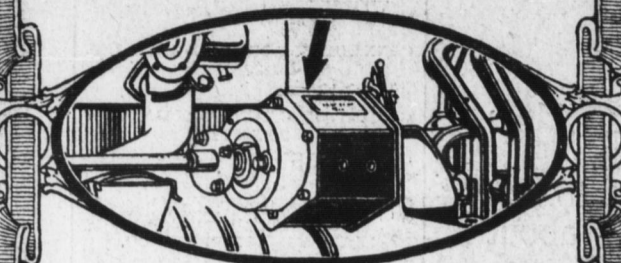


Maxwell

The "Wonder Car"



Electric Starting and Lighting

The new Maxwell is equipped with the Simms-Huff Electric Starting and Lighting System.

This system is a single unit type, combining in one instrument the generator and motor.

It is the simplest, "sure-fire" powerful self-starter made and has about one-half the wire of ordinary starters.

We are waiting to take you for a test ride in the car that has broken all low "First-Cost" records, and is breaking all low "After-Cost" records.

One Man Mohair Top \$655 Electric Starter
Demountable Rims \$655 Electric Lights
Rain Vision Windshield Magneto Ignition
F. O. B. DETROIT



"Every Road is a Maxwell Road"
E. W. SHANK, Distributor
120 Market St.

MOTOR CARS ARE MORE IN DEMAND

Prediction That Industry Would Have Reaction Not Borne Out

Ever since the automobile industry became one of the leading factors in the commercial world, predictions have been made that a reaction would take place. Those prognosticators who had it all figured out that the turning point would come in 1914 or 1915 were as near to the truth as the positive individual who said the war could not last after June.

According to John N. Willys, president of the Willys-Overland Company, the stability of the industry is greater today than at any time since its inception.

Any suggestion that the growth of the automobile business is only temporary, says Mr. Willys, "is not taken seriously by sane thinking people who have watched its growth and development during the past fifteen years. Twice during that time it has passed through national panics without faltering and is perhaps the only big industry that has never received a serious setback."

"The demand for cars is greater today than ever before in the history of the business. This year the Overland plant will produce approximately 150,000 cars which is more than double the output of last season. Although we are shipping on an average of 500 cars a day, the factory finds it necessary to work overtime in order to keep pace with the orders that are pouring in."

"The big reason reasons alone have enabled thousands of people to invest in motorcars who heretofore considered them beyond their means. The ease with which the modern car operated probably accounts for the great numbers that are now being sold to women."

"Instead of a luxury only indulged in by people of wealth the automobile has developed into a practical necessity. This is particularly true in the vast farming sections of the country. Statistics show that the farmers are the largest purchasers of motorcars, yet they are not spending on earth to invest in a car merely for the pleasure that it affords them. On the contrary, they consider the pleasure part of it last. The average farmer looks upon the automobile as a time and money saver that will permit him to accomplish more work in less time than a team of horses."

"In the cities the motorcar has become almost indispensable to doctors and professional men. It enables them to make more calls in a day than they could in a week if they had to depend on a horse-drawn conveyance as a means of transportation. Salesmen, collectors, and in fact all out-door businessmen are using the motorcar to facilitate their work."

"Every city and town in the country can boast of its quota of cars, but the present owners constitute only a small proportion of the possible purchasers. This is evidenced by the fact that dealers are continually overstocked no matter how large their allotments from the factory."

Rubber Shown in Excellent Window Displays

The window display department of the Goodyear Tire and Rubber Company has been unusually busy of late and the results of this activity are attracting a great deal of attention.

A week ago the display featured a section of the Brazilian jungle, showing where and how the rubber trees grow, how the valuable "blood" or latex (crude rubber) is obtained from the trees, and how crude rubber from various parts of the world looks when it is ready for shipment.

A big feature of the display was a portrait of Charles Goodyear, who discovered the method by which crude rubber was made commercially valuable and who opened the way for the enormous development of the rubber industry as it is today.

This week's display is based on the premise "If Charles Goodyear did not exist, the world would be a poorer place. But the whole industry as it is now known is largely the result of his discovery."

