

### VELIE MODELS ARE IMPROVED

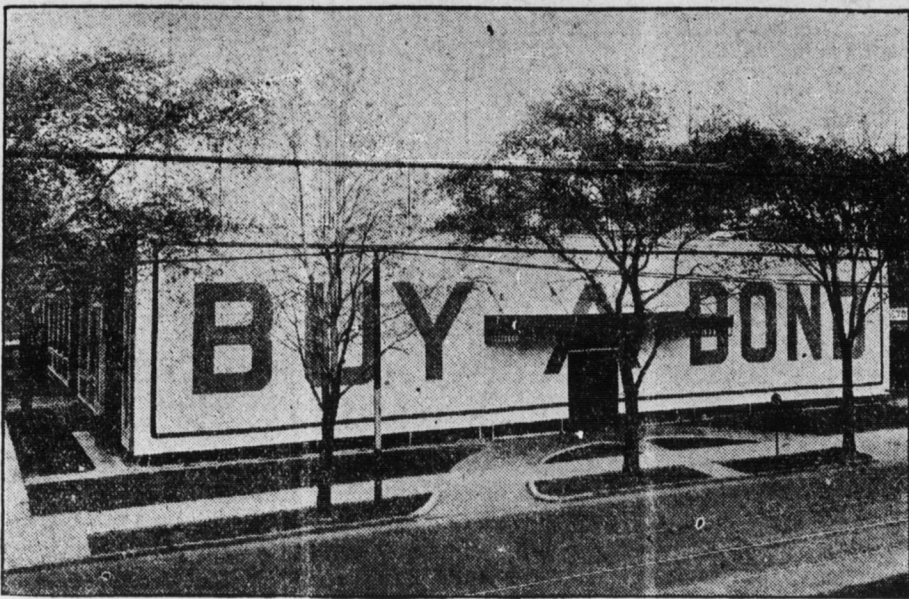
New Standards of Beauty; Four-Passenger Attractive Type Added

Velie is out with their new Blitwel Six models. New body designs have been created for each type of car and a Sport model of most attractive pattern added to the series, making a total of nine new body styles—a line fully satisfying and complete in itself.

Bigger, Better, More Power, was the watchword of Velie production just ended. The use of Continental Red Seal motors, Timken axles and bearings, multiple disc clutch and innumerable features of equal merit brought the Velie Blitwel Six chassis to a state of mechanical perfection. Now, to all this, retained and even bettered, have been added qualities totally unexpected in cars of such price.

- 5-Passenger Touring Car \$725
  - 3-Passenger Clover-Leaf Roadster \$725
- Ensminger Motor Co.  
THIRD and CUMBERLAND STS.  
H-1 Phone 3515

### MISSING SALESROOM FOUND BEHIND HUGE "BUY A BOND" SIGN



Detroit, Oct. 20.—"They certainly built this Liberty Loan like a circus," said the conductor of a Woodward line car this morning as he glanced out at the lithographs on a fence.

"Well, I'm tied up with coal bills and a lot of new furniture," said a passenger who was riding in the rear of the car. "It would have to be a sign as big as a house to jar any bond money out of me just now."

The car had just left Forest avenue going south when he made his statement. "It would heh" broke in another passenger. "Well, you just look at that." The car was passing the salesrooms of Thomas J. Doyle, dealer in Dodge Brothers motor cars.

The most abusive road has no effect on the alignment or efficiency of the new Velie power plant. Hotchkiss drive through two Universal joints to a Timpen rear axle; spiral bevel gears and Timken bearings throughout complete the drive system. The front axle is also Timken with Timken bearings.

ing the salesrooms of Thomas J. Doyle, dealer in Dodge Brothers motor cars. From the roof to the ground, 30 feet, and covering the entire front of the 111-foot building, was a sign, "BUY A BOND." It was as big as two houses.

of elegance to the straight line design. The seats are deep and luxuriously cushioned. French-plated upholstery of high grade leather insures the utmost comfort. The top, of Prednat material, is provided with Winter curtains opening with the doors, while the finish throughout greatly surpasses the quality one has learned to expect in a car of its price.

### 2-POWER RANGE PEERLESS FACTOR

The Biggest Selling Point Is the Loafing Range and Sporting Range

The widely-known two-power-range feature of the Peerless Eight continues to be a chief selling point for that popular car, in the opinion of Robert J. Schumuk, sales manager for the Peerless Motor Car Company, of Cleveland.

"However, we kept hammering away at it until to-day it is almost as much a part of the name of the car as the word 'Peerless' itself. This is due largely to the fact that it most correctly expresses the chief characteristic of the car.

### Demands For W-O Cars in September Exceeded Supply

Another evidence of the ever-growing demand for motorcars is evident in an authoritative statement to the effect that in spite of its huge production, Willys-Overland, Inc., of Toledo, was unable to ship during September all the Overland and Willys-Knight cars which were sold at retail that month.

"With a small production, such a situation might have but little significance," said Carl Hanson, of the Overland-Harrisburg Company, "but when one considers that Willys-Overland, Inc. is one of the largest automobile producers in the world, with production running into thousands of cars each month, one cannot dispute the fact that there is a tremendous call for cars.

