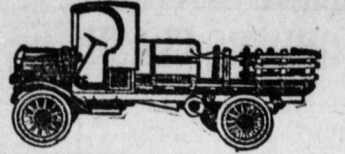


ALFRED P. DAVIES, AUTO EDITOR

# AUTOMOBILE SECTION

## AUTOMOBILE NEWS AND ADVERTISING



SPECIAL FEATURES EVERY SATURDAY

### NEW ENDURANCE RECORD IN ESSEX

Covers 1,061 Miles in 24 Hours Over Snow-Swept Iowa Dirt Roads

Running day and night over frozen Iowa dirt roads, a standard Essex touring car has just established a new record by covering 1,061 miles in 24 hours.

Starting at West Liberty, Iowa, at 10 o'clock in the morning, Nov. 26th, the Essex ran over the highways of the eastern section of the state, stopping only for gasoline and oil until it was checked in at Iowa City at 9:46 a. m., Nov. 27.

And this new record was not made on a track or speedway by a specially built racing machine. It was made by a fully equipped car that had already been driven more than 12,000 miles in the last ten months. It also was made under the most unfavorable weather and road conditions imaginable.

During the entire period the mercury never rose above freezing and the car was forced to fight its way in the teeth of a bitter wind. Often reaching a speed of 70 miles an hour, then slowing down to a scant 20 miles on some treacherous stretch, the Essex ran hour after hour.

Darkness came and still the Essex darted swiftly and stentily over the rough roads. Toward midnight, snow, whipped by a freezing gale, began to fall steadily, but nothing could stop that speeding shape with its lights cutting a precarious path

through the night and the dancing snow flakes.

Dawn broke again, but still the car rushed on, its lights growing dimmer as the sun struggled in vain to break a way through the storm clouds.

"It's wicked," said one of the watchers, marveling at the punishment the car was called upon to withstand, but the motor never faltered, not a single adjustment being made to it during the entire run.

And at the finish the car was running as sweetly as it had at the start, not even a tire having been changed. The actual running time, deducting the stops made for gasoline and oil and the finish 14 minutes ahead of schedule at Iowa City, was exactly 22 hours and 45 minutes. The average speed during this time was 47.3 miles per hour. The average speed for the entire lapsed time was 44.4 miles.

But wonderful as this achievement is, it is nothing more than may be expected of any Essex, as the car which made this record was standard in every respect. Also it was owned in Waterloo and was driven by Iowa men.

Record-making strides are being made in the construction of the new units in the \$1,000,000 building program of the Franklin Automobile Company. Possession has been given of the ground floor of the new half-million dollar manufacturing plant on the site of the present works. Two months ago the site was a vacant lot. Now the company has possession of one floor and the building is nearly completed. It will be seven stories high.

Charles J. Partello, an instructor in the training school of the Franklin Automobile Company, and director of the Franklin Band, one of the leading musical organizations in the city, has composed a march, arranged for band, which he will dedicate to the automobile industry.

### THE NEW HOME OF THE SQUARE DEAL AUTO SUPPLY COMPANY



The above illustration shows the new quarters of the Square Deal Auto Supply Company at 1418 and 1420 North Third street. The entire first floor has been devoted to the display of accessories and motor equipment. This firm was formerly located at 1408 North Third street and few doors below the present location.

### New Noncarbon Oil to Be Handled in Dauphin Co.

The Pittsburgh agencies for the Packard and Holmes Air-Cooled Car companies, and the Automotive corporation, local distributors of the Apperson Eight and Mitchell cars, have placed their indorsement on Gibraltor noncarbon auto oil as the greatest lubricant of all time, and thus is established a Pittsburgh product which is destined to rank as one of the greatest aids to progress the automotive industry has ever known.

