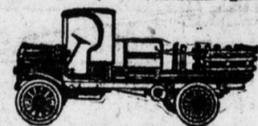




ALFRED P. DAVIES, AUTO EDITOR

AUTOMOBILE SECTION

AUTOMOBILE NEWS AND ADVERTISING



SPECIAL FEATURES EVERY SATURDAY

CAR OWNER MUST HAVE A LICENSE TO OPERATE CAR

New Law in Effect For Coming Year; Many Questions to Answer

Under the new automobile law, which will govern the issuance of licenses for motor vehicles for next year, owners of motor cars must not only register the vehicle, but in addition must have a license to operate a motor vehicle. Such a license, however, is issued to them free of charge and the application for this license will be found on the back of the application for the registration of the motor vehicle.

The applicant for a license must be over sixteen years of age and not mentally or physically incapacitated and shall have had more than five days experience in the operation of a motor vehicle.

In order that owners of automobiles may have advance knowledge of the information which will be required of them before a registration certificate is issued, the State Highway Department through its automobile division has assembled a list of questions which the applicant will answer. This list is as follows:

Pleasure Motor Vehicles.
Type of body, name of vehicle, diameter of bore, number of cylinders, horse-power, manufacturer's number, model, year built, engine number, name of engine.

Commercial vehicles with chassis weight of 2,000 pounds or more, information same as above except, give weight of chassis as certified by manufacturer, specify width of vehicle, also length; specify width of front tire and rear tire. "Tread single or double? Specify width of each tire of double tread. Was vehicle purchased as second hand after July 1, 1919? Have you filed affidavit of purchase on Form-159 with State Highway Department? If affidavit has not been filed it must accompany application for license.

Information about Lights.
Specify candle power of head lights, spot lights and other lights. Name and description of reflecting or diffusing devices. Head lights—name manufacturer and description. Name and description of spot lights and other lights.

If you have ever been summoned before any officer of the law for violation of the act regulating the use and operation of motor vehicles, give the following information:
Date appeared, city, borough, township, county, State, offense, verdict, penalty.

The State of Ohio has more motor trucks than any other state in the Union.

MOTOR TRUCK ADS SHOW NEW TREND

Garford Ad. Costs \$1,000 Per Word; Sets Record For Advertisement

That the development of motor truck advertising has been no less marked than the development of the motor truck industry is evidenced in the latest advertisements of the Garford Motor Truck Company, of Lima, Ohio.

Garford has just begun a series of advertisements in national publications and local newspapers which illustrate the present trend toward short, business-oriented "copy" in direct contrast to the "long-winded" phraseology which was in vogue generally for many years.

This series is unique for its unusual brevity. Acting upon the belief that the reading public is fully acquainted with the dependability of motor trucks in general and their own product in particular, the company has confined the "copy" for the entire series to messages of 20 words or less.

The first of the series contained but five words, exclusive of the company's signature and address, and as the page upon which this advertisement appears in a national publication sells for \$5,000, it is interesting to note that at this rate, each word cost \$1,000.

The text of the advertisement consisted of the Garford slogan: "For Low Cost Ton Mile." Pages of space in the national and local publications are being utilized to convey this slogan to the public.

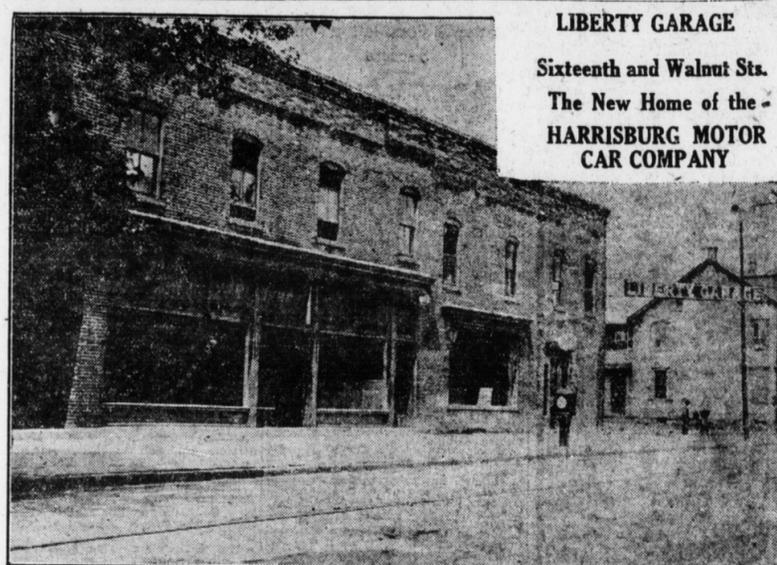
The entire purpose of this advertisement and its unique message is to give prospective buyers a short, snappy phrase by which it may rate the performance of a motor truck.

