

PALLADIUM GOSSIP FOR MOTOR FANS

WAYNE WORKS BUILDS AUTOS FOR HOLLAND

Company Adopts Unit Power Plant in 1916. Models, Orders for Which Arrive Far in Advance.

Believing that the day of the big four cylinder cars is over the Wayne Motor company has decided to discontinue their manufacture and for 1916 will offer two entirely new models. One of the new cars will be a light four cylinder which sell at \$885 and the other will be a light six cylinder at \$1095.

Many mechanical changes have been made in the new models but these changes are in the line of improvement in construction and were only made after careful tests had demonstrated the fact that the 1916 car would be the best ever turned out of the factory. Both of the new models have unit power plants. This is the first time the unit system has ever been used on the company's product.

Another change which is expected to prove an addition to the durability of the car is the construction of the axles, the three-quarter floating type being substituted for the semi-floating type which has been used in all Wayne cars previous to the 1916 model.

Early Orders Here.

Warren Clements, advertising manager of the company stated today that the output of the factory for the coming year would be increased from between eight or nine hundred cars to about twelve hundred for 1916. This, Mr. Clements said, indicated a steady and natural growth and was due to the superior quality of their product. As yet specifications for next year's model have not been sent out but despite this fact orders have been received for fifty-eight cars. The first models are now being assembled and work on quantity production is expected to start about August 15.

Quite a number of the orders now in hand for the 1916 cars are from foreign countries and include orders from Sweden, England and Holland. No doubt some of these cars will be sent to the front when they reach their destinations. The only difference in the type of cars shipped to these foreign ports is that they are built after the pattern of most English automobiles, with the drive on the right hand side.

DIXIE ROAD BOOSTERS OPEN BOOM IN STATE

CHATTANOOGO, July 30.—The opening gun of a state wide campaign through the state of Indiana in the interest of the Dixie highway will boom forth at New Albany August 10. No less a personage than the Hon. Thomas Taggart of French Lick, vice-president of the Dixie Highway Association for Indiana, will have charge of the campaign which will cover every foot of the Dixie Highway in that state and will include stops at all of the villages, towns and cities along the highway. Mr. Taggart has announced his intention of "staying on the job" until Indiana's section of the Dixie Highway is the best, not only as a whole but has the record for having every foot of the highway improved in his state. Mr. Taggart will be accompanied on the greater part of his tour by Carl G. Fisher of Indianapolis a member of the executive committee of the association and the originator of the Lincoln and Dixie Highway movements. W. S. Gilbreath of Chattanooga, field secretary of the Dixie Highway Association, on completion of a similar tour of Florida with the Florida commissioners, will join Messrs. Taggart and Fisher at New Albany, remaining with Mr. Taggart until the tour of the Dixie highway in that state is completed.

NEW MAXWELL CAR WARMLY RECEIVED BY ANXIOUS BUYERS

That the new 1916 Model Maxwell car has met with the approval of motorists in and around Richmond is conclusively demonstrated by the sale of twenty of them through the agency of the McConaha company during the last four weeks.

As fast as the cars have been received from the factory they have been delivered to anxious buyers. Orders continue to be received and deliveries will be made promptly after August 1. Three carloads of Maxwells are on the way here and are expected daily. The Maxwell Touring car at \$655 is an automobile bargain. This price is not F. O. B. Detroit, but it means that you get your car delivered to you here fully equipped including electric start, electric lights, magneto ignition, "one-man" mohair top, demountable rims, windshield and tire carrier at the factory price.

PILOT FACTORY MAY CONSTRUCT NEW BUILDINGS

George E. Seidel, President Reports Decided Increase in Foreign Business in Last Few Weeks.

In order to meet the demand for the 1916 model Pilot automobiles, the Pilot Motor Car company is contemplating the erection of new factory buildings, and it is possible that work on them will be started in the near future, stated George E. Seidel in an interview today.

More contracts have been received to date than were secured all of last year and every indication is that there will be twice as many Pilots sold this year as there were last.

Two new models will be placed on the market in about two weeks, but Mr. Seidel did not care to give out their specifications at this time, other than to say that one would be an eight cylinder seven passenger, selling at \$1,785, and the other a light six cylinder five passenger selling at \$1,100. The company will continue to construct a six cylinder seven passenger car at \$1,655 and a light six cylinder at \$2,485, as in former years.

