

Maxwell Beat Preceding Records at Indianapolis

E. W. Shank, local representative for the Maxwell cars, in referring to the performance of the Maxwell racers at Indianapolis, said: "American automobile engineers are unquestionably making great progress in the general effort to design cars of greater efficiency and which will make one gallon of gasoline do the work which has formerly required two. "It was demonstrated beyond doubt in the fifth International Sweepstakes race here on Memorial Day, when cars smaller than any which had before competed in the famous 500-mile classic showed ability both to out-brush the big, cumbersome racers of the past era, and to stand up and go through with far better consistency and tire economy. "Experts point, as an example to the case of the baby Maxwells which though rating at but 28 H. P., tore through the straights at faster than 100 miles per hour and repeatedly, in prolonged bursts, averaged better than ninety miles. "The Maxwell driven by Carlson and Hughes averaged 78.76 miles per hour for the entire 500 miles, a performance which would have won any of the Indianapolis classics prior to the race of last year. This figure surpassed both the famous marks of Dawson, the 1915 winner, and of Goux, who won the event of 1913. Goux and Dawson both drove cars immensely heavier and with motors of virtually double the horse-power rating, according to formula. "That these little cars will furnish startling performances is admitted without argument. The Indianapolis event was the first in which the little Maxwells had taken part and no race car is supposed to approach closely its maximum speed or reliability in such circumstances. "At Chicago, where the Maxwells of Carlson and Rickenbacher are both entered to race over the 500-mile route June 19, it is confidently predicted that they will be even faster than in their first appearance, though in this virgin event, they defeated such tried performers as the British Sunbeams, driven by Porporato and Van Raalte; the International Champion Delage, winner of last year's 500-mile race here; Bugatti from Germany, as well as Ralph Mulford in his latest Deussenburg and a host of other American cars. "The new Maxwell racers were designed by Ray Harroun, chief engineer of the Maxwell Motor Company, and he has incorporated into both the Maxwell race and touring cars many ideas from his racing career and by the continual process of experimentation which he is making in the speed cars. "For years the Maxwell Motor Company has been building regular stock cars of light weight and with small bore, high speed motors, thereby giving the utmost efficiency at the lowest possible upkeep cost. And while embodying light weight construction the quality of materials is such as to make the Maxwell cars the equal if not the superior of cars several times their weight, in durability and strength. No greater testimonial to this type of car can be found than the great 500-mile classic Memorial Day.

Scarcity of Dye Stuffs Effects Color of Tops

"If you see any automobiles running around with white, cream color or khaki colored tops a few months hence they won't be Reos," said R. C. Rueschaw, sales manager of the Reo Motor Car Company. "It had not occurred to most people that the European war has effected the automobile top situation," continued the sales manager, "but I can assure you it has and most seriously. "We bumped into the condition just recently when we began to consider the plan of making 5,000 extra cars over the original schedule, on an effort to catch up with the demand. "We had little difficulty in procuring other materials, but when it came to tops we found it was practically impossible to procure any fast black cloth suitable for that purpose. This was due to the fact that we have always procured our aniline dyes from Germany and now there is none available. "Reo purchasing power came to the front as usual, however, because just as we were about to give up in despair—for if we could not put fast black tops on and have every other detail up to the Reo standard we would not make the extra cars at all—in walked a man with the startling information that he had discovered 90,000 yards of fast black top cloth. "Where Reo purchasing power came in was, that having scouted around and found this invaluable adjunct to an automobile his next consideration was where to sell it with the greatest certainty of getting his money. His first thought was therefore, to hire him to Lansing, and within ten minutes after he arrived Mr. Smith, our purchasing agent, had secured a forty-eight-hour option on the 90,000 yards. He needed the forty-eight hours to make sure that the material necessary to make the extra 5,000 cars. "I know that some other manufacturers were not able a few months ago, when money was tight, to cover themselves on top material have had to use whatever they could get. The difference won't show up until after a few months of exposure to the sunshine and the rain—but when it does Reos will possess another distinguishing characteristic—Reo tops will still be black."

