

MOTOR TRUCKS POINT MORAL

Knoxville Salesman Gets Wise. Joins Mitchell Auto Com- pany, of Chattanooga.

"Old things were once honored; now they are out of date." This was the epigrammatic summary of dray horse and motor truck situation given by S. F. Bretake, of the Mitchell Auto company.

"In Knoxville," went on Mr. Bretake, "I worked for a wholesale grocer, who delivered by horses and wagons. A competitor just across the street changed from the old-style use of the horse for a motor truck. It seemed to me our trade fell away from the very date that man got his trucks. Finally one of our best customers began ordering goods from our rival. I knew the time had come for me to have a heart-to-heart talk with our customer. I went to him.

"Look here, Henry," I said. "You used never to give Mr. Blank an order. Now it happens about as often as a Western Union boy falls asleep. What's the matter?"

"It's those trucks," admitted Henry. "I won't say they are faster than horses. They are, but we are in no great rush. The thing about them is that a truck looks so up-to-date back of up to your platform. Our customers see it and they think we're all right. When they see a horse and wagon in the same place—well, it just looks old-timey, that's all. Somehow they don't believe our goods are right up to the minute because they come in a dray wagon. So you see, after all, it's advertisement your horses are, and a bad one, too."

"Well, after that, I persuaded my house to shift to truck delivery," said Mr. Bretake, "and then I got to studying about what a revolution there was coming in the haulage business, so I just went in on the main floor myself. I came to Chattanooga and went in with the Mitchell Auto company, and here I am, big as life, selling freight trucks myself. That was a case of seed falling on good soil, eh? Some shall bear tenfold and some an hundred. I've sold a lot more than a hundred trucks here in town; but the Bible was written before the gasoline age, you know, or it would have said, 'Some bear a hundred thousand fold'—that would have been the motor truck business."

CHATTANOOGA INVENTOR DESCRIBES CREATIVE THRILLS IN HIS WORK

Hobby Which Once Cost Time and Money Now Yields Money and Time—G. W. Burchfield Tells How He Became Absorbed in His Work and Won Out.

"Them four years were just simply heaven for me," said G. W. Burchfield, referring to the time he had spent working on his storage battery. "Did you ever work at anything that you thought of every spare minute—I mean outside of courting a woman? That's the way I was about this storage battery.

"I liked to see the thing work and to work at it. I made one and put it in a glass jar so I could watch it. I didn't brace the plates. I wanted to watch what they would do. When I turned on the current the plates buckled. The tops and bottoms pulled together and the centers shrank apart. They want to bend. But the battery loses strength if they do bend. So I made my plates thicker.

"When I tried the battery out it was better.

"Then I got to experimenting on new acids and mixtures. I took all the standard makes of storage batteries and tried to get stronger sparks. I spent every Sunday, every holiday, every evening working on battery formulas and trying them out.

"What I've finally developed is a battery with the mistakes left out."

G. W. Burchfield, manufacturer of the Wombie storage batteries, is one of those fortunate men who have a hobby. The rest of us commonplace mortals are either worked to death or bored.

Arthur Schopenhauer, the famous pessimist, developed a philosophy compiled in six big volumes, all of which space he took to prove that man's life vibrates between boredom and pain. That was because Schopenhauer had never bumped up against the American spirit as exemplified in Burchfield.

Fortunately, Burchfield was more comfortably situated than Pallas when that French scientist burned his last bedstead in discovering how to gloss pottery.

Burchfield is a piano man, and is making quite a comfortable living, thank you, outside of his battery. However, since his invention has begun to be manufactured he needn't put on the piano pedal on his own expenses unless he wants to. He can play a financial forte to the tune of thousands a month.

Burchfield said he has been a mechanic all his life. When he was a kid his father used to caution his family never to let George get hold of a clock if it

posed to the surgeon's knife.

The old machine is kept as a curiosity by the Mitchell company. It has raced all over the southern circuit, and has killed four drivers, but it has many a cup hung up as a trophy. Last year the old veteran entered the race here in Chattanooga; something went wrong with its engine, but it captured second place on three cylinders. It is an eight-cylinder machine.

Studebaker sent the machine down to the race and the Mitchell company purchased it at that time as a souvenir.

When asked if it would ever compete again, Mr. S. L. Mitchell said, "Oh, no, I suppose not. Still, it could run." He laid his hand on the big yellow hood. "It could simply show a lot of these 'lesser breeds without the law' how to get up and move. No, I don't suppose it will ever race again, but summer is coming on and the racing season—really, I don't know whether it will or not."

The question, in a way, as to be up to the old E. M. F. itself.

AUTO PRICES NOT HIGH
Motors Have Not Kept Up With Advance in Other Lines.

One way in which motor cars have been slow in following the world-wide price increase movement in nearly all lines during the last three years. This fact has been developed in a surprising way by a comparative analysis of price fluctuations of automobiles and leading commodities just made by the National Automobile Chamber of Commerce. The average wholesale price of all the automobiles and motor trucks produced in the United States during the last six years shows a decrease each year ranging from 4.7 per cent. to 15.5 per cent. until last year, when there was an increase of 4 per cent. Prices of thirteen principal commodities, as reported by Bradstreet's index, decreased slightly until 1915. In that year they increased 18 per cent.; in 1916 more than 28 per cent. and last year more than 30 per cent. English commodity prices have increased 87.5 per cent. since 1913.

