

AUTOMOBILE NEWS AND ADVERTISING

AUTOMOBILE SECTION

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ALFRED P. DAVIES, Auto Editor

U. S. TIRES BIG SELLERS ABROAD

Are Distributed in Forty Different Countries

American tires are keeping step in popularity in foreign lands with American automobiles. Last year the United States Tire company sent its product to forty countries scattered throughout the world.

article telling of the wonderful performance a Scripps-Booth car in a test run of 1338 kilometers over the mountain roads of that country.

At the conclusion of the run the driver remarked, "I must mention that during the entire run from Conception to Coquimbo, a distance of about 1,200 miles, we had only one puncture. The tires were United States Royal Cords and we think it our duty to speak of their quality."

While this approval for the popular American tire is being given in the Far South and distant North, unusual testimonials are given from the tropics, where long tire life is generally regarded as impossible because of high temperatures.

AS THINGS GO "The weather seems to be shifting." "Yes, May showers bring June showers now the idea."—Louisville Courier-Journal.

CORD TIRE NEW DEPARTURE

Fisk Rubber Company Tells of Cord Principles

To many motorists—even among those who profess to know by first name every working part of their car—the construction of tires is wholly unknown. This is particularly true regarding cord tires. It is not uncommon to find a full-fledged "motor bug" who insists on having cord tires "because they ride easier and last longer," yet he hasn't the slightest conception of what constitutes the difference between a cord tire and a fabric.

The Fisk Rubber Company of Chicago Falls, Mass., makers of Fisk Cord Tires, are authority for the following definition of the cord principle. "The cord tire is a comparatively new departure in tire manufacture. It follows upon years of experience in the making of fabric tires, during which time careful scientific study was given to the most trivial detail of tire construction. The effect of speeds, loads, traction surfaces, heat of friction and the composition of materials all figured into the development of the present day tire."

Trucking Associations Develop Transportation

Organizations in Various Cities Establish Central Offices, Garford Publication Reports

That transportation by truck has come to take its place alongside of transportation by railroad is indicated by the organization of truck transportation associations in several of the larger cities, says Haul-Age, the new dealer publication of the Garford Motor Truck Company.

The purpose of the associations is to promote and further in an organized, systematic manner, transportation by truck. Among their chief and initial objects is the establishment of intercity truck systems and rural express lines.

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The plan therefore works not only to the mutual benefit of the members but to the advantage of patrons. Toledo and Detroit cartage concerns recently have founded such associations and efforts are now being made to affiliate the two in order that the truck transportation efficiency between the two cities may be increased.

WILLARD SERVICE STATION MOVED

Now Located in Forster Street Near Front Street

T. B. Wildermuth, president of the Front-Market Motor Supply Company, makes the announcement that the Willard Service Station and sales department will be moved to the old location of Carr's Garage, Forster street, near Front. This new location has been remodeled and beautified and will be ready for business Monday morning.

The Front-Market Motor Supply Company have been the Willard distributors for some time and had their service station in the rear of their store at 109 Market street. The business has grown to such an extent that larger quarters were necessary.

Tractor Demonstration at Smith Faarm Monday

The Williams Motor Company, 231 North Second street, local agents for Fordson Tractors will hold a demonstration of the Fordson Tractor, Monday, from 10 a. m. until 3 p. m., at the Smith farm, in East Harrisburg. In driving to the Smith farm go directly out Market street past Reservoir park to Prospect cemetery, then turn to the left hand side of the road. To get by trolley, take any car out Derry street. Get off at twenty-ninth street and walk up the hill about two squares.

If the weather is inclement, the demonstration will be held Tuesday at the same time.

CORD TIRES GOODRICH and GOODYEAR

We have all sizes. Let us supply your needs.

Square Deal Auto and Supply Co. 1410 NORTH THIRD ST.

ROWE WORM DRIVE TRUCK Before you buy any truck stop in at the Sunshine Garage and investigate this wonderful truck. Built up to a standard that assures real service under all conditions. 2 to 5 ton capacity—solid or pneumatic tires; 2 1/2 ton special—8-cylinder. Tired with giant pneumatic.

SUNSHINE GARAGE J. L. RIGGIO, Prop. 27 N. Cameron St. GABRIEL SNUBBERS

Gabriel Snubbers Should Be on Your Car If you value comfort, economy and safety, you cannot afford to be without Gabriel Rebound Snubbers. They also make your car last longer and prolong life of tires by keeping wheels on the ground, and giving perfect traction.

You Fix Conditions For Duplex Demonstration We are glad to have the truck prospect fix the conditions for a test of the Duplex 4-Wheel-Drive Truck. Pick out the hardest work you will ever ask a truck to do and we will have the Duplex do it.

HARRISBURG AUTO CO. Fourth and Kelker Sts. Harrisburg, Pa. DUPLEX TRUCK COMPANY, LANSING, MICH. DUPLEX TRUCKS Costs Less Per-Ton-Mile

Out of all this comes the cord principle which is even greater step forward than was the invention of the first pneumatic tire. "Fisk cord tires are made up of layer on layer of parallel diagonal cords, each layer alternating in direction. But before the carcass is built up, each layer is treated with a preparation of gum rubber sufficient in quantity and properly compounded to make a soft pliable cushion of rubber between each layer of cords when the completed casing is finally vulcanized.

In this manner the working parts—those parts that do the real work of protecting the tube—are built. The parallel cords, thirty to the inch, flex and yield as each point of the circumference bears the load. The cords tighten and slacken as called upon and prove as elastic as rubber itself.

