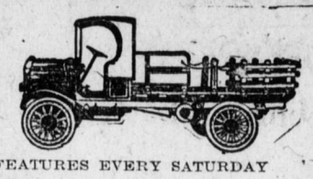
AUTOMOBILE SECTION

AUTOMOBILE NEWS AND ADVERTISING



ALFRED P. DAVIES, AUTO EDITOR

SPECIAL FEATURES EVERY SATURDAY

FRANKLIN AGENT USES NOVEL IDEA

Newspaper Publicity Puts the Plan Across With Big Results

How one bit of newspaper publicity was largely responsible for the direct sale of thirteen fine automobiles should be convincing enough proof for anyone, of the force of the daily newspaper of to-day. The latest person to be convinced is W. M. Phillips, dealer for the Franklin car at Lexington, Ky.

Recently Mr. Phillips decided he would drive a car from the factory to Lexington. Then he hit upon a novel idea. He invited a Lexington newspaper man to accompany him as official observer, ran large-sized advertisements in the papers announcing he was to try for an economy record for the 770.3 miles, and started out.

Each day of the run, the newspaper man, as official observer, telegraphed the day's mileage back to Lexington and the newspapers carried the telegram as the report of the day's progress. The series of ads. quickly got motorists to talking, and when the Franklin rolled up a mileage of 30.8 miles to every gallon of ordinary commercial gasoline, the talk was transferred to action.

As a direct result, Mr. Phillips had to put his automobile away and start taking orders about as soon as he stepped out of his car. He has just concluded a week in which he sold more cars than ever before during a similar period, taking orders for thirteen Franklins in six days.

According to figures recently compiled in Washington, only one-eighth of the public roads in the United States have been improved. The total length of these roads is 2,478,652 miles, of which 299,138 miles are improved with some form of surfacing.

SCORED CYLINDERS REPAIRED
(By Lawrence Process)
NO NEW PISTONS REQUIRED
METAL WELDING
Of All Kinds—Aluminum a Specialty
NO JOB TOO BAD THAT WE CAN NOT REPAIR
MACHINE WORK
OF ALL KINDS
Harrisburg Welding and Brazing Co.
96-98 S. Cameron St. Both Phones

BIG FLEET OF REO TRUCKS SHIPPED ON ONE TRAIN

All of These Cars Will Be Used in the Oil Fields of Texas

A new page was written last week in the annals of the motor truck industry when a train, consisting of 33 cars, loaded exclusively with Reo "speed wagons" left the factory at Lansing, Mich., for Fort Worth, Texas.

There were 100 "speed wagons" in the shipment, which required 29 cars. The other four cars were loaded with accessories, which will be placed on the trucks at Fort Worth.

Records do not show another instance where a train containing nothing but motor trucks was sent across the continent, and this shipment is regarded in the haulage industry as being the beginning of an era of still greater popularity of trucks.

It is said to be the largest consignment of trucks ever made to a private company at one time.

The demand for trucks in the Southwest is shown by the fact that every truck in the shipment had been purchased by a company in or around Fort Worth. Each truck as it was loaded into the car was tagged with the name and address of the individual or company for whom it is intended. This was done to facilitate unloading. Due to the freight embargo in that territory, it was very difficult to obtain permission to ship the train to Fort Worth, and permission was only obtained upon the agreement to unload with utmost rapidity and release the cars for other work.

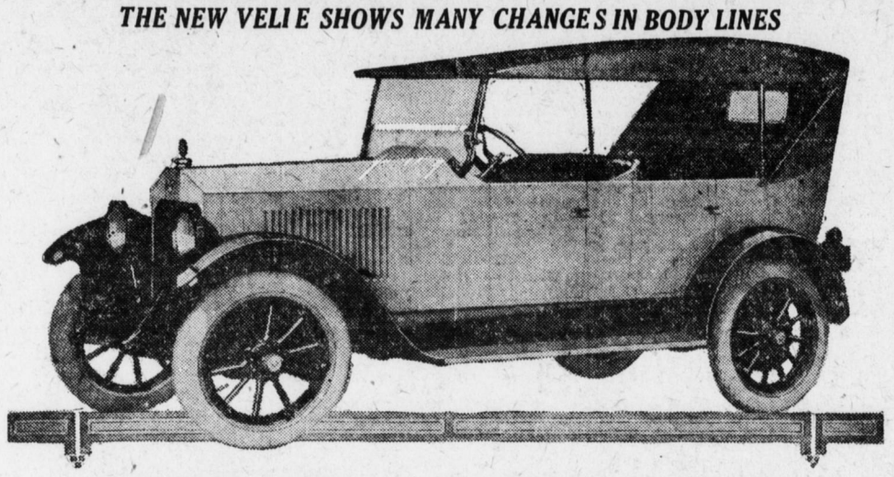
A large percentage of the "speed wagons" are intended for use in the oil fields, although a large number have been purchased by farmers and business firms. According to the Reo distributor at Fort Worth, it is the intention of one firm, at least, to use their truck in hauling merchandise from the point of embargo to Fort Worth, a distance of about 200 miles.