At the Packard company F. E. Bishop, technical manager, supervised the test of Gibraltor oil in one of the demonstrating cars, and in his report to the Gibraltor Oil Sales Company, 25 Union Arcade, said: "I found this oil to be the best lubricant I have ever handled. Using it in one of our demonstrating cars we made approximately 1,650 miles on five quarts. There was no attempt made to check the usage of the oil, which could have been held down lower than the quantity used. The best mileage we have been able to get out of other oils was approximately 600 miles to the gallon."

The trial of the Gibraltor oil in the Holmes air-cooled cars was started at the Holmes factory in Canton, O., and the oil was put through every test that the engineers of that company

deemed necessary to decide its efficiency. Not only did Gibraltor oil come up to the standard established by the other lubricants, but proved its superiority over them so decisively that the officials of the Holmes company came to Pittsburgh personally to supervise the final test of the oil in carrying the Holmes car over the steep grades of the Allegheny mountains. The test included a run from Pittsburgh to Ligonier and then up and down the mountain between that town and Stovestown four times and finally back to Pittsburgh. On this run just one pint of oil was used.

In making his report to the Gibraltor company, Mr. Stewart declared: "The oil proved decisively that it will enable the Holmes people to reduce their oil consumption 50 per cent. It is now being used in Holmes cars in this district and I consider it the best automobile lubricant on the market."

A. G. Denton, president of the Automotive corporation, after testing the Gibraltor product in both the Apperson Eight and Mitchell cars, reported: "With the oil in an Apperson eight I made 400 miles on one quart. In the Mitchell car I drove 700 miles and upon examining the engine found that there was not a particle of hard carbon existing therein. Furthermore, I can safely say that by using this product we have been able to save 30 per cent of our usage of oil and 10 per cent in the consumption of gasoline."

Gibraltor non carbon oil is compounded by a secret process to withstand the intense heat of the engine and becomes a solvent through the chemical action under heat, producing a cleansing property. This results in keeping the walls of the cylinder clean, allowing the consequent to enter the pores of the metal. The inventor of the concentrate which when mixed with oil is producing such results is J. C. Hood, of Wilkensburg. Mr. Hood is a chemist and engineer and has been experimenting on this concentrate since 1902.

The concentrate is a laboratory preparation, a compound matter produced by various elements used, chemically forced and satisfied for a time into a secret compound matter. This new oil will be distributed in Dauphin County by W. T. Wade.

The baseball team of the Franklin Automobile Company has just won the championship of the local industrial league, defeating the teams of Brown-Lipe-Chapin, manufacturers of 50 per cent of the automobile gears made in America; the Dyneto Electric Company, manufacturers of starters for automobiles; the Halcomb Steel Company; Nettleton Shoe Company and others.

### Mexicans Are Reported to Be Trying to Buy Arms and Shells in Europe

Paris, Friday, Dec. 26.—A number of Mexicans have recently arrived in Europe and are reported to have attempted to purchase arms and ammunition, according to information received here. Whether these Mexicans are connected with the recent shipment of five carloads of machine guns and accessories sent from Casael to Amsterdam, which Marshal Foch reported were consigned to Mexico, is as yet unknown.

The Mexicans, forming a group which is reported to represent the Carranza government came to Europe by different routes, having previously agreed upon a meeting place which is understood to be a city in France. It is now reported they are in the interior of Germany.

**CLEARINGS INCREASE**  
New York, Dec. 27.—The actual condition of Clearing House Banks and trust companies for the week (five days) shows that they hold \$8,232,549 reserve in excess of legal requirements. This is an increase of \$20,553,370 from last week.

**HIT BY MAIL TRUCK**  
Florence Lusk, of 2150 North Seventh street, is in the Harrisburg Hospital suffering with severe contusions, received when hit by a mail truck at Sixth and Woodbine streets last evening. She was somewhat hysterical when taken to the hospital, but her condition to-day is reported to be good.

**TRAFFIC VIOLATOR FINED**  
A. Katzman was fined \$10 in police court yesterday for violations of the traffic ordinance. He is charged with driving on a street car track in Cameron street and with refusing to get out of the tracks in accordance with traffic regulations.

