen employed bought bonds to a man. Incomplete returns from this plant indicate that its subscriptions alone will pass the \$150,000 mark which is far ahead of its record in previous loans.

Other car and accessory plants in Racine report similar conditions and

the local Liberty Loan Committee does not hesitate to say that the automobile interests of Racine are doing their share—and more than their share—in putting over this drive in the biggest possible way. The manufacture of automobiles and automobile supplies and accessories forms a large part of the business of Racine. The city's excellent showing in the drive indicates a degree of prosperity in these lines which many people did not believe existed. As a matter of fact the automobile business is in a healthier condition than ever with sales booming and plants working to capacity. The Mitchell Motors Company, Inc., reports that it is employing more hands than ever before with night shifts helping to speed up production to meet the demand. This condition is general throughout the industry and they are proud to show this record of how they are sharing their prosperity in helping to carry the load.

Story From Spain Tells of Gasoline Shortage There

From Valencia, Spain, comes a story of gasoline shortage which makes any possible reduction which we might have to suffer in this country seem like good news. J. L. Byrne, a Hupmobile distributor in Spain, in writing to the factory last week says that the stock of gasoline in his country is practically exhausted. The little left has been requisitioned by the government with an absolute prohibition against supplying any for passenger car use. This applies even to doctors and other individuals whose service to the community is largely dependent upon automobile transportation. Alcohol is being used as a substitute, and poor as it is, it is the only

substitute available. Its cost is nearly double that of gasoline and the quantity required for a given amount of service is nearly double. In practice it is found that alcohol as a fuel in an internal combustion engine gives sufficient propelling force to do the work, but the total absence of oil in its composition leads to frequent stalling of the motor. Mr. Byrne said: "That in the use of gasoline substitutes American motors were far superior to European makes and that the Hupmobile, among others, took first rank among American motors. He names as prime essential for a motor using this particular gasoline substitute an extremely reliable lubricating system, valves operating in an oil bath, and a control capable of fine graduation for supplying air to the carburetor."

People inclined to become excited and see in experiences such as above a prophecy of what we in this country may come to, should remember the following facts: Spain, like England, France and Italy imports all her gasoline. It is not an actual shortage of the product that is causing the difficulty, but the impossibility of importing it when ocean transportation is needed so much more for food and other necessities. The United States enjoys the privilege of being at, or near, the source of the world's greatest gasoline supply. This supply, according to expert advice from Washington, gives every evidence of being more than ample for the world's needs. Furthermore, transportation of gasoline, as far as this country is concerned, is largely taken care of by extensive pipe lines, which means that supplies can be widely distributed without seriously interfering with the transportation of other things. Authorities state positively that there is no likelihood of a gasoline shortage in this country.

DUPLEX TRUCKS AID IN HARVEST

Pacific Northwest to Use These Trucks in Gathering Wheat

Duplex four-wheel drive trucks will aid in the harvesting of millions of bushels of wheat in the Pacific Northwest during the coming summer. Fifty trucks have been shipped since January 1 to Portland to be used on wheat ranches throughout Oregon and Washington and additional trucks are leaving for the West every week.

"Duplex trucks are most popular with the wheat growers of the West and are assisting greatly in reducing the cost of harvesting grain by lowering haulage costs to the very minimum," said H. M. Lee, president and general manager of the Duplex Truck Company, of Lansing.

"Because the soil is fine—being almost like powder during the hot summer months—only four-wheel drive trucks have been found practical for work on the great wheat ranches of the West," continued Mr. Lee.

"The soil is so powdery and fine that an ordinary motor truck will sink to the axle and bury itself in the soft earth even when unloaded. "We tried out Duplex trucks in the harvesting work last year, and they were used with such success that we have been hoarding our western distributors and insisting on early deliveries ever since."

Mr. Lee says the grain is taken by truck to elevators from a traveling hopper which receives the threshed grain from a combination binder-separator that cuts and threshes the grain in the field.

One truck is used with each threshing outfit and hauls 120 bushels per trip to nearby grain elevators.

Mr. Lee says the wheat is handled in bulk, the Duplex being equipped with a small elevator, constructed on the same principle as those in the larger grain elevators. Power for the elevator is delivered from the truck engine through an auxiliary shaft and belt. It is but a matter of minutes for all the wheat to be transferred from a hopper into the truck.

