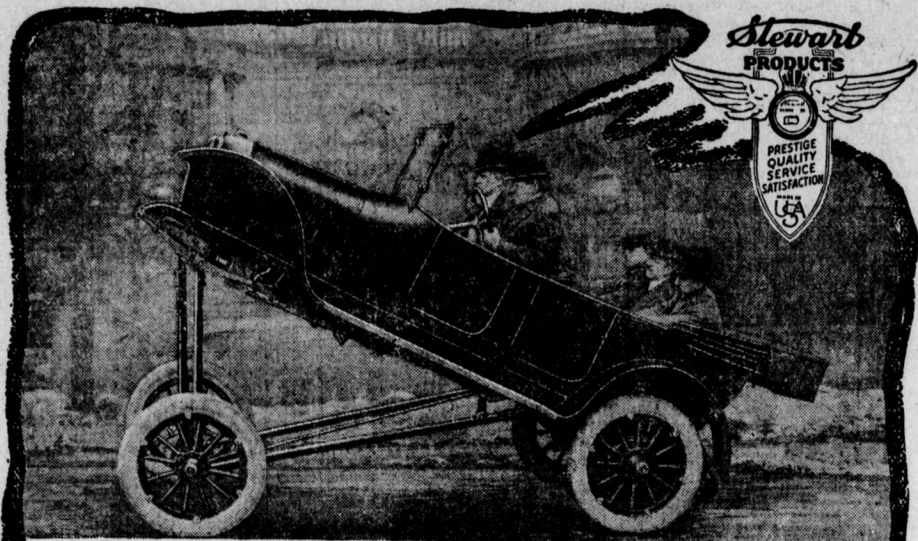


Automobile Page

60-R.



A Test which Proves that you can get POSITIVE, PERFECT Gasoline-feed under all conditions, no matter what the grade

The above photograph shows an Oakland car equipped with the Stewart Vacuum Gasoline System and running under its own power. The idea of this test was to prove that even under these exaggerated conditions the Stewart Vacuum Gasoline System will supply a positive, even flow of gasoline to the carburetor.

The angle at which this car is tilted is the same angle at which, according to "Engineering Table of Grades," gravity overcomes traction. No car could climb a grade so steep. Could you do this with a pressure feed system? Could you do it with a cowl tank? Could you do it with a gravity system?

Stewart Vacuum Gasoline System

Thousands are being sold to car owners everywhere to make their cars gasoline-feed perfect and save them the troubles and annoyances of old systems. 100,000 cars already equipped. Saves 15% gasoline besides all other advantages. It automatically feeds the gasoline to the carburetor without any attention on your part.

With the Stewart Vacuum Gasoline System no hand-pumping of air into the gasoline tank is necessary before starting car. All the old air-leak troubles or pressure feed systems done away with. Don't need to remove any part of your old gasoline system to put this on.

Can be put on any car—OLD or NEW 30 Days' Trial

\$10

Front-Market Motor Supply Co. Harrisburg, Pa.

SUBSTITUTION PROBLEM LARGE IN AUTO BUSINESS

R. C. Rueschaw Says It Exists in Aggravated Form and That Over-Demand for Reos Makes the Company Face the Question

"We, in the automobile business, have to deal with the problem of substitution in its most aggravated form," says R. C. Rueschaw, sales manager of the Reo Motor Car Company.

"By that, I mean that we are confronted with the evil of substitution not on the part of competitors merely, but right in our own house as it were. By the very dealers who handle Reo cars in some cases.

"Just at this moment, because of the extraordinary condition that exists as a result of a tremendous over-demand for Reo cars, we are wrestling with the substitution problem as never before. "One would naturally suppose that the ideal condition for any manufacturer or dealer, would be an over-demand for his product. But that is not necessarily the case. In fact, it may prove a very dangerous condition. And that is why we are watching it so closely at this time.

"You see, it is known everywhere in the trade and among motorists that because of its splendid reputation and its values, we have more orders for Reo fours, sixes and even motor trucks than we can supply at once. Eventually we hope to supply them all, of course.

"It would be but natural that dealers handling other and competitive lines of cars, should use that argument to induce prospective buyers to accept cars other than Reos. But one unfamiliar with this kaleidoscope business would hardly expect the very dealers who handle Reos to do that. Yet it is a fact in several cases.

