

Car Has Brought City and Country Closer Together

Personal Observations of Sales Manager After Long Tour

By R. T. Hodgkins
General Sales Manager Studebaker Corporation of America

NEW YORK people may have the idea that even on the farm the automobile service is no more a luxury, I should have liked to have had a few such persons with me on a trip I made through the farming centers of the country last fall, and men and women in personal contact with hundreds of farmers throughout the prosperous agricultural sections, I feel I obtained the correct view of the motor car on the farm.

Investigation convinced me that the automobile has about the same relation to the general farm management and operation that the telephone has to the home. It is in quick message work or on the speed-up job that the motor car comes in to do its part in the farm economy.

The automobile has brought the city to the country, and vice versa. From both ends has profited. While we have been talking of good roads, the automobile has forced them upon us and has lessened the cost of farm produce by reducing the cost of transportation.

Because of the motor car, farmers have acquired the urban habit of going after what they want as soon as they want it, and no longer do they allow their wants to accumulate, as in the old days.

Thanks to the automobile, supply shelves are always kept full. Farmers who have fifteen to twenty miles distant from their markets used to consume an entire day making the round trip—and at times, if the day proved unusually hot, it would be along into the night before the tired horses and men reached home. To-day farmers in these same sections start for the market early in the morning and are back on their farms in a few hours—ready for a day's work at something else.

Sometimes a five-mile trip must suddenly be undertaken. The teams are away or at work and would be too slow anyway. Almost before you could think about hitching up a horse the car is halfway toward the end of the journey.

Again, the binder breaks down on a busy day. Perhaps there are no repairmen less than ten miles away. Under such conditions this would mean no more work for half a day. Now, the horses are tied to the fence, a speed-up trip is made to town, and the binder is again running at speed within an hour. The farmer not only saves time on the farm but at the same time is a source of helpful pleasure to some one of the family. For instance, mother needs to go to town on business. Elizabeth can drive the car just as well as her big brother. Sooner than she will get to the train, or another has to be met. The boys or men do not like anything to interfere with the regular work, and so mother and Elizabeth, or one of the other children, take another enjoyable ride without disturbing the machinery of the farm or upsetting the plans of these particular boys and men.

A valuable horse or cow is suddenly taken seriously ill and a certain medicine is absolutely essential. The druggist may be miles away; but the car is equal to the emergency, and speeds up the drive in time to save a goodly percentage of the entire first cost of the machine.

These are only a few instances drawn from everyday occurrences.

Good for Larson; Our Sentiments, Too

C. H. Larson sounds an especially appropriate seasonal note of caution to the assembled hundreds of representatives of every branch of the automobile trade who are in New York City for the show. Mr. Larson's statement resolves itself into a plea for motor car publicity and advertising copy more conservative in tone.

"If the manufacturer has a machine that has established a new record of one kind or another," Mr. Larson declares, "he is, of course, perfectly justified in announcing the fact through every medium at his command. Records of this sort, however, just as exploits in everyday life are easily exaggerated. The prosaic happenings we encounter are not the ones to which we unconsciously add details. It is in dealing with the unusual that we must be most circumspect."

"It is a serious error of judgment, to put the matter on a business rather than a strictly ethical basis, to make extravagant claims for any automobile. I returned a short time since from a trip to the Olds Motor Works in Lansing, Mich., where I had a chat with D. H. McCoy, the advertising manager. In discussing methods of bringing the automobile before the public, Mr. McCoy and myself were agreed that it is 'bad business'—I use the term in both its literal and its colloquial sense—to sell a car on the basis of a claim that it has done or will do things which you know are impossible of achievement for that machine.

"Mr. McCoy sums it up nicely and concisely: 'If you don't treat your customer fairly and squarely, you are placing an unfair burden on the car. An automobile sold on exaggerated statements is expected to make good to a point beyond its capabilities. It may be a good car—a very good car, at its price; but when claims are put forth in its behalf that are not built into it, an injury is done to the purchaser, to the automobile, to the dealer, to the manufacturer and to the entire industry.