Government officials encourage the use of four-wheel drive trucks for hauling grain in the West. Mr. Lee says, because the cost of hauling the wheat to elevators is reduced fifty to seventy-five per cent. Then, too, there is a shortage of horses in the West, and the wheat growers undoubtedly would be greatly handicapped during the harvesting season were they unable to obtain motor trucks that haul grain in load under the conditions found on the western ranches.

"Our soldiers and our Allies' armies in Europe are being fed millions of bushels of grain—and the Government is doing everything possible to insure an adequate supply of wheat," said Mr. Lee. "We are, indeed, glad that our trucks will play an important role in marketing the grain which will later feed the soldiers across the ocean."

Larger Trucks Will Be Replaced by Smaller Type

That the three-quarter ton pneumatic-tired truck will eventually supplant the one-ton and two-ton types in the work they have been doing, that the two-ton truck will supplant the five-ton in the service it has previously been considered best adapted for, and that the five-ton truck will give in a very restricted sense, the place of all heavier types, is the startling assertion made by Sales Manager F. J. Akers of the Reo Motor Car Company.

"I base this assertion on observation of work that our trucks are doing in all parts of the country and in all kinds of business," said Mr. Akers, "and on the tendency that is unmistakable on the part of buyers to renew their equipment with the lighter types instead of the former heavy ones they consider best."

"The answer is simple. In only a small percentage of cases does the load equal the capacity of let us say, the two-ton truck. And in an equally small percentage of cases is the entire load to be delivered to one place.

"In other words, the loads can just as well be split up into two or three smaller loads and thus render possible use of the lighter, speedier truck with the result that two or three trips can be made in the time it would otherwise take to make one and at a lesser cost per ton mile.

"Now if these smaller loads are to go each to a different point or to be distributed in small lots or packages to several points on a long route, the saving of time and fuel is still greater."

"We used to think that if, on occasion, the load would amount to two tons or thereabouts, we must have a truck of not less than that capacity. Experience proves that theory to have been wrong in fully ninety per cent of cases."

"There used to be another theory that has been proved equally erroneous, namely, that pneumatic tires were not suitable for truck service."

"That old bugbear, the puncture, was always uppermost in buyers' minds and they did not stop to realize that in city service the percentage of punctures is so small as to be practically negligible.

"The thing that has brought the pneumatic tire to the front is the tremendous saving effect in the chassis by mounting it on air instead of on solid rubber. This has never been found any substitute so cheap or so resilient as air and that, of course, is the basic principle of the pneumatic tire.

"To-day many tire experts contend that everything up to five tons will ultimately be carried on pneumatic tires and I find they agree with me that the five-ton truck will be the maximum capacity required save in certain restricted classes of work such as hauling coal or stone.

"Just as the 2-ton truck is rapidly supplanting the 5-ton vehicle in service which the 2-ton truck formerly performed, so the 2-ton truck is supplanting the 5-ton truck in the heavier service.

"The same principle holds—smaller loads delivered in a quicker time and at lesser cost per ton mile.

Private Owners as Well as Dealers Drive From Factory

It is not alone dealers that are driving away cars from the automobile factories, according to a letter received from the Reo Motor Car Company, by E. C. Ensminger, Reo distributor.

"Do not hesitate to recommend to your customers that they take delivery at the factory," advised General Sales Manager Mansfield. "Many are doing it and with uniformly satisfactory results. Incidentally they are able to see the plant and meet the men who build the car. This establishes a friendly relationship that often counts in later years."

"A buyer taking delivery at the factory has a better opportunity to try his car out on the road than he would ordinarily take if at home. Besides the trip makes a beneficial vacation to him."

Use McNeil's Cold Tablets, Adv.

PERFECTION TIRE COMES TO TOWN

Keystone Sales Co., at 108 Market Street, the Distributors

The Perfection Asbestos Tire has come to Harrisburg. These tires are being distributed by the Keystone Sales Company, a new tire and accessories house just opened at 108 Market street, under the management of Mr. G. G. Golling.

In speaking of the Perfection Tire Mr. Golling says: "These tires are built with quality paramount. It is quality in a tire that counts in the long run and quality has been the embodiment of Perfection Tires. It is a boon to the user and an everlasting monument to the producer. A satisfied customer for every sale we make is our aim and our stronghold."

"In Perfection tires an asbestos fabric is used to protect the cotton fabric, both in the curing process and from the friction of the road. This asbestos fabric is placed between the tread and the breaker strip and the breaker strip is also made of this asbestos fabric. The asbestos, both in the breaker strip and the outer ply of fabric being very fibrous and of kindred metal qualities to the mineral qualities in the rubber, forms a perfect union with the rubber, thereby eliminating the most common ailment in the ordinary tire, blisters and separation."