"Few people realize that because of the fact that this is a strictly cash business it calls for the most careful watching from the sales department. Where the watching of credits is the problem in other lines of manufacturing, the watching for changes and substitutions is the important thing in the automobile business.

"I'll explain that in a few words. Being a cash business, it is a fact that, the moment a dealer has taken his carload of automobiles off the side-track and paid the sight draft that is always attached to the bill of lading, he owes nothing to the manufacturer—not even an allegiance. Unless he is a man of more than average integrity and stability and foresight, that is how he interprets the memoranda that, in this business is erroneously called a contract.

"So it happens, that when there is a demand greatly in excess of possible supply, for a certain car, there is a great temptation for the dealer to take on another line temporarily and try to substitute it for the more reputable model while the big spring demand is on.

"Of course he may have no idea of continuing that line. He may have bought up a job lot at a big discount in fact. It's a case of cashing while the cashing is good.

"Of course this practice is generally confined to the less responsible dealers—and certainly to the short-sighted ones. When we find a case I make a mental note of the fact that another year Reo will look for better representation in that town.

"But, meantime, we have to wrestle with a problem that is met in all lines, out in an aggravated form in this business—substitution, and by those from whom you would least expect it.

"To warn buyers of this we have found it necessary to publish an advertisement-treating of and explaining this remarkable condition.—Adv."

6,000 MILES IN 30 DAYS TASK FOR SAXON ROADSTER

Schedule of Car Over Boston and Springfield Route Calls for 200 Mile-Trip Each Day—Has Completed Halfway Mark

Covering 6,000 miles in 30 days is the task mapped out for the Saxon roadster that is making a daily run over the Boston and Springfield route. The schedule of the car calls for a 200-mile round trip each day from Boston to Springfield and return via Worcester.

From latest reports, this Saxon had passed the halfway mark and was operating as smoothly as the day it started the severe test.

So far as records show, no automobile has ever attempted to cover so much distance in the same length of time as this \$395 car is making. It started April 1 and is due to end its series of trips on the night of April 30.

The run is being held simultaneously with an endurance test that another Saxon roadster is making between New York and Albany along the Hudson river. The New York run is almost as severe as the one being staged in New England. It requires covering 4,500 miles, or 150 miles a day for 30 days.

The best day's record scored thus far for the Boston and Springfield car was when it completed one of its 200-mile trips on six gallons of gasoline and two and one-half quarts of oil. The fastest trip it has scored was in making the required distance in five hours and forty-five minutes of actual running time. An average of better than thirty miles on a gallon of gasoline is being consistently maintained.

The car has encountered a good deal of bad weather that has made the roads bad for touring, due to the fact that the run is being held before the opening of the regular touring season. Among other obstacles which the car has encountered was a typical New England snowstorm, which made the roads muddy and rough practically all the way.

G. F. Lombard, who is piloting the 30-day Saxon on its rounds, reports that the car is operating on a schedule with almost time-table regularity. Driver Lombard starts from Boston each morning at 7 o'clock, reaches Worcester at 9 and checks in at Springfield at noon. At 2 o'clock he sets out each day on the return trip and gets back to Boston before dark.

The car that is making the run is a regular stock model. It was unloaded from the freight car that took it to Boston from the factory and carried the standard equipment. On the panel of the machine, directly under the seat, is painted in white letters "6,000 miles in 30 days."

It is expected that the results of this 6,000-mile trip will establish new records in fuel consumption and endurance. No special tuning up was given this car. It is similar to those being shipped to dealers each day from the factory. Adv."

PREDICTS PROSPEROUS YEAR

Auto Head Makes Trip Investigating Conditions Thoroughly, From Atlantic to Pacific

It is popularly supposed that the president of a tremendous manufacturing organization like the Paige-Detroit Motor Car Company sits in a very private office and with impressive seriousness directs the affairs of his company.

But President H. M. Jewett has a different conception of what his duties require. He believes in eternal watchfulness of business conditions and in securing exact information of the situation from every part of the country.

A few days ago he returned to Detroit after an extended trip that has practically required the past four months and during which Mr. Jewett covered the country from the Atlantic to the Pacific. Almost every large commercial center in the country was visited and carefully studied. Mr. Jewett personally interviewed the best known and most reputable bankers. He talked with big business executives, with prominent politicians and everywhere he secured complete reports of local conditions from Paige agents. Hundreds of Paige owners in various sections of the country were also quizzed to ascertain the opinion of the average citizen on the present situation and prospects for the future.

