

THE ROTARY ENGINE AT LAST ARRIVES

Successful Machine of This Type Has Been Built by Monahan.

Engineers are showing unusual interest in the new Monahan rotary engine. The wonderful possibilities of this engine in connection with airplanes are recognized by these experts who have studied its construction and watched its operation. Its usefulness for stationary work and in automobiles is also apparent.

When seeing this engine perform last week the writer is convinced that the inventor and builder has done a great piece of work. The application of new principles has brought success. The new engine is very simple, compact and powerful and exceedingly light.

The ideal engine is one utilizing most effectively the expansive force due to combustion on the free lateral motion and one in which the friction losses have been reduced to a minimum. The Monahan rotary engine possesses these most important characteristics.

1. The effect of reciprocating motions has been eliminated entirely. I. e., the piston continues in its travel at a uniform rate of speed. The wear and pounding effect as produced on most pin and crank pin bearings in the reciprocating type of engine also have been eliminated.

2. The previous undesirable and necessary stopping and starting of a piston 2,000 times per minute per single cylinder, or 120,000 times per minute for a six cylinder motor operating at 1,000 r. p. m., has been eliminated and replaced by a continuous uniform rate of motion. This continuous motion consequently reduces the frictional and piston losses, and is smoother and freer from the previous vibration.

3. The complete expansion type of engine approaches the ideal engine in the matter of the utilization of the explosive forces of the gasoline due to combustion. The operating condition of the present day rotary engine is that the pressure exerted upon the head of the cylinder is the same as that exerted upon the piston. In other words, with a motor of say one inch bore and one and one-half inch stroke, the pressure exerted upon the cylinder head and a similar force would be exerted upon the cylinder head. This force tends to tear the cylinder from the base, causes an appreciable elongation of the cylinder walls and requires a lead heavy and strong enough first to permit of the cylinder to be properly and adequately held down, and secondly to absorb this vibratory stress. In consequence complete expansion types of engines, i. e., engines with two pistons, one replacing the cylinder head and each traveling one-half the stroke in opposite directions, have been built and are in successful operation to-day. But this construction is limited.

In the Monahan rotary engine, which is in reality a double piston engine, the force exerted upon the cylinder head is utilized as might be the recoil of a gun. The frame is not subjected to the present day stresses and vibrations is most materially reduced. As in the complete expansion type of engine both cylinder head and piston transmit and utilize the explosive force. All the advantages of the complete expansion type of engine, such as freedom from vibration, greater velocity of expansion and consequently greater speed, the piston being required to travel only one-half the stroke, and lessened liability of cylinder head and piston are maintained. And there have been eliminated all the disadvantages of the former double piston complete expansion engine such as upward and downward motion, the friction losses and the lubricating difficulties of the double pistons.

4. The third inherent quality of this principle of engine operation is the elimination of the side thrust on the piston. The force exerted upon the piston in power transmission must be transmitted to the crank pin and consequently to the crank by means of the connecting rod, which has a variable degree of angularity. This is due to the rotation of the crank shaft. Because of this angularity of force transmission a considerable side thrust is exerted upon the piston, which means friction and loss of power. This condition necessitates a piston of bell shaped design or similar construction sufficiently long to adequately distribute this tremendous strain and most efficient lubrication of the pistons under most unfavorable conditions.

The elimination of side thrust as accomplished in the Monahan engine has the following advantages:

a. The piston may be materially and efficiently shortened.

b. The wrist pin, bearing and other necessary construction of old type is eliminated and replaced by the solid type, which is more reliable.

c. The connecting rod is materially lightened and simplified.

d. More efficient lubrication is possible.

e. Greater power is obtained, as 80 to 90 per cent. of the total friction loss in the present day engine lies in friction of the piston.

f. Greater durability through the elimination of the cause for a piston or cylinder to be "ringed" or "blown out" by the automobile editor of The Sun will answer any questions addressed to him and give further details of this remarkable engine to any persons who may desire them.