No words could sum up more accurately and definitively the ultimate result a purchaser has the right to expect from his truck. It defines the final analysis by which the merits of a truck may be judged. Entering into this are quality of materials, high standards of manufacture, low cost of maintenance, the amount of tonnage, the total mileage and the return on the buyer's investment.

It was Garford's ability to meet these various requirements that prompted the adoption of this phrase as a slogan.

At the recent salon in the First International Exhibition held since 1913 in Paris there were on exhibition the leading cars manufactured in France, England, Italy, Belgium, Spain and Switzerland, while the United States was represented by about a dozen different makes.

In a New York official investigation it was shown that the motorists were losing about 2 per cent through incorrect gasoline measuring pumps. As the consumption there is about 50,000,000 gallons a year, the loss is 1,000,000 a year, or \$250,000.



LIBERTY GARAGE

Sixteenth and Walnut Sts.
The New Home of the -
HARRISBURG MOTOR
CAR COMPANY

SWAIN-HICKMAN COMPANY MOVES

Republic Truck Distributors Goes to Larger Quarters

The Swain-Hickman Company, distributors of Republic Trucks, will move into their new quarters Monday morning, December 1. These new quarters are at the corner of Seventeenth and Derry streets in the building formerly occupied by Chester Taylor & Co. They have secured the entire building, which allows them about 25,000 square feet of floor space. The offices, parts department, repair shops and storage rooms of the company will all be located here so that the entire business will be under one roof.

After securing the agency here, they maintained temporary offices and repair shops at 1133 Mulberry street, but the space there was too limited and the business growing to such an extent that the new quarters were necessary. They are factory distributors and will maintain a first-class service for all models of Republic Trucks.

New Willard Service Station in Carlisle

C. J. Grossett and S. Wilbur Shetron, former army service men, stationed at New Cumberland, have opened a Willard service station at Carlisle. This new establishment is completely equipped with every modern and up-to-date appliance for recharging and repairing batteries. They will give service on all makes of batteries and will make a specialty of the sale of Willard. Both the men interested in the new venture are well acquainted in Harrisburg. They will be located at 6-8 Market street, one block from the Square in Carlisle.

TIRE MILEAGE HIGH IN WINTER

Cold Weather Better For Tires Than Summer Days, Regardless of Snow

Automobile tires wear better and last longer in the cold winter months than they do in the warm days of summer. In this one particular, at least, the cost of keeping up a car is less in winter than in summer.

Fleets of test cars operated by the United States Tire Company have demonstrated that the lower temperatures have a beneficial effect on tires in spite of bad snow and ice conditions carefully kept records show that tires give much greater mileage in winter than in summer. Heat is one of the worst enemies a tire is called on to face, especially a tire to last longer in spite of the extra pounding it gets when snow and ice are on the ground.

This rule applies, of course, where the tire is confronted only with the ordinary bad road conditions growing out of snow and ice and frozen highways. But where the motorist must drive his car over rough roads deeply cut into rutts winter presents a decidedly different problem and only the most careful driving will make it possible for him to get a full return on his tire investment.

To those owners whose cars must travel over rutty roads the United States Tire Company suggests that tires can be saved best by keeping out of the ruts where possible, by driving slowly and carefully, and by keeping the tires inflated to standard pressure.

An especial effort should be made by the driver to keep out of ruts which come above the rim of the tire. Where progress cannot be made except through deep ruts, do

NEW PEERLESS SEDAN HERE

Keystone Motor Car Company Receives Shipment This Week

The new 1920 Peerless Eight Sedan is here. The local distributors, the Keystone Motor Car Company, received a shipment this week, and from all reports the new model lives up to all expectations. There have been but one or two minor changes in the lines of the body, but otherwise it is the same as previous models. The many appointments in the interior are in keeping with the demand for comfort and easy riding qualities. Every convenience has been added that the most discriminating buyer could wish.

