

Five-Passenger Touring Car, \$1975

More than all other High Grade American Cars combined, selling at or more than Cadillac Price.

Such is the record to date of this year's Cadillac sales. Has ever a motor car received such overwhelming endorsement?

The above is authentic and should mean something to you in deciding your car.

CRISPEN MOTOR CAR COMPANY

413-417 S. Cameron Street

MOTORCYCLE NOTES

Just for the fun there is in it. That's the reason M. Raitchevitch, a Serbian count, who is now traveling in America, gives for using a motorcycle in making a tour of the world.

Club is planning to sociability run to the Grand Canyon in August. About 100 enthusiastic motorcyclists participated in the first summer outing of the Dixie Motorcycle Club, of Roanoke, Va., which was held recently.

SLAVERY SYSTEM IN OUR PRISONS UNJUST

National Committee on Labor Advocates Honor System and Wages For Prisoners

Trusting men, instead of beating them, were entrusted at the annual meeting of the national committee on prison labor, held at Heather Dell farm, the home of Adolph Lewisohn, near New York City, June 20.

The injustice of the sentence imposed by many judges was referred to, and a plea made for sentences which shall be absolutely intermediate. It was shown that the first need of the prisoner is for scientific examination, mental and physical, and the application of measures to overcome his defects.

The slavery of the prisoner was held to lie at the root of all the evils of our prison system. The committee is endeavoring to break down this slave system by securing wage for the prisoner, and to this end is conducting a case to test the status of the prisoner before the courts of the State of Rhode Island, the constitution of which prohibits slavery, with exception as to punishment for crime.

Cadillac Dealer Found No Need of Tools For a Year

The superfluous mechanic was the topic of an extensive article by J. P. Holland, printed recently in a well known English publication. To illustrate his point the writer related an incident that happened to W. F. Peare, a Cadillac dealer in Ireland, which not only proves that mechanics are not generally needed, but that in some instances one need not bother about the contents of a tool box.

"I have been driving this car for nearly a year already," he explained, "and this is the first time I have had occasion to discover that the tool box is even locked."

WILL VISIT NEW YORK 1,000 RIDERS EXPECTED More than 1,000 motorcyclists are expected to attend the first State F. A. M. convention of Michigan, which is to be held at Bay City on June 18, 19, 20 and 21.

"TRAVEL LIGHT ON TRIP ACROSS COUNTRY"

First 1914 Transcontinental Tourist Hands Out Timely Advice

The first motorist to cross the American continent this season has arrived in Detroit.

The trip was made in a Studebaker over the Santa Fe Trail. The tourist, O. J. Gidney, was accompanied by his wife and son, both of whom unite with him in pronouncing the road of the mountain section in terrible shape. As the result of experience gained in this transcontinental trip Mr. Gidney hands out some timely advice to motorists contemplating a trip to the Pacific journey.

"Get over the idea that you must pack on a ton or two of freight to guard against emergencies," is Mr. Gidney's caution. "This was my first trip across the continent. Of course I received advice from every quarter, as the result of which I packed my car with a sleeping tent, cooking utensils, agricultural tools and extra supplies of water and gasoline until it had a load of at least half a ton. Very little of this added equipment was ever used."

"This Fall we will pull out for our 3,000 mile journey with practically no more load than we would carry for a Sunday afternoon spin. "We will pack no extra gasoline nor water, no tent and no cooking utensils. My Studebaker has always brought us to a town and a hotel each night. And where there is a hotel there is gasoline to fill the tank for a day's journey."

"The only appliance I would take with me would be a block and tackle. This weighs only a few pounds and can be stored away under a seat. In the mountain regions the tourist is apt to meet the very little, that no car ever built can pull out of without help, and a block and tackle does occasionally come in handy."

