

Maxwell

The "Wonder Car"

One-Man Mohair Top

The new Maxwell is equipped with a one-man real mohair top. It can be raised or lowered almost in an instant, by one person.

There are no top bows near the driver's seat.

This gives the driver and passenger beside him an unobstructed view on both sides of the car.

The storm curtains are quick-adjustable.

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 Electric Lights
Rain Vision Windshield Magneto Ignition
F. O. B. DETROIT



"Every Road is a Maxwell Road"
E. W. SHANK, DISTRIBUTOR
120 Market St. Bell Phone 386

PREDICTIONS ARE REALIZED ON "8"

Multiple Cylinder Car Has Fulfilled Expectations of Those Who Introduced New Type

By C. P. HENDERSON

General Sales Manager, Cole Motor Car Company.

The world is witnessing the complete fulfillment of one of the most startling prophecies ever made in the automobile industry—that within a year the multiple cylinder car would be pre-eminent in the medium and high priced class.

Records which are being compiled with reference to the past season's production indicate that with the close of the year approximately 85 per cent. of the cars sold in this country for \$1,750 or more are of the multiple cylinder type. And better yet, these very cars are setting a new standard of comfort that was never before realized.

It is rather amusing to us, now that we have passed through the stormy period and overcome successfully the many knocks and prejudices that confronted us in launching this new idea, to look back over the year and view again the development of the Cole eight. When it was first announced the skeptics sprang up on every hand, berating us for even attempting to produce a multiple cylinder car.

"It's a dream—it's all theory—it won't work out in practice," they cried, and they cautioned us that we would ruin ourselves and our reputations as wise motor car builders if we endeavored to market our product. Months and months before we ever thought of making the Cole eight a part of our regular production we had seen the car in operation. Of course, it was by no means a finished specimen, but even in its experimental stages it was such a revelation to us all that we knew it could not fail. Then came a long period of watchful waiting. Improvement followed improvement until at length our engineers came to us and declared that at last the Cole eight was ready for the public.

Again it was tested—more rigidly by far than any previous model. And after we had satisfied ourselves that it was "right" we announced it.

What has followed has been an endless chain of satisfaction. And what has been our experience has been borne out and substantiated by the experience of the other big motor car manufacturers who with us have made the multiple cylinder car a possibility. The motorist public was not slow in recognizing the merits of the multiple cylinder motor car and its advantages over the former types. This has been proved by the fact that, as I said before, approximately 85 per cent. of the cars selling for \$1,750 or more which were produced during this year have been of the multiple cylinder type.

And we are planning for an even greater production next year than we have enjoyed during the past season. We are basing our estimates on our most conservative appraisal of the situation. We have a car that has made good without question. It has established a gasoline economy record of from 15 to 20 miles to the gallon. It makes from 400 to 600 miles on a single gallon of oil. Its speed range in high gear is from 2 to better than 80 miles an hour. As a hill climber, it has achievements to its credit that up to this year would have been deemed impossible. During the recent Dixie Highway tour, which was piloted by one of our models, especially designed to meet the demands of the sportsman, the devotee of golf, tennis, hunting, fishing and camping.

With the knowledge that we have satisfied the public we have been able to build up a foundation during the past season, both at home and abroad, which is going to mean an increase all along the line during the next year. With any kind of an adjustment of business condition in this country and abroad, our prospects are for an even more prosperous year than the last, which has proved the greatest in the history of the company.

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, 2 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

BATTERY "Exide" SERVICE

A Real Live Automobile Service

Mr. Automobile User—Our business is storage batteries. We are specialists. We will recharge, repair, care for or replace your battery. We will do the work promptly and at the right price. We are the local Distributors of the

"Exide" Starting Battery

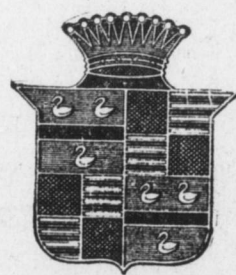
The "Exide" is the most widely used automobile battery in the country. There are over 200,000 cars equipped with "Exide" Batteries for starting and lighting.

Remember our service is prompt, reliable and courteous. Let us serve you and serve you well. Stop around and get acquainted.

Excelsior Auto Company
Harry L. Myers, Mgr.

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 5907

Meaning of Symbols on Cadillac Coat of Arms



Since the Cadillac Eight has appeared with the coat of arms of Antoine de La Mothe Cadillac on its radiator as a distinguishing mark, many people have inquired as to the meaning of the escutcheon.

While this device does not appear in the available works on heraldry, the Detroit Public Library has gathered considerable information concerning it and has arrived at its general import.

In the upper left and lower right quarters appear six fowls. These are cygnets, or young swans. They symbolize purity of descent. The crest above the shield is the crown of a vicomte—or viscount in English—indicating the rank of Cadillac's nobility. Dictionaries of heraldry define the black bars across the quarters containing the swans as "burtrillets," and say they symbolize 'one who sets the bar of conscience and religion and honor against angry passions and evil temptations.' The blue as seen in the emblem on the radiator of the car denotes loyalty and truth; the gold, generosity and elevation of mind, and the red still other virtues.