And so this week's display of the Goodyear Tire and Rubber, installed October 21, is an exposition of the great variety of articles manufactured by Goodyear-Akron. Some forty-four window cards, designating different articles, are part of the display, which includes automobile, motorcycle, truck, bicycle and carriage tires and a varied line of mechanical rubber goods, such as hose, belting, packing and molded goods. The background is still that of the Brazilian jungle scene.

Briscoe Will Have New Factory Building Soon

Word comes from Jackson, Michigan, that all arrangements for the building of the new \$100,000 local plant of the Briscoe Motor Company have been concluded and that actual building operations will begin immediately.

Although the Briscoe Motor Company has already leased every available plant in Jackson, and in addition, conducting negotiations for the establishment of a Canadian factory, the growth of the Company's business has been so rapid as to make the new Jackson factory an immediate necessity.

The new factory site is located directly on the main line of the Michigan Central Railroad, where the ideal shipping conditions are afforded for the company's growing production of Briscoe cars.

The plans of the builders immediately betray the fact that the new Briscoe plant has been laid out with the broadest conception and with intimate regard to substantiality and future growth. Arrangements will be made that every item used in the construction of a "Briscoe" enters on one side in the form of material, to leave, at the other end, a product finished in every detail and ready for the hands of the motorist. Everything in the plant is to represent the most advanced engineering experience as applied to the manufacture of automobiles.

Already arrangements are made for the erection of dwellings to house the mechanics who will be added to the company's forces.

Overland
TRADE MARK REG.

This car

with this additional limousine top — all for \$950^{f.o.b. Toledo}

Here is an ideal combination. For use in warm weather, you may have your touring car with a one-man top, windshield and side curtains. When cold weather comes and until the damp, raw days of early spring are passed you have a limousine. And what is most agreeable, you have both for a very modest sum—\$950. This Detachable Limousine Top makes a most comfortable and most attractive closed car of Overland Model 83.

Model 86 Six Cylinder 7 Passenger—\$1145, f. o. b. Toledo

Bell phone 3883 **The Overland Harrisburg Co.** Distributors for Central Pennsylvania
Showroom: 212 North Second Street Service Station: 127-9 Cranberry Street

The Willys-Overland Company, Toledo, Ohio
Also manufacturers of Willys-Knight automobiles "Made in U. S. A."

FUR-TRIMMED VELVET SKIRTS
There has been considerable demand for skirts of velveteen, velvet and corduroy, in black, African brown, navy, hunter's green, fieldmouse, purple and dress of wine, says the Dry Goods Economist. Many of these skirts are fur-trimmed, with wide bands of fur around the bottom. Others show fur trimming only on the pockets, or a band extends down the front. Others are untrimmed. A few skirts are being made up in novelty velvets and are particularly adapted for skating.

METZ

No Waiting For Delivery of Metz Touring and Roadster

Extraordinary Value.
\$620 Delivered

PENNSYLVANIA AUTO SALE COMPANY
5 Grace Avenue, Near Fourth and Market Sts.

Ford Owners--Special

To introduce a new molded tire we offer **NON-SKID**

Miller Tires

GEARED TO THE ROAD

30x3 at \$8.50 30x3 1/2 at \$11.00

Standard Guarantee---3,500 Miles

Sterling Auto Tire Co., 1451 Zarker Street
The VULCANIZERS

The New **PAIGE** 6-36 \$1095

The latest addition to a distinguished line of cars. A five-passenger "roomy" car—a luxurious car—a "smart" car—an economical car. A car that lines up to the Paige "Standard of Value and Quality." Low first cost. Low "Up-keep" expense. Weight 2,500 pounds, with same body design and cantilever spring as the larger model.

6-46 Seven-passenger, \$1295. Prices f. o. b. Detroit.

RIVERSIDE AUTO CO.
REAR 1417 NORTH FRONT ST. BELL PHONE 3731R
GEORGE R. BENTLEY, Proprietor

Willard

We Make Old Batteries Young

Storage Battery Service is our business. We can show you how to keep a young battery in good condition and give an old one a new lease of life.

