

**YOU WILL NEVER HAVE ANOTHER OPPORTUNITY TO BUY A CAR OF NATIONAL REPUTATION AT SUCH A REDUCED PRICE. WE HAVE ONLY A LIMITED NUMBER LEFT. ARRANGE FOR A DEMONSTRATION AT ONCE.**

**Brand New 1916 Models**

**Our Price \$385**

Original Price \$550

Four Cylinder, cast on bloc, Left-Hand Drive, Center Control, Cantilever Springs, Top, Glass Front, Speedometer, Electric Horn and Tool Kit.

**Gorson's Automobile Exchange, 233-240 N. Broad St., Phila.**

**MOTOR VEHICLES DISPLACE HORSE**

Maxwell Co. Among Firms Who Have Demand For Light Commercial Chassis

This is a Golden Age for horses. There's a great deal of work that not only has their usefulness in the social sphere become a thing of the past, but now they are being crowded from industrial activity. Look around the city streets and you can't fail to observe the scarcity of horses in delivery work. The commercial motor vehicle is rapidly coming into its own and with its ascendancy horses are becoming a negative quantity in the great whirl of city traffic.

Business firms and corporations having a great amount of light delivery work are coming more and more to the realization that the light delivery car furnishes the solution to their transportation problems. Not only private corporations, but great municipal, State and Federal departments, are introducing them into their work as it has been found to be universally serviceable, economical and dependable.

An ever-increasing demand for the Maxwell chassis for light delivery purposes is reported by the Maxwell Motor Company, Inc., of Detroit. The demand has increased correspondingly with the great increase in the demand for the standard Maxwell passenger car models.

Recently four commercial vehicles, the bodies all mounted on Maxwell chassis, were installed in the post office department in Detroit. The cars are used particularly for the handling of the United States mails to and from trains and steamers and in the handling of the parcel post delivery service.

Although these cars have been in the government service but a short time, they have amply demonstrated how they expedite service. The postal authorities at Mobile are well pleased with the increased service that followed the installation of the Maxwell fleet.

The bodies are artistic and serviceable. Every piece is mortised and the wire screens are adjusted so they fit perfectly. Each of the Maxwell chassis, each car weighs about 1,900 pounds.

The low price of the Maxwell chassis is made possible by the immense production at the Maxwell works. The chassis comes all wired and ready for a body to suit all light delivery requirements.

# They Will Add \$175 to the HUDSON SUPER-SIX

This announcement, just made by the Hudson factory, is published for your advantage. We have some cars of the present production due us on allotment. They will be sold at present prices, while they last. After that the Super-Six will cost all buyers \$175 more.

We have just had word from the Hudson factory to the following effect:

The cars we have ordered of the present production will be delivered at present prices. But all cars of the new production—starting December 1—will cost \$175 more.

The models will not be changed. The changes, if any, will be only minor refinements. There will positively be no change in the Super-Six motor.

But cars now coming are built from materials contracted for more than a year ago. The Super-Six will continue to be built from the same materials. But costs have advanced enormously.

So cars of the new production must be advanced in price there is no way out for any maker, save by sacrificing standards. And Hudson will not do that on the Super-Six.

**Cars at Present Prices For a Few**

We have some Super-Sixes ordered which are still unsold. Some are open models, some enclosed. If we held them they would net us a handsome extra profit. But that profit is yours if you wish to buy now—while our allotment lasts.

It will mean to you a saving of \$175.

All our cars of this production, now on hand or coming, will be sold at present prices.

**Note These Facts About the Hudson Super-Six**

It is now the largest-selling fine car in the world. It holds every world record worth having. It has won every contest it entered.