Like the other automobile manufacturers in Richmond the Pilot company is receiving many inquiries from abroad and their business in foreign countries promises to be larger than ever before. Estimates are now being made for one hundred chassis' for the Allies. These chassis' are to be sent without body or other parts.

The popularity of the Pilot car is increasing at a rapid rate. The fact that the company will be forced to double its output for 1916 is sufficient recommendation in itself.

DELIVER 32 FORDS

The Bethard Auto Agency has brought thirty-two Ford cars over the roads from Indianapolis since Tuesday of this week. Stratched out along the road it must have looked to many who saw them pass as though an automobile parade was in progress. It is believed that this is the largest number of automobiles ever brought into Richmond at one time.

About 300 species of turtle and tortoises are known. Some of these attain a very large size.

DAVIS COMPANY ADDS "TWELVE" TO NEW LINES OF 1916 MACHINES

The Davis Motor Car company will place a new six cylinder five passenger automobile on the market for 1916 and will have it ready for delivery about the 10th of August. The new model will sell for \$1,250 and promises to be a surprise to motorists when placed on the market. When asked for details as to its special features, George W. Davis smiled but refused to give any information. The company will, of course, continue the construction of its previous models, a twelve cylinder seven passenger car at \$3,000 and a six cylinder seven passenger car at \$1,350. Also a four cylinder five passenger car at \$1,165.

Shipments of the 1916 models have been in progress for the last sixty days and the factory is working to its full capacity. Orders now on hand for the immediate shipment of Davis cars will keep the factory busy for the entire year.

"Nineteen hundred and fifteen was

a very successful year," Mr. Davis said. "Shipments were larger than in any previous year but indications are that 1916 will eclipse it. Demands for our product last year were so heavy that we cleaned up every car we built in 1915-16 by June 1. This year's shipping schedules are heavier than ever.

All our old customers have sent in orders for the 1916 model and in addition to this we have closed a contract with a firm in Montreal, Canada, for a large number of six cylinder seven passenger cars, as well as the new twelve cylinder model. We have also received inquiries from many foreign countries including Great Britain, France, Russia and others besides Cuba, Porto Rico and South America.

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Mr. Davis concluded his remarks by predicting that the business of his company would far surpass last year's and stated that they were prepared to meet it.

models is really a treat. Cars built in Richmond are in a class of their own. Look them over.

There is a certain youth in town who has ambition to go to one of those places across the pond where the big fight is on and drive a high powered "bus" that is encased in armor plate. He don't care which side he works for just so long as he can get in the middle. He's welcome to the job. If he ever gets nerve enough to start—well then we'll tell you his name. If it was mentioned now he might lose his present job and be forced to go to the front.

W. MANCHESTER, O.

Mrs. William Gunther and daughter Ruby, were Eaton shoppers Wednesday.

Miss Clara Steinbiber of Greenville was here Wednesday.

William Foss and wife spent Saturday and Sunday in Dayton, with their son Edgar and Clint Parks and wife at Kingsville.

O. G. Murray and family of New Madison, called on friends here Monday.

Misses Irene, Pearl and Pauline Eile who have been the guests of Col. Bradstock and family and relatives at Amana, returned Saturday to their home in Anderson, Ind.

Miss Goldie Shaffer of Greenville, is making an extended visit with her sister, Mrs. Charles Gable.

The Warehouse closed here Thursday to keep open again Sept. 1.

Mrs. Charles Wilson and children of Marion, Ind., are guests of her sister Mrs. Ora Shaffer.

James Cummins and family of Lewisburg, spent Wednesday here with Isaac Christman and wife.

Misses Ruby and Susie Guenther were afternoon visitors at the home of Mrs. Mary Trout.

Frank Graham of New Madison was a business visitor here Thursday.

C. B. Unger of Eaton was in W. Manchester Thursday representing the Commercial club and distributing Eaton Herald advertising the charabanc to be held there next week.

Mr. and Mrs. Sam Arnold were entertained this week by Mr. and Mrs. Hoerner of Lewisburg this week.

BESS STING HORSE.

DANVILLE, Ind., July 31.—James Reeder's horse recently entered a neighborhood yard and kicked over two bookcases. The horse roared the disturbance of their domiciles and charged the quadruped en masse, when the sting of battle cleared away the horse was in a sorry plight. He died a short time later, his body having swollen to almost twice its normal size.

