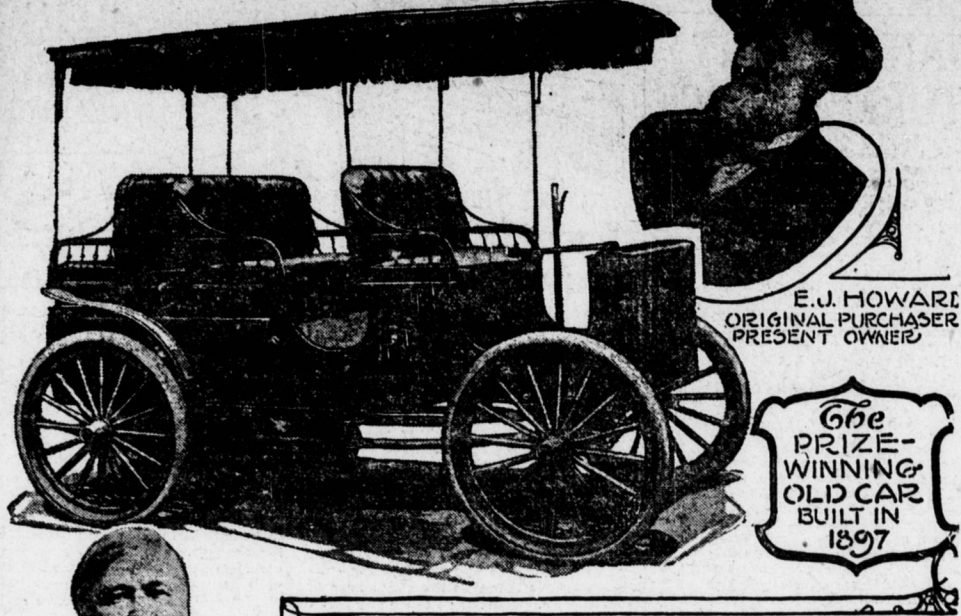


THE WINNER OF THE HAYNES OLD CAR CONTEST



E. J. HOWARD ORIGINAL PURCHASER PRESENT OWNER

602 PRIZE-WINNING OLD CAR BUILT IN 1897



ELWOOD HAYNES PRESIDENT HAYNES AUTOMOBILE COMPANY 'BUILDER OF THE OLD CAR'

THE WINNER OF THE HAYNES OLD CAR CONTEST

Above is one of the oldest gasoline automobiles in this country, the winner of the Haynes old car contest, with its owner, Edward J. Howard, president of an Ohio river shipyard firm, at Jeffersonville, Ind. Mr. Howard bought the old gear driven "horseless carriage" in the summer of 1897, and his son went to the factory at Kokomo, Ind., after the car.

At that time Mr. Howard met Elwood Haynes, now president of The Haynes Automobile Company, who was then busily engaged in working out improvements on his two-cylinder motors. In 1897 the Haynes factory furnished employment for twenty men, and its output of sixty cars in the four years that led up to 1900, was considered a record industry.

This old six-passenger "horseless carriage" has an S. H. P. two-cylinder motor, mounted on the rear axle, and is driven by a direct gear arrangement, instead of the chain that came into general use shortly before 1900. One feature of the car that distinguishes it as belonging to a particularly early period of motor history, is the use of T-shaped wooden plugs for the grease channels on the rear axle. Many other peculiar parts show that this car belongs to the automobile stone age.

CHALMERS CLOSED CARS ON DISPLAY

Observed by Dealers of Nation; Smart Body Lines Distinguish 1917 Cars

To mark the formal opening of the closed car season, 1,500 Chalmers dealers in all sections of the country observed the week of October 2 as Closed Car Week, and held a continuous public reception for six days and nights. All salesrooms were specially decorated for the occasion and some of the larger distributors provide music and other entertainment during the week.

With interiors designed by Lady Duff Gordon, famous as "Lucille" of Fifth Avenue prestige, the new Chalmers town car, limousine and touring sedan, are the last word in luxury and completeness of equipment. Until recently women motorists have paid but scant attention to the upholstery or trimmings of closed cars. When it became apparent that milady was growing more particular each season, Chalmers designers called upon Lady Duff Gordon as the recognized feminine authority on styles and fabrics.

"We are in the midst of a color renaissance—the heyday of var-tinted tapestries and brocades," says Lady Duff Gordon in announcing her selections for Chalmers closed cars. "The

somber tones of past seasons, whether in Madame's chapeaux, her gowns, the trappings of living room and sun parlor, or the interior fittings of her favorite motor, have given place to a riot of color.