### APPERSON BROS. ONE JUMP AHEAD

When Coal Shortage Came They Used Gas in Their Own Motors

One thousand Apperson horses are now furnishing the motive power for operating the plants of the Apperson Bros. Automobile Company at Kokomo, Ind.

Twelve "Eight with Eighty Less Parts" Apperson built motors, registering on the dynamometer test approximately 85 horsepower each, are pulling the load at the Apperson plants during the present coal crisis.

In the motor block test department are installed dynamometers in sufficient quantities to take care of the daily production of this concern. Twelve of these are being driven by the same number of Apperson eight-cylinder motors, which combination operating in conjunction with a generator set, produces sufficient horsepower to permit of operation normally.

As a result, Apperson cars are being turned out in good quantities and the Apperson organization throughout the entire United States and foreign countries now appreciate fully the forethought on the part of Apperson officials that has made deliveries possible at such a critical time.

For the second month in succession the Franklin Automobile Company in September exceeded the schedule which is to bring the production of Franklin cars up to 18,000 for the current year 964 cars were scheduled for production that month and the factory report shows 1,064 delivered to the sales department. Production in October shows a further gain over September and at that, the over-demand for the Franklin cars is still 2,700 cars ahead of manufacture.

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

**W. T. WADE**  
Well Known Local Automobile Man Announces That He Has Secured the Distribution in Dauphin County of **GIBRALTER OILS** "The Only Non-Carbon Oil"

Gibraltar oils have been proclaimed by many of the most prominent automobile construction engineers in the industry today as the finest, most economical oil on the market. A salient point in reference to this oil is its ability to run up a very high mileage record to the quart. That means economy. Gibraltar Oil is sold in lots of 5 gallons to as high as a carload.

We will be pleased to call and give you complete information. Drop us a card.

**W. T. WADE**  
102 N. Sixth Street  
Harrisburg Bell 2140M

**AUTO TOPS**  
Better Have Your Tops Repaired and Closed in Warm and Tight and AVOID PNEUMONIA OR FLU

There's no real reason for a man to be uncomfortable in his car in winter. The Ustus Limousettes for Fords are ALL THE RAGE. Better try one, at

**C. A. FAIR** Carriage and Auto Works  
East End Mulberry Street Bridge  
Harrisburg, Pa.

**PEERLESS**

The Two-Power Ranger of Today—The Product of Two Decades

Eighteen years as a manufacturer of motor vehicles have established the reputation of the Peerless Motor Car Company for producing the best that engineering design and mechanical accuracy can accomplish.

A decade ago the Big Peerless cars, selling as one of the highest priced makes on the market, were masterpieces of the coach-builders art and were equipped with motor power-plants which easily kept the Peerless in the lead.

The Peerless Eight of today is the result of nearly five years concentrated on the perfection of this eight cylinder model. It combines light weight, within the limits of safety, with roominess and distinctive appearance.

Its eight cylinder motor permits of a flexibility and lack of torsional vibration which are essential to great power and high speed.

The "Sporting" and "Loafing" ranges of the "Two-Power Ranger" have made the Peerless justly famous. A demonstration is a revelation.

Price Subject to Change Without Notice

Touring, \$2900  
Roadster, \$2900  
Sedan, \$3700

Coupe, \$3500  
Sedan-Limousine, \$3900  
l. o. b. Cleveland

**Keystone Motor Car Co.** 24-Hour Open Service  
C. H. BARNER, Mgr.  
57 South Cameron St., Harrisburg

*The Loafing Range* *The Sporting Range*

### FIRST CAR THE PUBLIC BUILT

Engineer Belden Says Public Itself Has Dictated Design of Overland Four

"Overland 4," says E. H. Belden, vice president in charge of engineering for the Willys-Overland Company, "is the first car I know of that has been engineered from the basis of production possibilities and the public's wants. It is the American public's car."

