

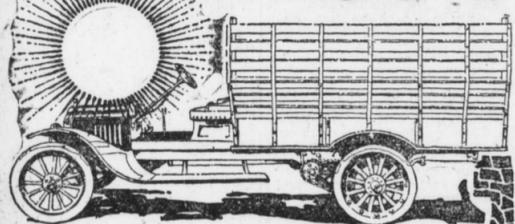
Smith Form-a-Tractor Proves Its Efficiency

Debarred from participation in the authorized demonstration of tractors at Fremont, Neb., because the Smith Form-a-Tractor Company does not build a standard type tractor, the company was determined, nevertheless, to be present and to show the thousands of farmers and dealers who attended the event what the Smith Form-a-Tractor could do. A tract of land therefore has been rented between the city of Fremont and the regular demonstration grounds, on which the Smith Form-a-Tractor, under the efficient direction of James A. King, will establish its right to consideration in the tractor world.

Machine Determines Strength of Iron Bar

Among the numerous machines devised for the express purpose of protecting the motorcar owner against defective materials or workmanship in the transverse testing machine used in the physical laboratories of Dodge Brothers Works in Detroit. It differs from the ordinary testing device in that it checks up both on the quality of work done in the foundries and on the quality of material.

Smith Form-a-Truck 350



Get your Hauling done in Daylight.

DISPENSE with costly, plodding horses. Get a Smith Form-a-Truck. Haul the same loads as 2 teams now haul—in half the time. When you go to town make the trip in one-third the time required by horses.

Hauls Anything—Anywhere

Don't take your horses out of the fields for hauling. Don't delay farm work. Smith Form-a-Truck will do work of four horses—at half the cost. Costs no more than a good team and harness—\$350.

Save 20 Acres Government Agricultural statistics show that it costs \$441 a year to feed and stable four horses—that they eat the entire feed raised on 20 acres. Care—veterinary—medicine—shoeing—bedding—all cost extra.

Smith Form-a-Truck will save all this money—costs but \$140 a year. Horses eat whether they work or not. And they work only 100 days a year. Smith Form-a-Truck costs you nothing while idle.

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Less Than Dollar a Day Personal Expense on Tour

Perhaps it was John Burroughs or Rudyard Kipling, perhaps it was Elbert Hubbard who spoke of getting where one could "hear the heart of nature beat" as the ideal place to spend a vacation.

Whoever said it was a mighty wise man according to the most eminent sources— one listened to the babbling brook and the malicious mosquito at the same time—and forsook a comfortable bed for a lumpy piece of ground where every blade of grass was like a porcupine quill.

But now the up-to-date nature hunter goes in his car.

Dr. Driscoll, Studebaker dealer, tells how to do it.

"A Studebaker car," he tells us, "can be 'made up' just like any Pullman."

"The rear seat is 48 inches wide, but 36 inches narrower than the regulation double bed. Lift up the removable front seats, turn them around so that their backs are to the front, pull the back cushion forward and drop it down in the tonneau and you have an ideal bed foundation. Then a blanket or two and pillows are all you need to make two people thoroughly comfortable."

"The Studebaker top with its Jiffy type storm curtains is much more satisfactory than the average kind, and in the car there's no danger of a miniature flood wetting everything and your having to dress with your feet in a puddle of water. You are also away from bugs, ants, etc., that come apt to crawl over you if you sleep on the ground."

"The same is true of several other concerns, I mention whose product, like Reo, is standard and whose reputation extends back over the years."

"In the case of those concerns who are newcomers in the field, or whose present models date back only a year or so, it is perhaps true that there is a slight slackening in demand."

"This merely indicates, to my mind, that when conditions are uncertain—as they have been for the past few months—people select with greater care than at other times. They therefore buy on reputation and past performance."

"It is not, however, in the automobile business, it is not, as some financial journals have deduced, due to fear on the part of manufacturers that the demand may slacken, but to precisely opposite conditions; namely, fear that raw materials may not be available."

"The manufacturer cannot plan to make, say, 5000 cars, until he is certain that the materials for making every part of those cars will certainly be available."

"Now, at the present time, this is not certain."

