

### \$100,000,000 in Orders Without Knowing Price

Recently there gathered at the Willys-Overland factory 250 distributors from various sections of the country. All were clamoring for more Overlands and Willys-Knights.

Now it happens that the Overland company is about to introduce certain new types of cars, but, in view of uncertain market conditions and limited material sources, the price of the cars for the Fall season had not yet been established. The distributors were informed to this effect but, one and all, they wanted a guarantee that they would be apportioned a definite number of cars for the Fall season, irrespective of price and other details. The result was that when they left the plant, those alert distributors had left contracts with the company calling for between \$75,000,000 and \$100,000,000 worth of cars to be delivered between now and January 1, 1917.

"Yes, it was probably the largest contract for an unlisted popular and medium priced car ever recorded," said John N. Willys, president of the Willys-Overland Company. "Although it assures us, beyond question, of an even greater production than we had planned on for the next twelve months, there is an intense personal satisfaction for me in the achievement which is almost as attractive as the business end of the transaction."

"The confidence which these distributors placed in our product pays it a higher tribute, concerning its efficiency and selling qualities, than all the glowing descriptions of the expert engineers who have designed the car and all the statements which we manufacturers may make concerning the high standard of the product we are turning out. It is obvious that the engineers would be proud of the result of their endeavors because of the labor involved and the long hours they have spent in perfecting their work. It is natural that we should speak in the highest terms of the Overland and Willys-Knight cars because we believe in them. The distributors, however, have no personal bias to sway their opinions concerning the merits of automobiles. They want them simply because they know the public wants them and when the public clamors for a certain product that product must have already demonstrated its worth and superiority over other products in the same line."

"The Overland and Willys-Knight cars are not new to the public. They have been on the market long enough to have firmly established their position among the highest grade of motor vehicles. The distributors who contracted for between \$75,000,000 and \$100,000,000 worth of them, without a definite selling price, were not taking a chance. They had watched our methods of doing business. They knew that the best of materials would be placed in the cars and more important to them from a selling standpoint, they knew that our long experience in the manufacturing world and our unexcelled factory system would enable us to sell those cars at a price just as attractive to the buying public as our prices have been in years gone by."

"Therefore, confidence in Overland and Willys-Knight cars and faith in the Willys-Overland Company led to one of the most unique and probably the largest contracts of its kind—nearly \$100,000,000 of automobiles unseen and unpriced."

The success of the Overland Company elsewhere is reflected in our own local situation. Out of the Harrisburg office alone there were 1,200 cars delivered during the 1916 season. This represents an average of one hundred cars each month for the year, making a freight train of about thirty-four carsloads every month, if shipped in trainload lots. This local business is even greater than that of Baltimore, which speaks well for the business enterprise of the Harrisburg-Overland Company.

### Connie Mack's Star Likes Overland 75 B

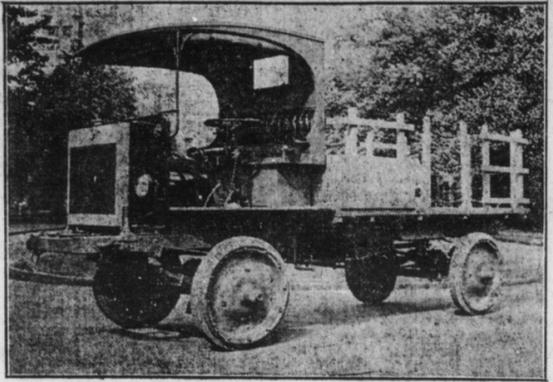
The Overland Model 75B, which has proved such a popular model, due to its light weight, its completeness of equipment and its economy of fuel consumption, is rapidly gaining favor with all classes.

Here is Elmer Myers, the new Athletic pitching star, in a new model 75B roadster.

Does Elmer like the car? Take another look at him seated proudly behind the wheel and then judge for yourself whether the Overland hasn't another live 75B roadster booster in Connie Mack's newest pitching phenom.

SHRINERS HOME  
Members of the Zimbo Patrol and Band, who were attending the national convention, held in Buffalo this week, returned home last evening.

### THE JEFFERY QUAD



The truck shown above is a Jeffery Quad, with four-wheel drive, delivered this week to the Pennsylvania Steel Company by J. A. Bentz of the Benz-Landis Auto Company. These Quads are famous all over the world and are in use by the United States and twenty-three foreign countries are buying them.

### Hupp Factory and Business More Than Doubles

With the close of the 1916 selling season, July 1, the Hupp Motor Car Corporation announced an increase in business over the 1915 season of 17.3 per cent. Outside of the indicated increase in the demand for four-cylinder cars of the Huppobile type, the gain in the Hupp Corporation's business was made notable by the fact that for practically eight months the main Detroit plant has been in the hands of builders.

During the past season, the floor space in the Huppobile factories has been increased 33.9 per cent, practically doubling the space of one year ago. Because of the extensive building operations affecting every structure in the Detroit plant, the company, a year ago, set a minimum production schedule about equal to the business of the biggest previous year in spite of plant additions, this schedule has been beaten in every month within the next ninety days, when the final factory additions are completed.