"These tires are guaranteed 6,000 miles, which is only a safeguard to the user and a sure proof of the quality of the tire. It has not been found by experience that when the 6,000-milestone has been reached that the tire has only warmed up to the job."

The Keystone Sales Company also handle the Ajax and Kelly-Springfield tires and a complete line of motor oils and greases and gasoline. While just opening they are in a position to make immediate deliveries on all their products.

"13" Lucky Number in Sale of Apperson Eight

"13" is generally an unlucky number and many are superstitious about the fate associated with it. But this is not true of the Apperson Bros. Automobile Company, of Kokomo, Ind., as "thirteen" must be their lucky number.

At least the officials of this pioneer company are disposed to think so since the Boston and Kelly-Springfield demonstration made recently with one of the new Apperson Eights in Fall River, Mass. One day last week Walter S. Beers, of the Kokomo factory went to Fall River from Boston with an Apperson Adaptable Sedan to show it to a prospective buyer. Arriving in the mill town he found that his buyer was an elderly couple, both over seventy years of age. They both explained to Mr. Beers that they didn't want speed but rather a car that would run thirteen miles per hour. Why thirteen was selected is not known. But the fact remains that for three full hours the Apperson Eight was required to travel up hill and down and never at a speed exceeding the thirteen mile per hour gait. It stood the test and the sale was made. This well demonstrates the extreme flexibility of this new Apperson engine "the 8 with 80 less parts."

Cadillac Car as an Outdoor Pulpit

Indicating the trend toward motor transportation is the specially fitted Cadillac car of David Goldstein, which left San Francisco recently.

Mr. Goldstein is a representative of the Catholic Truth Guild of Boston and is engaged in mission work. His specially fitted car gives him an outdoor auditorium in a way.

The forward part of the body is so arranged that the top can be adjusted to form a soundingboard for the speaker who talks out in the open.

Mr. Goldstein is now touring California, but will eventually cross the country, finishing his trip at Boston in the fall.

LOW COST HAULING

THERE are times when you can profit by the other fellow's experience. Big concerns with facilities for getting at the facts often point a safe path for others to follow.

Most large concerns buy motor trucks on the basis of known, proved low-cost hauling. Steadiness in operation, durability, low fuel and oil cost, low upkeep and depreciation, prompt service—these are the points that count. The initial cost is only considered in relation to the service that a motor truck gives.

Concerns that know and are able to determine the truck that provides low-cost hauling are buying more and more

INTERNATIONAL MOTOR TRUCKS

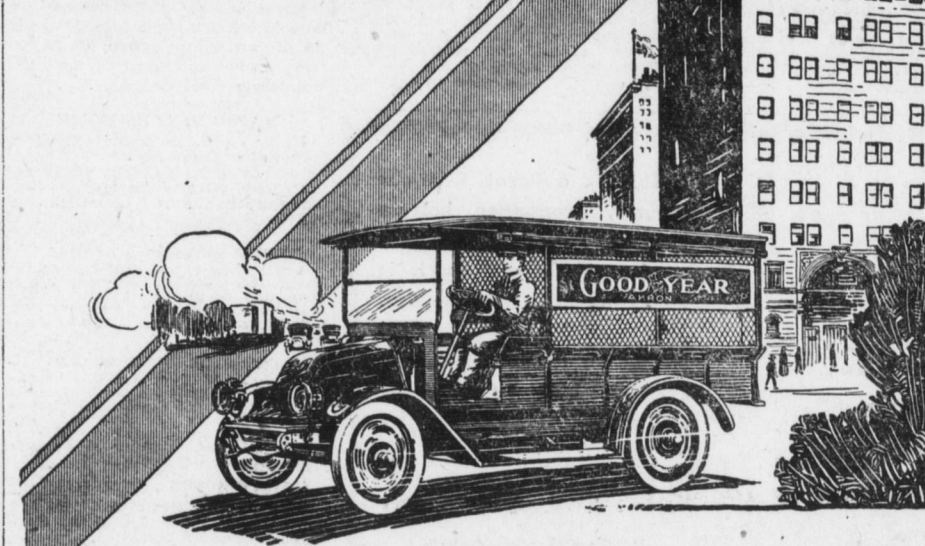
every year. Does not this justify you in getting the facts before you invest in motor truck equipment?

