

AUTOMOBILE NEWS AND ADVERTISING

AUTOMOBILE SECTION

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MOTOR DEALERS OUTING JUNE 19

Big Time Is Scheduled to Be Held at the Munn Cottage

"Hail, hail, the gang's all here" is what the Harrisburg Motor Dealers will be singing next Thursday, June 19th, when the whole shubbang gets together in a real old time outing at the Munn Cottage along the Conodoguinet Creek.

The picnic is being staged by the Harrisburg Motor Dealers Association. No stone has been left unturned by the committee to make it a huge success.

The route to the Munn Cottage is out over the Carlisle Pike to the second road from Oyster Point where you turn to the right and go down to the creek, following the road along the creek to the first house above Good Hope Mill.

WHERE SOME CAR OWNERS CHEAT THEMSELVES "Battery manufacturers estimate that the average car owner gets about two-thirds of the service and life of which his battery is capable," says Mr. Kent, manager of the local Willard Service Station.

One of the reasons for this, according to Mr. Kent, is that the owner does not form regular habits with regard to battery care. He will, for instance, add water every week just as directions say as long as his car is new.

Fortunately a battery will stand an enormous amount of this neglect before the effects begin to show, but they are sure to become apparent after a while.

The only way to keep any battery in shape to give all the service it is capable of, is to add water at regular intervals just as long as you own your car.

They had been very careful to conceal from Young Ralph, aged 9, the fact that mother's birthday had been copiously celebrated. We got home about three, concluded to indicate Big Head.

The Handling of Inner Tubes TIRE TALK NO. 4

By GEORGE G. McFARLAND Local Firestone Dealer

What the air container of the basketball or the football is to the whistle toy, that the inner tube is to the tire. Be careful of it and you ride on a first class cushion of air.

If tire users better understood the construction of inner tubes and what is more to the point, would put in practice what they know, the comfort of riding would be greatly enhanced.

The trouble sometimes starts when the tubes are bought. They come in cardboard boxes to be sure, but that is no reason why they should be kept in such containers any longer than is necessary.

The value of fresh air may be emphasized to advantage in relation to tires as it has been in respect to tires. If your machine is to be "laid on the shelf" for a few weeks, remove the stale air, pump in enough fresh air to "round out" the tubes, cover them against the light and jack up your car.

Reverting to the subject of preserving tubes in cases a given size of tube should always be placed in the same size of case. Just as it is inadvisable to wear shoes either too large or small for one's feet, so is

it imprudent to keep a tube in the wrong sized container. It should be obvious that a 4 1/2-inch tube, if stored in a 4-inch case is sure to become wrinkled and creased, and it should be equally obvious that a 4-inch tube in a 4 1/2-inch case is bound to stretch and get flabby, as well as to suffer the ill effects of heat and action due to displacement of air.

I alluded in the last article to the importance of lubrication. Before leaving the question of handling inner tubes as they should be handled, let me emphasize the value of lubrication. Care should be exercised that the lubricant is distributed evenly.

It has been pointed out that too much heat is generated, which dries the rubber locally and promotes cracking. The same undesirable result comes from using the lubricating agent too freely; for some people, acting upon the mistaken principle that if a little of anything is good, more is better, are inclined to overdo the lubricating expedient.

(To Be Continued Next Saturday)

The Seat of Selden Activity in This City—The Large Salesrooms and Service Station of the Selden Truck Distributors, 1019-21 Market St.



The above illustration shows the local salesrooms and service station of the Selden Truck distributors, 1019-21 Market street. This building was acquired last fall by the Selden Truck Distributors and was completely remodeled and outfitted as an up-to-the-minute salesroom and machine shop.

MOTOR CLUB TO HOLD ITS PICNIC

Boiling Springs Park Will Be the Scene of Unheard-of Activity

Washday, Monday, June 23, has been declared off by every member of the Motor Club of Harrisburg. Why? Simply because that is the day of the big basket picnic of the club at that well known picnic grounds, Boiling Springs.

The picnic has been arranged by a special picnic committee and a routing time is sure to result for these arrangements are being formulated by three of the best picnic arrangers in this community. Frank Davenport, Boyd Ogelsby and J. S. Lowensard.

And then—Oh, oh, oh, things will be doing every minute—baseball, boating, track meets, quots, running, jumping, swimming, dancing, swinging, fishing, oh, just everything to amuse the grown-ups and the little ones. And just think, there will be an honest-to-gosh prize to the best performer in every event.

Table listing routes from Harrisburg to Bellefonte via Lewistown with distances and times for various stops.

that you think it's time you are a member. Added features are to be band concerts and dancing to the melodious tune of an orchestra.

C. E. Dennis Opens Agency For Lexington Car Here

During the past week another agency for a popular car has been established in this city, that of C. E. Dennis, representing the Lexington Motor Company of Connersville, Ind., in the sale of the well known Lexington cars.

Mr. Dennis is well known in national automobile circles and was formerly a Harrisburg man. He has been connected with several large concerns and is capable judge of real car services.

BIG PARADE HERE TODAY BOOSTING "SHIP-BY-TRUCK"

National Movement Celebrated Here For the First Time; Dealers Work Hard to Make It a Success

The first "Ship-by-Truck" day, the big national movement fostered by the Firestone Tire and Rubber Company and in which practically every truck and tire manufacturer and dealer all over the country is co-operating, opened up here today with a big parade in which it is estimated there will be at least two hundred trucks representing every dealer and many lines of business.