"BUY NOW," SAYS FROELICH. Accessory Leader Gives Warning of Higher Prices.

"Now is the time to buy auto accessories and save money. If prices of materials and labor continue to soar manufacturers will be compelled to announce another increase within the next few weeks," says Jesse Froelich, vice-president of the Times Square Auto Supply Company of New York and Chicago, known the world over as one of the pioneers in the automobile industry.

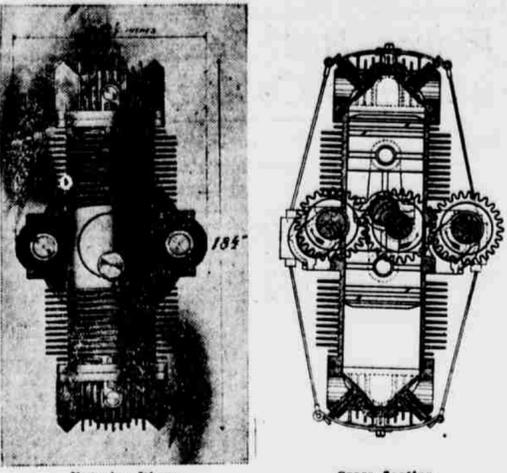
"We have been brought to realize that what means higher prices is everything. The wise auto owner should understand that preparedness is the watchword of the day and protect himself accordingly by purchasing his auto supplies now."

"It is safe to predict that prices will be unsettled and have a decided upward tendency as long as the present material and labor situation exists. Because of large purchases and long term contracts for raw materials made last year we are able to continue our present low prices. We are increasing prices only in proportion with the increase of the cost of manufacturing auto accessories under prevailing conditions. It has always been our policy to give our customers the benefit of the lowest prices as long as possible."

"The appalling increase in the cost of accessories is due to a great shortage of material and labor. Steel castings have increased 30 per cent., sheet brass and fabrics for tops and seats 125 per cent., sheet aluminum 50 per cent., and tungsten steel 400 per cent."

"A great many manufacturers have increased the price of motor cars from \$55 to \$100 for the lower priced cars and from \$250 to \$350 for the high class cars. There is no assurance that there will not be a further increase in the near future, so buy now."

Monahan Rotary Engine.



Exterior View.

Cross Section.

THE BIG OVERLAND SALES CONGRESS

At Gathering in Toledo This Week Star Salesmen Will Be Rewarded.

The John N. Willits Retail Sales Congress to be held at the Willits-Overland headquarters in Toledo during the first week in September is perhaps of more interest to the automobile buying public at large, as well as to the man who sells cars, than anything that has yet been done by the big Toledo automobile manufacturer.

For a long time a number of original methods and plans to increase sales and manufacturing efficiency have been under way, closely supervised by John N. Willits, president of this company. But in the coming congress it would seem that Mr. Willits has come closer to getting a first hand view of public demand than any one in the industry.

It has been necessary for quantity producers of motor cars to sense public demand more quickly than any other manufacturer.

The very future of their business has been at stake, because the minute manufacturers take their fingers off the buying pulse of the public overproduction of an article not in demand or underproduction of an article intensely desired might result.

A large part of the Willits-Overland, Inc., success has no doubt been due to the fact that it caters to the public's demands. But Willits is of the opinion that a shorter, quicker and more accurate route for this information could be found. He set out to obtain it, and the coming Retail Sales Congress during the early part of September is the result.

Obviously the men to speak most authoritatively on what the public wants are the men who actually sell the most cars to the public—in other words, the star salesmen.

Accordingly, some months ago the plans for the John N. Willits Retail Sales Congress were laid.

Retail salesmen of Overland and Willits-Overland, Inc., in every part of the United States, were grouped in classes and set out to establish individual sales records for a three months period. Of the thousands of contests since entered only 800 were given the opportunity to act as delegates to the congress, on a basis of personal performance.

No financial credit accrued. The entire plan was based on the element of honor and the distinction gained through this leadership. The contest in this way lacked any of the harmful effects that come through speeding up an organization to temporary effort, for a certain period, through unusual remuneration.

