

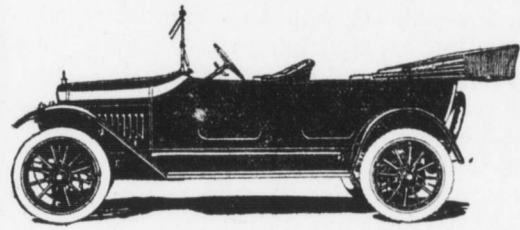


Complete Motor Cars

In addition to the element of convenience, motoring can and rightly should be a pleasure and recreation—free from endless annoyances due to inadequate equipment.

It is true that electric starting and lighting systems, demountable rims and other refinements can be purchased and added to the car that lacks these devices. But experience has shown that to buy the entire and finished car from one manufacturer is not only less expensive, but much more satisfactory in that responsibility for the whole product can be centered in one institution.

Maxwell Motor Cars, being otherwise designed to earn and retain the approval of particular people, are, of course, provided with every accessory of established merit that would add to the convenience and comfort of their owners.



One Chassis, Five Body Styles

- Two-Passenger Roadster \$625
 - Five-Passenger Touring Car 655
 - Touring Car (with All Weather Top) 710
 - Two-Passenger Cabriolet 865
 - Six-Passenger Town Car 915
- Full equipment, including Electric Starter and Lights. All prices F. O. B. Detroit.

Maxwell

MOTOR COMPANY, DETROIT, MICHIGAN

E. W. SHANK
120 MARKET STREET
Bell Phone 366

Repays Every Owner

Harrisburg Auto Co.

The Telegraph Bindery

Will Rebind Your Bible Satisfactorily

PROSPERITY ALL OVER COUNTRY

Sales Manager of Chalmers Company Back From Month's Trip Through the South

Returning from a 30-days' trip through the Southern States, Paul Smith, vice-president of the selling division, Chalmers Motor Company, brings reports of unparalleled business prosperity throughout the entire territory covered on his tour.

"Southern merchants, ranchmen and planters agree that conditions have never been better since the 'War times,'" said Mr. Smith, upon reaching Detroit. "Whether traveling through the broad prairies of Texas or in the heart of the cotton belt, we found evidences of prosperity on every hand, and the demands of our Southern dealers for cars indicates that a generous share of the profits are being spent for automobiles."

"Cotton, with only 40 per cent. of the crop sold, is bringing 12 1/2 cents per pound, so that the people who invested in the Buy-a-bale movement last year are not losing anything by their purchase. It is estimated that the remaining 60 per cent. of the cotton crop will easily bring 15 cents per pound."

"Probably the most encouraging sign from an economic standpoint is the great amount of diversified farming now being done by Southern planters and ranchmen. I talked with one planter in the western of Cleveland, Mississippi, who had raised 800 acres of corn in the past season, or considerably more than was grown in the entire county of Bolivar, the year previous. He stated that Chalmers raised almost exclusively with the result that when hard times came, the planters were unable to purchase even the common necessities of life. To-day, through raising their fall crops, they have been placed in an independent position, regardless of the cotton markets, and are enjoying the best year in their history."

"At the last meeting, 157 dealers from all over Texas reported at our headquarters. When we reached Texas there were 19 Chalmers dealers in that State, but at the expiration of the two days' convention, our dealer representation totaled over 80. Over 125 dealers from Tennessee, Mississippi, Western Alabama, Western Kentucky and Missouri met at Memphis February 15 and 16. Just 148 dealers from Georgia, Florida, both Carolinas and Eastern Alabama came in for the session in Atlanta. An example of the demand for cars is selling in the South was furnished by Eugene Polk, a dealer who attended the Memphis meeting. He has only represented us about two months, but has taken his full allotment of cars and has sent in a telegraphic order for 30 additional cars."