At the same time this free flexing and yielding means greater riding comfort, because the jar and shock of the road are absorbed in the tire itself, not transmitted through tire to the car springs and upward.

It's all in the principle, combined, of course, with correct manufacturing practice. All of these factors are carefully worked out in the making of the Fisk cord tire to the extent that mileage above ten thousand are the general rule, with fifteen and twenty thousand miles not at all uncommon.

New Head For Ford Motor Attracting Attention

W. R. Mohny and Son, at 810 North Third street, are introducing a new head for Ford motors that has been attracting considerable attention since it has been on demonstration at the showrooms. This new head is called the Roof 16 valve head for Fords. Its construction is different than the ordinary head. It has sixteen valves of the overhead type and it is claimed that it gives a great deal more speed and power to the Ford motor and that it uses much less gasoline.

Recently a Ford equipped with this head came from Pittsburgh in less than eight hours. A special type racing model is now being driven from Boston and will be on display at the above address in a short time.

Warner Selling Firestone Tires For Hbg. Auto Co.

Charles R. Warner, recently returned from overseas, where he was a member of the 15th cavalry, has accepted a position with the Harrisburg Auto Company, selling Firestone truck tires.

While the new publication is devoted primarily to the interests of Garford distributors and dealers its pages contain numerous articles of timely interest to the entire automotive industry. Julian M. Chase, advertising manager of the Garford Motor Truck company, is editor of the journal, which is published monthly.

Ever hear that a tea-burning episode, similar to the well known Boston Tea Party took place in 1774, at Greenwich, New Jersey? The Automobile Blue Book says so and adds, "a monument has been erected commemorating the incident." Speaking of incidents—Bolshevism hadn't immigrated—or even thought of a Declaration of Independence.

Premier Uniquely Decorated Attracts Considerable Attention

During the forty-fifth annual session of the Imperial Council of Shriners, June 10th to 12th, Indianapolis spread herself to make her distinguished visitors welcome. Among those who stepped out of their way to extend the glad hand was the Premier Motor Corporation. Attached you will find a photograph of Charles S. Crawford, assistant general manager of the Premier company at the wheel of his personal car which was specially painted in the lurid Shrine colors and decorated with camels, hand painted by Miss Helen Jacoby, daughter of retiring Imperial Potentate Jacoby.

Autocar Price Change Takes Effect August 1

The Autocar Company, of Ardmore, Pennsylvania, has announced an increase in the chassis prices of the Autocar Motor Truck, to take effect August 1, 1919. The ninety-seven inch wheelbase is to be \$2,300 and the 120 inch wheelbase \$2,400, an advance of \$250 for each. Orders placed before August 1, the company states, will be accepted at the present price of \$2,050 for the ninety-seven inch wheelbase chassis and \$2,150 for the 120 inch wheelbase chassis.

Diamond Grid Battery Co. Under New Management

The Diamond Grid Battery company until recently under the management of the Miller Auto Company, at 63 South Cameron street, has been sold to W. I. Boyd and R. B. Thompson, both battery experts. They will continue the business under the old name, making a specialty of selling and repairing the Philadelphia Diamond Grid Battery, as well as service for all makes of batteries.

Let Us Look AT Your Battery

We would like to inspect your battery free. We might discover some little fault, which, if not corrected, would destroy your battery. Whatever we find, we prove to you. No imaginary troubles are discovered in our shop. We sell the PHILADELPHIA DIAMOND GRID BATTERY Guaranteed 18 Months The Philadelphia Diamond Grid Storage Battery is built for strength. Hence it has the power. Its plates are Diamond Braced-Diagonally-Strengthened in every direction. They cannot buckle. We guarantee them. We consider this battery the finest in the world. Let us demonstrate its superiority.

DIAMOND GRID BATTERY CO. 68 S. Cameron Street

BATTERY SERVICE

—particularly designed to meet the needs of motorists—REAL service at a FAIR and SQUARE PRICE. Bring your battery direct to our plant. All makes sizes and types properly recharged, repaired and rebuilt. Also general electrical repair work.

We Do General Auto Repairing

We solicit your work on a basis of prompt service and full satisfaction. A trial will be convincing.

ATLAS ELECTRIC SERVICE CO. FISHERMAN'S GARAGE Fourth & Chestnut Sts.

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WIM DELIVERY CARS

The name WIM is being recognized more and more all over the country, and especially in Central Pennsylvania, as the symbol of perfect motor truck delivery. The WIM is not a rebuilt touring car—it is every inch a truck, built for but one purpose, to fulfill the needs of businessmen in practically every business that demands a light, speedy delivery.

There are fourteen different body types adaptable to the Vim. Its economy of operation makes it the ideal truck for your business. Investigate it today.

ANDREW REDMOND DISTRIBUTOR Third and Hamilton Sts., Harrisburg Bell 2133 Dial 4616

LOOK HERE WE REPAIR RADIATORS FENDERS Wreck Bodies, Auto Lamps, Etc. Guaranteed Work Auto Radiator Co. 125 S. Cameron St.

GEORGE B. ZECK DISTRIBUTOR. 50-60 S. Cameron St. The New 1 1/2 Ton WORM Drive SELDEN SPECIAL at \$2185 Meets the Hauling Needs of To-day

SELDEN TRUCK DISTRIBUTORS 1017-25 Market St. Harrisburg. We Have a Fully Equipped Machine Shop and Can Give You Immediate Service on All Repair Work. Selden Motor Trucks