The contest came to a close on Wednesday, August 22, and announcements are now being made through the country, naming delegates to the congress, which is to start in Toledo on Tuesday.

After an inspection of factory facilities at Toledo and a dinner, which is being tendered to the delegates by Mr. Willits, at the Toledo Club, at which time substantial recognition will be made of records of unusual merit, through the presentation of some very handsome cups and trophies that have been offered as honor awards by officials and departmental heads of the company, the entire party is to leave on a Great Lakes cruise on the specially chartered steamer South American, holding meetings aboard and finishing their work in Chicago at the end of the week.

Among the subjects discussed on the cruise will be "How not to sell Automobiles," "Selling the car to the buyer," "Treating the public right," "The evils of exaggerated claims," "Why efficient service is imperative," and scores of topics on other phases of salesmanship. The steamer schedule will provide an opportunity to inspect the great service facilities of the Willits-Overland organizations in Detroit and Chicago.

NORWALK TIRE CO. HAS PICNIC. The Norwalk Tire and Rubber Company of Norwalk, Conn., which for more than two years has been operating at high speed in an effort to supply the demand for its tires and tubes, looked all doors of the tire and tube plant, and invited its employees to Roton Point, on the Connecticut shore, for a picnic and athletic games.

Belgians Like Studebaker. "We have been brought to realize that what means higher prices is everything. The wise auto owner should understand that preparedness is the watchword of the day and protect himself accordingly by purchasing his auto supplies now."

"It is safe to predict that prices will be unsettled and have a decided upward tendency as long as the present material and labor situation exists. Because of large purchases and long term contracts for raw materials made last year we are able to continue our present low prices. We are increasing prices only in proportion with the increase of the cost of manufacturing auto accessories under prevailing conditions. It has always been our policy to give our customers the benefit of the lowest prices as long as possible."

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IT STOPS ALL LEAKS.

Remarkable Demonstration is Made of "X" Liquid.

There was an interesting demonstration in THE SUN office last week of the remarkable effectiveness of the "X" liquid radiator medicine.

"X" radiator liquid will repair a leaky radiator by simply pouring the liquid into the water. As it contains no cement or powder that solidifies, it does not clog any portion of the cooling system. It remains in solution without gumming or in any way interfering with the normal function of the water. "X" solidifies over a leak whether in the radiator, water jacket, hose connection, motor head gasket or elsewhere in the cooling system. The action of the oxygen of the air upon "X" turns it into a solid, permanent weld, immovable under the roughest road vibration and capable of withstanding a pressure of over 800 pounds.

That this liquid thoroughly does the work claimed for it was proved by the demonstration. It will work in alcohol or any anti-freeze solution and does not evaporate. It can therefore be used over and over again regardless of how many times you fill the radiator.

Any motorist who may want additional facts about this remarkable preparation can get them by writing to the automobile editor of THE SUN.

DE PALMA USES GOODYEAR'S.

He Finds "No-Hook" Type Very Serviceable.

Ralph De Palma's twelve-cylinder Packard, which recently won three races at Sheepshead Bay, was equipped with Goodyear Cord tires, of the No-Hook type. The earliest tires used by racers were clincher tires, which were clamped tenaciously to the tradition that only tires of the clincher type would stay on the rims at speeds faster than 100 miles an hour. The Goodyear Tire and Rubber Company has maintained, however, that the bead of No-Hook, or straight side tires, containing many strands of braided piano wire, was strong enough to hold on to the rim, no matter what the conditions.

The use of these tires has overcome just what they were designed to eliminate—tube pinching. The tendency of tubes to pinch, which is ever present when clincher tires are used, has cost racing drivers many small fortunes in prize money. There is little wonder, then that relief is being sought in another type of casing.

Ralph De Palma was one of the first of the famous drivers to be converted to the Goodyear idea and he has been using these tires on his Packard this season. His wonderful victory at Sheepshead Bay, establishing new records, has vindicated the Goodyear claim and augurs the use of this type of tire much more extensively in the speedway events of the future.