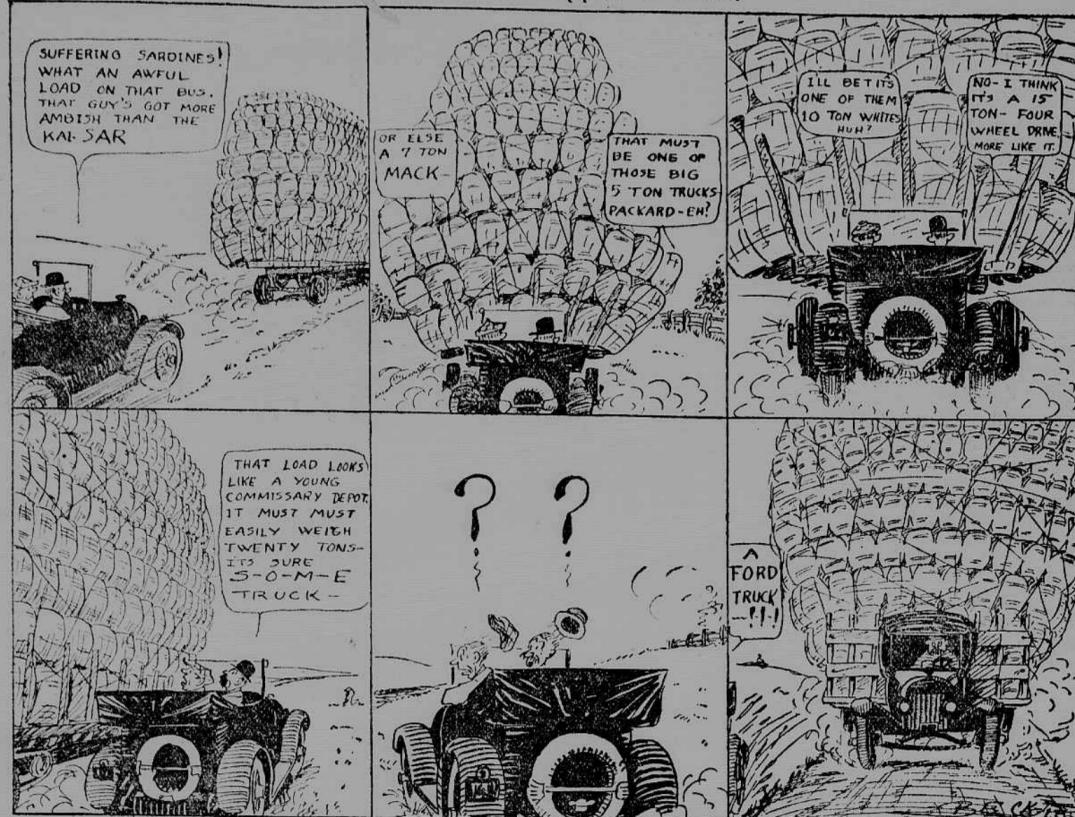
"Furthermore, the advertising of a car is the customer's first introduction to the institution that produces it, and the character of that production, the advertising should reflect the character and ideals of the manufacturer."

Horses Lose Out in City Heavy Haulage

Transportation problems are being solved everywhere by the motor truck. In cities the disappearance of the great horse-drawn trucks from the street is everywhere remarked. In their place are the big trucks, bearing loads that would have taken many teams of horses in the old days. And the trucks make the trips to the freight depots and delivery points in as fast time as the speediest harnesses allow, thus conserving both time and men.

Sears, Roebuck & Co., for instance, have a Republic fleet. These are three and one-half ton trucks, engaged in the parcel post delivery for the big mail order house.

Did It Ever Happen to You?



Auburn Line Large; Cars Little Changed

With a five and a seven-passenger touring car, a four-passenger roadster, a new sport model in two chassis sizes, a five and a seven-passenger convertible sedan and a permanent sedan, the Auburn Six line of cars is one of the most complete at the show. Few manufacturers in the medium-priced field show as many different cars.

The smallest chassis has 120-inch wheelbase, the larger one 131-inch wheelbase. In mechanical details Auburn Sixes differ little from last season. There are no radical changes. In body lines the 1918 cars are new cars. They have high and narrow radiators and high hoods and sloping windshields. The new tops are smaller and much neater, the tonneau top line is flatter.

Tire Pressure Shown By Valve Stem Device

Probably a lot more persons would keep their tire pressures up to the recommended point if it were not for the bother of removing the dust cap protector, oftentimes a finger-numbing and dirty task, and then taking off the dust cap itself, before applying the pressure gauge. To do away with this and to make it possible to see at a glance just what the pressure is at all times, there is a device offered for permanent attachment to the valve stem.

Carburetor for Kerosene

A carburetor for using kerosene is the Detroit Kerosene Carburetor. In it the air is heated before going to the carburetor, then mixed by means of Venturi nozzle with heated liquid fuel. This mixture then passes through a chamber still further heated by exhaust gases. A three-way valve permits using gasoline until the engine becomes properly warm, after which kerosene takes up the load. E. E. Schwarzkopf stands sponsor for this device.

