LIGHT SIX MOTOR CAR

Foreign Makers Following the Lead of American Manufacturers, Says I. W. Dill

It is claimed that Europe gave up

Used Automobiles

Here's a tip for you. Mr. Wide-awake. Do you know that real money held under a dealer's nose these dull winter days will buy more automobile value than can be had when the Spring sun begins to peep through the clouds. We have a number of used cars that we will let go at interesting figures.

CRISPEN MOTOR CAR CO. 413-417 S. CAMERON ST.

JEFFERY Including Cross Country Automobiles \$1,550 to \$3,700

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Capacity



SATURDAY EVENING,

High Cost of Living Reduced by Scientific Use of Improved Machinery on Land

BY S. S. MORTON, Mechanical Expert, Morton Truck & Tractor Co.

It is claimed that Europe gave up the building and use of six-eylinder cars. This is entirely incorrect. Europe never had them to give up. Conditions in Europe are so radically different from those in America that there seemed no call for sixes there. Yet as a matter of fact sixes are growing in favor. Small experimental sixes were entered at the last Grand Prix races and made a remarkable showing, so much so that the Autocar, a leading London motor car journal, commented on the rapid rise to favor of the six and stated it unquestionably would not be continent. Two of the highest grade English makers build sixes, the Kolls-Royce and the Napler. The Kolls-Royce and the Napler. The kolls-Royce and the Napler. The car runs so smoothly that the Vibration, so objectionable and costly on American roads, is almost entirely in the Grand Prix and attracted a great. The car runs so smoothly that the Vibration, so objectionable and costly on American roads, is almost entirely in the Grand Prix and attracted a great the car runs so smoothly that the Vibration, so objectionable and costly on American roads, is almost entirely in the Grand Prix and attracted a great the car runs so smoothly that the Vibration, so objectionable and costly on American roads, is almost entirely in the Grand Prix and attracted a great the car will be supposed to the province of the find of the Grand Prix and attracted a great the car will be supposed to the province of the find of the find of the Grand Prix and attracted a great the car will be supposed to the suppose of the plant of the Grand Prix and attracted a great the car will be supposed to the suppose of the plant of the Grand Prix and attracted a great the car will be supposed to the suppose of the six with a find of the Grand Prix and attracted a great the car will be supposed to the suppose of the suppose of

For harvesting the corn, the stock is cut by hand immediately above the ear and preserved which part left standing dries and afterwards is gathered by a machine which cuts the stock close to the ground and passes through the husker and is elevated to the tank wagon and carried through the same process of unloading as described above. The stalks which fall to the ground after passing through the husker are gathered as fuel by the hayloader and conveyed to a convenient place close where the grain is prepared and scalded as food for the animals. This process requires two men and is capable in average corn of putting away twelve acres per day and will consume about two and one-half gallons per acre. This accounts for three hundred acres leaving 100 acres to be used in grass, potatoes, etc., and which this equipment is calculated to take care of and which is the most profitable.

Speaking of the equipment, we include the tractor, plows, harrows, seeder and planter, motor tricycle, cultivator, cutter-bar with attachment thresher, loader, unloader, tank wagon and platform wagon, portable electric elevator and corn husker and placer. This equipment is separate from the machine used to grind, scald and prepare the grain for food, but the same power is used to do the work.

You will notice by this process that For harvesting the corn, the stock cut by hand immediately above

and prepare the grain for food, but the same power is used to do the work.

You will notice by this process that the grain is raised and elevated to the grainery with less cost, but little labor than it would cost by the old method to plow the ground. We eliminate the handling of sheaves and straw by hand, the feeding of a gang of threshermen, buying of twine to bind the grain, the sacking and carrying the grain and keeping of a dozen or more horses over the winter.

There are many other detailed descriptions into which we might enter, regarding the construction of the grainery and the grinding and scalding process which we shall be glad to do upon request of any who are interested, and we submit figures showing the cost of labor and fuel for cultivating three hundred acres:

THIS MONOGRAM STANDS FOR ALL YOU CAN ASK IN A MOTOR CAR

"SIXES"

DURING the past few weeks big newspaper space has been used for the purpose of defending the high-priced four-cylinder car. We are not surprised. Any four-cylinder car selling for more than \$1800 certainly needs defense.

Whenever a tight shoe pinches, the wearer makes a wry face. And high-priced four-cylinder shoes are pinching a number of feet pretty hard this season.

Let us examine the real situation of "Six" vs. "four."

Three years ago there were eleven builders of "Sixes" in the United States. Last year twenty-five companies produced "Sixes." In 1914 thirty-seven of the forty-two leading manufac-turers of motor cars build "Sixes," and fourteen build "Sixes" exclusively.

Can such development be due to a fad or whim, as the builders of high-priced "fours" say?

High Priced Car Builders Found the "Six" Superior

Seven years ago the Pierce-Arrow Motor Car Company built "fours" only — "fours" that were above reproach, Six years ago they added "Sixes" because the "Six" was demanded by those who wanted the utmost in a motor car. For five years the Pierce-Arrow has been building "Sixes" only. Not because the Pierce-Arrow "four" was not good, but because the "Six" was proved bette...