Phaeton, 7-passenger ..... \$1475  
Roadster, 2-passenger ..... 1475  
Cabriolet, 3-passenger ..... 1775

Touring Sedan ..... \$2000  
Limousine ..... 2750  
(All Prices f. o. b. Detroit)

Town Car ..... \$2750  
Town Car Landaulet ..... 2850  
Limousine Landaulet ..... 2850

**IMMEDIATE DELIVERIES**

**Hudson Sales Agency**  
1139 Mulberry Street  
L. H. HAGERLING  
Bell Phone 1396

**Inmates of Bismarck Pen Hear Willys-Knight Lecture**

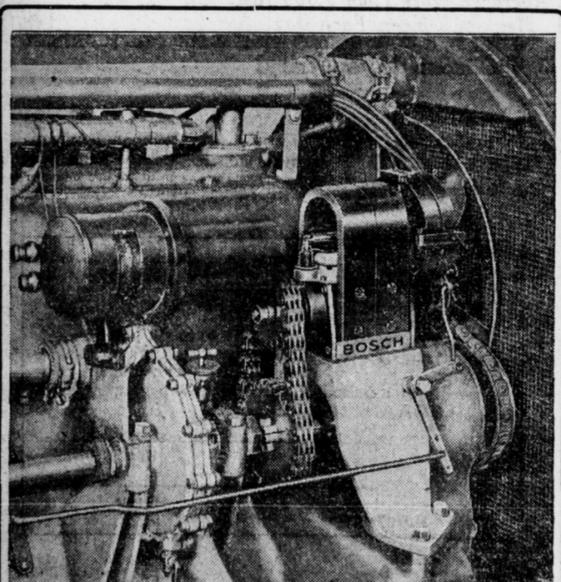
The inmates of the State penitentiary at Bismarck, N. D., are intensely interested in the Knight motor as used in Willys-Knight cars. Literature on the motor has been placed in the prison library and the inmates are now on the official mailing list of The Willys-Overland Company, of Toledo, Ohio, which manufactures the famous Willys-Knight cars. How this situation came about is as interesting as it is unusual.

Recently a representative of The Willys-Overland Company was scheduled to address the dealers and prospective buyers in the Bismarck territory on the Knight motor explain to them its efficiency, economy and wonderful durability. Now it happens that Warden Talcott, head of the State penitentiary which also is located at Bismarck, has in his charge several inmates who are of a mechanical turn of mind. When he heard of the forthcoming Knight motor lecture, he immediately conceived the idea of giving his inmates a new form of entertainment, or, as he expressed it, a "mechanical treat."

After securing the consent of the Overland representative to lecture to the inmates, the Warden took the affair up with Governor Hanna and permission for giving the address in the State institution was immediately forthcoming. So far as known, it was the first time that an official representative of an automobile manufacturing concern had been invited to lecture on the merits of his product in a public institution of that nature.

Arrangements were then hurriedly made for the lecture in the prison auditorium, and when the Overland lecturer appeared on the platform that evening practically every inmate in the institution sat before him.

After the lecture an informal discussion on the Knight motor and its characteristics was held and the speaker was kept busy for some time answering questions which were fired at him by the interested listeners. Warden Talcott was so impressed with the success of his undertaking that he requested that all available Willys-Knight literature be placed in the prison library. The result was that the Overland representative not only granted the request but went it one better by placing the institution on the Willys-Overland mailing list.



**More Efficiency For Your Car**

Because the motor car of to-day requires a storage battery for the operation of its starting and lighting systems, manufacturing economy suggested that the same battery should also be used to supply current for ignition. Economy in manufacturing is always advantageous to the car builder.

For seven or eight years prior to a few years ago, that is, during the period when quality rather than price was the dominant consideration, practically no motor vehicle was sold that depended for ignition upon anything other than a magnet; and, because of its pronounced dependability and efficiency, the magnet had what might have been called a practical monopoly. Motor car makers in general conceded the superiority of magnet ignition, and magnetos therefore are stocking and are equipped to install magnetos on the following cars:

Make, Cylinders	Year	Model
Buick, six	1914	B-55
Buick, six	1915	C-54, C-55
Buick, six	1916	D-44, D-45
Cadillac, four	1912	1912
Cadillac, four	1913	1913
Cadillac, four	1914	1914
Chalmers, six	1915	2813
Chevrolet, four	1914	H-2, H-4
Ford, four	1915	UP
Haynes, six	1915	20, 23
Hudson, six	1913	54
Hudson, six	1914-15	6-54
Hupmobile, four	1916	N
Hupmobile, four	1916	N
Mitchell, four	1916	THE Six of '16
Oakland, four	1913	35
Oakland, four	1913	42
Oakland, six	1914	6-60
Oakland, six	1914	6-48
Oldsmobile, six	1913	53
Oldsmobile, six	1914	54
Oldsmobile, four	1915	55
Peerless, six	1915	55
Saxon, four	1914	A, A1
Saxon, four	1915	B, B1
Saxon, four	1916	S2, S2R
Sturges-Booth, four	1915	C
Studebaker, four	1914	Four
Studebaker, six	1914	Six

**Development of Transmission As Applied to Motorcar**

The essential problem in the development of the automobile has been not so much the production of power, as controlling the power after it has been produced. Elwood Haynes ran his first car without a clutch or transmission, and it was necessary to solve these and other problems of power control before the automobile was anything like a serviceable piece of mechanism.

Elwood Haynes himself furthered the usefulness of the motorcar in the early days of the industry by designing the first transmission in which was a sliding gear type. In this the gears for the three speeds were operated by long fingers, actuated in turn by the driver's hand lever. Instead of a walking stick or slot arrangement, the lever was pulled back for reverse, and pushed forward to the first, second or third notches for the forward speeds. This type of gear shift could be easily operated by a child, and after its appearance in 1897, it continued in general use until it was displaced by the selective gear transmission in 1906.

The problem of power transmission to the rear axle presented problems that were no less formidable than those of the gear box. In the first American automobile, the motor was suspended on a buggy frame so that the rear axle was driven by a chain and sprocket.

Actual practice brought out several serious objections to this arrangement, and when the plan of suspending the motor directly on the rear axle was tried, it was found that a direct gear drive came into use.

The vibration of the motor on the rear axle proved so objectionable however, that the engine was suspended on the springs with a chain drive. The new arrangement necessitated the chain drive, used by practically all the motor car builders whose combined output in 1916 was 400.

When the motor was placed at the front of the chassis in 1903 and 1904, the shaft drive came into use, and has since become a permanent fixture on every modern motor car.

**Advertising Essential to Inform Public of Merit**

"This year as heretofore we will continue our liberal advertising program in national publications, farm and trade papers and we will also conduct a larger newspaper campaign than ever in the past," declared John N. Willys, head of the great Willys-Overland Company, of Toledo, in answer to a question concerning his future advertising plans. "We find our various models of cars even more attractive than ever before; careful advertising has fortified us against any possible slump in the market; the country is enjoying an unprecedented wave of thrift and prosperity, and our factory facilities—including new buildings and equipment—are sufficient to warrant an output of 300,000 cars for the year."

"Advertising is just as essential in the modern manufacturing business as is the factory in which the product is turned out," continued Mr. Willys. "If you are building a product of real worth and merit, it is obvious that you should inform the public of that fact and thus build up a market for your product. The man who has something worth while to sell and does not advertise that fact is hiding his light under the proverbial bushel and, nine times out of ten, he gets nowhere."

"When I authorize an advertising appropriation, I first make myself absolutely certain that the models of cars which we are producing are worth talking about. I want to be sure that we have something in which every reader of advertising will be especially interested. Then, too, one must take into consideration the general conditions existing as to availability of material markets, general tone of prosperity throughout the country—because if the people haven't money, there is no use in trying to sell them automobiles—and also consider our factory conditions relative to the size of the output which we can safely figure on turning out."

"I have just spent considerable time in looking into all of those points I have just mentioned and you can say for me that general conditions, affecting both the public and the Willys-Overland Company, were never more promising than they are this fall."

**Hudson Super-Six Holds Ocean-to-Ocean Record**

Now the Super-Six holds all world-wide records said L. H. Hagerling, distributor for the Hudson car in this city. The most coveted of all, the one

that tests a car's endurance above all others, is the transcontinental race against time from San Francisco to New York.

That record is now held by the Hudson Super-Six Touring Car. It comes as the crowning achievement of the Hudson Super-Six in speed, acceleration and endurance. There remain no other words to conquer to demonstrate the endurance, speed and power of the Super-Six.