The Willard Station in Your Town:
J. G. DUNCAN, JR., CO.
11 North River St., Harrisburg, Pa. Bell 3907

FRANKLIN

Ensminger Motor Co.
Third & Cumberland Sts.
DISTRIBUTORS

Automobiles

See Howry's for auto truck bodies; we build them to please you. Wagons built to order. Painting wagons and automobile lettering up-to-date.

We Sell Kelly Tires

Howry & Son
SHIREMANSTOWN

MEXICO TO CANADA WITHOUT STOPPING

Party of California in a Chandler Six Establishes Remarkable Record

Word from the West brings news of the most extraordinary nonstop motorcar run on record. A Chandler Light Six was the performer.

In a drive from Tia Juana, Mexico, to Vancouver, B. C., not merely the motor, but the car itself was kept running continuously. On the sworn word of the two official observers and the three other members of the crew, the wheels of the car never once—not even for the flash of a second—stopped moving.

The distance was 2,650 miles; the time consumed, five and one-half days. The party which made this remarkable run, no less of an endurance test for the men than for the car, was composed of C. H. Hunter, Los Angeles, manager of the Chandler Motor Car Co. of California, who drove most of the time; Ben Knopf, relief driver; Al Wade, automobile editor of the Los Angeles Times; Joseph Waddell, photographer for the Universal Film Corporation; and Jack Griffin, publicity man for the California Chandler Company. The Messrs. Waddell acted as official observers.

In Portland shortly after 9 o'clock Thursday morning. "But how were they going to get across the Columbia river into Washington? If they took the ferry they would be compelled to stop, the movement of the car. There is even a strict Government regulation that no engine can be kept running while being transported by ferry."

"This had been anticipated by the Californians, however, before they started, and license to use the Vancouver Railroad bridge was given by A. J. Davidson, superintendent of the S. P. & S. Railroad Company.

"It was no small trick to get across the Vancouver bridge. The track had to be traveled by the car for exactly three miles, and two and four-tenths miles of the distance embraced bridge, trestle and viaduct. There were serious obstructions in the tracks at "turn-outs" and "crossovers," handling switches, guard rails, operating levers, block signal and derailing pipe-lines, etc.

"To make the trip without allowing the car to stop even for an instant, Mr. Hunter had to jump these obstructions at a fairly good pace, and he had to stay in the exact groove outlined by the "surveyors" of the line, else the jig would have been up.

"When he turned the car loose at the Vancouver bridge, the track was as a cucumber. He took every jump according to schedule and finally, after an hour's grueling test, he faced the moving picture man on the Washington side of the river after driving the first passenger vehicle, other than a train, that has ever passed over the big Vancouver bridge.

But the Vancouver bridge was not the only tough nut to crack. The tour was sprinkled with difficulties, as any motorist may easily figure out, but the crew found a way always to keep the wheels moving. In the entire 2,000 miles not once did they permit themselves to get in a position where it would have been necessary to reverse, which of course would have meant a "stop," no matter how brief. Think of driving a car over a "road of three nations" without allowing it to stop. Great locomotives are usually driven on 150-mile runs, and a run of 250 miles is generally considered the limit. At the end of the run they are sent to the terminals and given running repairs before going back to work. Locomotives carry a tremendous load, but they have tremendous power and they get somewhat of a rest once in a while. The Chandler carried a full load of five grown men with baggage 2,650 miles without a stop.

Pullman

\$740 DELIVERED

1916 MODEL

Stand the Pullman five-passenger at the curb beside any car in its class or out of it and it retains its own air of snap and distinction. It is heavy enough to hug the road at any speed—light enough to save tires and gas. The roomy luxury of the Pullman sets a new standard for cars at anything like the price.

Two, Three and Five-Passenger Models

SPECIFICATIONS: 114-inch wheel base, 32 H. P. four-cylinder motor, 3 1/2 by 4 1/2 non-skid tires all four wheels, cantilever rear springs, independent electric starting and lighting system, separate high tension magneto, Mayo radiator, one-man top, full floating rear axle, extra large body to accommodate seven passengers if desired.

ANDREW REDMOND, THIRD AND BOYD STS.
BENTZ-LANDIS AUTO CO., DISTRIBUTORS

NATIONAL Motor Cars

Penna. Auto Sales Co.
No. 5 Grace Avenue
Near 4th and Market Sts.