

COUNTRY CLUB ROADSTER A HIT

New Addition to Overland Line Attracted Prominent Attention at Auto Show

The Overland Country Club roadster, on exhibition at the auto show this week, is attracting more than the usual amount of attention among show patrons. The crowds which surround it demonstrate clearly that this smallest member of the Overland family is going to be one of the best sellers of the 1917 line.

When the Willys-Overland Company staged the biggest dealers' convention ever held in the history of the automobile industry at Toledo last month, one of its chief attractions was the complete line of new Overland and Willys-Knight models on exhibition at the factory's show rooms. The convention had been in session less than a week when it became evident to officials of the company that the entire production of Country Club roadsters would be insufficient to meet the demands of its dealers.

E. M. Bachrach, the Overland dealer at Manila, traveled thousands of miles in order to attend the convention. He brought with him to Toledo a certified check for \$100,000 and was so enthusiastic over the appearance and performance of the Country Club roadster that he was half inclined to invest the whole amount in this one model alone.

However, after looking over the various other new models, which are said to compose the most complete line of cars ever produced by one factory and which were designed to meet the requirements of all classes of buyers, Mr. Bachrach changed his mind. He decided not to place his eggs all in one basket, and even though he saw the little sport model would fill a long-felt want in his territory, he realized that there were hundreds of prospective buyers in Manila to whom the larger and higher priced cars would make a stronger appeal.

Mr. Bachrach's enthusiasm over the Country Club sport model was shared by every one of the 5,000 dealers who attended the Overland convention. Every man who observed it had something good to say about it. Those who cared to, tried it out over the country roads and the city thoroughfares and were delighted with its performance. Its light weight and short wheelbase enabled them to handle it easily in any kind of traffic. The powerful four-cylinder gave them all the speed and distance they were looking for.

"One would think that the Country Club Roadster is a curiosity of some kind, judging from the attention it is attracting," said Carl Hanson, of the Overland Company, at the Overland and Willys-Knight exhibit last night. In a way it is a curiosity, because it is the only real smart sport model in the low-priced class, but it is a practical car from base to top, designed to answer the requirements of a vast army of buyers who want a distinctive type of automobile at a price less than \$300.

Says Cadillac "Eight" Is a Masterpiece

"From an engineering standpoint the Cadillac Eight is a masterpiece," says P. Paul Anderson, Dean of the College of Mechanical and Electrical Engineering of Kentucky State University, after testing and demonstrating the car before the students.

The car was loaned to the college, at Professor Anderson's request, out of the stock of the Lexington Cadillac Company at Lexington, Ky. At the conclusion of his tests, Professor Anderson wrote to the company, saying:

"From an engineering standpoint, this car is a masterpiece, and we were a little surprised when it ran with no vibration at fifty-eight miles per hour, which was the highest we ran it."

"Although this car was not tuned up for the test, it pulled 550 pounds at forty-eight miles an hour, developing 70.4 horse-power."

"We will say that since the installation of our testing plant, this is the only car that has ever been able to keep itself cool under a high speed test; our usual practice being to cool the radiator with auxiliary water connection, which you understand is to compensate for that part of the cooling due to windage on the road."

Mrs. Samuel Ditmer Dies Two Weeks After Husband

Dillsburg, Pa., Feb. 17.—Mrs. Samuel Ditmer, aged 76, died at her home in Chestnut street on Wednesday evening after suffering for several days with pneumonia. Samuel Ditmer, her husband, died within the past two weeks. She is survived by five sons and four daughters, Edward, of Hagerstown; Jacob, of Bolling Springs; John, of Enola; Harry, of Carlisle; Mrs. Inglefritz, of Carlisle, R. D.; Mrs. Singler, of Mechanicsburg; Mrs. McClure, of R. D. No. 1 and Mrs. Kimmel, of Dillsburg. Funeral services will be held at the home to-morrow morning at 10 o'clock. Burial in the Dillsburg Cemetery.

CHANDLER PRICE INCREASE WAS LOW

Andrew Redmond, Local Distributor, Says Dealers Expected Bigger Increase

The new Chandler price—\$1295—came as a pleasant surprise to Chandler dealers, according to Andrew Redmond, local Chandler dealer.

"It had been known, and publicly announced, for weeks, that on December first the price would advance," said Mr. Redmond. "It had been known that the cost of producing the Chandler had increased a little more than 15 per cent. in a year's time. We dealers had felt sure that the price would advance at least \$150 and that such an advance would be exceedingly reasonable."

"So when we went to the factory for our 1917 contracts and found that the company would advance the price only \$100 we were delighted and that is stating it mildly.

"The Chandler at \$1295 now has fully as great an advantage in the matter of relative prices as the Chandler has ever had. And the Chandler has always offered attractive prices. A greater advance would have been justified, but the Chandler Company knows how much it means to market a car of excessive value," continued Mr. Redmond. "Always the factory has followed this policy and would not drop it now, even though the car is so well established as to make the factor of price leadership less important to us than it was a year ago or two years ago. Nevertheless the factory has cut their per-

cent profit to keep the Chandler the most attractive line on the market." "Current Chandler advertisements call the attention of the public to the fact that although the Chandler price has advanced only \$100 over the low price established two years ago, long before the war began to affect the material market, other cars in the Chandler field have advanced as much as \$300 within the year. The public will undoubtedly determine whether such extreme price advances as some manufacturers have put into effect are the result of necessity, due to proportionate increased production costs, or simply evidence of a willingness to take advantage of the public.