In the International line of motor trucks there are 7 models to choose from—a size to meet almost every requirement—at prices ranging from \$1,450 to \$2,550 for the chassis (cash f. o. b. factory), with suitable bodies for every business.

See the International Motor Truck at the showroom of our local dealer. Telephone or write to the nearest Company branch listed below for full information. Economical transportation is the topic of the day. There is no obligation involved in getting the facts from some member of our organization.

International Harvester Company of America

(Incorporated) Motor Truck Dept., 619 Walnut Street Harrisburg, Pa. Bell Phone 235 Independent 2351



BRANCH HOUSES ALSO AT Baltimore, Md. Elmira, N. Y. Pittsburgh, Pa. Parkersburg, W. Va. Philadelphia, Penna.

First Quality Has Put Chandler Six in First Place

WHEN men talk now of fine cars selling at medium prices they speak first of the Chandler. Because, for five years, the Chandler has been such a good car, so well built, so dependable in its service on the road. And because now, so distinctly, it offers extraordinary value.

The most distinguished feature of the Chandler Six is its marvelous motor—Chandler-designed and Chandler-built—which, through five years of refinement without radical changes, has been developed to a point approximating perfection.

The life, pick-up, power and endurance of the Chandler motor have been a revelation to thousands of experienced motorists.

The Chandler motor is mounted in a really great chassis, and Chandler bodies offer an attractive range of choice.

- SIX SPLENDID BODY TYPES Seven-Passenger Touring Car, \$1595 Four-Passenger Roadster, \$1595 Four-Passenger Dispatch Car, \$1675 Convertible Sedan, \$2295 Convertible Coupe, \$2195 Limousine, \$2895 (All prices f. o. b. Cleveland)

COME CHOOSE YOUR CHANDLER NOW Andrew Redmond, Distributor Third and Reily Sts. Harrisburg, Pa. Bell 2133 Dial 4616 CHANDLER MOTOR CAR COMPANY, CLEVELAND, OHIO



PERFECTION Asbestos Protected Tires

Perfection Asbestos Protected Tires have everything that other high-grade tires have in their construction, and in addition thereto, have a complete outer ply of choice long fibre Asbestos fabric of our own weaving, and an open weave Asbestos Breaker Strip.

With our open weave Asbestos Breaker Strip and the complete outer ply of Asbestos fabric, protecting the layers of cotton fabric, we are able to subject our tires in the curing process to the degree of heat necessary for a thorough cure to the rubber. Therefore, our tread rubber has a tougher wearing road-resisting quality than commonly used, and at the same time retains all of its elasticity without the heat having injured the cotton fabric.

The Asbestos is a further protection to the cotton fabric carcass, being unaffected by moisture, acids and grease, and particularly by heat generated from road friction. It also prevents Rim Corrosion.

They are built by the careful hand-made process, by expert tire-builders, under critical supervision, at all times. Thus, we can offer the world a masterpiece in the way of a tire; one that is absolutely reliable throughout, well worthy of its name, Perfection. It is properly balanced and resilient, yet tough enough to resist the wear of rough roads, built in every way for a career of wonderful service.

Keystone Sales Co. 108 Market St. Perfection Guarantee Ford size Plain Tread 6,000 miles Nonskid 7,500 miles Other sizes Plain tread 5,000 miles Nonskid 6,000 miles

SELDEN TRUCKS

are big powerful trucks of massive construction, built for POWER, STRENGTH and SERVICE. They are constructed to withstand the hardest kind of service, day in and day out. In comparison with other trucks of the same rated capacity, they are bigger and better in construction, possess greater strength, greater hauling power and greater speed in operation. Thousands of satisfied owners will testify to this.

OUR SPECIAL LIBERTY BOND OFFER UNTIL MAY 4, 1918 is still in effect. We are desirous to do all we can to help the sale of Liberty Bonds, and we are therefore offering to devote 20 per cent. of each and every sale of Selden Trucks to the Purchase of Liberty Bonds.

- Selden Models 1-Ton 2-Ton 2 1/2-Ton 3 1/2-Ton 5-Ton Worm and Internal Drive Immediate Deliveries

The above cut is not a strange sight to anyone acquainted with congested traffic. How often we see a team delayed by just such an accident. The horses are crippled and have to be shot. Think of the expense, the delay. A truck is gliding by. Such accidents never happen to them. They are expense savers, time savers, and give dependable every day service. See us for a demonstration at your convenience

SELDEN TRUCK DISTRIBUTORS 904 MARKET STREET, HARRISBURG, PA.