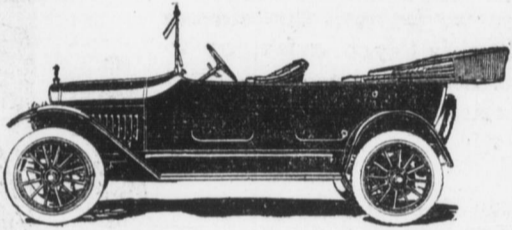




Attainment

To build a motor car of light weight, attractive appearance and low operating cost; to equip it with every device for comfort and convenience; throughout to instill a value and character that we could be proud to endorse with our name and reputation; and to offer such a motor car at a price made possible only by scientific manufacturing and a great volume of business.

This ideal, conceived almost thirteen years ago, has been the guiding influence in the destiny of our institution. Its soundness is established by our success and the great good will earned by the Maxwell car.



One chassis; six 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
Five-Passenger Sedan	965

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 CO. TO BUILD HOMES

250 Modern Houses Being Erected and Will Be Sold at Cost to Employes

Within the last five years Newcastle, Ind., has graduated from a little town to a prosperous city and the transformation has been due chiefly to the influence of the Maxwell Motor Company. When the big automobile organization located one of its mammoth factories in this place less than ten years ago the population was close to 5,000. Now it is in the neighborhood of 15,000. The town has become congested. Transportation and housing problems are engaging the attention of the city officials.

The situation became so acute that the officials of the Newcastle plant of the Maxwell Company offered to cooperate with the city planners in effecting a remedy and a plan has been evolved that will not only take care of all the residents of Newcastle, but also provide for many others who are being attracted to the place by its industrial activity.

More building is going on in Newcastle this Spring than ever before in the history of the town. This also is due directly to the initiative of the officials of the Maxwell Company at Newcastle.

At the suggestion of the Maxwell officials, a corporation known as the Greater Newcastle Company was formed and capitalized at \$100,000. A tract of land, 75 acres, adjacent to the Maxwell plant, was purchased and divided into lots. The city was induced to buy ten acres of this ground for park purposes. The remaining 65 acres were divided into 250 lots. None of these lots are less than 50 feet wide and 132 feet deep. A number of Newcastle's prominent businessmen took stock in the new company, the Maxwell retaining a controlling interest of 60 per cent.

The building of attractive five-room houses of the bungalow type is now progressing rapidly. Streets, alleys and sewers are being built. Water mains, electric lights and telephones are being installed. The property is highly restricted and a general plan of tree-planting is being carried out, so that beauty is not being neglected for the sake of expediency. Each house is being finished with distinctive touches, so that the whole plan does not savor of the tenement atmosphere.

Each of these houses will be sold at the cost price and by an arrangement under which any worker may buy. The prices will range from \$1,500 to \$1,900 and the initial payment will be about 10 per cent. The balance is to be paid in weekly instalments of from \$5 to \$6. Maxwell officials figure that this is about \$1 more than the average Newcastle resident pays in rent, so that by saving only a dollar a week the purchaser of the house is buying his own home.

For Maxwell employes in Newcastle this housing plan presents other economic features. The houses are all within easy walking distance of the factory. Car fare is eliminated and the men will all be able to go home for luncheon.

None of the houses have been sold, the directors of the company preferring to wait until all improvements have been made. Maxwell employes are eager to buy and already there is a waiting list that indicates that all of the 250 houses will be taken speedily. When the initial allotment is sold the project will be extended gradually to provide easily acquired homes for all, if possible, of the growing army of Maxwell employes in Newcastle.

How One of First Races Developed Auto Factory

This is the story of "the man who did not laugh," revealed by a close associate of the late Thomas B. Jeffery, founder of the great firm at Kenosha, Wis.

The first time Mr. Jeffery set eyes on a "horseless buggy" was in the winter of 1896. He was one of the spectators of the famous and now absurd automobile "race" over Chicago's boulevard system, in which several crude types of gas and electric cars competed under the auspices of a Chicago newspaper. The distance was completely covered only by two of the entries, and the whole day was assumed in the snail's pace contest.

Mr. Jeffery, then a bicycle manufacturer, residing on the North Side, witnessed the "horseless buggies" chug past in company with his sons, Charles T. and Harold, who are now respectively president and vice-president of the Thomas B. Jeffery Company. Most of the spectators walked part of the distance and easily kept pace with the struggling, coughing "devil wagons."