"Enthusiasm over the performance of the new Chalmers Six-20 is general throughout the country, many dealers having staged special endurance runs and hill climbing contests in which the car has established remarkable records. We confidently expect the greatest year in our history for the entire Southern territory."

Winter Demand For Autos Greatest Ever

Reports from the big automobile factories in Detroit indicate that the demand for cars in the country for motor cars is continuing unabated, even through the winter months, which are usually the lean ones in the automobile business. The larger factories are running now at capacity in order to meet the demand for cars. Detroit has never seen anything approaching this unprecedented winter business, and the demand now, when the really big selling season opens in April, it will be absolutely impossible to get out cars fast enough to supply the demand.

When the stringency in the material market first held up orders last Fall, the skeptical said that the situation would soon be remedied, and that the normal slack in business during the winter months would allow time for the parts and material people to catch up with the orders. But nothing of the sort has happened. The skeptics were fooled, because they did not take into consideration the extent of the demand for enclosed cars of all types. The year round, sedan, coupe and limousine types have become so popular that the sale of these cars has used up the metal for their storage supply, and the country faces a big motor car shortage when the touring season opens.

A statement from the Hupp Motor Car Corporation, one of the Detroit concerns which is enjoying particular success with its series "N" Hupmobile, shows the trend of motor car selling and production.

"The present situation is without precedent in the motor car industry," stated Lee Anderson, Commercial manager of the Hupp Motor Car Corporation. "With our increased facilities, we are turning out more cars than ever before in the history of the corporation, but all our efforts seem to be of no avail in keeping up with the orders. They come in faster than we can care for them. In the winter months, the motor car makers have been in the habit of building and storing machines for the big rush in the Spring business, but nothing of that sort is possible this season, because we cannot fill our immediate shipment orders."

"With our factory working at capacity, we are turning out cars at Spring and summer rate and still we make no headway towards preparing for the Spring orders. Thursday, February 17, was the banner day for the winter season at the Hupp factory, when Works Manager Young produced a total of 101 finished Hupmobiles. This is the high water mark for the winter season. We had not planned on any such winter demand, although we were far sighted enough to double our output. Even with Hupmobile plants in both Detroit and Jackson working at capacity, we are over 700 orders behind the immediate demand, to say nothing of the hundreds of orders we have for future delivery."

Pullman Is Popular Among Physicians

Medical journals throughout the country, which only a few years ago would not have dared discuss the relationship of the automobile to the medical fraternity, are now boldly united in commendation of the motor-car as the greatest requirement of physicians.

Records just compiled by statisticians connected with the motorcar industry show that doctors who but a few years ago championed the electric vehicle as their best means of conveyance are now users of the gasoline-type of car. In fact to-day many physicians utilize their spare time in studying motorcar construction and are conversant with mechanicals in terms unfamiliar to the layman.

In discarding the electric for the gasoline type, says R. Congrove, general sales manager of the Pullman Motor Car Company, of York, Pa., "physicians find that their monthly 'upkeep' is greatly reduced when it is considered their mileage is largely increased and their cars at their service at all hours of the day and night. The

greatest drawback physicians found in the use of electric cars was the fact that their cars would be tied up in garages 'on charge' when it was most necessary for them to have them.

"We have just received special reports from our distributors in all parts of the country in reply to our inquiry in effect 'What percentage of your buyers are physicians and what model do they prefer?' A careful analysis indicates that the Pullman has made a decided impression with doctors everywhere because our line is out of the litter car's class and at the right price. The Pullman De Luxe Coupe, the two-passenger roadster and the Clover Leaf three-passenger roadster were the most desirable models for physicians but reports show that our 1916 five-passenger touring car model is equally popular on account of the roominess and comfort afforded the doctor and his family.

"The distinctive feature in all the Pullman models is the seat arrangement. When you consider the price of these cars and the fact that a man or woman as large and bulky as Jess Willard has ample leg space while seated in either the roadsters or the touring car it is easy to see why the Pullman is out of the 'small car' class. Each model is so designed that the front edge of the seat is several inches back of the door line, thus increasing the leg room and leaving the feet absolutely free for entrance and exit.

