## **AMERICAN SIX**

#### C. A. Slough Has Received Demonstrator of Six Built by Louis Chevrolet

### Rex Garage and Supply Co. 1917 North 3rd St.

HARRISBURG, PA. The largest Garage in the city is the logical place to house your car. Live storage includes cleaning your car daily delivering to your house and calling for it.

Goodyear service station— full line of Tires, Tubes

Agency Hassler Shock Absorbers for Ford Cars.

Atlantic and Mobiloils Distributors Portage Tires

It's Here

NEVER CLOSED

An "American"

HOLDS THE ROAD In the AMERICAN SIX we have so bal-ced the chassis that each wheel has with-a few pounds, the same burden. The result is remarkable traction and actically the elimination of side sway. e holds the road.

"The upkeep CONOMICAL moderate because of five fundamental things:

1. 14 to 17 miles to the gailon of gas;

1. 15 th weight (about a thousand pounds less)

2. Light weight (about a thousand pounds less);
3. Weight hung close to the ground, eliminating wear and tear from road shocks;
4. A scientific distribution of weight to the state of the less than the state of the best materials. Built in the state of the best materials. Built in the state of the best materials. Built to give long-time service. Vibration, the greatest single enemy to long life, is cut down to the minimum by the small bore, long stroke motor. The car is not over-powered—she will not rack herself to pieces. But you have amule power — more than enough—for all ordinary needs.

### Foreshadows Motor Freight Line Service

SATURDAY EVENING,

ing to the farthest parts of the nation, would soon be followed by the organization of the highway freight train.

It causes no comment to-day to see fleets of motor trucks making regular hauls between Akron, O. and Boston, Mass., or New York and Baltimore.

Besides long hauls, the motor truck sengaged in other work of the greatest importance in relieving the freight congestion—this consists of clearing the railroad sterminals and docks throughout the country of the mass of goods that is chokal in the stream of transportation.

The war has made more acute at freight situation that was grave at best, and business executives everywhere are turning to the motor truck as a remedy.

Corn and Potatoes

Take Jump in Price

Corn and potatoes

Take Jump in price from \$1.40 to \$1.50 a bushel. Corn jumped five cents a dozen. Eggs. yellow beans and apples dropped two cents / in price, while buttor, peaches, tomatoes, celery, lettuee, grapes, scrapple, sauerKraut, and lima beans remained the same. Quinces entered the market to-day and were quoted 15 cents a quarter peck.

W. Hewitt, secretary and treasurer of the Duplex Company of the Duplex Truck to be manufactured during 1918 will total \$12,96,000, or about ten times the value of our 1917 production.

"Our new factory pulidings will give us about 100,000 square feet of additional floor space—one of the buildings being 402 by 72 feet, and two-story structures."

Mr. Hewitt says the demand for Duplex trucks have the other 306 by 72 feet. Both are two-story structures."

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While our domestic business has been growing by leaps and bounds—rid duplex trucks are now being operated throughout the United States — our foreign business has been growing by leaps and bounds—rid duplex trucks in several South American countries from our experience of the bu



Car .....Passenger Clover-Leaf \$725 Ensminger Motor Co. THIRD and CUMBERLAND STS. Bell Phone 3515

#### HERSHEY OFFERS FINE CARS FOR RED CROSS



latter part of 1917 and the com-pany's capital stock was increased

pany's capital stock was increased to \$1,000,000.

Mr. Hewitt, like many other successful automobile executives, is a graduate of the bicycle business having been associated with the American Bicycle Company and the Pope Manufacturing Company. While with the latter concern Mr. Hewitt first met H. M. Lee, president and general manager of the Duplex Company. Both later went to Lansing and were with the Reo Motor Car Company until the Duplex Company was reorganized.

Get a Ride With

Real Comfort

For Americans

"In the AMERICAN SIX we absolutely give it to you. The contributing factors are the perfect distribution of weight, the low center of gravity, the self-snubbing quality of the long semi-eliptic springs and the long wheel base. The cushions have the right pitch; ample leg room both front and rear, means that no matter how long the trip, passengers will never complain of "cramped position."

"The AMERICAN SIX has my O. K."

## CHALMERS CARS IN

New Management Will Market 20,000 of Present Mod-

els in Immense Factory

Willys Sales Congress, which was of concluded in Chicago Saturday, September 8, after sessions lasting three days aboard ship on the Great Lakes. Factory executives, who took the trip, agreed that the affair was the distributors of the successful undertaking of its kind in the history of the company.