It was a merry crowd. It hooted and jeered, and shouted sarcastic advice to the drivers and helpers. Mr. Jeffery, it is related, looked on and did not even smile. He followed the cars on foot for several blocks, and his eyes took in everything possible. Then he went home—and thought.

That "race" it is related, was the "ignition spark" which eventually developed into one of the greatest motor car factories in the world. In 1900, when the Jeffery factory was established in Kenosha, its plant covered one-half an acre. To-day it is concentrated on 101 acres, twenty-six of which are covered by buildings.

The two sons of Thomas B. Jeffery may now smile in satisfaction over the marvelous progress achieved, which is evidenced, for one thing, by the fact that 2,000 additional employes were engaged last winter—the "dull" season.

Willys-Knight Appeals to Royalty of Europe

For the second time within a period of three months, King Alfonso XIII of Spain, has shown his preference for American built automobiles by purchasing his second Willys-Knight touring car from The Willys-Overland Company of Toledo, Ohio. This latest order from His Majesty is significant in view of the fact that only a few days elapsed between the arrival of his first Willys-Knight and the issuing of instructions to duplicate the shipment at the earliest possible moment.

"Repeat" orders from foreign buyers reach the Overland factory with almost every mail. This in itself is not unusual as the moderate-priced Toledo product is sold in practically every civilized city in the world. The quantity production methods of manufacture which are responsible for this country taking the lead in the automobile industry have enabled a few of the larger American producers of high grade cars to sell cars abroad, the price of which cannot be equalled by the small European manufacturer.

In fact the price feature of American built cars has generally been believed to be the only reason why foreign buyers take them in preference to their own home products. But when one of the crowned heads of Europe, like the King of Spain, buy two Willys-Knights it is quite obvious that the price has nothing to do with his choice. His great wealth would enable him to fill any number of garages with the highest-priced cars in the world if he so desired.

Performance is what King Alfonso looks for in a car and it speaks well for the ability of the Willys-Knight when a foreign ruler orders his second car of this type.

—they're driving the \$615 Overland

Where are the proud ones who wouldn't get an automobile until they could get a real one?

Where are the brave ones who sacrificed pride and comfort to economy?

Where are the experienced ones who drove big, expensive cars because they couldn't get a small, inexpensive one which could give them the accustomed thrills?

Where are the comfort lovers who couldn't stand crowding and creaky, bumpy riding?

Where are the fastidious ones who had to have every convenience which an up-to-date automobile affords?

They're all driving the small, light, economical \$615 Overland.

People who never owned a car—

People who owned lesser cars with apology and discomfort—

People who owned larger, heavier cars and counted the cost—

All have found their ideal in the small, light, inexpensive, roomy, comfortable, easy riding, powerful, completely equipped, \$615 Overland.

You, too, will find in this car all that you have been wishing and waiting for.

And you can have your wish, but the rush is on, so don't wait longer.

Come in and get your car.

—or tell us now when you will want it.

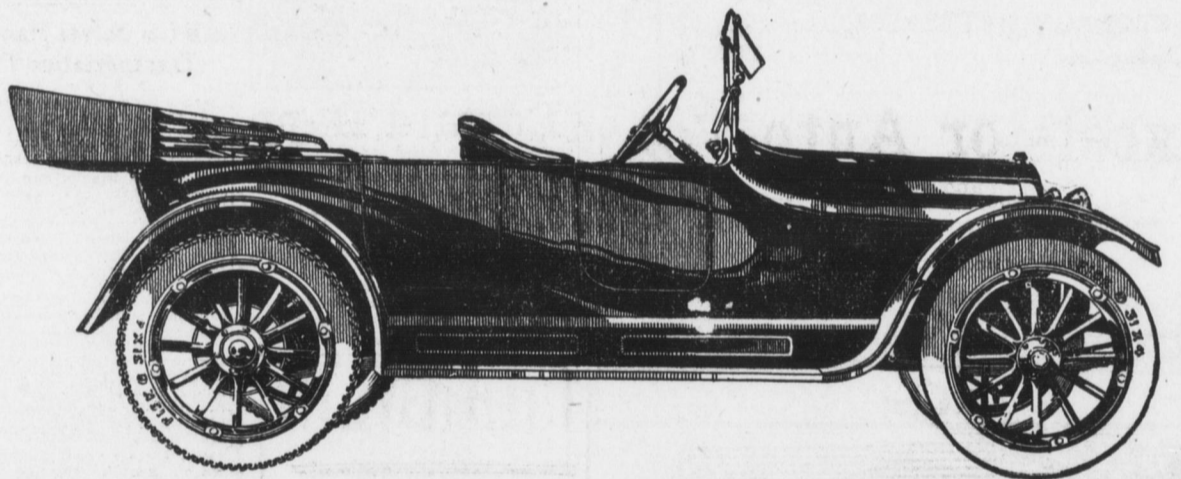
Open Evenings

The Overland-Harrisburg Co.