Jeffery Man Predicts Great Shortage of Cars

That this Spring will see the greatest shortage of automobiles this country has ever seen is predicted by J. A. Benz, of the Benz-Landis Auto Company, distributors of Jeffery motor cars.

Last Fall, when business conditions were only fair, there was a big shortage of automobiles. This Spring, with business conditions the best they have ever been in this country, the shortage will be far greater than it was last Fall.

A few years back it was possible for a manufacturer to increase his output upon very short notice, because the production was simply an average one. This applied not only to the manufacturer of the complete car, but also to the parts maker. This year parts makers compelled their customers to specify a year ahead, no increase over the original order is accepted at present, and, consequently, no manufacturer can increase his output beyond his original plans for the season.

WHAT MEANS A GALLON OF GAS?

It All Depends Whether It's an American or an Imperial Gallon

When is a gallon not a gallon? That all depends on the point of view.

It is not a gallon when mentioned by a Canadian in the United States. It is not a gallon when alluded to by a citizen of the United States, temporarily in the Dominion.

This startling fact recently came to light at the Maxwell headquarters in Detroit, in the progress of an effort to reconcile some performance of Maxwell cars in Canada with feats of record in the States.

R. F. Girdwood, Montreal Maxwell distributor, was telling of Maxwell economy as demonstrated by cars under his observation.

"They often average around forty miles to the gallon of gasoline," he declared. "I have myself driven one of them on a trip where we undoubtedly scored better than 44 miles on a run of more than 200."

The man to whom the statement was made was bewildered. He knew that authentic records existed of long trips in which Maxwells had scored averages around 35 and 37 miles to the gallon. Mr. Girdwood's feats were, however, out of line, suggesting road conditions or inflammability of atmosphere altogether unknown south of the Canadian border.

"What do you mean by 'gallon of gasoline'?" he asked at random.

"Why, regular, Imperial measure gallon, of course," replied Girdwood. "A great light dawned on the factory man. Investigation disclosed that the English gallon, on sale in Canada, is almost 20 per cent. larger than the gallon measure provided in the United States. Incidentally, it costs correspondingly more."

With this data it was easily seen that the Maxwell cars in Canada were no more generous in their yield of miles to the gallon than are the Maxwells on which record has been kept in the States.

traveling the boulevards of Paris or the highways of the South American continent, he is sure that it means the best that the J. I. Case T. M. Company has to offer.

The J. I. Case T. M. Company adopted the eagle as its trademark shortly after the close of the Civil War. The Case eagle decorating the radiators of the Case cars at the auto show is an exact replica of "Old Abe," the famous mascot which went through thirty-six battles of the Civil War and saw die half of the noblest regiment sent to the front by the State of Wisconsin.

The Case eagle before he was able to use his mighty pinions to mount the air was captured by Chief Sky, of the Chippewas, in northern Wisconsin, and sold to a resident of Eau Claire for a sack of yellow corn. He was adopted by Battery C, Eleventh Wisconsin, and taken to war.

Keeping Tire Repair Men Posted on New Methods

Within the past week repairmen in every part of the country have been notified by the B. F. Goodrich Company of an improved method of tire repair which will save car owners thousands of dollars.

This is the result of more than a year of study and scientific investigation by the repair department of the largest rubber factory in the world.

Two principal difficulties have been found with repairs as made heretofore. The repairman often has not taken the time to get the tire properly prepared. The repair was no more than a patch, a makeshift, and often the patch was as stiff as a piece of armor plate. The stiff patch and the resilient tire body parted and the tire "shuffled off" before its time.

Again, in some cases repair materials have been used which were not designed to harmonize. As a result, part of the tire was either over-cured or under-cured.

