

THE car that takes low gear hills on high gear speeds. Fours and sixes, \$950 to \$1985

THE product of experience. Fours and sixes, ranging in price from \$750 to \$2500.

Chevrolet

HOTTENSTEIN & ZECH
CITY AUTO GARAGE
PHONE FOR DEMONSTRATION

Indian Service Feature Is World-wide in Scope

"Motorcycle buyers to-day are no less aware of the value of service than automobile owners, and care demanding it in large measure," declares the West End Electric & Cycle Co., distributors of the Indian. "For the past four years the Hendee Mfg. Co. steadily has been broadening its organization in anticipation of the development of an insistent demand among experienced riders that the manufacturer provide adequate facilities for prompt service in the matter of spare parts and repairs.

"To-day Indian service is world-wide, and Indian riders have at their command the resources afforded by ten direct factory branches at home and abroad, supplemented by the unusually complete appointments of over 2,500 agencies. The Hendee Mfg. Co. exercises great care in the selection of its maker representatives and insists among other things that its dealers shall carry extensive stocks of parts and maintain mechanical departments capable of executing ordinary repair jobs in an Indian with promptness and high class workmanship.

"The complete service facilities enjoyed by Indian riders are one of the chief advantages accompanying Indian ownership, and absolutely unapproached by any other organization in the industry. This is one of the reasons why the Indian is the most popular motorcycle for foreign touring because owners always are in close touch with an Indian station. For 1914 the standard of Indian service is higher than ever, for the distributing organization has been so enlarged that Indian owners are afforded "over night" service in any part of the world. In other words, the Indian owner, no matter where he may be, always is within 24 hours of a service station.

"Motorcycle owners appreciate these facilities which are at their disposal, and it is the present point, and the chief aim of the manufacturer, to increase the volume of sales. Realizing that there is nothing which will retain the good will of owners equivalent to rendering them prompt, courteous and efficient mechanical attention to their machines when occasion requires, the Hendee Mfg. Co. has spared in expense to develop its service organization to the highest possible standard, and is fully re-armed by the cordial appreciation shown by Indian owners."

Chalmers—1915 "Light Six"

Master "Light Six" \$1800 Coupelet \$2050

Ride Behind the Wheel of This "Six" and You Will Never Again Want to Drive a "Four"

The "Six" has long been supreme in the high priced field. For the first to recognize six-cylinder luxury were those who could pay any price for the best. They demanded cars of highest efficiency. And they found the "Six" smoothest, most silent, and easiest for both car and passengers.

Its electric starter prevents the motor from going dead at a critical moment. The gears lock themselves in mesh. The shifting device won't let you go wrong. The assurance of safety is the corner stone of motoring pleasure.

A Lighter "Master Six"

What the Master "Six" at \$2175 is among high powered cars, the 1915 "Light Six" at \$1800 is among medium powered cars. It has the same flexibility; the same silence; the same six-cylinder smoothness which make the appeal of the Master "Six" irresistible.

For the man who wants a lighter car—one of low first cost and minimum upkeep, there's none better than the 1915 Master "Light Six."

Ride once behind the wheel of this new Chalmers "Six," say for 10 or 15 miles, and you will never again be content to drive any "four."

Let us give you the Chalmers Standard Road Test which proves every claim.

Chalmers Master "Light Six" Touring Car, \$1800
Chalmers Master "Light Six" Coupelet, \$2050
Larger Master "Six," 2, 4 or 5 passenger, \$2175
Larger Master "Six," 6 passenger type, \$2275
(Fully equipped, f. o. b. Detroit)

But that car must be a "Six." For they know that means a car easy to ride in easy to run and easy to keep.

In the 1915 Master "Light Six" at \$1800 weight has been lessened but strength has been preserved. Everything is reduced to simplest form, yet nothing essential has been omitted. It gives the luxury and economy of the "Six" at less than the price of any comparable "four."

Safety First Always

When you ride in the 1915 Chalmers "Light Six" you can trust it. Frame and axles are heat-treated steel with a four-fold margin of safety. Gears and roller bearings have withstood a crushing test of fifty tons. Its brakes will stop it within its own length.