The American Forestry Association is urging motorists to aid in planting trees along the highways. Trees planted along the highways will not only beautify and shade the roads, but their roots will strengthen and support the road foundations.

Automobiles of American make have been imported into Venezuela in increasing numbers of recent years. There are 1000 privately-owned cars in the capital city of Caracas, which number represents a per capita ownership of automobiles of one to every hundred.

REO
Touring Cars and "Speedwagon"
HARRISBURG AUTO CO.
Fourth and Kelker Sts. Harrisburg
Geo. G. McFarland, Pres.

THE NEW VELIE SHOWS MANY CHANGES IN BODY LINES



FIVE-PASSENGER TOURING CAR NOW ON DISPLAY AT THE REX GARAGE

New York Automobile Show to Be Held Jan. 3-10

As a fitting celebration of the twentieth anniversary of the National Automobile Shows, a "double-header" exposition will be held for the first time in the history of the shows next January, 3 to 10, when the motor truck show and the passenger car show will take place simultaneously. No one building could be found in New York large enough to accommodate both shows. Four floors of Grand Central Palace are required to accommodate passenger cars and accessories on display at the New York Show and Eighth Coast Artillery Armory, with 180,000 square feet of space will be found none too large for the New York motor truck show. Growth in importance of the motor truck is the event of outstanding interest in the automotive industry. With it are brought into prominence the various phases of the highway transportation problem which will be discussed at the transportation conferences planned in conjunction with the motor truck shows in both New York and Chicago.

One of the angles of motor highway transportation not generally understood by the public is the enormous sums expended by the motor truck manufacturer in supplying service to the owners. Although the motor truck industry has grown by leaps and bounds, manufacturers have developed their service systems to keep pace. This involves maintenance of costly factory service departments to superintend the service policies of the dealers as well as employment of traveling transportation and mechanical experts to inaugurate the service policies of the company and advise the purchaser of a truck as to efficient and economical operation and maintenance. In these days of factory supervised service it is possible for a truck owner to obtain prompt adjustments and repairs, which means a minimum loss of time of the services of the truck.

The Motor League of Louisiana is planning a campaign to raise and spend $20,000 for good roads publicity and development during the next year. Twenty-seven counties are now improving their roads or building new ones. The association favors vitrified brick or concrete highways.

The delivery service of a large 150 gasoline and electric trucks, and 500 men employed. The store delivers annually 6,750,000 packages, ranging in size from an eight-inch cubed box to a household refrigerator. The trucks are of two sizes, three-quarter-ton capacity for retail deliveries and two-ton capacity for freight hauling.

California, Illinois, Indiana, Iowa, New York, Minnesota and Missouri are recorded with having the largest registration of motor trucks.

List of Lenses and Automobile Controlling Devices

Approved by the Commonwealth of Pennsylvania to November 18, 1919

Device	Maximum Cp. Allowed Beam Horizontal B Lamps	Maximum Cp. Allowed Beam Horizontal C Lamps	Maximum Cp. Allowed Beam Tilted B Lamps	Maximum Cp. Allowed Beam Tilted C Lamps
Dillon Lens				
Holophane Lens			15	21
McKee Clear			15	27
McKee Amberoid	15	21		
Mac-Kno Glare Lens			15	21
Violet Ray Lens	15	21		
Full Ray Deflectors	18	27		
Kopp Lens	15	21		
Primolite	15	21		
Liberty Lens	18	27		
Macbeth Lens	15	27		
Conaphore Clear "B"	15	27		
Conaphore Noviol "B"	18	27		
Conaphore Clear "F"	15	21		
Conaphore Noviol "F"	21	21		
Raydex			15	21
Warner Lens	9	12	Insensitive to Tilt	
E. & S. Non-Glaring	9	12	Insensitive to Tilt	
Clamert	12	12	Insensitive to Tilt	
Osgood Lens	15	21		
No Glare Auto Lens			15	21
Benzer Lens	29	32		
Sun Ray Lens			16	24
Dim-a-Light Lens	8	8		
Saferlite Lens			19	24
Shaler Roadlighter	24	24		
Legalite Lens			15	21
Morelite				

FOCAL POSITIONS

Position No. 1.—Center of filament in focus. Light spot on screen of minimum diameter.

Position No. 2.—Filament entirely behind the focus giving a large light spot on the screen with a very small black center.

Position No. 3—Intermediate between 1 and 2. Light spot on the screen larger than No. 1 and smaller than No. 2, with no black center.

