

MOTOR CARS ARE NEEDED TO HELP IN WINNING WAR

Auto Makers Will Give Uncle Sam Great Assistance by Increasing Their Annual Output.

By H. R. HYMAN.
Advertising Manager Cole Motor Car Co.

To most of us engaged, one way or another, in supplying the American people with automobile equipment, to aid in the conduct of the war, to facilitate business or improve their leisure, the year 1918 looms up much after the conception of the cartoonist who pictured it as a giant question mark on the horizon of time.

Not that we do not know the limitation of our own business. Experience and the government at Washington have made it clear to us that we ourselves are responsible for our future. It is to be of our own fashioning. We cannot "pass the buck" outside of our family circle.

What we are concerned with therefore is about the same thing that disturbed the equilibrium of the pitcher who found himself with the score tied, no outs, the bases full and the opposing team's heaviest hitter to bat—support!

We are like the spoiled child whose father, in a moment of zeal, recommended that he discard his "Lord Fauntleroy" for a pair of overalls and start as a breaker boy to work himself up in the "old man's business—and estimation!"

Asks Even Break.
Now it's pretty safe to assume that, like the aristocratic breaker boy, if we are "given the heel" too frequently we are not destined to become a howling success. We need encouragement. Not any more than we deserve, but all that we are justly entitled to.

The automobile has been going along these 20 odd years as a joy-giving, gloom-dispelling dues of our daily life. How really important it is, how indispensable the service it affords, how vitally it effects our status and prestige, has not been fully comprehended.

Automobile owners themselves have not appreciated the value of them. Hence the survival of the misnomer "pleasure car."

We, who have been proud to assume the title "automobile men," have not appreciated our own responsibility or the full importance of our own product, else we would have sought long since to make the name imply its true utilitarian worth and full significance.

When it is known that conservatively estimated more than 70 per cent of all the automobiles sold every year from Hudson bay to the Gulf of Mexico and from Clift House to Coney Island are used for business as well as recreation, the consequence of the automobile as a factor in America's necessary activities in times of war, as well as in times of peace, can be appreciated.

Keep Up Industry.
But, shall this powerful weapon be discarded simply because encouragement is given those who produce it? Shall the automobile go the way of the submarine, the flying machine, the caterpillar tractor, the machine gun, and fall outside the pale of American enterprise because of lack of interest on the part of its country, and cause years to pass before it is retrieved?

It isn't unpatriotic to buy automobiles. The idea should be dispelled from the public mind as definitely as the thought that conscription is unfair. They are both just as necessary as necessity can make them. Just as it is incumbent on us to keep the wheels of the selective draft machinery turning endlessly in order to produce new crops of soldiers from day to day and keep the system alive, so it is just as important to keep the wheels of the automobile factories revolving that they may produce new crops of automobiles and thus maintain their existence.

The small talk circulated with such hidden malice to the effect that the government contemplated reducing the automobile industry to such an anemic state that it would have died from toxic poisoning, was propaganda to discourage American business activity, and that means buying as well as selling!

It was the subtle effort on the part of foes of American enterprise to paralyze one of the most important arms of American trade. The government itself has given the lie to it. What greater assurance could anyone desire?

Buyers Getting Wise.
It is regarded as unpatriotic extravagance to go on buying automobiles now as in the past. Better judgment in the selection of cars, greater discrimination in choosing an automobile, the exercise of businesslike methods in buying motor cars for their utility instead of for their luxury is urged. But do not forget that the motor car producer has anticipated this tendency on the part of the buyer, and this year offers a product that has been enhanced from a utility standpoint.

The motor car industry can go on supplying the needs of the motor buying public as long as the war lasts and it will in no way embarrass or handicap the production of any of the many implements of war required by the government.

Light Cars in Germany.
Motorcar design as now prevalent in Germany shows a considerable change during the last 30 months. Of course, in speaking of motorcars in Germany, one might as well say motorcars of the German army; there are a few others left. The cars are made as light as possible without sacrificing too much strength; the wheel base is elongated and the tread of cars built for months past standardized at railroad gauge. Engines are preferably block cast, with a lesser ratio than before the war to save metal.