Upon his recent return to the factory, Mr. Jewett gave a strong talk in which he summed up the results of his investigating trip and put especially vigorous emphasis on his belief that the business of the country in general was sure to undergo a marked increase and that the automobile industry in particular will find 1915 a year of activity and prosperity as has been unknown in the past.—Adv."

Court House Janitor Takes Own Life Kane, Pa., April 24.—Charles Hunter, for many years janitor of the Court House at Tionesta, killed himself on Thursday night with a shotgun. Hunter fastened the gun to the stump of a fallen tree, then, affixing a string to the trigger, he sat facing the muzzle of the gun and pulled the trigger. Hunter's mother died recently and the shock of her death is thought to have unbalanced his mind. He was 56 years old.

Thought Astor Was Crazy People said John Jacob Astor was crazy because he paid \$1,000 an acre when he bought the estate of Aaron Burr about a hundred years ago. It was a farm of 120 acres, located about where Twenty-first street is now in Manhattan. In ten years he commenced to sell lots at \$5,000 an acre, but he did not sell much at that price. What it is worth to-day is hard to compute in millions.

DIMMING HEAD LAMPS ON AUTOS PUZZLES PEOPLE

C. E. Hoin Explains Why Light Is Reduced in City By Likening Electric Current to Water Flowing in Two Tubes

"This proposition of dimming the head lamps of automobiles in order to reduce the light for city driving or when the car is left standing seems to be a puzzle to most people," declares C. E. Hoin, of Roberts & Hoin, distributor of the Haynes Light Six.

"To make the matter clear, suppose that there are two tubes to be filled with water and that a separate pipe carries the water to each tub. The tubs will receive a certain amount of water within a given time. One of two methods may be used to reduce the amount of water flowing into the tubs.

"Both tubes may be filled from the same pipe and the other pipe turned off. In this method less water is used in the same time that both pipes were flowing. The second method is to allow the water to flow into the tubs through the two pipes and cut holes in the pipes so that part of the water in each pipe may leak out. In either case the amount of water reaching the tubs will be less than in the first case.

"Now the electric current behaves in the same manner. The head lamps are the tubs and the wires the pipes. The electric current is the water flowing through the pipes. When the lamps are burning at the full intensity, current is coming to each one through separate wires. The only way to make an electric lamp give less light is to cut down the current flowing through it. The wires may be cut the same as holes were cut in the pipe, and resistances or coils of wire connected in to use up part of the current so that less current will reach the lamps. Obviously, more current is being used when the lights are dimmed by this method than were the lights burning brightly, but this system can still be found on some cars.

"The most economical way is to actually reduce the amount of current going to the lamp by switching both lamps into series the same as both tubs were filled from the one pipe and the other pipe shut off entirely. In this method the electricity is saved by turning the dimmer switch just as gas is saved in a gas light when the gas is turned down low.—Adv."

Rain Puts Out Seven-day Blaze Pine Grove, Pa., April 24.—After burning fiercely for seven days, the forest fires which scourged the mountains in the neighborhood of Lykens, and later in the neighborhood of Rock, were quenched by the rain Thursday night, to the relief of thousands who suffered from the dense smoke.

AUTO BUSINESS IS BOOMING

Jeffery Company Sales Manager, After Swing Around Circle, Reports Prospects Extraordinarily Bright

Reports from motor car concerns all over the country indicate a heavier demand for automobiles than has ever before been known in the industry. Five hundred thousand cars were sold last year, and there is every reason to believe that this figure will be greatly exceeded this year.

The prosperity of the American farmer and the favorable crop outlook are important factors in this development. Farmers in practically every section of the country are getting high prices and they are optimistic about the future. Seven hundred and fifty bushels of farmer's wheat to-day will buy the same automobile that required eleven hundred and fifty bushels a year ago and sixteen hundred eight months ago. Making the illustration with oats and corn, it works out in about the same proportion.

