



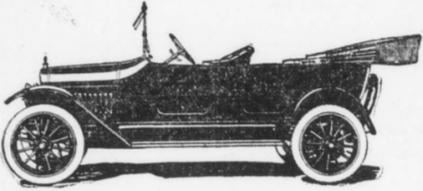
Character

A MAN'S capacities are determined by several factors, chief among which is the fiber of the stuff he is made of. Like all of Nature's most potent forces this is invisible, and being so, it secures its expression in effects and results. Competency, energy and honesty—these qualities constitute greater worth. And their development creates character.

Motor cars, too, have character. It is injected and molded by the hand of man; its presence is conspicuous when put to the test.

Maxwell Motor Cars, for example, gain character and individuality by reason of experience, care and skill with which they are made. Every operation must strengthen the final result and thus the ability to give abundant and satisfying service is correspondingly increased.

As we specialize in the manufacture of light weight, standardized automobiles, we can and do concentrate our entire attention on those details that make for better motor car character.



One chassis; five body styles

- Two-Passenger Roadster, . . . \$635
- 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

MAXWELL MOTOR CARS are sold in Harrisburg by our distributor

E. W. SHANK

107 Market Street

Bell Phone 366

MAXWELL HAS NEW MILEAGE RECORD

Local Distributor Tells How Stock Car Made 44 Miles to Gallon

Many automobile owners are watching the rise in the price of gasoline with feelings akin to dismay, but this particular phase in the high cost of living is causing Maxwell owners but little concern, says E. W. Shank, Maxwell distributor here.

Mr. Shank just received word from the Detroit offices of the company that an economy test conducted April 7, a Maxwell stock touring car hung up another Maxwell record by clipping off 44 miles to a gallon of gasoline. This test, made under discouraging weather conditions, and other similar tests about the country, are proving a source of satisfaction to all Maxwell owners.

The day on which the Detroit test was made was cold, the thermometer registering only a few degrees above the freezing mark, when the start was made. At the beginning of the run, there was a strong head wind and the finish was made along several miles of rough gravel road. With these adverse conditions eliminated, the Maxwell undoubtedly would have added several miles to its total.

A stock touring car was used, with standard equipment and loaded with driver and three passengers, the total weight carried, including passengers, car and accessories, being 2,780 pounds.

The start was at Birmingham, in Oakland county, and the first part of the journey was made down Woodward avenue into Detroit. The North Grand Boulevard and other streets were followed to Michigan avenue, where the road led straight out to Ypsilanti.

A persistent head wind threatened the success of the test and four miles east of Ypsilanti, the gravel road began. The going was extremely rough, but the entire length of the gravel road was encompassed, the engine stopping just as the front wheels touched the asphalt pavement of Ypsilanti's main street. The last drop of the one gallon of gasoline upon which the test was made, was consumed.

The car in which the test was made has a remarkable history, which gives added value to the test. It has a total mileage to its credit of 23,000 miles, being the first 1915 Maxwell turned out of the factory. It had the honor of establishing the Indianapolis record, beating the train schedule between Detroit and Indianapolis by almost two hours. It made a run across the continent from Los Angeles to Detroit.

The test was observed by Detroit newspaper men.

Eastern motorists were interested in an experiment made recently in Brooklyn, when a Maxwell was driven 8.2 miles on one and a quarter ounces less than a quart of gasoline. This is an average of 34.12 miles per gallon. Just as in the Detroit experiment, an auxiliary tank was used for the test. The Bureau of Weights and Measures certified that the tank held less than a quart. The car used was a regular stock five-passenger touring model and carried five passengers, weighing approximately 900 pounds.

Reo Truck Orders Are For Domestic Use Only

"Yes, we did get a big truck order last week," replied R. C. Rueschaw, sales manager of the Reo Motor Truck Company, in response to a query. "But it wasn't a foreign order as the stock brokers reported."

"Our order came from the good old U. S. A., and while it wasn't all written on the same order form, it did come in the same mail Monday morning. Neither was it from Washington. It was from everywhere—and you'd never guess where the biggest part of it came from."

