

### RECONSTRUCTION COVERS BIG FIELD

#### Motor Industry to Play Important Part of Development

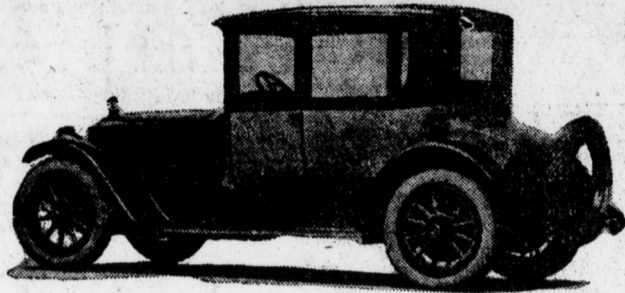
After returning from a six week's trip to the Pacific coast T. E. Jarrod, vice president of the Apperson Bros., Automobile Co., of Kokomo, Ind., when asked for his opinion of business conditions which might prevail during the period of reconstruction, had the following to say:

"Reconstruction is a big word. It means much. It covers the rehabilitation of the war stricken territory in Europe; the demobilization of American soldiers and their return to civil pursuits; the transition of this country's building industry from war work to peace work; the upbuilding

of both domestic and foreign commerce, which has been seriously interrupted by the war; and many other problems vitally affecting the economic welfare of the masses in the good old U. S. A.

In all of this work, no matter where or what it may be, the motor car and the wonderful industrial organization to which it owes its rapid development will play an important part. When the United States entered the world war the automobile industry was the third largest in the commerce of the country. With the coming of war this huge organization of capital, labor and brains, was placed at the disposal of the Government. How well it served the common cause, is well known to all. By converting its immense plants from the production of passenger motor cars over to war work and by furnishing thousands upon thousands of skilled mechanics for the important work of the motor transport—not to mention the immense wealth of the business which was placed cheerfully at the disposal of the Government—this third largest indus-

### THE PACKARD COUPE



try served in the war for world democracy as only a live, successful business could serve.

And now that the armistice is signed and peace is at hand you will find the automobile industry up in the front of any and all movements which tend for the stabilizing of conditions growing out of the interruptions to commerce and industry caused by the European conflict. During the period of reconstruction which is vitally as important to producer and consumer alike as was the war time motor car manufacturer will be found leading the work which will bring to this country greater prosperity than it ever heretofore has known, and this prosperity which will come through and out of the reconstructive era will not be of the fly-by-night kind, but instead permanently profitable. America will be supplying the markets of the world with raw materials and manufactured goods as well. This means that more money will be in circulation than before—even during the war period. So where are the pessimists warranted in crying "Woe!" and telling us to watch out for the business breakers ahead?

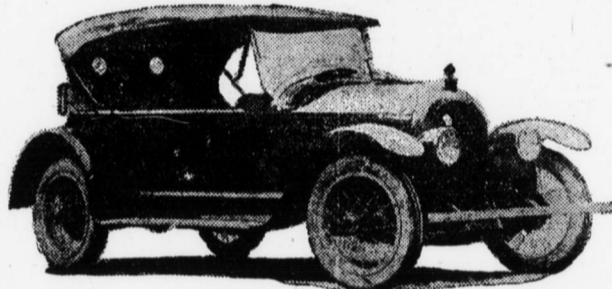
Much is heard right now of prices and price reduction. This is a problem which time alone will solve. But from the present outlook the present scale of prices must be maintained for a long time to come. The basis of all prices the world over is gauged by the products of the soil. Just so long as high prices for foodstuffs are kept up by the demand, high prices will be the rule rather than the exception. America must feed practically all of starving Europe so it looks as though there would be a good, healthy demand for the crops from American farmers for a long time to come.