Can Go by Motor Many Places

Almost every spot of interest in America is now accessible by automobile. The report of the tire testing motor car fleets operated by the mak-

Maxwell Truck Gets Stock Model Plate

The Maxwell one-ton truck which made a demonstration drive of 2,500 miles from New York to Jacksonville, Fla., and return has been certified by the A. A. A. as a stock model throughout. The technical examination required by the A. A. A. after the truck's return to New York was made by James A. Homstreet. The stock certificate plate has been issued, and henceforth will adorn the instrument board of the record maker.

The Maxwell is the only truck in existence and the only one in the history of automobile production to attain for itself this certificate, as the drive was made under the first sanction issued by the A. A. A. to apply to a truck test.

Moore Car a Newcomer

The Moore car, a newcomer at the show, has Louis Disbro, the former racing driver, as consultant in the engineering department. Another engineering man, Lee Oldfield, is the designer. George L. Moore, who heads the company, has had an unusual career in the motor car business, to judge from notices sent out. He was once a car washer in the Ford plant.

An Idle Motor Car Is Investment Tied Up

"In these days, when we are learning to live more efficiently, every automobile should be constantly in use. An idle motor car is an investment tied up. Also, the man who usually lays up his car in the winter, usually through the lack of red corpuscles, owes it to himself at this time to make the gain in personal efficiency which the use of his motor car will give him."—E. C. How-

Trucks Carry Passenger Cars on "Drive-Away" Trip

Ingenious measures were recently adopted to ship trucks and passenger cars when the Maxwell company executed a drive-away of fifty trucks loaded with fifty passenger cars from Detroit to Chicago.

The overland truck train released a train of thirty freight cars for other transportation services.

ars of Goodrich tested tires. These fleets journeyed 6,000,000 miles in 1917 over American roads to test out Goodrich tires.

Figures That Prove Auto's Business Worth

A letter received by C. F. Jamison, assistant general manager of the Elgin Motor Car Corporation, from W. E. Downs, of La Fayette, Ind., who replaced a horse by a motor car method, furnishes testimony of the economy and utility which the automobile brought to his business.

"In 1914 we paid for horse and buggy hire \$825, driving about 6,000 miles," writes Mr. Downs. "In 1915 we purchased an automobile, drove it 7,000 miles, paid \$94.70 for oil and gasoline, \$46 for insurance and \$150 for garaging and a truck body, or a total of \$289. We saved \$536 over the horse and buggy, and in addition \$175.11 in drayage charges, a grand total of \$511.11.

"In 1916 we drove the same car 7,300 miles, paid \$124.16 for oil and gasoline, \$46 for insurance and \$120.95 for garaging, or a total of \$290.11, a saving of \$336. We also saved in this year \$225 in drayage, or a grand total of \$560.

"Our canvasser saw 36 per cent more people and increased his sales 40 per cent the first year and nearly 200 per cent the second year. We do not attribute all the gain in sales to the use of automobiles, but are quite sure 75 per cent of the gain can be placed to its use."

Hurlburt Trucks Are Broadening Their Field

It is interesting New Yorkers that W. B. Hurlburt has built up right in New York City a truck manufacturing industry that has become international in its reputation. Designed and built originally to suit the exacting service of this city, the reputation of this truck has spread all over the world.

The Hurlburt Company has grown quietly into a recognized position as a maker of trucks. Close personal attention of Mr. Hurlburt to the details has, in no small way, contributed to this end.

"Drive Your Own Car" Year

That this is going to be a "drive your own car" year is the opinion of C. F. Silver, Metropolitan Kessel Kar distributor, who adds: "Of course, the present scarcity of chauffeurs, mechanics and young men has a great deal to do with it, but in driving their own cars owners receive benefits which add to their personal efficiency, and help to keep them in better health and spirits."

Long Service Records Made By 'Giant Tires'

Remarkable Mileages Are Reported by Truck Owners

By H. L. Harpham
Manager Motor Tire Sales Firestone Tire and Rubber Co.

Remarkable mileages are continually being reported by owners of motor trucks equipped with the "Giant Tires" manufactured by the Firestone Tire and Rubber Company. Were these reports infrequent they might be regarded as exceptional, but the steady stream of letters telling us of mileage totals well over 15,000 miles prove that they are the rule rather than the exception.

For example, the Koehne Transfer and Garage Company, of Indianapolis, reports that the 36 by 5 and 26 by 8 Giants on their three-ton Mals truck had delivered over 36,784 miles, "having been driven in all kinds of weather over all kinds of roads and under all kinds of loads during the last two years." The company concludes its letter as follows: "They have rendered this great mileage as well as decreased our expenditure for truck repairs because of their great resiliency. We confidently believe they are the best truck tires on the market."