Keep Foot Off Clutch.
The careful driver never operates the car with his foot on the clutch pedal. Only the slightest pressure may be exerted, but even this may be enough to cause the clutch to slip just a little, which it too much.

Advertising Man for Auto Co. Pays Tribute to Newspapers

"The automobile industry would be a long ways from its present high place if it had lacked the support of the newspapers," said R. G. Ewell, advertising manager of the Allen Motor company, Fostoria, O.

"Either the newspapers are all-powerful or they are mighty good guessers. They have backed base ball and automobiling and flying—and every one of these departments of life has grown to mammoth proportions."

"We chaps in the motor car trade are willing to credit newspapers with the unerring judgment to 'pick winners,' and then work overtime to make their judgment come true. And the influence of the public press is such that with their help the chances for success are a hundred times greater. The auto trade has a lot to thank the press for."

Hyatt Roller Bearings Are Known Everywhere

Proof of postoffice efficiency and Hyatt reputation for quietness, was furnished the Hyatt Roller Bearing company recently by the prompt receipt of a letter addressed simply, "The Quietest, Detroit, Mich."

While this little publication, which is edited by B. G. Koether, manager of the Hyatt Roller Bearing company, has only been issued for a short time, and the edition is limited to a few thousand copies, there could be no better evidence that it is in its own "quiet" way, earning quite a reputation, not only for itself, but for Hyatt roller bearings, which it represents.

Number of Trucks Is More Than Doubled in Five Years

A census of department stores in the United States which have their delivery service in whole or in part



R. G. Ewell

motorized shows 806 stores owning 4,867 motor trucks. These run all the way from the small, light, rapid delivery wagon to big, five-ton trucks.

Motor truck delivery as to number of department stores, number of trucks in use and amount of money invested has approximately doubled in five years.

This does not include the enormous number of small retail stores which use from one to five delivery trucks. Already thousands of such stores are motorized.

Many Years' Experience in Perfecting Apperson Car

Twenty-five years ago Elmer Apperson and his brother, Edgar, built the first practical passenger motor car, and the word built is used advisedly for it was a hand made affair, and the hand that did the most of the work was the hand of Elmer Apperson, who has been the president of the Apperson Bros. Automobile company, since the first Apperson car was made.

Twenty-five years have seen no change. There is not a worker at the Apperson factory that is not personally known by the president, and there is not a part in the manufacture of the car that Elmer could not make himself. Not only could he make them, but every now and then in his constant passing through the factory he is showing the working man some method of improving his part of the car.

Unquestionably it is this indefatigable attention to detail that has placed the Apperson in its admitted superior place today.

Recently somebody asked Mr. Apperson how long it had taken him to develop a minor improvement in the Apperson car. "About a quarter of a century," was his smiling reply. "The time it took to present the idea to my engineers and show them how I did not amount to over an hour, but it took 25 years of careful thought and experimenting to finally evolve the perfect idea."

"Something that can be just got by, that is not going to increase the confidence of the public in the car, or encourage repeat orders, for that reason I do not take anybody else's test of the Apperson cars, and the only way I can know whether it is good enough for me or not is to drive a new model about a year before I put it on the market."

You can secure a maid, stenographer or bookkeeper by using a Bee Want Ad.

CAR PLAYS SUBMARINE AND TAKES NINE-DAY DIP IN SNOW

Resurrected after long plunge it goes chugging away as if nothing happened

"In these times of wheatless, meatless and heatless days, we expect the unusual in the way of sacrifices," asserts H. Pelton, "and the automobilist is always ready to do his bit in the way of war-time economy. The 'garageless' automobiles, the last word in national thrift, has been successfully introduced this winter to the promenade of aristocratic Michigan boulevard, Chicago, by a Franklin owner, who resides at the Illinois Athletic club, located opposite Grant park on the wind-swept shores of Lake Michigan."

The originator of the outdoor garage is E. F. McDonald, jr., a prominent Chicago business man, and judging from his experiments, or rather "experience," it is a success. His garage is situated in Grant park, and may be located at night or day by a certain lamp post, which after a heavy snowstorm reveals, in periscope fashion, just where the Franklin lies underneath the surface.

Buried in Snow.
Following the recent severe blizzard in the "windy city," Mr. McDonald awoke one morning to find his enclosed car buried in a drift as high as the car. For nine days it was submerged, and then the S. O. S. was given to a South park policeman and the steward of the Chicago Athletic club, who, together with the owner, dug the car out after several hours work with shovels.