New Packard Twin Six Negotiates Flooded Roads

This broad American land has been crossed by the pony express, the immigrant prairie schooner, the thundering locomotive, the bicycle, the aeroplane and by automobiles of from one to six-cylinders. To-day a Twin Six (twelve cylinders) is pushing westward from Detroit to San Francisco. It is one of the first of the new Packard twelve-cylinder stock cars, the first of their type in the world. President Henry R. Joy, of the Packard and Company, is at the wheel of this Super-Six, which he wires is experiencing some of the worst going encountered on any of the many Packard western trips of recent years. Weeks of continuous rains have covered the roads with "oceans of water," is the word that comes back from the tourists. From Clinton, Iowa, President Joy wired: "Absolutely no criticism to make. Hardest test any Packard ever had. Roads ahead are reported flooded and impassable, but if any car on earth can get through the Lincoln Highway in the open country last night in gale and drenching rain. Started this morning on first push of starter button. Advise all planning western trips to postpone them, at least, one week." The party is following the Lincoln Highway and consists of Mr. Joy, A. F. Bement, of the highway association, and a mechanic. A camping outfit is used at night.

NEW DASH AND TROUBLE LAMP

Indianapolis, Ind., June 5.—An innovation which will be introduced in the Cole "Eights" which will be shipped beginning June 1 is the new combination dash and trouble lamp. The light is located in a socket in the center of the instrument board and is protected by strips of German silver. In case of trouble, the light may be taken from the socket and reeling on an automatically rewinding pulley. Fifteen feet of insulated cord are attached to the light, so that it may be carried to any part of the

FRANKLIN Enslinger Motor Co. Third & Cumberland Sts. DISTRIBUTORS

car without disturbing its permanent connection. A convenient catch on the dash socket, makes it possible to fasten the cord after it has been unwound to the desired length. By simply releasing the wire from the catch, it will rewind automatically, after the fashion of a tape-line, and the light may be readjusted on the instrument board. Those who recall the inconveniences experienced in the use of the independent service lamps operated with small dry cell batteries, will realize at once what an improvement this combination dash and emergency light is going to be. HUDSON CARS STAY "PUT" To own a car that will stay adjusted once it has been put right is a valuable feature, according to L. H. Hagerling, local distributor for the Hudson. Much of the disappointment and dissatisfaction experienced by some motor-car users is because their car constantly must be tinkered with in order to keep it running. Many a car

has come from the service station with all joints and gears lubricated, spring shackles tight, tappets silent, no squeaks or rattles, and in a half hour was making noises like a threshing-machine or a corn-husker. Hudson owners, says Mr. Hagerling, never are bothered this way. Once right and it stays right, is their experience. Many a Hudson owner of models of three or four years ago hesitates to trade in his old friend for one of the newer models for fear he will not get a car as good as his old one that has served him well so long. Of course this is a quite unnecessary feeling, but it illustrates the point made by the Hudson dealer that the confidence one feels in the reliability of his car is the source of half his pleasure. Some of the light six models—the Hudson Six-40—have been driven six to seven thousand miles without the expenditure of a single cent for repairs or adjustments. These are the things that make motor car owners boosters for their car.

Paul Smith Now Sales Manager of Chalmers On Tuesday, June 1, Paul Smith, who is perhaps as widely known to the motor car dealers as any automobile man in the country, was added to the Chalmers organization in the capacity of sales manager. Percy Owen, who has held this position for some years, was promoted on the same date to the newly created office of general sales manager. Mr. Owen will co-operate with Lee Otwell, first vice-president, and Paul Smith, the new sales manager, in forming the Chalmers council of war. Mr. Owen in addition to helping direct sales policies of the company will have sole charge of foreign sales and will supervise the Chalmers service department, directing its development in accordance with a broader policy which has just been decided upon. As sales manager in direct charge of the domestic field Mr. Smith will be

thoroughly at home. He has been identified with automobile activities in many capacities since 1906, during which time he not only became acquainted with over 4,000 motor car dealers, but his sales campaigns with the Studebaker Corporation and the Lezier Motor Car Company brought unusually good results. In the Chalmers organization Mr. Smith will direct the energies of the sales force and will come into close personal contact with its dealers. Another change in keeping with its general policy of expansion will be the discontinuance of the service department as a separate unit and its merging into the sales department under the direction of Mr. Owen. "Every automobile man," said Mr. Smith, in talking over his plans, "knows the pleasure that comes from association with a highly successful company, with one whose cars are known not only from one end of America to another, but the world over. It is a source of great satisfac-