212 NORTH SECOND STREET

The Willys-Overland Company, Toledo, Ohio

"Made in U. S. A."



Time Payment Plan

No need to wait any longer. Get your new car now. No need now to dig deep into your savings or to scrimp for months in order to pay for your car in one lump sum. The "GUARANTY PLAN" makes that unnecessary.

You can now get any Overland or Willys-Knight Car for a small payment down. Then you can pay the balance monthly—a little at a time.

That in a word is the "GUARANTY PLAN"—a thoroughly organized, financially sound system of time payments to help people buy Overland or Willys-Knight Cars.

The "GUARANTY PLAN" is one which we can heartily recommend to all.

Come in right away, learn all about it and pick out your car. It's just the sort of plan everyone has been waiting for.

And now it's here—an accomplished fact.

Of course there'll be a rush to take advantage of it.

So don't wait until we're slowed up on deliveries. Get your order in now—specify immediate or later delivery as you wish, but make sure of your car to-day.

Open Evenings

The Overland-Harrisburg Co.

212 NORTH SECOND STREET



Republic Truck Factory to Build Freight Cars

To combat the present freight car shortage, so keenly felt by automobile manufacturers, F. W. Ruggles, general manager of the Republic Motor Truck Co., whose plant is located at Alma, Michigan, has placed a large order for private freight cars capable of carrying from two to four of their largest trucks at a load.

"We simply had to do it," said Mr. Ruggles when interviewed recently.

"With our output running anywhere from eight hundred to a thousand trucks a month, we simply could not wait for the railroads to furnish us with rolling stock.

"It is our intention to use these new cars for shipping to our largest dealers only; which means that the Republic Motor Truck Co. will have its own equipment in constant use between such cities as New York, Boston, Chicago, Kansas City, Portland, Seattle, Los Angeles and to Detroit, a truck market which is now looming bigger each month. This new equipment will go into operation at once."

GORSON'S

Good Cars

We sell more good used cars than any other dealer in the country. Why? Because we give our customers satisfaction. Pay us a visit and be convinced.

- 1916 "D-45" BUICK touring car: run 1200 miles.
- 1916 "D-55" BUICK touring car: used very little.
- 1916 DODGE touring: excellent shape; great bargain.
- 1916 CHALMERS light six: touring car; shows no wear whatever.
- 1916 OLDSMOBILE: shock absorbers; extra tire; at a snap.
- 1916 MOON touring car: 7-pass.; very attractive; big bargain.
- 1916 MAXWELL touring car: slightly used as demonstrator.
- 1916 MAXWELL touring car: newly painted and overhauled; \$275.
- 1916 OVERLAND touring car: complete equipment.
- OVERLAND touring car: brand new; demountable rims; \$300.
- 1915 WESLEY touring: electric lighting and starting system; very reasonable.
- 1916 SAXON "6-1/2": run 2000 miles.

- SAXON runabout: costs little to run; \$200.
- 1915 "C-25" BUICK touring car: perfect condition; at a big reduction.
- 1915 IMPERIAL: roadster; brand new; at a great saving.
- STUDEBAKER: mechanically perfect; good tires.
- 1915 HUDSON six touring: owner will sell at a sacrifice.
- HUDSON touring car: thoroughly overhauled; \$225.
- 1915 MITCHELL touring: electric equipment.
- 1916 CHEVROLET touring car: can be bought right.
- 1916 KING touring: 8-cyl.; at a snap.
- 1916 METZ runabout: brand new; at agent's discount.
- 1916 HUMPHREY touring: Summer and Winter tops; extra equipment; big reduction.
- 1916 CHANDLER touring car: used very little; extra equipment.

Rebuilt Trucks and Delivery Cars—Many Makes and Sizes to Choose From.

GORSON'S AUTO EXCHANGE

238-240 N. BROAD ST., PHILADELPHIA

OPEN EVERY SUNDAY, 9 TO 2.

LIVE AGENTS WANTED.