CADILLAC AXLE A STRONG FEATURE

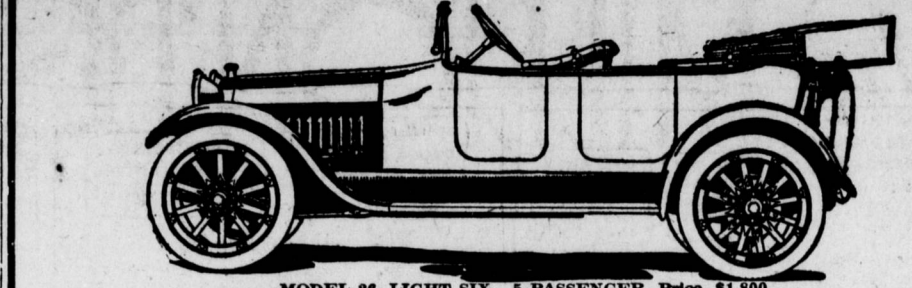
Two Speeds on Direct Drive Gives Added Economy and Efficiency

BY K. P. DRYSDALE In a recent article K. P. Drysdale, of the Cadillac Motor Car Company, described the advantages of the two-speed axle as follows:

Real usable value goes a long way back of the bore, stroke, the number of speeds, on the type of rear axle used. It finds its foundation in the first car built by the manufacturing company; it furnishes its own proof in the subsequent development of this car through years of manufacturing into the present day product.

Real usable value means giving everything to the buyer that is of vital importance to him in the satisfactory operation of his car, and then charging him a fair price.

Thousands of devices to be used on automobiles are being brought out every month and a tremendous small percentage of these are of real value. The majority of them get used somewhere. This means that the buyer who is not careful to examine every feature of his car finds that he has something that he cannot use, the cost of which has made it necessary for the manufacturer to take away from some other part of the car.



MODEL 26, LIGHT SIX, 5-PASSENGER, Price, \$1,800.

See This Wonderful New 1915 Light Six.

Ask us to give you the Chalmers Standard Road Test, which proves every claim we make.

- 1915 Light Six Touring, \$1800
1915 Light Six Coupelet, \$2050
Larger Master Six 5 Passenger, \$2175
Larger Master Six 6 Passenger, \$2275

Fully Equipped F. O. B. Detroit

KEYSTONE MOTOR CAR CO.

1019-1025 Market Street

Robert L. Merton, Manager

BUYERS NOW WANT USABLE VALUES

Useless Appliances Recognized by Consumer, Who Knows He Must Pay For Them

By G. H. Bryant, Advertising Manager Velle Motor Vehicle Company

Developing a field for automobile sales is becoming more a question of presenting real usable value in the car than anything else. Glowing specifications and glittering generalities are thrown away on the average reader of automobile literature, and automobile salesmen are relegating this kind of talk to the dim and dizzy distance.

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Three Bridge Orders; One For Pennsylvania Special to The Telegraph New York, June 27. The New York, Pennsylvania and Ohio bridge order with the Boston Bridge Works, requiring about 100 tons of steel shapes, has been placed with the Pennsylvania Bridge Works, also given a small order to an independent fabricator for about 100 tons, and the Erie has ordered a span, requiring about 100 tons, from the Ritter-Conley Manufacturing Company.

The Pennsylvania Railroad has taken bids on a bridge near Pittsburgh requiring about 900 tons of structural shapes. The Cleveland Railway has awarded a contract for shops to be constructed at Cleveland, requiring 1450 tons of steel, to the American Bridge Company. The same fabricators will also furnish 526 tons shapes for a bridge at Wheeling for Stone & Thomas.

SAVER ATTITUDE NOW GOVERNS BUYERS

Constructive Features of Car and Buying Model Within His Means Main Consideration

BY C. E. GILSTER Sales Manager of the Velle Motor Vehicle Company

"A particularly gratifying phase of the buying spirit among automobile prospects this year has been the same attitude they seem to be taking on constructive features, and on design. "The demand for various types and prices of cars is shifting down in all cases to its logical level. This is a good thing for the manufacturer and for the purchaser of the car."