"When I looked over the morning's orders I exclaimed, 'What are they going to do, move Richmond, Indiana, across the border into Ohio, or what?' For Richmond, Indiana, had sent us an order for twelve 2-ton trucks in one batch."

"That's the kind of orders we Reo folk like," continued Mr. Rueschaw—"orders from Richmond, Indiana, and Warren, Ohio, and Fort Atkinson, Wisconsin, and other similar metropolitan cities of which there are thousands and which, in the aggregate, absorb about 80 per cent. of the Reo product. And it is our pride that the Reo motor truck factory is running day and night and that we have orders for forty days ahead of the factory output and that every one of those orders is for domestic use and for peaceful purposes."

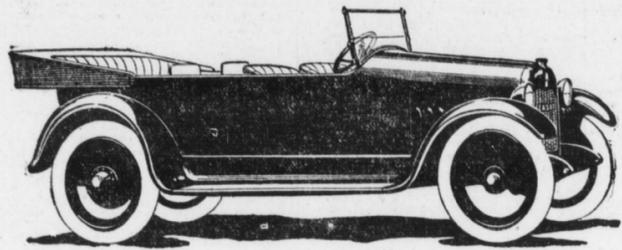
"We turned down two big orders from the war zone recently, and while we are throwing no bricks at those who have accepted them, we are preening ourselves and strutting a bit with pride that our own country absorbs all the Reo trucks we can make."

Hupp Shows 69% Increase Over March of Last Year

"The phenomenal increase in the sales and production of Hupmobiles continued during March, when the Hupp Corporation broke the big February record and made the month of March the largest in its history," says E. C. Ensminger, distributor for the Hupp Motor Car Corporation. "With the increased facilities, production of cars at the Detroit plant was 69 per cent. larger than for the same month last year."

"The success the Hupp Corporation has had with its Series 'A' has been one of the most remarkable ever enjoyed by a motorcar concern. From the time the model was first put out last June the Hupmobile factories have been unable to produce cars fast enough to meet the demand. The growth in both orders and production. There has been a consistently large demand for cars of the Hupmobile type all season, and orders at the factory have not been received in a spasmodic way. Every distributor and dealer in the Hupmobile organization shows a big increase for his territory over the same period of last season. In other words, the whole country is buying more cars than ever before."

The New Case 40—\$1090



The Car of Curves

Only the long sweeping lines of the new Case 40 are straight. All other lines have been molded into curves. All corners are gone. This plastic modeling—this collection of unbroken lines—give an air of distinction found only in cars of character.

The unmistakable beauty and many distinguishing characteristics of this new Case make men spot this car and admire it—envying one's ownership. You will enjoy driving a "different" car—one that stands out in quiet dignity from others.

Why not begin your investigation now? We will

be only too glad to help you study the new Case 40 point by point. At \$1090 this car, with 120-inch wheelbase, three-piece steel body and many refinements, cannot be duplicated at its price. May we expect you today or tomorrow? Or shall we send illustrated description by mail?



Conover & Mehring
1713-1717 N. Fourth Street

Sole Distributors for Central Penna.

Bell Phone 595-J Harrisburg, Pa.



Facilities For Building 1,000 Overlands Each Day

The present plans of the Willys-Overland Company calls for a greatly increased production schedule to meet the unprecedented demand for Overland and Willys-Knight cars. Last year the factory turned out approximately 100,000 cars.

At the present time the Overland plant is producing cars at the rate of more than 800 per day. Their output for 1916 will total close to 200,000 cars.

With the completion of new factory additions the Overland will possess the facilities for building 1,000 motorcars every twenty-four hours. This daily production is more than double the number of cars that were produced during the entire year of 1907 when the Overland car first made its appearance.

The phenomenal growth of the Toledo concern is attributed largely to the high-quality system of quality production methods, which have been in vogue at the Overland since its inception. By producing cars in large numbers they have not only reduced manufacturing costs to a minimum, but they have been able to offer popular-priced cars of a fineness of workmanship which the public has come to associate with cars of far higher price.