Following the parade which was started from Front and Market streets around 12 o'clock, a mass meeting was held in the Chestnut street auditorium in which several prominent speakers gave their views on the "Ship-by-Truck" movement.

produce to the markets in much less time than heretofore and at a much decreased price, thereby making the price of his products to the consumer cheaper.

community has been tried and proven during the recent war time when the railroads were overtaxed and it was necessary to bring the truck into play in inter-city hauling.

One factor that stands out in the ship-by-truck movement is that the farmer is enabled to bring his

LOCAL ACCESSORY MAN BACK FROM CONVENTION AT HOT SPRINGS

Troy B. Wildermuth, president of the Front-Market Motor Supply Company, has just returned from Hot Springs, Va., where he has been attending a convention of the Automotive Equipment Association.

Mr. Wildermuth reports that much was accomplished toward the betterment of this great industry. This association which has Mr. Wildermuth on several of its important committees, consists of the larger jobbers and manufacturers of automotive equipment throughout the United States and Canada.

There is Fischer's restaurant in New York, whose specialty is the cooking of vegetables by steam, "all of the mineral properties being retained."

Far be it from us to give Mr. Ford any free advertising, but the Bronx, N. Y., Home News calls his proposed \$300 car a "Car to Fit All Pockets."

The Renaud tank was well sobriekayed "Baby." A most natural pet name for a creeper type of mechanical war wagen.—Motor Life.

ESTABLISHED HERE

W. H. Mohney and Son have secured the agency for eighteen Central and Eastern Pennsylvania counties for the Esta Water Auxiliator and have established headquarters at 810 North Third street this city.

The Esta Water Auxiliator is a new device for the prevention and elimination of carbon in the motor. It has been tested and accredited by the American Automobile Association and the Pratt Institute, of Brooklyn.

A Galveston motorist whose business takes him on long trips has something to explain on his return from a present sojourn in Louisiana.

They had been very careful to conceal from Young Ralph, aged 9, the fact that mother's birthday had been copiously celebrated.

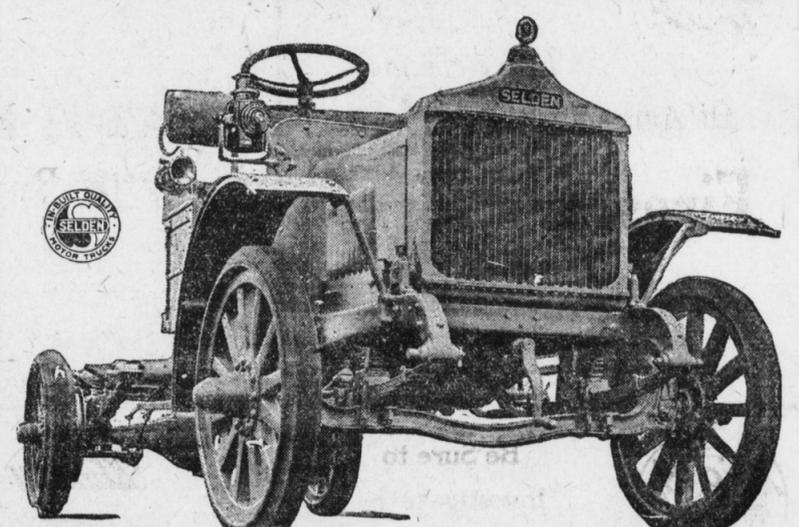
Yes, added Ralph, "and Daddy was intoxicated."—Motor Life.

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HARRISBURG'S LEADING TIRE AND ACCESSORY EMPORIUM. Sterling Goodyear Perfection Monford United States Goodrich and other makes of tires in standard sizes—Also. A Complete Line of Accessories. "Service and Courtesy" Our Motto. KEYSTONE SALES CO. 108 MARKET STREET

"AUTO TOPS" Made, Repaired, Etc. Bevel Plate Glass and All Kinds of Trimming by Real Expert Mechanics. Prompt Service and Satisfaction Guaranteed. C. A. FAIR Carriage and Auto Works East End Mulberry St. Bridge, Harrisburg, Pa.

BUY A REAL TIRE FIRST SAVE EXPENSE AND TROUBLE AFTERWARDS THE INDIA IS A REAL TIRE. When buying a tire, an essential feature is to consider how much mileage it will give you. The first cost of a tire is not always the last cost. Many tires only last a couple of thousand miles and then come trouble and expense. The wise tire buyer is the fellow who buys a real tire first and saves himself trouble and expense later. The INDIA Tire has proven itself to be one of the best tire buys on the market, because it gives exceptional mileage and stands up to the last minute with the least trouble. Study the following tables and see which fellow you are. If you have been having more than your share of tire trouble, let us tell you how to eliminate it and, better still, prove to you that it can be done. Get in touch with us to-day.



The New 1 1/2 Ton WORM Drive SELDEN SPECIAL at \$2185 Meets the Hauling Needs of To-day

To meet the present-day need for a moderate-priced 1 1/2 ton truck of the same rugged construction, the same great powers of endurance, of the same design and built on the same sound engineering principles as the other models in the Line of SELDEN TRUCKS, we offer the SELDEN SPECIAL Model at \$2185. Manufacturing facilities, greatly enlarged during the war to meet the demands of the United States and allied governments for Selden Trucks, enable our factory to standardize production of this model to such an extent that we can sell the SELDEN SPECIAL at a price far below its value.

SELDEN TRUCK DISTRIBUTORS 1017-25 Market St. Harrisburg. We Have a Fully Equipped Machine Shop and Can Give You Immediate Service on All Repair Work.

Selden Motor Trucks