

MOTOR CARS HELP GOOD ROADS PLAN

Long Island Cited as Example of Prosperity.

Stimulated by an Efficient Highway System—Official Figures.

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Motor highway transportation has grown to such vast importance in the past few years and has so well demonstrated its value and efficiency that it has won official public recognition in many of our states. But this activity can develop in a sound economic way only as good roads programs are developed. While there are examples where motor transportation has succeeded when run in territories that have undeveloped roads, they, in comparison with the thousands of motor truck routes, are practically negligible.

One of our greatest wastes in the handling of that prime necessity, food, occurs in our present transportation methods. Hundreds of millions of dollars are annually wasted because the present method of transportation, adapted to our present road system, is so costly that it does not pay to move this food from the farm to an area of consumption.

It is said that New York state has 18,400 miles of surface highways and 79,398 miles of unimproved rural roads. While the state has a much higher percentage of improved roads than is common for the United States, they do not benefit the farmer as much as could be desired. While much attention has been given to the good roads which parallel our transportation agencies, the roads important to the farmer and which run at right angles to the main highways could have received more attention than they have. If you could see, as I have seen, in hundreds of localities the practically impassable condition of some of the important country roads and if you could know the large overhead cost that such roads mean to the consumer through higher food prices, you, as I, would most earnestly advocate the expenditure of public funds for so worthy a cause.

Long Island is one of the most prosperous agricultural areas in New York state. It is not exceptionally fertile; in fact, it may be said that it is fertile because man has made it so. There are many areas in the state that are naturally more productive than Long Island, but which are far less prosperous. If you could take a trip over the island you would know the reason why the island farmers are famous for their product and financial independence. A well-planned, well-constructed, and finely maintained system of roads is the greatest asset the island has. Every evening one can see hundreds of motor trucks, from two to five ton capacity, rolling over these roads, bound for the New York market. Here is no 50 nor 40, nor even 10 per cent. waste. While in other rural districts the farmer drives a foundering team through a sea of mud or well-nigh impassable snowdrifts or rebukes with the dust raised by his team if the road is dry, the Long Island farmer carries a greater load, makes about four times the speed, and is more comfortable in driving his motor truck over the good highways.

Have you ever compared the farmstead on an improved highway with one on a dirt road? Why in the former are the buildings in so much better shape, the fences up and in a state of repair, the fields spick and span, the house grounds well kept and hedges trimmed, while in the latter the buildings are unpainted, seem neglected, fences down, fields unkempt and house and grounds dilapidated? Strange as it may seem, the difference is caused by the road.

The benefits that follow in the wake of good roads by improved farm lands and buildings, from shiftlessness to progressive activity, better schools and churches, greater civic interest and better living conditions are of incalculable value.—New York Times.

THE PASSENGER CAR AS A GOOD BUSINESS ASSET

Increased Use Is Proof That They Are A Profitable Investment.

"The rapidly increasing use of passenger automobiles in business is proof that they are a profitable investment," says an officer of Erskine Motors company, local dealer in Chevrolet passenger and commercial cars.

"Business houses would not buy more and more of these cars except for economic reasons—and these reasons are obvious.

"The passenger car not only cuts cost. It increases the value of money. Travelling expenses when invested in a motor car, show more satisfactory results. It makes the money paid to salesmen yield more business and more profits.

"The salesman's time is valuable and an automobile enables him to see more people and to cover more territory in a day. It makes him independent of other expense conveyances. It does not limit him to railway schedules.

"He does not have to waste time in unprofitable places. He can get to the right place at the right time. His motor car makes every minute count and saves all his energy for his work.

"And the passenger automobile is proving its advantages, not only in selling but in every line of business where transportation is a factor.

"This is especially true of the up-to-date, medium weight cars. Their convenience, increased by complete equipment, adapts them especially to commercial needs.