Hudson Super-Six Ascends the Lookout Mountain

The first Hudson super-six demonstrator to arrive at the salesroom of the Hudson distributor there, Tom Botterill, was given its baptism of fire by being pitted against Lookout Mountain. This is one of the many peaks near Denver. It is thirty-five miles from Denver to the top of the mountain and back again to the city. The super-six turned the trick on high gear with three passengers. The roads were in poor condition for travel. The road to the top of the mountain has an average grade of 6 per cent. for more than four and one-half miles, winding upward from an altitude of about 5,200 feet at Denver to 7,200 feet at the top of the mountain. There was no apparent consumption of water in the radiator. The entire trip, with stops for pictures and return test for

grade, was made at an average of about twelve miles to the gallon. The California Grays, San Francisco's select military organization, have recently purchased a Hudson through the H. O. Harrison Co., of San Francisco. On special order to the factory, it was finished in a beautiful pearl-gray. It is one of the hand-somest cars ever brought to that city. Robert H. Morgan, chairman of the committee making the selection, states the Hudson was chosen for its good name.

grade, was made at an average of about twelve miles to the gallon. The California Grays, San Francisco's select military organization, have recently purchased a Hudson through the H. O. Harrison Co., of San Francisco. On special order to the factory, it was finished in a beautiful pearl-gray. It is one of the hand-somest cars ever brought to that city. Robert H. Morgan, chairman of the committee making the selection, states the Hudson was chosen for its good name.

Test Your Old Carburetor Before Discarding For New

"Before you let someone substitute

KING
EIGHT CYLINDER
"The Car of No Regrets"
The King is the second oldest automobile in the United States; 1916 model \$1150
7-Passenger Touring . . . \$1350
Good Territory For Live Dealers
King Car Sales Co.
80 S. CAMERON ST.

FRANKLIN
Ensminger Motor Co.
Third & Cumberland Sts.
DISTRIBUTORS

"ROUND" FIREPROOF GARAGE
10x14 feet, painted
f. o. b. factory \$71.00
24-gauge Steel—Rear Window Wire Glass
C. FRANK CLASS
Bell Phone 3858, Independent 99V.
Union Trust Bldg.

RECIPROCAL AUTOMOBILE INSURANCE
ENDORSED BY MOTOR CLUB OF HARRISBURG
Pennsylvania Indemnity Exchange, Philadelphia
Ask For Literature
A. L. HALL, Agt., Patriot Bldg.

AUTO STORAGE—
First class, fireproof garage, open day and night. Rates reasonable.

Auto Trans. Garage
229 North Cameron St.

OWN A DURT
YOU WILL LIVE!
5-Passenger Touring \$665
Roadster Type \$540
Ensminger Motor Co.
THIRD AND CUMBERLAND STS.
Bell Phone 3515

Hupmobile
"Car of the American Family"
ENSMINGER MOTOR CO.
THIRD AND CUMBERLAND STS.
Distributors.

This New PEERLESS EIGHT confirms the value of long experience



Peerless Eight \$1890

MORE painstaking attention, through a longer period of time, has been given to the Peerless Eight than to any other model produced in the Peerless Factories.

In performance, it is superior to the sixty horse power \$6,000 "sixes" that were a regular feature of the Peerless line for many years. Reduction in weight to 3500 pounds has nearly doubled the mileage per gallon of gasoline, while the per mile cost of tire replacement has been cut to less than one-third.

This new eight is a characteristic Peerless achievement in ease of riding and in beauty, qualities that have always made PEERLESS Motor Cars notable among the few great makes which dominate the quality market in America.

Characteristics: PEERLESS V-Type Eight-Cylinder Motor, Cylinders 3 1/2 x 5; Force Feed Oiling; 125-inch Wheelbase; 35x4 1/2 Tires; Weight 3500 pounds; Complete Splendid Equipment, including Cord Tires, Extra Rim, Moto-meter and every needed accessory

Touring \$1890 Roadster \$1890
Keystone Motor Car Co.
1019-1025 Market Street

C. H. Barner, Manager Both Phones