ALMOST A YOUNG MAN AGAIN
When a man awakes in the morning with a headache, he can hardly stop or get on with his day. He is in a daze, with his eyes, dark and puffed, and his head aching. He is almost a young man again. He should be on his guard against kidney trouble. E. R. Whitehurst, R. F. D. 1, Norfolk, Va., writes: "I had been suffering for more than a year, but since taking Foley's Kidney Pills I feel almost a young man again." Jo. And—no, druggist, Chattanooga, Tenn.—(Adv.)

MAN-KILLER HOUSED BY MITCHELL AUTO COMPANY
"May Never Race Again, Then Again It May," Says President Mitchell.

After it has killed four drivers, an old E. M. F. racing machine is now being overhauled at the works of the Mitchell Auto company, and will probably go on the track again.

The Mitchell company handles Studebaker cars and the E. M. F.'s are an old pre-Studebaker design. It is a shatter-proof-looking hulk, painted yellow, and when seen Friday morning it had its hood up and its left ventricle was ex-



Play Safe--Order Now

IN a week or two the spring selling season will be at its height. Every day makes plainer the wisdom of placing your order for a Grant Six now.

The demand for cars of all popular makes will exceed the supply this season. Most manufacturers have been unable to build cars ahead this winter and few cars are in warehouse.

The reduction of passenger train service has greatly increased the sale of cars to suburban dwellers in all parts of the country.

The farm demand is greater than ever.

Thousands of people who in normal times would buy more expensive cars are buying Grant Sixes this year. And finally—we have no assurance that present prices can be maintained all spring.

For all these reasons—and because no matter how long you wait or how far you look you cannot match its value—we urge you to place your order for a Grant Six immediately.

The new model is absolutely the finest car mechanically and the most beautiful car ever sold at a comparable price.

The nationally famous Grant Six economy (20 miles to a gallon of gasoline, 900 miles to a gallon of oil), the roominess and comfort of the car and the reputation of its wonderful overhead valve engine, are just a few of the reasons for making the Grant Six your choice.

Price, \$1,155 f. o. b. Chattanooga

WALLACE BUGGY CO.

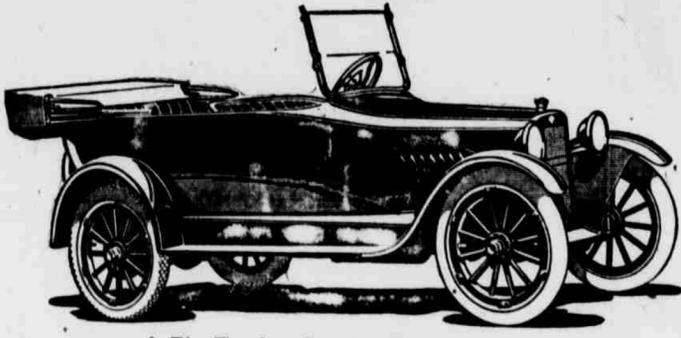
912 MARKET STREET
Phone Main 382

GRANT MOTOR CAR CORPORATION—CLEVELAND

SAXON "SIX" MIDNIGHT, APRIL 9th MARK THIS DATE

Here's the situation: Every kind of material and skilled labor costs more nowadays. You know that. So all cars have been forced to advance prices. Saxon "Six" must, too. But we will give you a chance to buy at today's price first. You can have until 12 p.m. April 9th. After that Saxon "Six" will command a higher price.

Get these dates clear: From now till April 10 — then a higher price. Come in and let us show you this car personally. Do it today, so you can benefit by this saving.



A Big Touring Car for Five People.

These Features of Saxon "Six" at \$995

- Continental Motor
- Timken Axles
- Timken Bearings
- Stromberg Carburetor
- Remy Ignition
- Wagner Starting and Lighting
- Fedders Radiator
- Spiral Bevel Gear
- Semi-Floating Axle
- Exide Storage Battery
- Warner Steering Gear

Are Also Features of 40 Cars at \$1,150 to \$10,000

These are the bare facts of the matter. And they speak volumes. There is an actual difference in price, between Saxon "Six" at \$935 and these 40 costly cars, of from \$215 to \$9,065. Yet we find that in 11 important points these cars duplicate Saxon "Six."

For instance, one of these 11 big features that Saxon "Six" also possesses. Think of that—a difference of \$2,065 in price and yet duplication in 6 important points. Which is the better VALUE?

Here is another example. One out of this list of 40, priced at \$4,800, has 5 of the 11 features cited above. Just hold this thought a moment. Saxon "Six" costs \$935. This car mentioned costs \$4,800 — \$3,865 more than Saxon "Six." Yet it duplicates Saxon "Six" in 5 big features.

In other words, Saxon "Six" is a quality car. Yet it sells for \$935—or \$215 less than the lowest priced of these 40 costly cars.

Any talk about paying \$200 to \$300 more and getting a better car is simply talk. The facts of the matter won't substantiate any such statement.

When you come down to exact comparisons in features, performance or appearance, there is only one big-value car in that price-class ranging from \$800 to \$1,150.

And that car is Saxon "Six" at \$935. So take Saxon "Six" and pocket that \$200 or \$300 saving.

And you will have bought the best value. There's real satisfaction in knowing that.

Chattanooga Saxon Company

JOHN COOLEY, Manager.
CORNER SIXTH AND CHESTNUT
PHONE MAIN 1844

Chattanooga Rubber Tire Works

AGENTS FOR
Racine Extra Tested
Casings and
Tubes

Firestone Motor Truck Tires

Vulcanizing

Call Our FREE SERVICE CAR

Prompt Service Guaranteed Anywhere on Road and At Our Store

629 Broad St. :: Phone M. 2231