For years the Packard Motor Car Company built only "fours." To-day Packard cars are built in "Sixes" exclusively. Not because the Packard "four" was not good; for there were no better "fours" But because Packard engineers and Packard owners found the "Six" mechanically superior to the "four"—and the Packard Company had the courage to build the car which was proved best.

The Peerless Company abandoned "fours" for 'Sixes' exclusively, because those who paid Peerless prices demanded the superior smoothness, flexibility, and silence of the "Six."

Seven years ago the Winton Company predicted the growth and popularity of the "Six." Since 1908 Winton cars have been built in "Sixes" only, because Winton found the "Six" superior to the "four."

Public Demand Forced the Development of the "Six"

The admitted mechanical superiority of the "Six" over the "four" and the demand for this superiority on the part of those who are willing to pay any price for motor car luxury, forced these builders of high-priced cars into the sixcylinder field.

So, too, were other successful builders of such as Oakland, Oldsmobile, Stevens-Duryea, Jeffery, Mitchell, Studebaker, Marmon, white, Hudson and Buick, forced into the sixcylinder field.

None of these companies changed their designs or spent thousands and thousands of dollars for new machinery and to market new types of cars just to satisfy a whim.

Through sheer merit the "Six" has conquered. Practically every well known company this year building a car of \$1250 or over, except one, builds "Sixes."

Is it possible that all of these admittedly successful companies are wrong? Isn't it logical to suppose that the majority is right? Is it reasonable to suppose that the one company which dissents should be right against such overwhelming evidence?

Pretty nearly all present owners of "Sixes" have at some time been owners of "fours." Ask them which is the better car—"Six" or "four." Did you ever know of a driver of a "Six" to go back to a "four" of equal price?

Drivers of "Sixes" will tell you that there is something inherent in a "Six" that makes it better than a "four," just as there is something inherent in a thoroughbred that makes him better than a horse of common blood.

Outside of the companies that have over-priced "fours" to sell the little talk there is against the "Six" comes from people who never rode in a "Six." To all such we say—ride 50 or 100 miles "Six." To all such we say—ride 50 or 100 miles in any good "Six," not only the Chalmers, but any good "Six." Until you have made such a test reserve judgment. We have no doubt of your judgment if you will only take the ride.

Don't Buy a Near "Six" When You Can Get a Real "Six"

The best known builder of high-priced "fours" this year admits the superiority of the "Six" by using a mechanism which it is claimed will give to the "four" some of the recognized superior qualities of the "Six." How consistent of those with "fours' to sell, to decry "Sixes" in one breath and in the next tell you they have a device that makes a "Six" of their car—nearly! The superiority of a "Six" over a "four" exists in the motor—and can be obtained through the transmission or rear axie.

The last resort of the four-cylinder advocate is that the "four" is more economical than the "Six."

Positively, it is not.

It costs less to drive a Chalmers Master "Six" 5,000 or 20,000 miles, than to drive a "four" of equal size and power the same distance. We have had in the Chalmers factory every well known "four" of \$1800 or over. We have run them side by side with the Chalmers "Sixes" and here is what we have learned:

Because of its steady, uninterrupted flow of power the "Six" is easier on tires and easier on every moving part than a "four."

The most prominent "four" in the same price class as the Chalmers "Six" has less power and weighs more. In the Chalmers the labor of moving that weight is divided among six cylinders; in the "four" each cylinder does more work because of the greater weight carried by four cylinders. Don't you see that in the "four" each cylinder must be doing more work all the time?

In other words, the four-cylinder motor is forced to work at full capacity more of the time than the "six." It is always working harder than the "Six"—and that means shorter life.

"But a 'Six' burns more gasoline," say four-cylinder builders.

Again we say, that is not true.

For any considerable distance the Chalmers Master "Six" can be run on as little gasoline as any "four" of equal motor displacement and with equal car size. This is not merely an advertising claim. We have proved this by actual tests.

Power and Performance Considered, "Six" Is More Economical Than "Four"

The fallacious statement that the "Six" burns more gasoline than a "four" originated in the fact that in the past Four-cylinder cars were compared with six-cylinder cars of nearly twice as much power. Compared on an equal footing, as to power apd car size, the economy argument is all in favor of the "six"

while six-cylinder builders are working toward greater fuel economy all the time, builders of "fours" are going the other way. The Chalmers Master "Six," for instance, has only a 4-inch bore and a 5 ½-inch stroke. A few years ago six-cylinder cars of equal power had bores of 4¾-inch to 6-inch. In the Chalmers Master "Light Six," which sells for \$1800, the motor is even smaller—only 3¼-inch bore.' Yet this motor has developed 53 h. p. All engineers admit that small bore and long stroke make for greater fuel economy. So builders of "Sixes" are at least on the right track.

"FOURS"

Four-cylinder designers, on the other hand, are forced constantly to increase the size of their motors to get enough power adequately to handle cars of increasingly greater weight.

The high-priced "four" grows each season to be more extravagant in fuel; while the well built "Six" becomes more economical.