"Personally, I do not think there will be a shortage of steel because I do not think the Government can take all the steel of the kind suitable for automobile making that will be produced. There are some other articles, however, which for obvious reasons would not be justified in mentioning—of which the supply is most uncertain at the best. That being the case, established manufacturers who have as much at stake hesitate to plan for a larger production in the coming year than in the past."

"Then there is the class of manufacturers or assemblers who started on a 'shoestring,' whose credit has been a negligible factor and who finds himself confronted with two conditions, namely, to buy at the present rates and make a product that will compete with the more established models at the price; and, second, to obtain the backing of his bankers to buy under such conditions."

"Unquestionably some of these will peter out."

"Unlike former years, however, none of them, so far as I can see, are companies of any real importance to the industry, and their passing will not create even a ripple on the surface."

"That is the best thing about the present condition as I see it. The demand has been such that those concerns have sold all they could make and so have little or no stock on hand. They will not, therefore, be under the necessity of throwing a lot of cars on the market at reduced prices, and so their demise will be painless and harmless so far as the rest of the industry is concerned."

"Every year we in the automobile business pass through a weeding-out process and occasionally one goes under in such a way as to seriously upset matters for a while. This is invariably a concern whose product the public attaches more importance than the industry attaches. On that account the market has sometimes been badly upset."

"Now, why any one wants to buy an automobile that has proven a failure, even though the purchase can be made at half the price, is beyond me. I can't imagine any one buying such a product at any price for the simple reason that it will be impossible, in a short time, to obtain replacement parts. Also it is a rule in the industry that financial failure is due primarily to failure of the product to make good."

"Reo occupies an enviable position at this time. The demand for our product is so hopelessly in excess of the supply that I feel like taking a trip to Japan to get away from the grief. As a matter of fact, I am taking a vacation just at this time when, in previous seasons, I have had to be at the desk signing up dealers' contracts."

"This year we signed up ninety per cent. of our dealers' contracts by mail, and our entire product has been allotted weeks before August 1, which is the usual time for beginning on the work."

"I can see nothing to it but greater prosperity next year. The only jolt in the ointment is the certainty that we will be unable to make half as many cars as will be necessary to supply the demand, especially when other makers like ourselves hesitate about embarking on a big production schedule with the present uncertainty in the material market."

British Accept Maxwell Without Rejections

Out of about four hundred Maxwell cars delivered to the British Government by the Maxwell Motor Sales Corporation of Detroit, there had not been a single car rejected.

Stringent regulations govern the British inspection of motorcars. Ordinarily there is about a ten per cent. reduction in the cars submitted.

That no Maxwell car submitted has been turned back by the British Government speaks volumes for the efficiency of the factory inspection of Maxwell cars. The Maxwell goes through two inspection tests before being delivered to the British Government in London.

All Maxwells are thoroughly tested while being made. When shipped to the Maxwell branch, No. 143 Lupus street, Fimlico, London, S. W., the cars are given another inspection.

Government inspectors subject the cars to a very stringent inspection. If they pass this test the cars are sent to a testing depot maintained by the British Government, about forty miles from London.

The Maxwells here undergo the most rigid inspection, and if accepted the cars are sent to Southampton and shipped direct to France for service with the army.

The British Government has accepted about 200 cars without any rejections. Recently another order was delivered and the Maxwell cars again went through the government inspection without a rejection.

REO CONTRACTS SIGNED BY MAIL

Sales Manager Analyzes Reasons For Differences in Motor Industry

"Here's the situation in the automobile business as I see it," said R. C. Rueschaw, sales manager of the Reo Motor Car Company, when asked to give his views on a subject about which there has been so many conflicting views of late.

Mr. Rueschaw is the oldest sales manager in the industry of point of service with one concern, having occupied that position with the Reo Motor Car Company since its inception, and, as a result, he is considered one of the best authorities in the industry on the conditions, past, present and future. Rueschaw's analyses and conclusions are accepted at pretty nearly par throughout the industry.

"Those concerns that have a standard product with an established reputation enjoy, at this moment, not only a demand equal to their output, but an over-demand."

"In our own case the over-demand is more excessive than at any previous time in our history. And that applies not merely to our model, but to every model we make, both of automobiles and motortrucks."