MITCHELL CLUB ROADSTER.

This Attractive Model is Now Being Shown.

"Nearly a year ago the Mitchell Motor Company's idea of building a unique and attractive body design called the club roadster that not only had all the beauty and grace of line of the most modern roadster but in addition had ample seating capacity for five passengers and also a spacious luggage compartment for baggage.

This club roadster model met with instant approval throughout the country as the ideal small family car, as it not only supplied perfect comfort for five passengers but lacked all the ugliness and unsightly appearance of the touring car when but one or two passengers were riding.

"This popular club roadster type of body has just been applied to the Mitchell Junior '6,' which model has become well known for its sturdiness and small operating cost, and is now on exhibition at the salesroom of the Mitchell company in the Circle Building."

Grace Joins Lurie Co.

Thomas H. Grace, well known to the automobile trade, is now connected with the firm of Robert Lurie & Co., Inc., of 240 West Fifty-sixth street, Eastern distributors for Metz and Olympia cars. Mr. Grace, who travelled the last automobile show circuit and saw practically every motor car made in this country, predicts a great future for the Olympia and Metz cars.

Mr. Grace will act in the capacity of general wholesale department, with headquarters in this city.

NEW CHALMERS SHOWROOM.

Has 3,500 Square Feet Floor Space and Rich Decorations.

What is said to be one of the most beautiful motor car showrooms in New York City had its official opening yesterday when C. H. King, vice-president and general manager of the Chalmers Sales Company, opened the new Chalmers showrooms and their friends in the entire home of Chalmers cars in the Circle Building, Fifty-ninth street and Broadway.

KEEP OUT OF THE RUT.

Houpt's Instruction to Motorists for Road's Sake.

"While there is a lot of talk about saving gasoline," says Harry S. Houpt, president of the Hudson Motor Company of New York, "motorists could in a far more effective way conserve their own and the State's interests by keeping out of the rut in driving as well as in one's living."

"In the highways where concrete has been used for road building the injunction is not necessary. But on the ordinary oiled road the best and quickest way to break up the surfacing and make it worse than no road at all is to start grooving and every one drive in it."

"It is a common trait to follow the lines of least resistance. It is easy to take the road that some one else has picked out for you. Many cars with certain steering devices follow these ruts automatically, thus relieving the driver of even the guiding responsibility."

"There is a new expression heard on Automobile Row. It describes a certain type of driver perfectly—'He doesn't drive; he steers.' And some don't even steer."

"On some oiled roads the officials are trying the expedient of putting enough sand on the surfacing to hide the ruts. Each driver has to make his own road. It has been found that this simple plan works wonderfully in keeping out the ruts."

"Many desert roads have been ruined by the careless motorist who was too indifferent to steer his car. The result is that the road through the sand becomes a series of 'snakes.' This is due to shiftness on the part of the driver who does not keep the car under full control. The result is that the curving ruts soon are so deep that it is impossible to drive them without the car swaying with a motion that brings on seasickness."

"No one benefits more from good roads than the motorist. And yet the average motorist seems wholly indifferent to doing his part to preserve the road surfacing. Let us all cooperate."

Gets Big Job.

Ralph F. Rice.

Ralph F. Rice was appointed a director and made general manager of the A. Elliott Ranney Company, distributors of the Daniels S. when S. S. Toback resigned as president of the organization.

Rice started in the automobile business with his father in 1901 at Brookfield, Mass. His father at that time built a motor propelled vehicle by using two seated canopy carriage for the car and installed under the floorboards a two cylinder opposed motor, with a fifth wheel as a drive wheel. In this work the son offered some suggestions that proved valuable.

Later, in 1903, Rice, while still attending school, conceived the idea of building a steam car and using kerosene as fuel. This car proved quite successful and could make between twenty-five and thirty miles per hour. The car was later sold to a man in Worcester, Mass., who used the car in that vicinity up to a few years ago.