"On the whole the grays are preferable for closed car trimmings. But taking a rich pearl as a standard, I have chosen a wide variety of stripes, checks and plaids to humor individual tastes. For both town car and limousine a wide standard assortment is offered, but for the sedan I have selected a black and white Bedford cloth and versatile buff. A big favorite this season is a deep Lincoln check on a tan field. I am particularly fond of a tan tapestry, delicately woven with pale rose figures. Then there is a rich brocade in either silver or tan. My selection for the 1917 Chalmers interiors were made easy by the tasteful range of color schemes which characterize the bodies. For the first time I am convinced that it is unnecessary to make an outlay in excess of \$2,500 for the most luxurious of town cars or limousines. The most desirable models in the touring sedan for all-year-round use. Following the slanting lines of the windshield, the body design is new with out being bizarre. Seating six passengers, the sedan can be changed in a few moments from a winter limousine to a summer touring car. The glass slides fold away neatly into special compartments and the change can easily be made even by women passengers. The driver's seat is of the club chair type, deeply upholstered. Next to it, but separated by an aisle, is a folding chair seat that swings out of the way when not in use. Upholstery is of heavy Bedford cloth, which comes in either black and white or buff.

The Chalmers town car is of the type rapidly gaining popularity among city dwellers. The driving compartment is open, affording unobstructed view in all directions. But the driver and footman are shielded from the elements by an emergency storm curtain. Within the enclosed compartment there are accommodations for five. The two auxiliary seats when not in use are folded away in the compartment wall and are invisible. Listed with the very complete equipment of all Chalmers closed cars are two electric dome lights, clock, chophone speaking tube, a lounging pillow, hassock and robe rail. A dainty toilet case for ladies, and a gentlemen's smoking set are placed in panels and

spring from concealment at the touch of a button.

Not least among the 1917 closed cars is the more conservative seven-passenger Chalmers limousine. With the exception of the more gracefully curving body lines, slanting windshield and rich interior furnishings, the car adheres closely to the excellent standard set by Chalmers limousines of past seasons. All interior wood work is inlaid mahogany which harmonizes well with the hangings selected by Lady Duff Gordon. The enclosed compartment is fitted out with the luxury of a sun parlor and the equipment is complete down to the cut glass flower vase. Four color combinations are offered including meteor blue, purple lake, coupe green or Chalmers gray. The three-passenger Cabriolet completes the line of closed and year-round cars offered by Chalmers. As a vehicle for both business and pleasure the cabriolet type continues to reign supreme, and the big sales of Chalmers Cabriolets in the past thirty days reflects the immense popularity of this particular model. All Chalmers closed cars are mounted on the famous 3,400 R. P. M. Six-Thirty chassis, now in its second year of satisfactory service. This car in the first year of its life has earned the enviable record of having achieved 99.81 per cent perfect service in the hands of owners.

Studebaker Output Will Be 120,000 in 1917

An output of 10,000 Studebaker cars a month, or 120,000 for the year 1917, will be made possible as a result of action recently taken by the Studebaker directors authorizing the construction of new buildings and addition of equipment to the total estimated expenditure of which will be \$1,500,000.

Work on the new plant extensions, at both Detroit and South Bend, is under way. The South Bend additions will include a large modern foundry, 1,100 feet long by 150 feet wide, with four cupolas and 250 tons daily melting capacity. Among the Detroit additions will be 35 per cent increase in the forge shop capacity through the purchase of a battery of steam hammers, together with all necessary trimming presses, forging and heat treating furnaces, involving an investment of more than \$150,000.

These plant extensions of the Studebaker are made necessary because of the development and growth of its business during the past five years. In 1911 sales amounted to \$28,487,847 and included 22,555 automobiles. In 1915 the sales had increased to \$56,539,006, and included 46,845 automobiles. In the current year sales will approximate \$70,000,000 and the number of automobiles 75,000.

During the five years under review, the real estate and plant investment account of the Studebaker increased from \$10,554,503 to \$12,400,493, or less than 20 per cent, while the volume of business has increased more than 300 per cent. Thus, Studebaker has been able to greatly increase its production, without materially increasing its investment in real estate and plants.

Now, however, with the recognized need of building at least 120,000 cars to meet the 1917 demand, the Studebaker officials decided that this greatly increased production can be made possible only by extending the present factory facilities.

G. Heaslet, vice-president in charge of production, and the policy of adding to its facilities will enable Studebaker to the fullest extent to manufacture in its own works practically all the parts that enter into the construction of its automobiles. The contracts for

That is the Real Secret of the 3400 r. p. m. Chalmers Popularity



Whenever you see the Chalmers trade mark you always see the phrase "Quality First." Whenever you think Chalmers you think "Quality." And if you have been reading my ads or have been in my salesroom, you are impressed with the fact that the 3400 r. p. m. is a Chalmers car of unusual quality.