The reflection of this is found in the motor car business. The prices at which automobiles are selling at present must be maintained. There can be no appreciable reduction on the part of reliable manufacturers, because any substantial reduction would mean a loss. Many rumors are floating around concerning the reduction in motor car prices. Any reliable manufacturer will tell you that there is not any likelihood of a reduction from present prices for a long time to come. This is due not only to the extremely high cost of labor, but also to the demand for materials, causing its cost to remain high, and the necessarily limited production of cars. Right here it might be well to say that the output of motor cars, restricted as it will be by the problems arising out of the work of reconstruction, will not come anywhere near meeting the demand. So if you are figuring on a new car this spring you had better get your order in early.

One thing we will find during the months ahead of us is that the manufactured car is going to supplant the assembled car in popularity. The buyer in these new times, upon which we are just entering, is going to favor the motor car which is built throughout from motor to rear axle in the one plant. Thus are the problems of service from the owner's standpoint reduced to a minimum as he only has the one company to deal with.

Another thing automobiles will be bought more than ever before by direct comparison and on tested merit. Each car, to put it in the words of an old saw, will stand on its own bottom. The value of a car will be determined by its own merit—merits that can actually be shown that it possesses.

### KISSEL-SILVER TOURSTER



### Inspection and Care of Brakes Important Factor

Every indication points to a very material increase in the number of cars which will be used during the coming year.

This great increase in the use of our highways will bring with it added danger, not only to the automobile owner but to the pedestrian. Every few days there appears in the daily press a criticism or a suggestion from the judge of some court to the effect that legislative bodies must restrict the use of cars and must make our highways safe.

One of the elements which will contribute more toward the safety of the automobile in use than almost anything else that can be done would be a careful and systematic inspection and care of the brakes. Few owners realize that they have a brake on their car until the moment of danger, and then, perhaps the brake does not respond.

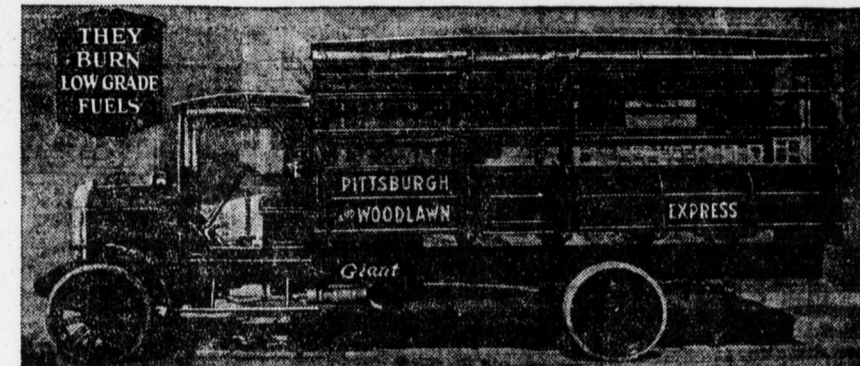
If the car owner would become familiar with his own brakes and would see to it that they are properly adjusted and properly lined, many automobile accidents would never occur. It may be of interest to quote from a pamphlet which the Standard Woven Fabric Company is distributing, entitled "A Few Suggestions For Safe Driving," that portion which deals with the testing of the car, which reads as follows:

"Pick out a level piece of dry gravel road. Drive at a speed of thirty miles per hour. Apply the service brake with full pressure, noting the point at which you started the pressure by some tree or post. When the car comes to a dead stop, measure the distance it has traveled. It should be no more than thirty feet. Try the same test again, this time using both service and emergency brakes. The distance traveled should be no more than twenty feet. To realize what this means, consider that the ordinary sized four or five ton truck is about twelve feet long over all. A normal quick stop should, therefore, be made in three car lengths an emergency stop in less than two. And it is not enough for the car to be able to stop in this pace when per-

chased. It must remain able to do it. The number of cars which have seen a few months of service and whose brakes are below normal effectiveness is alarming. Speed limits have been a failure in preventing motor accidents, and the reason is plain. The danger of a carelessly or incompetently operated motor

car is not in the speed at which it is run, but the distance required to bring it to a stop. A car with ineffective brakes is more dangerous at ten miles per hour than one in proper condition at forty miles an hour. It is not too radical a prediction to say that in a few years municipal or not state authorities will require frequent brake tests which must meet certain rigid requirements before any car will be licensed to use the city streets and public highways. It will be a great thing for the cause of public safety when that day comes. If a car owner does not act, legislatures will. "A stitch in time saves nine."