As one of them expressed it: "More information concerning the actual requirements of the public was obtained during those three days than could be gathered by the usual methods. By the usual methods in years."

By the usual methods, he referred to the customary letter-writing system and personal investigation throughout the territory at large.

The sole purpose of the Congress, according to the plans as outlined by Mr. Willys, was to get the factory heads into the closest possible touch with the motor buying public from coast to coast and border to border.

heads into the closest possible touch with the motor buying public from coast to coast and border to border. No sooner were the star salesmen aboard the steamer "South American" at Toledo on the morning of Wednesday, September 5th, than they were notified that the first business meeting would open at 9.20 o'clock.

On the previous afternoon those who had already arrived in Toledo tor the cruise had listened to an instructive discussion concerning "Changed Conditions That Make Necessary More Thorough Methods in Selling" and also a talk on how they could best harmonize their sales activities with the advertising. The Wednesday morning session—the first one on the boat was largely devoted to discussion of the suggested andard sales procedure. Willys-Overland, Inc., has recently inaugurated a system of standardizing sales methods which has proved amazingly successful in various districts where it has been adopted.

On Wednesday night the question of service in relation to sales was ably explained. This was followed by an open discussion of the subject and also discussion of the subject and also discussion of several other topics having took with labor saving tools and methods. It was brought out conclusively that good service is necessary to sales.

At each session on Thursday and Friday the salesmen were urged to make every possible suggestion which would tend to carry out the main idea—satisfy all public requirements by the finest detail.

Every man who spoke, and each of them had something to say at one time or another, insisted that the most successful motorcar is the one which excels in appearance, performance, comfort, service and price. Those points of merit, it was conceded, teil the whole story of Overland and Willys-Knight success.

Henry Walker, of Dillonvale, Ohio, the high record salesman of them all, said: "It is not remarkable that more Willys-Overland products have been sold at retail this summer than ever before in the company's history. It is more remarkable that more willys-Overland products have been sold at retail this summer than ever before in the company's history. It is more remarkable that more willys-Overland products have been sold at retail this summer than ever before in the company's history. It is more remarkable that more willys-Overland products have been sold at retail this summer than ever

### Many Boys Enrolled In The Fisk Bicycle Clubs

Although the riding season is by no means over, more than twenty-five thousand boys are now enrolled as members of the Fisk Bicycle Club fostered by the Fisk Rubber Company of Chicopee Falls, Mass.

These bicycle clubs exist in every state in the United States and also can be found in Canada, Porto Rico, Cuba, Hawaii Islands, Philippines and in various other countries. The members are furnished free with hats, handlebar pennants, membership buttons, streamers, and signal lags. In the Fisk Club Manual which is sent to the boys every effort is made to show them how to obtain the greatest amount of fur from theirn bicycles and other outdoor sports.

The Fisk Club Chief who is at the

ties.

It is expected that several thousand more boys will become members of this organization before the riding season is over. AUTO AFIRE

a which broke out near the enof the automobile of Charler
, 2203 North Second street, while
s standing near his home this
ng, was extinguished with much

on blanket of Old Sol as he

the crimson Hanket of Old Sol as he uncovers himself beyond the Canadian bank of the river.

The production of cars in Detroit will never suffer so long as this marvelous city has such wonderful women; sturdy, wholesome specimens, not altegether beautiful in the sense of Broadway butterflies, but fascinatingly strong, sensible and all there. Not a brother has gone who has not left behind him a sister who could fill his bench in the factory or hold down his desk in the office.

Mr. Chalmers and all of his former executives, under the terms of the Maxwell lease of the Chalmers properties, were absolutely through, just as much so as though they never had been, and I knew none of them would whisper even a rumor into the mystery. Hiking me miles over the rushing city to the executive offices of the Maxwell company I found Mr. Flanders, president and general manager, sinoking a big cigar, with soft hat on one side. He looked the picture of health, not a nerve in his body and as strong as an ox. He was writing with a regular old-fashioned pen, and as strong as an ox. He was writing with a regular old-fashioned pen, and as strong as an ox. He was writing with a regular old-fashioned pen, and as strong as an ox. He was writing with a regular old-fashioned pen, and as strong as an ox. He was writing with a regular old-fashioned pen, and as strong as an ox. He was writing with a regular old-fashioned pen, and as strong as an ox. He was writing with a regular old-fashioned pen, and as strong as an ox. He was writing with a regular old-fashioned pen, and as strong as an ox. He was writing with a regular old-fashioned pen, and as strong as an ox. He was writing with a regular old-fashioned pen, and as strong as an ox. He was writing with a regular old-fashioned pen, and as strong as an ox. He was writing with a regular old-fashioned pen, and the producing the past few beautiful the producing the past few bases of the chalmers of the chalmers or the chalmers of t women; sturdy, wholesome specimens, not altegether beautiful in the sense of Eroadway butterfiles, but fascinatingly strong, sensible and all there. Not a brother has gone who has not left tehind him a sister who could fill his bench in the factory or hold down his desk in the office.