A suspicious crowd collected to see what the three gentlemen were doing and when they saw the automobile, they had visions of frozen radiators and water-pumps, for they had forgotten the air-cooled feature of the Franklin. They were amazed when they saw Mr. McDonald jump into the car and start it up just as if it were in a snug little garage. Hundreds of snapshots were taken by the large crowd which had collected to see the exhumement of the car.

Car Owner Ticked.
Mr. McDonald is elated over the success of his test, and it has been a real test, too, for the car has not been under cover a single night since the first snowfall. Where it stands it is subjected to a full sweep of the wind from the lake and is exposed to all elements, but this has not prevented it from being in daily service. The enclosed body has been a protection to the interior, while the absence of water-radiating has left nothing which could be attacked by the elements.

"Why pay garage bills if you own a Franklin?" says Mr. McDonald.

Catch Phrase Great Help In Attracting Attention

At a table in the Detroit Athletic club recently there were gathered for lunch several executives prominent in automobile circles, among whom was B. G. Koether, manager of the Hyatt Roller Bearing company of Detroit.

During the course of the lunch a reference was made to a certain trade phrase, and its power to visualize the functions of the product, and Mr. Koether remarked, offhand, "Doesn't it seem peculiarly fitting that 'Hyatt Quiet' High Duty bearings should be used extensively in the new Hippo-obile—the comfort car, advertised as the car of 'Rare Beauty—High Duty.'"

1918 MODELS HAVE 135 IMPROVEMENTS

Pierce-Arrow Company Makes Numerous Changes for Comfort of the Driver.

Something like 135 improvements are included in the Pierce-Arrow cars on display this year.

Last year's car likewise embodied many betterments as compared with the vehicles displayed in 1916. This is in line with the company policy of continued improvement.

Yet the casual visitor to the 1918 show will probably not notice any of these changes. They are not radical. They involve no departure in construction. Few of them are in evidence on the car.

They include such details as an enlarged braking area, a new universal joint, an added grease cup, a change in half of the rear spring seat, a change in the lower throttle lever for foot accelerator to give a slower first opening, a new brace for the columns on runabouts, a longer water jacket, thermostat water control, an improved radiator, an oil gauge registering 100 pounds, a new hood catch, a metal rest for hood when raised, a new rear tire carrier ring type, new straight side tires, a new clock and a new plate glass window in rear of cape top.

This is typical of Pierce-Arrow methods. This company long ago abandoned the idea of yearly models. It was the pioneer in this departure. It was animated by the thought that the practice of changing models with the calendar is illogical.

Improvements are made as soon as possible and not delayed for incorporation into a new model.

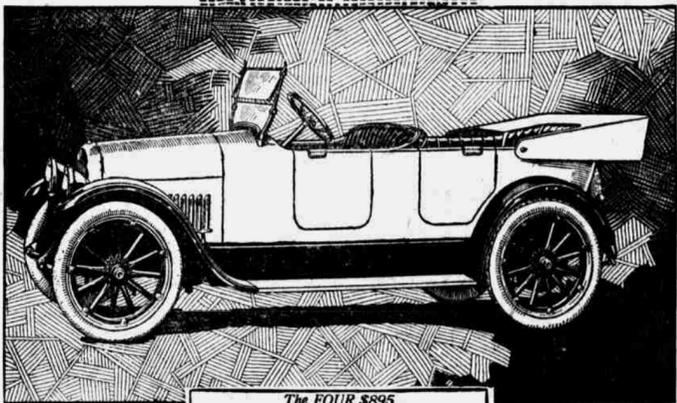


The New Series 19 STUDEBAKER CARS

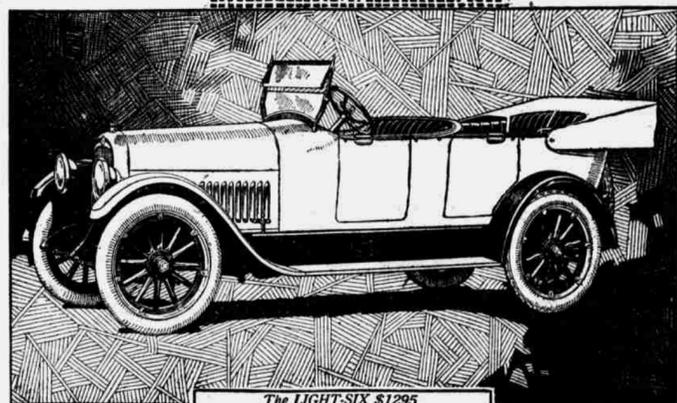
now on exhibition at the Automobile Show