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Overland Flywheels Are Balanced by Simple Device

An operation which is simplicity itself, yet which is very important in the building of an automobile motor, is the balancing of flywheels, clutch cones and other parts of a motorcar requiring an even distribution of weight.

One of the very interesting features of automobile construction, at the Willlys-Overland factories is this operation of balancing flywheels and clutch cones. Peculiarly, the truing of the weight in these parts is done in diametrically opposite manner.

The flywheel is mounted on a shaft and is suspended on a pair of rollers. Naturally, the heavier portion of the flywheel, immediately to the bottom. This point is accurately noted by the workmen.

Weights are then mounted on the gears to determine how much over-weight is being added to the flywheel, a drill, exactly the size of the weights, takes out the required amount to properly balance the flywheel. Thus, if two weights have been used to equalize the weight of the wheel, two holes are drilled on the heavier side; if three weights, three holes, and so on.

Clutch cones, however, are balanced by plugging the lighter side with lead, in a manner similar to the balancing of flywheels.

Only Classy Cars Get Into Moving Pictures

Just as automobile styles and designs have advanced, so has the moving picture industry developed. Time was when the movie producers were glad to incorporate any style of car into their pictures. To-day, however, they are recognized, in the motorcar trade, as most critical buyers and the dealer who sells cars to them considers himself most fortunate.

This is because only the more fashionable cars appeal, as a rule, to the moving picture people.

One of the finest garages and fleets of passenger cars in Southern California is owned by a large Film Corporation at Long Beach. The policy of this company is absolutely adverse to the hiring of prop cars for its producers. Instead, it owns a great stock of properties and among the latter are several costly motorcars.

Its automobile fleet, nevertheless, does not consist entirely of the costly, variety of cars. It includes several Peerless vehicles and more were recently added to it.

"The actual use of the Peerless Eight in films," said an official of the company, "is largely confined to situations where occupants of the car must represent persons of wealth and high positions. There is no way in which this impression can be conveyed to spectators more quickly and firmly than by the registering of their entering into or departure from an automobile which has for years been associated traditionally in the public mind with persons of this class. For this purpose, the Peerless Eight is especially available."

Sixteen Millions For Packard Motor Trucks

Three thousand 3-ton chainless trucks have just been ordered by the United States war department from the Packard Motor Car Company. This is the second quantity order placed by the government with the Packard within 10 days and brings the total of the two orders up to 4,800 trucks, representing a money value of more than \$16,000,000.

"This is a big task the government has laid on us," said President Alvan Macaulay, "but it is met with an equally big demonstration of loyal determination among the executives of our manufacturing division, the superintendents and foremen and the workmen of the truck factory to see the job through on time."

"We of the Packard feel that the placing of this order is a distinct indication of Detroit's importance in the government's plan for successful prosecution of the war. The center of the world's motor industry is to be judged from these orders, the center of America's war transportation industry. That means a great deal when you stop to consider that this war is primarily a war of machines, food and transportation."

"The picture before the eyes of the builders of these trucks is that with every operation they complete they insure just so much more food and ammunition for their fellow Americans on the fighting front."

The latest order, like the earlier one for 1,800 trucks, specifies the Packard's standard 3-ton, and delivery is apportioned for the months between now and the early part of 1918. There are already 1,250 Packard trucks in United States Army, Navy and Marine Corps service, and with the delivery of these there will be more than 6,000.

The Packard Company has been building trucks since 1908, and both its domestic business and its faith in the development of commercial motor vehicle have encouraged large additions to its truck factory every year.

The outbreak of the European war brought a demand for Packards from Russia, France and other Entente Allies. Packards have been operating on all fronts, western, eastern and Macedonian since the early days of the war. They were in the French motor transportation corps that saved Verdun.

The bulk of those now in service in the American Army were produced for work on the Mexican

border last year. It was a Packard truck train that first reached Pershing's famishing army in the in-

terior of Mexico, and no doubt one of the few familiar sights that was ingreted the eyes of "Black Jack's" der the tricolor of France.

"We'll Fight It Out On This Line"

Firestone CORD TIRE

This Super-size Cord is today's finest illustration of tire efficiency. Flexible, strong and with giant air-cushion it runs fast and coasts far with maximum comfort, fuel-saving and Most Miles per Dollar.