"When a prospective purchaser approaches one of our dealers with the statement that he wants a car not distinguished for excessive power and speed, but for a smooth, easy, and comfortable ride, we know what he means. He wants a car that will give him a deep growl of brute power as the double poppets are released and the car enters into the sporting range and is up over the grade in less time than it takes to tell about it.

automobile dealer the latter is the most encouraging feature of the business. It marks a general awakening of the public to the utility advantages of the motor vehicle. The vast majority of purchasers nowadays are not buying cars simply because they expect to get pleasure out of them. On the other hand, they are buying them for economic reasons.

"One man gets a car because it will prove a big time-saver—give him more working hours each day. Another gets one at the advice of his physician so that he can have an hour's recreation each day without disturbing his office routine. And still another buys a car so that he can economize on living expenses—move out in the suburbs at lower rental and more pleasant surroundings, and so on.

"In other words, the motorcar has come to be a most essential factor in everyday life, both for the city man and the rural resident. Hence, the demand is greater than ever before."

### "Launching Sunday" For \$450,000 For Dickinson

Mechanicsburg, Pa., Oct. 20.—According to the ruling of Central Pennsylvania Conference, Methodist Episcopal Churches will observe tomorrow as "launching Sunday" in the drive for the sum of \$450,000 for the two schools within its area—Dickinson Seminary, Carlisle, and Dickinson Seminary, Williamsport. On this day there will be an interchange of pulpits by the pastors of this denomination throughout the Conference. The Rev. E. A. Pyles, of the Fifth Street Methodist Episcopal Church, Harrisburg, who was former pastor here, will fill the pulpit in the local church in the morning. The Rev. J. Ellis Bell will preach at New Cumberland tomorrow morning.

GIRL PASSES EXAMINATION Mechanicsburg, Pa., Oct. 20.—Miss Kathryn Kimmel successfully passed a civil service examination and has been appointed to the Quartermasters' department at Washington, D. C. She will leave on Monday for her new position. Miss Kimmel is a graduate of the Mechanicsburg High School and is the daughter of Mr. and Mrs. Jacob Kimmel, West Coover street.

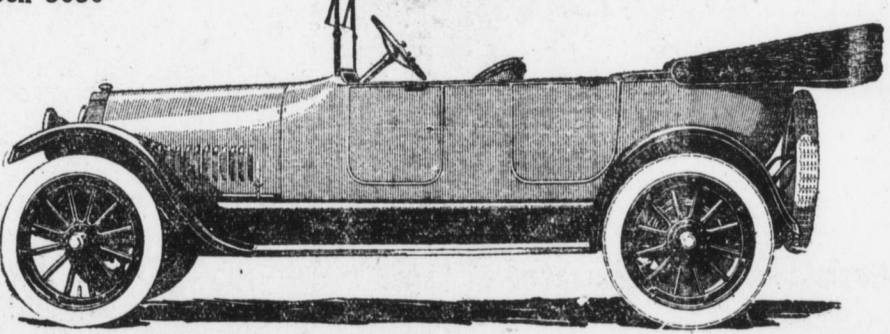
# STUDEBAKER BUYER'S WEEK

## October 24th to November 1st.

During that week we will offer to the public the greatest value in a Studebaker car ever offered in any automobile at the price. Let us show you WHY it is value. You can see and judge. Phone us for a demonstration at once of cars to be had at these prices. Call and see what we have to offer during the Studebaker Buyers Week. It will be surprising.

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  - 1916 1-25 Packard Twin Six Touring, repainted and guaranteed \$2200
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  - 1916 Hudson Sedan, repainted, \$1400
  - 1916 Cole Touring Car, wire wheels, \$800
  - 1913 Cadillac Touring Car, \$400

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### FRONT-MARKET FROMAR MOTOR SUPPLY CO.

### Technical Service Training School by Packard Co.

A dearth of technical men exists in the automobile industry, according to C. R. Lester, general service manager for the Packard Motor Car Company. This is especially true in the service stations throughout the country, where the demand has become acute.

Production of motor vehicles is increasing rapidly. Sales are increasing. Every year sees new thousands added to the ranks of car and truck owners. But there is no comparable increase in the number of skilled men capable of performing or directing service on motor vehicles. The result is a real need for such men at a big field of opportunity open to them.

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After we replate or refinish brasses, chandeliers or metal work of any description, they cannot be distinguished from new.

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Get our estimates and we will get your work.

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11th & Mulberry Sts.

**Announcement By Joseph Alexander**

Having acquired an interest in the Wholesale and Retail business of the **Standard Auto Supplies Co.** with Frederick C. Sieber, at 113 Market Street, and having assumed the general management of the business.

I take this opportunity to thank my friends and the motoring public for their support while Store Manager of the Front-Market Supply Co., having been associated with them since they first started in business.

It will give me great pleasure to be able to continue—at our new location—to fill your present, as well as future motoring needs from our new and very complete line of Auto Accessories, Supplies and Tires. I assure you no effort will be spared to serve you to your entire satisfaction.

Respectfully,  
**JOSEPH ALEXANDER.**

**Standard Auto Supplies Co.**  
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CORNER RIVER STREET  
HARRISBURG