The motor of this new model is the same as previous cars, the feature being the two-power range for which the Peerless is famed. This two-power range allows the car to glide along at a slow speed with very little consumption of gasoline or to jump instantly into a fast pace attaining a speed otherwise impossible. This is done without any adjustment whatever, everything being automatic.

Deliveries of this new model will be made as fast as the cars can be secured. The Keystone Motor Car Company are large distributors and are able to secure cars in any number desired.

SMALLER TRUCKS SHOW BIG SALES

Statistics Show That More Than Half Sold Are Less Than One-Half Ton

That the modern tendency among motor truck users is towards smaller units is indicated by the truck sales for the third quarter of 1919 as compiled by the National Automobile Chamber of Commerce. Of the 42,000 trucks made and sold by members of the chamber—which includes all the big makers except Ford—over 29,000 were rated at 1½ tons or smaller. Less than half that number were two ton or over.

There were more of the ¾-ton made and sold than any other. This type took the lead in the race for popularity with 2,758 vehicles placed in the hands of owners during the three months. Of this number 4,25 were Reo speed wagons, which means that Reo sold almost as many as all the other makers of this class combined.

"Speed certainly meets present-day needs," says F. H. Akers, sales manager of the Reo Motor Car Co., in commenting on the predominance of light trucks in general and speed wagons in particular. "When H. T. Thomas, chief engineer of this company, first designed the speed wagon more than five years ago, with its light speed, pneumatic tires and electric lights and starter, the truck users were most skeptical. They favored slower, heavier trucks.

"But now it seems impossible to make anywhere nearly enough light trucks to meet the demand. We have placed over 25,000 of this single model in the hands of owners and many other makers have swung into this field.

"Since the third quarter of the year, when Reo produced 45 per cent of the trucks in the ¾-ton class, we have greatly increased our truck production. Yet with this production and winter upon us we are still far behind the demand."

Quaker Tire Records Show Large Mileage

Joseph Alexander, of the firm of Alexander & Scott, representative of the Quaker City Rubber Company in this city, handling their famous "Miles Champion" tires, known as Quaker Tires, reports many unusual cases where car owners using these tires have secured mileage way beyond expectation.

Mr. Alexander, who knows how Quaker Tires are manufactured, said that this is not at all surprising to him after he learned how these tires were manufactured. "They are built to give mileage," he said, "and with only ordinary care, there is hardly a user of Quaker Tires who will not secure maximum mileage.

The way these tires are built and the way they are inspected before being permitted to go into the trade stamps this tire as one of the most remarkable in the country. So far it has been able to ascertain, notwithstanding the liberal guarantee of the manufacturers, to prove that the mileage is in every Quaker Tire, it is for every user to make a careful record when he first started using them and permit his speedometer to prove how far they will go."

The success of Quaker Tires is not local by any means. They made their reputation for mileage in every part of the United States over every kind of road and in all kinds of weather. Users frequently reported unusual mileages attained. In almost every case these same users reported they had the least trouble from this make of tire than they expected.

Mr. Alexander is maintaining at all times a most complete stock, not only of casings, but of Quaker Multi-Tubes and is in a position to give prompt service.

U. S. Silver Reserve May Break High Price

New York, Nov. 29.—The Guaranty Trust Company of New York issues a statement pointing out that the reserve of silver dollars held by the United States government may serve to break the price and prevent the recurrence in this country of the situation which has arisen in France, where silver coins have almost disappeared from circulation, their place being taken by stamps and other evidence of value.

300,000 Miles Plus

How one man sticks to his first love in motor cars despite everything designers have done to improve later models is the story of Dr. F. E. McGrew, of Carnegie, Pa. Dr. McGrew bought a Franklin runabout in 1916. He has run it for more than 300,000 miles and has so much confidence in its ability to stand up for a long time that he has practically decided to buy a new body for the remaining mileage. He is advertising for an enclosed type of body to substitute for the open type he now drives. The car still runs like a top.



Japan now has 5000 motor cars. Gasoline sold for 6 cents a gallon in 1908.

Licensed chauffeurs in Michigan total 43,285.

The first six-cylinder car was produced in England.

There were only four automobiles in the United States in 1896.

Pennsylvania has 2419 farm tractors in operation throughout the State.

Eighty-five per cent. of all the automobiles in the world are in the United States.

Greene is to spend \$500,000 in buying road building machinery of the most modern type.