"At any rate, Chandler still leads, and leads more clearly than ever before. The car is a wonderful mechanism, perfectly worked out and proven. And the price is right," remarked Mr. Redmond.

Elgin "Six" Locally Handled by Isaac Harbold

The new Elgin "Six," with its many refinements and improvements, has made its debut in the world of motor-cars. With its feminine features of fineness and its masculine atmosphere of strength, the latest 1917 Elgin "Six" is attracting wide attention. Clean simplicity, together with long yacht-like line bespeaking power and grace, are the outstanding features of the 1917 models. Two models are brought out this year by the Elgin company—a five-passenger touring car and a four-passenger roadster. Both bodies are mounted on the same chassis.

Isaac Harbold has the local distribution of this newcomer to this territory and the prospects of its popularity at an early date are extremely good.

CHEVROLET MAN AIDS CAR BUYERS

"Choose a Car the Same as You Employ a Man," Says E. M. Hottenstein

E. M. Hottenstein, distributor for the Chevrolet Motor Company, who is at the exhibit of George B. Zech, local representative, tells how to select a car and how to drive it, as follows:

"Choose a car with the same care as you employ a man. When you employ a person, you ask for recommendations, for a statement that will help to identify him, to be able to judge his worth to you.

"You cautiously investigate his record, his reputation with former employers, his reliability in past per-

formance of duty. You are particular about his appearance. If he gives you a bad impression at first he may never have another chance. You are anxious to secure the best man available for your need.

"Your car should be selected with the same care. In the beginning, however, keep in mind that no single car is the only good car. No car is the best in the world.

"There are many cars of acknowledged reliability in make and performance, and hence you should judge a car by the known reliability of the maker.

"Seek a car built by a company of acknowledged financial standing. Inquire of the extent of its equipment, of the number and size of its plants, of its reputation. It is safe to assume that only a successful car can create a large and sustained demand from the public.

"Make up your mind to the fact that a motor car represents the ideals of the manufacturer, and its worth will be in proportion to that ideal. You should seek a car that has been sincerely built, in which there is incorporated a high mechanical standard."

BLACK'S GARAGE

--and--

SERVICE STATION

17th and Chestnut Streets

A modern garage, built especially for private car owners, who desire clean and safe storage.

Large new brick fire-proof building with cemented floor and every protection against fire and robbery. The Zimmerman Auto Repair Company, next door will do all repair work at reasonable prices.

Satisfactory service at all times. A complete line of tires and auto accessories at lowest prices.

Let us quote you prices on live or dead storage.

STUDEBAKER

Before buying your car investigate the STUDEBAKER "SERIES 18" and compare every mechanical detail with that of higher priced cars—It will pay you.

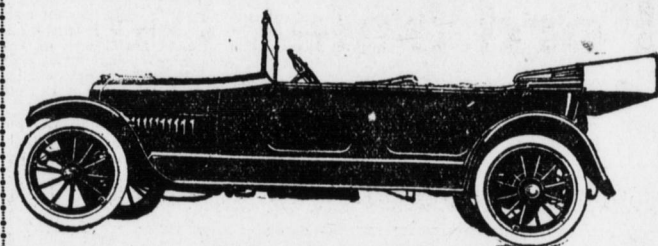
You will find a dollar value for every dollar invested in a Studebaker car.

TRUCKS

The BROCKWAY, the way to economy.

Driscoll Auto Co.

147-155 S. Cameron



Crow-Elkhart Motor Company's Production Is Centered on Two Models

5-Passenger Touring \$795.00
3-Passenger "Clover Leaf" Roadster \$845.00

f. o. b. Elkhart, Ind.

"AT THE SHOW"

Monn Bros.

17th and Swatara Sts. Harrisburg, Pa.
Both Phones

The New CASE For 1917



THE same refinements, the same grace of contour, the same perfection of the engine, the same luxury of finish and attention to detail that characterized all previous CASES—are more fully emphasized in the 1917 models.

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A CAR OF EXCLUSIVE FEATURES

Much of the phenomenal success of the Chevrolet, model "Four-Ninety," is due to its exclusive mechanical features, most of which are covered by patents. All are new and highly desirable.

Some of the exclusive features of the Chevrolet "Four-Ninety," not found in other cars, irrespective of price are:

The easiest riding car for its size in the world.

Self-lubricating clutch collar, eliminating clutch collar troubles, such as friction, heating and wear.

Rear wheel bearing carried on the wheel hub, just the reverse of the ordinary construction, the bearing being three times the size used in ordinary axles. This extra large bearing, carried in the axle housing, takes the load—the axle shaft carries no load.

Also the Auto-Lite two unit electric starting and lighting system, built in the car and guaranteed; equipped, electric starting and lighting. Roadster Type, \$535; Touring, \$550; Sedan, \$625. F. O. B. Flint, Mich.

Abundance of Power for its weight; Economical operation; Comfortable riding qualities and Distinctive Appearance characterize the Chevrolet "Four-Ninety." It is the tangible result of an unequalled combination of manufacturing knowledge, merchandising ability, experience and financial strength.

GEORGE B. ZECH

Agent for Buick and Chevrolet
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