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does everything important in black and white.

He looked up and grunted expressively. There was a sardonic twinkle in his eye. I knew he was not in as bad a humor as he pretended to be, so I sat down without being asked.

"What do you want?" he said, still trying to be mad. I knew, but I hated to tell him so quick, like that.

"I want to know," I said, "just what a whole lot of other people want to know—what are you going to do with the Chalmers plant?"

"Build regular Chalmers automobiles and a lot of them," was the short, sweet reply.

I felt inwardly he was just as pleased to have the plant as the distributors I had talked to at the Chalmers works were to have him on the job. Finally he opened up, something he seldom does, and told me, in a nutshell, just what he has up his sleeve. And the funny thing about the whole business is that he hasn't anything up his sleeve except the same old thing—a lot of hard work and the production of about Chalmers models.

"There's isn't much of a sensa-

20,000 automobiles of the present Chalmers models.

"There's isn't much of a sensational story for you here," he said. "We just saw this excellent plant going begging, you might say, and we took it in. All the talk about our buying more plants is rot. If we can't make good automobiles in this plant, then we can't make them anywhere else.

"If we can't make money for ourselves and a fair amount for our dealers, then we don't know much about building automobiles; and if we do make money for ourselves we must, under the arrangement by

young men to the war and on Monday morning every monster factory would mingle its black smoke with the other stockholders.

"That's all there is to it. It looks to me as though the Chalmers stock."

"That's all there is to it. It looks to ments." "That's all there is to it. It looks to me as though the Chalmers stock-holders got a good deal after all.



YOU can buy no more no matter what the price you pay. Cadillac motor cars offer maximum service, comfort and reliability. Money can buy nothing beyond these three essentials.

CRISPEN MOTOR CAR CO..

311-315 S. Cameron St.



## TO THOSE WHO HAVE THOUGHT OF BUYING A CHALMERS CAR

An arrangement has been effected whereby the Maxwell Motor Company has leased for a period of five years the properties of the Chalmers Motor Company. The immediate effect of this transaction is:

- 1. The Chalmers car will be continued under the Chalmers name for a period of five years.
- 2. Those distributors or dealers who have been successfully marketing the Chalmers car will continue to do so.

The appraisers of the property and their engineers report the current Chalmers model a good car and the Chalmers plant a wonderful factory.

The first move we have made is to increase the efficiency of the Chalmers organization. The second move was to place behind the Chalmers car the resources of the Maxwell Motor Company.

This is a business transaction between two automobile companies of probably no more than ordinary interest to the public but important to you if you have thought of buying a Chalmers for these obvious reasons:

- 1. You obtain a good car.
- 2. You obtain a car produced in a magnificently equipped plant.
- 3. You obtain a car produced by an organization materially strengthened by the addition of able executives.
- 4. You obtain a car produced by an organization materially strengthened by additional financial resources.
- 5. You obtain a car from a distributor or dealer who will have the support of this organization.

In this way all three of us prosper in the transaction.

Maetin E. Handing.

President and General Manager Maxwell Motor Company, Inc.

# Louis Chevrolet

Harrisburg American Sales Co., 1813 Berryhill St. C. A. SLOUGH, Manager

Chevrolet

Never Before Have 120 Points of Perfection Been

Combined in One Car at a Moderate Price

A Personal Word from the Creator

Designed, Built and O. K.'d by Louis Chevrolet

Cash or Terms otel, Third and Walnut streets, Saturday and Sunday, Ask tative, who will be glad to give any information desired. Keystone Motor Car Company

Distributors of Chalmers Cars
57 to 103 South Cameron Street Harrisburg, Pa.