I've often said that it is, in my opinion, the greatest car the Chalmers Company has built. And I have an excellent reason for saying this. It is a step ahead of any preceding Chalmers because it performs a shade better.

The Quality in the new Chalmers is the kind of quality that tells on the road and tells wonderfully.

Now it is just this exceptional quality, just this shade of improvement that has brought Chalmers sales and production ahead in leaps these 12 months past.

I don't think the men in charge of affairs at the Chalmers factory realized what they had in the 3400 r. p. m. Chalmers. At any rate they underestimated the demand. They built more than they had ever produced in any previous season, 'tis true, but still not enough.

The first making order was snapped up quickly. Then came a second lot. These went just as fast.

Now the factory is building the third lot and I understand that Chalmers has no intention of stopping even there. Quality it was that caused this unprecedented demand. Chalmers certainly have the right idea in building cars. "Quality First."

DEALERS:

- Ideal Automobile Co., Lebanon, Pa.
York Garage & Service Co., York, Pa.
Snyder & Wingert, Chambersburg, Pa.
C. T. Romberger, Elizabethtown, Pa.
A. D. Shaefer, Greensburg, Pa.
New Eberhart Garage, Geo. F. Eberhart, Prop., Gettysburg, Pa.
M. E. Schiegel, Thompston, Pa.
Waynesboro Garage—J. B. Hoffman, Proprietor, Waynesboro, Pa.

Keystone Motor Car Co. 1019-1025 Market Street

C. A. Barner Mgr.

Advertisement for Ensminger Motor Co. featuring a 5-passenger touring car for \$695 and a roadster for \$540. Located at Third and Cumberland Sts., Harrisburg, Pa.

Advertisement for Overland-Harrisburg Co., Distributors of Willys-Knight cars. Located at 212 N. Second Street.

Advertisement for Alfred H. Shaffer, Wholesale and Retail Automobile Supplies. Special prices on guaranteed tires. Located at 100 South Cameron Street.

Advertisement for King Car Sales Co. featuring a 7-passenger touring car for \$1350. Located at 80 S. Cameron Street.

Grant Six Sets New Mountain-Climbing Mark. By traveling through almost mountainous country from New York to Boston and back again with first and second speed gears removed to necessary, the Grant Six set a new mark for hill climbing efficiency, according to an announcement just made by J. C. Kerrison, of the Baystate association.

Shooting without apparent effort over the steepest hills while other cars on the road seemed to have the greatest difficulty in climbing. The use of all three speeds, the Grant six-cylinder roadster completed the journey of 500 miles in 18 hours and 15 minutes. The average speed was 27.3 miles an hour, while the fuel consumption was remarkably low, being an average of one gallon of gasoline to every 17.7 miles.

Pullman Is Lucky in the Thirteenth Year. Traveling in squads of a baker's dozen, the New York automobile editors usually get what they're after. The day of the single-handed interview is long since dead in the metropolis.

One day recently, H. W. Hayden, the human dynamo of the Pullman Motor Car Company, while on one of his flying trips to New York, was "cornered" and with his back to the wall, was forced by a young army of motor-writing experts to reveal some of the inside things about the wonderful growth of his company.

ing affixed to it some days ago when a gentleman walked into the New York agency of the Velle Company, and after critically examining the Velle "Biltwel" Six said, "If this car will show a reasonable amount of high gear work and acceptable flexibility on a 150-mile trip over a route I pick out, I'll take it at the end of the run. I have owned several cars and know what an ideal car should do."

The New York agent had talked so much about the ability of the Velle Six to perform well under all conditions of roads and travel, that he could not back down even in the face of a proposition which seemed unreasonable at first, so he consented and the car just off the salesroom floor was filled up and driven away.

down to publicity and seldom, if ever, allows his own name to be used as a factor in the big things which his rapidly growing organization is doing. However, this time, he was bombarded with questions and, in his own way told why the Pullman car has just closed a tremendously prosperous season.

"Mr. Hayden, what has caused your company's big success in the last year?" he was asked. "Gentlemen, we have been very successful, as the records of our production and sales will testify," said Mr. Hayden, "as the direct result of the most judicious forethought in the marketing of our cars, in their making and in the buying of the raw materials which go into them. Months before other manufacturers saw the handwriting on the wall we signed big contracts that were sure to tide us over any exigency.

Advertisement for Brand New 1916 Roadsters. Original price \$550, our price \$385. Features include four cylinder, cast iron block, left-hand drive, center control, cantilever springs, top, glass front, speedometer, electric horn and tool kit.