Rice in 1905 joined the forces of the Auto Motor Car Company in the experimental and testing department and many suggestions he made were incorporated in the two-cycle motor they were using in the car at that time. Later he helped build the first four cylinder two-cycle racing car in America. This car, known as the "Buzz Saw," was entered in many races and high climbing contests and proved quite speedy. The same car was later entered in the Vanderbilt Cup Race and was one of the few cars to finish. Perhaps one reason for its finishing was that it travelled on its name, as the roar of the motor could be heard half way around the course.

When the A. Elliott Ranney Company took over the Hudson car from Rice joined the sales force and remained with them until the fall of 1915, at which time the A. Elliott Ranney Company took over the Daniels Eight agency. Then Mr. Rice affiliated himself with the Daniels, where he has been ever since.

NEW NASH CAR IS READY.

Will Be in Hands of Dealers Sept. 15.

While recent developments at Kenosha have indicated that the new Nash car was practically ready for the market, not until last week's announcement was any official assurance given by the Nash Motors Company that a new Nash car was on its way. No public announcement as yet has been made as to the type, price or specifications of this new car, but it is a known fact that the new car is strictly a Nash in car from the ground up and will be made 93 per cent. complete within the walls of the great factory at Kenosha.

It is shown that the type of motor that is being manufactured for this new model represents a step forward in motor construction. Through the standard type of motor now in general use rather than the ordinary belt, yet it is enough different to set new design of construction.

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MOTOR INDUSTRY IN GOOD CONDITION

A Review of the Situation by One Who Really Knows.

There has been so much talk about the automobile as a luxury and an extravagance, so much discussion on the subject of unwise economy, so much misunderstanding of the important place occupied by this great industry that all of us in the business ought to strive to correct these wrong ideas wherever we find them," says Harry Ford, president of the Saxon Motor Company. "To counteract these false impressions and reports please note the following suggestions offered by the National Automobile Chamber of Commerce:

"The automobile fills a real transportation need. It is estimated 40 per cent. of the motor cars in America are owned and used by farmers. There are three times as many automobiles in Iowa, Nebraska and California in proportion to population as in New York State, Massachusetts, Pennsylvania or Illinois."

"Increase in car sales has been several times larger in agricultural States during recent years than in manufacturing States."

"Doctors, traveling salesmen, highway officials, municipal department heads, contractors and builders and men engaged in many other lines find the automobile indispensable in their work. By its use they save many valuable hours daily."

"Efficiency is increased by use of time and labor saving machinery. The automobile is essentially time saving. To insure success in the war the farmer, manufacturer, miner, contractor all are urged to increased efforts and production. The automobile used in business is an economy, not an extravagance."

"Wholesome recreation in the open air is a great reviver and invigorator. It enables the hard working business man to continue intense effort without breaking down. The automobile affords such recreation. President Wilson takes his relaxation in an automobile every afternoon."

"Greater passenger mile service is rendered by the passenger automobiles in the United States than by the entire railroad or street railway systems of the country. The 3,700,000 passenger cars, averaging 5,000 miles a year and three persons each, give a total of \$5,000,000,000 passenger miles. At a rate of 2 cents a mile this is worth \$1,100,000,000 a year."

"Five acres of tillable land are required to support one horse, three acres to support a man. If each automobile takes the place of only one span of horses the 2,700,000 cars release 27,000,000 acres of land for production of food-stuffs for more than 12,000,000 men, the total force employed in the war by all the Allies."

"Approximately 1,000,000 wage earners are employed in the motor vehicle industry. The majority are skilled mechanics. The automobile factories and their organizations of mechanics are an invaluable asset to the nation in military activity. They can be used for production of airplane engines, parts and complete machines and for manufacture of ammunition."

"Efficient transportation is essential to military activity. The armies in Europe are almost entirely dependent upon motor transport of supplies and ammunition and on motor ambulances for relief of the wounded. The American army will need thousands of passenger automobiles for officers and tens of thousands of motor trucks for the quartermaster department."