Under the new method the same tools and equipment are used, the repair cost practically the same as heretofore, but the tire lasts longer, and road nearly as strong as before in July.

three individual arm chair seats, unique arrangement which provides there is an aisleway between the two front seats, making easy access to the third or rear seat. The three passengers are cozy and comfortably housed in such a position that they can easily carry on a conversation, but are in no sense crowded. When the third passenger is not in the rear seat, the car has the appearance of a regular roadster, there being no conspicuous empty seat. The popularity of this new type car is evidenced by the vast number of orders which were instantaneous as soon as the public became acquainted with this new creation. It is often equipped with wire wheels, and in the fashionable social centers of the East, the debutantes have nicknamed riding in this new car "Three-some Motoring."

CITY COMPLETES MILK TESTS Tests of thirty-seven samples of milk and seventeen samples of cream were made during February by the city Bureau of Health and Sanitation and examinations show the presence of colicin in but five of the milk samples. In most of the supplies the bacteria is well below 10,000, only three above 500,000 and one above 1,000,000.

FRANKLIN

Ensminger Motor Co.

Third & Cumberland Sts.
DISTRIBUTORS

KING

"The Car of No Regrets"
The King is the second oldest automobile in the United States; 1916 model \$1150
7-Passenger Touring . . . \$1350

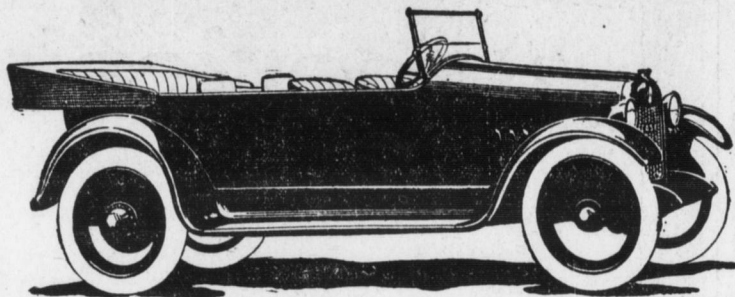
King Car Sales Co.

80 S. CAMERON ST.
Good Territory For Live Dealers

Sixes Exclusively

\$950 to \$1485, and Buick Trucks with Delco starter, \$1225.
Chevrolet, \$580 to \$780.
Federal trucks, \$1800 to \$2800.
ALL PRICES F. O. B. FACTORY
HOTTENSTEIN & ZECH CITY GARAGE
Rear Union Trust Bldg.

The New Case 40—\$1090



Tomorrow's Car Today

Now comes the new Case 40. Born and bred in the midst of Case ideals, it looms forth as a car that is bound to carry the Case standard even higher and higher.

This new car is far advanced in its lines and curves—still it does not plunge into eccentricities. It is designed for the substantial sort of man—for the one who is not swayed by passing innovations—for the man who wants a genuine car.

For 74 years Case executives and workmen have been building according to the Case standards—never leaving that straightaway path called Quality, which has brought such world-wide reputation. Case cars are entirely built by Case-trained workmen in the Case plants.

The new Case 40, at its price of \$1090, is an unusual opportunity.

With its 120-inch wheelbase, new method of cantilever spring suspension, both to the frame and rear axle, its three piece steel body, removable upholstery and numerous other features, you can not find its equal in any other car at this price.

May we show you in detail this Tomorrow's Car Today? Your time so spent will bring you good results.

Conover & Mehring

Sole Distributors For Central Penna.
1713-1717 N. Fourth Street
HARRISBURG, PA.
Bell Phone 595-J

One great automobile expert says, "The Case 40 motor makes extra cylinders unnecessary."

THE SIGN OF MECHANICAL EXCELLENCE THE WORLD OVER



Why Case Company Uses the Eagle as Trade Mark

When asked their opinion of the use of the trademark on automobiles, motorists in American economy-feats which they themselves can readily excel without half trying, will wisely make allowance for the fact that the American gallon is only part of the gallon they pour into their tanks.