Last May a Cadillac "8" made the trip from Coast to Coast in 7 days, 11 hours, 53 minutes.

That record—then considered unbeatable—was lowered four weeks ago by a Marmon, which made the trip in 6 days, 18 1/2 hours.

The Hudson Super-Six made the trip in 5 days, 3 hours and 59 minutes, beating the Marmon time by 14 hours and 53 minutes.

A 7-passenger phaeton model was used by the Hudson. Both Cadillac and Marmon used roadster models. Hudson did not seek to reduce its carrying capacity. In fact at all times three and sometimes four passengers were carried, as well as baggage, which brought the weight of the car, loaded, up to approximately 5,000 pounds.

Three drivers piloted the car in this great test of endurance. A. H. Patterson, the Hudson dealer at Stockton, California, started the trip, driving from San Francisco to Elko, Nevada; 578 miles. The schedule called for the completion of the trip into New York in 5 days and 10 hours. Patterson climbed over the Sierra Nevada Mountains, crossing the divide at an altitude of almost 9,000 feet, and cut his schedule 6 1/2 hours.

At Elko Ralph Mulford took the wheel, and for 30 hours drove across the desert. He said the terrible monotony of that drive, the glare of the sun and the dust was more exhausting than his 24-hour drive, when he made the world's record in the Hudson Super-Six chassis, traveling 1,819 miles.

Patterson again took the wheel at Laramie, Wyo., and drove the Super Six over the Rocky Mountain Range and across Nebraska into Omaha. The car left Omaha with Mulford driving, 8 hours ahead of her time.

In Iowa Mulford came over the brow of a hill at 60 miles an hour and saw dead ahead of him a bridge, on which a herd of cattle blocked the way. He had to decide quickly whether he should go over the embankment into inevitable death, or take his chances on running into the cattle. He chose the latter and killed 2 cows. That delayed him almost 3 hours, but despite this stop, he made the river-to-river record across Iowa and drove on into South Bend, Indiana, where Charles H. Vincent took the wheel. Vincent drove from 12 midnight, Friday, all the way into New York City—910 miles—arriving in New York on Monday morning at 6:32. He had to pass through more towns than the other drivers and still maintain 34 miles an hour which he did.

**CRITICISE AMERICAN FIGHTERS**  
Berlin, Sept. 29, via London, Sept. 30.—Practically all the Berlin newspapers contribute to the bitter criticism, which is being made of the Americans, who have joined the French army. The news of the death in action of Flight Lieut. Kiffen Rockwell has precipitated a storm of criticism.

**Advertising Essential to Inform Public of Merit**

**See Me For TIRES**  
Best Makes at Lowest Prices  
"Joe" Alberts  
DAUPHIN SALES CO.  
Sixth and Herr Sts.  
Bell 271-J Cumb. 268-W

**Special Prices on Guaranteed TIRES**

These are the Blackstone Perfect Traction Tread Tires, a great many of which have been sold by us in this city and used for a year without a single one coming back for adjustment.

30x3	\$8.89	34x4	\$17.48
30x3 1/2	\$10.98	36x4	\$18.98
32x3 1/2	\$12.24	34x4 1/2	\$24.48
31x4	\$15.98	35x4 1/2	\$24.98
32x4	\$16.49	36x4 1/2	\$25.40
33x4	\$16.98	37x5	\$31.98

**ALFRED H. SHAFFER**  
WHOLESALE AND RETAIL AUTOMOBILE SUPPLIES  
100 SOUTH CAMERON STREET

**Why Do So Many Men Smoke KING OSCAR**  
5c CIGARS  
REGULARLY? Because, after costly experiments with other brands, they have found out where they can get **UNIFORM HIGH QUALITY.**

**JOHN C. HERMAN & CO.**  
A Favorite For 25 Years **Makers**

This advertisement also announces our free inspection of all batteries, magnetos and generators by our experts trained by the Bosch Magneto Company and Prest-o-Lite Battery Company.

**FRONT-MARKET MOTOR SUPPLY CO.**

*B. W. Alderman, Pres*