With the buildings now being completed, the Huppobile plants will have a capacity more than double that of one year ago. In the enlarged Huppobile plants, both in Detroit and Jackson, Michigan, the company is installing, approximately one-half million dollars' worth of cost-reducing machinery and efficiency equipment. With the savings of material and increasing costs of materials and labor, the Huppobile Corporation has maintained a consistent policy of strictly quality manufacture. In preparation for a steadily growing business, the company's investments in enlarging and improving the plants have in the past year, aggregated approximately \$1,000,000.

To produce its 1916 record, the Hupp Motor Car Corporation has increased the number of factory employees 14 per cent, and an additional increase of nearly one thousand men will be made within the next ninety days, when the final factory additions are completed.

"Had we not faith in the future of a car of the Huppobile type is unlimited," said President J. Walter Drake in announcing the 1916 record of the Hupp Corporation. "We are adhering strictly to the four-cylinder practice. In the series N Huppobile, we have developed a car, the public demand for which has greatly exceeded our production capacity throughout the past year. We have no radical changes to announce in the part of the new selling season, through each series of five thousand cars has contained such minor improvements as our engineering department has developed from time to time. The past season has proved the correctness of the principle of building in series rather than in annual models. Had we not faith in the future of a car of the Huppobile type is unlimited, we have ever built, simply for the purpose of increasing our interest in something new, we should not have been able to achieve the big production record of the 1916 season."

### TYPHOID IN CUMBERLAND

Carlisle, Pa., July 15. — Scattered outbreaks of typhoid fever are causing health officers some concern in this section. There are several cases in the lower end of the county, and others near Mount Holly Springs and Plainfield. There is no fear of an epidemic, however.

### Oldest Haynes Car Seems to Be in New Jersey

In all probability the Haynes Light Twelve car offered for the oldest Haynes car that is running in America at the present time, will be awarded to Walter E. Smith, Bound Brook, N. J., who has an old two-cylinder car that was built in 1897. The car is in operation to-day and this Spring won a prize as the oldest car in a county contest. Its nearest competitor was a 1902 two-cylinder car.

The automobile retains its original appearance almost in entirety. Even the rubber matting which was furnished with the car is still intact, and the original warning system, a bell operated by a foot lever, is used by Mr. Smith to-day. Throughout its tenure the old car has received the best of attention and has never been in any sort of an accident.

The old automobile weighs 1,950 pounds and originally cost \$1,900. It is a survey that provides ample room for four passengers and is steered by a lever. The car to-day makes from fifteen to twenty miles an hour over good roads.

Compared to the high-speed multiple cylinder motor of the present day, the old two-cylinder engine presents a vivid contrast. Each cylinder has a carburetor and dry battery of its own. The engine has a 4-inch bore and a 6 1/2-inch stroke and is rated at 15 horsepower. Only last Fall the car pulled a four-mile mountain grade on second gear.

The body plainly shows the designs and panels that were common in the carriage work of nearly twenty years ago and the old car evidently stands on the border line between the horseless carriage and the automobile. The comparatively high wheels, with single tube 36x3 tires, and full elliptic springs raise the body to what appears to be an unsightly height, although the riding qualities are not impaired in the least and are certainly one of the virtues of this motor conveyance.

The Bound Brook car was built shortly after the Haynes company began building two-cylinder models in 1897. With the exception of three one-cylinder cars that Elwood Haynes built himself and have since been traced, of this car stands, according to present records, as the patriarch of the old Haynes cars in America.

### Why the Miller Company Have Added Another Tire

"Since the advent of the new Miller black tread tires," says F. C. Millhoff, general sales manager of the Miller Rubber Company, "we have been asked why the name of the Miller tire family? It's a legitimate question and easily answered. Many automobile owners feel that the conditions in their territory or the use to which the tires are put does not warrant the purchase of high-priced tires. They wish a popular priced tire yet hesitate to buy of a company whose sole object in manufacture is to meet the price and inheritance of each car. The Miller black tread tire is made of the same materials as the standard Miller tires, but by lessening the number of operations in manufacture the price has been reduced. You see it is this way, said Millhoff, a certain father of several sons is a man of high ideals, which are instilled into each boy, both in his training and in his life. Each son is fitted by nature for a different vocation. One may be a statesman moving among the elite of the land, another may be a forest ranger, guarding the woods and inheritance. Each son has a different mission in life the deals of the father is common in both. And though the forest ranger will never reach the height of social attainment of the statesman, he will make a better forest ranger than another man who may be as well fitted by nature for the job, but lacks the character of the other. So the new addition to the Miller family, because it is one of the Miller family, must have the character that goes with the name."

### Touring Week Stirs Nomad Spirit of True Motorist

The country's call of the road, sounded by National Touring Week, is singing in the ears of every motorist to whom vacation spells the free and the open. When August 6, the date of the week automobilists are setting aside for spending their vacations in their cars, is based on the calendar, motorists by thousands will be on the road from the Atlantic shore to the Pacific coast.