# Giant TRUCKS



## First to Burn Low-Grade Fuels

Reduce Your Costs Increase Your Haul

TRUCK users must have dependable service. War needs have encouraged economy—made it necessary. Giant Trucks make a timely appearance. In burning low-grade fuels GIANT TRUCKS reduce fuel costs as much as 50 per cent and ensure you continuous service.

### What of Gasoline Restrictions?

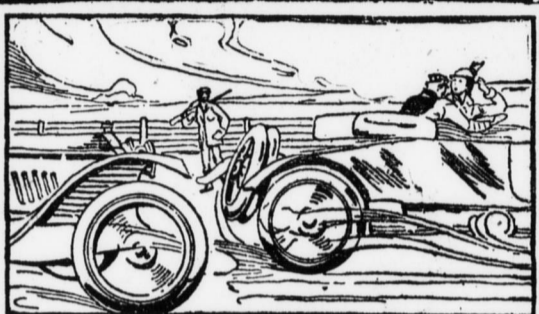
At this time when further restrictions upon gasoline consumption are probable, fuel becomes a vital factor in truck efficiency. GIANT TRUCKS, because of an exclusive feature, attain full power on low grade gasoline or mixtures of kerosene or distillate with gasoline. Whatever restrictions are placed upon gasoline consumption, the efficiency and economy of GIANT TRUCKS are unaffected.

### Protect Your Service

Truck users have absolute service protection in the GIANT TRUCK. This powerful truck is highly standardized throughout and adaptable to every hauling need. Built in 1, 2 and 3 1/2-ton models.

Make Today GIANT Day—Come in and see this truck  
Chestnut St. Hardware and Motor Truck Co.

DISTRIBUTORS  
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J. E. DARE, Prop. DIAL 4653



### DUSTED

If your car hasn't the speed you will have to eat his dust every time. You may have a much bigger and apparently more powerful car, but if the other chap has

### A RAYFIELD CARBURETOR

And you haven't, you have small chance of speeding ahead of him. That's why so many small cars shoot ahead of you—it's not their original power, but the power that comes from a RAYFIELD.

Drive around tomorrow and see us about it. We can tell you in detail just what a RAYFIELD will do for you.

### Federick's Garage

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Distributors  
General Automobile Repairing  
Hupmobile Service Station

P. S. There are special models for the Buick, Dodge & Ford.

## 300,000 Builders of Good Will

In four years Dodge Brothers have supplied to the American people, and to American soldiers, more than three hundred thousand of their cars.

The demand for the car is just as fresh, and just as vigorous, today, as in the first year of its existence.

The simple truth is, indeed, that the war has given a new interest and a new impetus to that demand.

To the natural and normal preference which the American people always accord a product which wins their good will, has been added a strong sentimental attraction.

The car is inseparably linked, in the thought of thousands of homes, with its fine and faithful performance in the service of the nation.

The written and spoken word of American army men, at home and abroad, has given the very name of Dodge Brothers Motor Car a new

and a stirring significance.

It stands, in their minds and hearts, as a synonym for pluck, and endurance, and ability to 'carry on' under the stress of desperately discouraging conditions.

So the war that curtailed production of the car, has now conferred upon it a stronger and more spontaneous admiration than ever.

More than ever is it apparent, now that the American people think of it as a stable and an established value, to be bought on its merits, and without a moment's hesitation.