Position No. 4—Like No. 2, except that the filament is ahead of the focus.

The "B" lamp is the coil filament vacuum lamp. The "C" lamp is the V filament gas filled or nitrogen lamp.

Issued under the direction of tSate Highway Commissioner Lewis S. Sadler.

The MOTOR DIGEST

Automobile Activities Throughout the World

Gasoline is 75 cents a gallon in Buenos Aires.

The number of motorcars in the Mexican Republic is 18,000.

Motorcars built in 1895 were officially called "motorcycles"—not automobiles.

Calcutta, India, has about 4000 privately-owned motorcars and approximately 500 taxicabs.

It is estimated that Michigan will have approximately 325,000 licensed cars by January 1.

Approximately 20 per cent of the automobiles in New York State are owned by farmers .

The Highway Commission of Massachusetts has taken in $2,460,024.44 from motorists this year.

In New York City the number of horses has decreased in the past three years from 108,000 to 76,000.

German and Austrian makes of cars were barred from the recent International Motor Show in Paris.

Placed end to end, the passenger motorcars in use in this country would encircle the United States.

The first American-made electric automobile that was driven in Paris appeared upon the streets in 1986.

It is estimated by American motortruck manufacturers that more than 125,000 trucks will be made during 1920.

During the recent visit of King Albert, of Belgium ,he purchased a high-grade American-made touring car.

During the month of August 289 passenger cars and 26 motor trucks were exported from this country to Japan.

Farm carts are seldom found on market days in Scotland on account of the heavy demand of motor cars by farmers.

The new law requiring all taxicabs, trucks and other commercial vehicles to carry mirrors has gone into effect in Massachusetts.

The latest production in motor trucks is a 15-ton refrigerator tractor and trailer in the service of a St. Louis packing firm.

John N. Willys Acquires Interest in Republic Motor Truck Company

Mr. John N. Willys has purchased a block of the capital stock of the Republic Motor Truck Company of Alma, Michigan—one of the important and highly successful truck builders of the industry.

Mr. Willys is to become a director of the company and will bring to it the benefit of his wide experience.

The Republic Company interest is individual with Mr. Willys and is in no way connected with any other Willys organization, directly or indirectly.

Alexander and Scott Have New Windshield Cleaner

Alexander and Scott have a new windshield cleaner that clears the windshield in stormy weather. It is in the form of an old-fashioned eraser—is called the "Ranyraser"—which is treated with a chemical solution. After it starts to rain or snow the windshield is rubbed with the eraser and the rain or snow will not cling to the windshield for a period of a day. It requires no attention whatever after it is applied. The eraser is guaranteed to last indefinitely. It can be carried along in the car and used at any time.

To demonstrate the usefulness of this new cleaner Alexander and Scott are giving free rubs to any one who brings their car to the store, at 315 Chestnut street.

OVER 2,000 CARS STOLEN IN STATE

More Than Half Have Been Taken Since Drastic Penalty Was Provided

State Highway Department reports show that during 1919 there have been 2,049 automobiles stolen, of which only 272 have been reported as recovered. The automobile code of 1919 provided for reports to the State authorities of all cars stolen and it is estimated here that the value of the stolen cars was approximately $2,000,000.

Of the cars reported stolen, 1,352 were taken after the approval of the new law which establishes a penalty of $5,000 and 10 years in jail as the maximum penalty for automobile theft. In addition to the 272 cars reported recovered, the State is holding under advisement 17 cases wherein proof of ownership has not been established.

As soon as a report of a theft of a car comes here notice is prepared for all police authorities and for the state officials of other states and at 15-day intervals records of stolen cars are sent out. In each case the name of the car and the manufacturer's number are given. The Automobile Division keeps two card indexes of each car for which registration is granted. On one of these cards is the engine number and on the other is the manufacturer's number. When application is made for the registration of a machine, a search is made with the idea of learning whether or not a license has already been issued to a car with similar manufacturer's and engine number. This system of checking is calculated to reveal theft.

The bulletin of the Automobile Division also contains a record of cars recovered. The record of November 15 shows that the thieves, during the period covered by that bulletin, stole 93 Ford cars. Other cars stolen were; Briscoe 1, Buick 17, Cadillac 3, Chalmers 2, Chandler 8, Chevrolet 8, Dearborn 1, Dodge 4, Essex 1, Franklin 2, Haynes 1, Hudson 12, Hupmobile 2, Maxwell 3, Mercer 1, Mitchell 1, Marmon 1, National 1, Oakland 1, Oldsmobile 2, Overland 9, Packard 1, Paige 3, Studebaker 1, Stutz 3, Velie 1, Willys-Knight 2. The ratio of stolen cars is practically the same on all bulletins.