Our problem was to build a car with the silence, flexibility, luxury of the high priced "Sixes" to sell at a medium price. The 1915 Master "Light Six" is that car. Building this new "Light Six" in thousands we are the first to be able to give the real quality of a high priced "Six" at a quantity price. It has what "Sixes" in the past have lacked; a low first cost which makes it easy to buy; a low operative cost which makes it easy to keep.

Six-Cylinder Value—at Less Than Four-Cylinder Price

Many have waited for this day to come. They want a car of low first cost; yet a car of generous size and ample power. A light car, but not a little one.

CALL 1991-ANY PHONE. FOUNDED 1871

Bowman's
HARRISBURG'S POPULAR DEPARTMENT STORE

IMPERIAL TIRES

Guaranteed 3500 Miles. Firsts

30x3	Plain Tread	\$8.75	Non-Skid Tread	\$9.49
30x3 1/2		\$11.82		\$12.75
32x3 1/2		\$12.57		\$13.58
34x4		\$17.04		\$18.23
36x4 1/2		\$24.50		\$25.97
37x5		\$29.36		\$31.11

BOWMAN'S—Third Floor.

WALTER E. YOCUM
formerly foreman of the Remond repair shop is now in business for himself in charge of the repair department at

Rex Auto Garage

Efficient mechanical work on all makes of automobiles. Maxwell owners assured of expert service. Pullman Agency and Garage under management of J. J. Hargest, Jr.

1917 North Third Street Bell Phone

Lozier Four With Redmond For a Week

E. C. Benson, treasurer of the Bigelow-Willey Motor Company, of Philadelphia, is at Redmond's this week and will remain for a week to demonstrate the new Lozier four to a large number of interested prospects in this territory. Andrew Redmond, of the Harrisburg representative, and two of the Lozier models were featured in his exhibit at the recent automobile show. The Lozier is among the high-class motor cars of the country, and has established an enviable reputation during the many years this car has been on the market.

Two models especially featured this year are the Light Four at \$2,100 and the Light Six at \$3,250. This Light Four model has been introduced this year by one of the strongest advertising campaigns ever inaugurated by a motor car manufacturer. The company strongly championed the advantages of the four cylinder car for those who preferred an automobile near the \$2,000 figure. Full pages of Lozier advertising prepared by E. Livingston Pelletier was placed in all the leading cities of the country, and was a leading factor in the recent national debate between the makers of fours and sixes.

The new Lozier Four is constructed on the same high plane of engineering skill that has made other Lozier models famous for years. This is the guarantee of the makers who have established an international reputation.

Keystone Motor Car Company
1019-1025 Market Street
Robert L. Morton, Manager

Case Racing Team Will Be Stronger Than Ever

The Case Company of Racine, Wis., will lead all other automobile factories in 1914 in the support of the racing team in Racine right now, and they ought to be ready in time to take part in the big coast races.

Louis Disbrow, of New York, Eddie Hearne, of Chicago, and probably Harvey Herick will be the men selected to pilot the Case machines in the big races. There will be two other drivers who will accompany the regulars on their racing trips.

The Case company despite the fact that it has the largest fleet of racing machines in action of any factory in the country, spends very little time or money on the racing department. An experienced racing manager is employed, who looks after this department and it is handled in a business-like way.

When the racing game was first introduced at the Case plant by the late Lewis Strang it was an expensive proposition, as at all other automobile factories, but change of policy was made in the Spring of 1912, and instead of spending money on the racing men and cars, the racing department is compelled to help support itself and the result is that more is accomplished than in the past and the expense is very light.

The Case Company has not yet announced whether it will participate in the 1914 Indianapolis race, but in last Spring it may try for a better position this year.

MOTORCYCLE NOTES

Glenn Swartz, of Findlay, Ohio, is contemplating a motorcycle tour to San Francisco.

The York (Pa.) Motorcycle Club will hold a two-day endurance run on May 30 and 31 to Philadelphia and Atlantic City.

Christopher Kling, of Berlin, N. Y., who is 92 years old, doesn't trust himself to operate a motorcycle alone, but he is an enthusiastic tandem rider.