"When Mr. Willys gave the order to proceed to the development of a good light car, economical in upkeep and of the utmost ease in riding, our work began. When the first car was produced the various departments—sales, service, advertising, production were consulted to get the knowledge of the public's idea of the ultimate light car.

"The service department indicated the faults to be avoided; the advertising department told the public's desire and the sales department interpreted the public's actual need. And so on. And in refining the car we availed ourselves of the most practical of all these ideas.

"There is another feature to which I might call attention. Overland 4 is a new car from the ground up. No stock or parts left over from former models could be used in its construction. The story of its design is no less new. In the past it has been something of an accepted custom for an engineering department to lock itself up to design a new model. Hobbies and pet ideas of the engineers found a place in the design. The engineering department then built its own model; tested that itself and turned the result over to the factory and said: 'Go ahead, build this.' This practice was entirely discarded in building Overland 4.

"Overland 4 is the first light car I

know of which from the very first line of its design has been built with regard for production possibility in the factory and with regard for all the public wanted in a good light car. The first experimental models were built in factory departments where the car would have to be built by the mechanics who now build the car in quantity production. And the tests were not made by the engineering staff alone, but by all sorts of people—service men; car-smashing mechanics; dealers; advertising men; and all sorts of ordinary folk.

"This is the real secret of Overland 4. It has been designed by the public itself. Its design provides all the public has desired in a light car with actual ease of riding. And it has been built as the public would have it. The result is a car of unusually high quality of material and construction and of unexcelled ease of riding because of the three-point spring suspension."



### The Season's Greeting From the HARRISBURG AUTO COMPANY

It is seldom that we pause to think over the business that is past, only in as much as it concerns the service we render our customers. But at this season of the year, the dawn of 1920, we pause to think of the tremendous volume of business we have done in 1919.

That it has been most pleasing to us goes without saying. In a small measure, yet sincere, we wish to take this means of thanking our many friends and patrons for their part in this wonderful increase and to wish them one and all

A HAPPY AND PROSPEROUS NEW YEAR.

### Harrisburg Auto Co.

George G. McFarland, President  
Fourth and Kelker Sts., Harrisburg, Pa.



### With the Wonderful New Springs You Skim Over the Rough Spots

THE new three-point suspension Triplex Springs of Overland 4 make it a totally different kind of car.

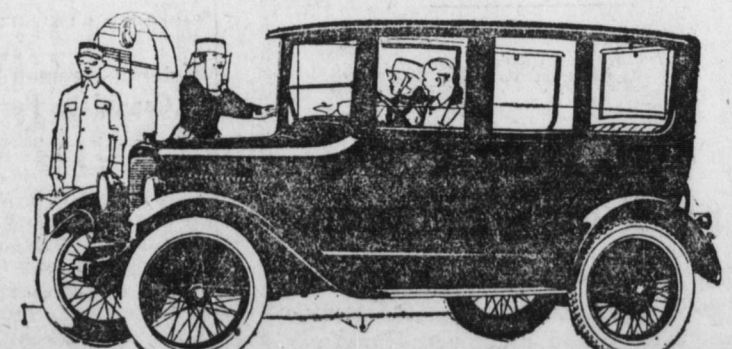
It is wonderfully easy riding because these new springs ward off the bumps of the road. Riding seems like floating.

It is light in weight and therefore economical of tires and fuel. Economical also in upkeep because the springs protect car and mechanism

from the wearing shocks of the road.

Overland 4 is easy to handle because of its short wheelbase, though the springbase is long like that of big heavy cars.

This combination of light car convenience and big car comfort results in a car of such exceptional qualities that it establishes a remarkably high standard of motor car comfort.



THE OVERLAND-HARRISBURG CO.  
212-214 North Second Street  
YORK BRANCH: 128-130 West Market St. Open Evenings Bell 4370  
NEWPORT BRANCH: Opposite P. R. R. Station "Prices Subject to Change Without Notice"