Thus that national good will which has become almost a trade mark in Dodge Brothers business, after four years, is at the highest point in their history.

Dodge Brothers enter upon the fifth year with a full sense of the confidence reposed in them and the determination to continue to deserve it.

It will pay you to examine this car at the show

### Keystone Motor Car Co.

59 S. Cameron St.

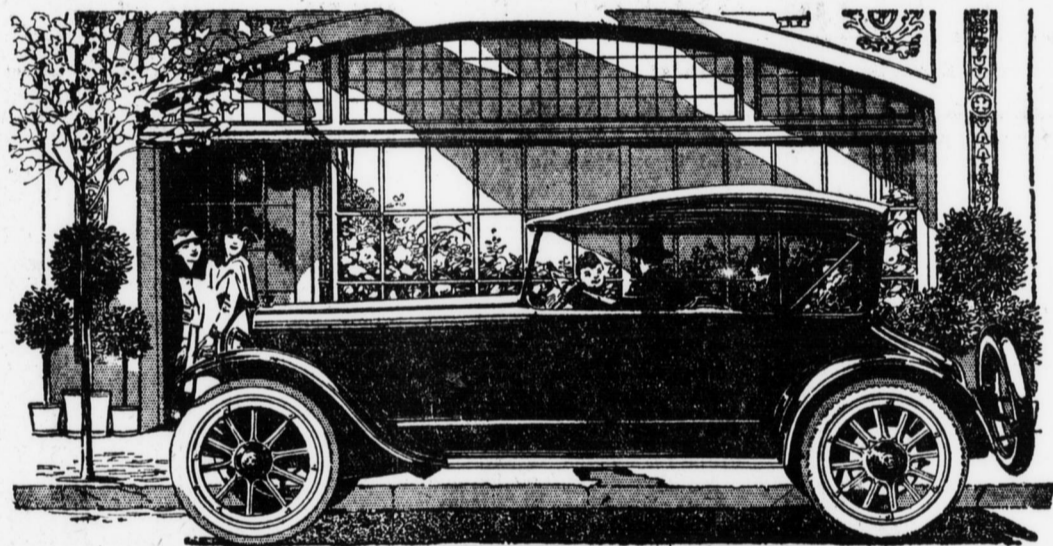
CHARLES R. BARNER, Mgr.

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## CHANDLER SIX \$1795

Famous For Its Marvelous Motor



Illustrating the new series Chandler four-passenger roadster

## The Most Closely Priced Fine Car

NOW that you are ready to buy that new car, try to find one that gives you so much in mechanical excellence and in beauty and comfort of bodies at so fair a price as does the Chandler Six. Search the whole market if you wish. Search for such a motor. Search for such a sturdy chassis. Search for such features of essential equipment: Bosch magneto for sure ignition, silent chain drive for motor shafts—three chains running in constant spray of oil, solid cast aluminum motor base extending from frame to frame, annular ball bearings to carry the power back to the rear wheels with the minimum loss through friction.

The Chandler is the most closely priced fine car in the American market. A determined Chandler policy, pursued now for nearly six years, has made it so.

When you really know the Chandler Six, no "competitive" car will interest you. Cars for which you are asked to pay more will not interest you.

No other car, in the whole medium-priced field, offers you such a motor. No other offers you such features of essential, high-grade design and equipment.

Six handsome bodies are mounted on the one famous Chandler chassis.

The Chandler leads today just as distinctly as in the years past. And now, entering its greatest year,

### Chandler is Back to \$1795

Asking you to pay more wouldn't give you more. To mark up the price doesn't make a car better. The Chandler is sold at a closer price than any other fine car. You can prove this by your own comparisons.

#### SIX SPLENDID BODY TYPES

Seven-Passenger Touring Car, \$1795 Four-Passenger Dispatch Car, \$1875  
Convertible Sedan, \$2495 Convertible Coupe, \$2395 Limousine, \$3095  
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