In the past twenty years, 7,000,000 automobiles have been produced in the United States.

There are more motor cars on the streets of Calcutta, India, than any other kind of vehicle.

The average for the 6,146,000 automobiles in use in the United States is valued at \$1096 each.

There were 4326 passenger cars of 114 different makes registered in the Philippine Island in 1918.

According to tax returns from Cleveland, Ohio, the motor industry leads all others in that city.

Since 1917 the census of automobiles in the Southern states has increased more than 100 per cent.

The present demand for automobiles in Sweden is 200 per cent. greater than that prevailing in 1914.

Before this year closes it is expected that 7,602,000 motor vehicles will be in operation in this country.

It requires 28,000,000 tires to equip the passenger automobiles and motor trucks used in the United States.

While there are 250,000 miles of railway in the United States, the motor car has the use of 2,500,000 miles of highway.

An English syndicate has purchased all of the 16,000 reserve motor vehicles from the American Third Army at Coblenz, Germany.

Automobile manufacturers in the United States shipped in one month 6282 passenger cars and 1250 trucks to foreign countries.

Queen's University, in Toronto, Canada, intends establishing a course in road-making in connection with its practical science department.

The first sale of condemned Government motor vehicles was held at Camp Hill, Md. The material disposed of brought a total of \$18,027.

Much interest is being shown in China in motorcycles, due to the fact that they can travel on the narrow paths used by foot passengers and for wheelbarrows.

NEW WESTCOTT AGENCY HERE

Packer Brothers Opens Service Station at Ward's Garage

The Westcott motor car, designed and built by leading automobile men of the country, has come to Harrisburg. The agency has been secured by the Packer Brothers, well known druggists of Eighteenth and Regina streets and a service station has been established at Ward's Garage at Eighteenth and Chestnut streets. While a new car to Harrisburg, the Westcott has built a reputation in the larger cities.

The Westcott has every appearance and "feeling" of being an exclusive car in every sense of the word. It is designed in several models, but each has ample room to hold the number of passengers for which the car was built. This is due to the fact that there is no unnecessary weight or length to the car, both of these points being handled in a manner showing close study to every day requirements.

The mechanical features of the car are as unusual as the outward appearance. A Continental six-cylinder motor develops enough power to carry the loaded car over practically any hill that may be encountered on high gear. The starting system is Delco, the storage battery Willard, Borg and Beck clutch, Timken bearings and a Rayfield carburetor takes care of the gas.

The Packer Brothers have already received some Westcotts and are being kept busy demonstrating their hill-climbing abilities and other good features. Very good deliveries have been promised by the factory for this territory and before long Westcott will undoubtedly become as popular in Harrisburg as it now is in New York, Chicago, Detroit, and Washington and other motor centers.

104-Year-Old Boy Who Owns Briscoe, Is Ardent Motor Fan

In the opinion of Daniel McLane, 104-year-old "young" Burlington, California, the automobile has been of more benefit to man than any other single agency. McLane attributes his longevity to the fact that he has always kept out in the open air. Leaving Scotland in his early youth, he sailed the seven seas for more than twenty years in a wind-jammer, visiting every quarter of the globe. The almost perfect climate of the peninsula induced McLane to make California his permanent home. The air is so mild that it is possible for him to stay out in the open air all the year round. During a part of the year McLane still works in his gold mine in Lassen county. For the rest of the year he takes his ease in Burlingame, and relies on his Briscoe to keep him out in the fresh air.

McLane typifies progress; he keeps abreast of the times. When past 65 years of age, he married a comparatively young woman and became the father of eleven children. His one hundredth birthday was the occasion of a plunge in the cold waters of San Francisco bay. He celebrated his one hundred and fourth birthday by learning to drive an automobile. A Briscoe touring car was used for the occasion because of its ease of handling and McLane experienced no difficulty in mastering the engineering principles involved. Although an enthusiastic motorist, McLane had never attempted to drive a car himself. He is enthusiastic over the performance of the car and says that it is the most comfortable light car he has ever ridden in.

The airplane was mentioned to him as a possible means of transporting him back to Scotland for a visit. McLane admits that while the automobile fills his present-day needs, he is anxious to keep abreast of the times and says that within the next thirty or forty years he will be able to make the trip to Scotland by air. In his dry way, he stated that it is about eighty years since he last visited his native home.