From San Francisco J. O'Shea (Inc.) writes us as follows: "The 40 by 12 Giant tire removed by you the other day went not less than 25,000 miles on one of our five-ton White dump-body trucks."

"We estimate that at a cost of 25 per cent more we have received 75 per cent service from the Giants than from the former equipment," writes the Hotel Gayoso, of Memphis, Tenn. "Last September we placed in service a two-ton Indiana truck, equipped with your Giant tires, running between the hotels

and the Gayoso Farm, which is some fifteen miles distant, over roads parts of which were at times almost impassable on account of mud and sharp rocks. This truck, equipped with 38x4 Firestones and 38x8 Firestone Giant tires, started September 13, 1916, and remained in constant service until October 21, 1917, when the old tires were removed, making a total of 17,550 miles, and in that time losing only two hours on two different occasions, on account of having tires regrooved.

Just one more example. George Freness's Sons, of Nappanee, Ind., report that the 36x10 Giants on their three and one-half ton Indiana truck have run through mud and fresh gravel, summer and winter, 20,228 miles and are good for 5,000 to 6,000 miles more.

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BEST IN THE LONG RUN

A Test of Tests

DRAWINGS MADE OVER ACTUAL PHOTOGRAPHS SHOWING THE PILOT CAR OF THE SAN FRANCISCO AD CLUB CARAVAN IN ITS BATTLE WITH MUD.

4 Goodrich Tires Plough Leagues of Mud Free from Tire Trouble

Wear out 3 sets of Chains

Where You See This Sign Goodrich Tires are Stocked.

Ask Your Dealer for Them

THROUGH spring and summer, Goodrich Test Car Fleets in every region of our land have demonstrated the lasting strength of Silvertown Cord and Black Safety Tread Tires on any kind of a road in any sort of weather. Hundreds of thousands of miles of mauling these matchless fabric tires under The Test Car have proved their right to the title, "America's Tested Tires."

Yet the TEST of Tests, which out-tested the Goodrich Test Car Fleets, came to them unscheduled and unplanned. The San Francisco Ad Club set forth with a Caravan of automobiles to motor cross continent to the St. Louis Advertising Convention. The pilot car was equipped with four Goodrich Black Safety Tread Tires.

At the Sierra Nevadas, the pleasure jaunt, by a whim of weather, turned to the bitterest test of tires, rain and snow and storm-stricken roads ever staged. With storm skies over the Caravan always, and rain storm and snow storm whipping fore and aft, that pilot car fought its way over the desert, the Rockies and the Prairies.

GOODRICH TESTED TIRES

It plowed those four Goodrich Tires through the slush and snow, the scattered rock and frozen mud of water guttered trails on desert and mountain. Even the flat lands, those tires waded tarlike mud, sank into quagmires, and forded flood-swollen streams.

The pictures here, reproductions of photographs—the hub-mired car and wheels clogged with clay—tell what those tires endured.

All four tires, unscathed, reached a point fifty miles from St. Louis. Here one fell a victim to a puncture, but the others wheeled into St. Louis on San Francisco air. The tire-trying test wore out three sets of chains, but not those four Goodrich Tires.

This dramatic demonstration but confirms what Goodrich Test Car Fleets are demonstrating always in widely separated regions of our country; the durability of "America's Tested Tires" BLACK SAFETY TREADS AND SILVERTOWN CORDS.

Local Address, 1780 BROADWAY, THE B. F. GOODRICH RUBBER COMPANY New York City. Phone Columbus 8700.

THE CITY OF GOODRICH AKRON, OHIO.

SPARTON PRODUCTS

First Choice of America's Best Cars

That America's leading motor car manufacturers have come to regard Sparton products as standards of quality is evidenced by the fact that most front rank cars are now Sparton-equipped.

Forty-four leading motor car manufacturers equip their cars with Sparton Motorhorns. Included in this list are:

Packard	Winton	Rauch & Lang	Peerless
Hudson	Chalmers	Marmon	Jordan
Studebaker	Haynes	Stutz	Kissel
White	Marion-Handley	Cole	Briscoe

Jackson
And Twenty-Five Others

Made and tested in conjunction with Sparton Radiator Fans, Sparton Radiators are the most efficient procurable. Made of non-rusting metal, with secure joints, they do not leak.

The Sparton Patented Type Radiator Fan moves the greatest volume of air at the highest speed with least consumption of power. Sixty of America's best cars are equipped with this fan.

The Sparton Gasoline Vacuum System insures a constant supply of fuel at the carburetor regardless of grade or speed. On test this device has raised gasoline 22½ feet above gravity level.

We invite motor car manufacturers to write us for information. Prompt deliveries assured.

The Sparks-Withington Co.

Jackson, Mich., U. S. A.