"In addition to these advantages they are as inexpensive to maintain as to buy. Their total maintenance cost divided by actual mileage proves how much they save. Increased business proves how much they earn.

"It is this economic merit combined with their dependability and convenience that makes medium weight cars such important factors in business transportation."

RECORD WITH TRUCKS IS MADE ON PACIFIC COAST

Makes Long Run With Mack Trucks—Carries Loads Both Ways.

What is believed to be a new record in motor truck efficiency, considering distance traveled, time taken and size of load, according to information received by the International Motor company of New York, was recently made by Lee B. Hawkins of Moneta, Cal., who operates a fleet of eight Mack trucks.

A seed firm near Los Angeles wanted to ship 15 tons of seed in a particular rush to another town 225 miles away. No freight car was available, so they asked Hawkins if he could make the delivery in two days. He took the assignment, and with two of his Macks, one carrying ten tons and the other five, started out for the town of Calexico the next morning. At night a stop was made and

the trip resumed at dawn. Calexico was reached in thirty hours after the start.

Arrangements were then made to receive a return load of nearly 15 tons of dried milk at El Centro, 10 miles from Calexico. This was delivered at San Diego, a distance of 100 miles. There 15 tons of fish were loaded on and delivered in Los Angeles, 130 miles more.

Reaching home at Moneta at midnight, one of the trucks hooked onto a trailer and the truck and trailer delivered 17 1-2 tons of tomatoes by next morning to a cannery 25 miles away. At a town nearby, 7 1-2 tons of well casing were taken on and delivered that night at Elinore, 100 miles away over the mountains.

Compare this performance with what would have been done by railroad transportation. No more remarkable example of motor truck efficiency could be asked for. There have been many instances of unusual performances of trucks that have been staged as stunts by dealers or manufacturers, but this is a case where the owner capitalized on the proved utility of his trucks. It shows what any other owner can do if he solicits return loads in a persistent manner.

All the black and white plumes come from the male ostrich, the gray from the female.

NEW AUTO LIGHTS NEAR PERFECTION

Inventive Genius Adds More Laurels to Crown.

Solution of Blinding Headlight Glare Is Due Samuel F. Arbuckle.

In an unpretentious little room in Connersville, Indiana, a device has been perfected that solves perhaps the last of the really basic automobile problems of today, that of the blinding headlight glare.

In that room, day after day for the past two years, Samuel F. Arbuckle, sales engineer of the United States Automobile corporation, could have been found at work on this device.

There were days of discouragement—sometimes weeks. And there were days that brought more cheer.

Little did the Society of Illuminating Engineers, that great authority on illumination which drafted the recommendations that gave this nation its present uniform railroad headlamp law, realize when it held up as the ideal solution of automobile headlight glare the tilted, movable reflector lamp, that this inventive genius was nearing the goal of success with such a device.

But Arbuckle saw in his idea the real solution to the problem and he set out to accomplish its development. His ambition has seen its fulfillment in the series "S" models of the Lexington Motor company in the adoption as standard equipment of Arbuckle's vacuum-controlled two-way head lamps.

This United States Automotive corporation engineer has placed within the hands of the people a weapon to combat an evil that takes an admittedly large toll each year in life and suffering. Lexington's two-way lamps and those of Cadillac—which embody the same principle, although differing mechanically—offer a solution to the dangerous blinding glare problem to which the Society of Illuminating Engineers pointed more than a year ago as the ideal for which to strive.

The device invented by Arbuckle is semi-automatic. The movable re-

flectors are operated by the vacuum created in the motor by the suction stroke of the pistons. This suction exhausts the air from a metal bellows connected to the reflectors. An instrument board control, a simple touch of which will raise or deflect the lights, has also been provided.

The device complies with the spirit of every known anti-glare law. Nothing is left to the judgement of a driver as to how far he shall deflect the projected beams to come within the law. Those positions are fixed by the device. If the lights, through neglect, are left in the upward position when the car is parked at the curb, they are automatically tilted down when the engine stops.