A leading builder of high priced "fours" is now announcing through the newspapers that he "has no intention of building a Six." We believe this must be a welcome announcement to great many intending buyers who had already finally made up their minds to buy a "Six" and had, perhaps, been wondering whether this particular manufacturer would build one.

Now they have only to pick out the best "Six." They need no longer hesitate, anticipating that this particular builder may produce a "Six." Such statements of policy do much to clarify the public understanding of the motor car situation.

Chalmers Policy Is to Build Best Cars Possible at Chalmers Prices

As in the past, our policy shall always be to build the most efficient, most up-to-date quality cars to sell at medium prices. We shall change the design of Chalmers cars whenever adherence to that policy shall make changes necessary.

We are proud of the changes we have made in Chalmers cars. For all progress is change. To keep pace with the advance of science it is necessary to change, Every change we have ever made has given our customers higher value, more comfort, greater safety and more beauty in Chalmers cars.

We always build the best cars human ingenuity, painstaking workmanship, and fine materials can produce to sell at Chalmers prices. We introduce new and good things as they are discovered, and proved worth while:

It is in pursuance of this policy of advancement that, having proved the "six" superior to the "four," we are concentrating the production of Chalmers factory on "Sixes."

We predict that within two years all cars selling above \$1500 will be "Sixes." Even those who now decry the "Six" will be building "Sixes" within two years or building a "four" at a great reduction from their present prices.

Cars selling above \$1500 belong to the six-cylinder field as much as the cars selling below \$1,000 belong to the four-cylinder field.

It is just as impossible to stop the trend toward six-cylinder cars as it would be to dam the Niagara Falls. Crying against it won't stop it—it only increases the de-sire for an investigation and a comparison of the rela-tive merits of "fours" and "sixes." That is all that we as manufacturers of "Sixes" ask.

When You Buy a "Six" You Get the Newest Style and Best Investment

Why sink money in a car already out of style and bound to become more so each day? When you buy a "Six" you buy on a rising market. When you buy a "four" you buy on a declining market.

Our proposition is simple. We say, ride in "fours" and ride in "Sixes." Ask your friends who have "Sixes" if they would go back to "fours." We are sure you will want a "Six" after making such a test.

And having reached that conclusion we ask you to then take the Chalmers Road Test. After this we are sure your purchase will be a Chalmers Master "Six." We invite comparison, with even the highest priced

Any Chalmers dealer will give you the Chalmers Standard Road Test. It is proof positive of every claim we make. Judged by the measure of this rigid test, we know that no car within \$500 of the Chalmers price can even approach the Master "Six" in power, quietness, absence of vibration, flexibility, comfort, beauty, convenience and luxury.

That is a sweeping claim. But it will cost you nothing to prove to yourself that we are right. Don't buy any car until you have done yourself and us the justice of investigating the Chalmers Master "Sixes."

Chalmers	Master	"Six,"	5-passenger body\$2175
Chalmers	Master	"Six,"	4-passenger body 2175
Chalmers	Master	"Six,"	roadster body 2175
Chalmers	Master	"Six,"	6-passenger body 2275
			"Six," 5-passenger body 1800

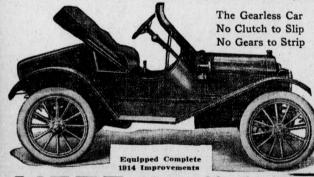
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Robert L. Morton, Manager

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Indian Brakes Are
Powerful in Construction

"Years before the 'Safety First' movement was born the protection of the motorcyclist and pedestrian alike was considered and amply provided for by the Indian engineers," points out the West End Electric & Cycle Company, local distributors of Indian motorcycles. "Double brakes as large and powerful as those fitted to many automobiles, and supplemented by double control, long have been a part of Indian equipment.

"The Indian engineers were the first to adopt the famous V band type of brake which, by reason of its ingenious construction possesses more than twice the contact surface and gripping power of the ordinary motorcycle brake. The double control permits the operator to retein full mastery of the machine whether his feet are on the pedals or comfortably

Oats \$15.00 maliar with their brakes, so that they may be prepared to meet emergencies without becoming unnerved, a condition which is responsible for many of the accidents which occur."

18.00 \$3.50 Recipe Free, For Weak Men.

Send Name and Address Today. You Can Have It Free and Be Strong and Vigorous.

Sirong and Vigorous.

We have in our possession a prescription for nervous debility, lack of vigor, weakened manhood, failing memory and lame back, brought or by excesses, unnatural drains, or the follies of youth, that has cured so many worn and nervous men right in their own homes—without any additional help or medicine—that we think every man who wishes to regain his manly power and virility, quickly and ouletly, should have a copy. So we have determined to send a copy of the prescription free of charge, in a plain, ordinary sealed to send a copy of the prescription free of charge, in a plain, ordinary sealed to send a copy of the prescription free of charge, in a plain, ordinary sealed to send a copy of the prescription comes from a physician who has made a special study of men, and we are convinced it is the surest-acting combination for the cure of deficient manhood and vigor failure ever put together.

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