E. S. Jordan, sales manager of the Thomas B. Jeffery Company, who has just returned from a circle trip through Missouri, Kansas, Texas, Louisiana, Florida and Kentucky, says that conditions all through the South are picking up wonderfully. There has been a decided improvement in the cotton situation—prices are going up and the farmers are laying their plans for a successful crop season this year. Mr. Jordan goes on to say:

"I believe the boom we are experiencing in our business is typical of improving conditions in other lines. We are in for a record amount of business this month. The four million dollars' worth of truck orders received from Europe made it necessary some time ago to put our plant on a 24-hour basis—three 8-hour shifts every day in the week—and now we are taking on men every day to turn out the pleasure cars ordered by our dealers in this country.

"So far this month we have shipped eleven hundred pleasure cars and trucks, and there is no letup in sight; in fact, orders are pouring in faster every day. Since April 10, when we announced our profit-sharing plan of the Jeffery Four, the factory has been getting farther and farther behind in spite of steady additions to the working force. The Jeffery Four at the new prosperity-sharing price of \$1,150 is making a clean sweep of it. There is no question but what Jeffery dealers will make more money this spring than ever before in the history of the company. The calamity howlers are being put to silence by actual business conditions in the automobile business.—Adv."

Starting a Row Mr. Crabb—This newspaper wants to know if remorse can kill a mule. Mrs. Crabb—Well, John, dear, don't you go and be a martyr just to satisfy their curiosity.—Buffalo Express.

HALF-MILE SPEEDWAY TO TEST DODGE BROS.' CARS

Solidly Constructed Banked Track a Unique Addition to Testing Equipment at Big Detroit Plant; Steel Test Hill Also to Be Built

Decidedly unique in design and construction is the new half-mile speedway and test-hill which is nearing completion on the grounds of Dodge Brothers, the big Detroit motor car manufacturers. Built to take care of testing operations on the rapidly increasing daily production of cars, Dodge Brothers' new test track has all the permanence of the speedway built for hippodrome performances.

When finished within the next thirty days, over 215,000 feet of lumber will have gone into the construction of the new track. The speedway is built on a foundation of clay and cinders, banked at the turns to allow high speed tests, and is surfaced with a fine grade of pine planking which has been creosoted to afford a dustless and smooth track. As Dodge Brothers' production is rapidly approaching the 200-car-per-day mark, the new speedway bids fair to have a daily entry list far surpassing that of the Indianapolis Speedway on Memorial Day.

The construction of the test-hill in the center of the speedway enclosure is a striking example of bringing the mountain to Mahomet. As practically all the country in the vicinity of Detroit is a flat plain, the special advantages of hill-testing are denied to motor car makers. Dodge Brothers very sensibly decided to provide an artificial hill, and a steel structure 542 feet long and 30 feet wide is already under way. The steel hill has two approaches with varying grades, allowing testers to try out the climbing ability of the car on gradual and steep ascents.

The speedway test is but one of many given Dodge Brothers cars before being O.K.'d for shipment. All motors are first worked out under electric power and then taken to the gasoline block-testing room. Each motor must then produce a given amount of power on the dynamometer before it is turned over to the road workout.—Adv."

"SOME CORNET," SAYS "TAD"

Sparton Horn Figures in Silk Hat Harry Divorce Case Funnygraphs "Tad" likes his new Sparton horn—likes it so well that he made a drawing of it showing Judge Rumbauser using the Sparton to blow his old enemy, Silk Hat Harry, out of his path entirely.

Then he sent the drawing with his compliments to Capt. William Sparks, general manager of the Sparks-Withington Company, saying, "Believe me, it's considerable cornet. Yours for Yahoostas, Tad."

"Tad" as all the world knows, is T. A. Dorgan, of the New York "Journal." He writes the Silk Hat Harry Divorce Case "Funnygraphs" which appear in many of the large daily papers and create screams of laughter everywhere.

PAIGE AUTOMOBILES

The Glenwood Four at \$1075 is a new price for a superior car of its quality and beauty.

The Six 46 at \$1395 has set a new standard of value—for a superior car of its quality, beauty and power.

GEORGE R. BENTLEY, Proprietor Rear of 1417 N. Front Street RIVERSIDE AUTO CO. Bell Phone 3731 R

Miller Tires

GEARED TO THE ROAD are averaging a third and more over their guarantee of 4,500 MILES in this district. Get the Proofs Sterling Auto Tire Co. Distributors and Adjusters 1451 Zarker Street The Vulcanizers

This is the most Important Advertisement I Ever Caused to be Published.—Read Every Word—and then Marvel!

On a personal visit to Mr. Henry Ford I broached the subject of a possible August 1st Rebate.