A new motorcycle club has just been organized at Omaha, Neb. Already plans are being laid for a number of club runs and other social events.

It is expected that 1,000 motorcyclists will spend Memorial Day at Elkhart Lake, Wis., where eight motorcycle clubs of the Badger State will gather for an outing.

THE EXCELSIOR MOTORCYCLE

Harry Feldstern and Nat Feldstern, shown in the above picture, are associated in the sale of the Excelsior Motorcycle at 1047-1099 North Third Street. These young men have a splendid store known as the Excelsior Cycle Co., having perfect confidence in Harrisburg as a distributing point for motorcycles and bicycles. The Excelsior has established some remarkable records on the race track.

Selling Hudsons by Wireless Proves Success

Seattle has discovered a new stunt in the motor car business.

The steamship Minnesota—that hugest of all American freighters—was many hundreds of miles out on the Pacific, when her commander, Captain Thomas W. Garlick, and his friend, W. C. Ruckman, of Seattle, concluded that life for them was not worth living unless they each could number among their portable property a Hudson Six.

Whereupon the captain invoked the aid of the wireless and across the league of blue Pacific they snapped a message to the effect that two Six-40's should be waiting or them at the Smith's Cove dock when the big steamship arrived in Seattle.

Mr. Ruckman has owned thirteen motor cars. And he declares his fourteenth car, the Six-40 Roadster, gives him more pride and pleasure than even cars that cost him \$5,000.

A 210-mile endurance contest will be held by the Sedalia (Mo.) Motorcycle Club on April 26.

Deputy Sheriff Archibald Buck, of Hennepin county, Minn., says he traveled 21,347 miles on his motorcycle last year.

Car-Nation Among New Cars to Be Sold in City

Among the newer light car models to be introduced in Harrisburg this year is the Car-Nation, made in three distinct models, a two-passenger roadster, a four-passenger machine of the touring type and a tandem type two-seater. This car will make its appeal to those who prefer a light car for pleasure or business purposes. This car was among the many small car models that attracted such great attention at the recent New York automobile show. The 24-"four" touring sells for \$520 and the roadster type for \$495.

The Car-Nation is represented in Harrisburg by the Mehring Motor Car Company at Sixth and Boas streets, Charles J. Burns, sales manager. The announcement with specifications appears elsewhere in this issue of the Telegraph.

Apperson "Jack Rabbit"
"The Wizard of the Hills"
America's Oldest Automobile
POWERFUL, QUIET, DURABLE
FULLY ELECTRICALLY EQUIPPED
Prices F. O. B. Kopomo, Ind.
"4-45"—\$1785; "6-60"—\$2200
ENSMINGER MOTOR CO.
Salesroom Third and Cumberland Streets

A CAR TO SUIT YOUR PURSE AT

\$100 \$200 \$300 \$500 \$750 \$1000 \$1500

GORSON'S

The Car You Want is on Our Floors NOW, Call and See

Reliability and Service are the essential features that every purchaser should consider when buying a car, and at no other place will you be able to secure greater automobile value—than at GORSON'S.

Every car thoroughly inspected, overhauled and guaranteed to do the work it was built for.

Over 500 cars to select from. We sell you the car you want—not one just as good.