With newly designed bodies, hoods, fenders, radiators, tops, and windshields contributing to a distinctive balanced beauty and with important mechanical improvements in axles, motors, transmissions, and in the chassis throughout, assuring maximum efficiency and economy of operation, these new Studebaker Motor Cars are the most highly perfected product of Studebaker experience and the genius of many of America's ablest engineers. They are

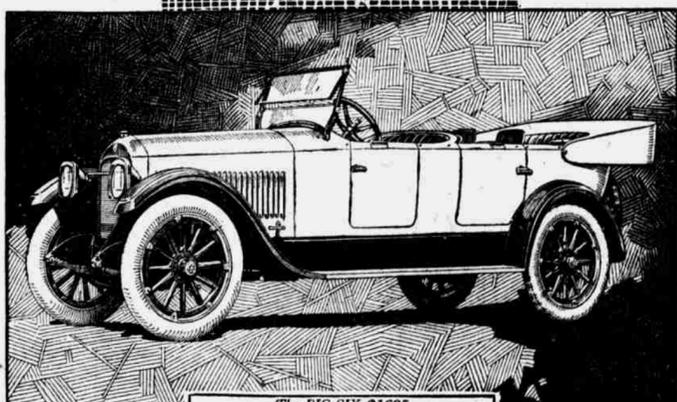
*Beautiful in design
Thoroughly modern
Mechanically right*



The FOUR \$895



The LIGHT-SIX \$1295



The BIG-SIX \$1695

Before finally approving these cars for production, experimental models of each car were driven 30,000 miles under the severest conditions, through the mountains and country roads of the United States and Canada, and finally over the Chicago Speedway. Never were we better satisfied with the performance of any cars, in power, speed, endurance and riding comfort. To make assurance doubly sure, the experimental cars, now running on the Chicago Speedway, will be kept running continuously until they negotiate 50,000 miles or more—about twice the distance around the earth.

The LIGHT-FOUR Five-Passenger—shipping weight 2400 pounds, wheelbase 112 inches, tires 32 x 3 1/2 inches, 35 horsepower motor, 3 1/2 x 5 inches, hot spot manifold, intermediate transmission, improved semi-floating rear axle, Studebaker blue body finish, applied in twenty-four operations, French plaited upholstery. Price for touring car or roadster, \$895 f. o. b. Detroit.

The LIGHT-SIX Five-Passenger—shipping weight 2800 pounds, wheelbase 119 inches, tires 32 x 4 inches, 50 horsepower motor 3 1/2 x 5 inches, hot spot manifold, intermediate transmission, improved semi-floating rear axle, either blue or maroon body finish, applied in twenty-four operations, French plaited upholstery. Price for touring car or roadster, \$1295 f. o. b. Detroit.

The BIG-SIX Seven-Passenger—shipping weight 3000 pounds, wheelbase 126 inches, tires 33 x 4 1/2 inches, 60 horsepower demountable-head motor 3 3/4 x 5 inches, hot spot manifold, intermediate transmission, improved semi-floating rear axle, either chrome green or maroon body finish, applied in twenty-four operations, French plaited upholstery. Price for touring car, \$1695 f. o. b. Detroit.

Studebaker factories at Detroit, South Bend, Chicago and Walkerville, occupy 168 acres, contain 4,704,118 square feet of floor space, and represent an investment of over \$15,000,000. There are no "assembler's" profits in the prices of Studebaker automobiles, because we design and manufacture our parts in our own plants, saving our customers from twenty to thirty percent.

STUDEBAKER

Detroit, Mich.

South Bend, Ind.

Walkerville, Ont.

STUDEBAKER-WILSON, Inc.

Farnam Street and 25th Avenue. OMAHA, NEB.