These lights mean safety to others on the road, whether in vehicles or on foot. They mean equal safety to drivers and occupants of the cars equipped with the two-way lamps because they do not reduce the quantity but simply control the direction of the light.

NEW AUTOMOTIVE COMPANY FORMED

Ansted Announces Organization of U. S. Automotive Corporation.

NEW YORK, Jan. 17.—Frank B. Ansted, of Connersville, Indiana, president of the Lexington Motor Com-

pany, which has its main offices and factories there, who was in New York in attendance at the automobile show, has announced the formation of the United States Automotive Corporation, with a capitalization of \$10,000,000 of preferred stock and 200,000 shares of no-par-value common stock, under the laws of the state of Delaware.

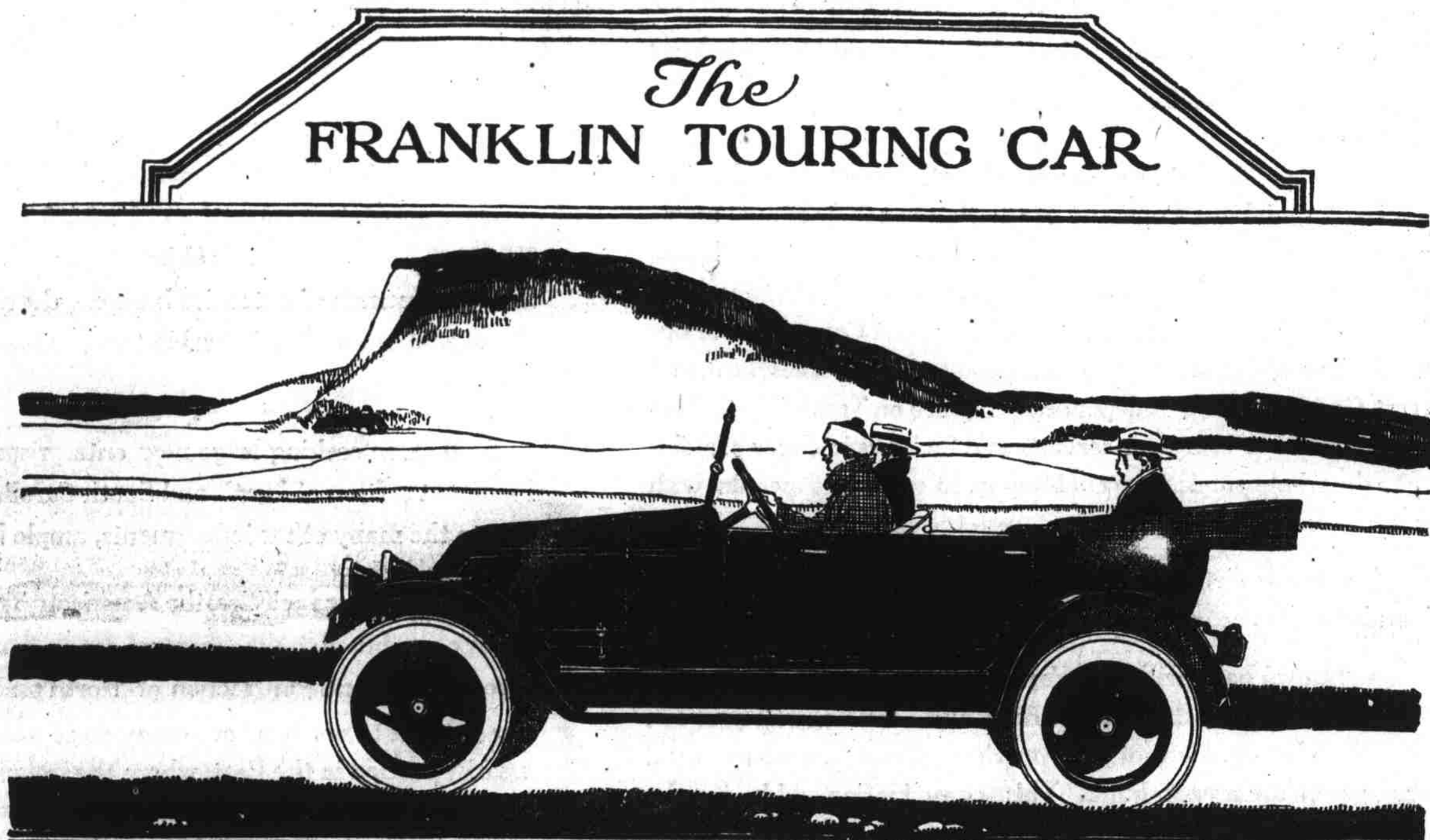
Mr. Ansted explained that the United States Automotive Corporation was a holding company only, and that its subsidiary companies would continue to operate very much as at present and without loss of their corporate identities.