FIRESTONE TIRE AND RUBBER COMPANY
210 North Second Street, Harrisburg, Pa.
Home Office and Factory, Akron, Ohio
Branches and Dealers Everywhere

Is the Small Car an Economy When You Have to Sacrifice So Much?

NEXT to buying a home, a car is perhaps the largest purchase you'll ever make. It involves real money. It ought to be correspondingly considered.

Certainly \$750 to \$1250 is too big a sum to spend just on some friend's recommendation or some salesman's talk. Look at it as an investment. Think of next week, next month, next year.

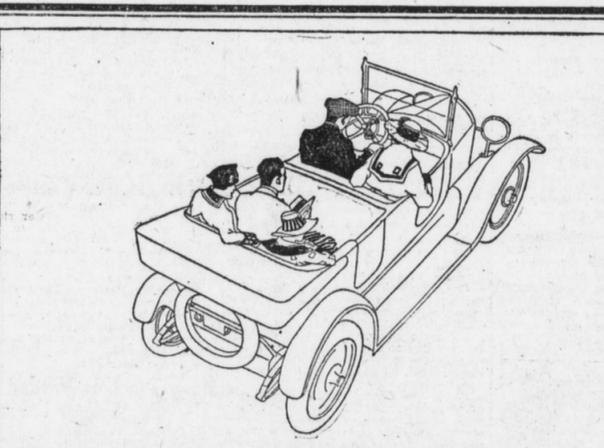
Think whether you are going to climb out of the new car a week from now, tired and cramped because it is too small for touring—whether you are going to be able to take a few friends on a trip and have them comfortable—whether the car will stand up for years of hard service and ALWAYS be ready for use, and if you should desire to resell or trade in, will have the least possible depreciation from its original price.

Think of the future—think of the way you would buy your home—how you wouldn't let a few dollars stand between you and perfect satisfaction—then decide whether it is true economy to buy a car that you will soon find lacks the essentials of motoring satisfaction.

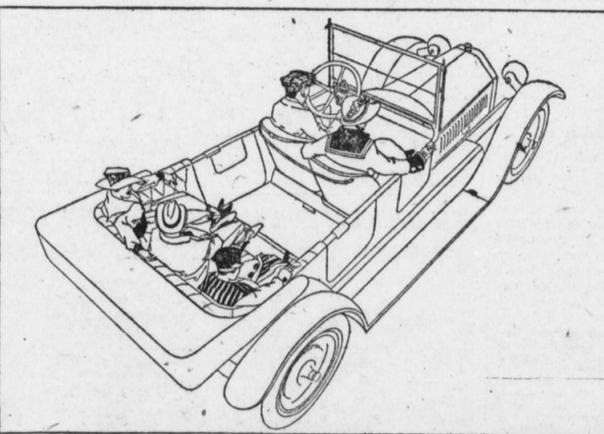
When you buy such a car you may save a little money on the original price, but you must make sacrifices.

In a Studebaker car you get power enough for any hill, power that will pull you through the deepest mud and sand; comfort at any speed, roominess that small cars do not have; and high quality materials and accurate workmanship combined with the accessibility and adjustability that actually make upkeep and operation charges for a period of three years less than those of any small car.

Think it over. Then see the car that is built to give all the necessary essentials at the lowest possible price, the car with a twelve months' guarantee.



Five people in the so-called five passenger small car



Five people comfortably seated in a Studebaker car

There will be no change in Studebaker models this year, but the increased cost of materials and labor may force Studebaker to make an advance in prices at any time without notice.

Studebaker

DRISCOLL AUTO COMPANY
147 S. CAMERON STREET

Four-Cylinder Models		Six-Cylinder Models	
FOUR Roadster	\$ 985	SIX Roadster	\$1350
FOUR Touring Car	985	SIX Touring Car	1350
FOUR Landau Roadster	1150	SIX Landau Roadster	1350
FOUR Every-Weather Car	1185	SIX Touring Sedan	1700
		SIX Coupe	1750
		SIX Limousine	2600

All prices f. o. b. Detroit

Smith Form-a-Truck Camp Curtin Garage 7th & Camp Sts. Bell 1093-J