No movement has ever produced a more spontaneous or nation-wide response. The call to "Come, wander a-wheel," has cast its spell to the remote village and into the isolation of the great city.

There is yet much of the nomad in the human animal, notwithstanding his centuries of what he terms civilization. In his heart he is often the gypsy. He dreams, as he works, of fields afar and beauty spots hidden in the woodlands for his particular joy. With vacation the spell to go forth and find them grows irresistible.

What more in harmony with modern efficiency and love of creature comforts than that the nomad should to his wandering in a motor car? The automobile tourist is the gypsy de luxe. Therefore, motorists by thousands are hearkening to the call of National Touring Week.

Newspapers, automobile clubs and automobile dealers, at once sensing the popular appeal of the movement, have aligned themselves with it. The momentum it has already gained will carry the outpouring of motorists far beyond the single week set for the touring festival.

"Take that vacation in your motor car if you would drink the full measure of it" is the warning of the summer.

### FIRE IGNITES DRESS; BURNS TO DEATH

Sharon, Pa., July 15. — Mary McDowell Buchholz, eight, a granddaughter of the late Major Alexander McDowell, was burned to death yesterday, her clothing igniting from a bonfire.

### To Continue Praying and Playing Ball, Rector Says

Philadelphia, July 15.—"We're going to continue our policy of 'pray and play' at the farm at Springfield—baseball included—and it's up to Doctor Mutchler to stop us."

This was the ultimatum issued by the Rev. David M. Steele, rector of the Church of St. Luke and the Epiphany, to the Rev. Dr. T. T. Mutchler, secretary of the Lord's Day Alliance of Pennsylvania, who had written a letter to Mr. Steele calling his attention to the fact that baseball on Sunday is a violation of Pennsylvania's blue laws as interpreted by the Superior Court.

Told of the stand taken by the Rev. Steele, the secretary of the alliance, said he personally would not bring the prosecution, but that he expected action to be taken by the Delaware County Alliance, an auxiliary of the State organization.

### Allies Parade in Paris to Mark Turn of Tide

Paris, July 15. — The grand army of the French Republic—a tiny portion of it drawn from the trenches—

supported by detachments of the allies, marched down the Champs Elysees yesterday and paraded the boulevards in triumph. Paris had her day at last. After two years of weary, anxious waiting, to-day's ceremonial was a patriotic celebration of the fact that it is Germany's turn to be on the defensive, rather than on the 127th anniversary of the fall of the Bastille.

Although the weather was leaden—the morning beginning with rain—the crowd began gathering at the Invalides and the Place Concorde as early as 4 o'clock. By nine it is estimated 1,250,000 persons packed every available space along the four-mile route of the march. The crowd was probably different in its cheers and different in its faith. Although enthusiastic and often wildly so, not once was gaudy. This was a war parade, not a peace one.

### TO CAUCUS ON SESSION

By Associated Press  
Washington, July 15. — Senate Democrats will caucus to-night to decide whether the legislative program drawn up recently shall be extended at the cost of lengthening the present session of Congress beyond September 1. Many Democrats are insistent that special measures be added to the program agreed on, but leaders realize this means a session lasting into the Fall.

### Protest Forces League Island Into Navy Bill

Washington, July 15. — Without debate, the Senate late yesterday restored the Philadelphia Navy Yard as one of the four government yards on which \$6,000,000 is to be expended for equipment for battleship building.

Senator Penrose explained that the Philadelphia yard was eliminated from the House bill by a "typographical error," and no objection was made to its restoration. At the same time Senator Penrose had the bill amended to include Philadelphia as one of the ports which should be investigated by the army and navy officials and improvements made which would provide adequate facilities for operation of the fleet.

### Nine New Typhoid Cases at Altoona; Trace Source

Altoona, July 15. — Nine persons, supposed to have typhoid fever, were admitted to the Altoona Hospital. The total number of cases in the city since June is now 34. Thirty of these are due to infected ice cream. The others are believed to have been contracted outside of Altoona. The health authorities believe they have discovered the cause of the outbreak. A young man working at the ice cream plant became ill. His father, living in a nearby town, took him home before the case was diagnosed. It is now believed the young man had typhoid fever.

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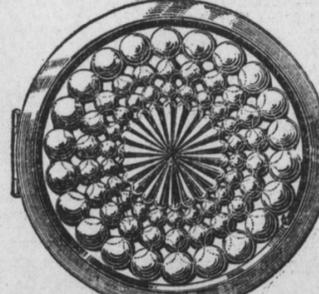
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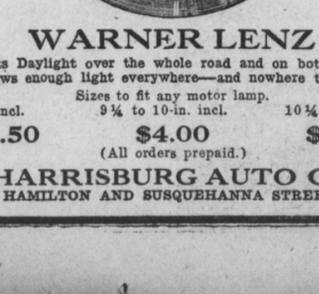
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