(The Ford Company announced last year—as you well remember—that if their total sales reached 300,000 cars between August 1, 1914, and August 1, 1915, each purchaser during that period would receive back a refund of \$40.00 to \$50.00.)

"Mr. Ford," I suggested, "Is there anything I can say to our people with regard to the Ford Motor Company's 300,000 car rebate plan?"

"We shall sell the 300,000," was the quiet reply—"and in 11 months, a full month ahead of August 1st!"

"Then a refund is practically assured?"

"Yes—barring the totally unexpected. We are 50,000 to 75,000 cars behind orders to-day. Factory and branches are sending out 1,800 daily."

I then said to Mr. Ford: "If I could make a definite refund statement we would increase our local sales 500 cars."

"You may say," was Mr. Ford's deliberate and significant reply to this—"You may say that we shall pay back to each purchaser of a Ford car between August 1, 1914, and August 1, 1915, barring the unforeseen, the sum of \$50. You may say that I authorized you to make this statement!"

What can I add to the above? \$15,000,000 cash coming back to Ford owners! And to prospective Ford owners up to August 1, 1915, it actually means—Ford Touring Cars for \$420—less the \$50 rebate! Ford Runabouts for \$440—less the \$50 rebate! What is there left for me to say?

MOTORCYCLE WEEK

Will Be Generally Observed All Over the United States

May 16 to 22 has been officially designated as Motorcycle Week all over the United States. This is not only to be a week when every dealer will endeavor to establish a record for the sale of motorcycles, but will mean also a week when every phase of motorcycle life will be emphasized. The various commercial uses of the two-wheeler will be demonstrated; the pleasures to be derived from the motorcycle; the numerous advantages of belonging to a motorcycle club, and the value of affiliation with the Federation of American Motorcyclists, will all be brought to the attention of the public. It is planned that during this National Motorcycle Week, one day shall be set aside for each phase of motorcycle activities and on that day one particular feature of the two-wheeler will be demonstrated all over the country, from coast to coast and from gulf to lakes. For instance, Sunday, May 16, is to be known as Club Day, when the members of every motorcycle club are expected to get together for some sort of celebration. And each club is to make it a point to see that all non-club riders are invited to participate, and thereby interest them in the activities of the organization. Then on Monday comes Demonstration Day; Tuesday will be Commercial Day, Wednesday Carnival Day, Thursday Ladies' Day, Friday Bicycle Day and Saturday "The King of Sports" Day.

NEW GASOLENE SYSTEM OUT

Device Supplies Even Flow to Carburetor of Automobiles

The Stewart-Warren speedometer corporation, of Chicago, with Stewart-Warren service stations in New York, Boston, Philadelphia, Buffalo, Detroit, Pittsburgh, Harrisburg, Cleveland, Indianapolis, Minneapolis, St. Louis, Kansas City, Atlanta, Los Angeles and San Francisco, are announcing through their various stations the Stewart vacuum gasoline system which supplies an even flow of gasoline to the carburetor of automobiles.

It overcomes all the troubles of the pressure feed systems and can be put on any car. The Front and Market Motor Supply Company, of Harrisburg, are the local representatives of this service and are at present making special inducements to all auto owners for this system.—Adv"

AUTO FIRM ISSUES MAGAZINE

The Chalmers' Clubman Name Given New Monthly Publication

"The Chalmers' Clubman," a monthly magazine of motoring published by the Chalmers Motor Car Company, of Detroit, Mich., began its issue of Vol. 1, No. 1, for May, 1915. Their club rooms are all out-of-doors and their dormitories include every inn on the open road. Its mission is to interpret the significance and meaning of Chalmers service. In appearance it conforms in illustration and typography to the beauty of their motor car.

CHALMERS

DODGE BROS. AND SAXON

Motor Cars

KEYSTONE MOTOR CAR CO.

1019-25 Market Street

HAYNES

AMERICA'S GREATEST LIGHT SIX

A Light Six That's Different

Two Models Three Body Styles

Model 30—Five-passenger Touring Car. \$1485
Model 30—The prettiest Roadster in America. \$1485
Model 33—Kokomo Six, a light seven-passenger Touring Car. \$1550

Bell Phone 724. Arrange for demonstration now.

ROBERTS & HOIN, Distributors

Salesroom—CENTRAL GARAGE, 334 CHESTNUT ST., HARRISBURG