Brazil imported \$8,000,000 worth of automobile and motor parts from the United States during the fiscal year ending June 30, 1919. This is an increase of 35 per cent. over the value of the 1918 shipments.

Excise taxes paid by manufacturers on the sale of cars and motorcycles for the fiscal year ended June 30 totaled \$17,915,516.81. Commercial car taxes on tires, parts and accessories amounted to \$4,908,276.15.

Automobile Service

Working on an automobile, especially that pertaining to painting, top and curtain repairing, etc., requires an expert.

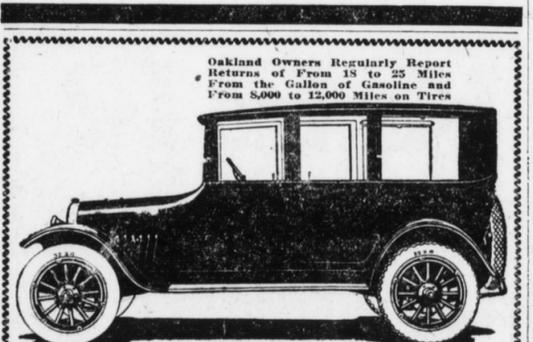
We have experts working in every department in our big shops—experts who turn out satisfactory work in every way.

We make a specialty of painting in all its phases, curtain and top repairing, woodworking, etc. We make one man tops out of old fashioned tops and also put special side curtains that open with the door on all makes of machines.

LET US ESTIMATE ON YOUR JOB.

C. A. Fair Carriage and Auto Works

East End Mulberry Street Bridge.



Oakland Owners Regularly Report Returns From 18 to 25 Miles From the Gallon of Gasoline and From 8,000 to 12,000 Miles on Tires

OAKLAND SENSIBLE SIX

EVERY essential convenience, from mechanical lifts for the windows in its double-latch doors to an inconspicuous heater for use on cold days, has place in the equipment of the new Oakland Sensible Six four door Sedan. And being of solid body construction, and built upon the standard Oakland chassis, its range of activity is fully as great as that of the open car.

Touring Car, \$1075; Roadster, \$1075; Coupe, \$1125; Four Door Sedan, \$1225. F. O. B. Postoffice. Mich. Additional for Wire Wheel Equipment, \$75.

DAUPHIN MOTOR CAR CO. ED. C. ALLEN, Mgr. 28 South River St. Both Phones

REO

Four Points of Reo Superiority in Central Pennsylvania

A large number of people have been wondering why REO cars have been increasing in such large numbers in the past few years, both in Harrisburg and Central Pennsylvania. Aside from the sterling qualities of the car itself we give the following in the way of enlightenment.

DISTRIBUTION in Central Pennsylvania is made through one large organization—the Harrisburg Auto Company—a concern backed by men whose one aim is to serve. Starting when the automobile business was in its infancy, we placed our future success in the sale of REO cars and founded an organization on solid rock. The achievement attained through the sale of these cars speaks for itself in the large number of sub-dealers handling REO cars and in the great volume on the streets.

SERVICE obtainable by a REO owner here is the same as that at the factory. A complete stock of parts and an up-to-the-minute repair station is always at the command of the owner. It isn't necessary for him to wait a month for some part, or to take his car to a repair shop that is not thoroughly acquainted with REO in order to have work done on his car. We do everything that is required in our own shops, and in the least possible time.

OUR LOCATION, in the western part of the city—in the heart of Central Pennsylvania, is easily accessible to every one. Our general offices, storage rooms and repair shops are on the corner of FOURTH AND KELKER STREETS. The Third and Capital street cars pass our doors. The large driveways around the entire building make it easy for any one to drive in to any department with the least possible trouble.

DELIVERIES are now being made as rapidly as possible. With the "Speed-wagon" we can make immediate deliveries. The orders placed for the new REO "SIX" will be immediately delivered on these too. If you are thinking of purchasing a car, place your order for a REO at once.

BIG BUSINESS HOUSES USE THE REO "SPEED-WAGON" THEY ARE GETTING BETTER RESULTS

Harrisburg Auto Co.

Reo, Duplex and Hurlbur Distributors
FOURTH AND KELKER STS. HARRISBURG
GEORGE G. McFARLAND, President.

Price is F. O. B. Lansing, and the Special Federal Tax must be added

"THE GOLD STANDARD OF VALUES"