1913 Cadillac touring, good as new, electric lights, starter, bargain.	1912 Cadillac touring, bargain.
1913 Hudson 4-cyl. touring, fully equipped.	1913 Imperial touring, like new, fully equipped.
1913 Ford roadster, equipped.	1913 Stutz 4-cyl. roadster.
1913 Chalmers 6-cyl. touring, fine condition.	1913 Lozier touring, snap.
1913 Kri touring, \$350.	1913 Oakland 6-cyl. touring, fully equipped, electric equipment.
1913 Hupp mobile roadster, \$275.	1913 Little roadster, bargain.
1913 Regal touring, bargain.	1912 Moon touring, \$475.
1912 Buick roadster, \$225.	1913 Overland touring, fully equipped.
1913 Ford touring.	1912 Herrshoff roadster, \$300.
1913 Detroit touring.	1913 American roadster.
1913 Marathon roadster.	1912 Olds Special touring.
1913 "Hot" touring, make offer.	1913 Hays roadster, \$400.
1912 E. M. F. touring, \$225.	1913 R-C-H roadster, \$350.
1913 Reo touring, like new.	1912 Maxwell roadster, \$275.
1913 Hudson roadster.	1912 American touring.
1912 Ford touring cars and roadster, fully equipped.	1912 Empire roadster.
1913 Locomobile touring, equipped.	1912 Everitt 4-cyl. touring.
1912 Maxwell touring, splendid condition.	1913 Stevens-Durrea touring.
1912 Peerless touring.	1912 Chalmers roadster.
1913 Kri touring, \$325.	1912 Mitchell touring, \$425.
1912 Buick touring.	1911 Moss touring, bargain.
	1912 Franklin touring, \$500.

FINE SELECTION OF TRUCKS AND DELIVERY WAGONS.
LIMOUSINES AND COUPES AT LOW PRICES
Agents Wanted in All Cities To Handle Our Line of Used Cars.

Gorson's Automobile Exchange
238-240 North Broad Street
OPEN SUNDAYS 10 TO 2.

Weekly Bargain Bulletin on Request

New Blue Books Appear Earlier Than Usual This Year

One of the surest harbingers of Spring is the annual appearance of the Automobile Blue Books. They make their bow to the public this year full two months earlier than usual, a fact which is bound to make a cogent appeal to the motorist who contemplates taking advantage of the charms of April and May touring.

The Blue Books for 1914 have the same attractive appearance as last year, being bound in limp royal blue levant, gilt. Each volume of the five has about fifty new routes, and a cursory perusal discloses a wealth of new maps, both city and detail. The ever-extended network of State and county roads necessitates the constant surveying of highways, and this in turn compels not only the addition of new routes, but also the revision of old established lines to agree with changed conditions of pavement, grades, curves, landmarks, etc.

The Good Roads Movement throughout the United States has attained such proportions that the changing conditions would prove a source of confusion to the traveler, who would be utterly at sea without the counsel and advice contained in these volumes, which combine the descriptive information of a Baedeker with the accuracy of a railroad timetable.

In a recent economy test, Walter Kemper, of Cincinnati, Ohio, rode his motorcycle 138 miles on one gallon of gasoline.

Electricity Serves as Motive Power For Big City Street Sweepers

Electrically propelled street sweepers and sweeper are being employed in several towns in Germany and other European countries with considerable satisfaction and economy. The sweepers are slightly more economical than the washers, operating at about 6.5 cents per 1,000 square yards swept, while the street washers operated at about 6.5 cents per 1,000 square yards washed. These figures include interest on initial investment, labor, maintenance, etc. The machines are capable of cleaning about 84,000 square yards of street per day. — Electrical World.

TO TALK ON GOVERNMENT OWNERSHIP

Dr. O. B. Montgomery, Kansas City, formerly of Harrisburg, will lecture on Government Ownership of Railroads at Socialist headquarters, 1334 1/2 North Sixth street, to-morrow afternoon at 2:30 o'clock.

JACKSON "No Hill Too Steep— No Sand Too Deep"

What is YOUR Definition of the Right Car?

Is it what thousands of careful, shrewd buyers have demanded and found in Jackson cars? If your definition of the RIGHT car means AN ESTABLISHED REPUTATION OF THE MANUFACTURER, A HIGH STANDARD OF QUALITY REASONABLY PRICED, DEPENDABLE SERVICEABILITY AT LOW UP-KEEP COST then you too will find it in any one of the models of the Jackson 1914 line.

THREE MODELS COMPRISE THE 1914 LINE. EACH POSSESSES QUALITIES AND FEATURES THAT MAKE IT A LEADER IN ITS CLASS.

"Olympic Forty" \$1385 "Majestic" \$1885 "Sultanic" \$2150 6-cylinder

CENTRAL GARAGE 334 Chestnut Street
P. H. KEBOCH & DeWITT A. FRY, Agents.