Included in the new corporation are the Lexington Motor Company, the Ansted Engineering Company, the Connersville Foundry Corporation, and the Tector-Hartley Motor Corporation.

With the exception of the last named, all of these concerns are located at Connersville, and all are engaged in the automotive trade.

Of the four, the Lexington Motor Company is best known to the public on account of the national and international sale of its product, the Lexington Minute Man Six. The other three companies are factors in Lexington's activities, however, since all are engaged in the production of important component parts.

It requires about four pounds of fresh leaves to make one pound of dried tea.



The Greatest Road Car in America

- New York to Boston and return (458.8 miles) in 12 hours, 5 minutes—
- Indianapolis to Syracuse and beyond (832.6 miles) in 22 1/2 hours—
- Cincinnati to Cleveland and return (553 miles) in 15 hours, 45 minutes—
- Boston to Syracuse and return (693 miles) in 24 hours, 20 minutes, with a woman driving—
- New York to Montreal (398 miles) in 9 hours, 59 minutes—
- Waterloo, Iowa, non-stop, dirt road record (865.4 miles) in 24 hours.

THE demonstrations of the roadability of the Franklin Car that have taken place all over the country are intended merely to call attention to this Franklin advantage—not to prove it. Its daily performance in the hands of its owners is doing that.

Yet the consistency with which Franklin Cars are making and breaking road records from point to point is significant to most motorists, for the cars used are stock models and differ in no way from the average Franklin.

Why Franklin Averages Fast Time
The above performances are feats only made possible by Franklin principles of light weight, flexibility, and correct balance. They make riding comfortable and handling easy and safe under all conditions. Rough stretches and sharp turns therefore do not slow the Franklin up as they do other cars.

And with heavy, rigid weight eliminated, delays due to tire accidents are almost unknown. These six runs mentioned produced only one puncture and no blowouts. In daily use the average is better: three punctures in the life of a complete set of tires—12,500 miles.

No Cooling Trouble Delays
Important in the making of these records is Franklin direct air cooling (no water to boil or freeze). Leaky radiators and over-heating never halt the Franklin.

Particularly of late, motorists are hearing much about light weight without seeing its results demonstrated. We shall be glad to show you, on the scales and on the road, what genuine light weight is and what it does.

- 20 miles to the gallon of gasoline
- 12,500 miles to the set of tires
- 50% slower yearly depreciation

- SEDAN—Enclosed car convenience for five passengers, coupled with Franklin roadability and reliability. The most practical year-round car.
- RUNABOUT—All the advantages of Franklin light weight and flexible construction in a two passenger open car.
- FOUR PASSENGER ROADSTER—A convenient, attractive car. Compact, yet having ample room for four.
- BROUGHAM—A personal, enclosed Franklin Car, intimate when used by two, commodious when carrying four.

BROWN MOTOR CO.

SUCCESSORS TO CENTRAL GARAGE
Market and Walnut Sts. Phone 2413.