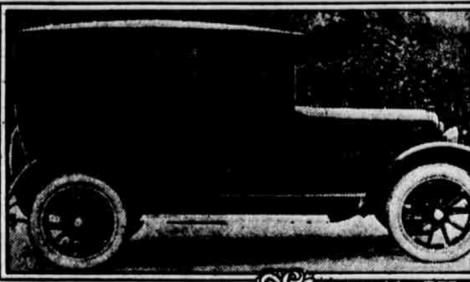
"The billions of dollars to be raised for war purposes by bond sales and taxation will return into circulation through payments for purchases of supplies for the Government of the United States and the allied Governments."

"Farm crop reports show record production, manufacturing is booming, prices are high, good salaries and wages are paid and profits are large. False economy destroys efficiency. Elimination of waste applies to waste of time and effort as much as to material things."

"The national emergency requires that money shall be kept in active circulation. That labor shall be employed fully and that production of necessities shall be greater than ever before. Men must make good wages, salaries and profits in order to subscribe for war bonds and pay excess profits and consumption taxes. Therefore wise buying must go on."

"Stability of the industry is shown by the fact that stocks of the leading American automobile companies were higher on July 4, 1917, than on July 25, 1914, just before the war, despite the condemnation of cars and trucks and restrictions against the use of gasoline. German automobile companies have accrued large dividends during the war. All European automobile plants have been extended during the war. Even if the use of passenger cars should have to be curtailed in the United States for a period the factories will be kept as busy as ever in the production of trucks, airplanes and munitions. After the war there will be a great world demand for cars and trucks. Exports during the last two fiscal years have amounted to nearly \$100,000,000 yearly."

Velie Sedan Is an All-Weather Car.



For the man who drives his own car the Velie sedan is proving exceedingly popular. Anticipating an unusual demand for this model, George Garland, the local Velie distributor, ordered large shipments early and was able to sell many cars in August, although heretofore the market for closed cars has seldom opened until after Labor Day.

As shown by the photographs above, the sedan "opened up" has all the qualities of the touring car, and it is infinitely easier to "close up" in case of storm. A pull on a strap and the windows are either opened or closed.

The right front seat in this Velie turns completely around, so that in case the chauffeur is driving the occupant of the seat can sit facing his friends and truly be "one of the party."

The new Velie sedans have all metal bodies, and the complete car sells for \$1,785. The Garland Automobile Company, at Broadway and Sixty-second street, can make immediate deliveries.

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NEW CHALMERS PLANS.

In a letter sent out to-day by Hugh Chalmers to all Chalmers distributors and dealers he advises them of the lease of the Chalmers plant and equipment for five years to the Maxwell Motor Company, Inc.

At the same time he assures them that Chalmers cars will continue to be built in the Chalmers shops. The details of the lease have already been worked out, but ratification of the action of the board of directors is necessary, and a meeting of the stockholders is called for September 10 for this purpose. The surplus capacity of the plant will be utilized by the Maxwell company for other purposes.

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Advertisement for THE SUN newspaper featuring a car with 'The Sun' on the side and the headline 'STILL SETTING SIZZLING PACE'.

NEW YORK'S BIG RACE

This big event for supremacy in automobile advertising has been under way since the first day of January this year. At the very outset THE SUN and EVENING SUN jumped into the lead with a pace so hot as to nearly outdistance all competitors. To-day THE EVENING SUN has an overwhelming lead over all other evening papers, beating its nearest competitor in volume of advertising carried by 139,662 lines. THE MORNING SUN continues its sensational pace, and to-day is leading all New York newspapers, both morning and evening, with but one exception, in volume of advertising, beating its next nearest competitor by 63,723 lines.

Automobile Display Advertising

Table with columns for 'First 7 Months, 1917' and 'Results of July, 1917', listing advertising lines for various newspapers like The Sun, Evening Sun, American, Times, Post, World, Journal, Telegram, Mail, Tribune, Evening World, Globe, and Herald.