Recoveries of stolen cars are made in peculiar manners. For example, in Erie county, last July, an automobile went over the side of a small bridge, demolishing the railing. In making repairs to the bridge, attaches of the State Highway Department found under the timbers a pair of Connecticut licenses. It was recalled by local people that some time previously a car without license tags was found in a field near by. An investigation showed that the Connecticut license belonged to that car and that the machine had been stolen from a man near Boston. This man recovered his car. A Massachusetts man, who recovered a machine through the efforts of the State Highway Department, declared that he had written to nine other Commonwealths regarding his car without receiving a reply.

The bulletin services of the Automobile Division is soon to be extended so that all of the prominent garages in Pennsylvania will receive lists of stolen cars.

In case of emergency brought about by a railroad tie-up due to strikes, 20,000 army trucks and 300,000 privately owned motor trucks are available to transport foodstuffs and other essentials to the larger cities.

The New York State Automobile Association with a membership of 20,000, has completed plans for a campaign to force a more rigid and general observation of the Motor Vehicle, Uniform Traffic and Anti-Glare Headlight Laws.

APPERSON BROS. SHARE PROFITS

Every Employe Working For His Own Interest Under This Plan

"Mr. Laferty:

"You are working now always on your own time. The more you accomplish, the greater are your profits at the end of the year. Remember, things that are possible are as good as done, while things that seem impossible must be done anyway.

"Apperson Bros. Automobile Co."

This is the new slant the Appersons have on the labor problem. And it has just about put their labor problem in the past tense.

The Appersons now give their men 25 per cent of the net profits for the year—over and above their regular wages, which are high. This dividend is declared at the end of the year.

"Mr. Laferty" is one of the Apperson mechanics—and his partnership in the concern is shared by every employe in the plant. A reminder of this partnership basis is put into the weekly pay envelope of every Apperson worker. These reminders are in the form of a message from the company, written on the back of a card that carries a cleverly worded message of homely business philosophy.

Out of the whole series of 52—one for every week in the year—only one has been found on the ground. The men really like them, take them seriously—take them home.

This profit-sharing plan has had a remarkable effect on the volume of production and especially on the quality of work. The men realize how much mistakes cost them personally, so they simply don't make them. So from the standpoint of the manufacturer, it has been a successful plan for keeping up and even increasing the Apperson quality.

Clean Spark Plugs Help Save the Battery

The man who is too busy to clean his spark plugs is shortening his battery life. This is the opinion of Mr. Kent, the local Willard expert.

Even though the engine is using magneto ignition, the carbon on the spark plugs is putting unnecessary work on the battery. The engine must be turned over more rapidly in order to get a spark from the magneto and the battery has to do much more work for each start than it would if the plugs were clean.

The motorist who unscrews and cleans his spark plugs every week or two will find that he has taken a big load off the battery and that he is able to get his engine turning over in noticeably shorter time.

Cuba is discarding this historic two-wheeled mule carts for the American motor trucks in connection with the big sugar industries.

Auto Gloves, Robes and Reversible Leather Coats
FORRY'S
Penn-Harris Building. Open Evenings.

PAINT NOW
Don't Wait Till Spring
This is the ideal time of the year to have your car painted. If you wait till spring, we will be so crowded with work that you will have to wait longer than you may want to in order to get the job through. Now we can give it every attention and exert special pains to see that you get a first class job.
We also suggest getting your curtains and tops repaired now. The cold and disagreeable weather of winter is here and there is nothing more desirable than good curtains and a good top. We equip Ford cars with Ustus Limousette curtains, which give you closed car comfort in bad weather.
C. A. FAIR Carriage and Auto Works
East End Mulberry Street Bridge.

EVERYTHING FOR YOUR CAR
Give Something For the Auto For Xmas
Why worry yourself thinking what you can get hubby or brother for Xmas, when it is so easy to get some little accessory for the machine. It makes a most desirable gift and one that surely will be appreciated. Come in and look over our big stock of things for the automobile. We are always glad to show you anything.
Chains
Bumpers
Tires and Tubes
Grease
Lenses
Robe Rails
Spotlights
Fire Extinguishers
Robes
Gloves
Foot-warmers
Steer-warmers
Dozens of Other Accessories Just As Desirable.
KEYSTONE SALES CO.
Courtesy, Service and Automobile Equipment,
108 MARKET STREET HARRISBURG.

The Tire For Winter Use
QUAKER

JOSEPH ALEXANDER

One QUAKER on your car will prove that it is "Miles Cheaper."
QUAKERS on all your wheels will save you money and trouble.
QUAKERS are built for mileage, have every qualification to give mileage and do give mileage. Let us tell you what results users are securing. Let us also tell you about the liberal QUAKER guarantee.
Complete Stocks, Casings and Tubes.
PROMPT SERVICE.
ALEXANDER & SCOTT
315 Chestnut St., Harrisburg
BELL 2789-R DIAL 3803