"It has too often been the case that dissatisfaction has been caused by a man buying a car unsuited for his own particular requirements. A man who can best find satisfaction in the car of medium size and medium cost, has, because of his desire to keep up appearances, purchased a car beyond his means at first cost, and because of this much need is meant in general cost of upkeep, for it is the usual case that the higher the price of the car the more expensive it is to keep up."

"And to an extent greater this year than ever before manufacturers of cars ranging in price from \$1,000 to \$2,500 are finding keen interest in their product evidenced by men of good business standing and more than average earning capacity.

"Equally pleasing reports come from the manufacturers of higher-priced cars, and from manufacturers of cars manufactured to sell at a very low price."

from the manufacturers of higher-priced cars, and from manufacturers of cars manufactured to sell at a very low price. "When this natural process of shifting into distinct fields has been passed through with the automobile industry will be devoid of many of the problems which confront it now, and the whole growth will be more healthful and more generally profitable. "The manufacturer has been the one in the past who has paid the price for bringing about this shifting, and for this reason the automobile industry has been productive of less profits to the manufacturer than any other line of endeavor.

SPECIALS

- Ford Clamp-on and Bolt-on Bumpers, black and brass, each \$4.50 and \$5.00
Automobile Headlights, black and nickel, satin black finish, fitted with genuine magnifying mirrors, large size, per pair \$8.00
MOTORCYCLE GAS HEADLIGHTS N. P. with brackets, size 8-inch, each \$5.00
N. P. with brackets, size 6 1/2-inch, each \$3.75
HIGH GRADE TUBULAR TAIL LAMPS
Black and nickel \$2.75
Black and brass \$2.50
Front and Rear License Brackets, each \$2.50
Black enamel, each \$2.50
Oil Can Holders \$2.50
Goggles, (High Grade) \$2.50
Ford Oil Gauges \$2.50 and \$3.00
Spark Plug Brushes \$2.50
Chamois Skins \$2.50 and \$3.00
Sponges, large size \$4.50

SPARK PLUGS

- All kinds and all sizes, each .50c
Bentley, Spittorf, Messer, V-Ray, Bethlehem and A. C.
Combination Oil and Grease Guns, 1 1/2-in.-x9-in. brass, each .90c
Tool Kits, complete, \$1.25 to \$5.00
Auto Clocks \$1.75 to \$7.00
Auto Mirrors and Reflectors, all finishes \$1.25 to \$4.00
Long Horns \$2.50 and \$3.00
Hand Klaxons \$10.00
Ask to see the Hamilton "Perfection Pink" tube.

E. MATHER CO.

204 WALNUT STREET

CALL 1991-ANY PHONE. FOUNDED 1871

Bowman's HARRISBURG'S POPULAR DEPARTMENT STORE

All Auto Tires Reduced

Guaranteed 3,500 Miles FRESH, PERFECT STOCK

Table with columns for Goodyear, Kelly-Springfield, and Imperial tires, listing sizes and prices.

All other sizes at correspondingly low prices. Auto accessories at lowest prices. Are you going to take a trip? We will loan you extra tires—ask our plan. Third Floor—BOWMAN'S.

RIVERSIDE GARAGE

Rear 1417 North Front Street, enter to garage from either Riley or Calder streets. Careful attention given to repair work and storage of cars. GEORGE R. BENTLEY, Proprietor

Gorson's Automobile Exchange advertisement featuring a lighthouse logo and listing various car models and prices.

VULCAN advertisement for a light car, highlighting its performance and features, with contact information for Penbrock Garage.

HARRISBURG AUTO CO. advertisement for a popular car that sells, listing models like Reo, Haynes, and National.

MILLER NON-SKID TIRES advertisement for grip on the road, featuring Sterling Auto Tire Co. and vulcanizing services.