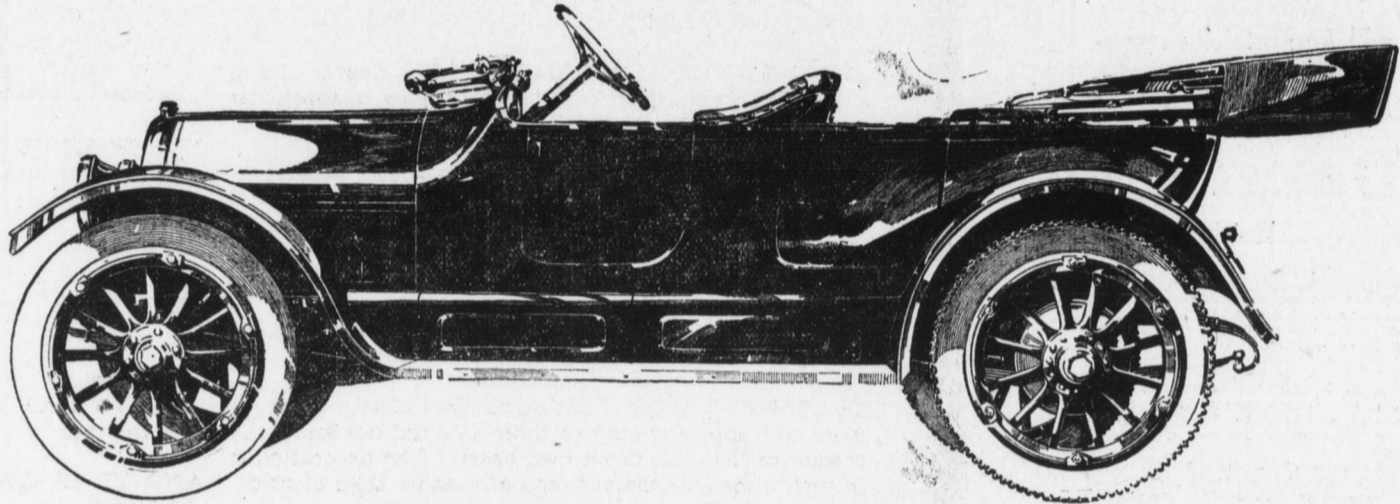
tion to me to become identified with the Chalmers Motor Company, whose cars have been sold year after year on a reputation of performance, durability and quality. When I take hold Tuesday I shall be just as pleased to greet my old Detroit friends as I shall be to grasp the hands of my many dealer friends from Maine to California."

Overland TRADE MARK

\$750

Model 83 f. o. b. Toledo Roadster - \$725

This is the largest 4-cylinder Overland that will be produced this year



The Newest Overland \$325 Less Than Last Year

The 1916 Overland is essentially the same as the 1915 Overland—the famous Model 80 that sold for \$1075.

But the price is \$325 less.

The stream-line body is the same as the 1075 model of last season.

It has the same magnificent finish; that deep, rich tone of dark Brewster green

with fine hairline striping of clear ivory-white.

It has the same powerful, economical thirty-five horsepower, four-cylinder motor, but weighs less.

It has high-tension magneto ignition.

It has the same underslung rear springs. It has the convenient arrangement of electric control buttons on the steering column.

It has the same easy-working clutch which any woman can operate; the same "easy to handle" shifting levers; the same "easy to steer with" wheel; the same positive brakes.

It has 33" x 4" tires which is unusual on a car, at this price.

In detail, finish, mechanical fineness, comforts and conveniences, this newest Overland gives you all there was in the

\$1075 Overland and even more power.

And it costs you but \$750—\$325 less than last season's large 35 horsepower Overland.

Deliveries are being made now all over the country.

Every Overland dealer already has a waiting list.

Place your order immediately and you can be sure of a speedy delivery.

Specifications

35 Horsepower motor High-tension magneto ignition 5-Bearing crankshaft Thermo-syphon cooling

Underslung rear springs 33" x 4" tires; non-skid in rear Demountable rims; with one extra Electric starting and lighting system

Headlight dimmers Rain-vision, ventilating type, built-in windshield Instrument board on cowl dash

Left-hand drive, center control One-man top; top cover Magnetic speedometer

This Car is Now On Display Here

OVERLAND HARRISBURG COMPANY, DISTRIBUTORS

Salesroom ANDREW REDMOND, 3rd and Boyd Streets

BELL PHONE 2133 C. V. 418

"Made in U. S. A."

The Willys-Overland Company, Toledo, Ohio

New Models Now on Display at the Panama Pacific Exposition



The New PAIGE 6-36 \$1095 RIVERSIDE AUTO CO. BELL PHONE 3718 REAR 1417 NORTH FRONT ST. GEORGE R. BENTLEY, Proprietor