WESTCOTT CAR WILL MAINTAIN PRICE IN 1916

Maintaining that only the manufacturers of medium grade automobiles are generally reducing their prices, H. P. Malmsten, general sales manager of the Westcott Motor Car Company, declared that under no consideration would a change be made in the price of the Company's newest models. The increasing cost of production and material and the Company's desire to continue its policy, which he said was that of building only a first class car, was offered by him as the reasons which prevented a reduction in price. Instead Mr. Malmsten stated that the present price of \$155 for six cylinder Westcotts would be slightly increased because of the increased expense involved in the construction of their product.

Mr. Malmsten commented on the tendency of various automobile manufacturers to reduce prices and at the same time claim maximum quality and service and said that in his judgment it was inconsistent and would be amusing if it was not for the disastrous results for the consumer.

"It is plainly to be seen," said Mr. Malmsten, "that this is merely done for spectacular merchandising purposes."

In the 1916 Westcott models the Beico system of starting and lighting is used throughout the line. Timken axles and Continental motors are standard equipment. An interesting feature worthy of note is the automatic cigar lighter which is fitted flush to the rear of the driver's seat and is attached to a rubber cord. When drawn out it lights automatically and on being released goes back into place by means of a self-winding reel which takes up the cord. The Ammeter which is fitted on the dash directly in front of the driver is also an added feature which will be found to be not only convenient but beneficial to the driver.

This arrangement indicates not only how much current is being used but how fast or how slow the current is flowing to and from the batteries. The entire line of 1916 Westcott models will embody the very latest improvements. Much favorable comment is heard on the unusual boatline body wherever the car has been shown. F. T. Ross, publicity manager for the company, stated that orders had already been received for the 1916 model which will keep the factory busy until next January.

MODELS FOR 1916

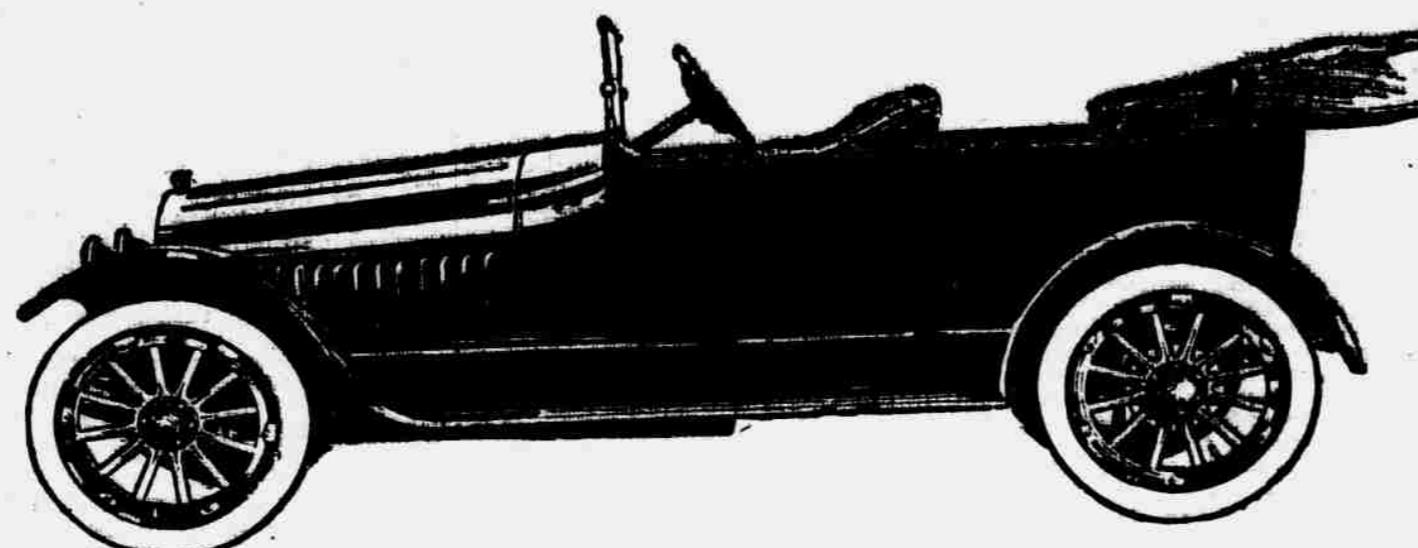
Four-cylinder 35 H. P.
Four-cylinder 40 H. P.
Six-cylinder 50 H. P.

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