ADVERTISING IS GREAT SALES AID

International Harvesting Co. Double Sales Through Newspaper Advertising

O. H. Browning, motor truck sales manager for the International Harvester Company, was asked last night to account for the large 1915 increase in International motor truck sales. The Harvester company has doubled its motor truck business in 1915 and the increased production at the company's works at Akron, Ohio, recently made possible a new schedule of prices heretofore unheard of in the motor truck industry.

"I think the newspapers are partly responsible," said Mr. Browning, "for our big increase in business. We have always been persistent advertisers, and during the current year we have made a more thorough test than ever before of newspaper advertising. The results have been satisfactory; in fact, everything has combined to double our business over last year. Our new prices are the result. The more trucks people buy, the cheaper they can get them."

"You see, advertising enables you to invade every city with your motor trucks if you have a sales organization to take care of the prospects. Our head office is located in Chicago and the factory is at Akron, Ohio, yet we are the greatest distributors of motor trucks all over the country. "It is true that International motor trucks lead in Chicago with 242 trucks, the nearest competitor having 175. But we lead also in St. Louis, according to the Globe-Democrat, with 71, the nearest competitor—making trucks exclusively—having 27, and our leadership extends to practically every large city in the country. Advertising enables us to go anywhere, as far from the manufacturing base as our selling organization will permit. If you have a motor truck of unusual quality, you can introduce it into any city by advertising, supported by salesmen. "The most remarkable victory which advertising ever helped the Inter-

national motor truck win was in the State of Michigan, which is, as everybody knows, the great motor truck manufacturing center. It is said that there are more motor truck makers in Michigan than in any other State in the Union, or in almost any two or three States. Michigan is as famous for its motor vehicles as Kentucky is for its race horses, and it is fair to assume that it is in the State of Michigan where motor truck sales organizations are the strongest and competition the keenest.

"Although our main office and the factory are clear outside of the State, we 'didn't do a thing' to Michigan with advertising as an ally. Michigan registrations of motor trucks for the first half of 1915 show that we are far in the lead. I have here a list of the registrations, arranged alphabetically by makes, which shows the registrations as they fluctuate from month to month. "The figures tell their own story and show International registrations for the first half of the year to amount to just 324 trucks, which the nearest competitor totals 259. This manufacturer is not a competitor of ours, strictly speaking, because its trucks are built in sizes from 1,000 pounds to six tons hauling capacity. International trucks, as you probably know, are in the 1,000 to 2,000 pound class. "The closest competitor selling trucks of the same capacity has a total of 117. It may be seen from the list that many of the trucks are Michigan products. "You ask me how we invaded Michigan with all these manufacturers on the ground. Unquestionably our advertising helped us much. We have

Raymobile
Cradle of the American Family
ENSMINGER MOTOR CO.
THIRD AND CUMBERLAND STS. Distributors.

qualities in our trucks which we can tell the people about in advertisements and get their interest. Every businessman nowadays may not own a motor truck, but he at least is interested in one. "We feel more like trusting the fate of our motor truck business to a judicious cultivation of the home market through advertising than to chasing the phantom of war orders. This year while many manufacturers have been watching the bubble of big war business we have been plugging the home market and doubling our business. This old United States is one good place to sell motor trucks if you have the right trucks and are not afraid to advertise."

Germans Find Difficulty in Taking Sand Fortress
Berlin, via London, Nov. 13.—The difficulties of the army besieging Drinsk because of the nature of the fortress which is built of sand are pictured by Captain Von Kueschetsky, correspondent of the Vossische Zeitung. "Had it been of rock," he says, "ex-

perts declare it would have been knocked to pieces long ago but an artillery bombardment is of little avail against a sand fortress. It was captured fifteen times between September 15 and October 26 and still is not in the German's possession. It has been reduced in size one-half without affecting the strength of the remainder.

FRANKLIN
Ensminger Motor Co.
Third & Cumberland Sts. DISTRIBUTORS



Overland

\$750
Roadster \$725
Model 85, f. o. b. Toledo

Mature Popular Judgment Says This is the Car to Buy

This model was announced early last June. In a few weeks we had built, sold and delivered more of these cars than had ever before been built of any car of over 100 inch wheelbase, by any producer anywhere in any length of time.

At that time we were building about 300 cars a day.

With more of these cars in every-day service in the hands of owners than of any other car of its size ever produced—

There was, very quickly, everywhere, the greatest opportunity ever offered for people to judge a car by its performance.

Now we are building over 600 cars per day.

This unprecedented demand follows the performance test in every-day ser-

vice, not of a few thousand cars, but of a record output.

In the mature judgment of the buying public you get more for your money in this car than you can get in any other car now on the market.

Never before has the purchaser of an automobile had so well founded, clear and conclusive a popular judgment as this to guide him in right selection.

Let us show you the car and demonstrate it.

The five passenger touring car is \$750; the roadster \$725; the famous Overland Six—seven passenger touring car \$1145—the new Model 75 is \$615 for the touring car; \$595 for the roadster, all prices f. o. b. Toledo.

The Overland-Harrisburg Company

DISTRIBUTORS FOR CENTRAL PENNSYLVANIA
Show Room: 212 N. Second St.; Service Station: 127-9 Cranberry St.
BELL PHONE 3888 CUMBERLAND PHONE 878-Y

The Willys-Overland Company, Toledo, Ohio



Made in U. S. A.

REO
4 and 6 cylinder pleasure cars; 3/4 to 3-ton trucks.
Harrisburg Auto Co.
THIRD AND HAMILTON STREETS